

From: Blue Rose Research

Date: June 8, 2026

Re: **NEW POLLING: Research on Pollution and Public Health**

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As the Trump Administration peels back numerous environmental protections, Blue Rose Research conducted polling and testing on behalf of Climate Power to assess voters' feelings on the link between pollution and public health.

The following research, using data collected between May 29 and June 2, 2026, paints a picture of an electorate that is deeply concerned about pollution causing health problems, with particular concerns around contaminated air and water, as well as corporations polluting with impunity.

### **Key findings:**

**Voters nationally are broadly concerned about pollution's effect on public health.** More than 7-in-10 voters say they are concerned with pollution's effect on the health of their communities. Two-thirds of voters say environmental conditions like pollution and water contamination have a major impact on people's health, while only 5% believe these environmental factors don't play a role in public health.

**Voters are less persuaded by debates over regulations themselves than by the real-world consequences those policies create for families.** The most effective messages translate regulatory decisions into kitchen-table consequences, particularly higher healthcare costs, threats to drinking water, and corporate favoritism.

**Voters primarily view the government – not individuals or corporations – as responsible for protecting their health, including clean air and water.** Asked who bears the greatest responsibility for protecting clean air and water, voters are most likely to say either the federal or state/local governments (32% each), followed by corporations (14%) and individuals/consumers (11%). This is notable given Republicans control all branches of the government at the moment.

- **These patterns hold among swing voters in Arizona, Iowa, and Michigan:** they are overwhelmingly concerned about pollution as a public health issue, and they view it as the government's responsibility to provide protections for our air and water. Their concerns largely align with those of the broader electorate, expressing the most worry about polluted air and water, as well as a lack of government oversight of corporate emissions. They are most persuaded by messages that highlight the heightened costs of pollution, as well as messages that call out unchecked corporate power.

We asked voters to choose between 2 randomized pollution/public health-related worries in order to understand what concerns them the most. *In this scenario, these values don't represent actual support levels but instead how often they are chosen relative to any other option in the list.* Among the 14 items we tested, the pollution/public health-related concerns ranked most highly were **contaminated water and air, with particular concern over corporate power/lack of accountability when corporations pollute our air and water.**

<b>Which of the following are you most concerned about?</b>	<b>% Picked Overall</b>
Corporations polluting our air and spilling chemicals into our water, making Americans sick, all in the name of profit	62%
The government rolling back corporate environmental protections, letting companies pollute our air and water without punishment	57%
Toxic "forever chemicals" (PFAS) in our drinking water	56%
Corporations being protected from lawsuits that hold them accountable for polluting our air and water	54%
Polluted air causing respiratory infections and deaths	53%
Polluted air and water causing health problems in children	53%
Corporations lobbying lawmakers to roll back environmental regulations such as pollution limits and chemical safety standards	50%
Industrial gas leaks from pipelines and production facilities that can lead to chronic illnesses	49%
Pesticide runoff polluting wells in rural communities near agricultural areas	47%
Pharmaceutical and industrial waste in rivers and lakes affecting fish we eat	47%
Pollution-related health problems driving up medical costs	47%
Coal plants spewing mercury into the air, causing breathing problems and heart problems	46%
Chemicals in our air and water that can cause reproductive issues like infertility	46%
Climate change making allergy season more intense	34%

**An overwhelming majority of voters support environmental protections in the interest of public health.** Nearly three-quarters (74%) say regulations are necessary to keep families healthy, compared to just 14% who say such regulations cause too much harm to the economy. Similarly, by a 72% to 18% margin, voters say they support stronger regulations of air and water even if it places an economic burden on companies.

**To what extent do you agree or disagree with the following statement: I support stronger regulations of air and water even if it places an economic burden on companies.**

<b>Response</b>	<b>Overall</b>	<b>Harris</b>	<b>Swing</b>	<b>Trump</b>
Agree	72%	83%	71%	62%
Disagree	18%	9%	20%	26%
Net	54%	74%	51%	36%

**Awareness of recent changes to environmental/public health regulations is relatively low.** Just over a third (38%) of voters say they've heard at least a little about these changes, compared to 50% who say they've heard not much or nothing at all.

**Voters say Trump administration actions such as repealing the “good neighbor” rule, dismantling mercury limits, and curbing states’ ability to hold polluters accountable do more harm than good.** Views on the reversal of the “endangerment finding,” which states that greenhouse gases should be regulated, are slightly more divided, but voters still believe this action will be net harmful by a 9 percentage point margin.

**For the following recent action, please indicate whether you believe it will be more beneficial or more harmful to public health:**

	Response	Overall	Harris	Swing	Trump
Reversing a federal finding that greenhouse gases endanger the public and should be regulated under environmental law.	More beneficial	33%	28%	34%	39%
	More harmful	42%	54%	42%	31%
	Not sure	25%	19%	25%	30%
Ending federal requirements that make states reduce air pollution that crosses into neighboring states.	More beneficial	25%	20%	31%	29%
	More harmful	56%	67%	48%	46%
	Not sure	19%	13%	21%	25%
Limiting states’ ability to hold corporations accountable for alleged climate and environmental damages.	More beneficial	29%	22%	34%	34%
	More harmful	65%	75%	58%	55%
	Not sure	13%	9%	15%	17%

**The most effective messages translate regulatory decisions into kitchen-table consequences, particularly higher healthcare costs, threats to drinking water, and corporate favoritism.** Across messages, the strongest throughline is corporate accountability: Republicans are perceived as siding with polluters while families pay the price through worse health outcomes and higher costs.

Message	Message Content	Percentile
Corporate Profits/ Healthcare Costs	Their policies are hurting our families' health and wallets. After promising to put America first, <b>Republicans are letting big corporations off the hook, leading to higher healthcare costs and sicker communities. Families across America deserve clean air to breathe, safe water to drink, and affordable healthcare, but Republicans continue to prioritize corporate profits over our well-being.</b> Democrats are fighting for common-sense solutions that protect our health and lower costs for working families, by holding big polluters accountable.	81%

Drinking Water	<p>They're siding with big polluters instead of protecting your family's drinking water. These dangerous "forever chemicals" called PFAS are in our water, and they're linked to terrifying health problems like cancer and organ damage. <b>Millions of American families are already drinking water contaminated with these poisons. Instead of forcing polluters to clean up their mess, Republicans are making it easier for them to keep contaminating the water you and your children rely on every single day.</b></p>	78%
Mercury Pollution	<p><b>They sided with wealthy corporations and special interests to weaken protections against mercury pollution.</b> This dangerous toxin can harm our children, causing irreversible brain damage and developmental problems, especially for babies and pregnant mothers. <b>Republicans are putting corporate profits ahead of our kids' health and our families' future.</b></p>	68%
Coal Companies	<p>They stood by while big corporations, backed by Trump, polluted our communities. <b>These coal companies dumped toxic ash, poisoning the very water families rely on, often in their own backyards.</b> This isn't just dirt; it's a dangerous mix of chemicals linked to cancer, heart disease, and even brain damage. Think about your kids, your neighbors – they're drinking this. <b>Republicans chose to protect corporate profits over your family's health, leaving us with poisoned water and the costs of cleaning it up.</b></p>	57%
Air Pollution	<p><b>They sided with big polluters over our families' health, blocking common-sense protections that would have cleaned up our air.</b> This vital plan would have stopped pollution from drifting into our neighborhoods, preventing thousands of asthma attacks, hospital visits, and heart problems for everyday Americans. <b>Republicans turned their back on our communities, letting out-of-state corporations poison the air our children breathe,</b> making us all sicker.</p>	52%

**Methodology:**

This research was conducted via web surveys between May 29 - June 2, 2026. 4,106 respondents were interviewed nationally, with an oversample of voters in Arizona, Iowa, and Michigan. Results were weighted to the national electorate. The margin of error for polling is ±1.5pp.