

National Wildlife Federation

New Jersey Climate Superfund March 2025

American Strategies designed and administered this multi-modal survey conducted by professional interviewers and via an online platform. The survey reached 800 adults (500 weighted), age 18 or older, who indicated they were registered to vote in New Jersey. The survey was conducted March 13-18, 2025.

Thirty-six percent of respondents were reached on wireless phones and seven percent on VOIP/landlines. Fifty-seven percent of respondents were reached online. Quotas were assigned to reflect the demographic distribution of registered voters in New Jersey, and the data were weighted to ensure an accurate reflection of the population. The sample was drawn from a third-party vendor file. The overall margin of error is +/- 4.4%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.

NJ – Climate Superfund Survey Methodology



800 (weighted to 500)
Registered voters in
New Jersey



Wireless (180)
Non-Wireless (36)
Online (283)



Interviews conducted
March 13th – 18th, 2025

127 in LDs 2 and 6 (weighted to 27)
139 in LDs 11, 16, and 21 (weighted to 39)
122 in LDs 36 and 38 (weighted to 22)

The sample was drawn from a third-party vendor file. The overall margin of error is +/- 4.4%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.

Demographics

Gender



Women
52%



Men
48%

Owner/Renter

Homeowner: 66%

Renter: 21%

Lives w/friends, family: 13%

Education

Non-College: 41%

4 Year College Grad: 28%

Post Grad: 29%

Age

18-29: 18%

30-39: 16%

40-49: 15%

50-64: 25%

65+: 25%

Party Reg

Democrat: 42%

Independent: 26%

Republican: 32%

Ideology

Liberal: 28%

Moderate: 37%

Conservative: 31%

Region

North other: 12%

North NYC Adjacent: 30%

Central: 30%

South: 11%

Sample

Other LDs: 82%

LDs 2 and 6: 5%

LDs 11, 16, and 21: 8%

LDs 36 and 38: 4%

Executive Summary

Executive Summary

The Climate Superfund has strong, broad, and consistent support from registered voters in New Jersey. Voters feel strained by the cost of living and high taxes, and they don't want to have to shoulder the cost of infrastructure repairs and climate adaptation on their own. Voters believe that oil and gas companies knowingly contributed to the problem and want them to pay their fair share.

There is broad and strong support for big oil companies to pay a portion of the costs for upgrades and repairs for things affected by severe weather. Sixty-eight percent either strongly (46 percent) or somewhat (22 percent) favor this proposal, while only 29 percent either somewhat (12 percent) or strongly (17 percent) oppose.

Strong majorities find all reasons to support the proposal convincing. Voters see the impact that severe weather is having on their homes, businesses, communities, and natural resources, and they don't want to shoulder the cost of infrastructure repairs and climate adaptation on their own. They believe that oil and gas companies knowingly contributed to the problem and should be liable for their share of the costs. Voters see superfund programs as a successful way of holding polluters accountable.

Executive Summary

Common themes in the strongest arguments are that taxpayers are carrying too much of the burden, oil and gas companies knowingly caused the problem, and they should contribute to the clean up costs.

- *D. New Jersey used a program like this to clean up industrial toxic waste in the 1980s and 1990s. **We held the responsible companies liable and saved taxpayers billions of dollars.** Severe weather and climate change are no different. The big oil companies should pay their fair share of the clean-up costs. (68 percent convincing)*
- *A. Big oil and gas companies are raking in record profits, and they've known for decades that they were making severe weather worse. **It's only fair that these big oil companies pay to clean up the damage they knowingly caused and profited from.** (66 percent convincing).*
- *H. Severe storms, flooding, and droughts put safe drinking water at risk. Millions of people in New Jersey depend on rivers and reservoirs for drinking water. Our natural systems, like wetlands and open space, clean our water and protect against storms. **Big oil companies should pay for the damage to our communities they have caused.** (66 percent convincing)*
- *F. State and local governments are spending billions to repair and upgrade critical infrastructure. Property taxes, sales taxes, gas taxes, and other taxes keep going up to cover the cost. **The time has come for big oil companies to pay their fair share to reduce taxpayers' burden.** (66 percent convincing)*

Executive Summary

Voters support the Climate Superfund even though they believe that oil and gas companies will try to pass their costs on to consumers. Two-thirds agree more with the argument that big oil and gas companies will simply pass their increased costs onto consumers than the argument that the global market ties their hands.

(STATEMENT A) Some people say that this proposal will drive up the cost of gasoline, natural gas, home heating oil, and electricity. The big oil and gas companies will simply pass their increased costs from this proposal on to consumers. New Jersey residents cannot afford higher gas and oil prices. (64 percent agree more with this statement.)

(STATEMENT B) Other people say that big oil and gas companies won't be able to pass these costs on to consumers. Only the big oil companies, like Saudi Aramco and ExxonMobil, will be required to pay. They will have to keep their prices low to compete with many companies that are not covered by the law. (34 percent agree more with this statement.)

Even after considering the argument that the Climate Superfund may lead to higher oil and gas prices, two-thirds say that they are more likely to vote for a state legislator who supports the Climate Superfund. Two-thirds are also less likely to vote for a member of congress who tries to block state legislation like the climate superfund.

Executive Summary

Severe weather has had a broad impact on voters already. Sixty-four percent say they or someone they know have been impacted by severe weather such as flooding, windstorms, wildfires, heatwaves, or droughts in the past 10 years.

Voters expect severe weather to continue to impact them in the future. Sixty percent are worried that they or someone they know will be impacted by a severe weather event in the future.

A majority are worried about heatwaves and their effects on children, the elderly, and those with respiratory conditions. Sixty percent are worried that severe heatwaves, combined with air pollution, are dangerous for young children, the elderly, and people with respiratory conditions such as asthma.

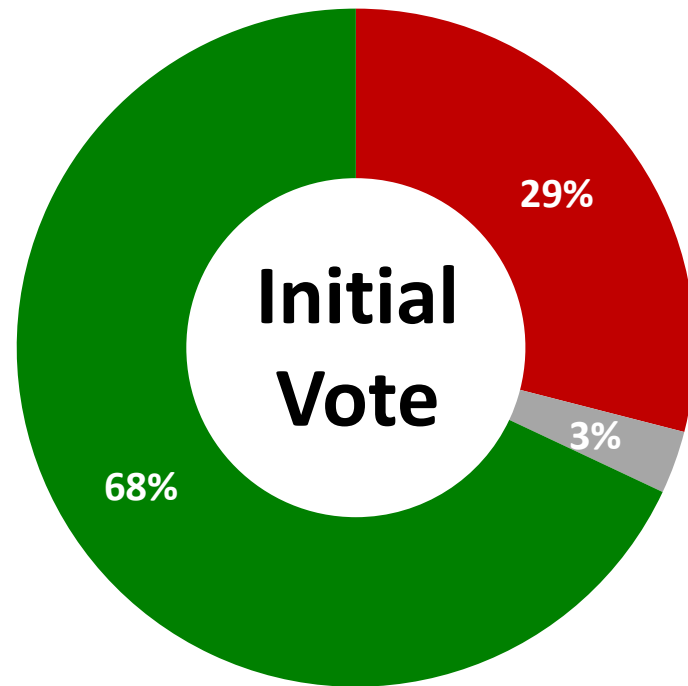
The threat of widespread flooding is a more localized concern. Forty-six percent are concerned about widespread flooding that is not necessarily tied to severe weather.

Superfund Proposal Support

Two-Thirds of New Jersey Voters Support the Climate Superfund

Climate Superfund Proposal Support

Here in New Jersey, the state legislature is considering a proposal that would require big oil companies to pay a portion of the costs needed to repair and upgrade roads, sewers, and drinking water systems for severe weather, including flooding, heatwaves, droughts, and wildfires made worse by climate change.



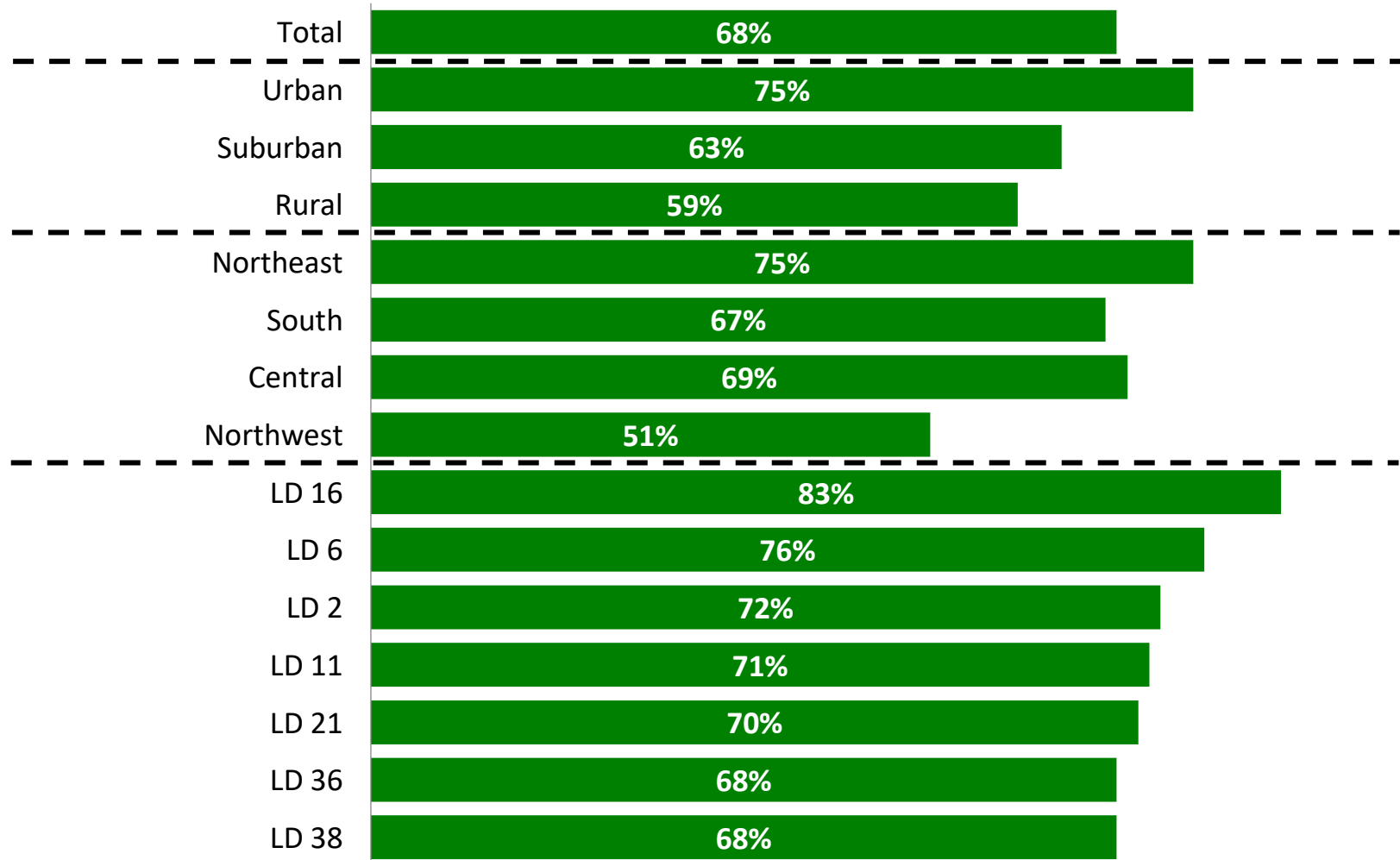
Total
Support

Don't know/
refused

Total
Oppose

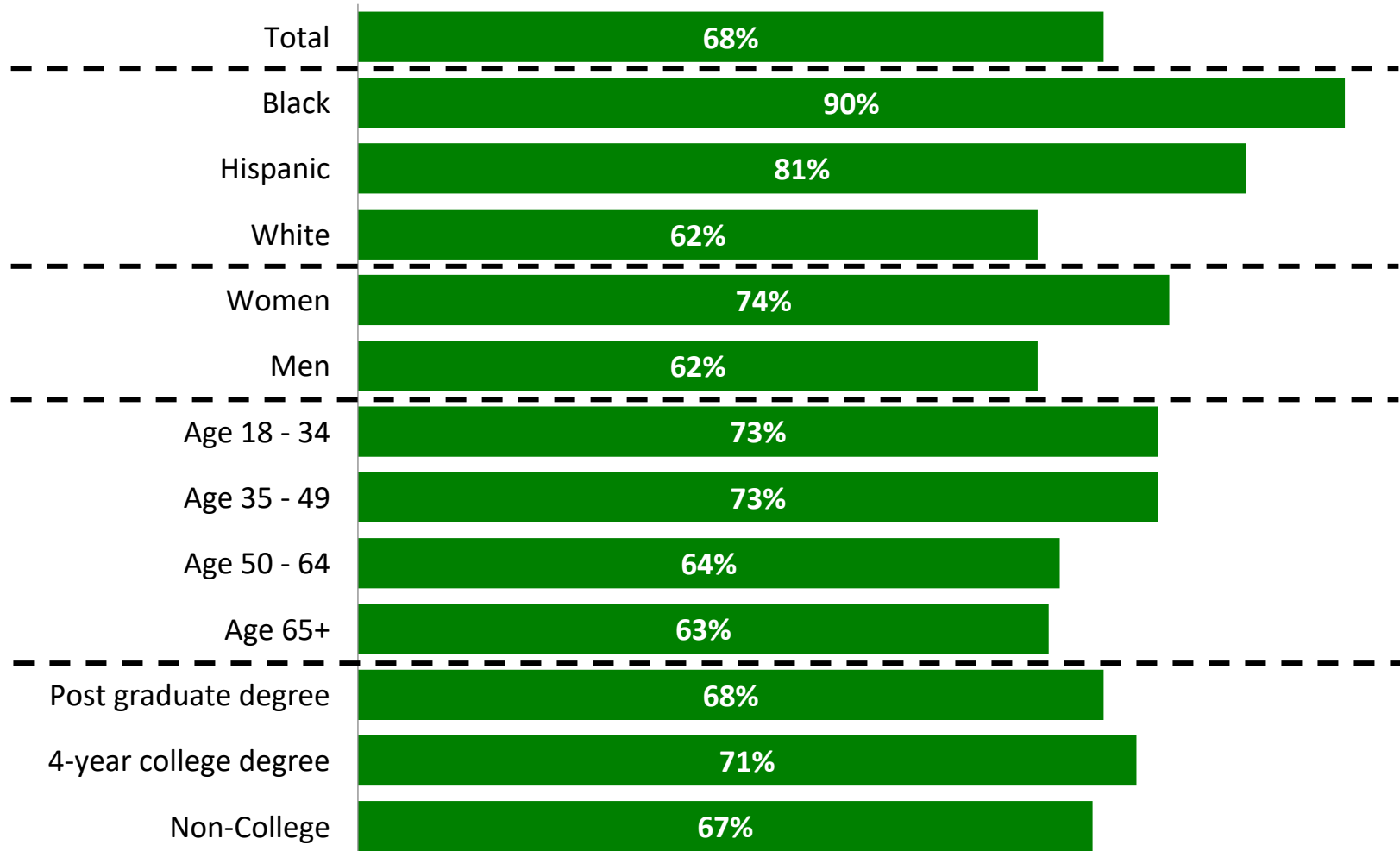
Voters Statewide Support the Climate Superfund Proposal

Support by Urbanicity, Region, and Selected Legislative Districts



Broad Support for the Climate Superfund Across Demographic Groups

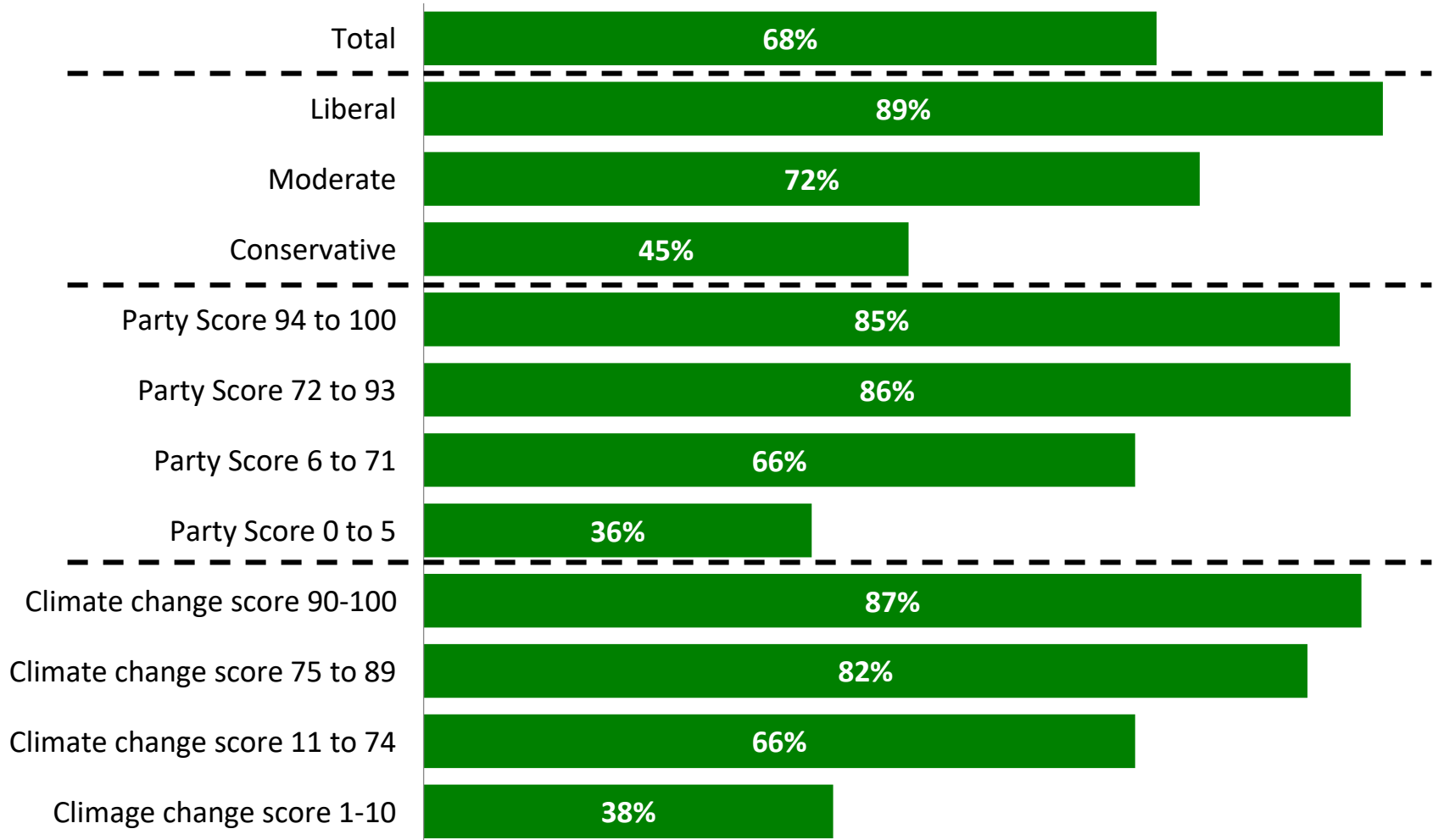
Support by Race, Gender, Age, and Education



Q.19 Based on this description, do you support or oppose this proposal?

Liberals, Moderates, and Higher Party Scores More Likely To Support the Climate Superfund; Nearly Half of Conservatives Also Support It

Support by Ideology, Party Model Score, and Climate Change Model Score



Q.19 Based on this description, do you support or oppose this proposal?

Voters Don't Want to Shoulder Infrastructure Costs on Their Own

They believe that oil and gas companies contributed to the problem and should pay their share.

Arguments for the Climate Superfund: Percent Very or Somewhat Convincing

D. New Jersey used a program like this to clean up industrial toxic waste in the 1980s and 1990s. **We held the responsible companies liable and saved taxpayers billions of dollars.** Severe weather and climate change are no different. **The big oil companies should pay their fair share of the clean-up costs.**

68%

A. Big oil and gas companies are raking in record profits, and **they've known for decades that they were making severe weather worse. It's only fair that these big oil companies pay to clean up the damage they knowingly caused and profited from.**

66%

F. **State and local governments are spending billions to repair and upgrade critical infrastructure. Property taxes, sales taxes, gas taxes, and other taxes keep going up to cover the cost. The time has come for big oil companies to pay their fair share to reduce taxpayers' burden.**

66%

H. Severe storms, flooding, and droughts put safe drinking water at risk. Millions of people in New Jersey depend on rivers and reservoirs for drinking water. Our natural systems, like wetlands and open space, clean our water and protect against storms. **Big oil companies should pay for the damage to our communities they have caused.**

66%

Q.21 Next I am going to read you a series of statements about this proposal. For each, please tell me whether it is a very convincing, a somewhat convincing, a little convincing, or a not at all convincing reason to support this proposal.

Voters Find all Reasons To Support The CSF Convincing

Arguments about property insurance and creating jobs are a little bit weaker than oil and gas companies sharing the cost for damage they caused.

Arguments for the Climate Superfund: Percent Very or Somewhat Convincing

B. Damage from severe weather events is inevitable, and damaged roads and drinking water systems must be repaired. Someone has to pay these costs. It should be the big oil companies who knowingly contributed to the problem, not the already overburdened New Jersey taxpayers.

66%

C. This proposal will create more jobs. According to the National Council of Economic Advisors, for every billion dollars spent on road repairs and infrastructure projects, thirteen thousand jobs are created.

66%

E. Severe weather and climate change are a major cost driver for homeowners insurance, drinking water, sewage, and utility bills. To reduce costs and make New Jersey more affordable, big oil companies should pay their fair share.

64%

G. Homeowners insurance prices, which homeowners, renters, and businesses pay, are skyrocketing, and some companies no longer offer coverage. By making big oil companies pay their fair share, we can make our communities more resilient and reduce the risks that are driving up costs.

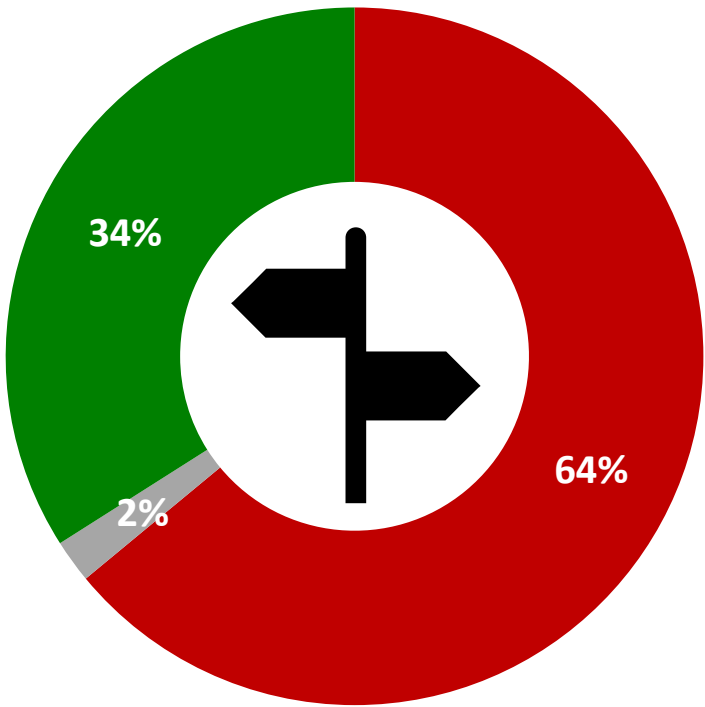
62%

Q.21 Next I am going to read you a series of statements about this proposal. For each, please tell me whether it is a very convincing, a somewhat convincing, a little convincing, or a not at all convincing reason to support this proposal.

Two-thirds More Likely To Agree That Proposal Will Drive Up Energy Costs And Voters Can't Afford Higher Gas/Oil Prices

Paired Statements: Opponents' and Rebuttal

(Some/Other] people say that big oil and gas companies won't be able to pass these costs on to consumers. Only the big oil companies, like Saudi Aramco and ExxonMobil, will be required to pay. They will have to keep their prices low to compete with many companies that are not covered by the law.



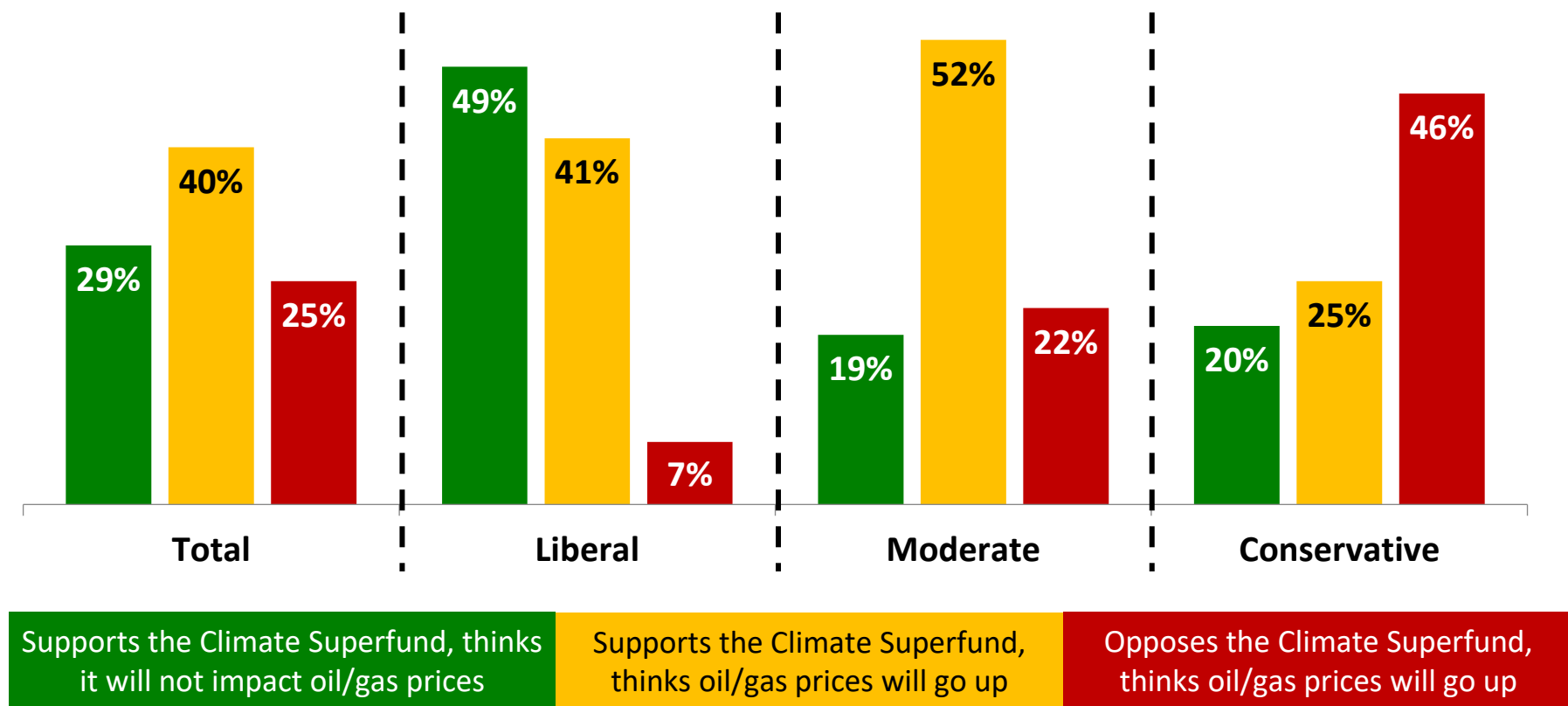
[Some/Other] people say that this proposal will drive up the cost of gasoline, natural gas, home heating oil, and electricity. The big oil and gas companies will simply pass their increased costs from this proposal on to consumers. New Jersey residents cannot afford higher gas and oil prices.

Agree More **Don't Know/ refused** **Agree More**

Q.30 Now I am going to read you two statements about this proposal. Please tell me which statement comes closer to your own view, even if neither is exactly right.

Forty Percent of Voters Support the Climate Superfund, But Also Think That Oil and Gas Companies Will Try to Pass on the Costs

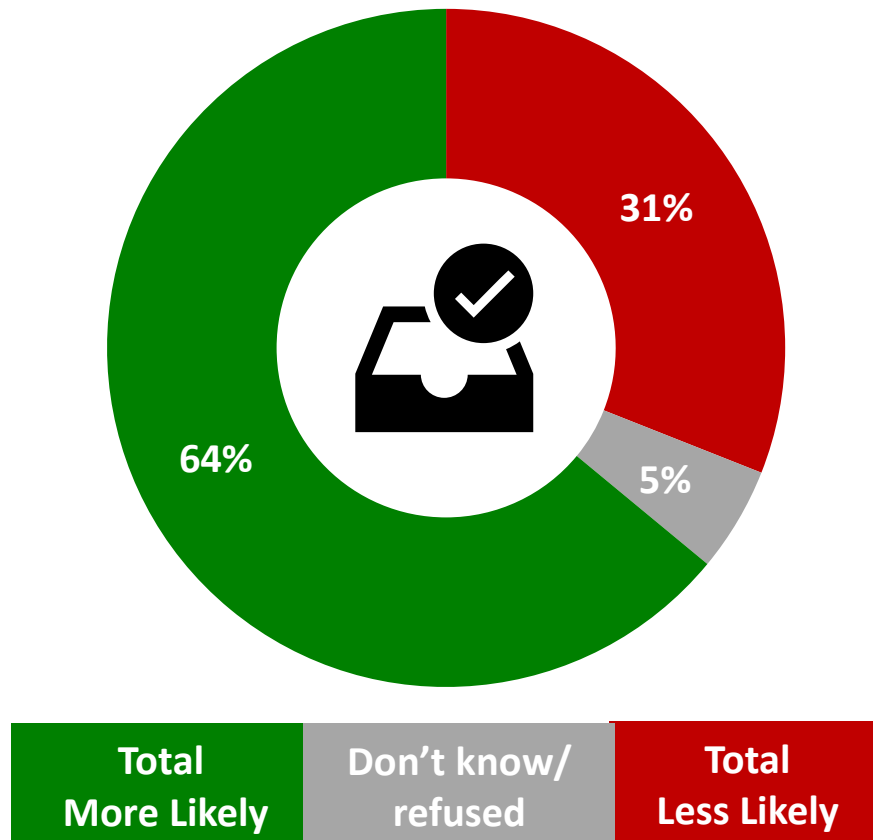
Support for the Climate Superfund Crossed With Impact on Gas/Oil Prices by Ideology



Q.29 Sometimes, in surveys like these, people change their minds after they learn more, and sometimes, they don't. After learning more, do you support or oppose this proposal that would require big oil companies to pay a portion of the costs needed to repair and upgrade roads, sewers, and drinking water systems for severe weather, including flooding, heatwaves, droughts, and wildfires made worse by climate change?

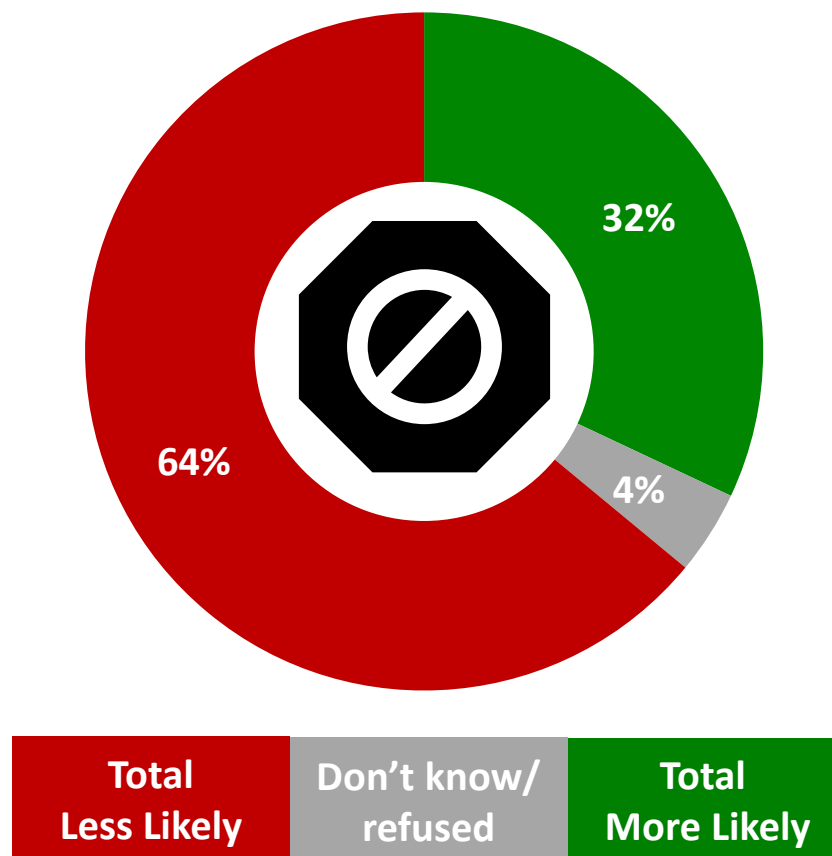
Voters Are More Likely to Vote for Legislators Who Support the Climate Superfund, Even After Hearing That the Climate Superfund May Lead to Higher Oil & Gas Prices

Likelihood of Voting for a Legislator Who Supports the Climate Superfund



Two-Thirds Are Also Less Likely to Vote for a Member of Congress Who Tries to Block the State Climate Superfund

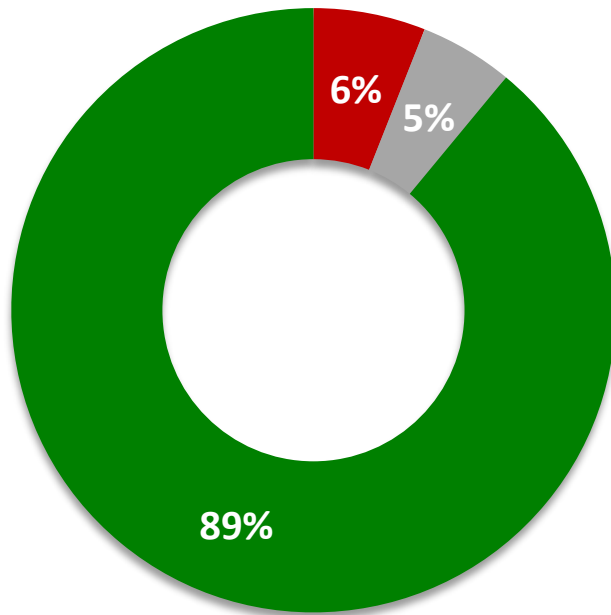
Likelihood of Voting for a Congressional Candidate Who Tries to Block The Climate Superfund



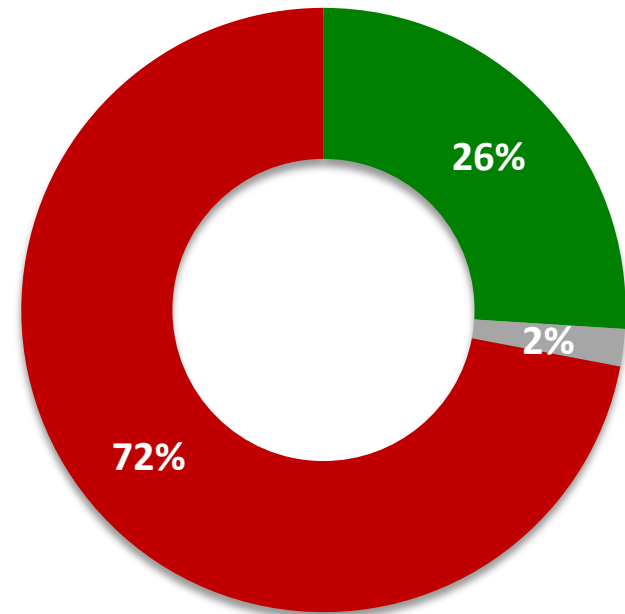
Q.33 Would you be more or less likely to vote for a member of Congress that tries to block states from requiring big oil companies to pay their fair share for clean-up costs associated with severe flooding, heatwaves, and drought?

Voters Who Support the Climate Superfund But Think That Oil/Gas Prices May Go Up Still Want Legislators to Pass It

Likelihood of Voting for a Legislator Who Supports the Climate Superfund



Likelihood of Voting for a Congressional Candidate Who Tries to Block The Climate Superfund



Total
More Likely

Don't know/
refused

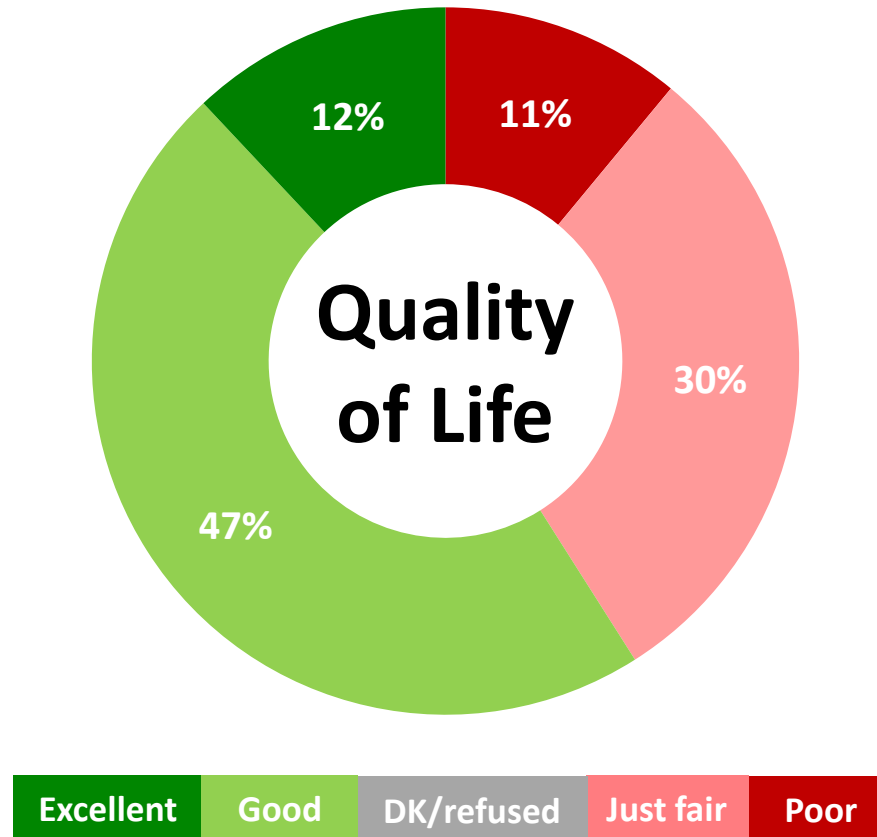
Total
Less Likely

Q.31 Would you be more or less likely to support a state legislator who supported this proposal?
Q.33 Would you be more or less likely to vote for a member of Congress that tries to block states from requiring big oil companies to pay their fair share for clean-up costs associated with severe flooding, heatwaves, and drought?

Electoral Context

Most New Jersey Voters Rate the Quality of Life as Excellent or Good

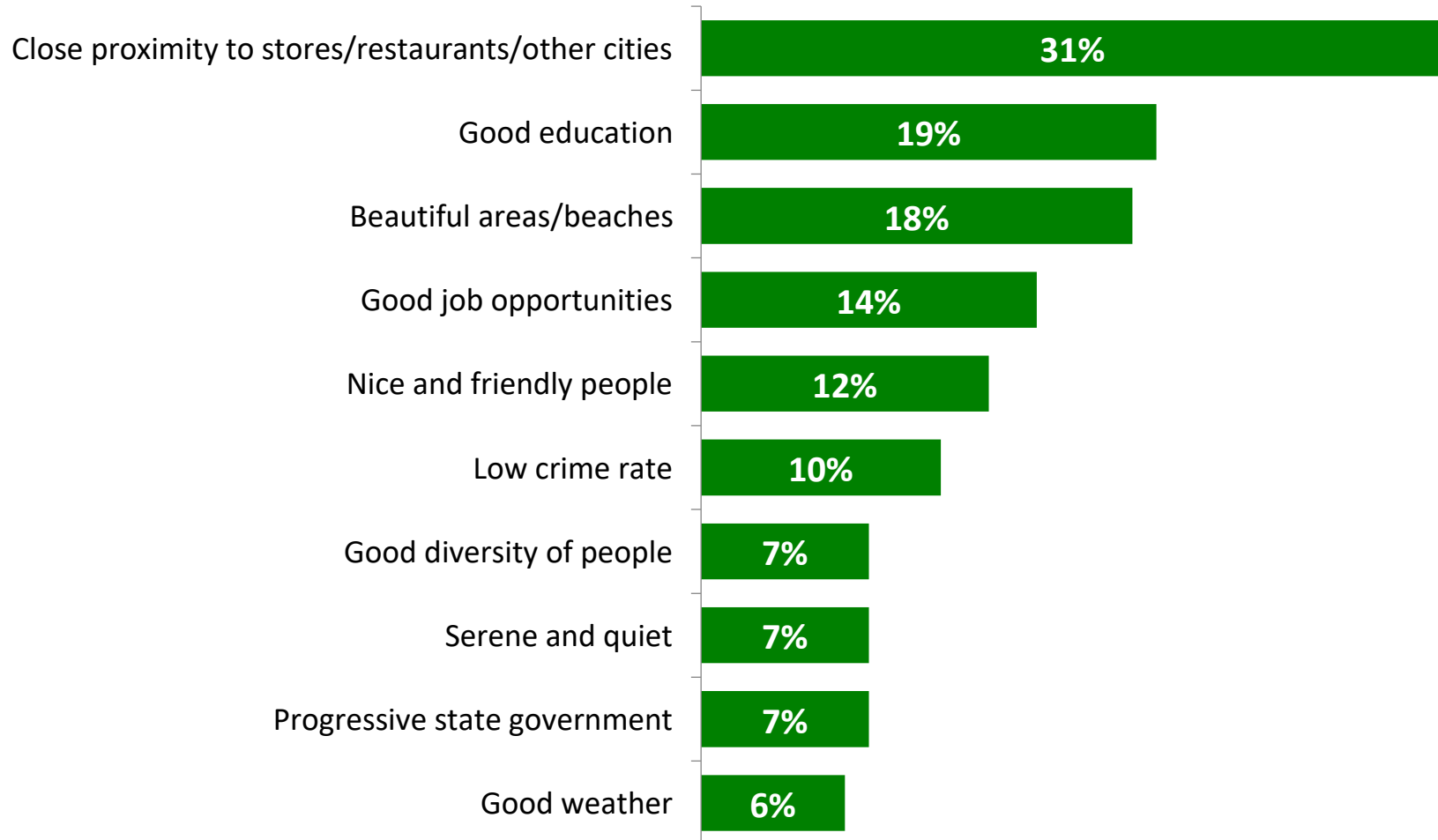
Excellent/Good: 59% | Just fair/Poor: 41%



Amenities, Schools, and Natural Beauty Are Main Reasons For “Excellent” or “Good” Quality of Life in New Jersey

The people, job opportunities, and low crime rate also contribute to excellent/good quality of life.

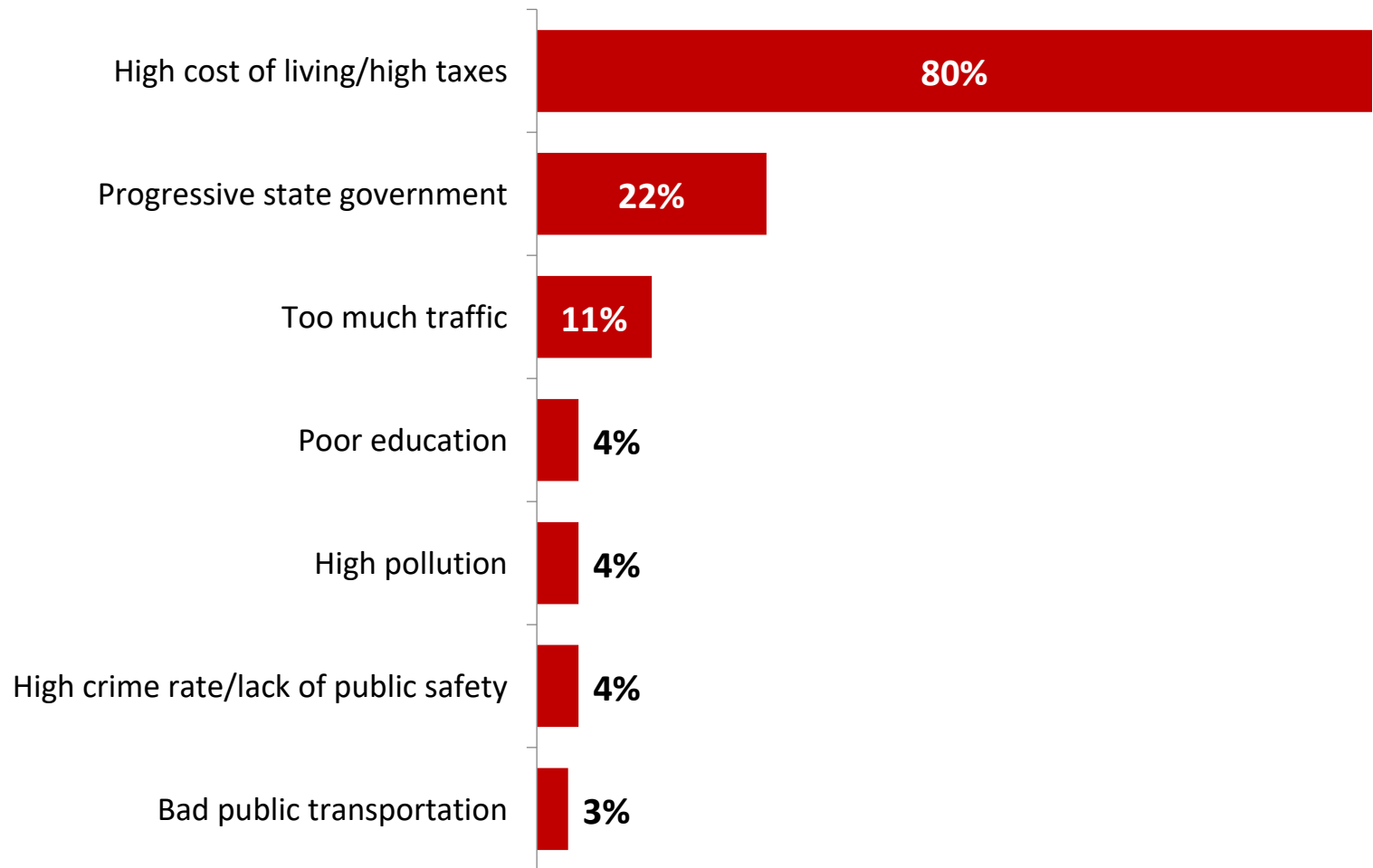
Reasons the Quality of Life is Excellent or Good



Q.5 In your own words, what are one or two reasons why the quality of life in New Jersey is EXCELLENT/
GOOD/ JUST FAIR/ POOR?

High Cost of Living and Taxes Are Main Reason For “Just Fair” and “Poor” Quality of Life in New Jersey

Reasons the Quality of Life is Just Fair or Poor



Q.5 In your own words, what are one or two reasons why the quality of life in New Jersey is EXCELLENT/ GOOD/ JUST FAIR/ POOR?

Voters Value the Natural Environment in New Jersey

Beautiful Area and Beaches | Good Weather

Excellent "A lot of great landscapes, and rich folk history."

Excellent "We have skating rings, the duck pond, we have a deer area where you can go take the kids to see them. There are a lot of nice things for the people."

Excellent "Love the beaches, change of seasons, people."

Excellent "You have the walkability of towns and areas in the Northern New Jersey area and you have options getting out to explore nature if you want. I certainly appreciate that."

Good "We have a lot of good people here, decent weather, beautiful landscaping, the land."

Good "I like the seasons in New Jersey, that is about it."

Good "I am a long term residential, enjoy parks and gardens."

Good "Mountains, ocean rural areas bin ant fun cities and ease to work in NYC."

Good "Vast geographical areas to enjoy. We have it all, from beautiful Atlantic Ocean coastline, fresh water lakes, mountains; highpoint & Appalachian Trail, to rolling hills; think Monmouth County, cranberry bogs, Pine Barrens. We have great educational institutes, both public and private Ditto for medical care institutions. We still don't pump our own gasoline, and hope we never do."

Good "The weather is pretty decent compared to other areas that have extreme weather, good entertainment locally, and if I have to go elsewhere, it is not that far."

Good "We have a Democratic governor, we are still a blue state as of today, NJ has many beautiful places to visit, and for some to live. I live near the shore and enjoy it wholeheartedly. I have always lived in NJ, and would never move to another state."

Good "Variety of close by vacation places, ocean, mountains all within a 1.5 hours drive. Good medical care available."

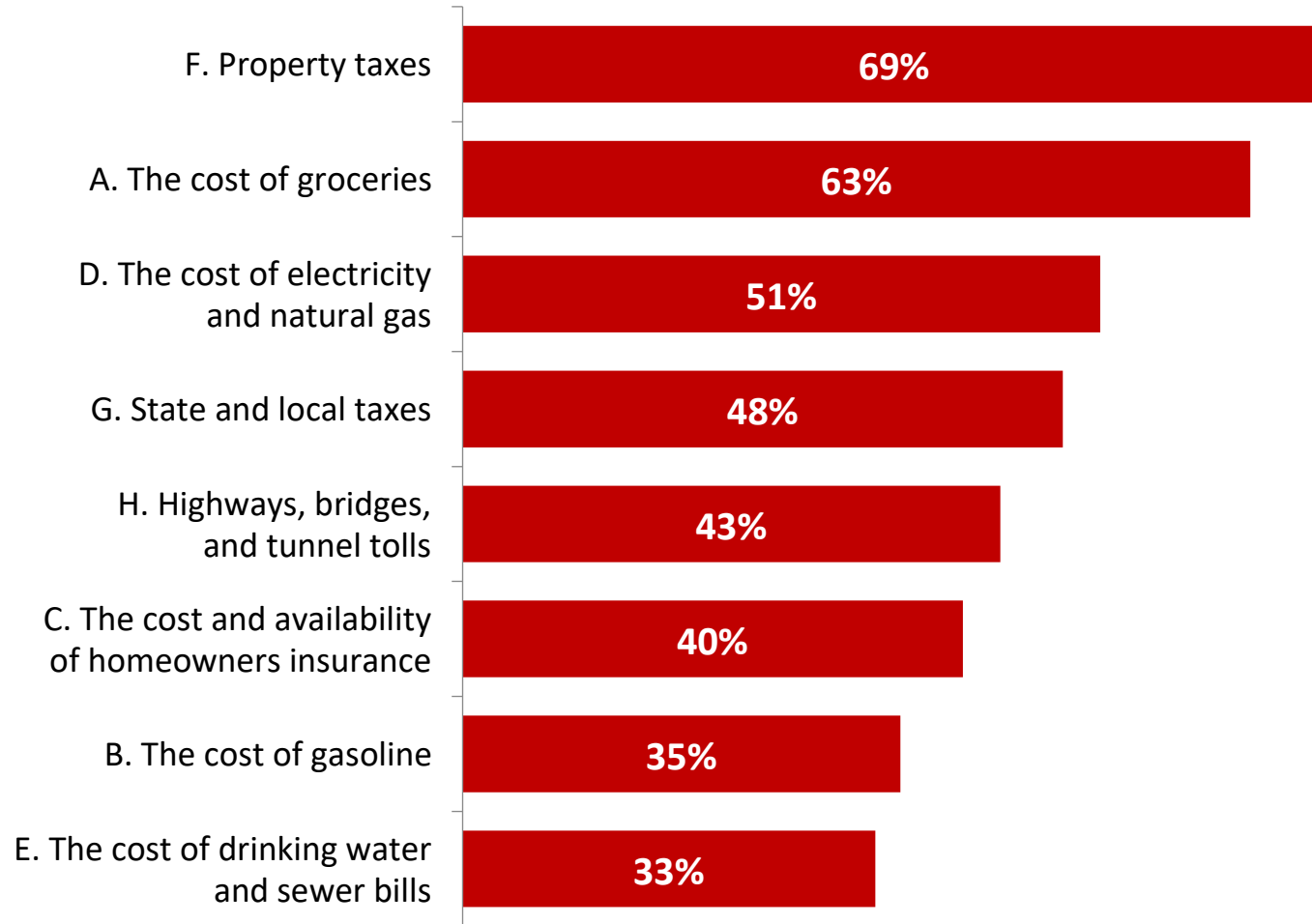
Good "Speaking for myself. Live at the beach year round."

Just fair "Good access to nature and finances are good."

New Jerseyans Are Very Concerned About the Cost of Living

Especially high taxes, groceries, electricity and natural gas.

Cost of Living Concerns: Percent Very Concerned

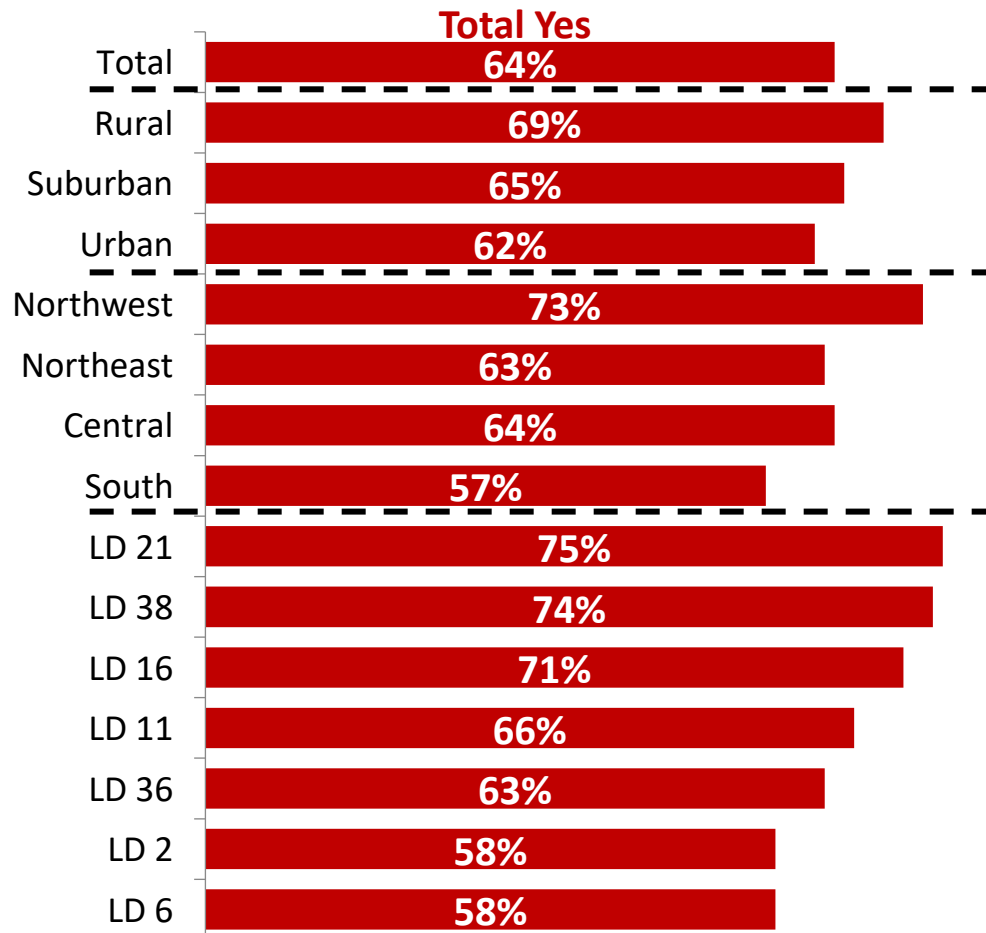
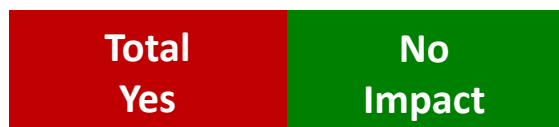
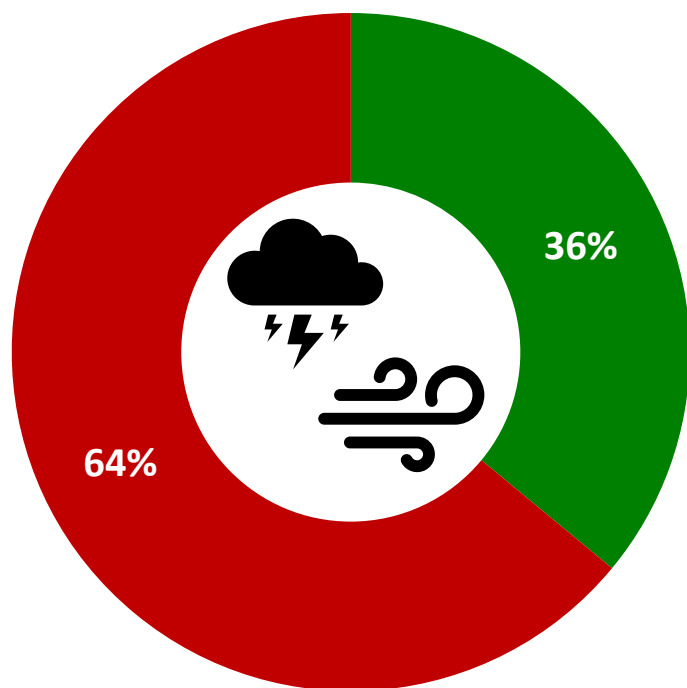


Q.6 Now thinking about the cost of living in New Jersey. I am going to read you a list of expenses, and I would like you to tell me how concerned you are about each one.

Two-Thirds of New Jerseyans Have Been Impacted By Severe Weather in Past Decade

Voters across the state have been impacted by severe weather.

Impacted by Severe Weather in the Past Ten Years

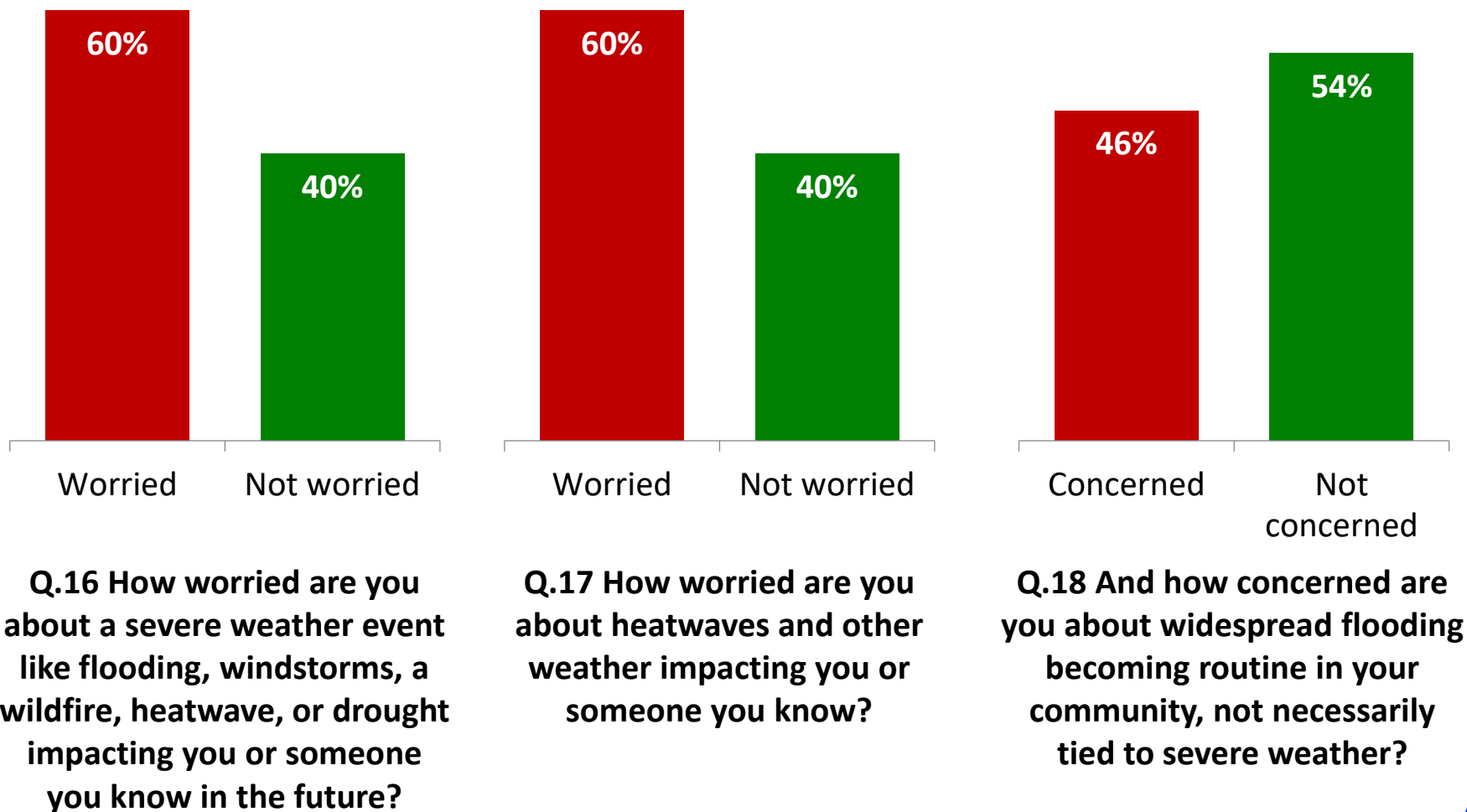


Q.15 Now on the topic of severe weather events. In the past ten years, have you, or someone you know been impacted by severe weather such as flooding, windstorms, wildfires, heatwaves, or droughts?

Six-in-Ten Expect Severe Weather to Impact Them in The Future and Are Worried About Heatwaves

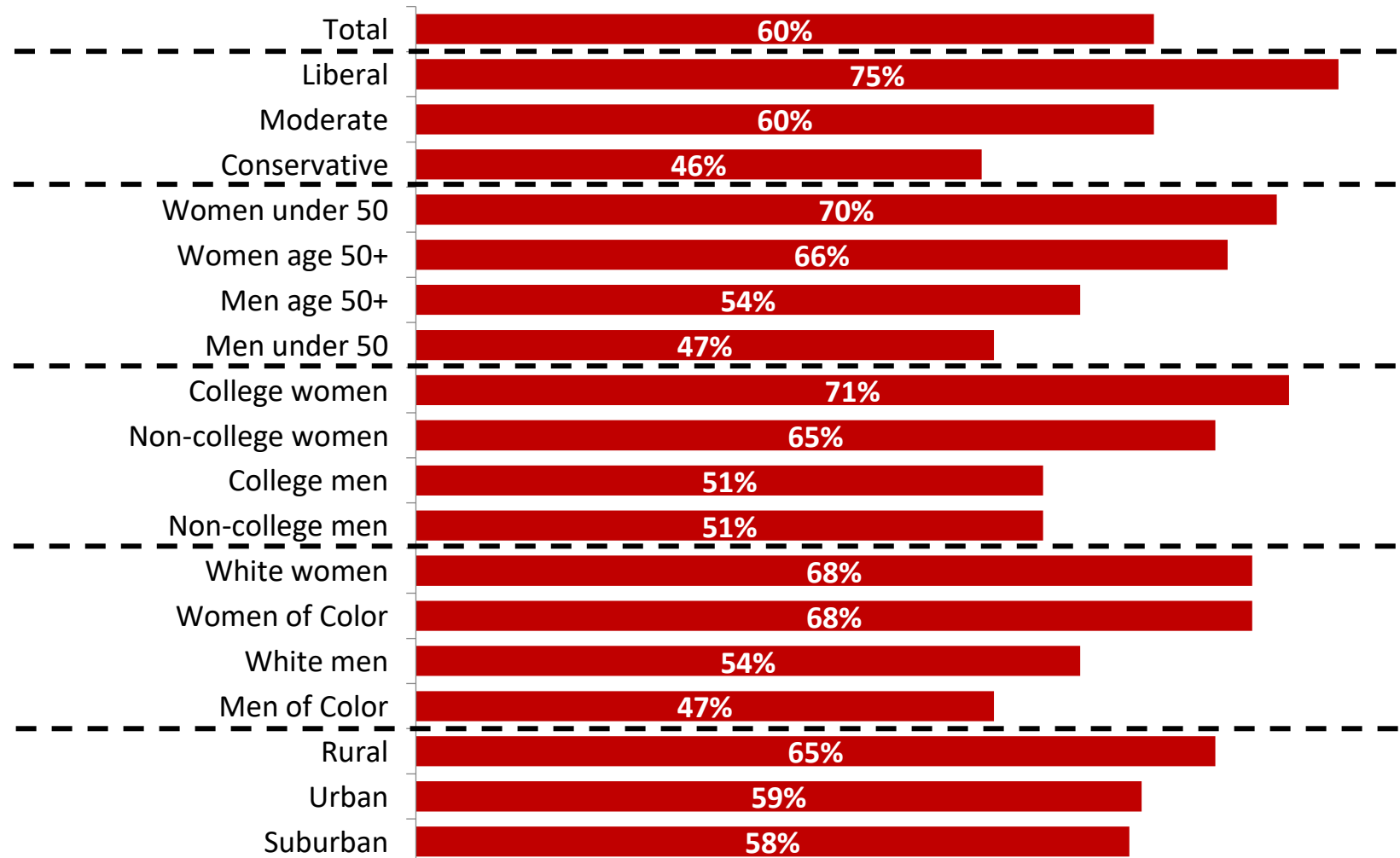
Concerns about routine flooding are more localized.

Concerned About Severe Weather Impact in the Future



Women, Liberals, and Moderates Are More Concerned About Severe Weather Events Than Men and Conservatives

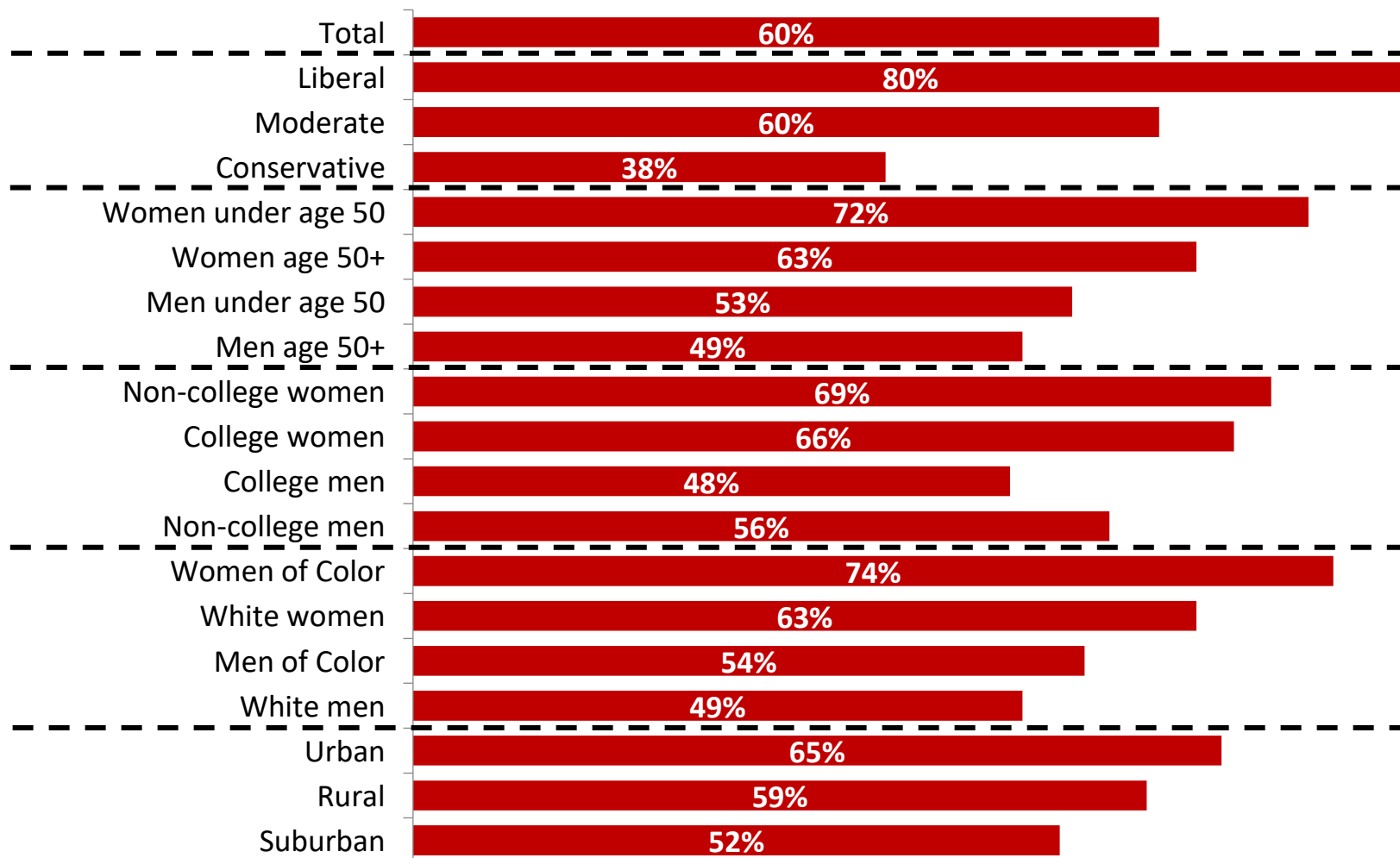
Percent Very or Somewhat Worried About Severe Weather Events in the Future



Q.16 How worried are you about a severe weather event like flooding, windstorms, a wildfire, heatwave, or drought impacting you or someone you know in the future

Women, Liberals, Moderates, and Urban Dwellers Are Most Concerned About Heatwaves and Respiratory Issues

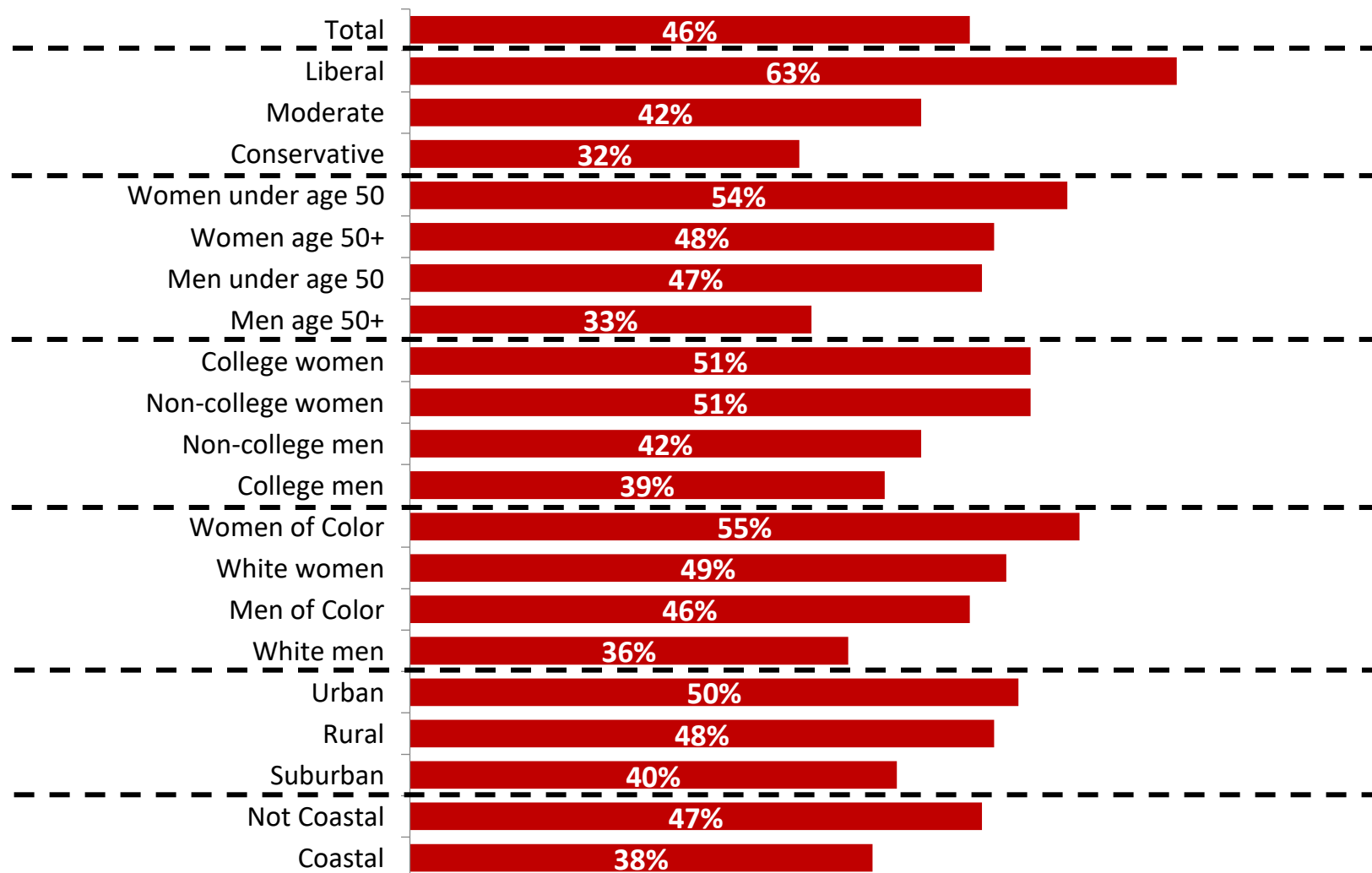
Percent Very or Somewhat Worried About Heatwaves and Respiratory Conditions



Q.17 As you may know, severe heatwaves combined with air pollution are especially dangerous for young children, the elderly, and people with respiratory conditions such as asthma. How worried are you about heatwaves and other weather impacting you or someone you know?

Women, Liberals, Young People, and Those Living Inland Are Most Concerned About Routine Flooding

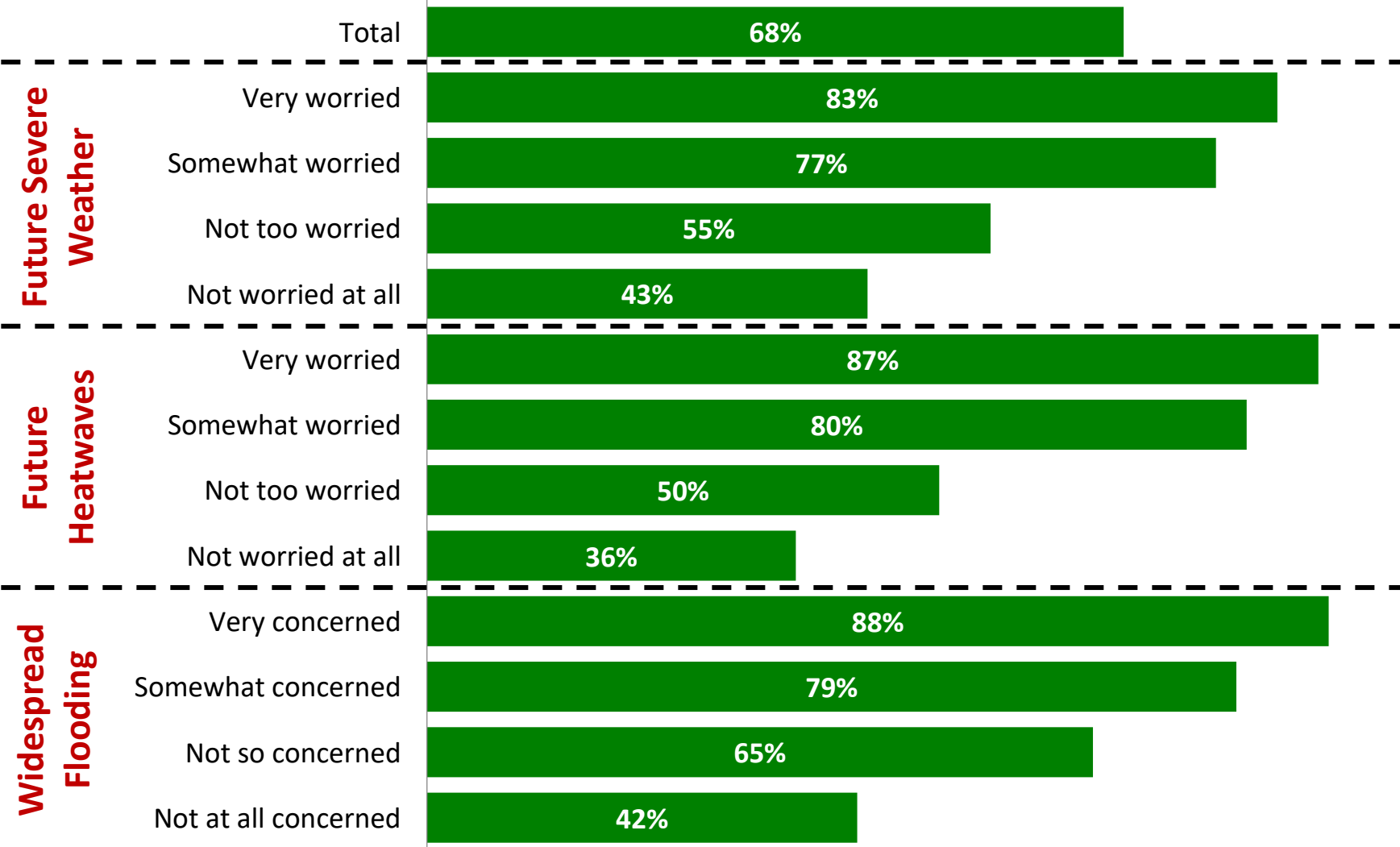
Percent Very or Somewhat Concerned About Widespread Flooding Becoming Routine



Q.18 And how concerned are you about widespread flooding becoming routine in your community, not necessarily tied to severe weather?

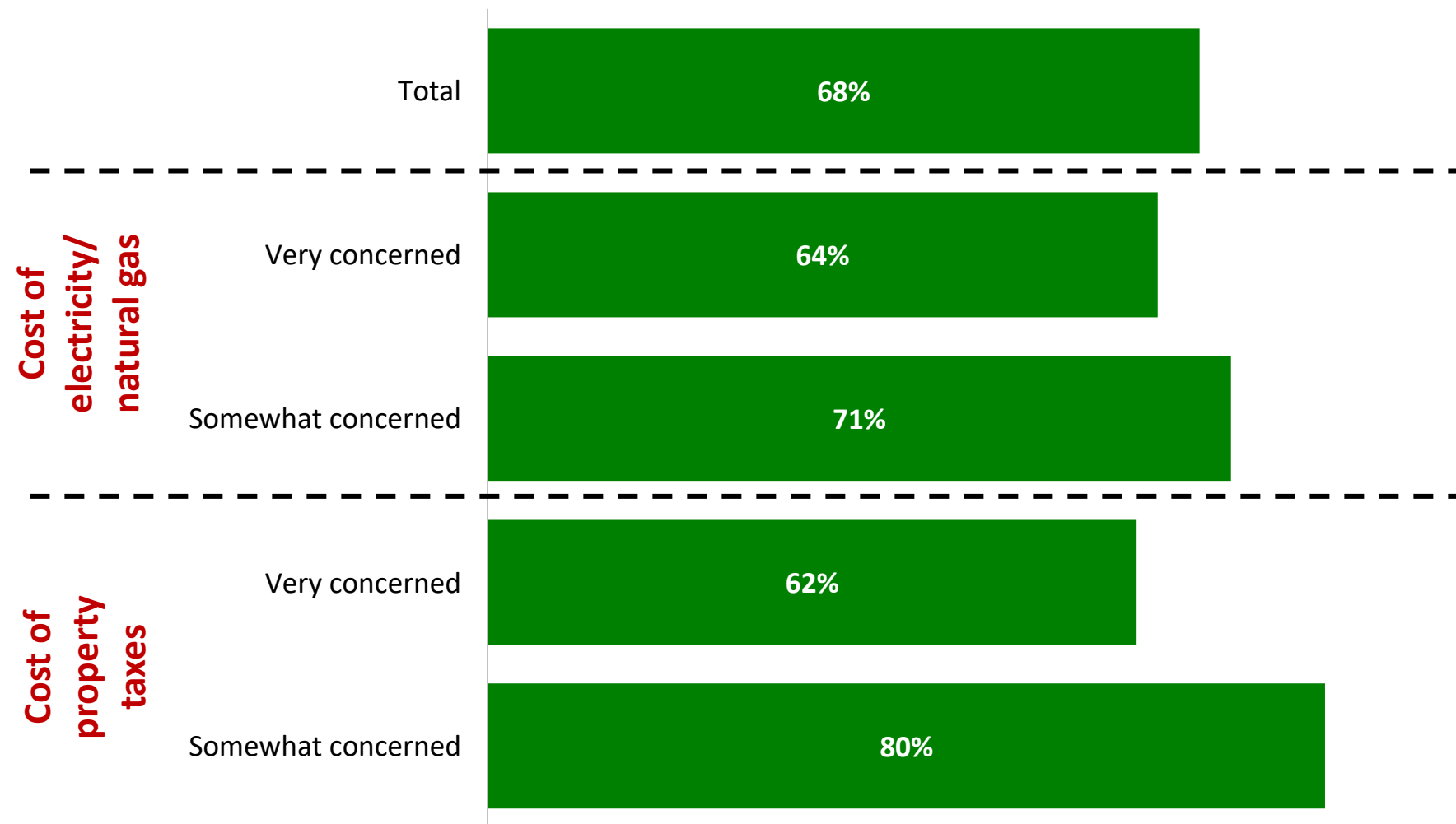
Concerns About Severe Weather Help Drive Support for the CSF

Total Support by Concern of Future Weather, Heatwaves, and Widespread Flooding



Sixty Percent or More of Voters Concerned About High Taxes and the Cost of Electricity & Natural Gas Still Support CSF

Total Support by Concern with Property Taxes, State Taxes, and Cost of Electricity/Natural Gas



Q.19 Based on this description, do you support or oppose this proposal?

National Wildlife Federation

New Jersey Climate Superfund March 2025

American Strategies designed and administered this multi-modal survey conducted by professional interviewers and via an online platform. The survey reached 800 adults (500 weighted), age 18 or older, who indicated they were registered to vote in New Jersey. The survey was conducted March 13-18, 2025.

Thirty-six percent of respondents were reached on wireless phones and seven percent on VOIP/landlines. Fifty-seven percent of respondents were reached online. Quotas were assigned to reflect the demographic distribution of registered voters in New Jersey, and the data were weighted to ensure an accurate reflection of the population. The sample was drawn from a third-party vendor file. The overall margin of error is +/- 4.4%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.