

CENTERLINE


National Survey

- N = 800 Registered Voters
- Conducted via Mixed Mode
- Sept 16-20, 2024
- moe = +/- 3%

CLOSER LOOK AT ESG & GOV CONTRACTS

*Prepared by Alex Lundry, Redbud Consulting, Sept 2024
alex@redbud.consulting*



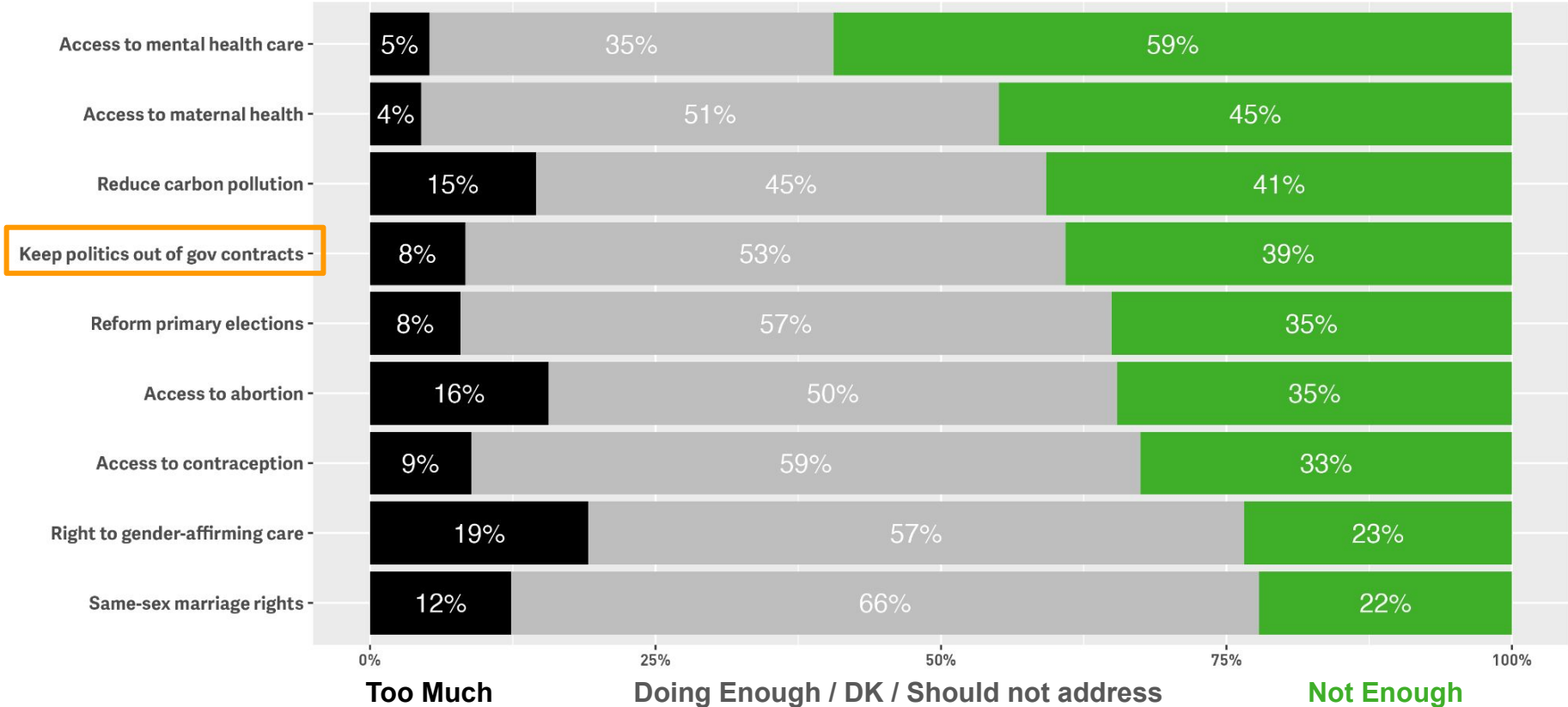
- 
- Voters Want Politics Out of Gov Contracts
 - Support Remains High in the Face of “Woke-ism”
 - Plurality Oppose Bans on Contracts for Biz w/ESG Policies
 - Republicans Generally Opposed to Political Contracting
 - Swing Voters Distinctly For Apolitical Contracting
 - All States Estimated to be At or Near Majority Support

Headlines

GOVERNMENT ACTION

Here are a few issues facing the country. For each, please indicate whether you think elected officials in your state are...doing too much on this issue, doing enough on the issue, not doing enough on the issue, or they should not be addressing the issue.

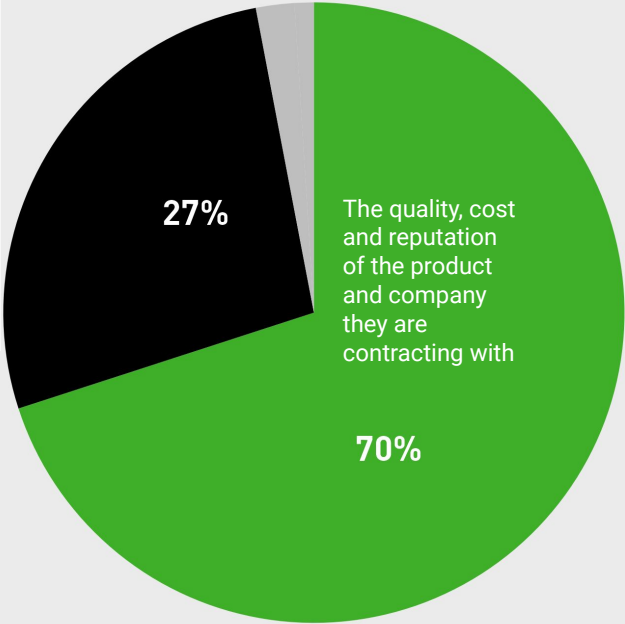
Voters are most interested in more government action on mental health, maternal health and clean energy.



GOV CONTRACT PREFERENCES

Voters overwhelmingly support government contracting decisions made independent of the political views of the company.

The decisions that the company has made on current political issues, such as their positions on climate change, their investments in fossil fuels, or their relationship with China.



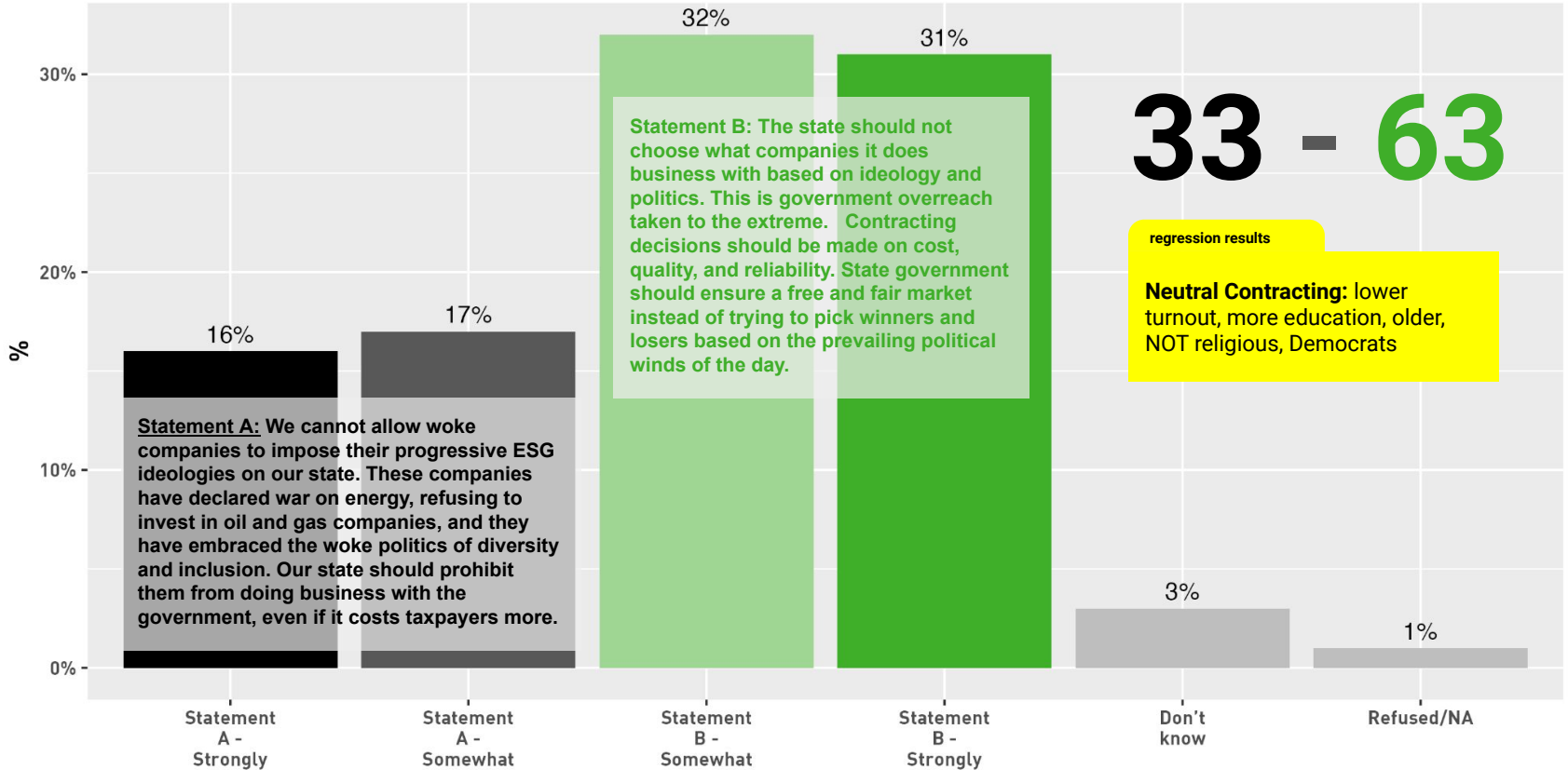
Generally speaking, which should be more important when state government officials are making decisions on which companies to do business with...

regression results

Quality/Cost: Lower turnout, upper income, older, White, Democrats

ESG & GOVERNMENT CONTRACTING

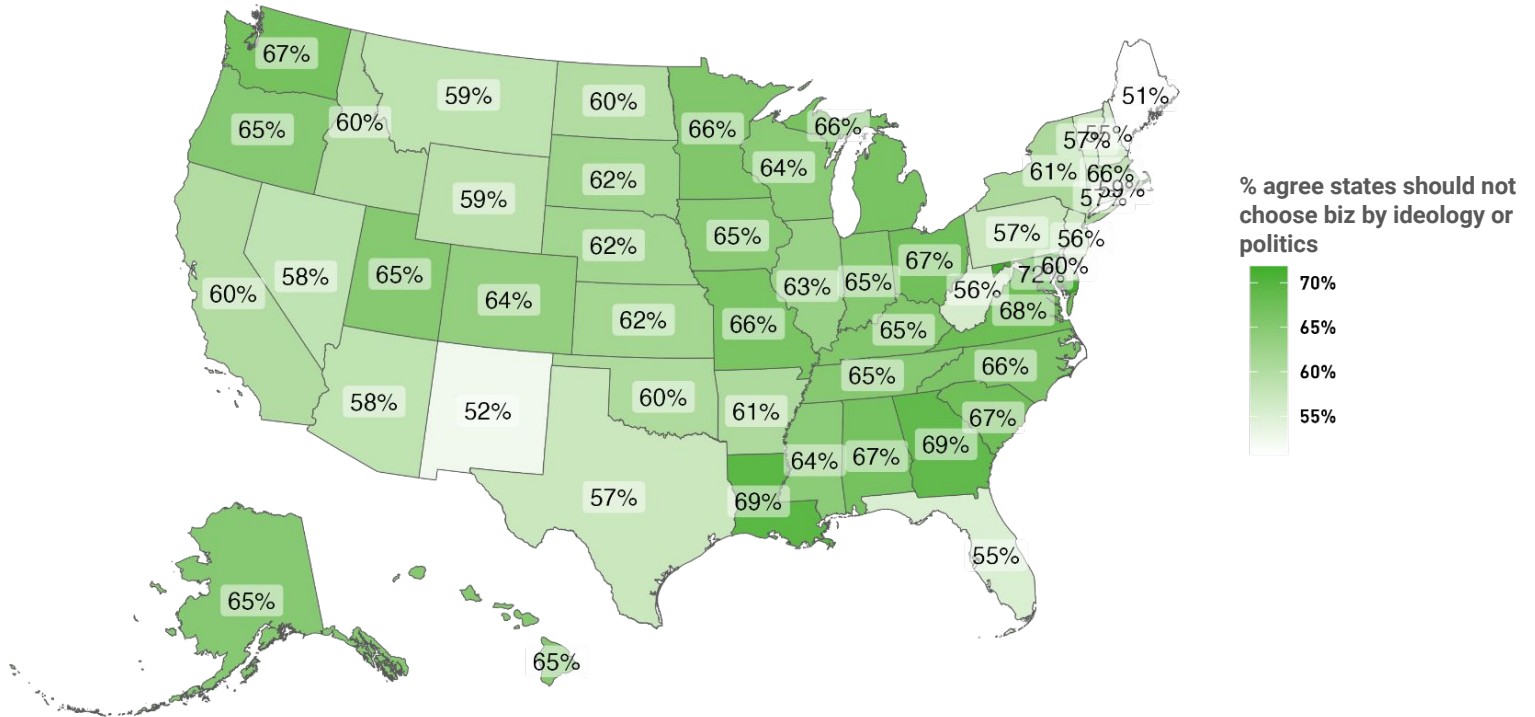
Only one-third of voters would like to see the government pick and choose companies based on their political positions.



Which of the following statements do you agree with more...? Do you agree with that strongly or just somewhat?

POLITICS-FREE GOV CONTRACTING

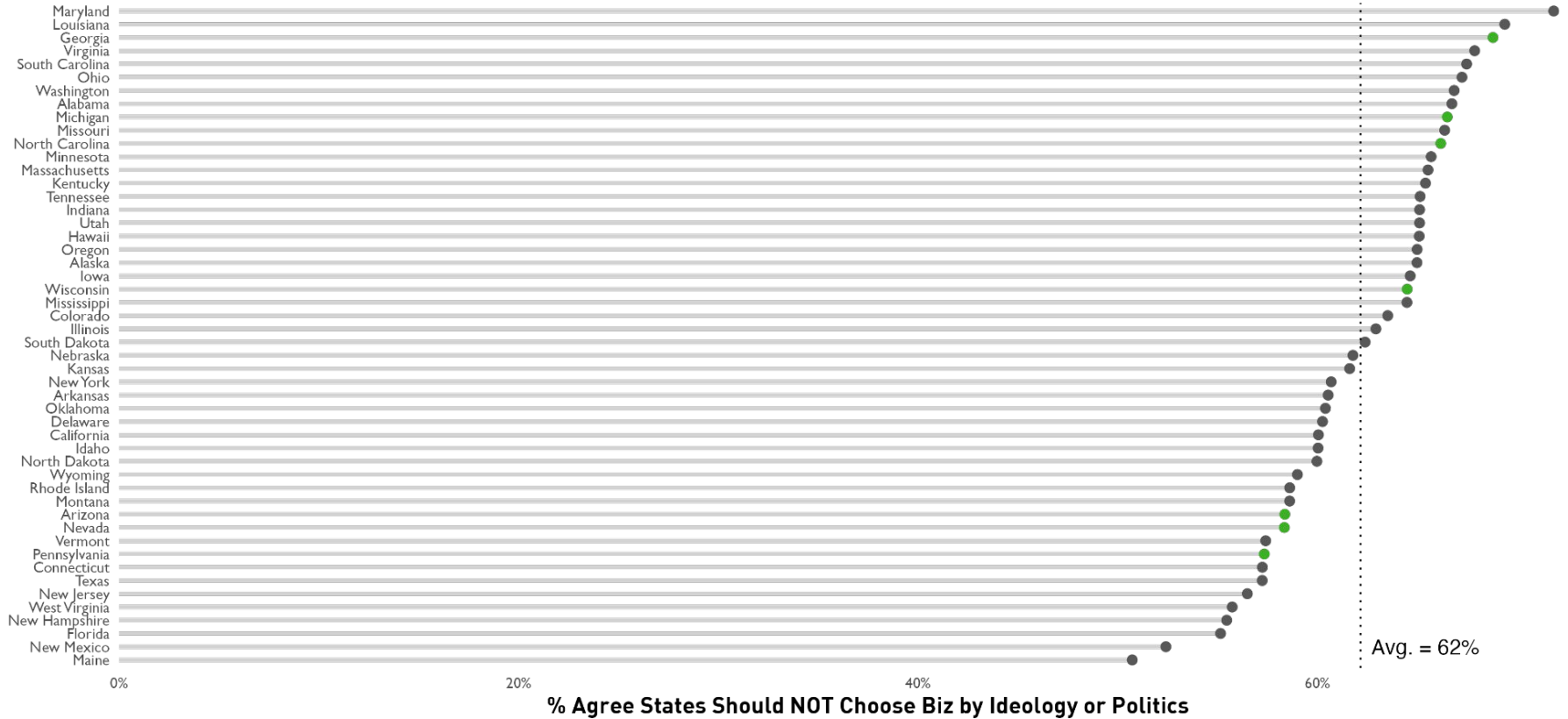
Majority support across every state for government contracting decisions made solely on cost and competency rather than political inclinations.



State-level estimates calculated via Multi-level Regression & Post-stratification

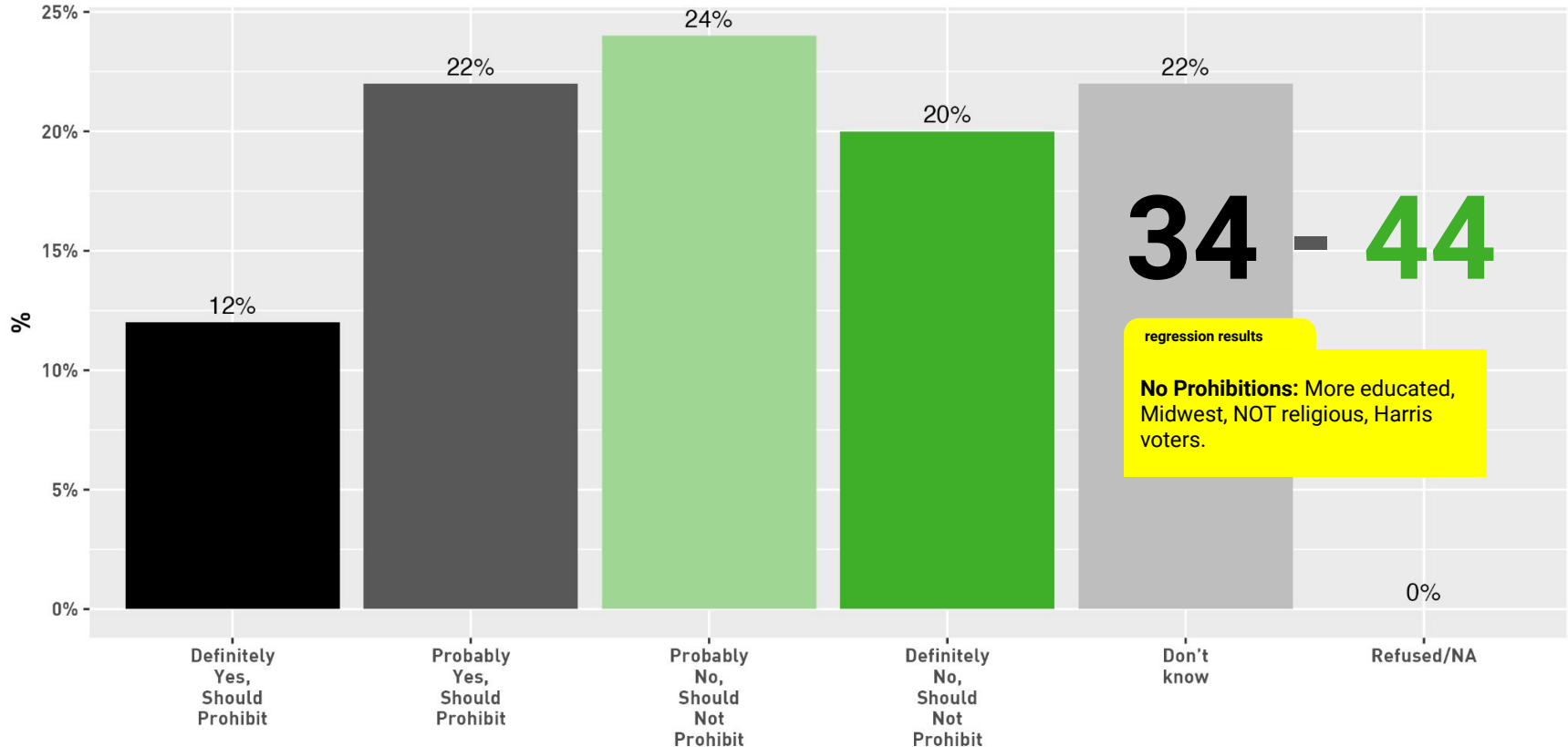
POLITICS-FREE GOV CONTRACTING

Support is very high in key swing states, especially Wisconsin and North Carolina.



ESG & GOVT PROHIBITIONS

When asked directly about government prohibitions on doing business with companies that have ESG politics, we see more hesitation and uncertainty, though a plurality still believe government should not make these prohibitions.

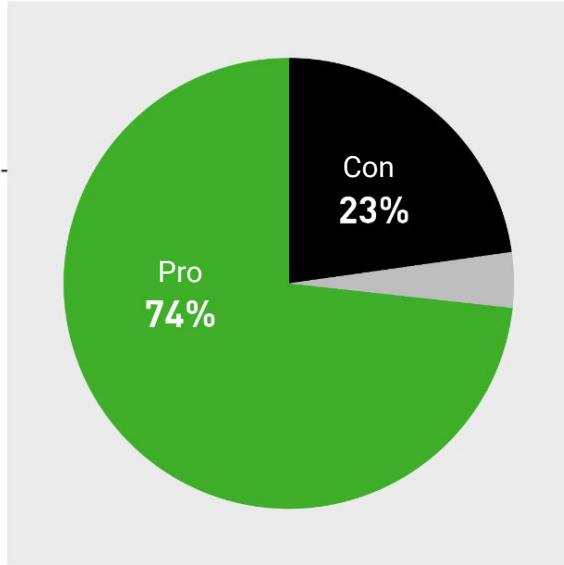


Do you believe that the state should prohibit companies with Environmental, Social and Governance, or ESG, policies from doing business with the state government?

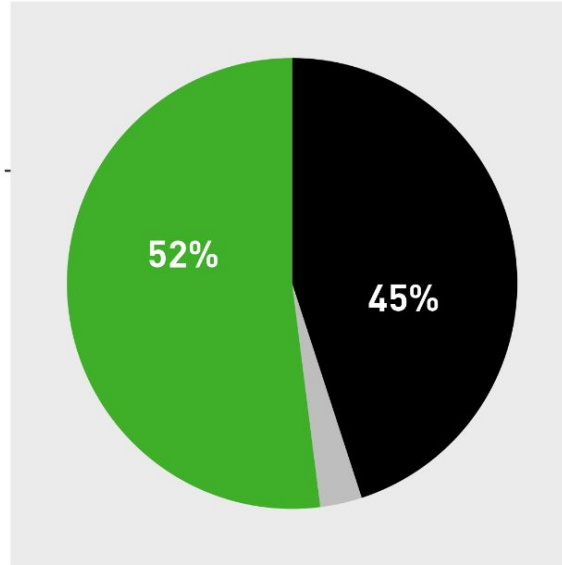
REPUBLICAN SUPPORT FOR NEUTRAL GOV CONTRACTING

Many Republicans agree in principle that gov contracting should be free of politics, but specifically calling out woke companies and EGS in messaging siphons away support.

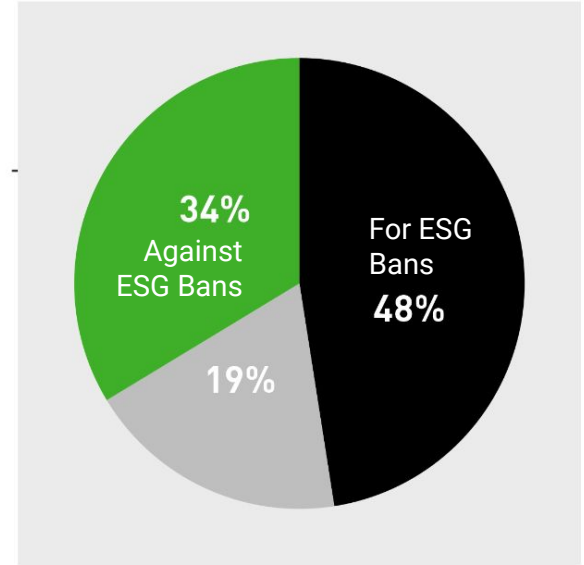
Quality & Cost



Neutral Contracting

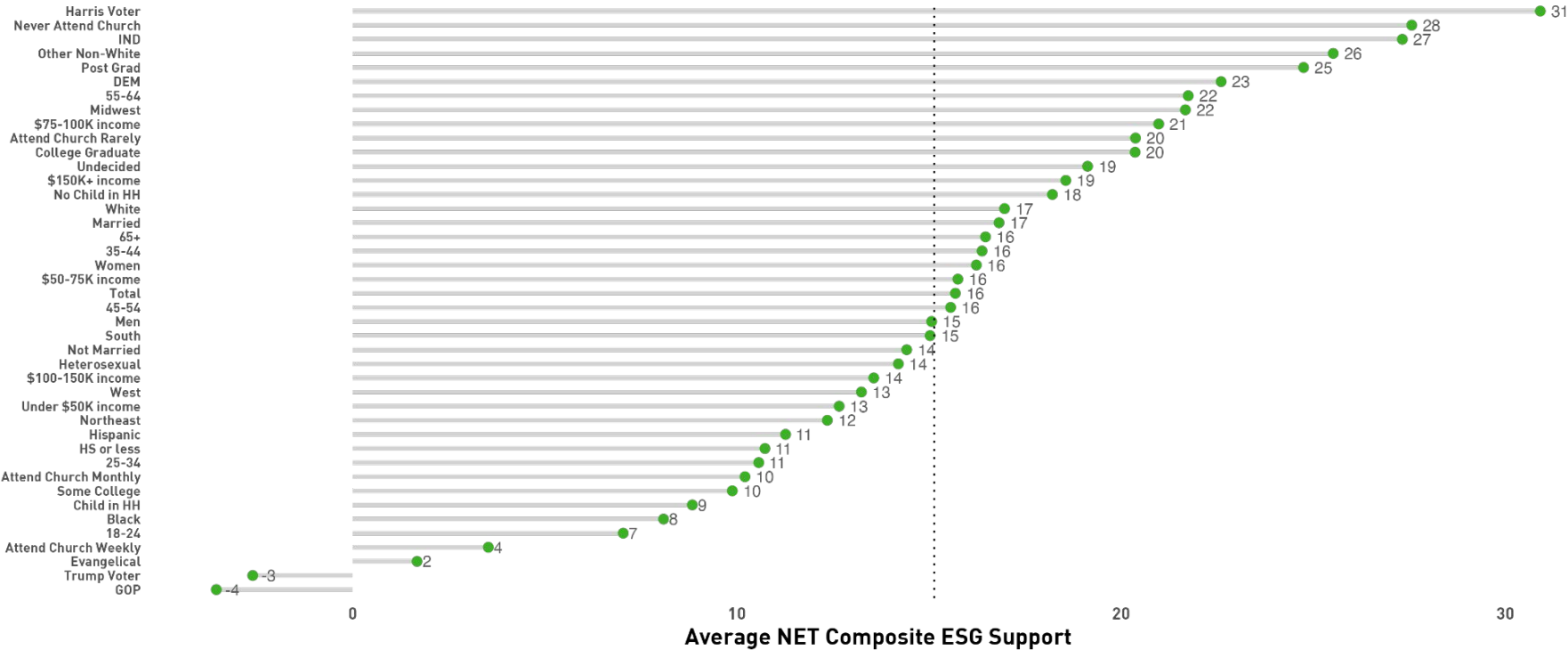


ESG Prohibitions

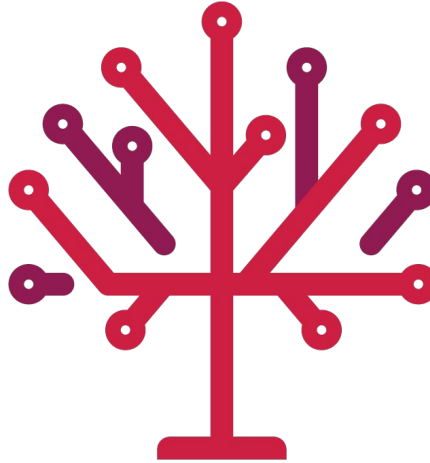


ESG: COMPOSITE SUPPORT BY DEMOS

With Trump voters being the only exception, there is broad support for keeping politics out of government contracting decisions.



For key demos, this shows average net support for politics-free government contracting decisions based on a composite score made up of all relevant survey questions.



REDBUD

CONSULTING

Prepared by Alex Lundry, Sept 2024
alex@redbud.consulting