

TO: Interested Parties

FROM: EU-US Forum

SUBJECT: U.S. Voters Oppose EU ESG Rules, Support Trump Using Trade Leverage to Push Back

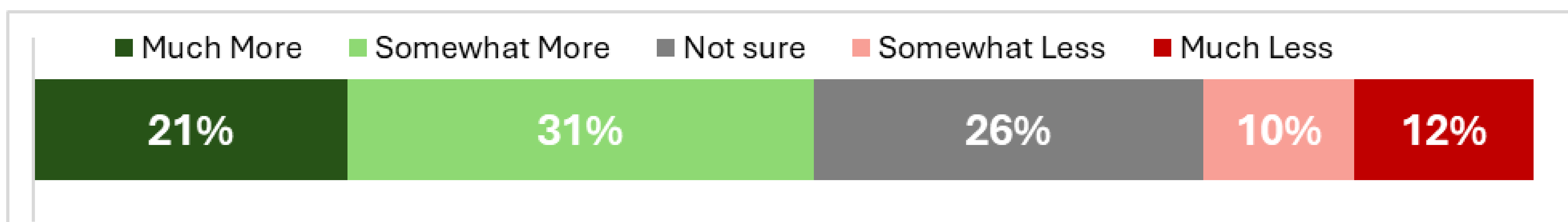
DATE: November 17, 2025

Our latest national survey of likely general election voters in America shows that they view the European Union’s environmental, social, and governance (ESG) regulations as unfair to American companies, chiefly because they expect these rules to raise costs and hurt American competitiveness.

A clear majority want the Trump administration to protect U.S. companies from the Corporate Sustainability Reporting Directive ([CSRD](#)) and the Corporate Sustainability Due Diligence Directive ([CS3D](#)) by using ongoing trade negotiations as leverage to shield American companies from EU overreach. Elected officials who support President Trump in his leadership to confront CSRD and CS3D in trade negotiations stand to benefit politically, as voters say they are more likely to re-elect lawmakers who fight to free U.S. businesses from excessive European regulation.

Voters are Worried CS3D and CSRD Will Unfairly Affect US Companies

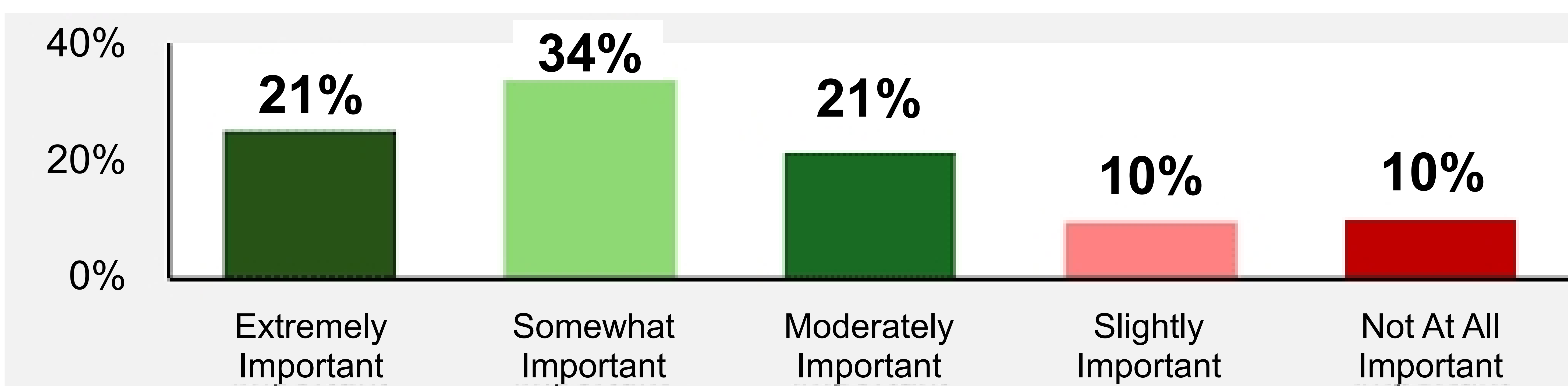
Over half (57%) of likely voters believe that EU regulations will have an unfair impact on U.S. businesses. They worry these EU rules will specifically raise costs on American families.



How much do you think these EU regulations could unfairly affect U.S. businesses that export to Europe?

Voters Want Officials to Use Trade Negotiations to Repeal CS3D and CSRD

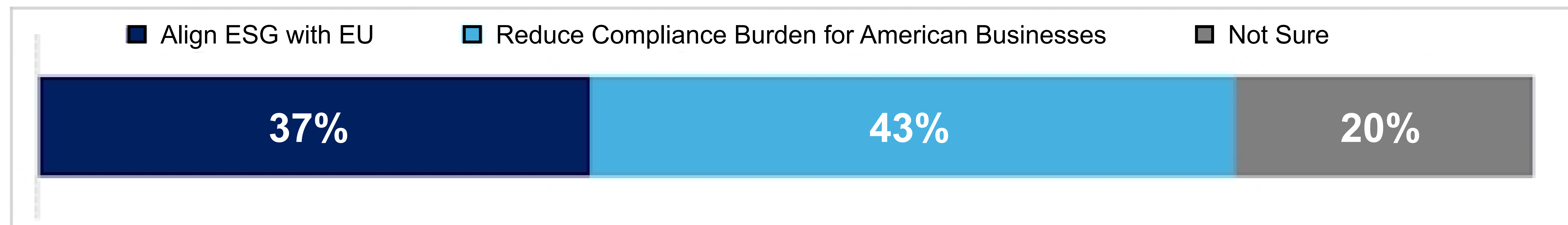
Voters want the Trump Administration to prioritize stopping these mandates through future U.S.-EU trade talks. Nearly six in ten U.S. voters believe it is important to use trade negotiations to roll back the EU’s strict ESG regulations that are being imposed on American companies.



How important is it for U.S. trade officials to try to utilize trade negotiations to try to repeal these strict EU regulations that are being imposed on American companies?

Voters Want the Administration to Use Trade Negotiations to Reduce ESG Burdens on American Businesses Rather Than Align Standards with EU

Additionally, American voters by a margin of (+6) say they would rather reduce compliance burdens and scale back ESG regulations than align America's standards with the EU's.



In your opinion, what should be the main priority for U.S. trade policy regarding ESG regulations?

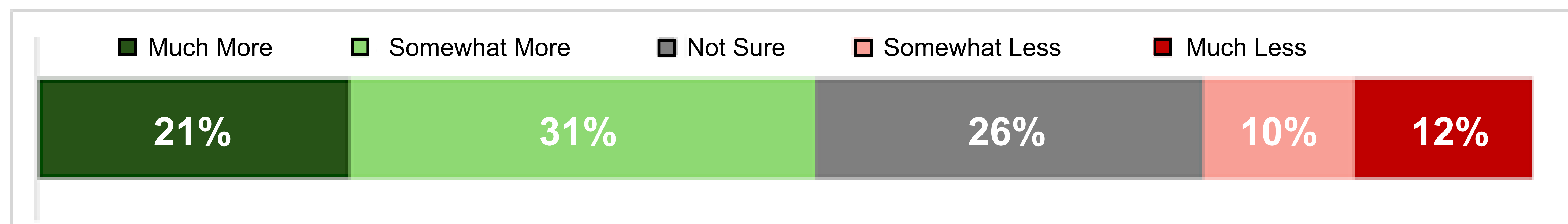
Voters Find Arguments Against EU ESG Regulations Compelling

Voters find a wide range of arguments against EU-driven ESG requirements highly persuasive. Overwhelming majorities of 70% or more say they believe that CSDD and CSRD bring about higher costs for American businesses and families, burden small suppliers, reduce competitiveness for U.S. exporters, and facilitate the precedent of allowing foreign governments to dictate domestic standards. Voters also strongly agree that resources spent complying with EU mandates would be better invested in American jobs, and that the United States should retain the authority to set its own sustainability standards.

- “The resources spent preparing EU sustainability reports could instead be used to invest in American jobs.” – **70% believe the statement is convincing**
- “Reporting requirements from the EU could be complex and difficult for smaller American suppliers to meet.” – **72% believe the statement is convincing**
- “Complying with European rules will raise costs for American exporters and make them less competitive internationally.” – **71% believe the statement is convincing**
- “Different countries have different approaches to sustainability, and the U.S. should retain the ability to set its own standards.” – **72% believe the statement is convincing**
- “Forcing compliance with foreign rules will set a precedent that allows foreign governments to impose their own requirements on U.S. firms.” – **70% believe the statement is convincing**
- “Compliance regulations driven by the EU could raise costs on American families.” – **71% believe the statement is convincing**

Support for Action Carries Clear Electoral Benefits

A majority of voters report that they are more inclined to support a member of Congress who encourages President Trump to use trade negotiations to reduce EU ESG regulations on American businesses. Fifty-two percent would be more likely to vote for an elected official who would support President Trump if he takes on this issue (21% much more likely, 31% somewhat more likely), while only 22% say they would be less likely (10% somewhat less, 12% much less). This represents a strong net-positive incentive for lawmakers to lead on the issue of standing with President Trump as he works to protect American manufacturers from EU overregulation.



And if your Congressman/Senator encouraged President Trump to use trade negotiations to stop the EU from imposing strict ESG regulations on American companies that would raise costs on American families, would you be more or less likely to support them for office?

Conclusion

U.S. general election voters are clear: the EU's CSRD and CS3D are seen as unfair for U.S. businesses and costly for American families; and they want the Trump Administration to use trade leverage to stop them. The majority of voters prioritize American-led standards, lower compliance burdens, and preserving U.S. sovereignty over Brussels-driven mandates on our companies.

Voters also reward elected officials who would back a push by President Trump to confront these rules at the negotiating table with the European Union. Lawmakers who align with this agenda stand on solid political ground and can credibly claim they are protecting American workers, businesses, and exporters from Europe's red tape agenda.

Methodology

From November 11th - 12th, the EU-US forum commissioned a poll of N=1,000 likely general election voters nationwide to understand the impact of recent EU CS3D/CSRD regulations on American businesses. The margin for error on this survey was +/-3% and voters were reached via an internet panel. Sample quotas were set using census benchmarks and previous election data, and the results were weighted accordingly.