



2026 State of Play: Pollution & Public Health

Blue Rose Research – July 2026

Voters are most concerned about corporations polluting our air and water

Which of the following are you most concerned about?	Overall	Harris	Swing	Trump	Did not vote	AZ	IA	MI	AZ Swing	IA Swing	MI Swing
Corporations polluting our air and spilling chemicals into our water, making Americans sick, all in the name of profit	62%	62%	62%	61%	61%	61%	62%	62%	61%	62%	62%
The government rolling back corporate environmental protections, letting companies pollute our air and water without punishment	57%	60%	58%	54%	57%	58%	57%	57%	59%	58%	58%
Toxic "forever chemicals" (PFAS) in our drinking water	56%	54%	54%	57%	55%	55%	56%	56%	54%	55%	55%
Corporations being protected from lawsuits that hold them accountable for polluting our air and water	54%	55%	54%	53%	54%	55%	54%	54%	55%	53%	54%
Polluted air causing respiratory infections and deaths	53%	53%	53%	54%	54%	53%	54%	54%	52%	53%	53%
Polluted air and water causing health problems in children	53%	53%	53%	54%	54%	53%	53%	53%	52%	53%	53%
Corporations lobbying lawmakers to roll back environmental regulations such as pollution limits and chemical safety standards	50%	51%	52%	49%	49%	50%	51%	50%	52%	52%	52%
Industrial gas leaks from pipelines and production facilities that can lead to chronic illnesses	49%	49%	48%	49%	50%	49%	48%	48%	47%	47%	48%
Pesticide runoff polluting wells in rural communities near agricultural areas	47%	45%	48%	50%	46%	47%	48%	48%	47%	49%	49%
Pharmaceutical and industrial waste in rivers and lakes affecting fish we eat	47%	44%	47%	50%	46%	47%	47%	47%	48%	48%	48%
Pollution-related health problems driving up medical costs	47%	46%	46%	47%	47%	47%	46%	46%	47%	46%	46%
Coal plants spewing mercury into the air, causing breathing problems and heart problems	46%	48%	46%	45%	47%	46%	46%	46%	46%	46%	46%
Chemicals in our air and water that can cause reproductive issues like infertility	46%	44%	46%	47%	46%	46%	46%	45%	47%	47%	46%
Climate change making allergy season more intense	34%	35%	34%	32%	35%	34%	33%	33%	34%	33%	33%

A vast majority of voters believe environmental conditions impact their health

Do you believe environmental conditions like air pollution, extreme heat, or contaminated water have a major impact, minor impact, or no real impact on people's health?

Response	Overall	Harris	Swing	Trump	Did not vote	AZ	IA	MI	AZ Swing	IA Swing	MI Swing
Major impact	66%	81%	62%	51%	65%	65%	64%	66%	62%	61%	62%
Minor impact	23%	13%	23%	33%	20%	24%	25%	24%	23%	24%	23%
No real impact	5%	1%	7%	8%	5%	5%	5%	4%	8%	7%	7%
Not sure	6%	4%	8%	8%	11%	6%	6%	6%	8%	8%	8%

And a bipartisan majority say environmental protections are necessary to keep families healthy

Which comes closer to your view, even if neither is exactly right?

Response	Overall	Harris	Swing	Trump	Did not vote
Environmental protections are necessary to keep families healthy and prevent pollution-related illness.	74%	88%	68%	60%	70%
Environmental protections often make it too hard for businesses and the economy to grow.	14%	5%	16%	22%	10%
Not sure	12%	6%	16%	18%	20%

Voters see the government as primarily responsible for clean air and water

Who do you think should have the greatest responsibility for protecting clean air and clean water?

Response	Overall	Harris	Swing	Trump	Did not vote	AZ	IA	MI	AZ Swing	IA Swing	MI Swing
Federal government	32%	43%	28%	21%	28%	32%	31%	32%	28%	28%	29%
State and local government	32%	28%	32%	35%	29%	32%	32%	31%	32%	32%	32%
Corporations	14%	12%	14%	16%	13%	14%	14%	14%	14%	14%	14%
Individuals and consumers	11%	7%	13%	14%	11%	11%	11%	11%	13%	13%	13%
Not sure	12%	10%	13%	14%	20%	12%	12%	12%	13%	13%	14%

In the abstract, even Trump voters support stronger regulations of air and water

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.

Response	Overall	Harris	Swing	Trump	Did not vote	AZ	IA	MI	AZ Swing	IA Swing	MI Swing
Strongly agree	35%	49%	30%	22%	31%	35%	34%	35%	30%	30%	30%
Somewhat agree	37%	34%	41%	40%	38%	38%	38%	37%	41%	42%	40%
Somewhat disagree	11%	6%	13%	15%	8%	11%	11%	11%	13%	13%	13%
Strongly disagree	7%	3%	7%	10%	4%	7%	7%	7%	7%	7%	7%
Not sure	10%	8%	9%	12%	20%	10%	10%	10%	9%	9%	10%
Agree	72%	83%	71%	62%	68%	73%	72%	72%	71%	71%	70%
Disagree	18%	9%	20%	26%	12%	18%	18%	17%	20%	20%	20%
Net	54%	74%	51%	36%	56%	55%	53%	55%	51%	52%	51%

Awareness of recent changes to environmental and public health regulations is low

How much, if anything, have you heard about recent efforts to change federal environmental and public health regulations?

Response	Overall	Harris	Swing	Trump	Did not vote	AZ	IA	MI	AZ Swing	IA Swing	MI Swing
A lot	10%	14%	8%	6%	8%	10%	9%	9%	8%	7%	8%
A little	28%	33%	27%	24%	22%	28%	28%	28%	27%	28%	27%
Not much	32%	29%	31%	35%	28%	33%	33%	32%	32%	32%	31%
Nothing at all	18%	14%	19%	21%	22%	18%	18%	18%	19%	19%	19%
Not sure	12%	10%	14%	14%	20%	12%	12%	13%	14%	14%	15%

A plurality of voters believe the government should not reverse their findings on greenhouse gas endangerment

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

Reversing a federal finding that greenhouse gases endanger the public and should be regulated under environmental law.

Response	Overall	Harris Swing	Trump	Did not vote	AZ	IA	MI	AZ Swing	IA Swing	MI Swing
Much more beneficial	13%	12%	13%	15%	12%	13%	13%	13%	13%	13%
Somewhat more beneficial	20%	16%	21%	24%	20%	20%	20%	21%	20%	20%
Somewhat more harmful	16%	14%	22%	18%	16%	16%	16%	22%	22%	21%
Much more harmful	26%	40%	20%	13%	18%	26%	25%	26%	20%	21%
Not sure	25%	19%	25%	30%	35%	25%	25%	25%	24%	26%

A majority of voters see ending cross-state air pollution rules as a health risk

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

Ending federal requirements that make states reduce air pollution that crosses into neighboring states.

Response	Overall	Harris Swing	Trump	Did not vote	AZ	IA	MI	AZ Swing	IA Swing	MI Swing
Much more beneficial	10%	9%	14%	11%	10%	10%	10%	14%	14%	13%
Somewhat more beneficial	15%	11%	17%	18%	15%	15%	14%	18%	17%	17%
Somewhat more harmful	21%	16%	22%	26%	19%	21%	21%	22%	22%	21%
Much more harmful	35%	51%	26%	20%	29%	35%	34%	35%	25%	26%
Not sure	19%	13%	21%	25%	26%	20%	20%	20%	22%	22%

A clear majority of voters say rolling back mercury limits is harmful to health

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

Dismantling protections to limit mercury and other air toxics emitted by power plants.

Response	Overall	Harris	Swing	Trump	Did not vote	AZ	IA	MI	AZ Swing	IA Swing	MI Swing
Much more beneficial	10%	10%	11%	11%	12%	10%	10%	10%	11%	10%	11%
Somewhat more beneficial	12%	9%	13%	15%	14%	12%	12%	12%	13%	13%	13%
Somewhat more harmful	18%	12%	19%	24%	17%	18%	18%	18%	20%	19%	19%
Much more harmful	44%	59%	40%	29%	33%	44%	43%	44%	40%	42%	41%
Not sure	16%	10%	16%	21%	25%	16%	17%	16%	16%	16%	17%

Voters broadly oppose shielding corporations from liability for damages caused to the environment

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

Limiting states' ability to hold corporations accountable for alleged climate and environmental damages.

Response	Overall	Harris	Swing	Trump	Did not vote	AZ	IA	MI	AZ Swing	IA Swing	MI Swing
Much more beneficial	13%	11%	13%	14%	13%	12%	12%	12%	13%	13%	13%
Somewhat more beneficial	16%	11%	21%	20%	15%	15%	16%	15%	22%	21%	20%
Somewhat more harmful	22%	16%	27%	28%	24%	23%	24%	23%	28%	28%	28%
Much more harmful	36%	53%	24%	21%	26%	37%	35%	37%	23%	24%	24%
Not sure	13%	9%	15%	17%	22%	13%	13%	13%	14%	14%	15%

Voters generally view the government's recent actions on the environment as net harmful

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

Action	Overall	Harris	Swing	Trump	Did not vote
Reversing a federal finding that greenhouse gases endanger the public and should be regulated under environmental law.	-9%	-27%	-8%	8%	-2%
Ending federal requirements that make states reduce air pollution that crosses into neighboring states.	-31%	-47%	-16%	-16%	-23%
Dismantling protections to limit mercury and other air toxics emitted by power plants.	-40%	-52%	-35%	-28%	-24%
Limiting states' ability to hold corporations accountable for alleged climate and environmental damages.	-31%	-46%	-17%	-16%	-22%

Effective messages contrasting corporate profits over Americans' well being

Clean Air, Safe Water, Affordable Healthcare (81st Percentile):

"Their policies are hurting our families' health and wallets. After promising to put America first, 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. Democrats are fighting for common-sense solutions that protect our health and lower costs for working families, by holding big polluters accountable."

Polluted Water (78th Percentile):

"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. 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."

Mercury Pollution (68th Percentile) :

"They sided with wealthy corporations and special interests to weaken protections against mercury pollution. This dangerous toxin can harm our children, causing irreversible brain damage and developmental problems, especially for babies and pregnant mothers. **Republicans are putting corporate profits ahead of our kids' health and our families' future.**"

Methodology

Issue Polling

Blue Rose Research collected 4,106 responses via online surveys nationally, with oversamples in Arizona, Iowa, and Michigan, between 5/29/2026 and 6/2/2026. Responses are weighted to the 2024 electorate.

Maxdiff Polling

Blue Rose Research collected 2,429 responses via online surveys nationally, with oversamples in Arizona, Iowa, and Michigan, between 5/29/2026 and 6/2/2026. Respondents are presented with several randomized matchups of 2 pollution-related concerns and are asked to select one based on the following question: *"Which of the following are you most concerned about?"*.

Each value represents how often each concern was selected by respondents paired with any other statement in the test. Higher values mean that people chose that concern more than the others, and lower means people chose it less than others. Responses are weighted to the 2024 electorate.

Message Testing

Blue Rose Research collected 742 responses via online surveys nationally, with oversamples in Arizona, Iowa, and Michigan, between 5/29/2026 and 6/1/2026. The test was conducted in an augmented experimental design – a randomized controlled trial, with the modeled results informed by survey respondent ratings of the messages tested. Results are estimated using models designed to evaluate the effectiveness of each message against a control group across the outcome metric.

The percentile metric shown is ranking these message frames against 5,000+ other messages tested in the same survey structure.