



# Texas ESG-Ban Poll

Unlocking America's Future

April 2024

## Methodology

On behalf of Unlocking America's Future, Z to A Research conducted a survey of 1,114 likely 2024 voters in Texas from April 7-12, 2024.

Respondents were recruited into an online survey instrument via targeted online advertisements and SMS from a voter-file sample of likely presidential year voters.

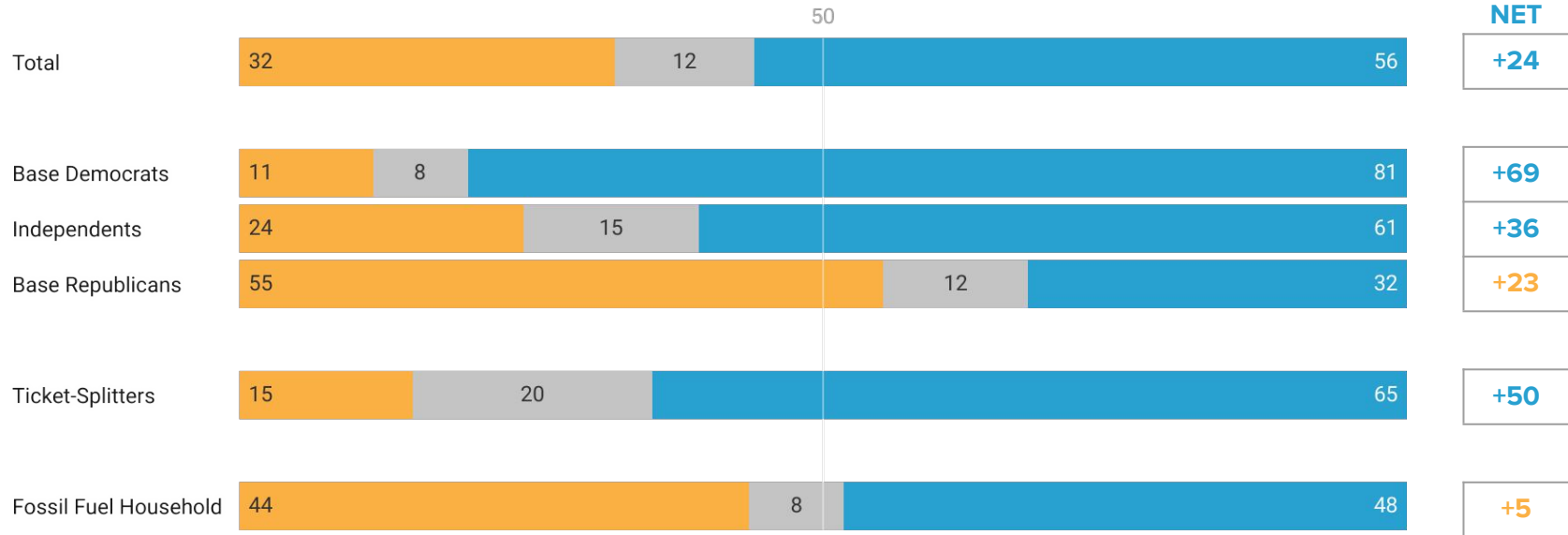
The margin of error as traditionally calculated is  $\pm 2.94\%$  for the full sample, and larger for subgroups.

# Voters don't support Texas ESG law & it divides Republicans

Below are things Republicans in Texas have done in recent years. Do you support or oppose each of the following:

***"Banned state retirement funds and local governments from doing business with banks based on whether they are willing to invest in the fossil fuel industry and gun manufacturers."***

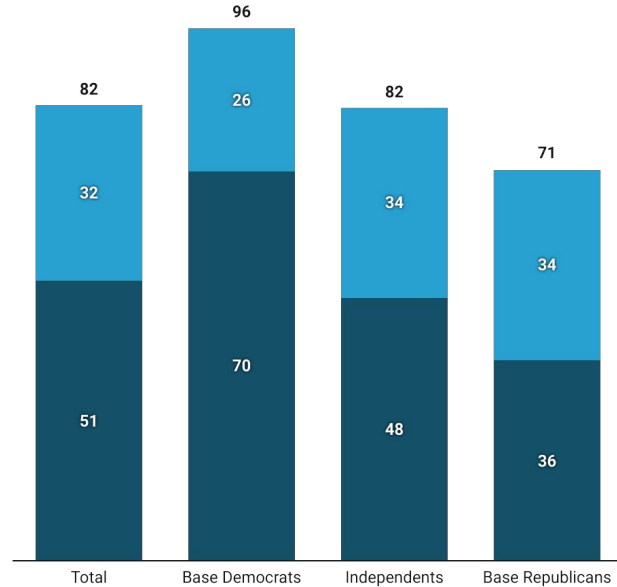
Support Not sure Oppose



# Large majorities embrace financial rationale for ESG investing & reject government interference in investment choices

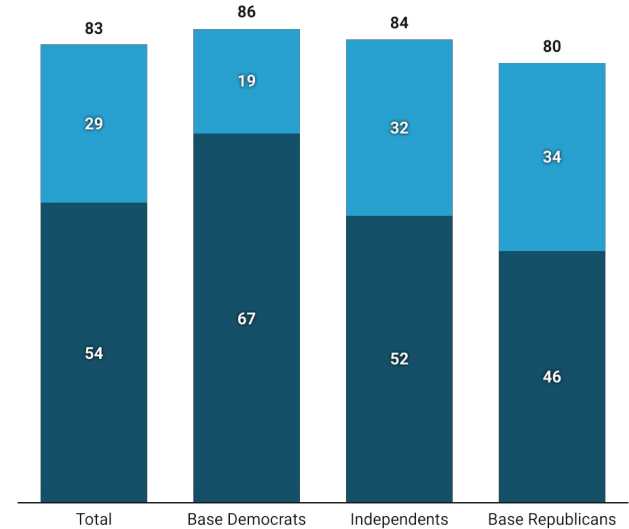
A company's poor record on the environment, workers' rights, and other social issues is a financial risk investors should be able to consider along with other factors when determining whether to invest.

■ Strongly agree
 ■ Somewhat agree



It is not the role of the Texas government to tell private financial institutions how to invest their customers' money.

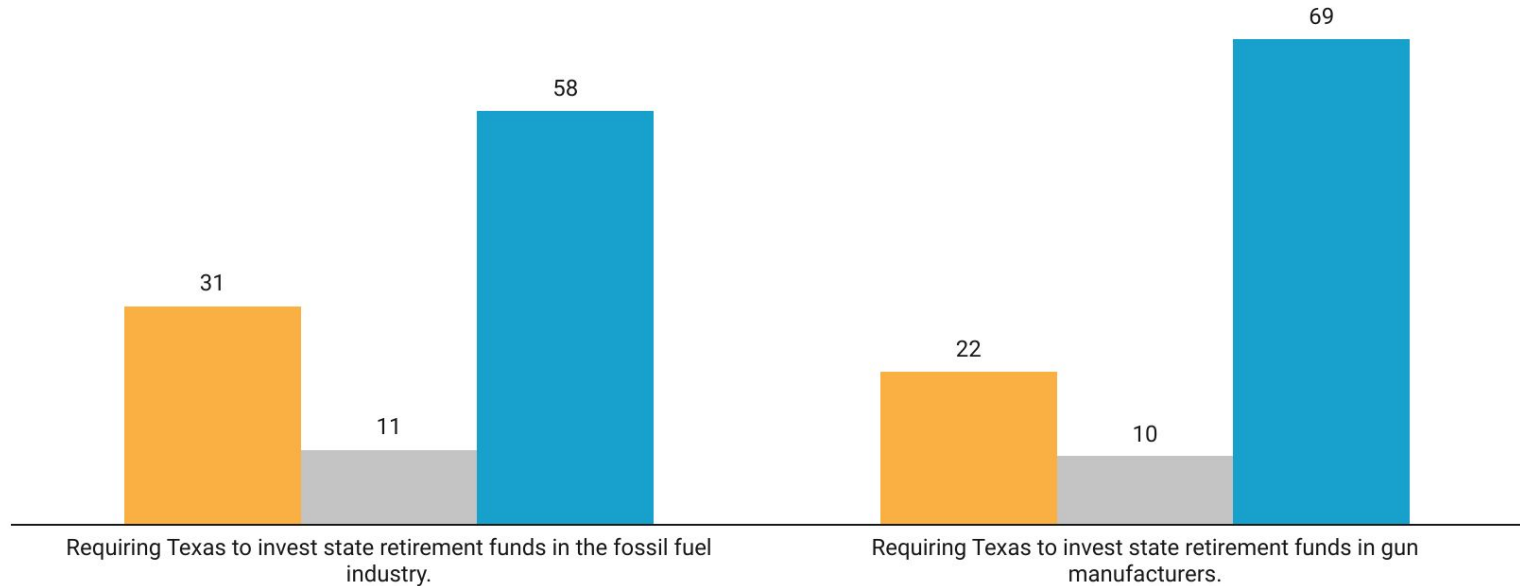
■ Strongly agree
 ■ Somewhat agree



# Few support *requiring* public funds to be invested in fossil fuels or guns

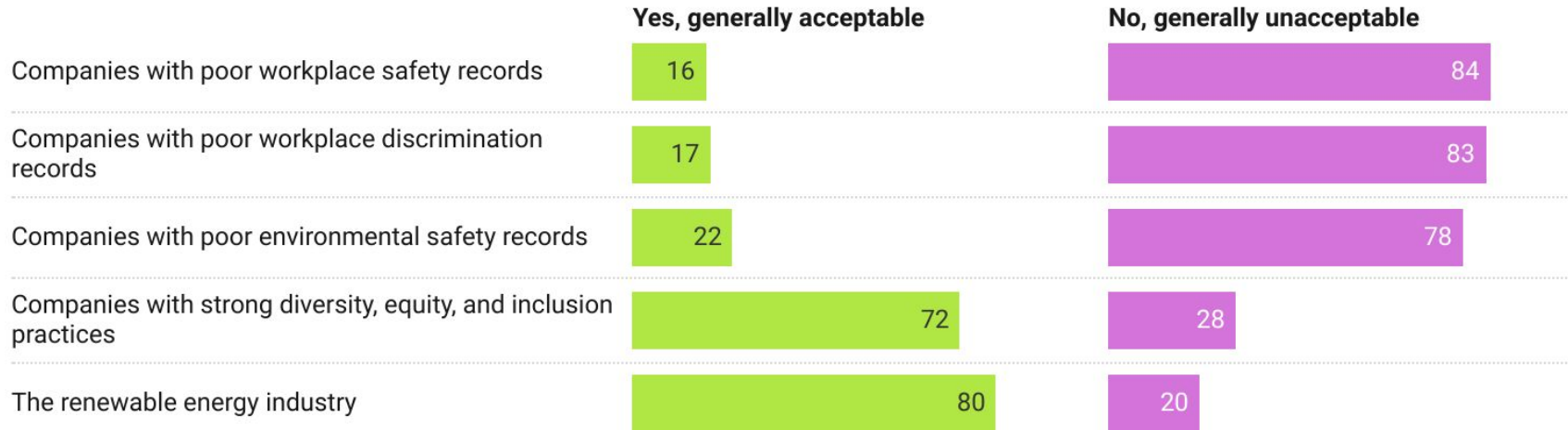
Do you support or oppose each of the following:

■ Total Support
 ■ Not sure
 ■ Total Oppose



# Less acceptable to invest in companies excluded by ESG than to prevent investment in renewables & companies with DEI policies

In general, do you think it is acceptable for the Texas government to do business with banks that invest in:



# It's not just the ESG-ban...voters oppose most of the TX GOP agenda



Below are things Republicans in Texas have done in recent years. Do you support or oppose each of the following:

■ Strongly support 
 ■ Somewhat support 
 ■ Not sure 
 ■ Somewhat oppose 
 ■ Strongly oppose

Passed more book bans than any other state and created a book rating system that could restrict books like "To Kill a Mockingbird" and "Romeo and Juliet" from public schools.



Criminalized abortion after 6 weeks of pregnancy, before many women know they are pregnant, without exception for rape or incest.



Passed a permitless carry law that allows nearly anyone to carry a handgun in public without a permit or training.



Banned state retirement funds and local governments from doing business with banks based on whether they are willing to invest in the fossil fuel industry and gun manufacturers.



Passed new voting restrictions, including limiting early voting and giving more power to partisan poll watchers.

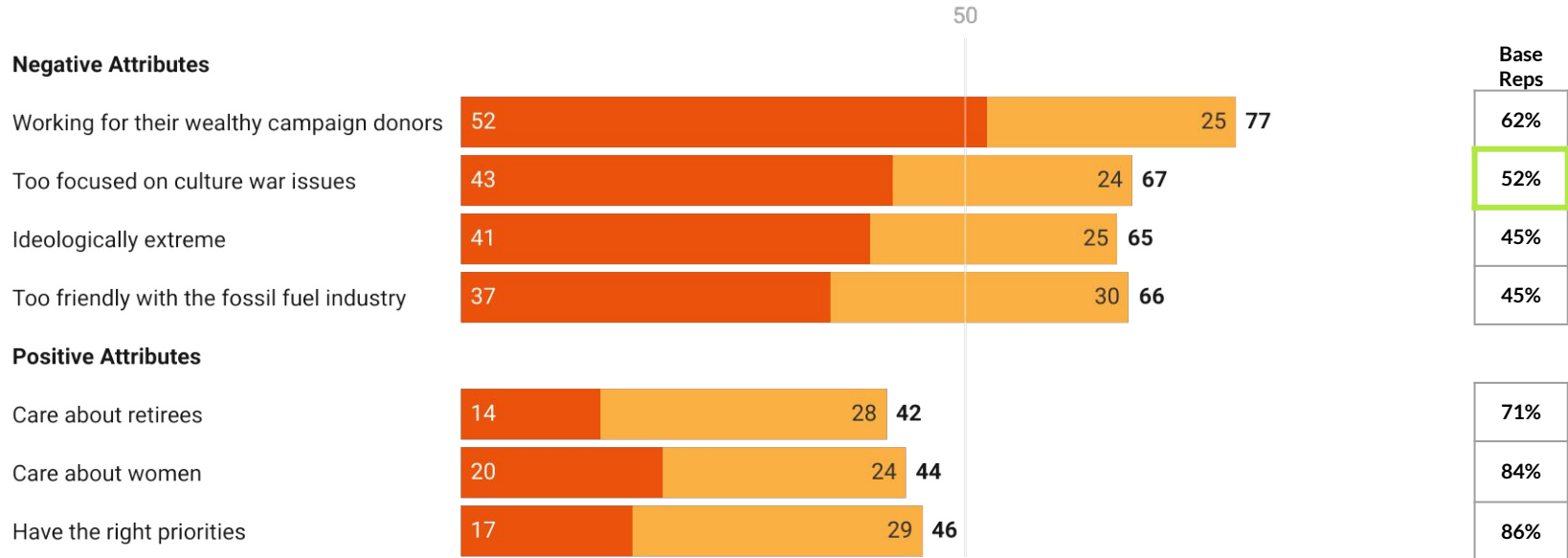


Total support	Total oppose
19%	76%
30%	66%
39%	59%
32%	56%
40%	55%

# Ban reinforces GOP's negatives – working for donors & fossil fuels, too extreme/culture war focused, have the wrong priorities

How well does each of the following describe the Republicans in the Texas State Legislature?

Very well    Somewhat well

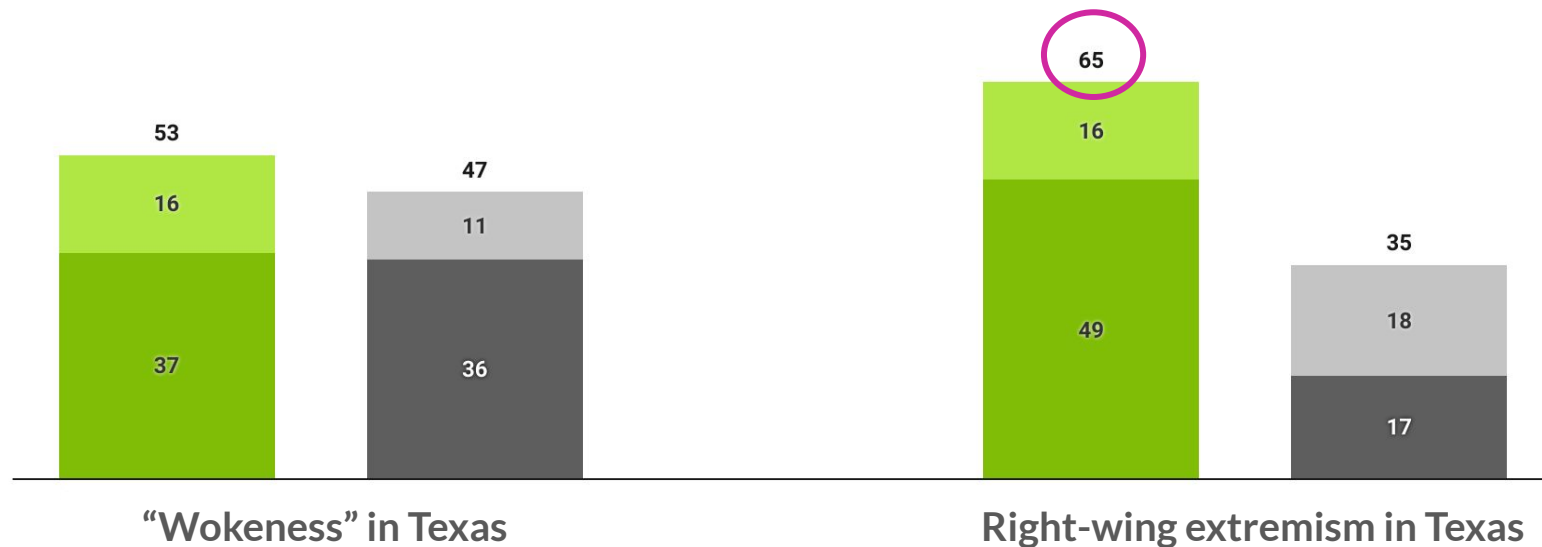




# Right-wing extremism more concerning than “wokeism”

How concerned are you about:

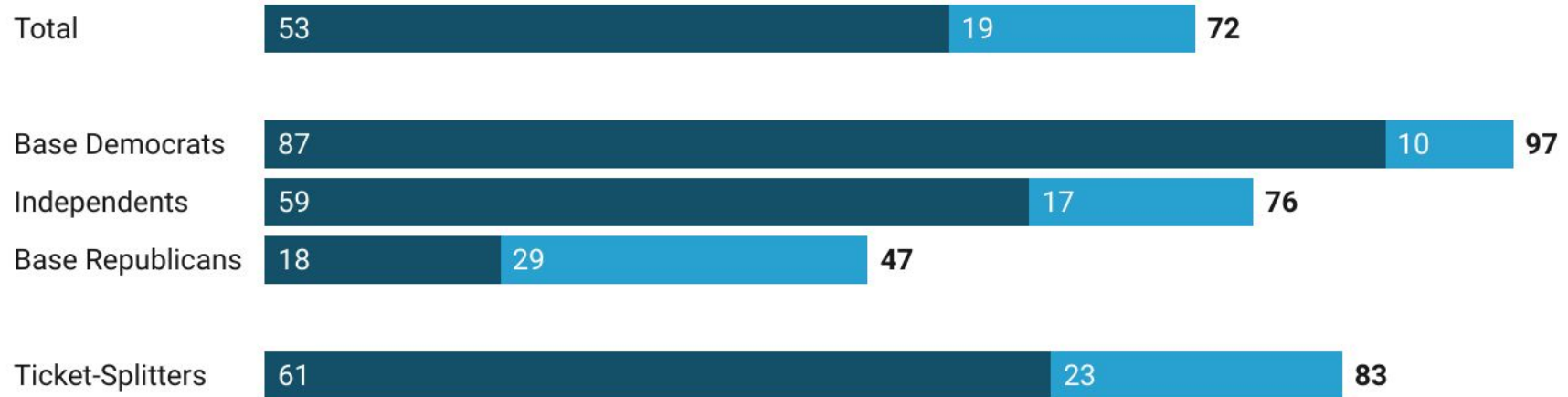
■ Very concerned  
 ■ Somewhat concerned  
 ■ Not concerned at all  
 ■ Not too concerned



# Half of GOP agrees leaders put extremism over real problems

**Do you agree or disagree: In recent years, leaders in Texas have become less focused on fixing real problems and more focused on pushing an extreme conservative agenda.**

Strongly agree
  Somewhat agree





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