
To: Interested Parties
From: Alex Lundry, Redbud Consulting
Re: Centerline Liberties National Issues Survey - ESG & Gov Contracting
Date: October 2024

The following key findings and data come from Centerline Liberties' recent national survey of 800 registered voters conducted September 12-16, 2024, via mixed mode methodology (cell phones, landlines, online and text-to-web). The survey has a margin of error of +/- 3%.

The survey covered a number of topics; this memo focuses on data collected regarding ESG and state government contracting.

KEY FINDINGS

- 1. Voters clearly want the government to keep politics out of contracting decisions:** an overwhelming 70% want state officials to prioritize *"the quality, cost and reputation of the product and company they are contracting with"* over *"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"* (27%). Republicans are aligned here with the country, as 74% believe cost and quality should take precedence.
- 2. Support dips, but remains very high, when "woke-ism" is invoked.** Providing voters with a choice between two competing statements on this issue, 63% still side with the statement that reads: *"The state should not choose what companies it does business with based on ideology and politics. This is government overreach taken to the extreme. Contracting decisions should be made on cost, quality, and reliability. State government should ensure a free and fair market instead of trying to pick winners and losers based on the prevailing political winds of the day."* Nearly a third - 31% strongly supported the statement. This includes a majority of Republicans, 52% of whom support this statement.

Meanwhile, a third of RV's preferred this alternative statement: *"We cannot allow woke companies to impose their progressive ESG ideologies on our state. These companies have declared war on energy, refusing to invest in oil and gas companies, and they have embraced the woke politics of diversity and inclusion. Our state should prohibit them from doing business with the government, even if it costs taxpayers more."*

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3. **Plurality opposition to bans on doing business with companies that have ESG policies.** Interestingly, when we briefly explain ESG, and then ask respondents whether they believe states should prohibit companies with ESG policies from doing business with the state government, a 44% plurality believe they should not make these prohibitions. 34% believe they should, and 22% are uncertain. It would appear that ESG is not a well defined concept for a significant number of votes, and this uncertainty drives down support.
 4. **Strong support across key demographic groups:** Looking at a composite score across each of the related ESG questions, we found that nearly every demographic was a net supporter of politics-free contracting. 70% of Republicans fundamentally believe these decisions should be made apolitically, as do 69% of Trump voters. The average across all demographics analyzed is +15.
 5. **Swing voters are distinctly for apolitical contracting:** 87% of undecided voters in the presidential election want government contracts decided over quality, cost and reputation. 85% prefer the apolitical statement that begins: *“The state should not choose what companies it does business with based on ideology and politics.”* A 41% plurality believe states should not prohibit companies with ESG policies from winning contracts; only 14% believe they should. Another 45% are unsure, underlining the need for more education on this issue.
 6. **States across the country want apolitical government contracting.** Modeling of state-level estimates indicates that, on average, about 62% of RVs in each state agree with our statement that the state should not choose contracts based on the ideology or politics of the company. The issue is particularly powerful in the key swing states of Georgia, Michigan, and North Carolina.