

EPC Community Poll Wave 3

Environmental Polling Consortium

July 2025



DATA FOR **PROGRESS**

Data for Progress is a progressive think tank and polling firm which arms movements with data-driven tools to fight for a more equitable future. DFP provides polling, data-based messaging, and policy generation for the progressive movement, and advises campaigns and candidates with the tools they need to win. DFP polling is regularly cited by *The New York Times*, *The Washington Post*, *MSNBC*, *CBS News*, and hundreds of other trusted news organizations.

What Data for Progress Does:



Electoral Polling

Understanding the
state of elections



Issue Polling

Popularity and salience
of key policy issues



Message Testing

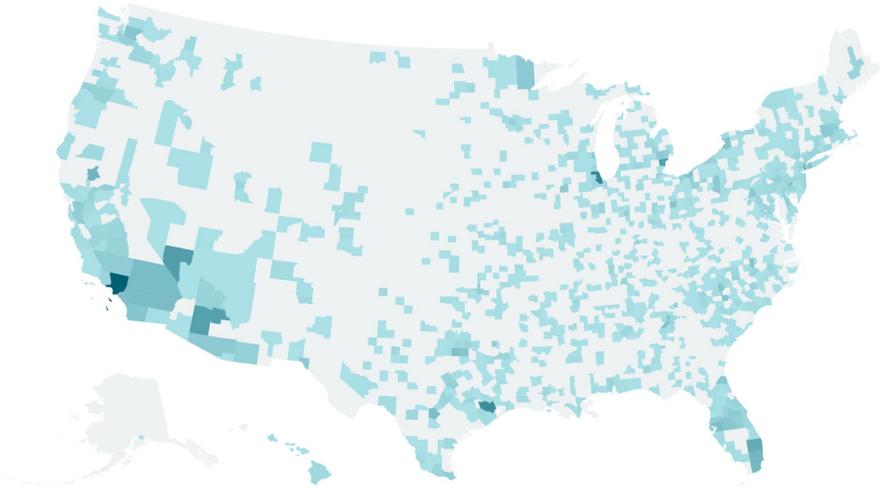
Assessing which
messages are most
persuasive

Methodology

From June 23 to July 7, 2025, Data for Progress conducted a survey of **2,482 U.S. registered voters** nationally using web panel respondents. The sample was weighted to be representative of registered voters by age, gender, education, race, urbanicity, and recalled presidential vote. The sample was also weighted to account for a minimum of **400 Black, 400 Latino, and 600 rural interviews** collected to ensure overall proportional representation of registered voters. See Rural Methodology slide in the Appendix for rural identification strategy.

The survey was conducted in **English and Spanish**. The margin of error associated with the sample size is **±2 percentage points**.

Respondents by County



53% **Female** | 47% **Male**

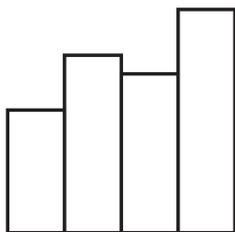
68% **White** | 11% **Latino** | 13% **Black**

35% **College** | 65% **Non-college**

42% **Under 45** | 58% **Over 45**

37% **Democrat** | 26% **Independent** | 36% **Republican**

19% **Rural** | 31% **Expanded Rural**

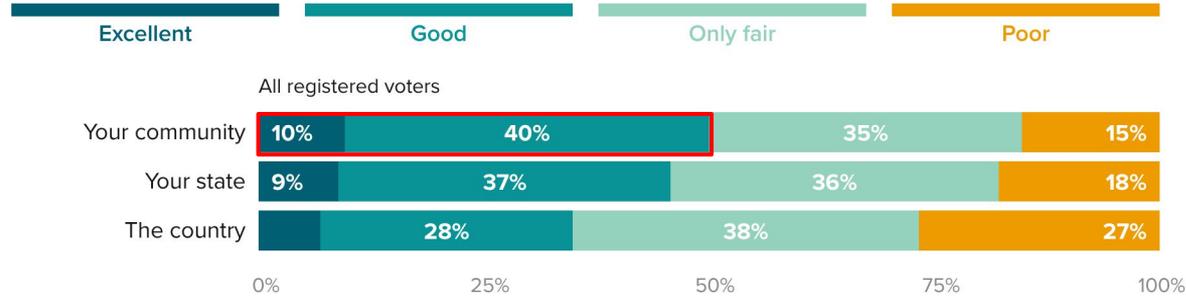


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Landscape

Views on Economic Conditions Vary in Different Areas

How would you rate economic conditions in each of the following:



A majority of respondents would rate the economic conditions of their community as “excellent” or “good,” while their views of their state’s economy and the economy of the country are more negative.

June 23—July 7, 2025 survey of 2,482 U.S. registered voters

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Rural Voters Are Pessimistic on the Economic Conditions of Their State

How would you rate economic conditions in each of the following:

Survey respondents who selected: Only fair or Poor

	Topline	Black or African American	White	Latino	Rural
The country	65%	76%	63%	68%	65%
Your state	54%	59%	52%	54%	61%
Your community	50%	58%	47%	51%	59%

June 23—July 7, 2025 survey of 2,482 U.S. registered voters

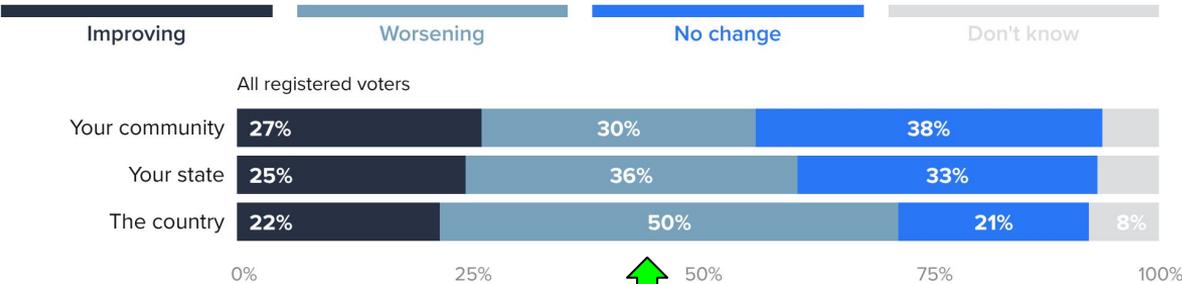
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Rural voters are more likely to carry **negative views** about their state's economic conditions compared to Black, white, and Latino voters.

While all demographic groups had more negative economic views at the national level, a higher percentage of Black voters see the country going in the wrong direction economically relative to other groups.

Registered Voters Believe Pollution in the U.S. Has Gotten Worse

For each of the following areas, relative to the last ten years, would you say the issue of pollution is improving or worsening, or has there been no change?



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Half of registered voters believe the issue of pollution in the country has **worsened** over the past 10 years, while being split in their views of pollution at the state and municipal level.

Black, Latino Voters Believe Pollution in the U.S. Has Gotten Worse in the Past 10 Years

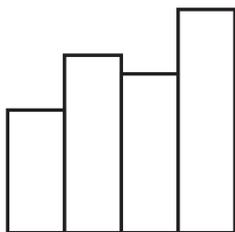
For each of the following areas, relative to the last ten years, would you say the issue of pollution is improving or worsening, or has there been no change?

Survey respondents who selected: *Worsening*

	Topline	Black or African American	White	Latino	Rural
The country	50%	52%	47%	54%	45%
Your state	36%	37%	33%	39%	33%
Your community	30%	31%	29%	27%	29%

Voters of color hold a more **pessimistic view** of pollution in the country: More than half of Black voters and Latino voters say pollution has worsened in this country compared to 47% of white voters and 45% of rural voters.

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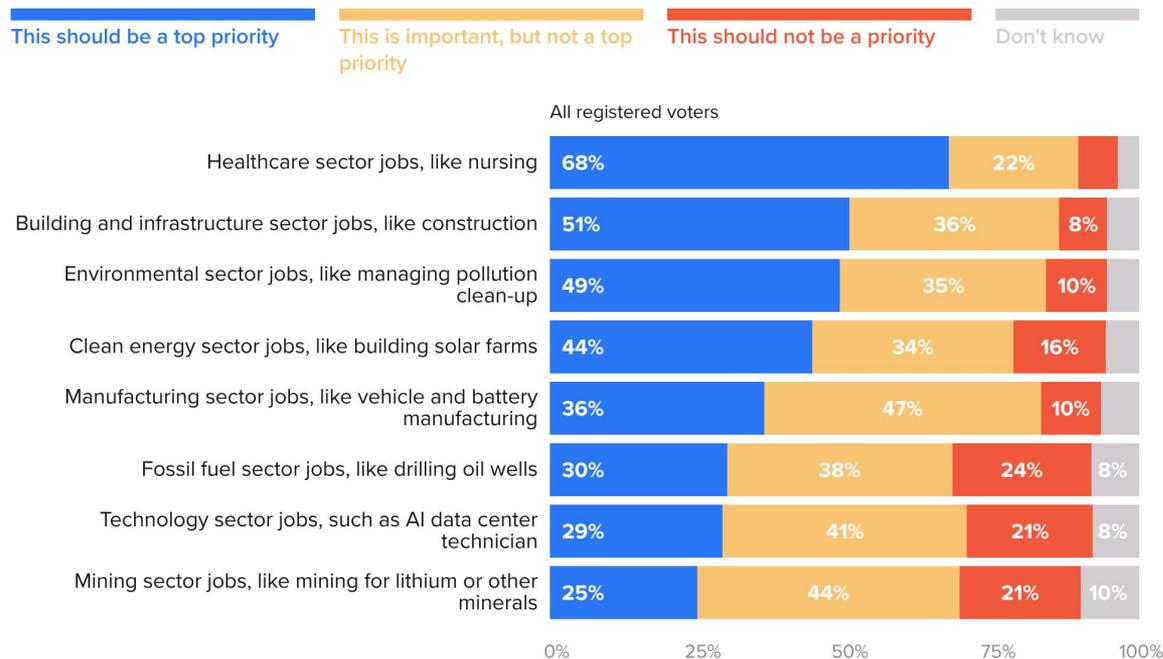


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Importance of Economic and Environmental Policies

Voters Believe Creating Healthcare Jobs Should Be Top Priority for the U.S.

To what extent, if any, do you think the U.S. should prioritize **creating** the following **kinds of jobs**:



The creation of healthcare sector jobs is of **top priority** for more than two-thirds of registered voters (68%), followed by a simple-majority who say the creation of infrastructure sector jobs (51%).

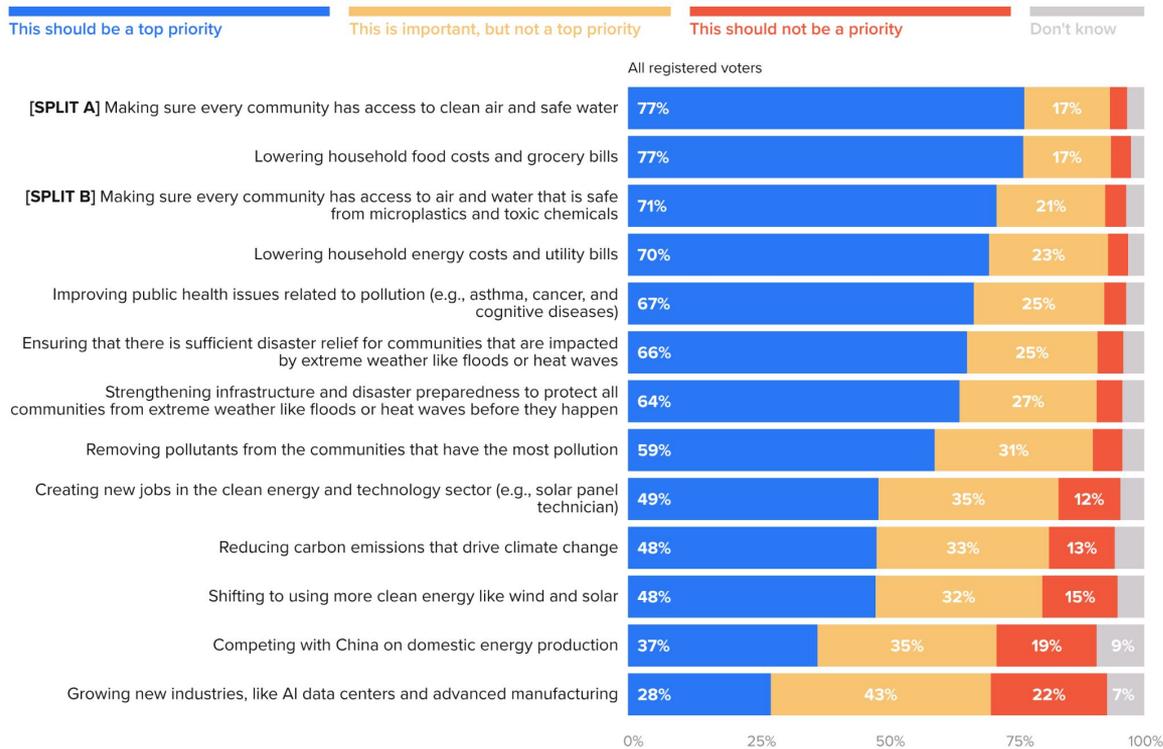
Creating technology, manufacturing, and mining sector jobs are important to voters, but they're not a top priority compared to others.

June 23—July 7, 2025 survey of 2,482 U.S. registered voters

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Growing New Industries and Competing With China Are the Lowest Energy and Environmental Priorities for Registered Voters

To what extent, if any, do you think the U.S. should prioritize **addressing** the following priorities for energy and environmental policy?



7 in 10 voters say the U.S. should address making sure every community has **access** to clean air and safe drinking water, while **lowering** households food costs and utility bills.

Voters do not see competing with China on domestic energy production and growing new industries like AI as a top priority for the U.S.

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Priorities for Rural Voters, Voters of Color Include Access to Clean Water, Safe Air, and Affordable Groceries

To what extent, if any, do you think the U.S. should prioritize **addressing** the following **priorities for energy and environmental policy**?

Survey respondents who selected: This should be a top priority

	Topline	Black or African American	White	Latino	Rural
[SPLIT A] Making sure every community has access to clean air and safe water	77%	78%	77%	74%	77%
Lowering household food costs and grocery bills	77%	76%	78%	71%	78%
[SPLIT B] Making sure every community has access to air and water that is safe from microplastics and toxic chemicals	71%	71%	71%	74%	65%
Lowering household energy costs and utility bills	70%	67%	71%	68%	69%
Improving public health issues related to pollution (e.g., asthma, cancer, and cognitive diseases)	67%	71%	65%	67%	60%
Ensuring that there is sufficient disaster relief for communities that are impacted by extreme weather like floods or heat waves	66%	67%	65%	63%	63%
Strengthening infrastructure and disaster preparedness to protect all communities from extreme weather like floods or heat waves before they happen	64%	63%	64%	62%	64%
Removing pollutants from the communities that have the most pollution	59%	64%	56%	65%	55%
Creating new jobs in the clean energy and technology sector (e.g., solar panel technician)	49%	57%	45%	55%	43%
Reducing carbon emissions that drive climate change	48%	56%	44%	53%	39%
Shifting to using more clean energy like wind and solar	48%	56%	44%	53%	38%
Competing with China on domestic energy production	37%	32%	39%	34%	37%
Growing new industries, like AI data centers and advanced manufacturing	28%	30%	27%	31%	25%

Voters across key demographic groups would prefer the U.S. focus on ensuring Americans having access to clean air and safe drinking water while deprioritizing competition with China on domestic energy and growing new industries like AI.



Awareness of Different Environmental Justice Issues

Awareness of Environmental Inequality/Justice Is Relatively Low Among Registered Voters

How much have you seen, read, or heard about environmental [Split A: inequality / Split B: justice]?



In an A/B test to identify awareness of the concept for environmental inequality and justice, a majority of respondents say they have only heard “**a little**” of either concept.

More older and rural voters say they have heard “nothing at all” about either concept compared to their younger counterparts.

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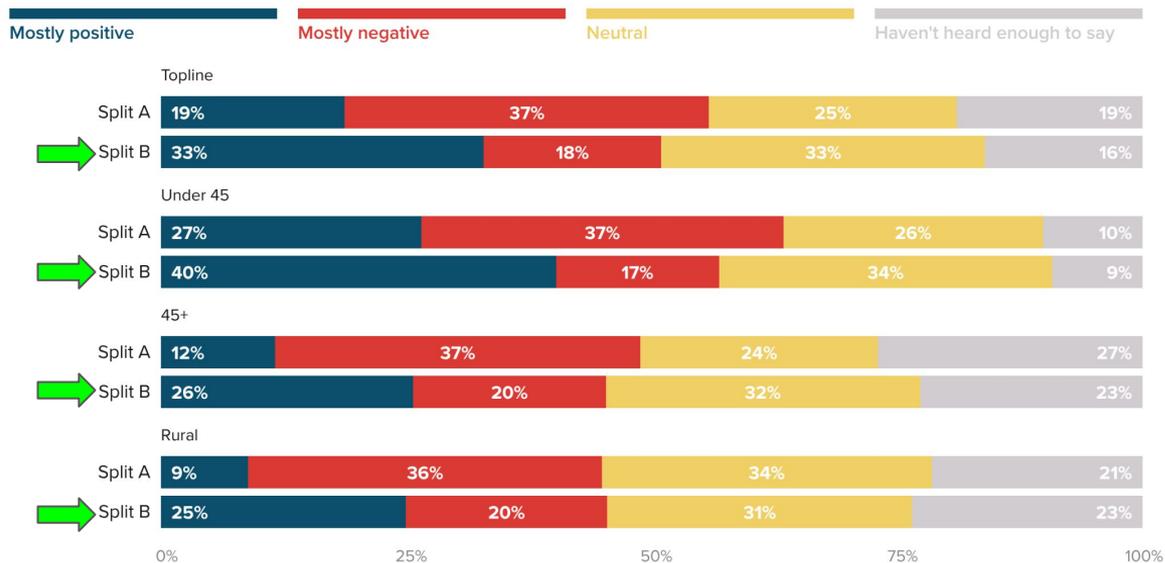
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Environmental Justice Receives Positive Recognition From Respondents Familiar With the Concept

[Asked of respondents who have previously seen, read, or heard about environmental inequality/justice]

Has what you've heard about environmental [Split A: inequality / Split B: justice] been mostly positive, mostly negative, or neutral, or have you not heard enough to say?

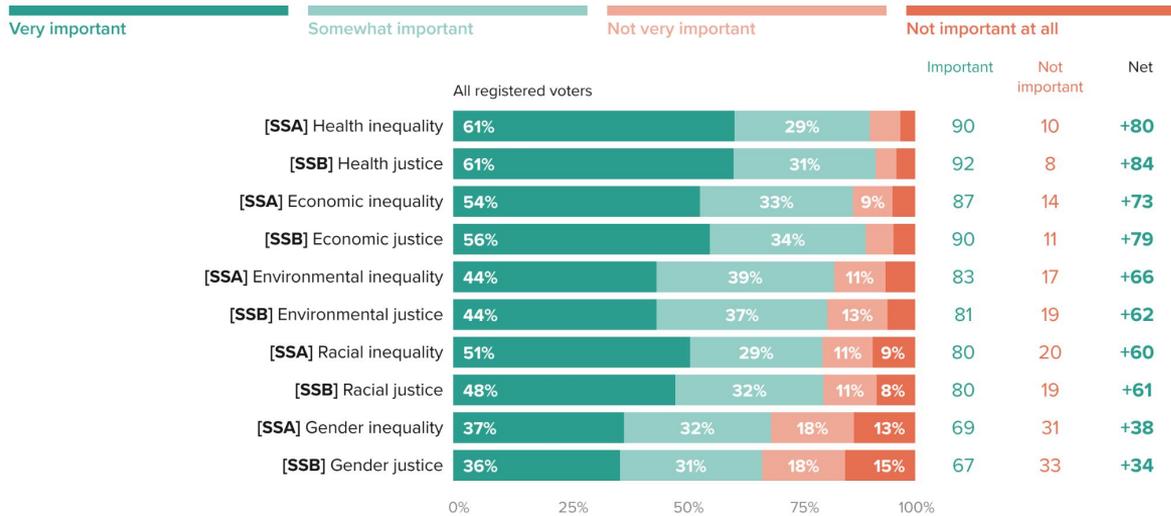


Of voters who have heard of either concept, information heard about **environmental justice** is **more positive** compared to environmental inequality, which has a more negative connotation.

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A Majority of Registered Voters View Inequality/Justice Issues as Important

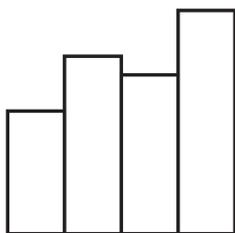
How important or not important do you think it is for the U.S. to prioritize taking action to address the following issues:



In another split sample test to assess the importance of different inequality and justice issues, a higher percentage of voters say **health inequality/justice**, and **economic inequality/justice** are **important** issues for the U.S. to prioritize compared to other inequality/justice issues.

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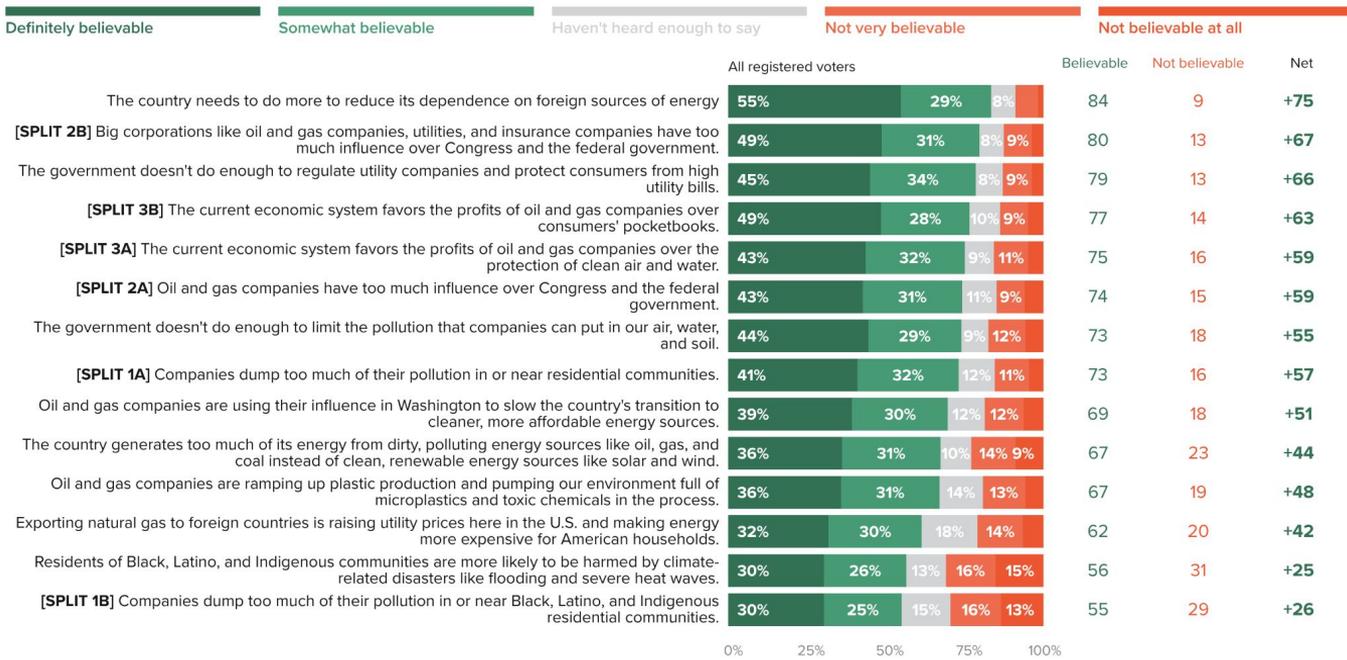


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Believability and Support Around Environmental Justice Issues

A Majority of Voters Find Statements Critical of the Fossil Fuel Industry Believable

Please say how believable or not you think the following statements are, or if you haven't heard enough to say either way:



Registered voters share higher rates of belief in statements emphasizing **corporate wrongdoing**, rather than messaging that emphasizes specific claims about the communities most impacted by pollution and other related issues.

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White and Rural Voters Are Less Likely to Believe Statements Critical of Fossil Fuel Companies That Mention Race or Racial Injustice

Please say how believable or not you think the following statements are, or if you haven't heard enough to say either way:

Survey respondents who selected: *Somewhat believable or Definitely believable*

The country needs to do more to reduce its dependence on foreign sources of energy

[SPLIT 2B] Big corporations like oil and gas companies, utilities, and insurance companies have too much influence over Congress and the federal government.

The government doesn't do enough to regulate utility companies and protect consumers from high utility bills.

[SPLIT 3B] The current economic system favors the profits of oil and gas companies over consumers' pocketbooks.

[SPLIT 3A] The current economic system favors the profits of oil and gas companies over the protection of clean air and water.

[SPLIT 2A] Oil and gas companies have too much influence over Congress and the federal government.

The government doesn't do enough to limit the pollution that companies can put in our air, water, and soil.

[SPLIT 1A] Companies dump too much of their pollution in or near residential communities.

Oil and gas companies are using their influence in Washington to slow the country's transition to cleaner, more affordable energy sources.

The country generates too much of its energy from dirty, polluting energy sources like oil, gas, and coal instead of clean, renewable energy sources like solar and wind.

Oil and gas companies are ramping up plastic production and pumping our environment full of microplastics and toxic chemicals in the process.

Exporting natural gas to foreign countries is raising utility prices here in the U.S. and making energy more expensive for American households.

Residents of Black, Latino, and Indigenous communities are more likely to be harmed by climate-related disasters like flooding and severe heat waves.

[SPLIT 1B] Companies dump too much of their pollution in or near Black, Latino, and Indigenous residential communities.

Topline	Black or African American	White	Latino	Rural	Disadvantaged
84%	78%	84%	84%	82%	84%
80%	80%	79%	79%	77%	82%
79%	81%	77%	81%	79%	81%
77%	81%	75%	78%	77%	80%
75%	73%	74%	77%	71%	77%
74%	71%	74%	75%	73%	76%
73%	77%	72%	78%	70%	77%
73%	72%	71%	81%	70%	75%
69%	72%	67%	73%	67%	72%
67%	71%	63%	76%	61%	69%
67%	68%	63%	73%	64%	69%
62%	66%	60%	67%	60%	66%
56%	74%	50%	71%	48%	55%
55%	73%	49%	68%	43%	56%

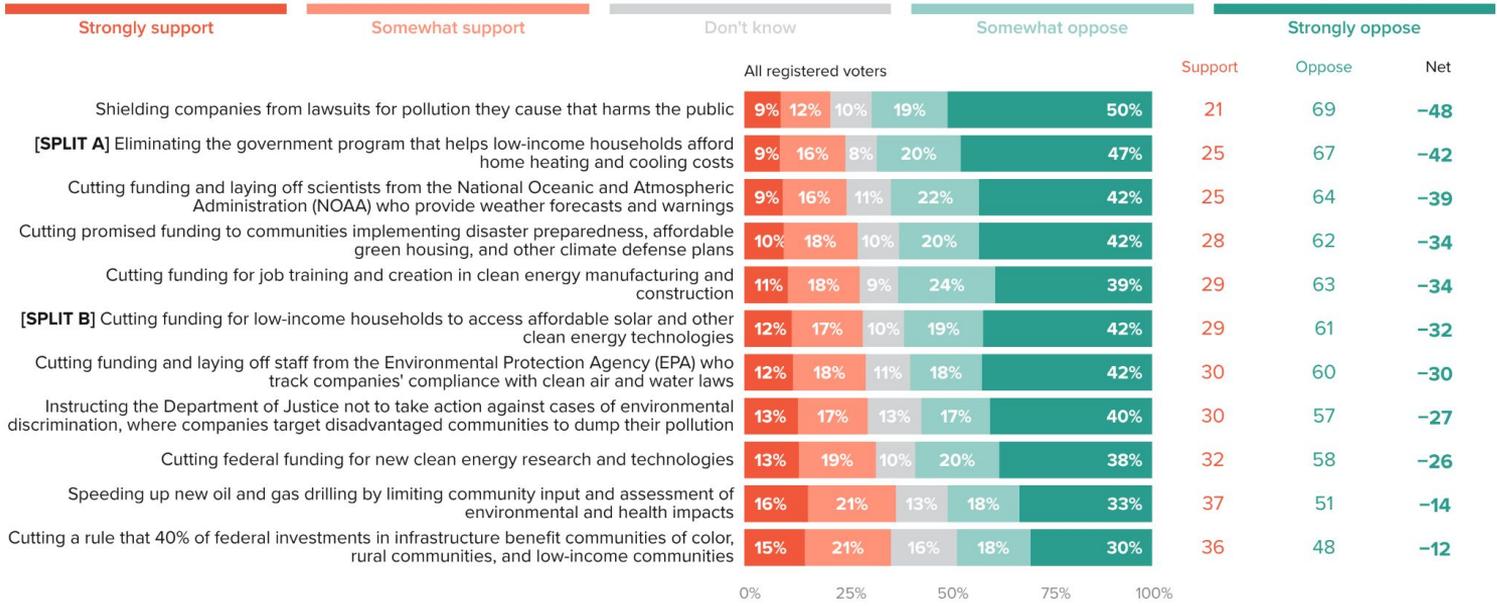
Compared to their white and rural counterparts, a higher percentage of Black and Latino voters **believe** statements that are critical of fossil fuel companies through the lens of **racial injustice** and those that highlight the need to transition to **clean, renewable energy**.

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Voters Oppose Federal Measures to Repeal Environmental Justice Legislation

The federal government has recently taken steps to repeal some environmental programs and regulations.

Please indicate whether you support or oppose the following actions taken by the federal government:



Respondents express **wide opposition** to federal efforts to **repeal key environmental programs and regulations**, including ending accountability for polluting companies, cutting federal funding for NOAA, and ending government programs that help low-income households afford utility costs.

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Most Policies to Repeal Environmental Legislation Are Widely Opposed, Except Among Rural Voters

The federal government has recently taken steps to repeal some environmental programs and regulations.

Please indicate whether you support or oppose the following actions taken by the federal government:

Survey respondents who selected: *Somewhat oppose or Strongly oppose*

- Shielding companies from lawsuits for pollution they cause that harms the public
- [SPLIT A]** Eliminating the government program that helps low-income households afford home heating and cooling costs
- Cutting funding and laying off scientists from the National Oceanic and Atmospheric Administration (NOAA) who provide weather forecasts and warnings
- Cutting funding for job training and creation in clean energy manufacturing and construction
- Cutting promised funding to communities implementing disaster preparedness, affordable green housing, and other climate defense plans
- [SPLIT B]** Cutting funding for low-income households to access affordable solar and other clean energy technologies
- Cutting funding and laying off staff from the Environmental Protection Agency (EPA) who track companies' compliance with clean air and water laws
- Cutting federal funding for new clean energy research and technologies
- Instructing the Department of Justice not to take action against cases of environmental discrimination, where companies target disadvantaged communities to dump their pollution
- Speeding up new oil and gas drilling by limiting community input and assessment of environmental and health impacts
- Cutting a rule that 40% of federal investments in infrastructure benefit communities of color, rural communities, and low-income communities

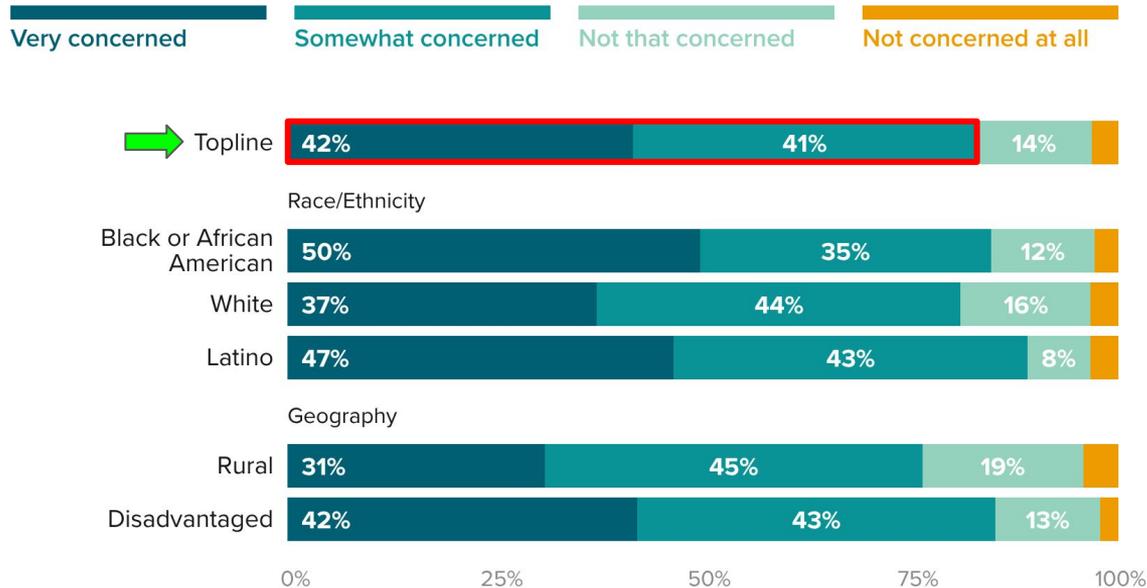
Topline	Black or African American	White	Latino	Rural	Disadvantaged
69%	61%	71%	61%	71%	70%
67%	64%	69%	64%	66%	70%
64%	60%	65%	57%	61%	64%
63%	64%	61%	61%	57%	64%
62%	63%	61%	60%	59%	65%
61%	61%	60%	61%	54%	66%
60%	61%	57%	57%	55%	62%
58%	61%	57%	56%	53%	61%
57%	50%	58%	49%	57%	58%
51%	54%	50%	48%	46%	52%
48%	52%	46%	49%	46%	51%

Rural voters show the **highest levels of support** for the federal government's recent actions on environmental policies, while Black voters show the **least amount of support**.

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Strong Majorities of Voters Across Demographics Are Concerned About EJ Policies Being Repealed

Thinking about the actions you previously read about, how concerned are you, if at all, about them?



8 in 10 registered voters say they are “very” or “somewhat” **concerned** about the recent actions undertaken by the federal government to repeal environmental protections and legislation.

Black and Latino voters show the deepest levels of concern for these recent repeals compared to white voters, while rural voters show modest levels of concern.

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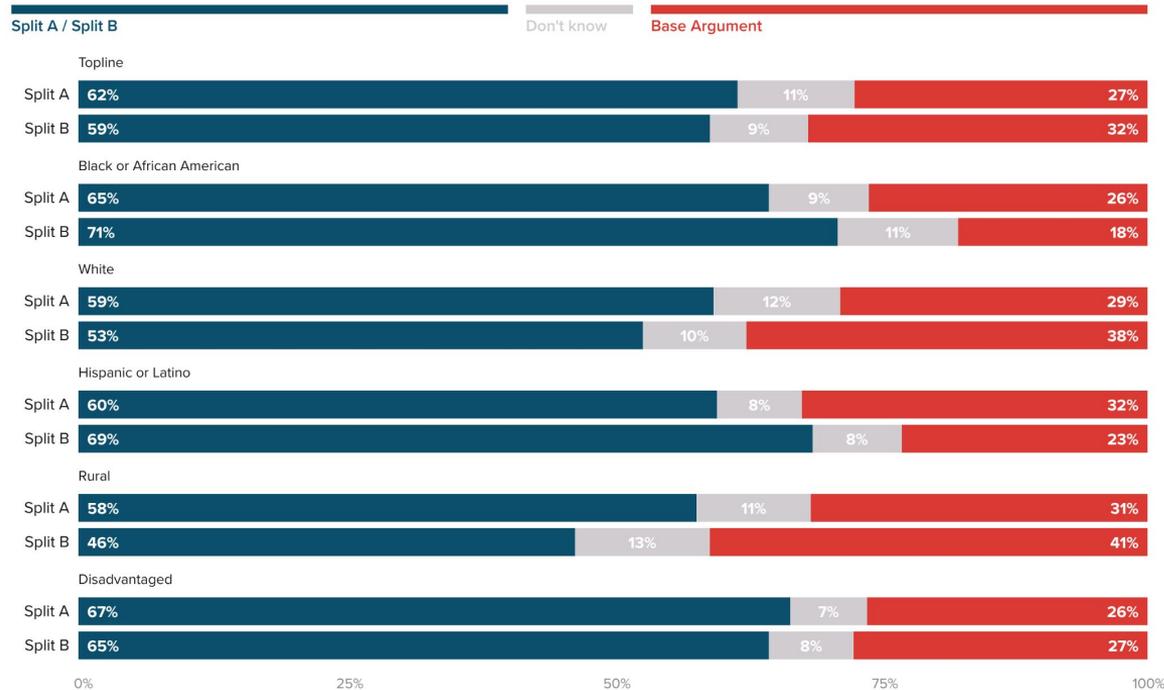
A Majority of Voters Across Demographics Believe Recent Federal EJ Legislation Will Benefit Oil and Gas Companies and Billionaires

Thinking about the actions you previously read about, which of the following statements comes closest to your view, even if neither is exactly right?

Split A: These recent actions by the federal government will mostly benefit oil and gas companies

Split B: These recent actions by the federal government will mostly benefit billionaires who are close to the Trump administration

Base Argument: These recent actions by the federal government will mostly benefit everyday American families



In an A/B test on recent environmental repeals by the federal government, no matter which statement was seen, a majority of voters believe these actions would **benefit oil and gas companies or billionaires** who are closely aligned with Donald Trump rather than everyday Americans.

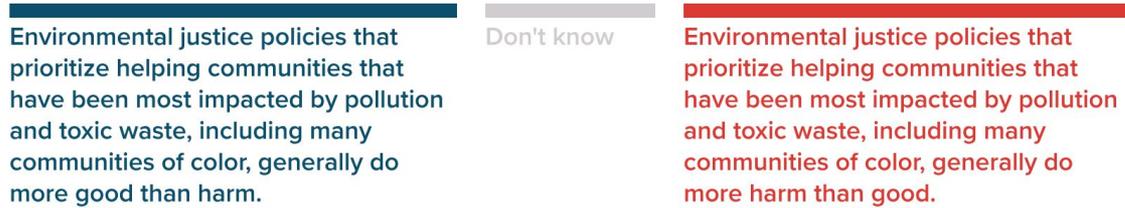
Rural voters are more narrowly split in their views on this issue than other demographic groups.



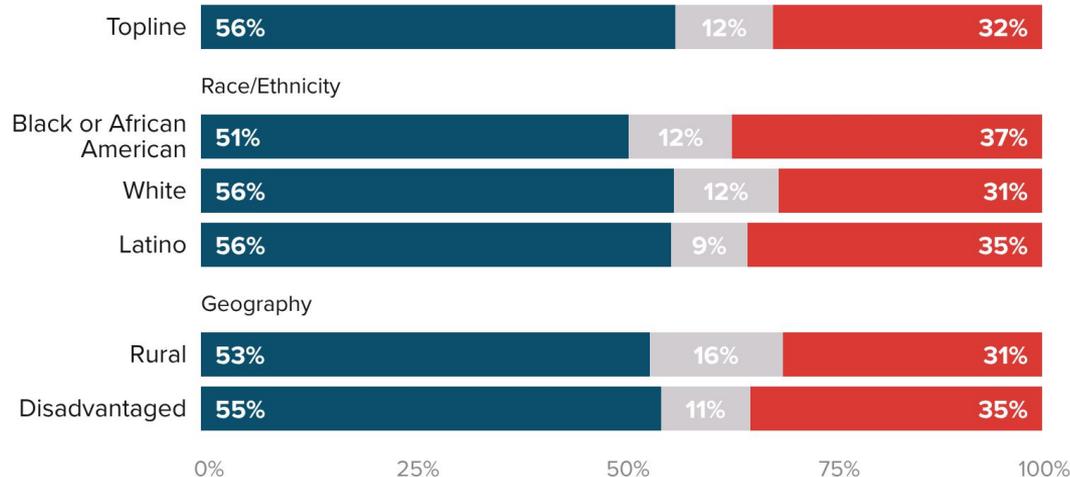
Messaging on Environmental Justice Issues

A Majority of Voters Believe Environmental Justice Policies Do More Good Than Harm

Which of the following statements comes closest to your view, even if neither is exactly right?



More than half of registered voters (56%) believe environmental justice policies that prioritize helping communities disadvantaged by pollution and toxic wastes, especially communities of color, do **more good than harm**.



A Majority of Voters Support EJ, With Stronger Support for Statements Emphasizing EJ for All

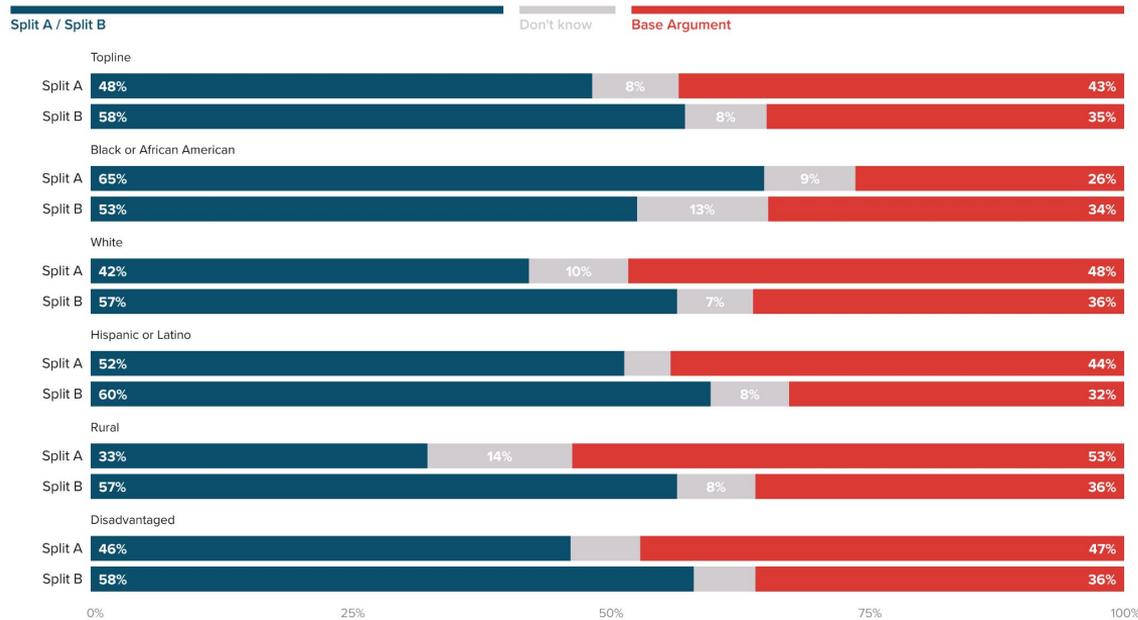
The current administration has recently taken steps to repeal environmental justice initiatives undertaken by previous administrations.

When thinking about these actions, which of the following statements comes closest to your view, even if neither is exactly right?

Split A: Passing environmental justice policies will help to address years of racial and economic inequalities that face communities of color. "Justice for all" cannot happen if our country continues to ignore the injustice affecting these communities.

Split B: Passing environmental justice policies will benefit all Americans through safer water, cleaner air, and policies that hold big polluters accountable. When we fix problems in the hardest hit communities, everyone benefits.

Base Argument: Passing environmental justice policies will divide us further as a country. It is unfair to treat one race differently from another, which is why environmental policies should be focused on addressing us all equally.



In another split sample test, voters overall and in key demographic groups are **more receptive** to messaging that **emphasizes how environmental justice policies should benefit all Americans** compared to messaging that primarily emphasizes the need to help address racial and economic inequalities that have persisted in communities of color.

Registered Voters Blame High Utility Costs on Price-Gouging Oil and Gas Companies

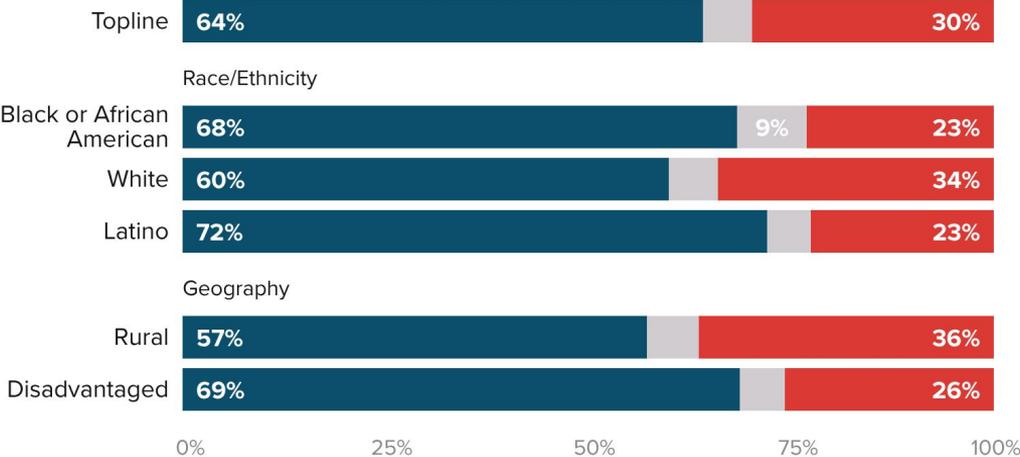
Which of the following statements comes closest to your view, even if neither is exactly right?

Utility costs are so high because utility companies and oil and gas companies have too much power and are using it to price-gouge consumers. The best way to lower these costs is to limit corporations' power and expand the use of cleaner, more affordable energy sources like solar and wind power.

Don't know

Utility costs are so high because of green energy mandates that limit our energy supply and energy independence. The best way to lower energy costs is to get rid of environmental regulations on the energy industry and unleash more American-made oil, gas, and coal.

Nearly two-thirds of respondents (64%) believe utility costs are so high due to **utility companies and oil and gas companies having too much power** to price-gouge consumers, rather than green energy mandates that limit the U.S.' energy supply and energy independence.



Messaging on the Unfairness of Repealing EJ Policies Appeals to Voters of Color

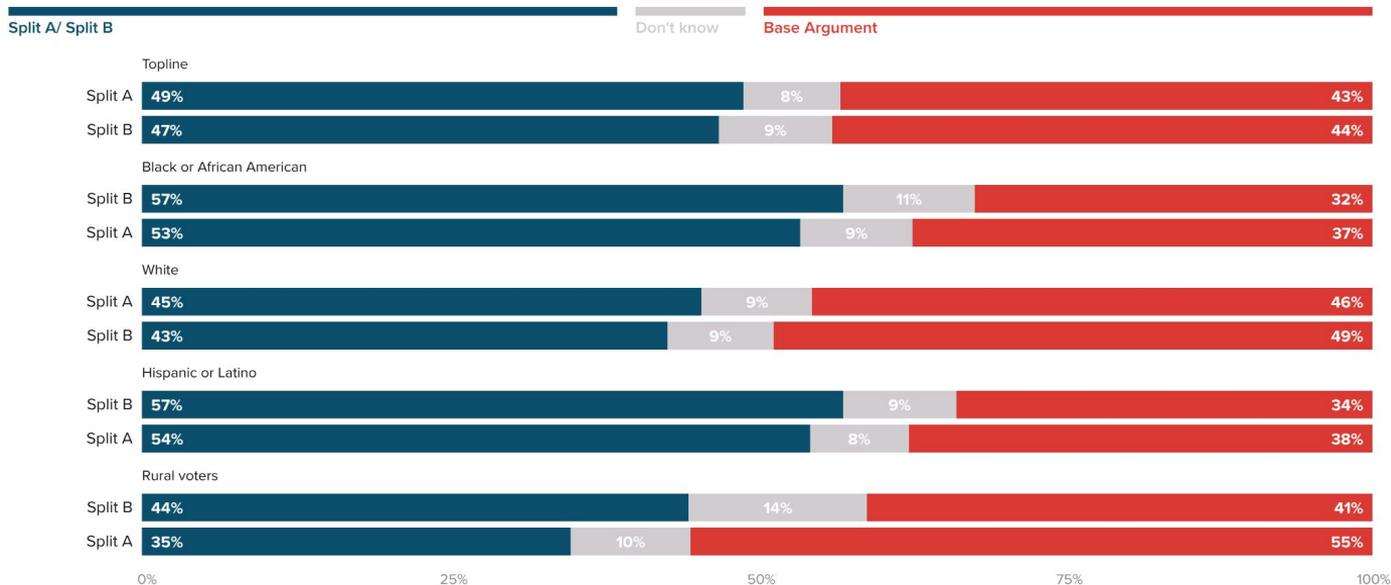
The current administration has recently undertaken efforts to repeal environmental justice initiatives undertaken by previous administrations.

When thinking about these actions, which of the following statements comes closest to your view, even if neither is exactly right?

Split A: The repeal of environmental justice initiatives will make environmental policies less fair by allowing polluters to go back to dumping waste and pollution in disadvantaged communities, such as Black and Latino communities, like they have been doing for years.

Split B: The repeal of environmental justice initiatives will make environmental policies less fair by removing protections that keep all communities safe. It will allow polluters to go back to dumping toxic waste, especially in communities hit the hardest, such as Black and Latino communities.

Base Argument: The repeal of environmental justice initiatives will make environmental policies more fair by ensuring the government is giving the same priority to everyone in this country, not just one specific group or area.



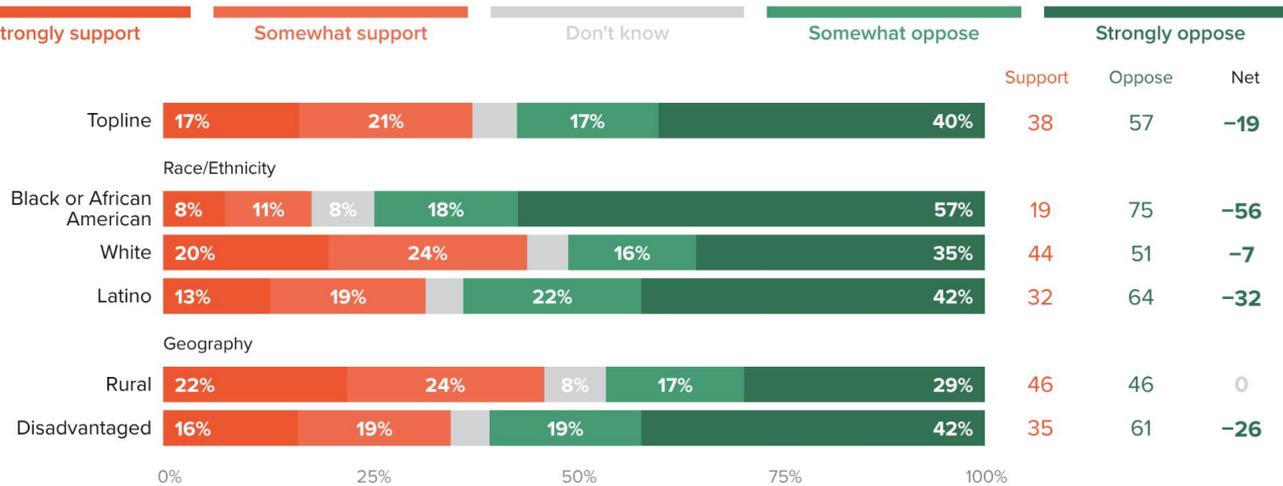
In another A/B split test that discusses the recent repeal of environmental justice initiatives by the current administration, voters show **similar levels of receptiveness** to both a pro-environmental justice message focused on disadvantaged communities and one focused on all communities compared to an anti-EJ message.

A Large Majority of Voters Oppose Efforts to Repeal Environmental Protections in the U.S.

President Trump has said he is rolling back certain environmental protections, including those that protect communities that have historically faced high levels of pollution and toxic waste. Trump says that cutting regulations on the environment and energy will unleash more American oil, gas, and coal and build U.S. energy dominance.

Critics of this plan say these rollbacks will only benefit a small group of individuals in this country, particularly major oil and gas companies and wealthy investors on Wall Street, while undoing progress toward reducing pollution and toxic waste in vulnerable communities affected by it.

Knowing this, do you support or oppose President Trump's efforts to roll back environmental protections in the U.S.?



When provided with the Trump administration's justification for these anti-EJ actions, 57% of voters say they **oppose** these efforts.

While voters in disadvantaged communities show higher levels of opposition towards these anti-EJ efforts, rural voters are more split, with 46% saying they either support or oppose these recent actions.

Most Voters Think Rolling Back Environmental Protections Will Do More Harm Than Good

President Trump has said he is rolling back certain environmental protections, including those that protect communities that have historically faced high levels of pollution and toxic waste. Trump says that cutting regulations on the environment and energy will unleash more American oil, gas, and coal and build U.S. energy dominance.

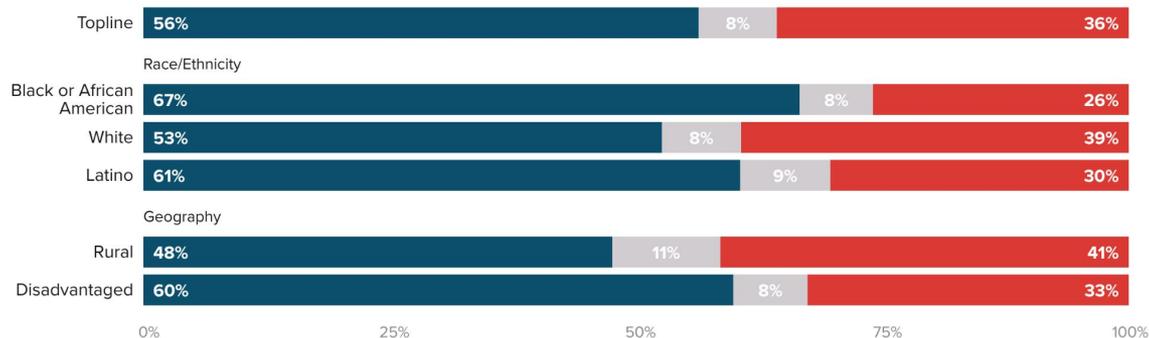
Critics of this plan say these rollbacks will only benefit a small group of individuals in this country, particularly major oil and gas companies and wealthy investors on Wall Street, while undoing progress toward reducing pollution and toxic waste in vulnerable communities affected by it.

When thinking about this, which of the following do you think is more likely to happen?

Rolling back environmental protections will do more harm than good, allowing for more air, soil, and water pollution, while mostly benefiting investors and oil and gas corporations.

Don't know

Rolling back environmental protections will do more good than harm, lowering energy costs and creating new, good-paying oil and gas jobs across the country, which is worth the pollution risk.

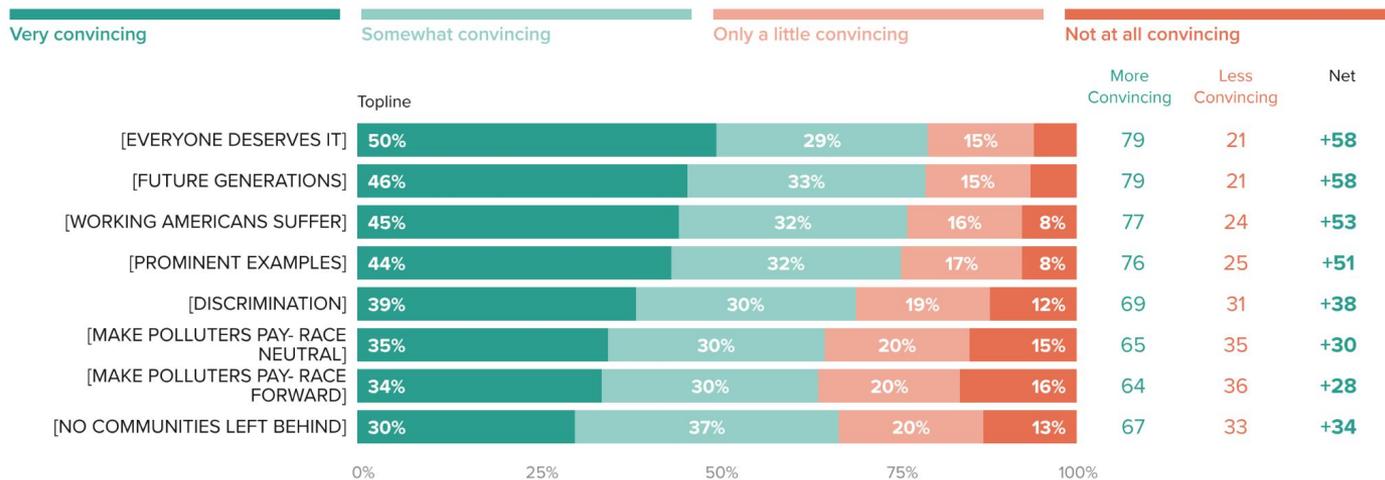


When provided with the same information about Trump's anti-EJ push and asked to choose between two statements that are pro and anti-repeal, a majority of voters (56%) agree with the anti-repeal statement that indicates these repeals will do **more harm than good.**

Arguments Highlighting Everyday Americans Are Most Convincing for Voters to Support EJ Policies

Below are some statements from advocates who **support** environmental justice policies that prioritize helping communities that have been most impacted by pollution and toxic waste, including poor, Black, Latino, Indigenous, and rural communities.

For each, please indicate how convincing or not convincing it is as a reason to support environmental justice policies:



Voters are generally convinced by messaging that **connects to personal and community impacts of pollution** relative to other concepts when asking voters' motivations around supporting environmental justice policies.

June 23—July 7, 2025 survey of 2,482 U.S. registered voters

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Latino, Black Voters Are More Persuadable on Messaging Involving Making Polluters Pay

Below are some statements from advocates who **support** environmental justice policies that prioritize helping communities that have been most impacted by pollution and toxic waste, including poor, Black, Latino, Indigenous, and rural communities.

For each, please indicate how convincing or not convincing it is as a reason to support environmental justice policies:

Survey respondents who selected: *Very convincing* or *Somewhat convincing*

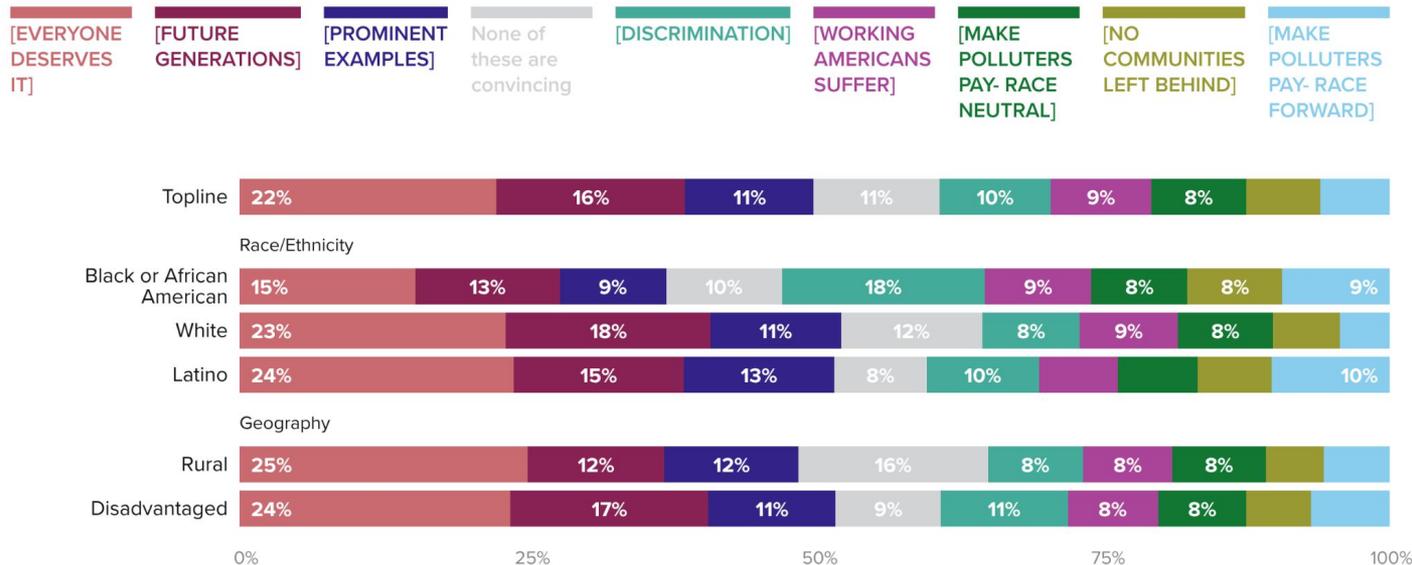
	Topline	Black or African American	White	Latino	Rural
[EVERYONE DESERVES IT]	79%	79%	79%	78%	79%
[FUTURE GENERATIONS]	79%	74%	79%	81%	75%
[WORKING AMERICANS SUFFER]	77%	75%	76%	79%	73%
[PROMINENT EXAMPLES]	76%	79%	74%	77%	73%
[DISCRIMINATION]	69%	77%	66%	72%	64%
[NO COMMUNITIES LEFT BEHIND]	67%	74%	63%	74%	62%
[MAKE POLLUTERS PAY- RACE NEUTRAL]	65%	75%	61%	71%	62%
[MAKE POLLUTERS PAY- RACE FORWARD]	64%	74%	60%	74%	56%

Black and Latino voters are more receptive to messaging that discusses discrimination and making polluters pay, compared to rural and white voters.

Everyone Deserves It, Future Generations Are the Top Convincing Messages to Voters

Below are some statements from advocates who **support** environmental justice policies that prioritize helping communities that have been most impacted by pollution and toxic waste, including poor, Black, Latino, Indigenous, and rural communities.

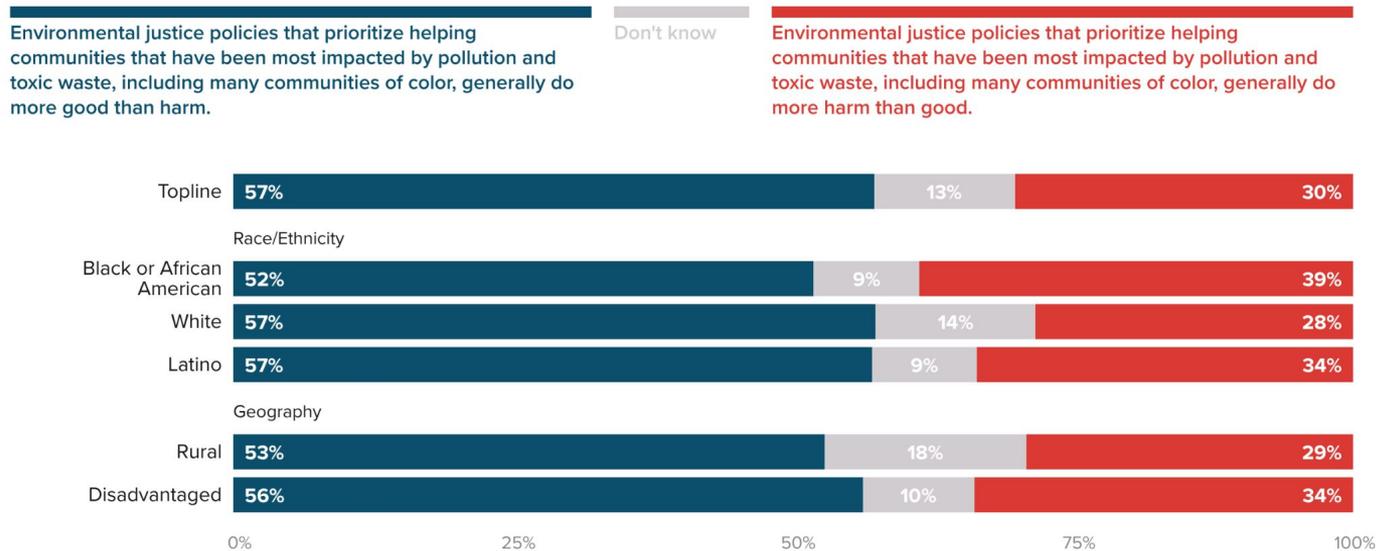
Please indicate which of these statements you find **most** convincing as a reason to support environmental justice policies, if any:



When asked to select the **most convincing** message to support environmental justice policies, voters are receptive towards messages that **center personal and community impacts** such as: **[EVERYONE DESERVES IT]** and **[FUTURE GENERATIONS]**.

Voters Still Perceive EJ Policies as Doing More Good Than Harm

Which of the following statements comes closest to your view, even if neither is exactly right?



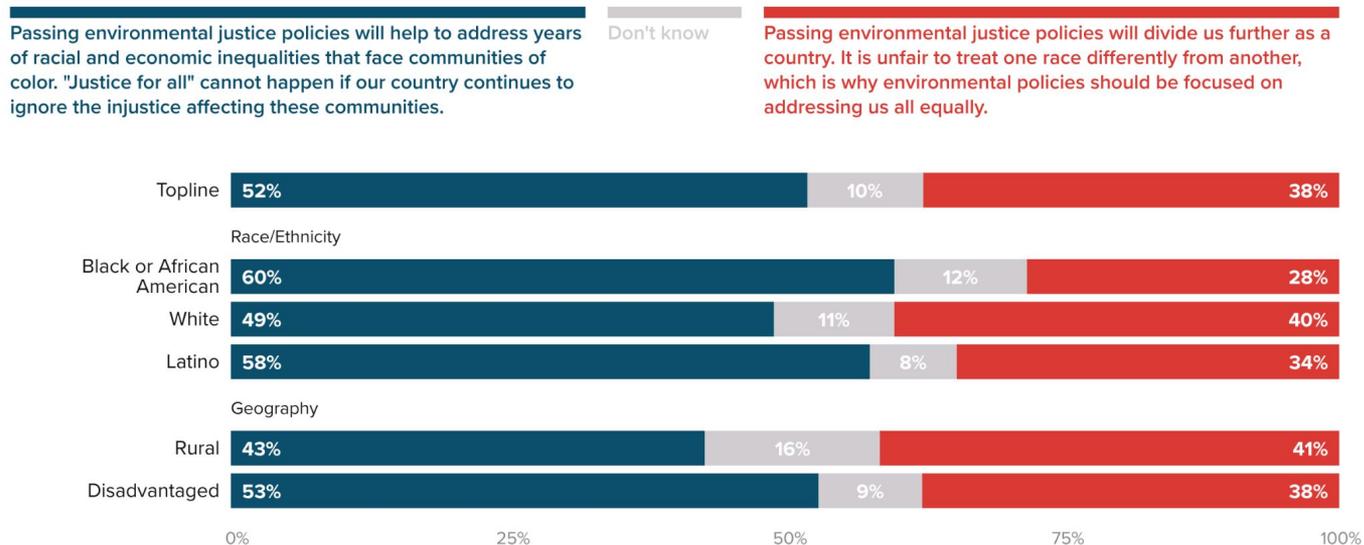
In a final re-ask, a majority of voters (57%) still agree that environmental justice policies will do more **good than harm** by prioritizing communities that have faced persistent disadvantages because of pollution and toxic waste.

June 23—July 7, 2025 survey of 2,482 U.S. registered voters

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Voters Are More Aligned in “Justice for All” Framing in Re-ask

Which of the following statements comes closest to your view, even if neither is exactly right?



Over half of respondents (52%) say passing environmental policies will **help** to address years of racial and economic inequality affecting communities of color in a final binary test.

June 23—July 7, 2025 survey of 2,482 U.S. registered voters

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Key Takeaways

- Voters are not acutely aware of environmental justice/inequality as a concept, which means there is some **room for persuasion**.
 - ◆ Only 16% and 15% of voters said they've heard "a lot" about environmental inequality and justice, respectively.
- Voters readily believe statements about **corporate wrongdoing**, including statements about companies dumping toxic waste and engaging in lobbyist influence over Congress.
- Voters largely **oppose** Trump's anti-environmental protection agenda.
 - ◆ They want the U.S. to prioritize making sure everyone has access to **clean air and safe water**, which goes against these recent actions pushed for by the Trump administration.
 - ◆ Voters also believe this agenda will **primarily help fossil fuel companies and billionaires** that have ties to Trump.
- A majority of voters believe EJ policies that help the **most impacted communities** do more good than harm. However, messages that argue EJ policies create division or unfairly benefit some groups over others are persuasive to about 4 in 10 voters, suggesting that EJ efforts can be polarizing.
- While voters find both race-forward and race-neutral messages to be convincing, statements framed around **helping all Americans enjoy a clean environment** holds broader cross-over appeal, compared to those that emphasize helping a particular group of people, and are more robust to opponent messaging around unfairness.

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Appendix: Rural Methodology

From June 23 to July 7, 2025, Data for Progress conducted a survey of **2,482 U.S. registered voters** nationally using web panel respondents. The sample was weighted to be representative of registered voters by age, gender, education, race, urbanicity, and recalled presidential vote. The sample was also weighted to account for a **minimum of 400 Black, 400 Latino, and 600 rural interviews** collected to ensure overall proportional representation of registered voters.

Registered voters in the sample are categorized as **rural** if they reside in a zip code that falls in a rural area, as defined by the Health Resources & Services Administration (HRSA), **and** who self-report living in a rural/remote area with a population of less than 10,000.

Registered voters in the sample are categorized as expanded rural if they meet the qualification to be categorized as rural or if they reside in a zip code that falls in a rural area, as defined by the HRSA, and who self-report living in a small town with a population between 10,000 and 50,000.

53% **Female** | 47% **Male**

68% **White** | 11% **Latino** | 13% **Black**

35% **College** | 65% **Non-college**

42% **Under 45** | 58% **Over 45**

37% **Democrat** | 26% **Independent** | 36% **Republican**

19% **Rural** | 31% **Expanded Rural**

Appendix: EJ Messaging

- **[EVERYONE DESERVES IT]** We need strong environmental protections because every American, no matter who they are, deserves the basic rights of clean air, access to healthy food, and protection from toxic chemical pollution.
- **[FUTURE GENERATIONS]** We should prioritize cleaning up and preventing pollution so we can leave behind a healthier, cleaner, and fairer country for the future generations of Americans who will inherit it.
- **[MAKE POLLUTERS PAY-RACE FORWARD]** For years, major polluters in this country have received the green light to destroy the environment, mainly in Black and Latino communities, and get rich doing so. It is time for them to pay back all the damage that they have caused.
- **[MAKE POLLUTERS PAY-RACE NEUTRAL]** For years, major polluters in this country have received the green light to destroy the environment, mainly in communities of color and low-income communities, and get rich doing so. It is time for them to pay back all the damage that they have caused.
- **[WORKING AMERICANS SUFFER]** When companies dump toxic pollutants into our air, soil, and water, it's working Americans who have to pay more to buy safe food and water, and face higher medical bills because of pollution-related illnesses.
- **[NO COMMUNITIES LEFT BEHIND]** As we invest in a new clean energy economy, we should make sure that job investments go to the regions in our country most harmed by the fossil fuel industry, including in communities of color and rural areas.
- **[PROMINENT EXAMPLES]** From East Palestine, Ohio, to Flint, Michigan, every day, people have had to deal with the consequences of companies and the government putting money over people and dumping toxic waste into our environment. We need to make sure our laws put our health first.
- **[DISCRIMINATION]** The environment doesn't discriminate, but corporations do. Time after time, companies have gotten away with dumping more pollution in certain communities, especially poorer and majority-Black communities, and we need to hold companies accountable for this discrimination.