



Combined Defense Audience Research

Clean Energy Supporters & Cost of Living/Energy Affordability Supporters

Combined Defense & Innovation Hub
Winter 2025-2026

Introduction

This audience survey was commissioned by the Combined Defense to understand our **existing and potential audiences**

The survey connects **issue priorities, motivation, and media behavior** in one dataset:

- **What issues matter** most to U.S. adults (including 11 environmental issues) and what has changed since 2022
- **What's breaking through:** federal cuts, MAHA, energy costs, and more
- **Why people engage**—or don't: likelihood to vote in 2026, joining organizations, taking action
- **Where audiences actually are:** podcasts, social media, connected TV, news

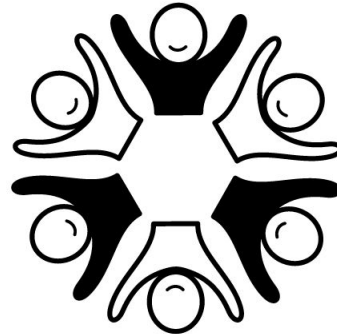


Sample size (n=5,245) & details:



National Sample

Weighted to demographics



Demographics

Weighted oversample for:

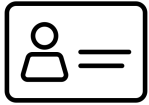
African Americans
Hispanic Populations



Voter File

Survey respondents were recruited from the voter file and data fields from Catalist were appended for analysis

Webinar topics from this Combined Defense Audience Research



**Registered
voters**



**"Disengaged
env. voters"**



MAHA



**Food
Sustainability**



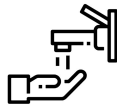
**Clean
Energy**



**Energy
Affordability**



**Public
Lands**



**Drinking
Water**



Env. Justice



Air Quality



**Climate
Change**



**Extreme
Weather**



**Biden to
Trump voters**



**Drop off
voters**



Hispanics



Young Men

Next Step: Targeting scores development, subscription available now



Step 1 - Audience Survey

Identify audiences to engage, and their issue priorities
Evaluating environmental issues among a broad set of demographics & attributes

Completed fall 2025
Analysis ongoing for organizations to action



Step 2 - Build Scores

Deploy more precise audience targeting scores
Operationalize scores in Catalist and TargetSmart voter files for organization targeting missions

Currently planning & accepting subscribers
Target timeline: end of Q1 (in time for 2026 cycle)

Topics among all Registered Voters

Combined Defense Audience Research

2022 Issue Ranking - Registered Voters

1. Economy, Jobs, Inflation
2. SS, Medicare
3. Immigration
4. Climate Change
5. Reducing Gun Violence
6. Abortion
7. Healthcare
8. National Security
9. Economic Inequality
10. Protecting Voting Rights
11. Drinking Water
12. Size of Govt, Debt
13. Lowering Taxes
14. Campaign Finance
15. Clean Energy
16. COVID
17. Env. Justice
18. Food Systems
19. Addressing Crime
20. Racial Inequality
21. Election Security
22. Veterans & Troops
23. Air Quality
24. Wildlife
25. Making Taxes Fairer
26. Waterways
27. LGBTQ Rights
28. Making College More Affordable
29. Drug Addiction
30. Foreign Policy
31. Oceans
32. Extreme Weather
33. Public Lands
34. Police Reform

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Issue Ranking - Registered Voters

1. Inflation, Cost of living	(0)	13. National Debt	(-1)	25. Clean Energy	(-10)
2. Protecting Democracy	NEW	14. Crime in US cities	(5)	26. Air Quality	(-3)
3. Protecting SS, Medicare	(-1)	15. Racial Inequality	(5)	27. Foreign Policy, War	(3)
4. Corrupt, Political Money	(10)	16. Reducing Gun Violence	(-11)	28. Waterways	(-2)
5. Healthcare costs/access	(2)	17. Drinking Water	(-6)	29. Gaza, Statehood	NEW
6. Immigration / Border	(-3)	18. Env. Justice	(-1)	30. LGBT Rights	(-3)
7. National Sec. / Terrorism	(1)	19. Abortion	(-13)	31. Oceans	(1)
8. Climate Change	(-4)	20. Home Affordability	NEW	32. Drug Addiction	(-3)
9. Protecting gun rights	NEW	21. Veterans	(1)	33. Extreme Weather	(-1)
10. Jobs, Tariffs, Economy	NEW	22. AI Regulation	NEW	34. College Affordability	(-6)
11. Food supply safety	(7)	23. Public Lands	(10)		
12. Making Taxes Fairer	(13)	24. Wildlife	(0)		

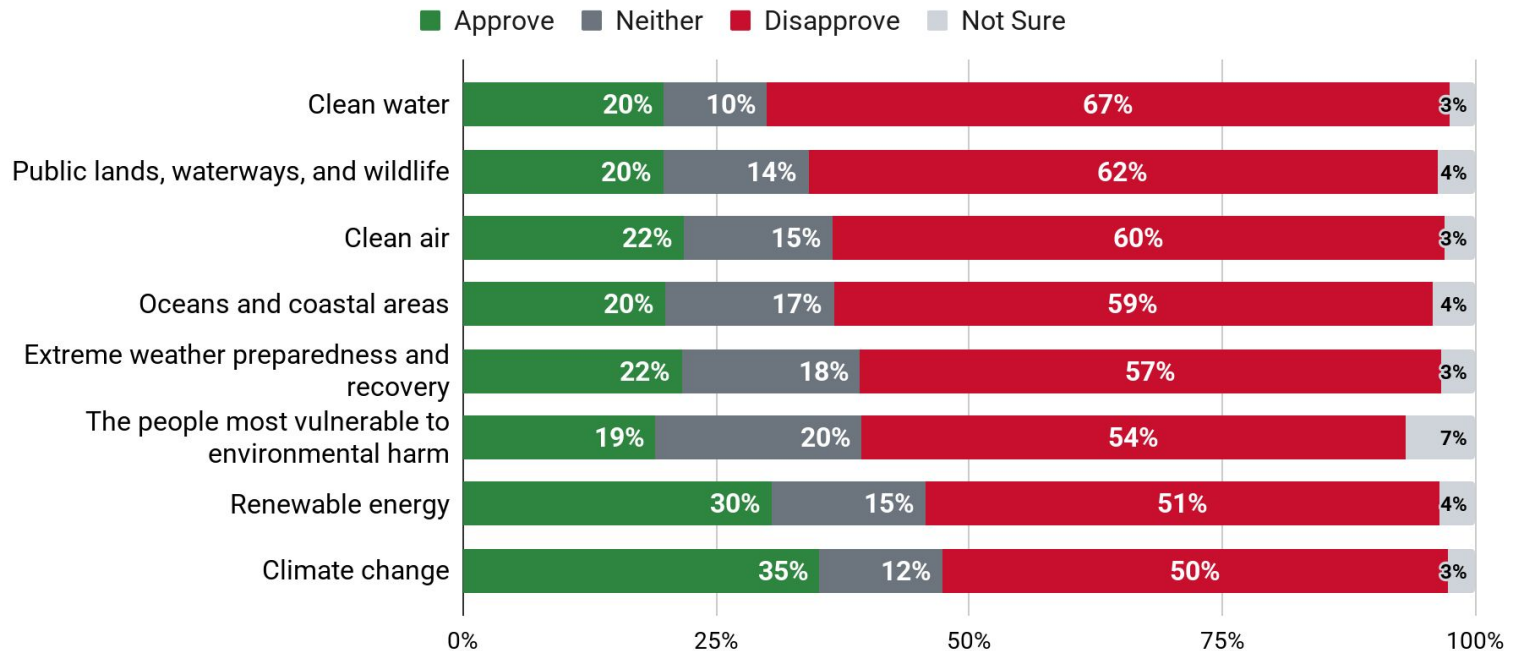
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Federal Protection Reductions

A majority of registered voters disagree with the reductions in federal protections across environmental issues this year

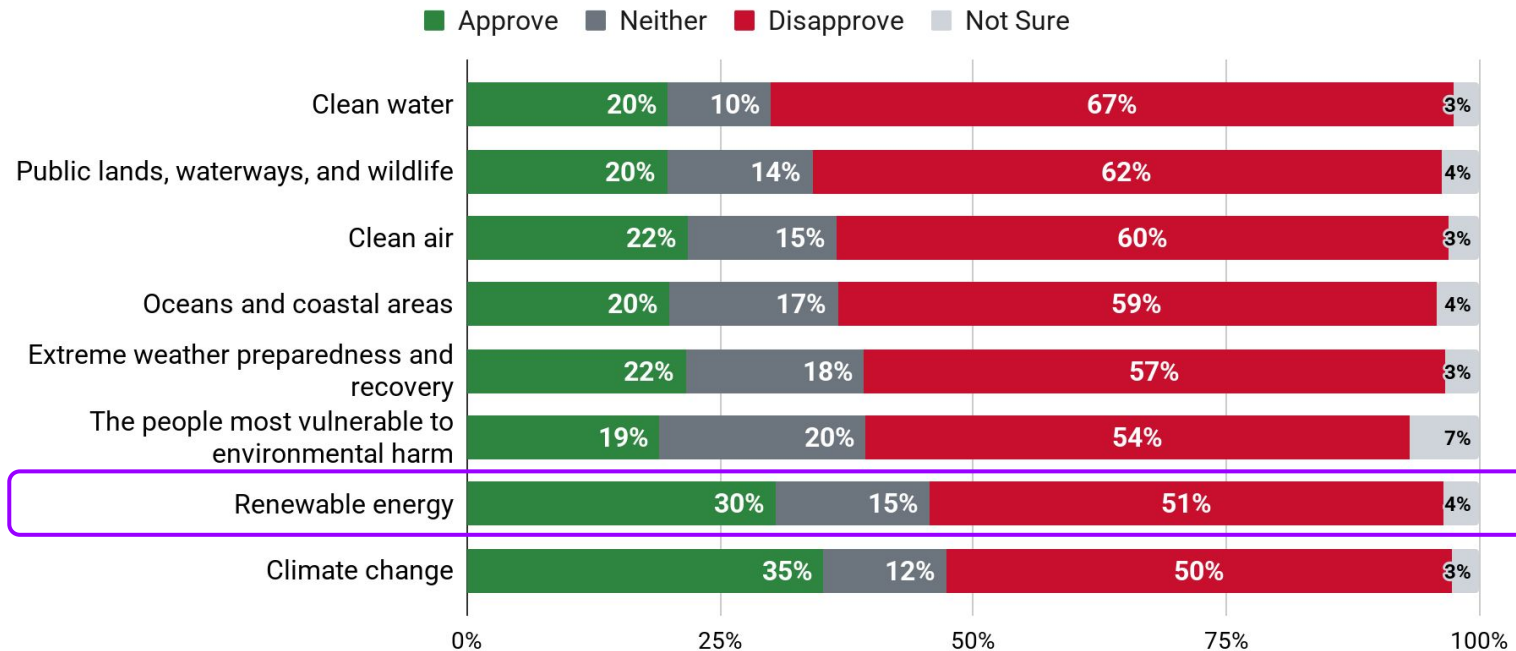
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Federal Protection Reductions

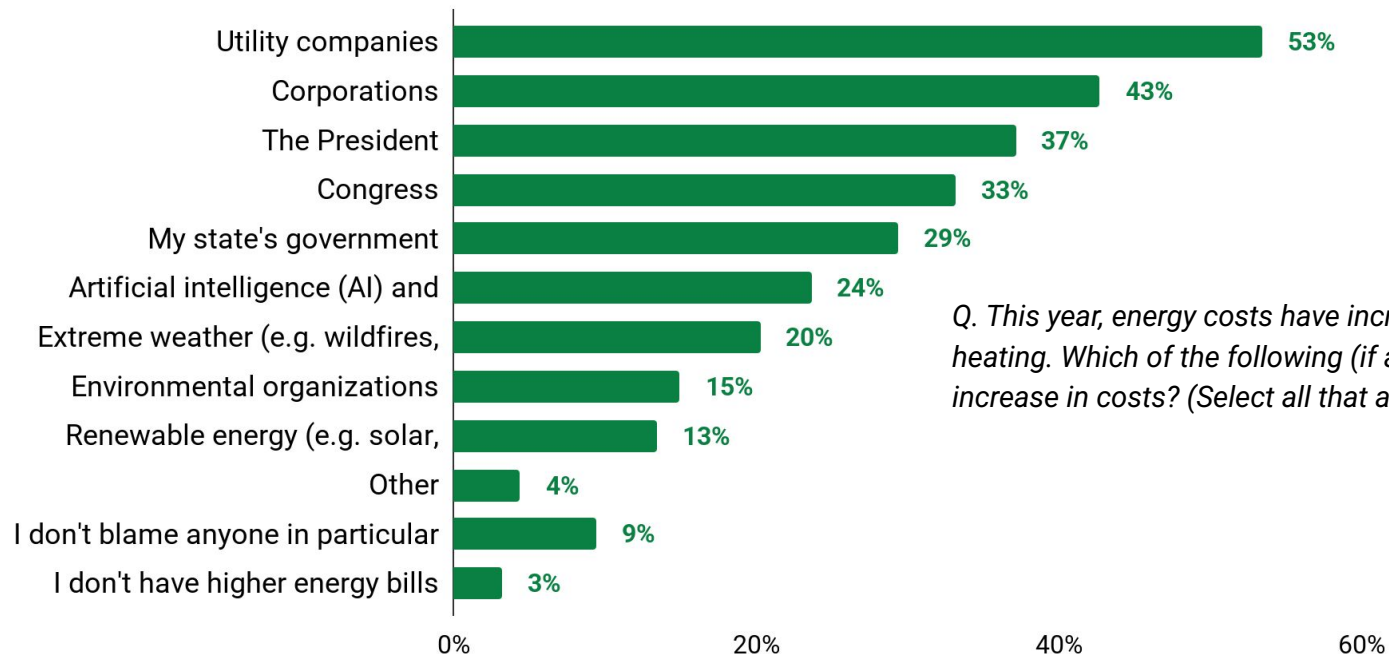
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Blame for Energy Costs

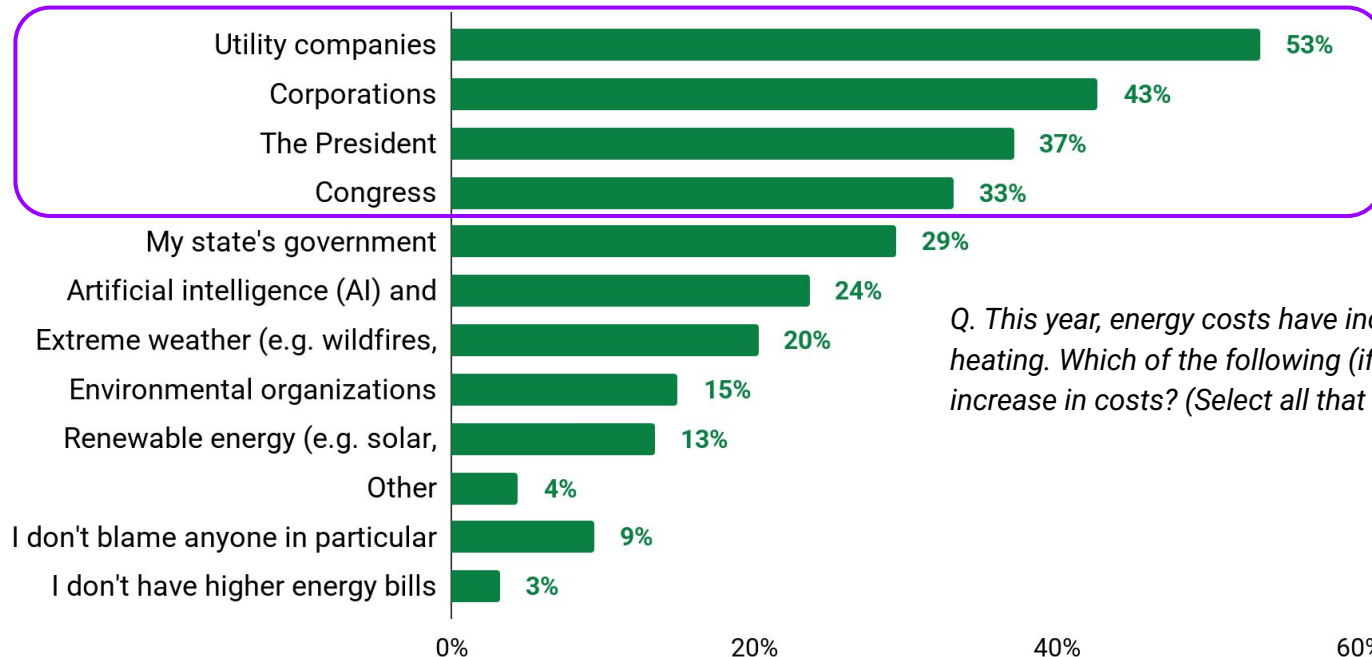
1 in 2 people blame utilities for higher energy costs, followed by corporations and then the government. Only 1 in 4 blame AI and data centers, while renewable energy and environmental organizations are the least blamed



Q. This year, energy costs have increased for electricity and heating. Which of the following (if any) do you blame for the increase in costs? (Select all that apply)

Blame for Energy Costs

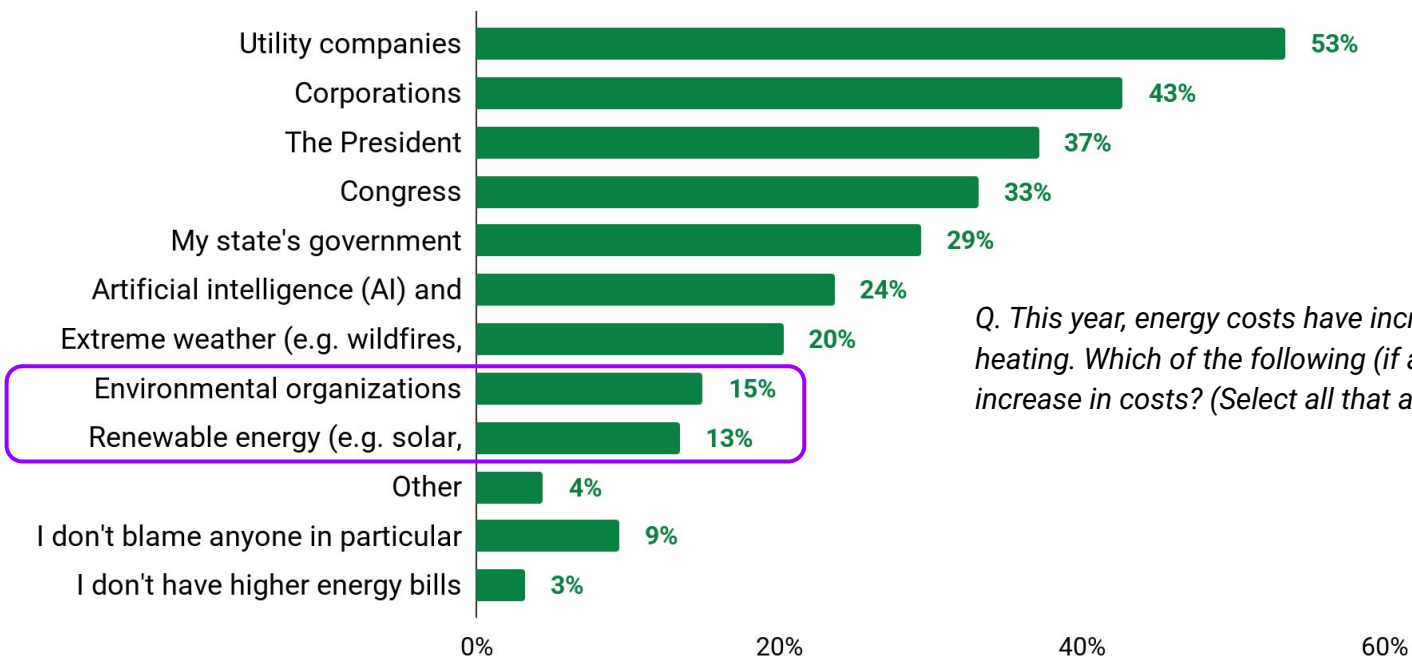
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Q. This year, energy costs have increased for electricity and heating. Which of the following (if any) do you blame for the increase in costs? (Select all that apply)

Clean Energy Supporters

Combined Defense Audience Research

This analysis will cover the following audiences



Clean Energy Supporters

11MM people

- Registered to vote
- Put protecting Clean Energy in their top 5 issue priorities



Cost of Living & Energy Affordability supporters

40MM people

- Registered to vote
- Put Cost of Living / Inflation as their #1 issue
- Say they have higher energy costs

Demographics: Clean Energy, 11MM adults

Vs. All Registered Voters



Gender



Women	Men	Non-Bin.
32%	64%	4%
-19%	16%	3%

Age

18-24	25-34	35-44	45-54	55-65	65+
13%	22%	19%	11%	14%	21%
6%	4%	0%	-5%	-3%	-1%



Race



White	76%	9%
Hispanic	12%	-1%
-Mexican	7%	0%
-P. Rican	3%	0%
-Cuban	0%	0%
African Am.	6%	-7%
Asian	2%	-1%

Education

College	No College
56%	44%
21%	-21%

Urbanicity

Big city	30%	11%
Small city	13%	-1%
Suburb	40%	4%
Small town	8%	-5%
Rural	9%	-9%

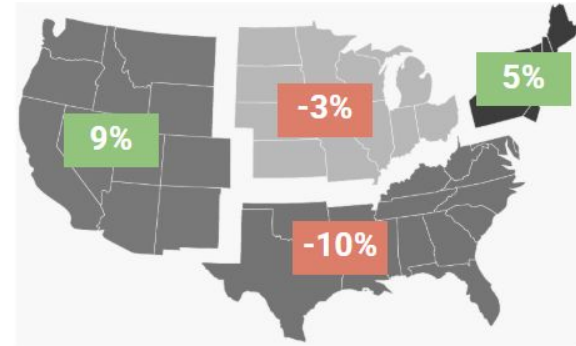
HH Income

\$	\$	\$	\$	\$	\$
<30k	30-50	50-100	100-150	150-250	250+
18%	13%	34%	19%	11%	5%
-13%	-4%	3%	7%	4%	2%

Top Outdoor Interests

Walking	72%	6%	Kayaking/boating	21%	6%
Camping/Hiking	40%	6%	Team sport (bball)	19%	2%
Gardening	36%	2%	Indv. sport (golf)	17%	7%
Swimming	30%	2%	Fishing	16%	-9%
Bird watching	23%	6%	Scuba diving	11%	7%
Biking	22%	8%	Ski/Snowboard	11%	7%
Kayaking/boating	21%	6%	Outdoor yoga	10%	3%

Geography



Add'l Stats

	39%	"Working class"	-23%
	19%	hunter/fisher	-9%
	5%	military / veteran	-3%
	21%	teacher	10%
	58%	own a home	7%
	22%	parent of kid(s) <18	0%
	23%	are a grandparent	-8%
	11%	Evangelical/born again	-16%
	15%	attend religious services	-10%

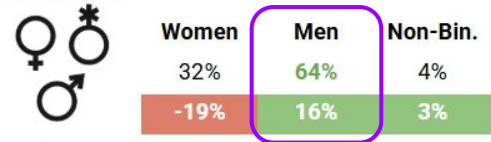
4% of national survey respondents (n=198); estimated 11MM US Adults

Demographics: Clean Energy, 11MM adults

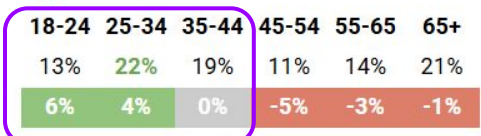
Vs. All Registered Voters



Gender



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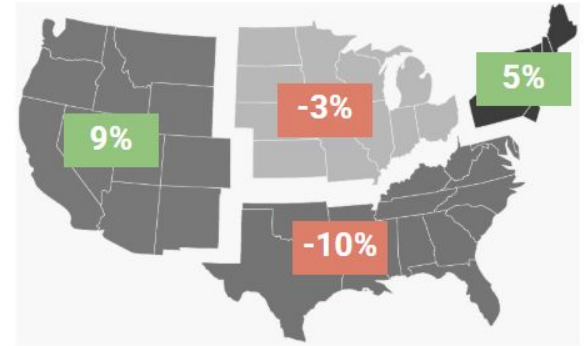
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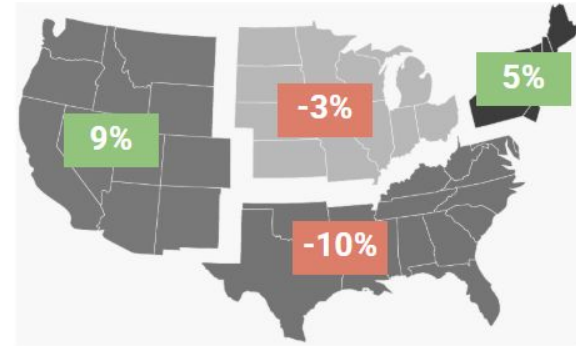
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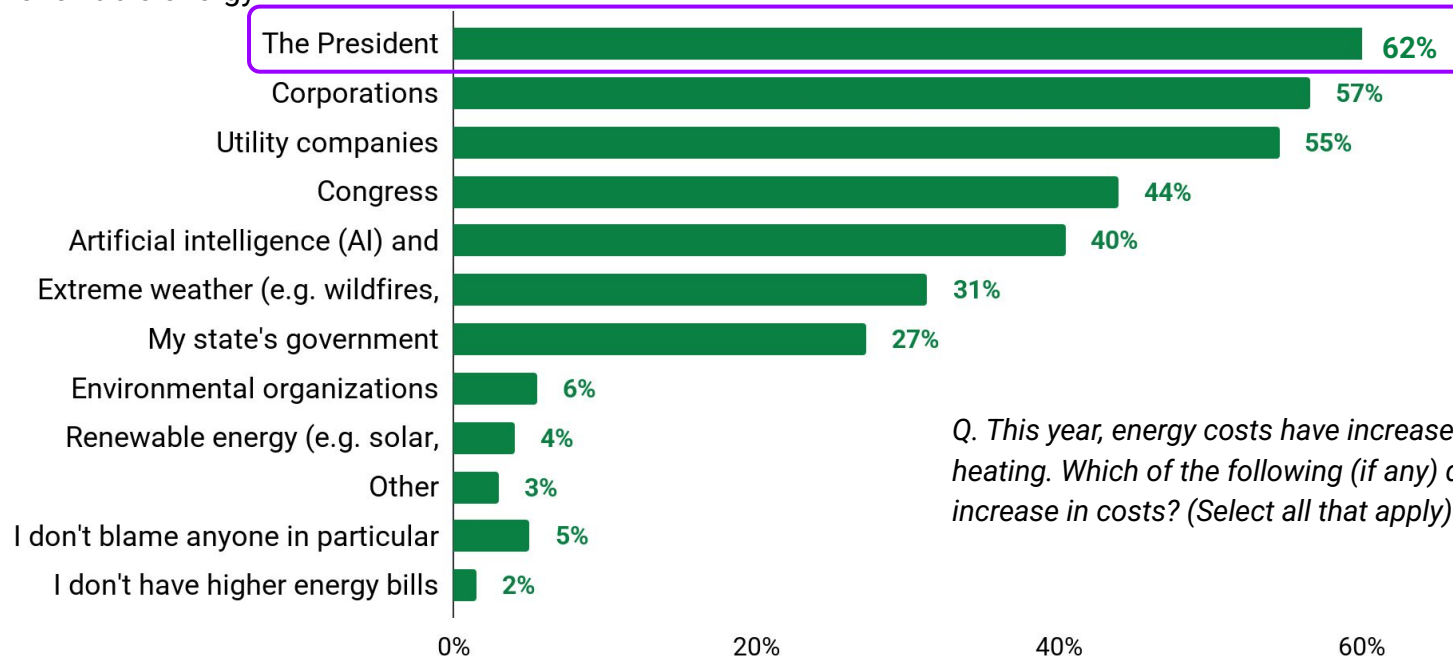
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Blame for Energy Costs

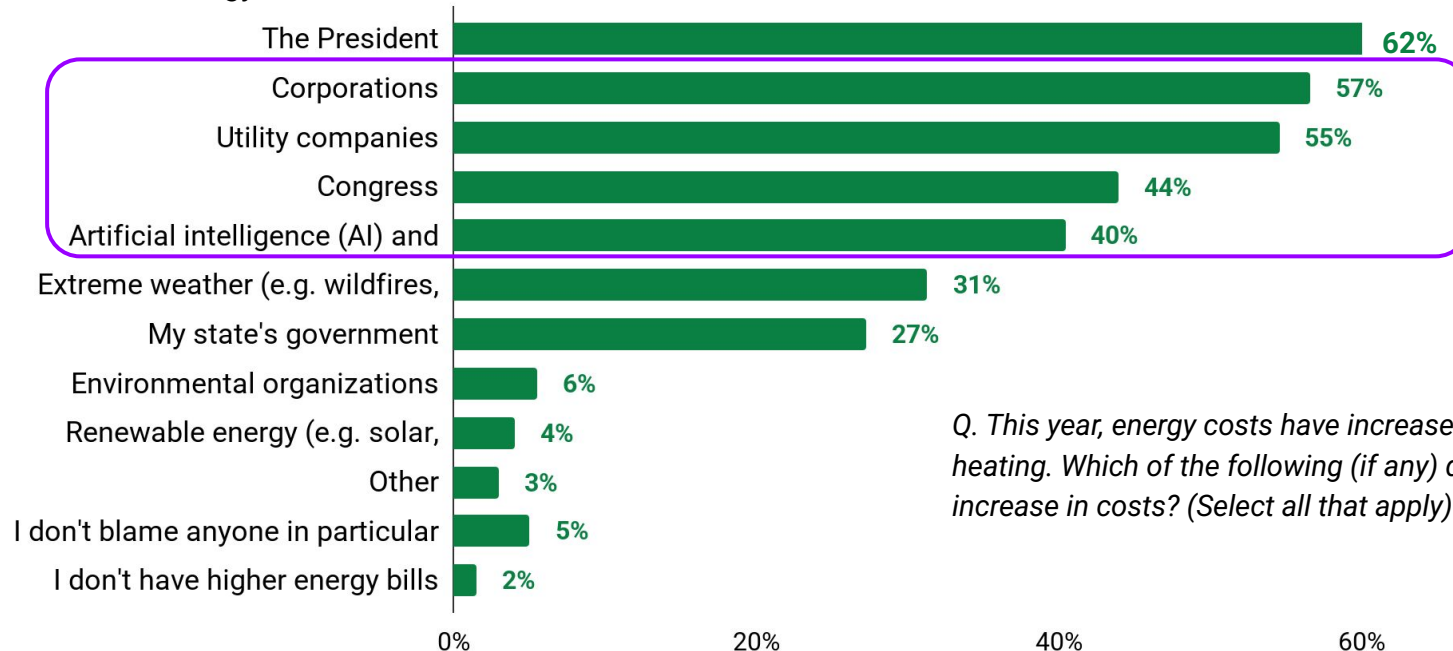
Unlike the majority of the population, Clean Energy supports blame the President most for higher energy costs followed by Corporations and then Utilities (#1 for most audiences); AI & Data Centers receive 40%, while very few blame Env. organizations or Renewable energy



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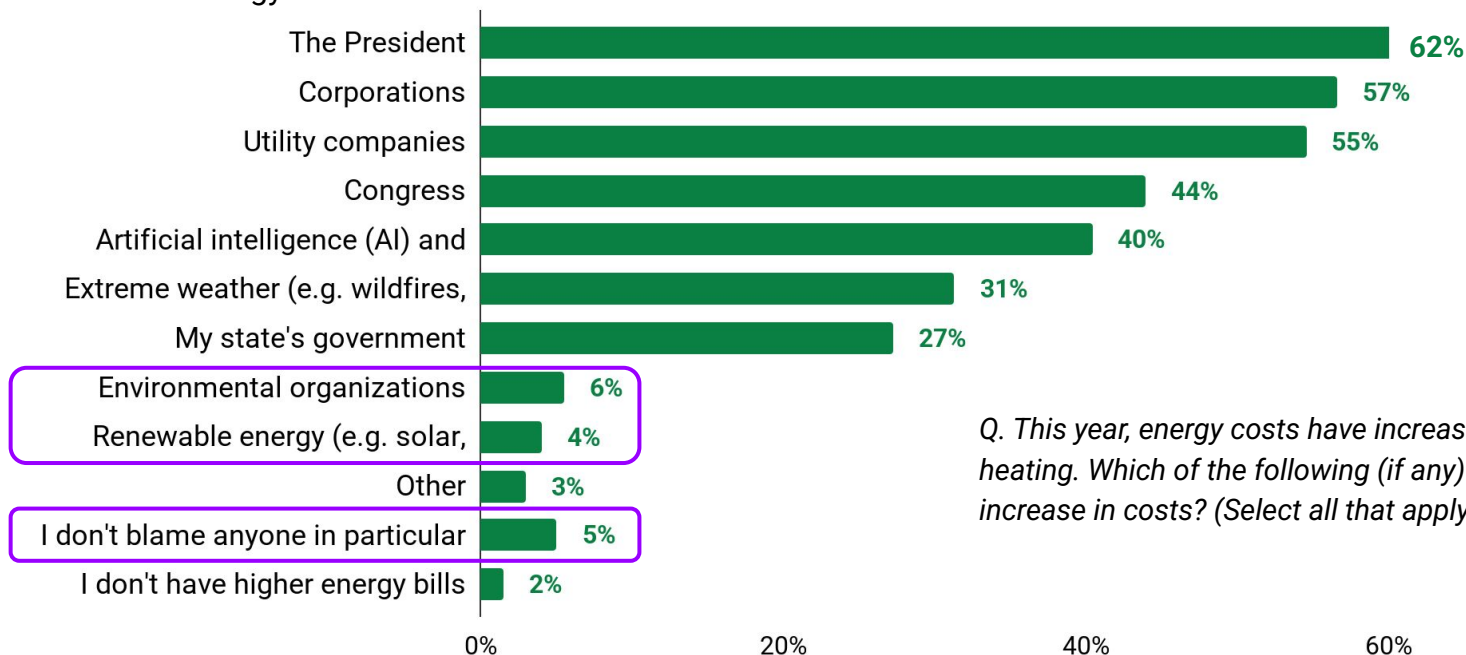
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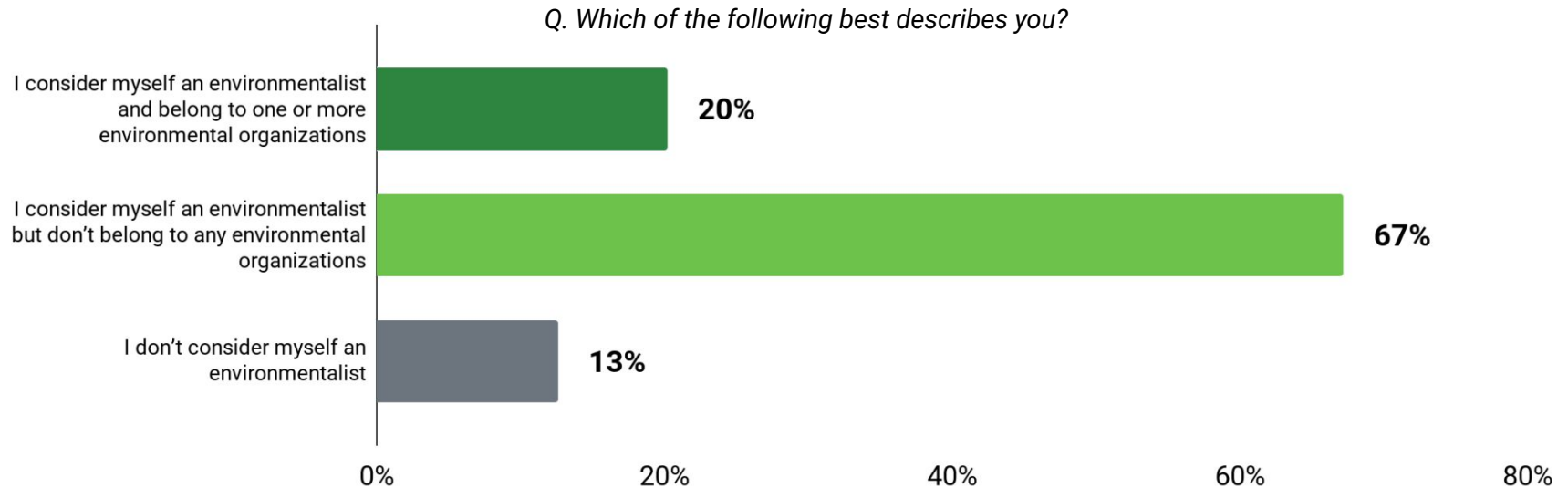
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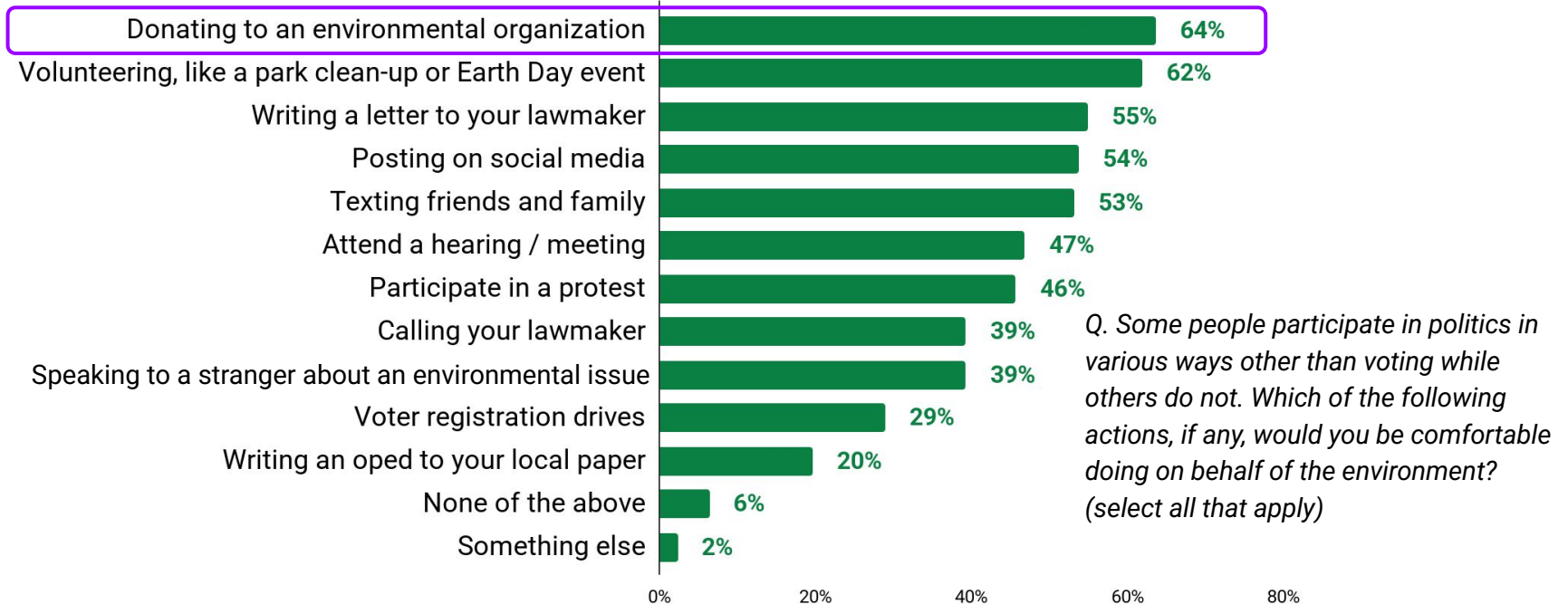
Environmental Activism

A much higher proportion of Clean Energy supporters consider themselves environmentalists with 1 in 5 a member of an org.



Environmental Actions

Among those considering themselves an environmentalist, 84% say they would participate in at least one of these actions on behalf of the environment



Voting: Clean Energy, 11MM adults

Vs. All Registered Voters



85% **12%**

registered to vote



91% **42%**

more likely to vote for candidate that champions the environment



3% **-17%**

consider themselves MAGA



23% **15%**

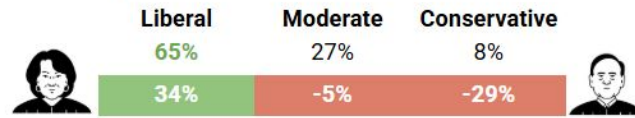
"Disengaged environmental voter"

prioritize at least one env. issue in top 5 priorities and...

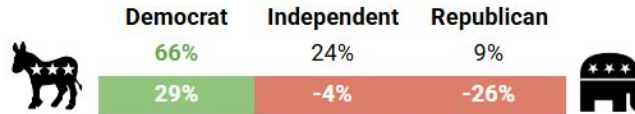
3% voted in 2020 but not 2022 or 2024

20% voted in 2024 but not in 2022

Ideology



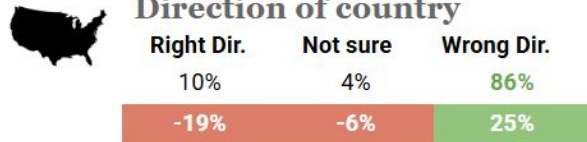
Political party



Trump job approval



Direction of country



Is your community...

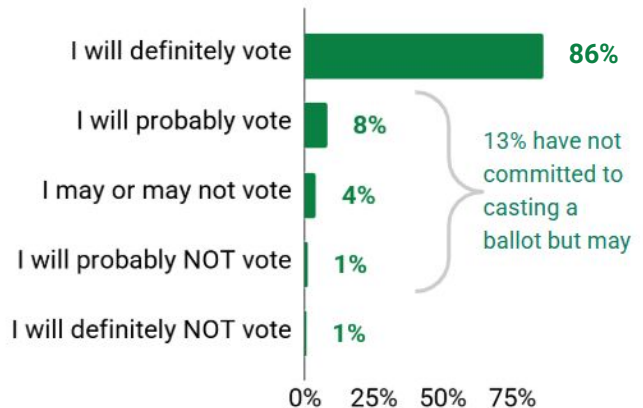


Vote History

Year	Voted	Congress		President	
		Dem	Rep	Dem	Rep
2024	93%	82%	14%	81%	15%
2022	74%	88%	7%		
2020	85%	86%	11%	87%	9%

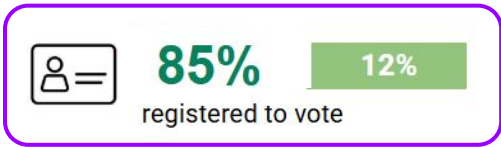
2026 vote likelihood

Q. Many people don't vote when there's an election. At this point, how likely are you to vote in the upcoming general election in November 2026?



Voting: Clean Energy, 11MM adults

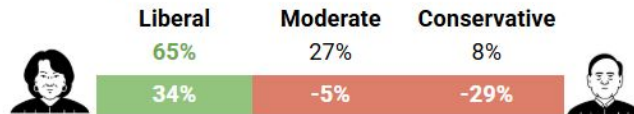
Vs. All Registered Voters



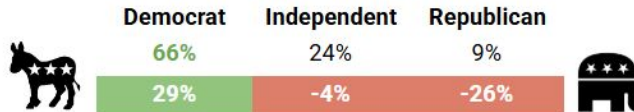
3% voted in 2020 but not 2022 or 2024

20% voted in 2024 but not in 2022

Ideology



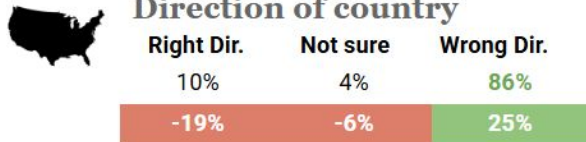
Political party



Trump job approval



Direction of country



Is your community...

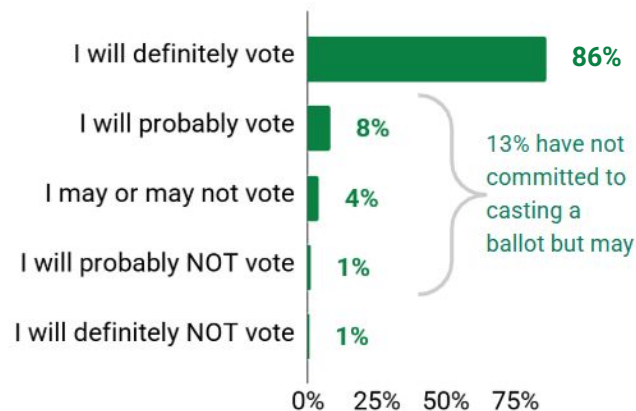


Vote History

	Voted	Congress		President	
		Dem	Rep	Dem	Rep
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Voting: Clean Energy, 11MM adults

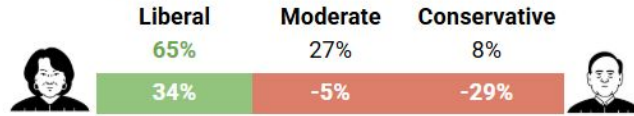
Vs. All Registered Voters



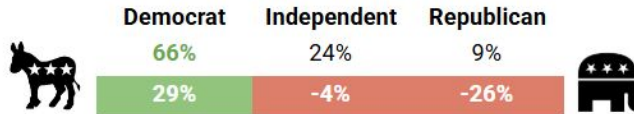
85% **12%**

registered to vote

Ideology



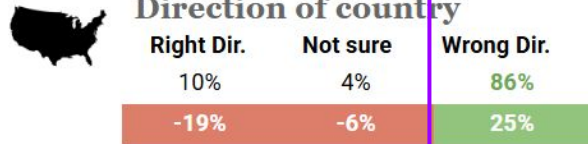
Political party



Trump job approval



Direction of country



Is your community...

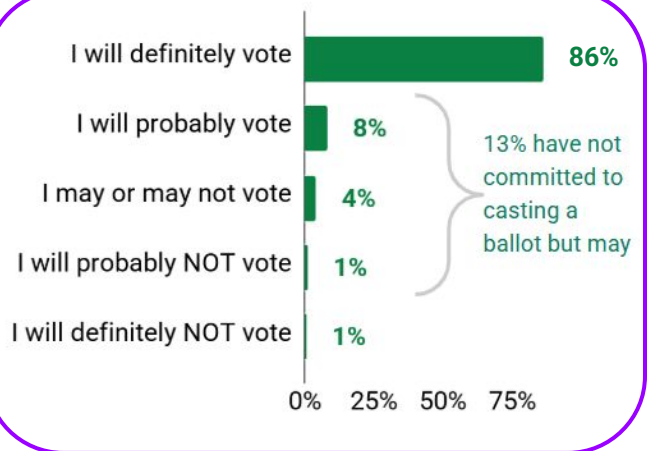


Vote History

	Voted	Congress		President	
		Dem	Rep	Dem	Rep
2024	93%	82%	14%	81%	15%
2022	74%	88%	7%		
2020	85%	86%	11%	87%	9%

2026 vote likelihood

Q. Many people don't vote when there's an election. At this point, how likely are you to vote in the upcoming general election in November 2026?



91% **42%**

more likely to vote for candidate that champions the environment



3% **-17%**

consider themselves MAGA



23% **15%**

"Disengaged environmental voter"

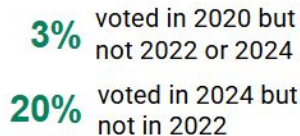
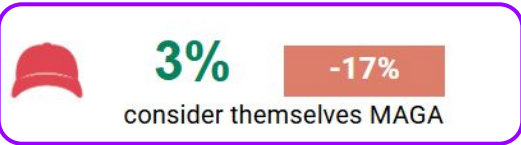
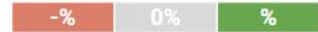
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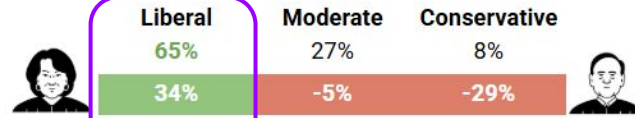
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Voting: Clean Energy, 11MM adults

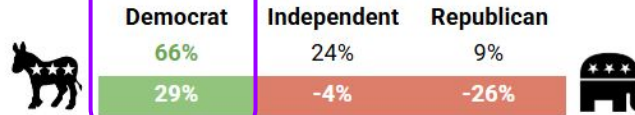
Vs. All Registered Voters



Ideology



Political party



Trump job approval



Direction of country



Is your community...

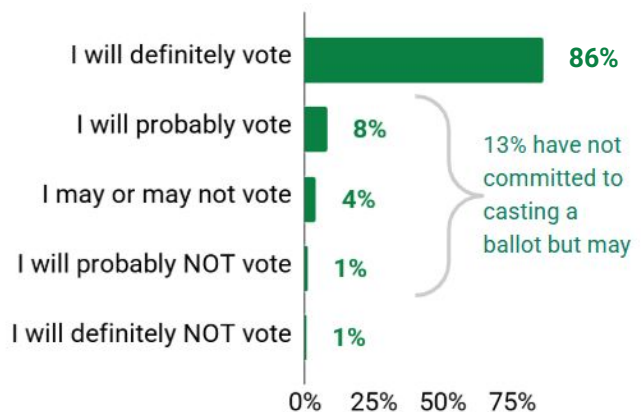


Vote History

	Voted	Congress		President	
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2026 vote likelihood

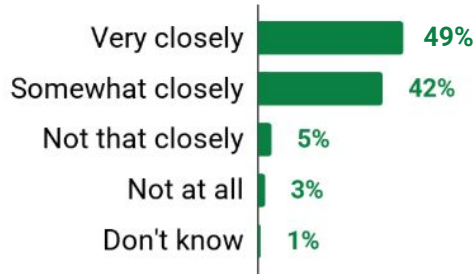
Q. Many people don't vote when there's an election. At this point, how likely are you to vote in the upcoming general election in November 2026?



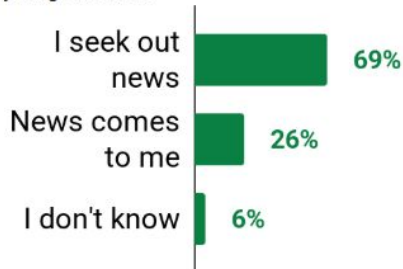


News Consumption

Q. Would you say you follow what's going on in government and public affairs ...



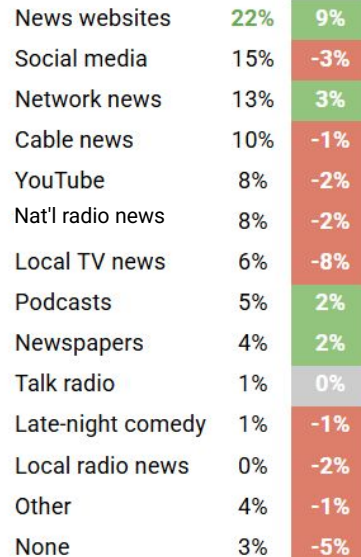
Q. Which of the following best describes how you get news?



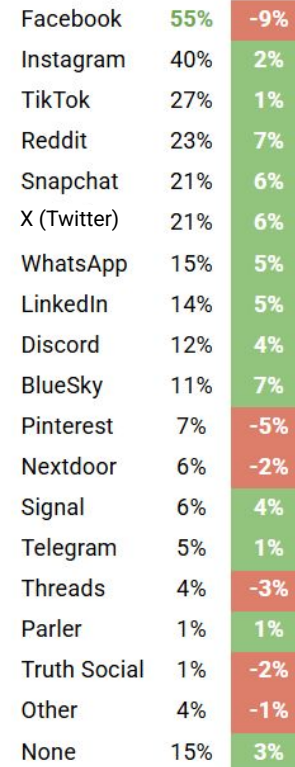
Likely to consume news on...



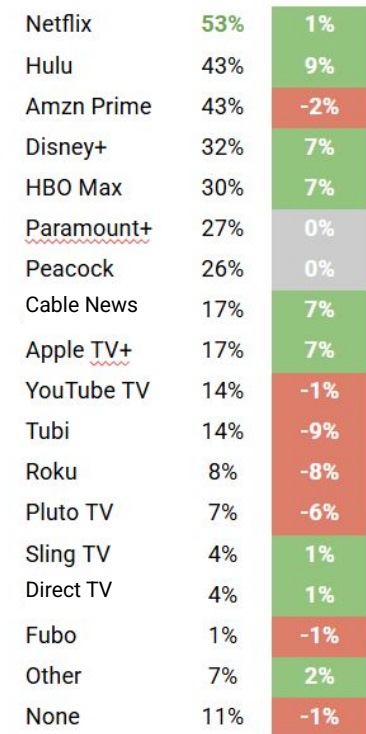
Top News Source



Top Social

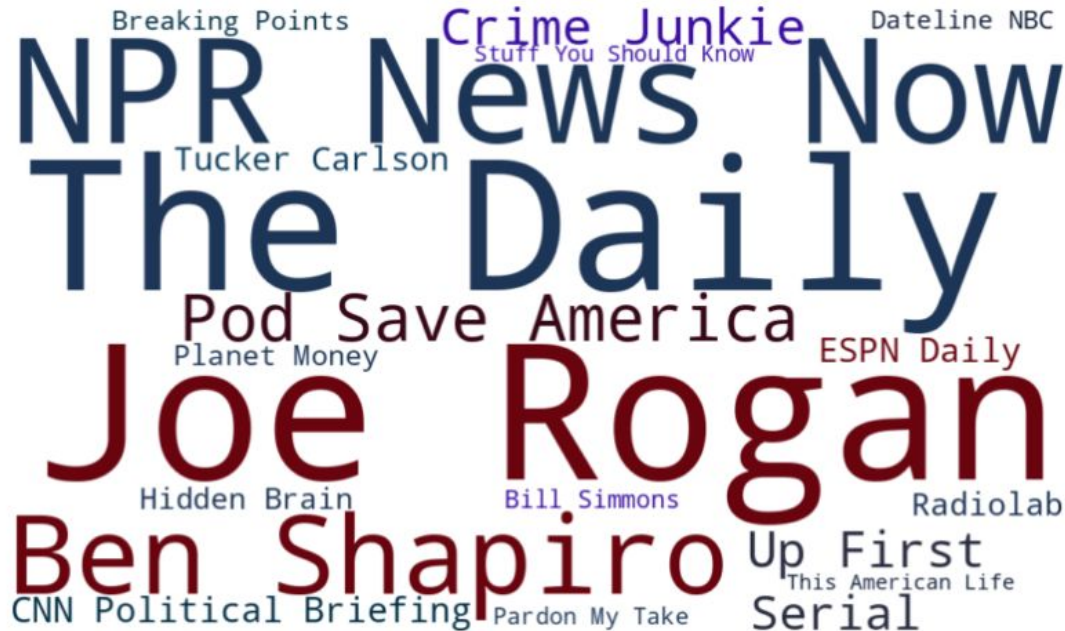


Top Streaming



Podcasts: What podcasts do you listen to at least monthly?

54% listen to a podcast; Joe Rogan received the highest % of mentions at 10%, followed by The Daily, NPR, Ben Shapiro, Pod Save America, Crime Junkie, Up First, Serial, CNN Political Briefing, and ESPN Daily



Cost of Living / Energy Affordability Supporters

Combined Defense Audience Research

This analysis will cover the following audiences



Clean Energy Supporters

11MM people

- Registered to vote
- Put protecting Clean Energy in their top 5 issue priorities



Cost of Living & Energy Affordability supporters

40MM people

- Registered to vote
- Put Cost of Living / Inflation as their #1 issue
- Say they have higher energy costs

Demographics: Energy Affordability, 40MM adults

Vs. All Registered Voters



Gender



Women	Men	Non-Bin.
54%	46%	0%
3%	-3%	-1%

Age

18-24	25-34	35-44	45-54	55-65	65+
6%	16%	18%	19%	18%	22%
-1%	-2%	-1%	4%	1%	0%



Race



White	66%	-1%
Hispanic	11%	-1%
-Mexican	7%	-1%
-P. Rican	1%	-1%
-Cuban	1%	1%
African Am.	12%	0%
Asian	5%	2%

Education

College	No College
38%	62%
3%	-3%

Urbanicity

Big city	18%	-1%
Small city	14%	-1%
Suburb	39%	2%
Small town	13%	0%
Rural	17%	0%

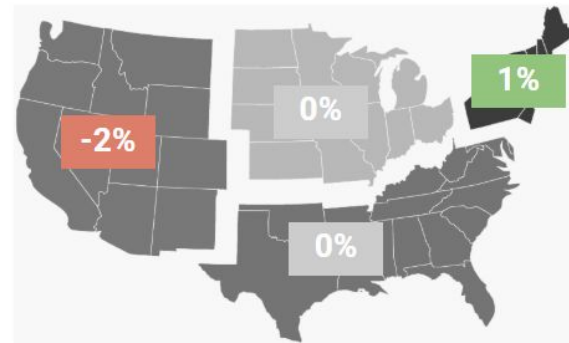
HH Income

\$	\$	\$	\$	\$	\$
<30k	30-50	50-100	100-150	150-250	250+
19%	19%	38%	14%	7%	2%
-11%	2%	7%	2%	0%	0%

Top Outdoor Interests

Walking	68%	2%	Kayaking/boating	16%	1%
Gardening	36%	2%	Running	16%	1%
Camping/Hiking	33%	-1%	Biking	14%	0%
Swimming	30%	2%	Indv. sport (golf)	11%	1%
Fishing	24%	-1%	Hunting	9%	0%
Bird watching	18%	1%	Ski/Snowboard	8%	1%
Team sport (bball)	17%	1%	Outdoor yoga	8%	1%

Geography



Add'l Stats

	59%	"Working class"	-3%
	27%	hunter/fisher	0%
	7%	military / veteran	-1%
	13%	teacher	1%
	57%	own a home	6%
	24%	parent of kid(s) <18	2%
	34%	are a grandparent	3%
	27%	Evangelical/born again	0%
	27%	attend religious services	2%

Demographics: Energy Affordability, 40MM adults

Vs. All Registered Voters



Gender



Women	Men	Non-Bin.
54%	46%	0%
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Age

18-24	25-34	35-44	45-54	55-65	65+
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Race



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Hispanic	11%	-1%
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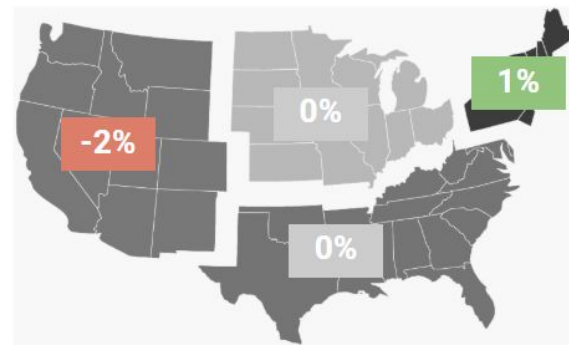
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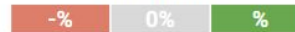


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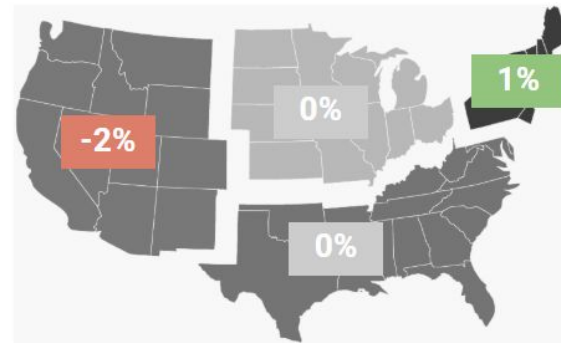
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Geography



Add'l Stats

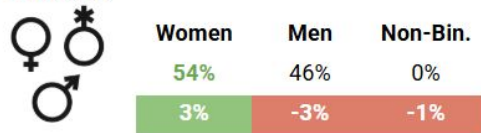
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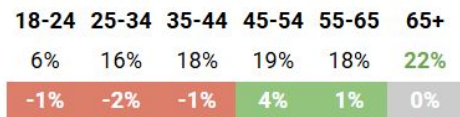
Vs. All Registered Voters



Gender



Age

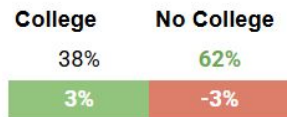


Race

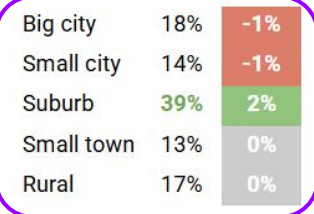


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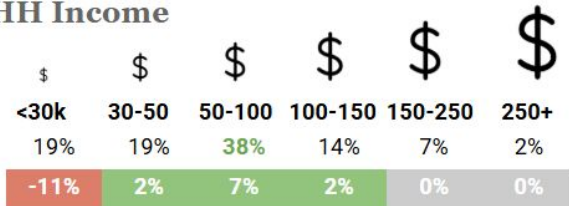
Education



Urbanicity



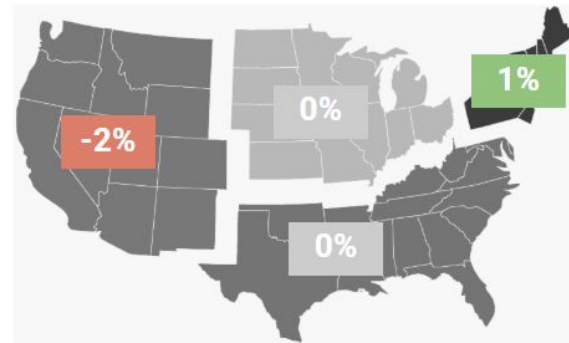
HH Income



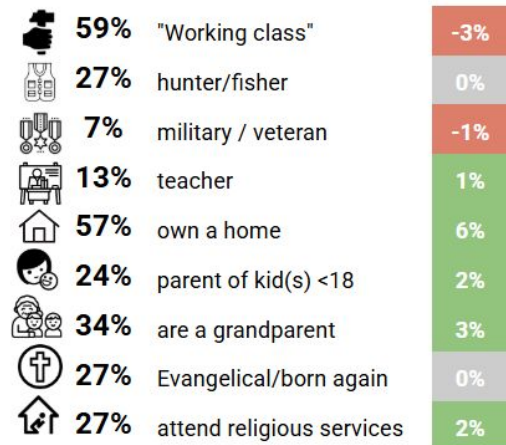
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Geography



Add'l Stats



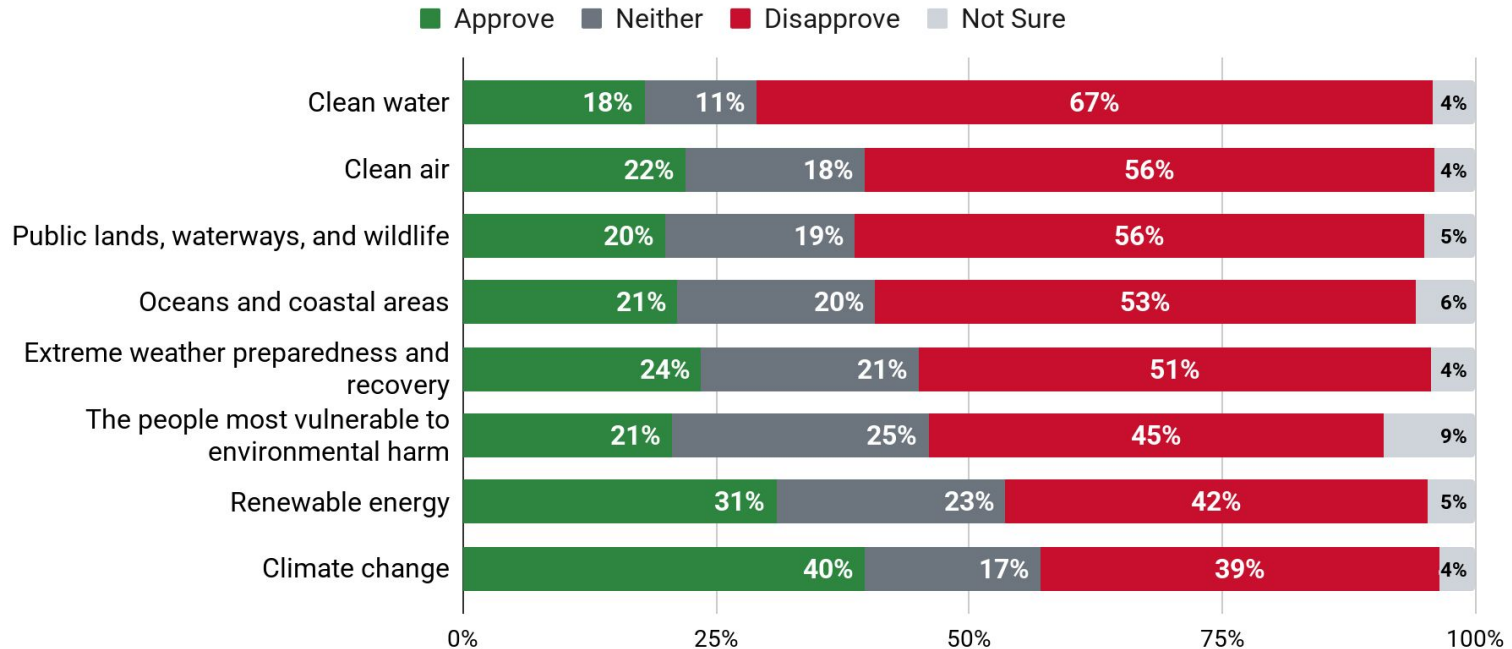
Issue Ranking - Energy Affordability

1. Inflation, Cost of living	(0)	13. Home Affordability	(7)	25. Wildlife	(-1)
2. Protecting SS, Medicare	(1)	14. Reducing Gun Violence	(2)	26. Abortion	(-7)
3. Jobs, Tariffs, Economy	(7)	15. Protecting gun rights	(-6)	27. Drug Addiction	(5)
4. Healthcare costs/access	(1)	16. Drinking Water	(1)	28. Waterways	(0)
5. Protecting Democracy	(-3)	17. Racial Inequality	(-2)	29. Clean Energy	(-4)
6. Corrupt, Political Money	(-2)	18. Veterans	(3)	30. Oceans	(1)
7. Immigration / Border	(-1)	19. Env. Justice	(-1)	31. College Affordability	(3)
8. National Sec. / Terrorism	(-1)	20. Climate Change	(-12)	32. Extreme Weather	(1)
9. Food supply safety	(2)	21. Public Lands	(2)	33. Gaza, Statehood	(-4)
10. Crime in US cities	(4)	22. Foreign Policy, War	(5)	34. LGBT Rights	(-4)
11. Making Taxes Fairer	(1)	23. Air Quality	(3)		
12. National Debt	(1)	24. AI Regulation	(-2)		

Federal Protection Reductions

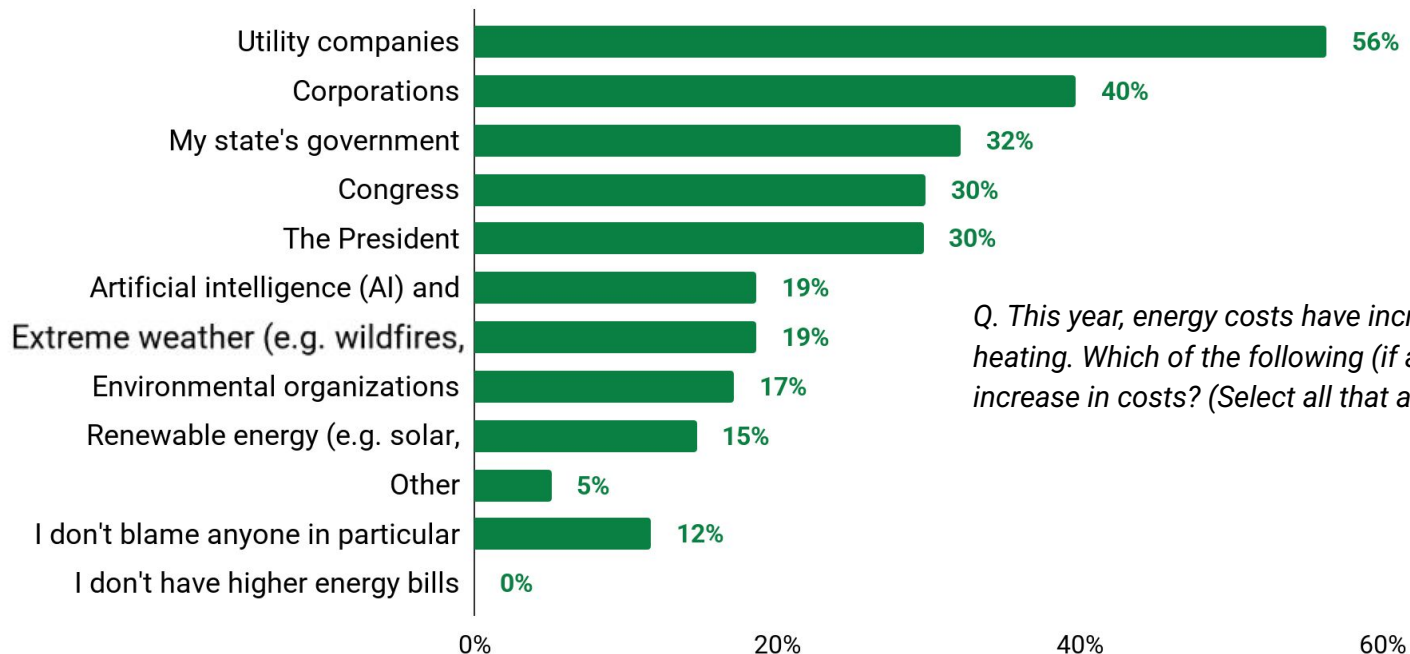
Majorities disagree with the reductions in federal protections across environmental issues this year, except cuts to Climate change which received split approval/disapproval

Q. How much do you [approve or disapprove] of the federal government cutting funding and protections for...



Blame for Energy Costs

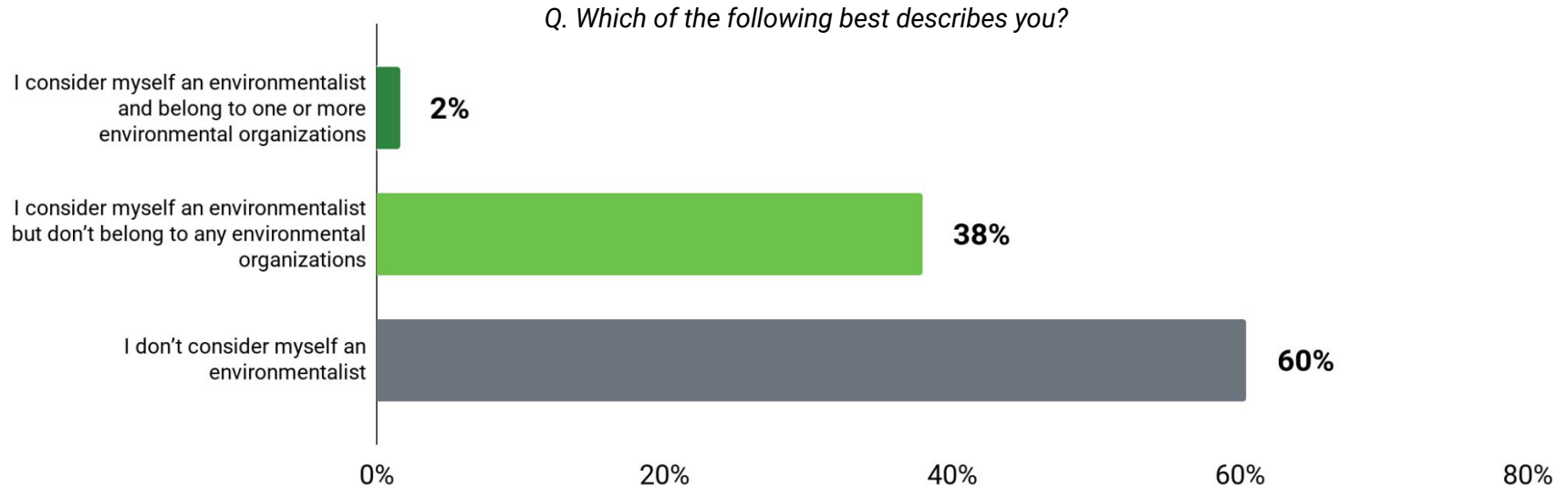
1 in 2 people blame utilities for higher energy costs, followed by corporations and then state government. Only 1 in 5 blame AI and data centers, while renewable energy and environmental organizations are the least blamed



Q. This year, energy costs have increased for electricity and heating. Which of the following (if any) do you blame for the increase in costs? (Select all that apply)

Environmental Activism

40% considers themselves environmentalists, but just 2% say they belong to an env. organization (lower than average)



Why have you NOT joined an environmental organization?

38% of people consider themselves environmentalists but have not joined an organization because:

40% General disengagement / vague reasons - “Because I am not that interested.” “It’s just not something I’ve pursued.” “I haven’t really thought about it.” “It’s not for me.” “I just never joined.”

27% Too busy / lack of time - “Always working no time.” “My schedule doesn’t allow it.” “I can barely keep up with daily responsibilities.” “Work and family take all my time.” “I don’t have time to commit to meetings.”

10% Political discomfort / ideological concerns - “They’re too political.” “Environmental movements have become highly polarized.” “I don’t agree with their political agenda.” “It feels driven by ideology.” “I don’t like mixing activism and politics.”

6% Distrust of organizations / skepticism - “Always an ulterior motive.” “I don’t trust where the money goes.” “Organizations are corrupt.” “They misuse funds.” “It feels like a scam.”

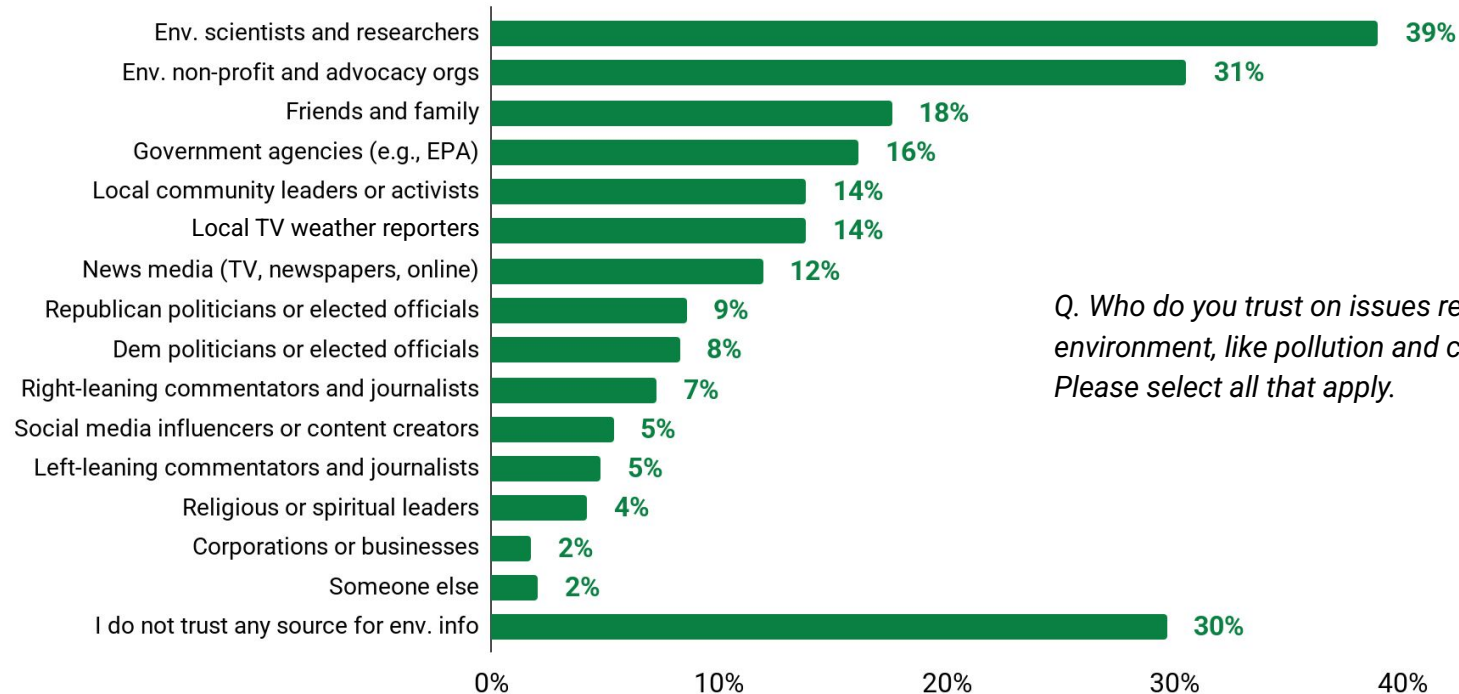
4% Lack of awareness / knowledge - “I’m not aware of one in my area.” “I don’t know how to join.” “I haven’t found a local group.”

4% Prefer to act independently / not a joiner - “I prefer to do my own thing.” “I’m not a joiner.” “I act independently.”

10% Other - Cost / financial concerns (“Membership costs too much.” “I can’t afford dues.”), Not interested / low personal relevance, Geographic / access barriers (“There isn’t one close to me.”), Health / age limitations, Issue feels overwhelming / hopeless, Belief organizations are ineffective

Trust on Environment

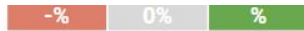
The majority trust scientists on issues of the environment and env. organizations; 30% trust no one (higher than average)



Q. Who do you trust on issues related to the environment, like pollution and climate change? Please select all that apply.

Voting: Energy Affordability, 40MM adults

Vs. All Registered Voters



70% registered to vote
-3%



40% more likely to vote for candidate that champions the environment
-9%



25% consider themselves MAGA
6%

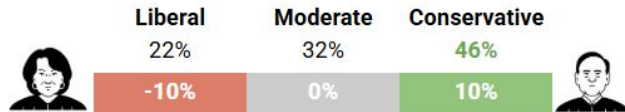


10% "Disengaged environmental voter" prioritize at least one env. issue in top 5 priorities and...
2%

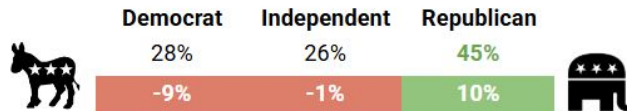
2% voted in 2020 but not 2022 or 2024

8% voted in 2024 but not in 2022

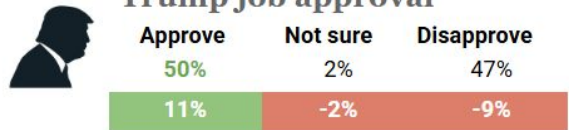
Ideology



Political party



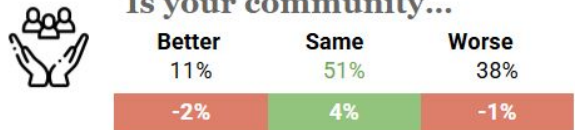
Trump job approval



Direction of country



Is your community...

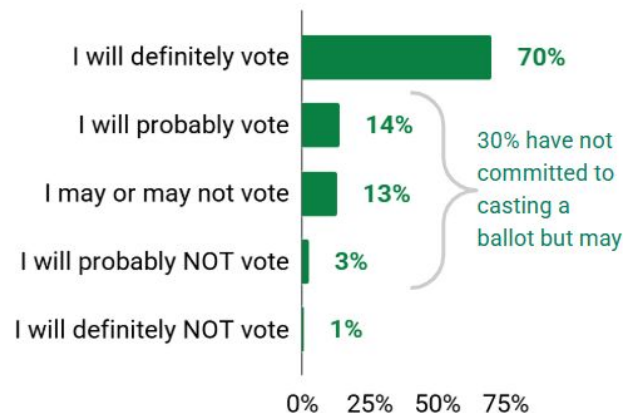


Vote History

	Voted	Congress		President	
		Dem	Rep	Dem	Rep
2024	88%	33%	57%	33%	63%
2022	64%	37%	57%		
2020	88%	35%	56%	38%	58%

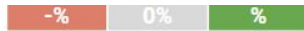
2026 vote likelihood

Q. Many people don't vote when there's an election. At this point, how likely are you to vote in the upcoming general election in November 2026?



Voting: Energy Affordability, 40MM adults

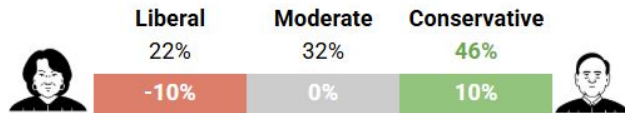
Vs. All Registered Voters



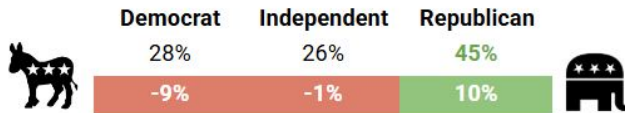
2% voted in 2020 but not 2022 or 2024

8% voted in 2024 but not in 2022

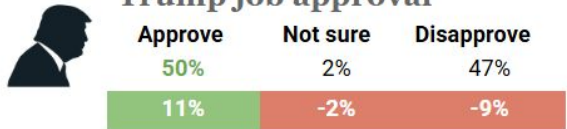
Ideology



Political party



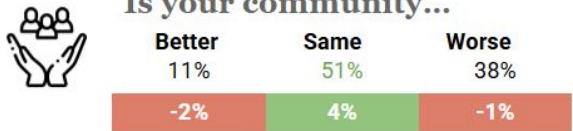
Trump job approval



Direction of country



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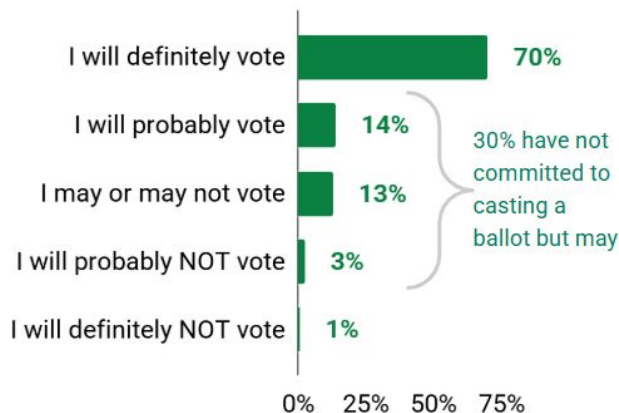


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Voting: Energy Affordability, 40MM adults

Vs. All Registered Voters



70% registered to vote
-3%



40% more likely to vote for candidate that champions the environment
-9%

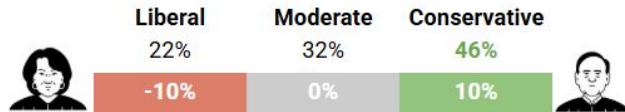


25% consider themselves MAGA
6%

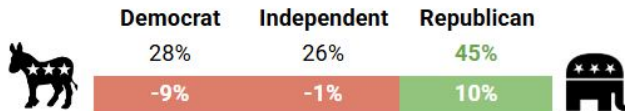


10% "Disengaged environmental voter" prioritize at least one env. issue in top 5 priorities and...
2% voted in 2020 but not 2022 or 2024
8% voted in 2024 but not in 2022

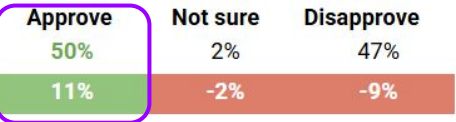
Ideology



Political party



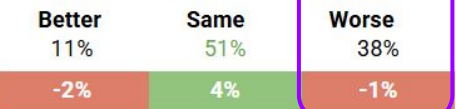
Trump job approval



Direction of country



Is your community...

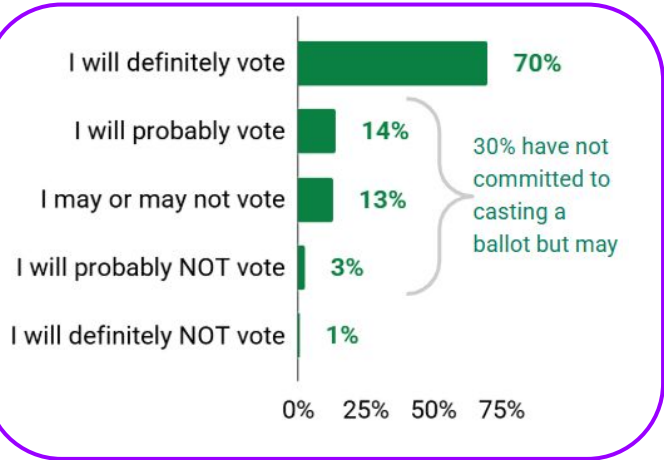


Vote History

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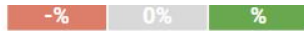
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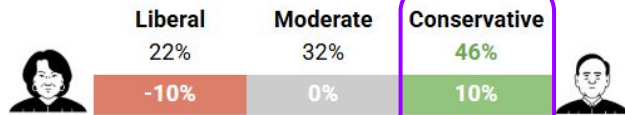


10% "Disengaged environmental voter" prioritize at least one env. issue in top 5 priorities and...
2%

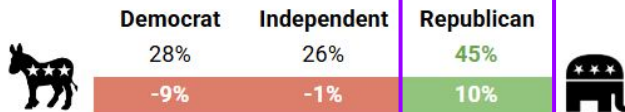
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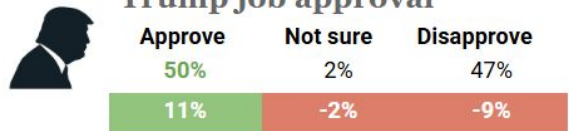
Ideology



Political party



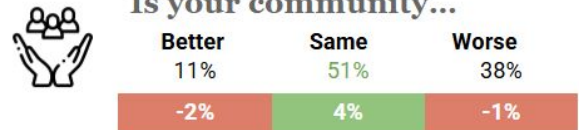
Trump job approval



Direction of country



Is your community...

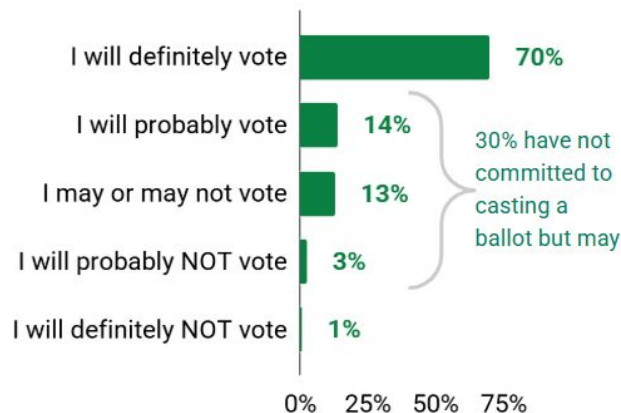


Vote History

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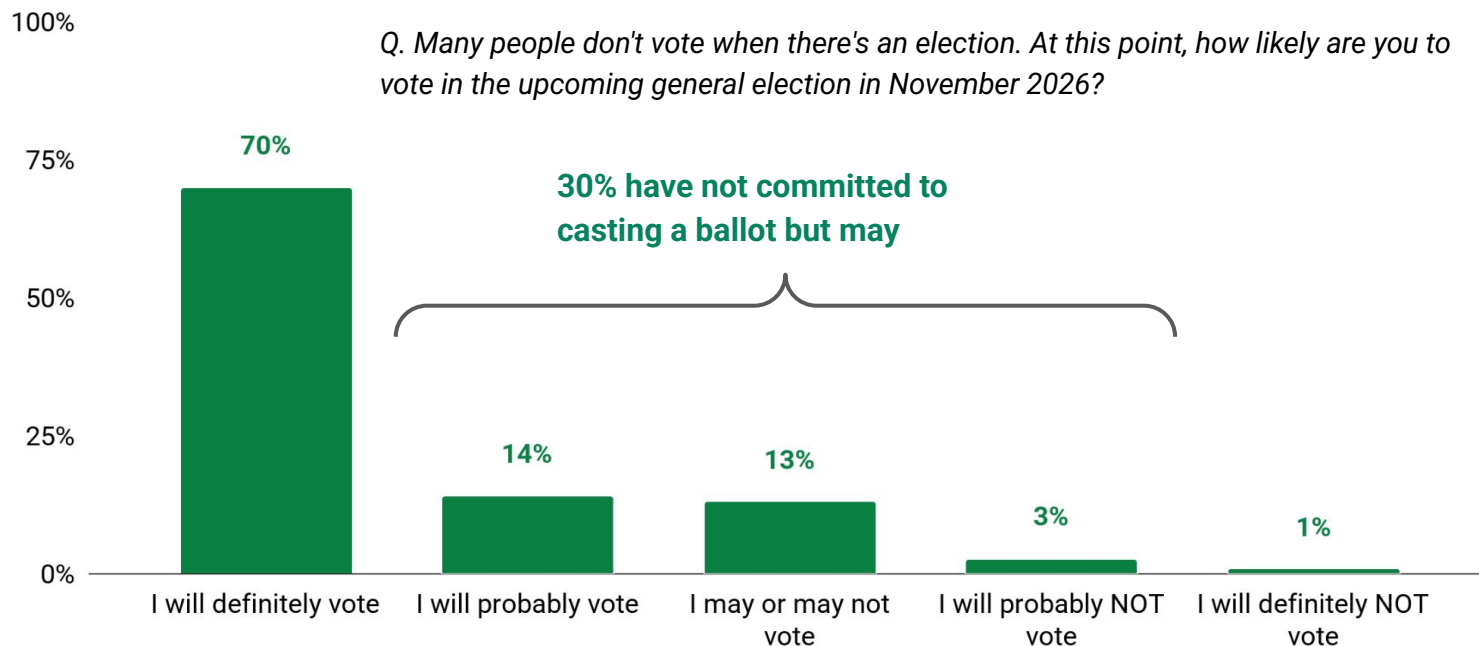
2026 vote likelihood

Q. Many people don't vote when there's an election. At this point, how likely are you to vote in the upcoming general election in November 2026?



Vote Likelihood 2026 - Registered voters

Cost of Living / Energy Affordability supporters are highly motivated to vote in the 2026 midterms with 70% already committing to casting a ballot



Why aren't you planning to vote in 2026?

30% may decide to vote later, or not, because:

38% Wait and see / depends on candidates or circumstances - “Depends on the quality of candidates.” “Depends on the options at the time.” “Depending how much I may like the candidates.” “Depends how life is going at that time.”

24% Dislike politics / distrust of the system - “Because it won't change anything, no matter what.” “Both sides are corrupt as hell.” “Corrupt, cheating government.” “Because my vote doesn't matter I feel like.” “The system is rigged.”

14% Not interested / low motivation - “After Trump any choice is moot.” “I'm not very interested right now.” “Not very motivated.”

8% Too busy / life circumstances - “Because I forgot or was busy.” “Depends on what else is happening at the time.” “Life might get in the way.” “If I'm too busy.” “It depends on what's going on in my life.”

7% Health / disability limitations - “Based on my physical disability.” “Health issues may affect it.” “If my condition allows.”

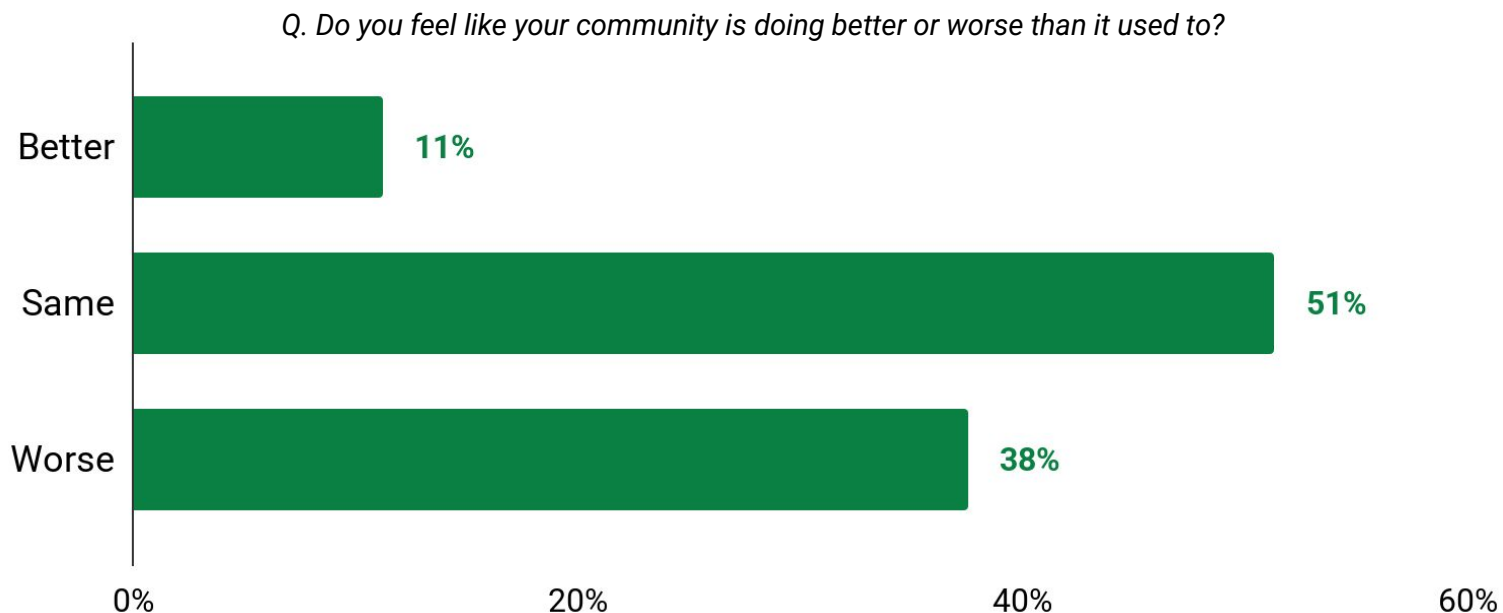
4% State outcome predetermined - “My state always goes one way.” “It won't change anything where I live.”

3% Ineligible to vote (legal status) - “Convicted felon.” “I'm not allowed to vote.” “Can't vote because of my record.” “Not eligible.”

2% Religious reasons - “Because I'm a Jehovah's Witness.” “My religion discourages political involvement.” “Faith reasons.”

Community Better or Worse

More than 3x as many people feel their community is worse off than those that feel it is better; about half say it is the same



Why do you feel your community is doing worse?

38% of people say their community is doing *much worse* or *somewhat worse* than it used to because:

40% Economic hardship / rising cost of living - “All the groceries have higher prices than ever.” “Almost nothing is affordable, including housing.” “Because of inflation.” “Higher costs and less income.” “Rent and utilities keep going up.”

16% Crime / public safety / homelessness - “A lot more people, more crime.” “There’s more homelessness now.” “Too much drug activity.” “It doesn’t feel safe anymore.” “Violence is increasing.”

11% Population growth / overcrowding - “Too many people moving in.” “Traffic is getting worse.” “The area feels overcrowded.” “Infrastructure can’t handle the growth.” “Everything feels more congested.”

10% Government failure / leadership - “Because of our leadership.” “The government isn’t doing its job.” “Bad policy decisions.” “Corruption is part of the problem.” “Politicians don’t care about regular people.”

9% Job loss / unemployment / declining wages - “A lot of people are suffering layoffs.” “No good jobs.” “Wages aren’t keeping up.”

8% Environmental degradation - “Air pollution and traffic are getting worse.” “The environment continues to be degraded.”

6% Community decline / social breakdown - “The appearance of the neighborhood has declined.” “People don’t seem to care anymore.” “There’s less sense of community.” “Things just feel worse overall.” “The community spirit isn’t what it used to be.”

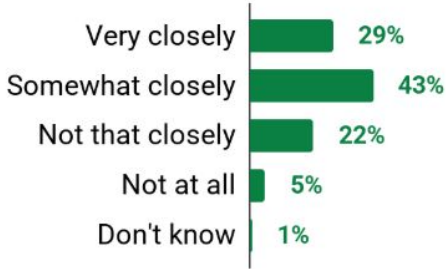
News & Media: Energy Affordability, 40MM adults

Vs. All Registered Voters

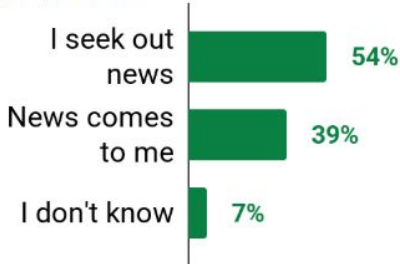


News Consumption

Q. Would you say you follow what's going on in government and public affairs ...



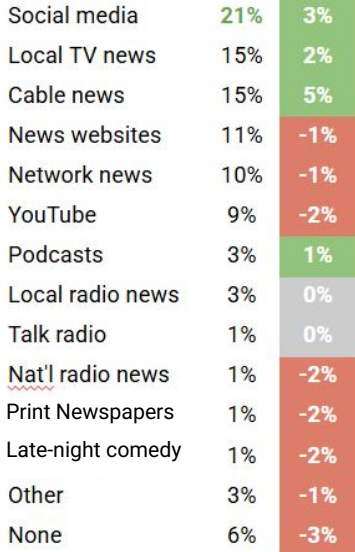
Q. Which of the following best describes how you get news?



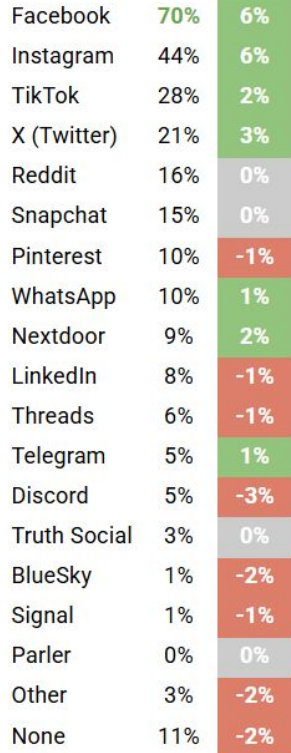
Likely to consume news on...



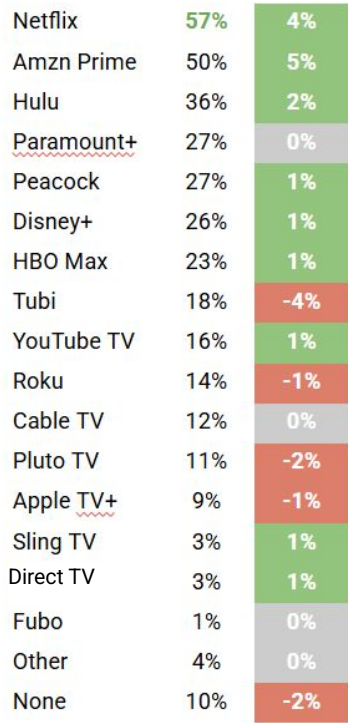
Top News Source



Top Social



Top Streaming



Podcasts: What podcasts do you listen to at least monthly?

62% listen to a podcast; Joe Rogan received the highest % of mentions at 13%, with all other shows receiving less than 2% or less: The Daily, Ben Shapiro, True Crime, NPR, Deadlock Wrestling, Bunny XO/Stephen Gardner, Bill Simmons, & Drink Champs



thanks.

Combined Defense Audience Research
Registered Voters & "Disengaged" Environmental Voters

Appendix

Combined Defense Audience Research

Margin of Error (MOE)

National sample MOE: $\pm 1.8\%$

Black sample MOE: $\pm 4\%$

Hispanic sample MOE: $\pm 4.9\%$

Sample Size Guidance

When looking at survey research data sample sizes, "as large as you can" is often the best advice on how small a sample to examine for data observations and insights. With smaller samples there is more uncertainty around the estimates (and less precision).

Major breakouts in this analysis flag anything with less than 100 respondents in it as "low sample" and offer an alternative breakout where possible. A sample size of 50 respondents should not be utilized.

Approach: MaxDiff

Rather than each respondent ranking 34 issue priorities all at once, six issues were served at a time asking the respondent to choose their Most Important and Least Important—issues repeated until several rounds were completed

Results were modeled and weighted to create rankings



Most important		Least important
<input checked="" type="radio"/>	Keeping our air clean	<input type="radio"/>
<input type="radio"/>	Making taxes fairer	<input checked="" type="radio"/>
<input type="radio"/>	Protecting Social Security, Medicare, and Medicaid	<input type="radio"/>
<input type="radio"/>	Protecting lakes, rivers, and streams	<input type="radio"/>
<input type="radio"/>	Protecting oceans and beaches	<input type="radio"/>
<input type="radio"/>	Addressing climate change	<input type="radio"/>

MaxDiff Full Statements

Addressing inflation, prices, and the cost of living (groceries, energy bills, etc.)	Addressing the unequal access to clean air and clean drinking water, and the unequal impact of pollution or weather on people
Protecting our democracy, including free speech, voting rights, civil rights	Addressing the issue of abortion
Protecting Social Security, Medicare, and Medicaid	Protecting the country's public lands (e.g., parks and forests) from sale, development, or pollution
Reducing political corruption, special interest lobbying, and the "money in politics"	Addressing benefits for or needs of military veterans and families
Reducing healthcare costs and increasing access	Keeping our air clean
Addressing immigration and border security	Addressing the regulation of artificial intelligence (AI)
Addressing jobs, tariffs, and other matters of the economy	Protecting wildlife and habitats
Protecting the safety and sustainability of our food supply	Addressing the War in Gaza and Palestinian statehood
Addressing climate change	Addressing foreign policy, including relations with other countries and America's leadership role in foreign wars (Ukraine, Russia, China, etc.)
Protecting our national security, including combating terrorism	Transitioning to clean energy
Making taxes fairer (e.g. everyone paying their fair share)	Protecting lakes, rivers, and streams
Addressing racial inequality, racism, and hate crimes	Protecting LGBT rights
Reducing gun violence	Addressing drug addiction
Protecting people's Second Amendment gun rights	Protecting oceans and beaches
Reducing the national debt	Making college more affordable
Keeping our drinking water clean	Preparing for extreme weather to keep communities safe
Making home ownership more affordable/accessible	
Addressing crime in US cities	

Issues Surveyed

Air Quality

Abortion

Jobs, Tariffs, Economy

Clean Energy

Climate Change

Drinking Water

Env. Justice

Extreme Weather

Food Security

Oceans

Public Lands

Waterways

Wildlife

Home Affordability

Reducing Gun Violence

Immigration / Border

Veterans

Inflation, Cost of living

Q. There are so many important issues that affect our lives.

For the next several questions, you will see a few issues at a time.

Please indicate which ONE of the following is the most important priority and which ONE is the least important priority.

Please note that some answer choices will be repeated.

Issues Surveyed

Air Quality

Clean Energy

Climate Change

Drinking Water

Env. Justice

Extreme Weather

Food supply safety

Oceans

Public Lands

Waterways

Wildlife

Abortion

AI Regulation

College Affordability

Corrupt, Political Money

Crime in US cities

Drug Addiction

Foreign Policy, War

Gaza, Statehood

Healthcare costs/access

Home Affordability

Immigration / Border

Inflation, Cost of living

Jobs, Tariffs, Economy

LGBT Rights

Making Taxes Fairer

National Debt

National Sec. / Terrorism

Protecting Democracy

Protecting gun rights

Protecting SS, Medicare

Racial Inequality

Reducing Gun Violence

Veterans