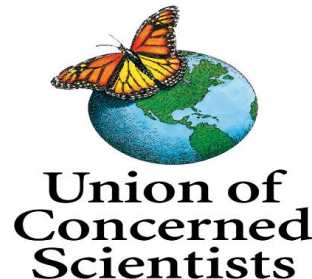




# Public Opinion on Climate: The State of Play in 2023



Over the past 20 years, GSG has been deeply engaged on issues of climate and energy, leveraging public opinion research to guide strategy and policy for organizations across the country



# Andrew Baumann

PARTNER



- Named one of the “[winners](#)” of the 2022 elections in Colorado and praised by the media for his “[remarkably accurate](#)” polling, Andrew Baumann is an experienced strategist and pollster who provides insightful research and actionable, strategic recommendations for political campaigns, issue advocacy groups, and foundations.
- Over the past decade and a half, Andrew has helped elect or re-elect Senators Gary Peters, Debbie Stabenow, John Hickenlooper, Jacky Rosen, Catherine Cortez Masto, Jon Tester, Michael Bennet, Tom Udall, and Tammy Baldwin.
- Last cycle, Andrew worked with the Michigan State Senate Caucuses to help Democrats flip the Michigan Senate for the first time in nearly 40 years. Andrew also helped enshrine new voting rights in Michigan through his work on Promote the Vote.
- He also provided polling and strategic guidance for three tough Democratic pick ups: Yadira Caraveo (CO-08), Gabe Vasquez (NM-02), and Wiley Nickel (NC-13)
- Andrew has also polled for numerous advocacy groups with a particular focus on climate, clean energy and conservation issues, having worked with LCV, Environmental Defense Fund, Climate Power, the Sierra Club, and many others. His work in 2020 was instrumental in helping convince Joe Biden to make climate a centerpiece of his campaign and embrace a more ambitious climate plan.
- With degrees in Physics and Engineering from MIT and Stanford, Andrew also has extensive experience working with data scientists to develop new methodologies and implement innovative analytical data solutions for clients.

# Melissa Bell, Ph.D.

VICE PRESIDENT, HEAD OF GSG'S MIDWEST OFFICE



- Melissa has provided research and strategic advice to the successful campaigns of Janet Mills for Governor of Maine, and J.B. Pritzker for Governor of Illinois. In previous cycles, she has worked for countless congressional races for the DCCC, House Majority PAC and EMILYs List.
- Named a “Rising Star” by Campaigns and Elections Magazine in 2015 for her work at a previous firm helping Gina Raimondo become the first female Governor of Rhode Island and a successful IE that helped re-elect Governor John Hickenlooper in Colorado.
- Melissa has polled for countless environmental advocacy groups including but not limited to LCV, NRDC, and the ICJC.
- Melissa combines her real-world campaign experience with her academic background to provide clients smart guidance informed by research that is also clear and actionable. Melissa’s research is published in academic journals like *Public Opinion Quarterly* and the *Journal of Women, Politics and Policy*. Moreover, Melissa has been lauded by Politico for her work leading cutting edge experiments that continue to innovate and push the polling industry forward.
- Melissa runs GSG’s Midwest Office in Chicago, where she lives with her husband and two daughters.

# Methodology

## Voters

Global Strategy Group conducted an online survey of **1,000 nationwide registered voters** between April 13 and April 16, 2023.

## Confidence Interval

The survey had a confidence interval of +/- 3.1%.

The confidence interval is greater on sub-samples.

# Key Findings

**Climate and energy are winning issues for Democrats, especially with the swing voters who will decide the 2024 elections.** While swing voters aren't with us 100% on every climate and energy-related issue, these data could not be clearer: swing voters strongly prefer the Democratic approach of supporting clean energy and climate action over Republicans' focus on boosting fossil fuel production – and this is something that moves votes towards pro-clean energy Democrats.

- When we reframe the generic ballot around the two parties' approach to energy, the Democratic advantage expands by 12 points.
- After balanced debates over H.R.1 and the climate and clean energy components of the I.R.A., swing voters prefer the Democratic approach by a 26-point margin, even though this group tilts towards Republicans by 14 points on the generic ballot.
- After these debates on over H.R.1 and the climate and clean energy components of the I.R.A., Democrats not only gain trust significantly on energy policy, but on “electricity and gas prices” and “the economy and jobs” more generally.

**Voters increasingly see climate change as a major problem, and they want to see strong action on climate.** Three-quarters of voters, including three-quarters of swing voters, believe that climate change is at least a major problem, up 5 points from two years ago. Moreover, over two-thirds believe that climate change is already having a serious impact on the country. As a result, a large majority of voters want to see the U.S. government take strong action to combat climate change.

# Key Findings

**Voters reject the false choice between the environment and the economy, and they strongly support stronger environmental regulations – including EPA’s new clean cars rule.** A huge majority agrees that we don’t have to choose between building our economy and protecting our environment. Moreover, voters very much like “environmental regulations” (though they like “safeguards” slightly better). Specifically, nearly three-quarters of voters support the EPA’s new vehicle emission standards, even when we make it clear that the new rules mean that ZEVs will need to be two-thirds of new car sales by 2032.

**Voters continue to love clean energy and want to move away from most fossil fuels – but they want to move toward clean energy more than they want to move away from fossil fuels.** Nearly three-quarters agree that the U.S. should transition “toward clean energy.” Meanwhile, just under two-thirds agree that we should transition “away from fossil fuels.” Still a strong result, but clearly lower. Similarly, when we look at individual energy sources, huge majorities want to see the U.S. use more solar and wind while smaller pluralities want to see the U.S. use less oil and coal.

**Voters not only believe that clean energy will be better for our health and future, but for the economy and jobs and electricity prices as well.** By huge margins, voters believe that clean energy will be better than fossil fuels for the health of American families and future generations of Americans. But solid majorities also believe that clean energy has more potential to create quality American jobs (in both the short and long terms) and provides more affordable electricity.

# Key Findings

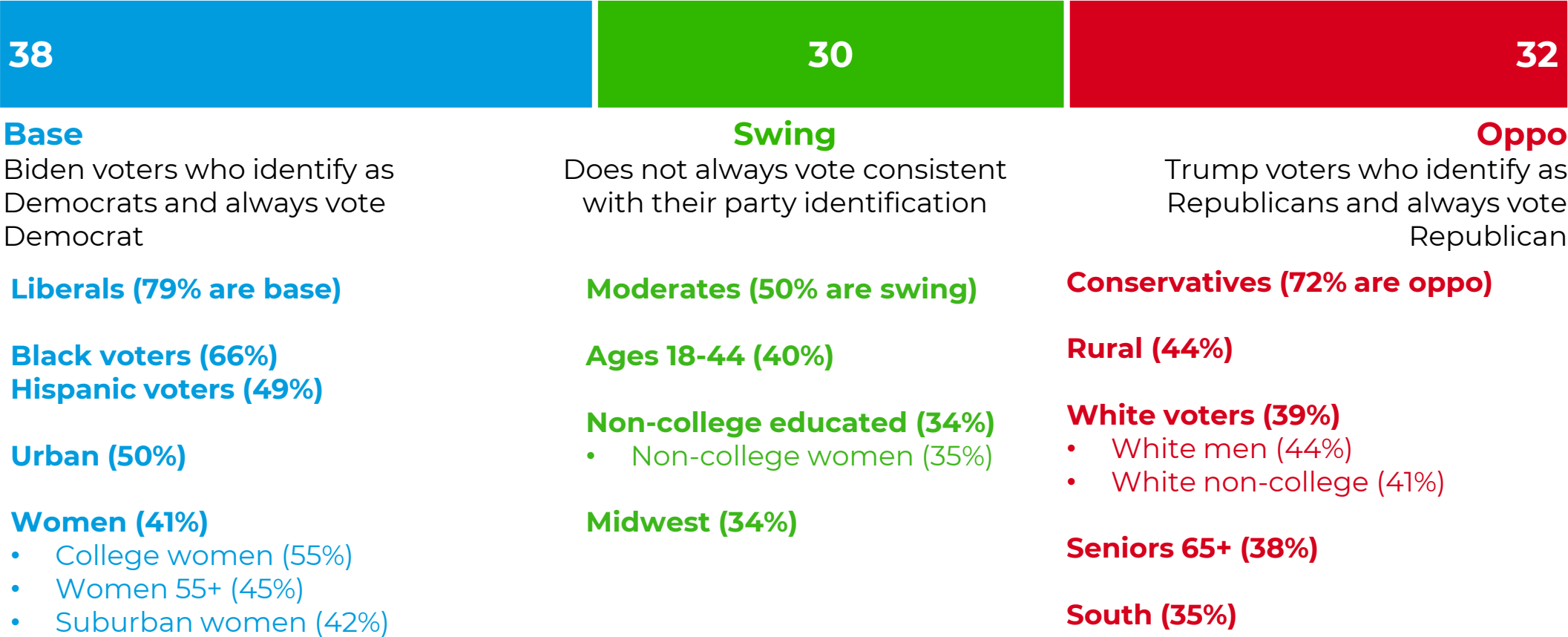
**Voters support efforts to incorporate environmental justice into a transition to clean energy, but framing has a big impact on support.** A plurality of voters agree that communities of color have been harmed more than other communities by pollution, but when we change the wording from “communities of color” to “low-income communities, including communities of color,” net agreement doubles. Similarly, a solid majority agree that as we move to clean energy, communities that have been most impacted by pollution (including low-income communities and communities of color) should receive a fair share of the investment. Again, however, net agreement doubles when we instead argue that “no community should be left behind” (including the communities of color that have been harmed the most by pollution from fossil fuels).

**Voters strongly support the I.R.A. climate and clean energy components while they are split on H.R.1. When forced to choose, they side with the I.R.A. decisively.** Similar to the dynamic around clean energy and fossil fuels, voters strongly support the climate and clean energy provisions of the I.R.A, with swing voters especially bullish, even though they tilt Republican on the generic ballot. Meanwhile, they neither love nor hate the GOP’s H.R.1. After a balanced debate on both measures, a sizeable 59% to 41% majority prefers the Democrats’ approach with the I.R.A. to the GOP’s approach with H.R.1. Swing voters prefer the Democratic approach by 26 points despite the fact that they lean towards Republicans by 14 points on the generic ballot – a remarkable 40-point net overperformance.



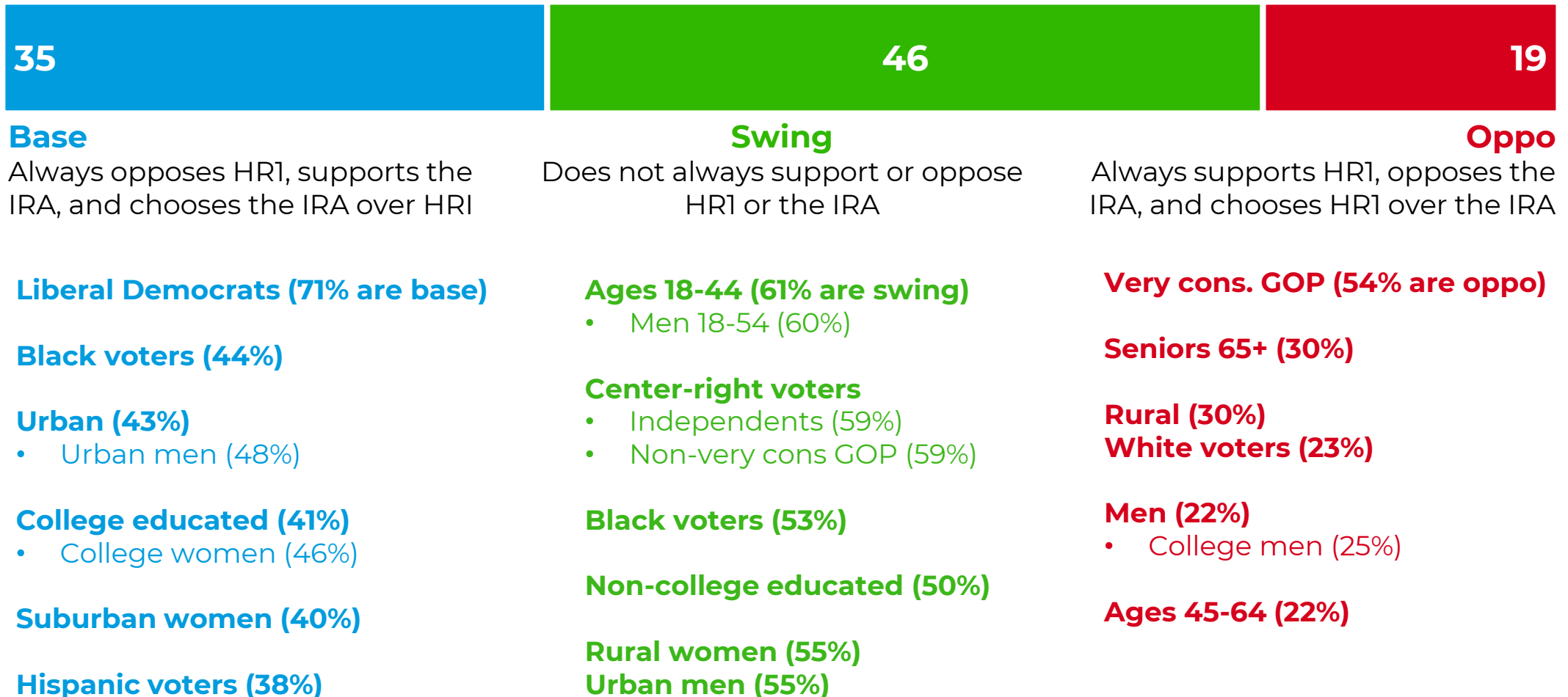
# Younger, non-college voters, and voters in the Midwest are somewhat more persuadable ahead of 2024

## Political Targets



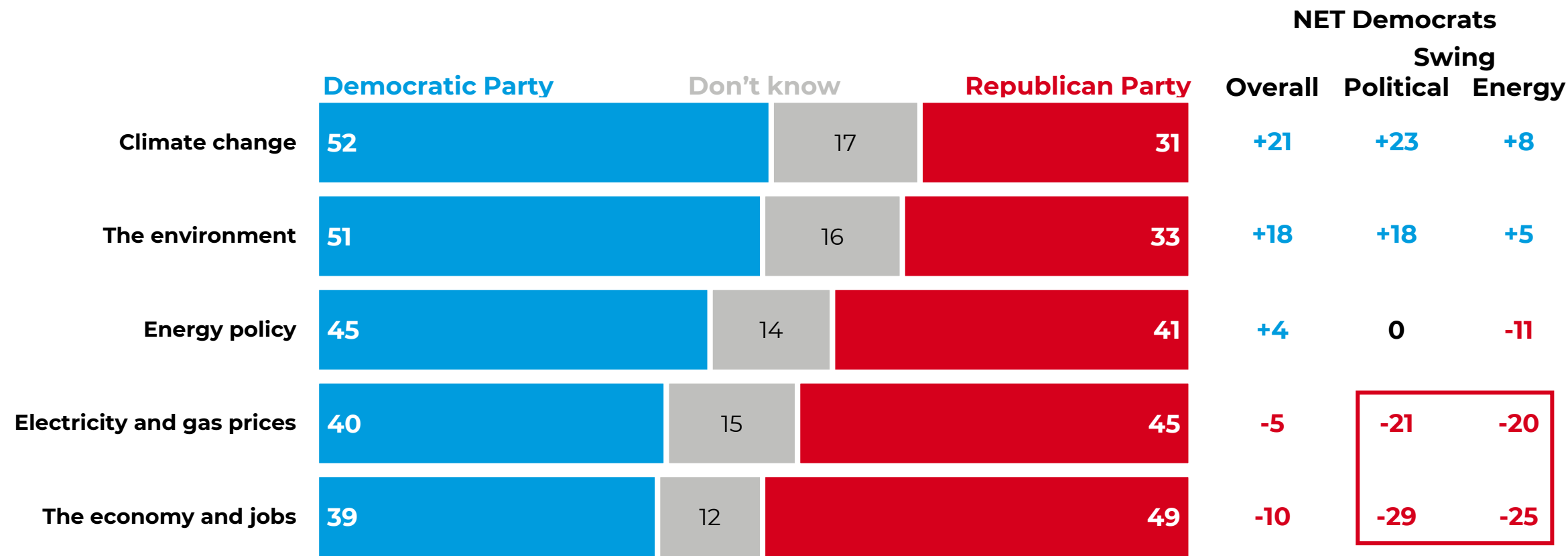
# Younger, center-right, Black, and non-college voters are most persuadable on energy issues

## Energy Targets



# Democrats are more trusted on climate change and the environment, while Republicans are more trusted on prices, the economy, and jobs

Please indicate who you trust more to handle each issue.



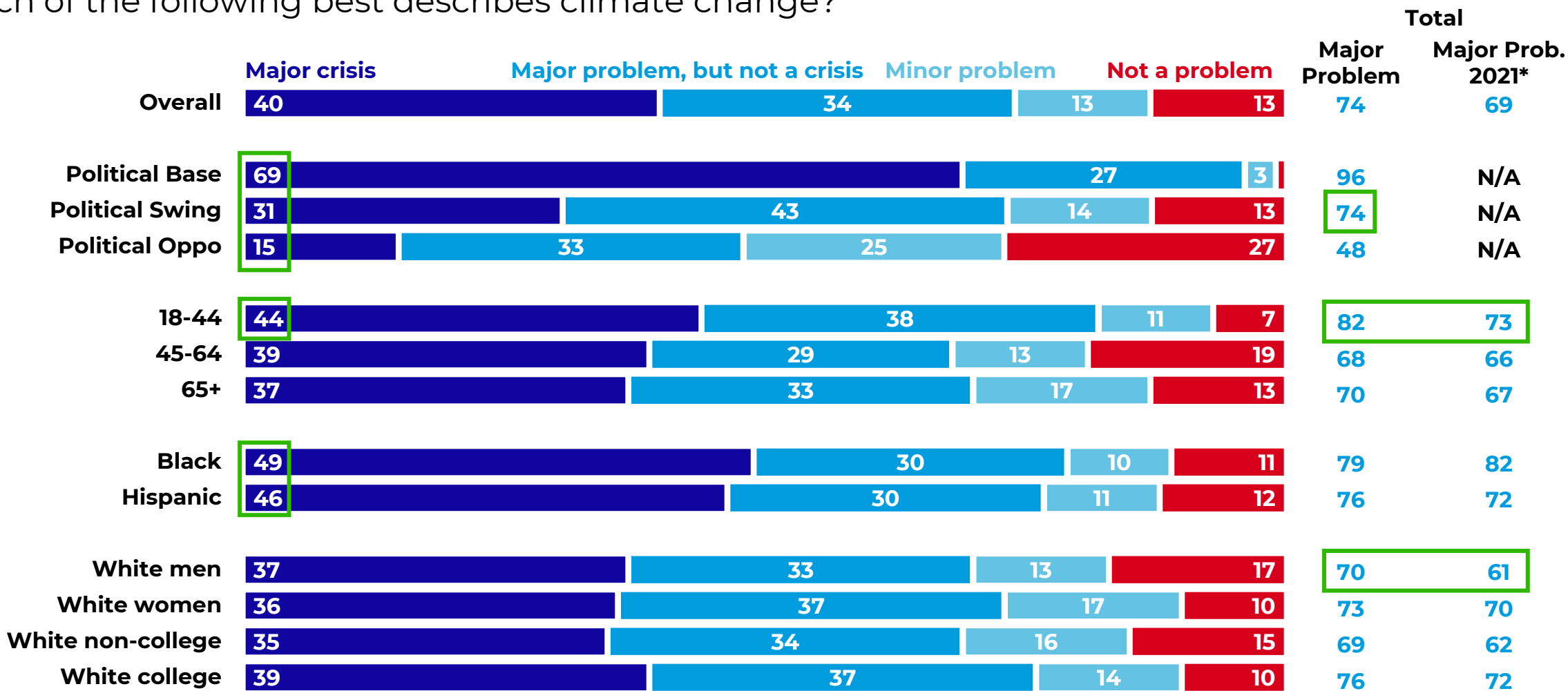
An abstract graphic on the left side of the slide, consisting of several overlapping, diagonal, translucent blue shapes that create a sense of depth and movement, resembling a stylized landscape or a series of steps.

# Climate Landscape



# There is broad, and increasing, consensus that climate change is a major problem, especially among voters of color and younger. Intensity still polarized

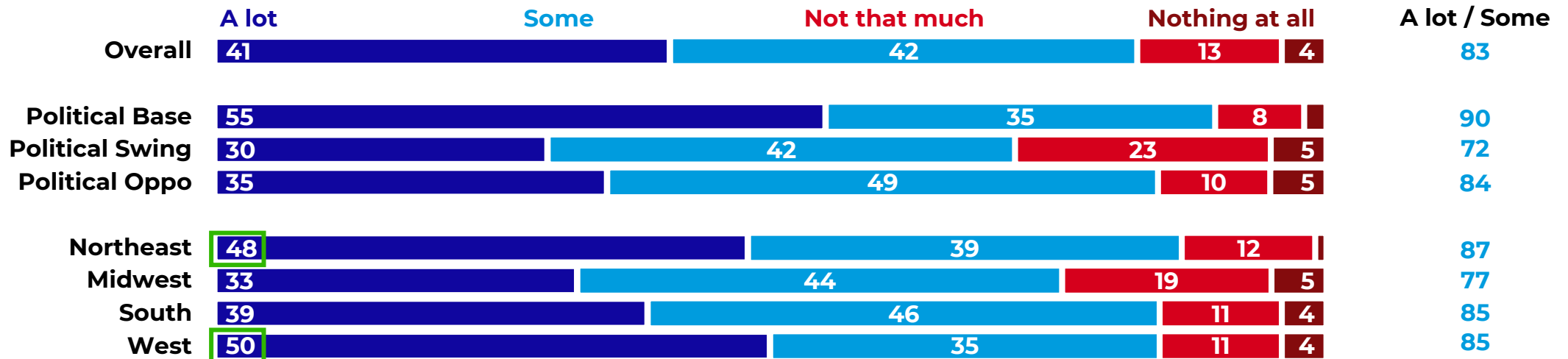
Which of the following best describes climate change?



\*2021 Source: Global Strategy Group Navigator survey of 1,000 registered voters nationwide from July 15-19, 2021.

**More intense awareness of climate change and extreme weather in the West and Northeast. Voters connect storms and rising temperatures to climate change**

How much have you heard recently about climate change and strange and severe weather?



What have you heard about climate change and strange and severe weather?

*"The weather patterns are moving, **storms are getting more intense**, and **seasons are getting warmer**."*

*"Climate change **is the reason for extreme weather and temperatures.**"*

*"The earth is getting hotter each year, and **we see the results in higher temperatures.** The polar **ice caps are melting.**"*

"Climate change has caused some of the worst weather in years. **Fires, floods, hurricanes, tornadoes, huge amounts of rain.**"

***"More Snow, more thunderstorms, more storms."***

**“Hurricanes and tornadoes** have been occurring more frequently.”

A word cloud of climate change related terms. The words are arranged in a circular pattern, with 'warming' and 'tornadoes' being the largest and most central. Other prominent words include 'hurricanes', 'world', 'extreme', 'events', 'floods', 'storms', 'temperatures', 'happening', 'melting', 'ice', 'years', 'worse', 'bad', 'rain', 'global', 'snow', 'due', 'patterns', 'earth', and 'hurricanes'. The words are in various shades of gray and black, with some appearing in a lighter, more transparent font.

# Two-thirds agree climate change impacting the country; about 40% say they've been negatively impacted personally. Denying that climate change is a threat is a huge vulnerability with swing

Please indicate whether you agree or disagree with each statement.

	Agree	Don't know	Disagree	Overall	NET Agree Political Targets		
					Base	Swing	Oppo
The U.S. government should take strong action to combat climate change.	67 41% strongly agree	6	27	+40	+88	+45	-24
With recent wildfires, drought, flooding, and storms, climate change is already having a serious impact on the country.	70 46% strongly agree	7	23	+47	+87	+59	-9
Climate change is already having a serious impact on the country.	66 37% strongly agree	7	27	+39	+87	+39	-18
I or my immediate family have been negatively impacted by strange and severe weather.	41	8	51	-10	+10	-14	-40
I or my immediate family have been negatively impacted by strange and severe weather like wildfires, drought, flooding, or storms.	39	9	52	-13	+18	-12	-41

Please indicate if you have a favorable or unfavorable opinion of each.

	Favorable	Don't know	Unfavorable	Overall	NET Favorable Political Targets		
					Base	Swing	Oppo
Lawmakers who deny that climate change is a threat.	26	11	49% very unfavorable 63	-37	-80	-50	+23
Lawmakers who deny that climate change exists.	26	12	47% very unfavorable 62	-36	-76	-44	+18

# No longer acceptable for politicians to say climate change is a hoax – even with many Republicans

Quote from 2019 Focus Group with Republican Men in Rural, Carbon County, UT

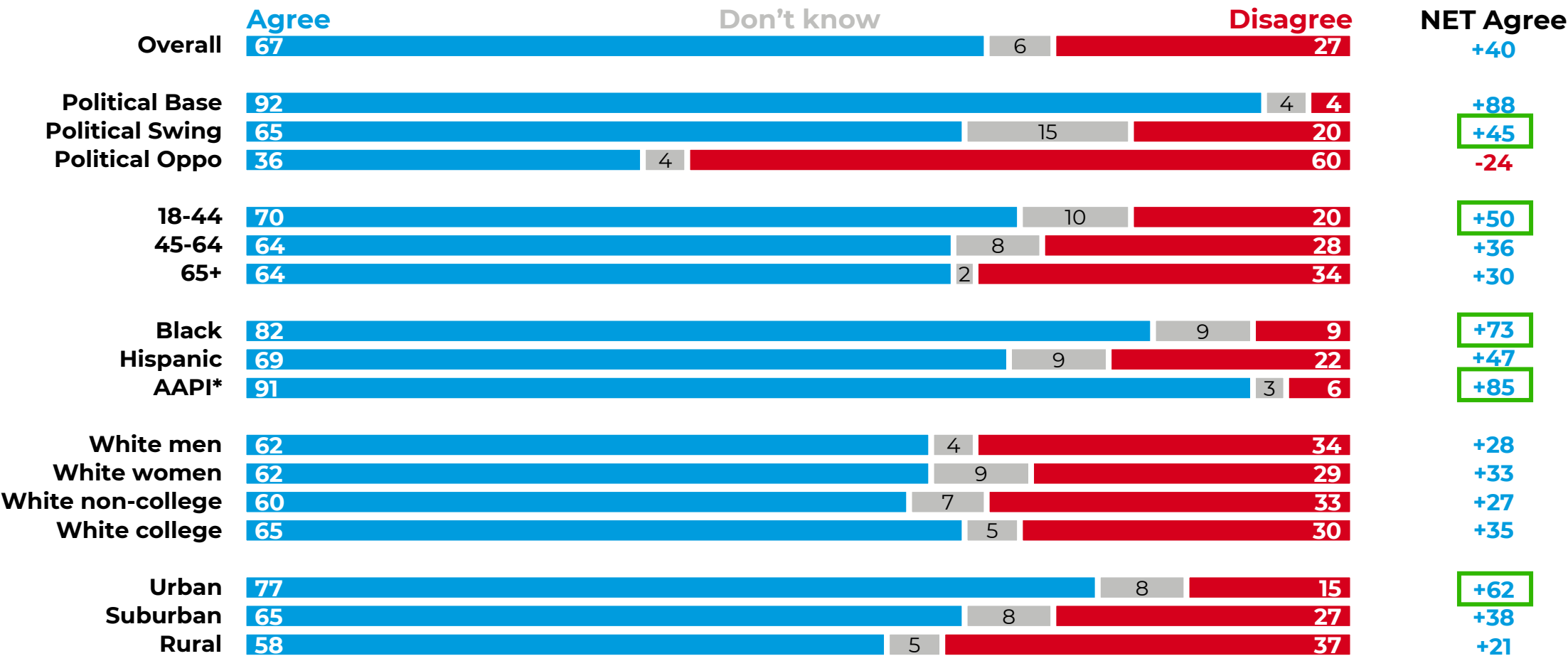
*“Listen. Al Gore is an asshat, but climate change is real and anyone who says it’s not is a fucking idiot.”*

*– Republican Man from rural Carbon County, Utah*



# Voters overwhelmingly agree that the U.S. government should take **STRONG** action to combat climate change, especially younger voters, Black and AAPI voters, and urbanites

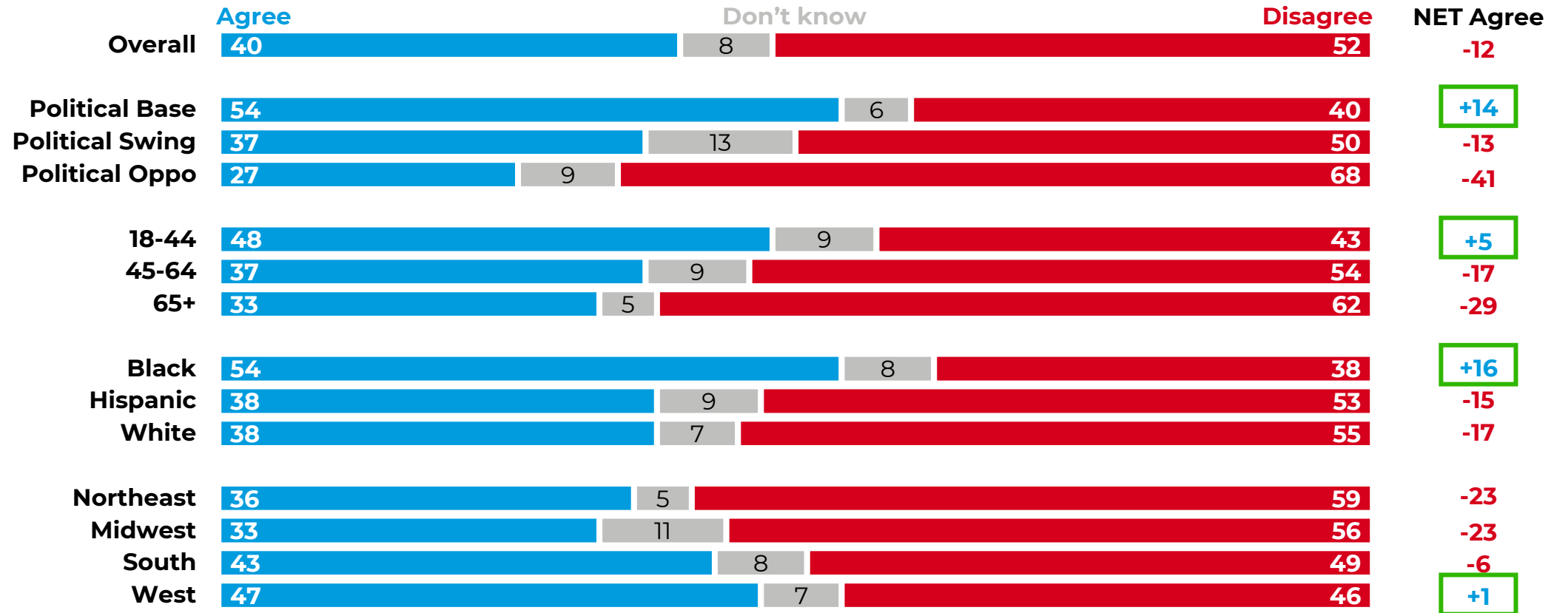
Please indicate whether you agree or disagree with the statement: “The U.S. Government should take strong action to combat climate change.”



*\*Small sample size, results are directional*

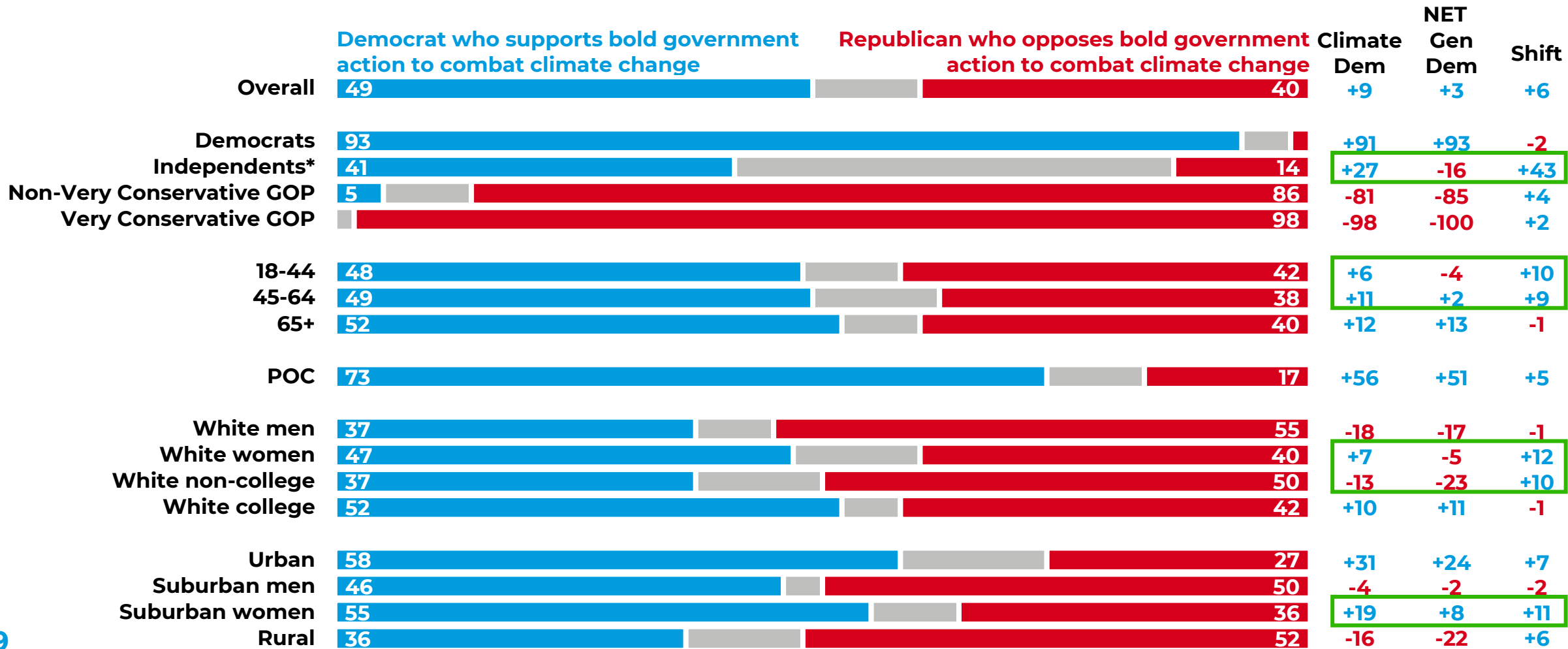
# Black voters, younger voters, and voters out West are most likely to acknowledge the personal effect severe weather has had

Please indicate whether you agree or disagree with the statement: “I or my immediate family have been negatively impacted by strange and severe weather (**READ TO HALF:** like wildfires, drought, flooding, or storms.)”



# Reframing the generic ballot around climate-action results in a 6-point gain for Democrats. Particular gains with independents, Hispanics, white and suburban women

Climate-Infused Generic Vote for Congress



\*Small sample size, results are directional

An abstract graphic on the left side of the slide, consisting of several overlapping, diagonal, translucent blue shapes that create a sense of depth and movement. The colors range from a deep navy blue to a lighter, vibrant blue.

# **Attitudes on Regulations, EVs, and ZEVs**



# Voters reject a false choice between the environment and economy and support regulations. More support for “clean air and water” than “environmental” regulations/safeguards

Please indicate whether you agree or disagree with each statement.

	Agree	Don't know	Disagree	Overall	NET Agree Political Targets		
					Base	Swing	Oppo
We need stronger regulations on oil and gas companies to protect our air, water, and climate from pollution	71	7	22	+49	+90	+55	-6
We don't have to choose between building our economy and protecting our environment. We can do both.	77	8	15	+62	+79	+53	+51
We don't need to weaken environmental protections in order to reduce gas and electricity prices	58	19	23	+35	+50	+31	+22

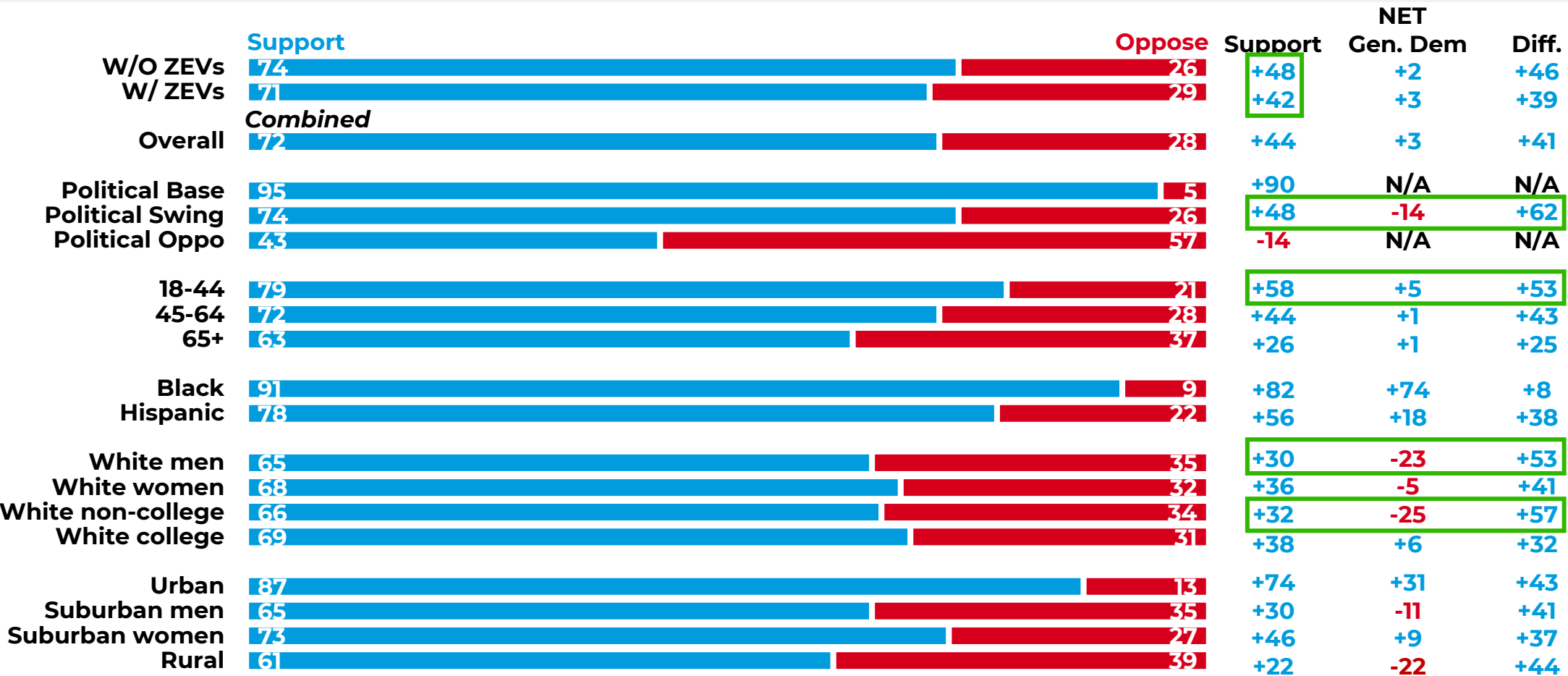
Please indicate if you have a favorable or unfavorable opinion of each.

	Favorable	Don't know	Unfavorable	Overall	NET Favorable Political Targets		
					Base	Swing	Oppo
Clean air and water (regulations/safeguards)	83	9	8	+75	+87	+71	+61
Environmental (regulations/safeguards)	68	15	17	+51	+84	+53	+9
(Clean air and water/Environmental) safeguards	76	14	10	+66	+81	+62	+49
(Clean air and water/Environmental) regulations	75	10	15	+60	+90	+60	+23
Regulations to reduce (the) carbon <u>emissions</u> (that cause climate change)	66	15	19	+47	+83	+52	-4
Regulations to reduce (the) carbon <u>pollution</u> (that causes climate change)	65	12	23	+42	+81	+43	-5
Regulations to reduce carbon (emissions/pollution)	66	14	20	+46	+81	+44	+4
Regulations to reduce the carbon (emissions/pollution) <u>that cause climate change</u>	65	13	22	+43	+83	+51	-13

# New EPA clean car regs earn broad support, even when clear that means 2/3 of new cars sales will be ZEVs. Particularly strong support relative to partisanship with swing voters, white men and WNC

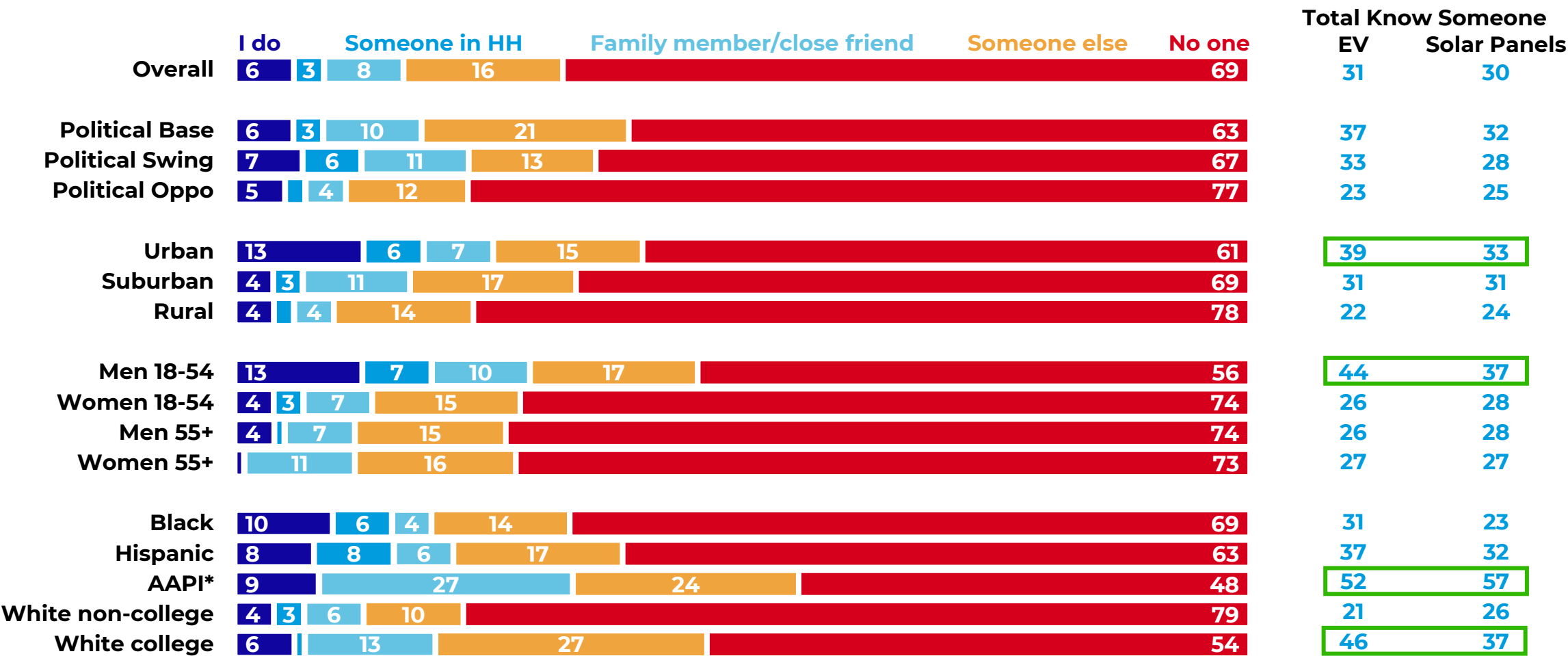
## Support for EPA Regulations

As you may know, the Environmental Protection Agency (EPA) recently released new standards that will require automakers to reduce the average emissions from new vehicles by 56% by the year 2032. **(READ TO HALF:** The EPA estimates that companies will need to have about two-thirds of their new vehicle sales be zero-emissions vehicles by 2032 in order to meet these standards.)



# About a third know someone with an EV or solar panels. Urbanites, younger men, AAPI, and white college voters much higher

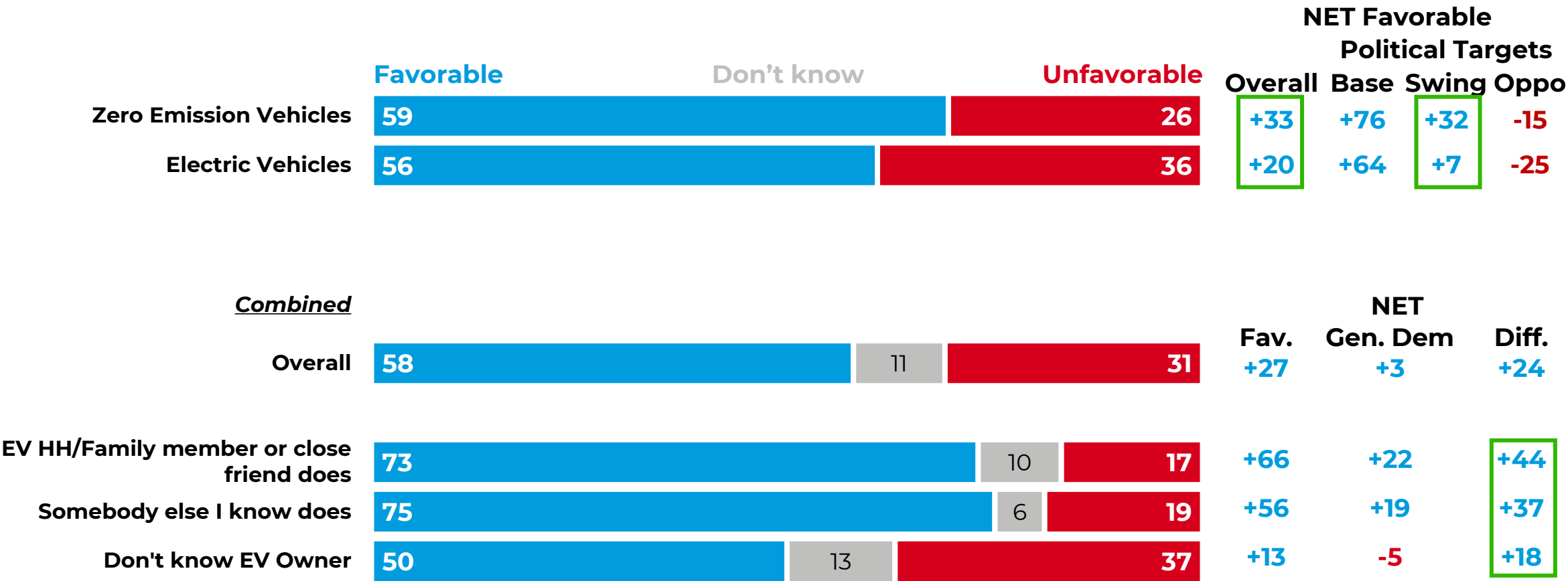
Do you or does anyone you know own an electric vehicle?



\*Small sample size, results are directional

# ZEVs more popular with EVs, especially with swing voters. More familiarity leads to higher support, even when controlling for partisanship

Favorability of Electric Vehicles/Zero Emission Vehicles



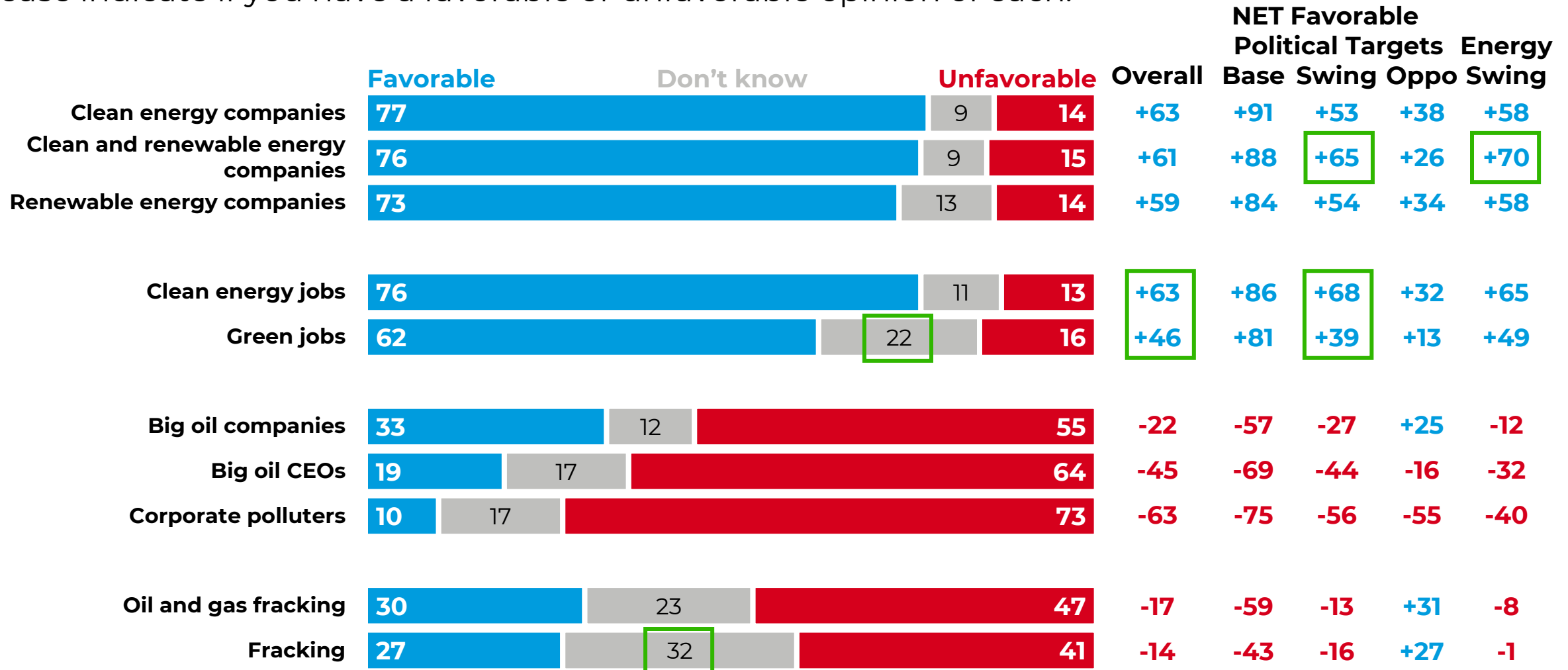


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# **The Clean Energy Landscape**

# The clean energy industry is viewed much more favorably than big oil. “Clean energy jobs” much stronger than “green jobs”

Please indicate if you have a favorable or unfavorable opinion of each.



# Voters across political spectrum support a transition towards clean energy, though conservatives oppose a shift away from fossil fuels. Strong belief that clean energy will help with jobs AND costs

Please indicate whether you agree or disagree with each statement.

	Agree	Don't know	Disagree	Overall	NET Agree				
					Base	Swing	Oppo	Swing	Energy
The U.S. should transition <u>toward more clean energy</u> like wind and solar	73	7	20	+53	+91	+43	+16	+59	
The U.S. should transition <u>away from fossil fuels</u> like oil and coal	63	9	28	+35	+79	+43	-24	+34	
The U.S. should set a binding goal of moving to 100% clean energy <u>by the year 2035</u>	60	10	30	+30	+76	+33	-25	+33	
The U.S. should set a binding goal of moving to 100% clean energy <u>by the year 2040</u>	56	13	31	+25	+79	+13	-27	+39	
Using more clean energy like wind and solar <u>would create quality jobs</u> and strengthen America's economy	69	12	19	+50	+85	+47	+7	+58	
Using more clean energy like wind and solar would <u>save American families money</u>	67	10	23	+44	+80	+42	-5	+53	

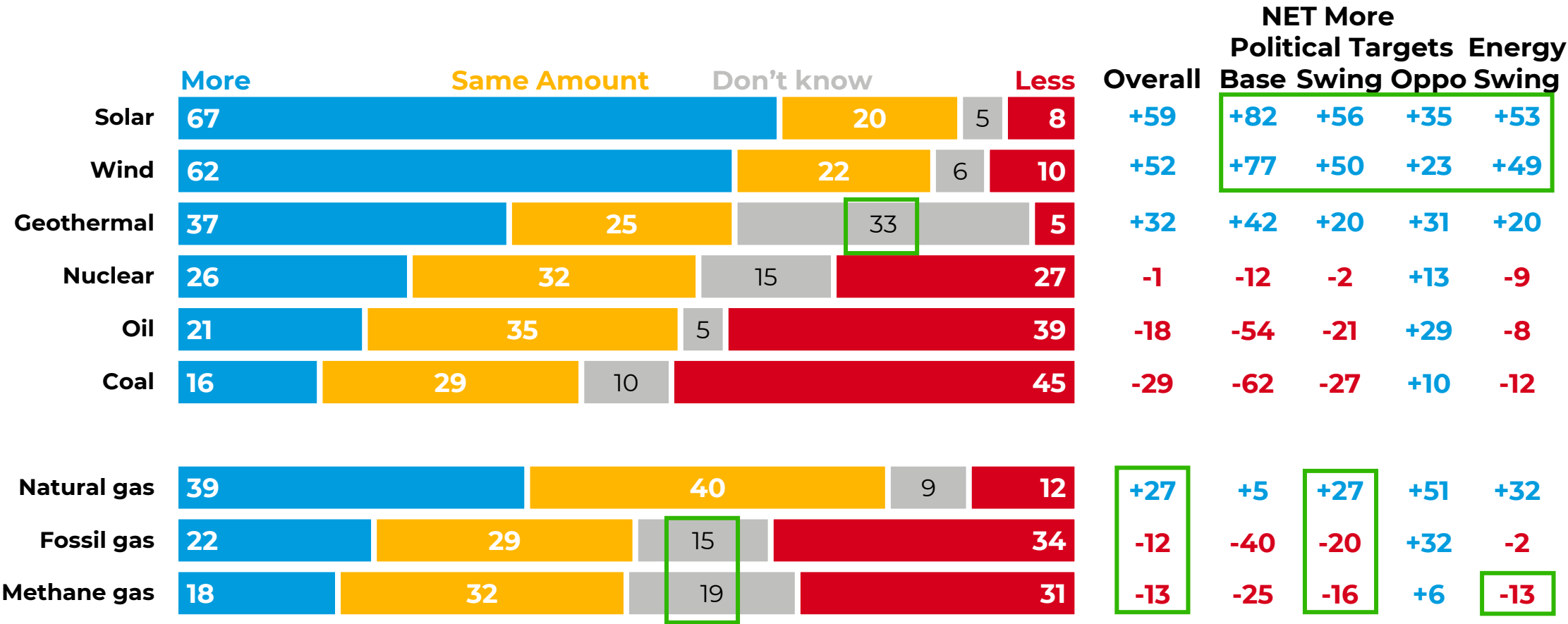
# More agreement that communities of color have been unduly harmed when we broaden to all low-income communities. “No community left behind” language is very strong

Please indicate whether you agree or disagree with each statement.

	Agree	Don't know	Disagree	Overall	NET Agree	Political Targets	Energy	
					Base	Swing	Oppo	Swing
<u>Low-income communities, including communities of color, have been harmed more than other communities by air and water pollution</u>	56	17	27	+29	+70	+25	-17	+22
<u>Communities of color have been harmed more than other communities by air and water pollution</u>	47	20	33	+14	+64	-5	-25	+17
<u>As we move to clean energy, we need to make sure that no community is left behind, including the communities of color that have been harmed the most by pollution from fossil fuels.</u>	72	13	15	+57	+91	+62	+14	+57
<u>As we move to clean energy, those communities that have been harmed the most by pollution from fossil fuels, including low-income communities and communities of color, should receive a fair share of the investment</u>	54	20	26	+28	+69	+23	-16	+32

# Voters want more solar and wind power but are unsure about other options. Swing voters support more “natural” gas but want less “fossil” or “methane” gas

Do you think the U.S. should be using more, less, or about the same amount of each?



# Voters believe clean/renewable energy is better on health, jobs, energy independence, and even cost. Not much difference between “clean” and “renewable”

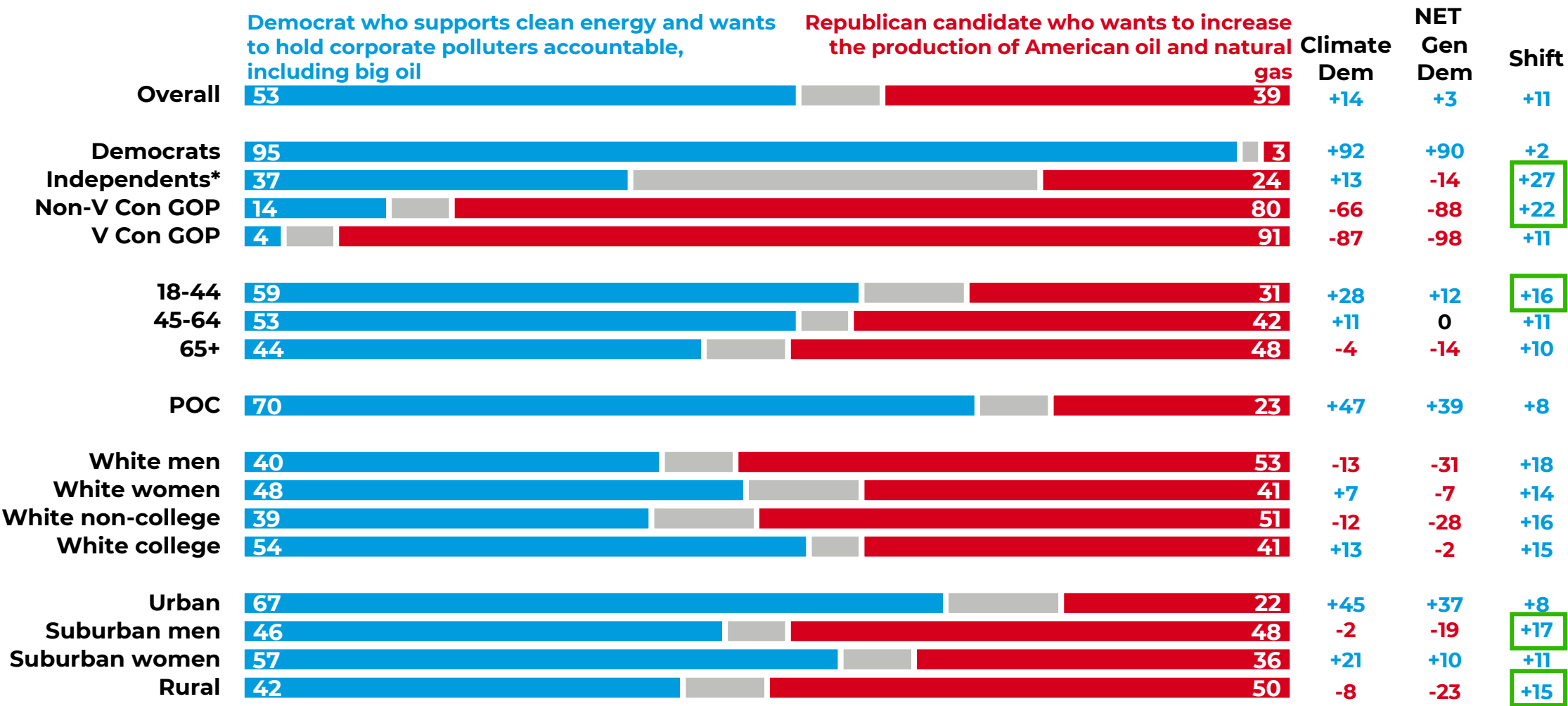
Please indicate if you think each one of the following better describes fossil fuels or (renewable/clean) energy.

	Renewable/Clean Energy	DK	Fossil Fuels	Overall	NET Renewable/Clean	Swing	Pol	Energy
Good for the health of families like mine	68	16	16	+52	+49	+54	+53	+52
Good for future generations of Americans	69	13	18	+51	+51	+49	+54	+54
Has the potential to create more quality American jobs over the next 10 to 20 years	61	18	21	+40	+39	+39	+38	+42
Has the potential to create more quality American jobs over the next 5 to 10 years	58	19	23	+35	+33	+36	+41	+38
Makes the U.S. more energy independent	58	13	29	+29	+29	+28	+34	+31
Made in America	54	19	27	+27	+28	+27	+28	+31
Provides more affordable electricity	53	18	29	+24	+23	+27	+28	+33
Reliable	48	17	35	+13	+10	+16	+7	+20
Outdated	15	33	52	-37	-28	-26	-37	-29



# Democrats make huge gains with center-right voters when generic ballot is re-framed around the parties' approaches on energy

## Energy-Infused Generic Vote for Congress



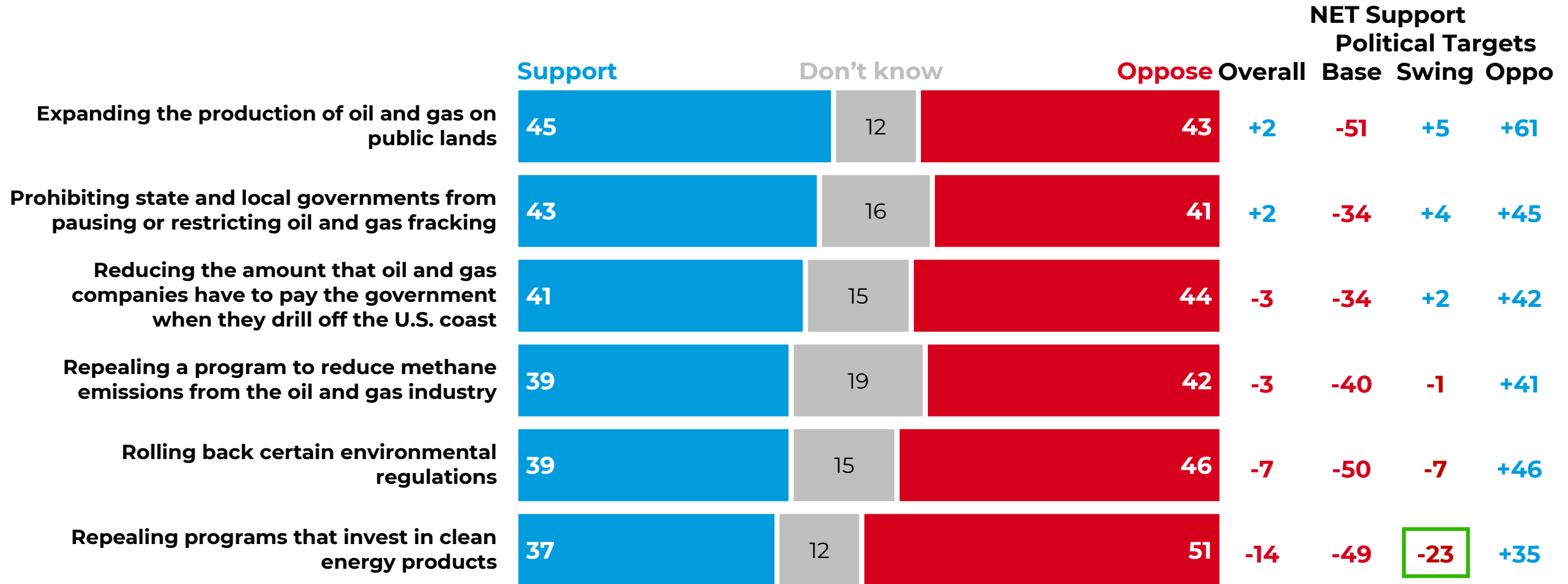
\*Small sample size, results are directional

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# H.R. 1

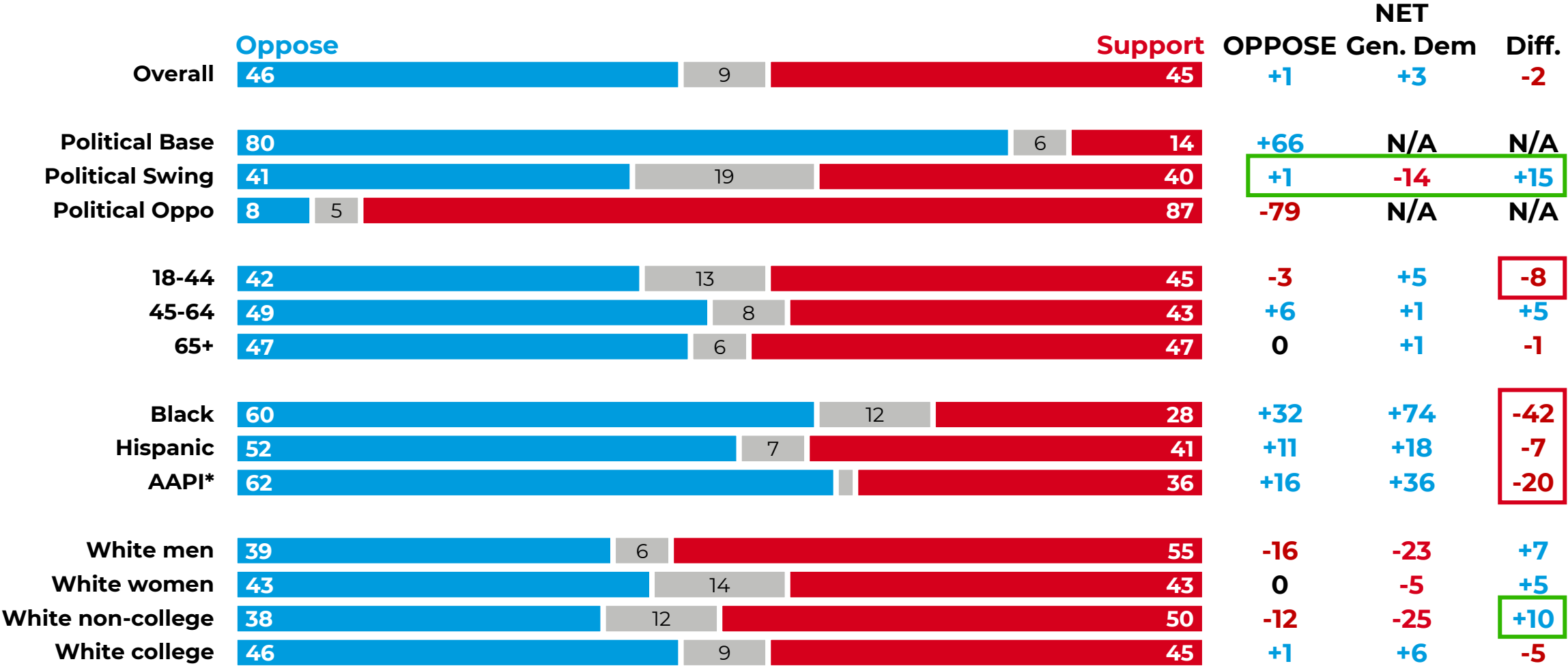
# Voters, including swing, are ambivalent towards most provisions of H.R.1, but oppose repealing clean energy investments

As you may know, Republicans in Congress recently release their energy plan that seeks to increase the production of fossil fuels like oil, gas, and coal in America.... Please indicate whether you support or oppose each item.



# Voters are split on the entire H.R.1 package. Swing voters don't support it as much as partisanship would suggest they should, though voters of color and younger don't oppose as much

Initial Support for H.R. 1



\*Small sample size, results are directional

# A “corporate polluters” message holds serve against GOP talking points while a “MAGA” message loses a bit of ground

## Informed Support for H.R.1

Read to  
half

**[FEALTY TO CORPORATE POLLUTERS]** With this plan, Republicans are selling out our children's future to the corporate polluters who fund their campaigns. Big Oil CEOs are raking in record profits by charging Americans sky-high prices at the pump, yet this plan is nothing more than a free pass for Big Oil to make even bigger profits by pumping more toxic pollution into our air and water. This plan eliminates commonsense safeguards that keep arsenic and benzene pollution out of our air and drinking water.

It makes climate change worse by allowing oil companies to emit unlimited methane pollution, which is 80 times more potent than carbon pollution when it comes to disrupting our climate. It raises costs for families by eliminating rebates for clean energy and energy efficiency. And it would lock in our dependence on foreign oil by undermining investments in clean American wind and solar.

Read to  
half

**[MAGA ENERGY PLAN]** The Republican Party has been taken over by MAGA extremists who insist that climate change is a hoax and celebrate Vladimir Putin. So, it's no surprise that they have proposed an extreme plan that gives control of our energy future to adversaries like Russia and lets Big Oil CEOs make even bigger profits by pumping more toxic pollution into our air and water.

This plan eliminates commonsense safeguards that keep arsenic and benzene pollution out of our air and drinking water. It makes climate change worse by allowing oil companies to emit unlimited methane pollution, which is 80 times more potent than carbon pollution when it comes to disrupting our climate. It raises costs for families by eliminating rebates for clean energy and energy efficiency. And it would lock in our dependence on foreign oil by undermining investments in clean American wind and solar.

Read to all

**[GOP]** The Biden administration has kneecapped American energy production and endlessly delayed critical infrastructure projects that would bring down energy and fuel costs. Biden and the Democrats' misguided policies have increased energy costs for American families and businesses and jeopardized our national security - making the rest of the world more reliant on dirtier energy from Russia and China.

To lower costs for Americans, grow our economy, and create good-paying jobs, we need to get the federal government out of the way. This plan will do just that by unshackling the American energy industry to produce more energy here, restore American energy dominance, and bolster national security. And by increasing American energy production, this plan will bring down energy prices for every American, grow our economy, and ensure American leadership long into the future.



# We lose some ground with swing voters with either message, but “corporate polluters” does better than MAGA. Also, better with white women and white non-college

H.R.1 Support Movement

	Fealty to Corporate Polluters			MAGA Energy Plan			Combined Average Change
	NET Oppose			NET Oppose			
	Initial	Informed	Change	Initial	Informed	Change	
Overall	+1	0	-1	+1	-4	-5	-3
Political Base	+72	+72	0	+60	+64	+4	+2
Political Swing	-4	-10	-6	+7	-10	-17	-12
Political Oppo	+84	-82	+2	-74	-80	-6	-2
18-44	+2	+2	0	-7	-10	-3	-2
45-64	+7	+2	-5	+5	-8	-13	-9
65+	-7	-2	+5	+8	+12	+4	+5
POC	+17	+18	-1	+18	+14	+4	+1
White men	-17	-20	-3	-17	-22	-5	-4
White women	-2	+4	+6	+4	-2	-6	0
White non-college	-15	-10	+5	-9	-20	-11	-3
White college	+5	+2	-3	-3	0	+3	0



# Negative Statements Tested Against H.R.1

**[BIG OIL CEOS]** This plan gives Big Oil CEOs a free pass to make even bigger profits by pumping more toxic pollution into our air and water.

**[CLIMATE CHANGE]** This plan makes climate change worse by allowing oil companies to emit unlimited methane pollution, which is 80 times more potent than carbon pollution when it comes to disrupting our climate.

**[COMMONSENSE SAFEGUARDS]** This plan eliminates commonsense safeguards that keep arsenic and benzene pollution out of our air and drinking water.

**[FOREIGN OIL]** This plan would lock in our dependence on foreign oil from Middle Eastern sheiks and dictators like Vladimir Putin by undermining investments in clean American wind and solar.

**[SELL PUBLIC LANDS]** This plan makes it easier to sell off America's public lands to mining companies.

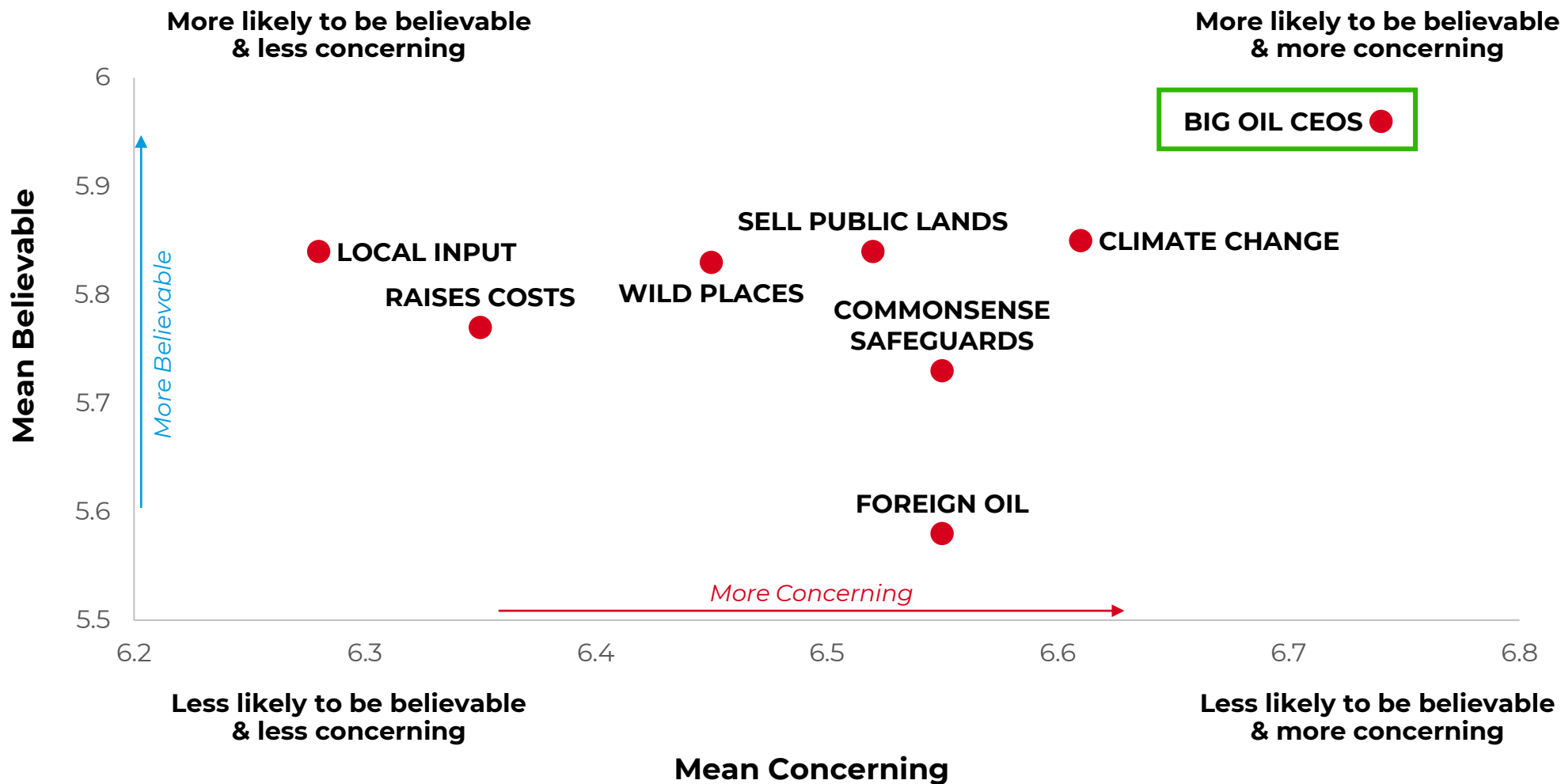
**[WILD PLACES]** This plan would endanger America's most pristine wild places by significantly increasing dangerous oil and gas fracking on public lands.

**[RAISES COSTS]** This plan raises costs for families by eliminating rebates for clean energy and energy efficiency.

**[LOCAL INPUT]** This plan undermines bedrock environmental laws by limiting the ability of local communities to provide input in the permitting process for new fossil fuel production.

# Connecting the Republican plan to Big Oil profits is not only the most concerning argument, but it's also the *most credible*

Concerning vs. Believability of Negative H.R.1 Statements



# The threat of selling public lands joins the Big Oil CEOs critique as the most concerning and believable with swing groups

Statements Against H.R.1 Rated on 0-10 Scale for Concern and Believability

	<u>Concerning</u>			<u>Believability</u>		
	<u>Overall</u>	<u>Political Swing</u>	<u>Energy Swing</u>	<u>Overall</u>	<u>Political Swing</u>	<u>Energy Swing</u>
		<i>Mean (0-10)</i>			<i>Mean (0-10)</i>	
<b>Big Oil CEOs</b>	<b>6.74</b>	<b>6.61</b>	<b>6.44</b>	<b>5.96</b>	<b>5.93</b>	<b>5.67</b>
<b>Climate Change</b>	<b>6.61</b>	6.29	6.25	<b>5.85</b>	<b>5.88</b>	<b>5.65</b>
<b>Commonsense Safeguards</b>	<b>6.55</b>	6.29	6.19	<b>5.73</b>	<b>5.63</b>	<b>5.47</b>
<b>Foreign Oil</b>	<b>6.55</b>	6.19	6.27	<b>5.58</b>	<b>5.63</b>	<b>5.39</b>
<b>Sell Public Lands</b>	<b>6.52</b>	<b>6.48</b>	<b>6.48</b>	<b>5.84</b>	<b>5.95</b>	<b>5.81</b>
<b>Wild Places</b>	<b>6.45</b>	6.35	<b>6.09</b>	<b>5.83</b>	5.77	5.52
<b>Raises Costs</b>	<b>6.35</b>	<b>6.10</b>	<b>6.39</b>	<b>5.77</b>	5.76	<b>5.73</b>
<b>Local Input</b>	<b>6.28</b>	6.17	6.16	<b>5.84</b>	<b>6.07</b>	<b>5.68</b>

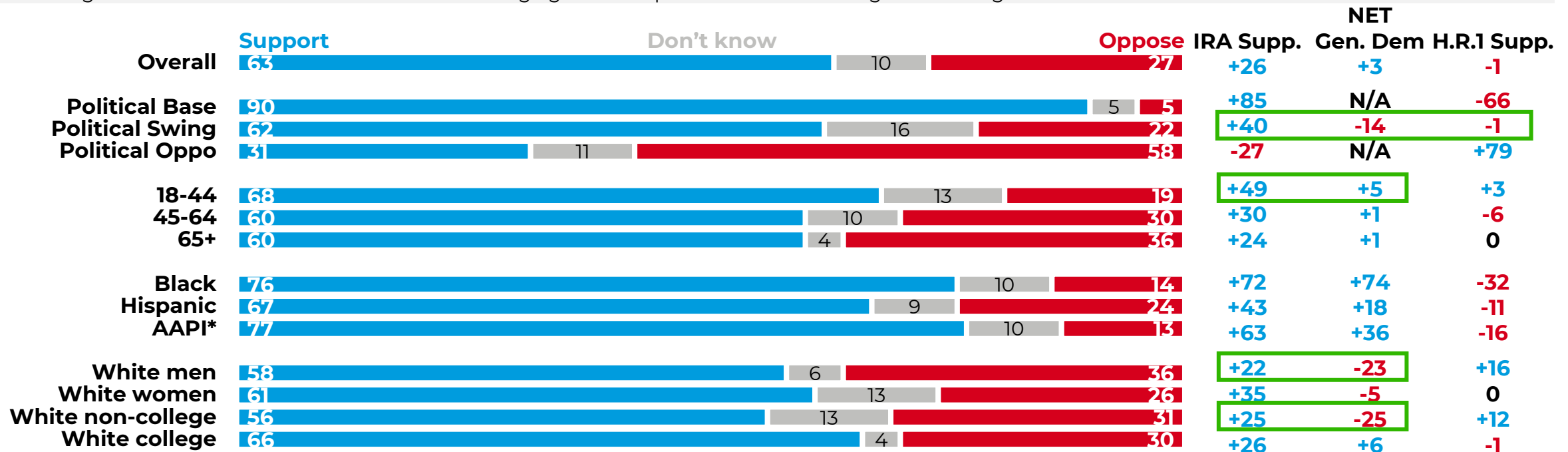
An abstract graphic on the left side of the slide, consisting of several overlapping, diagonal, translucent blue shapes that create a sense of depth and movement. The colors range from a deep navy blue to a lighter, vibrant blue.

# **Inflation Reduction Act**

# IRA climate provisions much more popular than HR-1 across the board, especially with swing. Particularly strong vs. partisanship with younger voters, white men, and white non-college

As you may know, last year, President Biden and Democrats in Congress passed an energy plan that seeks to expand clean energy like wind and solar and reduce carbon and methane emissions by:

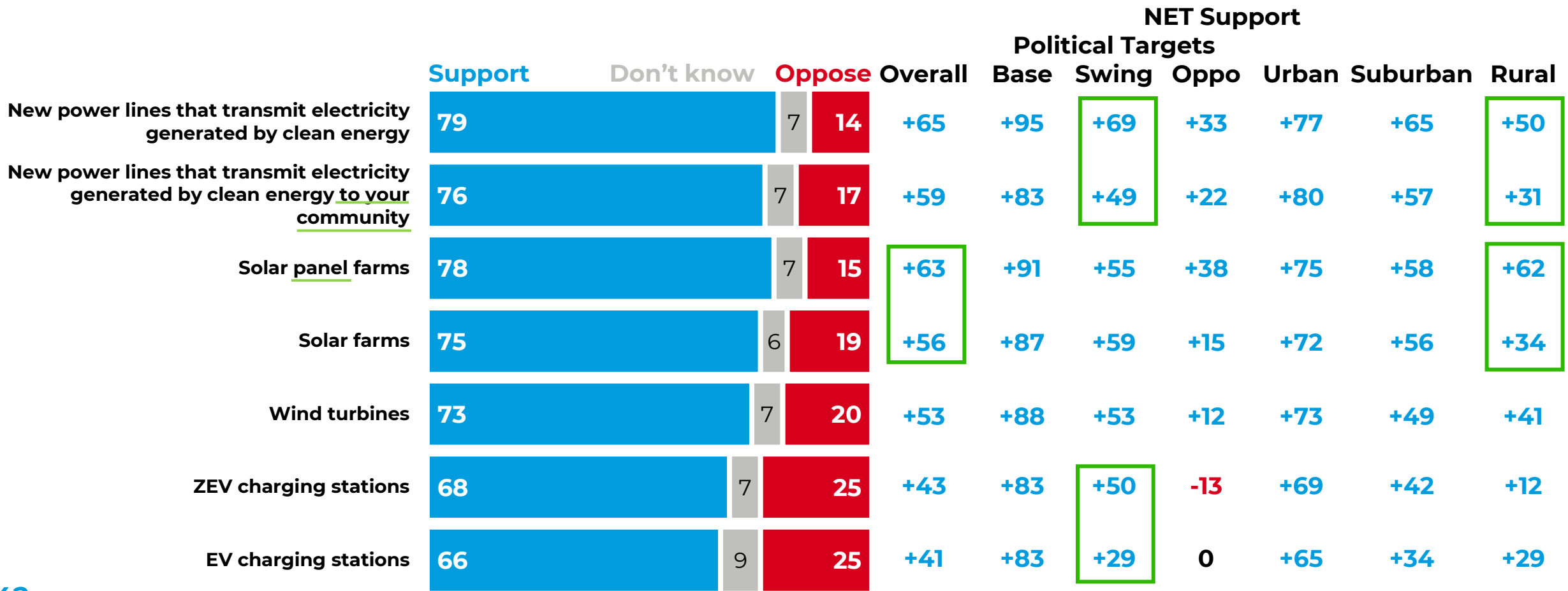
- Providing tax credits, rebates, and other incentives to consumers for using more clean energy, making their homes more energy efficient, or purchasing American-made zero-emission vehicles.
- Providing tax credits and other incentives to companies that build clean energy manufacturing plants in America.
- Expanding infrastructure for zero-emission vehicles like charging stations.
- Requiring oil and gas companies to reduce their methane emissions.
- Providing incentives to farmers and ranchers for using agricultural practices that reduce greenhouse gas emissions.



\*Small sample size, results are directional

# Strong support for clean energy infrastructure projects in voters' communities. Solar farms stronger in rural areas when we include the word “panel”

This plan includes investments in various types of energy projects and infrastructure. Please indicate whether you would support or oppose each of the following projects in your community.





# Including cost (along with health and jobs) in our messaging is stronger than including energy independence

## Informed Support for the IRA

**Read to half**

**[HEALTH + JOBS + COST]** We have a responsibility to leave a better world for our kids, but unchecked pollution from dirty energy sources is putting our children at risk. By speeding our transition to clean energy, this plan will not only reduce the carbon pollution that is disrupting our climate, but also the sulfur and arsenic pollution that cause asthma, lung disease, and even cancer – especially in children.

This plan is already giving our economy a much-needed boost. In the first six months since it passed, companies around the country have already announced about 100 new clean energy projects that will create over 100,000 new good-paying jobs for all kinds of people, from engineers to installers, electricians, and mechanics. And it will create millions more in the coming decades.

**Finally, our dependence on oil and gas means that Big Oil CEOs make record profits by gouging us at the pump. Meanwhile, the cost of wind and solar is already cheaper than coal and gas in most parts of the country and it continues to drop. By encouraging more clean energy and providing rebates for things like energy-efficient appliances and solar panels, this plan will save the average family hundreds of dollars per year.**

**Read to half**

**[HEALTH + JOBS + INDEPENDENCE]** We have a responsibility to leave a better world for our kids, but unchecked pollution from dirty energy sources is putting our children at risk. By speeding our transition to clean energy, this plan will not only reduce the carbon pollution that is disrupting our climate, but also the sulfur and arsenic pollution that cause asthma, lung disease, and even cancer – especially in children.

This plan is already giving our economy a much-needed boost. In the first six months since it passed, companies around the country have already announced about 100 new clean energy projects that will create over 100,000 new good-paying jobs for all kinds of people, from engineers to installers, electricians, and mechanics. And it will create millions more in the coming decades.

**Finally, for too long, America has been dependent on dangerous, foreign energy. We are at the mercy of Big Oil CEOs and the whims of hostile, foreign dictators. But energy from the sun and wind is 100% made in America, and it stays in America. This plan will help break our dependence on foreign oil by moving us to American-made clean energy so that we don't have to rely on Middle Eastern sheiks or dictators like Vladimir Putin.**

**Read to all**

**[GOP]** The Democrats' socialist, Green New Deal energy plan is nothing but a massive taxpayer-funded boondoggle that will kill American jobs, raise energy prices, and explode the debt, all while funneling taxpayer dollars to China and making the rest of the world more reliant on dirtier energy from Russia.

Democrats' woke anti-oil policies like shutting down the Keystone XL pipeline already drove gas prices to record heights and the excessive regulations in the Democrats' plan will make things even worse by forcing America to abandon affordable and reliable oil and natural gas and replace them with expensive and untested technologies, driving up costs for families and businesses.

Meanwhile, this plan will devastate America's domestic energy industry. That will not only kill millions of quality American oil and gas jobs, but it will also make us more dependent on the Chinese companies that dominate the renewable energy industry. This plan does nothing more than spend hundreds of billions of American tax dollars to support Chinese manufacturing, while millions of jobs are killed here at home.



# While support holds solidly, the debate does push some center-right voters away. Cost stronger than independence with center-right, non-seniors, and white college voters

## IRA Support Movement

	Health + Jobs + Cost			Health + Jobs + Independence			Combined Average Change
	NET Support		Change	NET Support		Change	
	Initial	Informed		Initial	Informed		
Overall	+36	+32	-4	+36	+24	-12	-8
Political Base	+86	+94	+8	+84	+88	+4	+6
Political Swing	+36	+30	-6	+43	+30	-13	-10
Political Oppo	-26	-42	-16	-27	-56	-29	-23
18-44	+56	+54	-2	+40	+30	-10	-6
45-64	+23	+24	+1	+38	+16	-22	-11
65+	+20	+4	-16	+29	+24	-5	-11
POC	+50	+58	+8	+59	+60	+1	+5
White men	+25	+12	-13	+20	+2	-18	-16
White women	+33	+24	-9	+38	+22	-16	-13
White non-college	+25	+10	-15	+26	+12	-14	-15
White college	+35	+34	-1	+36	+16	-20	-11

# The strongest case we can make for the IRA revolves around leaving a better world for our children and creating good-paying American jobs

Please select the parts of the statement that you find to be the most convincing to you as reasons to support this plan. (Energy Swing)

## HEALTH + JOBS + COSTS

We have a **responsibility** to leave a **better world for our kids,** but unchecked pollution from dirty energy sources is putting our children at risk. By speeding our transition to clean energy, this plan will not only **reduce the carbon pollution** that is disrupting our climate, but also the sulfur and arsenic pollution that cause asthma, lung disease, and even cancer — especially in children. This plan is already giving our economy a much-needed boost. In the first six months since it passed, companies around the country have already announced about 100 new clean energy projects that will create over **100,000 new good-paying jobs** for all kinds of people, from engineers to installers, electricians, and mechanics. And it will create **millions** more in the coming decades. Finally, our dependence on oil and gas means the Big Oil CEOs make record profits by gouging us at the pump. Meanwhile, the cost of wind and solar is already cheaper than coal and gas in record parts of the country and it continues to drop. By encouraging more clean energy and providing rebates for things like energy-efficient appliances and solar panels, this plan will save the average family **hundreds of dollars** per year.

## HEALTH + JOBS + INDEPENDENCE

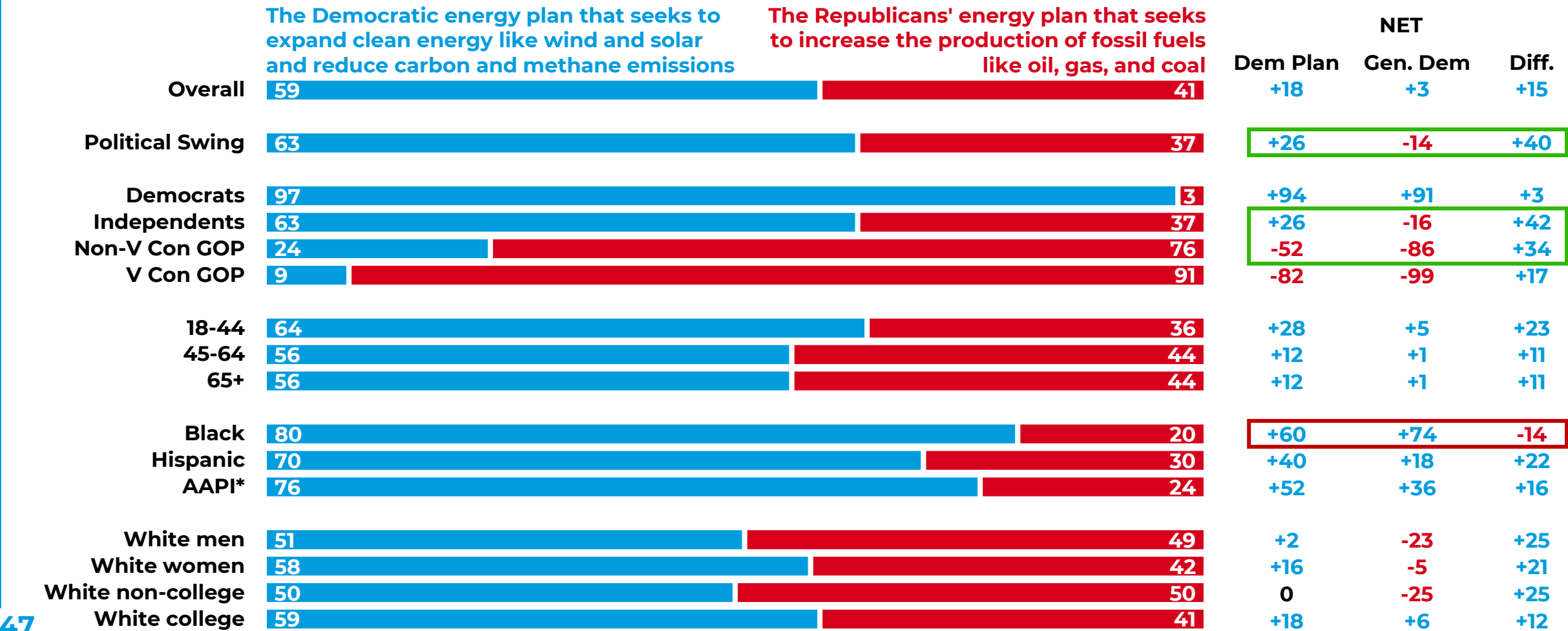
We have **responsibility** to leave a **better world for our kids,** but unchecked pollution from **dirty energy** sources is putting our children at risk. By speeding our transition to clean energy, this plan will not only **reduce the carbon pollution** that is **disrupting** our climate, but also the **sulfur** and **arsenic pollution** that cause **asthma, lung disease,** and even **cancer** — especially in children. This plan is already giving our economy a much-needed boost. In the first six months since it passed, companies around the country have already announced about 100 new clean energy projects that will create over **100,000 new good-paying jobs** for all kinds of people, from engineers to installers, electricians, and mechanics. And it will create **millions** more in the coming decades. Finally, for too long, America has been **dependent** on **dangerous, foreign energy.** We are at the mercy of Big Oil CEOs and the whims of hostile, foreign dictators. But energy from the **sun** and **wind** is **100% made in America,** and it stays in America. This plan will help break our dependence on foreign oil by moving to American-made clean energy so that we don't have to rely on Middle Eastern sheiks — dictators like Vladimir Putin.



## **H.R.1 Vs. the I.R.A.**

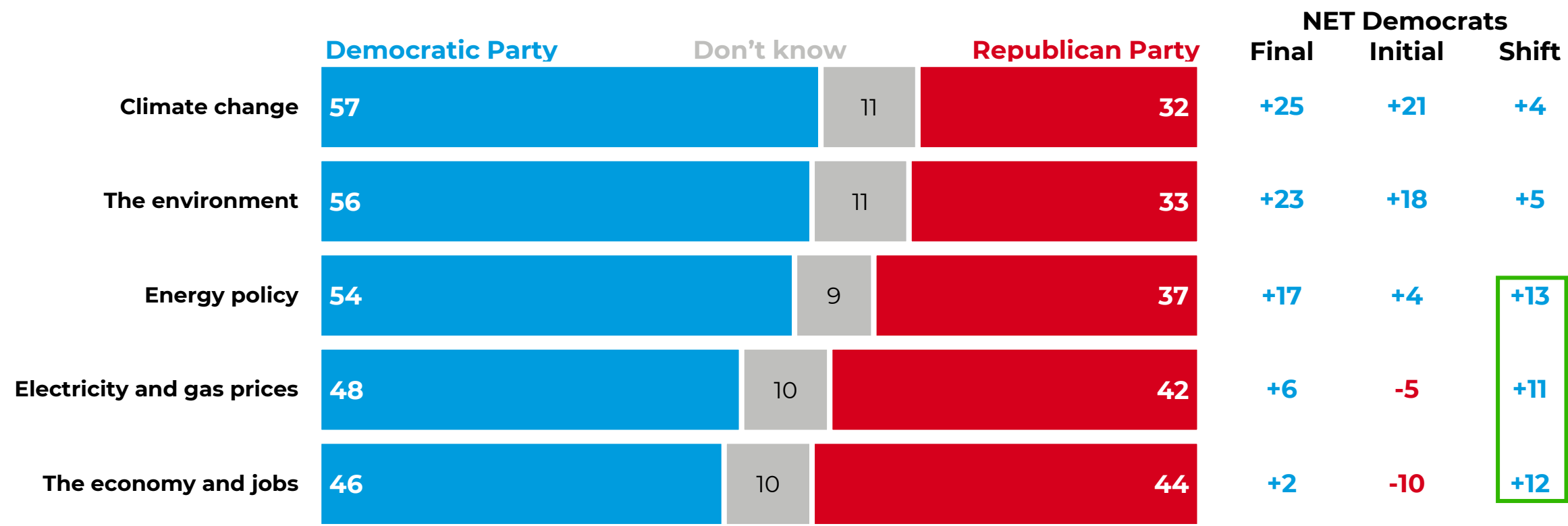
# When forced to choose, voters prefer the IRA to H.R.1. Big opportunity to gain on energy with political swing and center-right voters

If you had to choose between the two energy plans, which would you prefer?



# Debates over H.R.1 and IRA result in sizeable gains for Democrats on energy policy, prices, and the economy

Please indicate who you trust more to handle each issue.



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# Messaging on Gas



# Educating voters that “natural” gas isn’t natural, and that it releases toxic chemical into our water, resonates

Below is a statement from people who believe that we should reduce our use of natural gas. Please select the parts of the statement that you find to be the most convincing arguments in favor of reducing our use of natural gas. (Energy Swing)

The **Big Oil CEOs** have spent hundreds of **billions** of dollars of the last 50 years to convince the public that **“natural” gas is clean.**

But **“natural” gas actually isn’t natural** at all - scientists consider it a **dirty fossil fuel,** just like oil and coal, and it is primarily

**composed of methane and toxic chemicals.** Most gas in America is **produced by fracking,** a process that involves blasting

millions of gallons of chemical-laced water into the ground to crack open the earth. **Gas fracking releases toxic chemicals** and

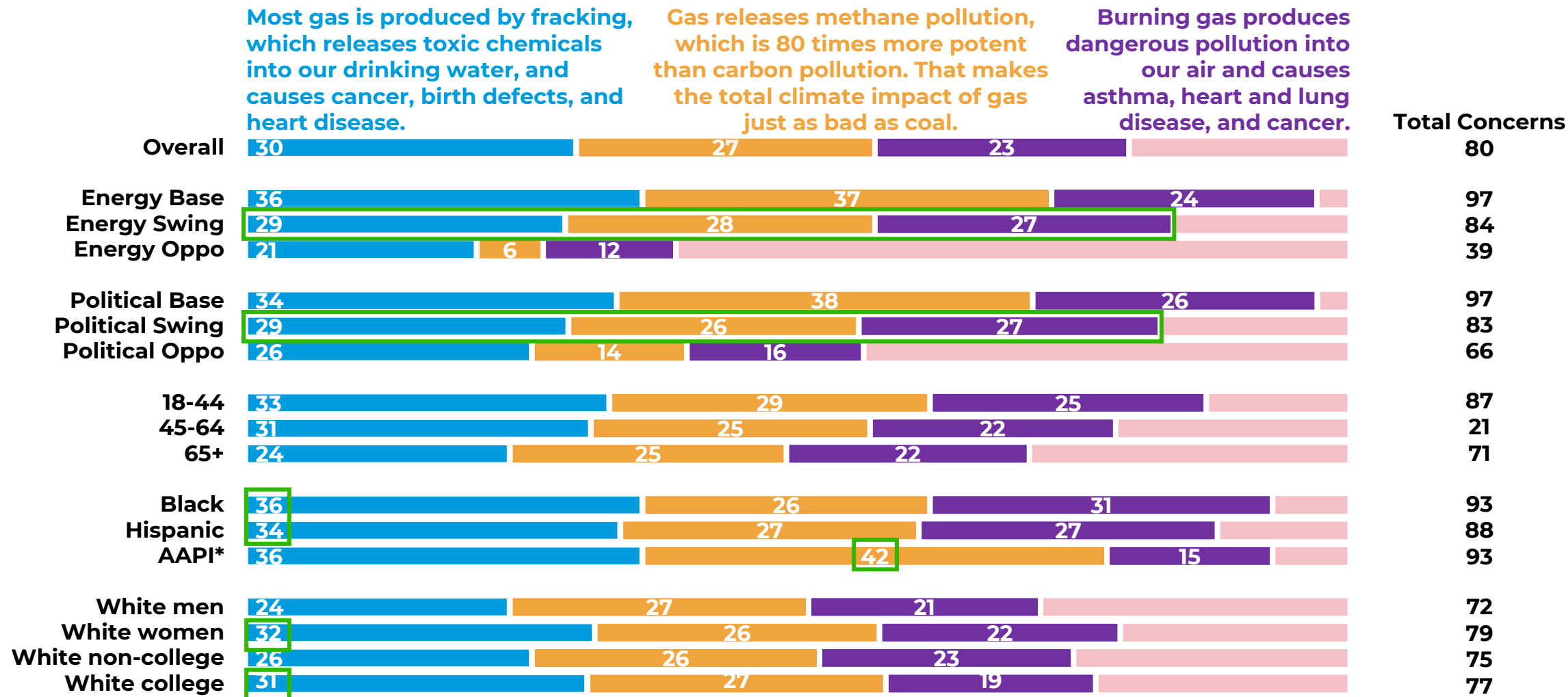
**pollutants like benzene and arsenic** into our **drinking water** and doctors have confirmed that these pollutants have **caused**

**cancer, birth defects, and heart disease** in communities near fracking sites. **Burning gas produces dangerous pollution** like **nitrogen dioxide and carbon monoxide** into our air and doctors confirm that these pollutants cause a range of health problems including **asthma, heart and lung disease, and even cancer.** And not only does gas generate pollution when it's burned, but gas fracking, along with leaks in pipelines and storage tanks, results in the release of 9 million tons of industrial methane pollution

into our air every year, and the methane pollution is **80** times more potent than carbon pollution when it comes to disrupting our climate. That makes the total climate impact of gas just as bad as coal.

# Swing voters equally concerned by three critiques of gas

Which of the following concerns you most about using gas as an energy source?



*\*small sample size, results are directional*

# Voters split on which label for gas is most accurate, but clearly see “Fracked Gas” as the least appealing description

Replacing the “Natural Gas” Label

	<u>Least Appealing</u>			<u>Most Accurate</u>		
	<u>Overall</u>	<u>Political Swing</u> <i>% least appealing</i>	<u>Energy Swing</u>	<u>Overall</u>	<u>Political Swing</u> <i>% most accurate</i>	<u>Energy Swing</u>
Fracked Gas	49	49	50	20	23	21
Fossil Gas	11	11	13	26	31	35
Methane Gas	25	20	22	32	23	27
None of these	14	20	15	22	20	17

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# **Conclusions and Recommendations**

# Conclusions and Recommendations

**Democrats should embrace a fight over climate and energy.** Republicans believe that they have a winning issue in energy, but they are utterly misguided. While voters are not necessarily looking for a war on fossil fuels, they overwhelmingly want to see a transition to clean energy. Moreover, swing voters no longer find “politicians who deny that climate change is a threat” acceptable. This survey shows that when we engage in a debate over climate and energy, not only do we win decisively (especially with swing voters), but we improve our overall standing on the economy and move votes our way – especially votes on the center-right.

**Remind people why we need to act now – a responsibility to leave a better world for our kids.** The idea that we have a basic responsibility to address climate change in order to leave a better and healthier world for our children and grandchildren remains one of the most powerful frames for climate action.

- **Use strange and severe weather to help voters recognize the impact climate change is having on their lives.** Voters across the country are seeing, hearing, and experiencing severe – and strange – weather. When we tie climate change to “recent strange and severe weather like wildfires, drought, flooding, and storms” we significantly boost intensity around the need for climate action.

**Tie health and climate together under the legacy umbrella.** Messaging around health can be easily and effectively combined with future-based climate messaging by talking about how pollution from dirty energy sources is putting the health and future of our kids at risk and highlighting that climate action will reduce not only carbon pollution, but other pollution like sulfur, mercury, and arsenic.

# Conclusions and Recommendations

**Focus more on the transition TOWARD clean energy than the transition AWAY from fossil fuels...** While we know that, in the end, this is a zero-sum game, voters don't think about energy that way. They are more in favor of clean energy than they are opposed to fossil fuels. This isn't to say that we should not talk about moving away from fossil fuels, just that it should always be paired with what we're moving towards, which should have greater emphasis.

- **...And try to avoid using “fossil fuels” as a shorthand – instead, talk about specific “dirty” and “outdated” energy sources.** The term “fossil fuels” is not well liked, but we put ourselves in a stronger position if we are a bit more specific and descriptive and talk about “dirty and outdated energy sources like coal, oil, fracked gas.”
- **Use the term “fracked gas” rather than “natural gas,” educate voters that gas isn’t “natural” at all, and tie gas back to the toxic chemicals that pollute our water thanks to fracking.** The gas industry has done an effective job of branding their product so that voters see it as more clean than dirty and believe the country should use more of it. However, when we change gas' label, that flips. The term “fracked gas” drives more negative sentiment than “methane gas” or “fossil gas,” and tying gas to the water pollution that comes from fracking is a powerful attack on gas' social license. However, we also need to explain to voters why this energy source that they've long thought of as “clean” isn't – so educating voters that “natural gas' actually isn't natural at all – scientists consider it a dirty fossil fuel” is important.

# Conclusions and Recommendations

**Always play offense on the economic impact of climate action and clean energy.** The other side wants to create a false choice between acting on climate and protecting the economy, but voters reject the idea that we need to choose and believe that acting on climate and moving to clean energy will boost the economy.

- **Lean into clean energy as a way to create good-paying jobs and highlight the number of good-paying jobs created since the I.R.A. passed.** Clearly, we want to tout the potential of clean energy to create GOOD-PAYING jobs. It can help strengthen our messaging by pointing out that it will create jobs for all sorts of people, from engineers to factory workers to installers to secretaries. More important, the proof point of more than 100,000 new good paying jobs being created since the I.R.A. passed is a huge winner.
- **For the love of all that is good in this world, say “clean energy jobs” rather than “green jobs.”** It's not that “green jobs” is a negative term – voters have a very favorable view of the term. It's that it leaves a lot of meat on the bone. Voters are less certain what “green jobs” mean, and swing and oppo voters are MUCH more favorable to the term “clean energy jobs” (base voters are also slightly more favorable, but they like both).
- **And explicitly go on offense on costs.** For the first time in our polling, voters not only say that clean energy has more job creation potential than fossil fuels, but also provides more affordable electricity. And, in our split exercise around the I.R.A., when we added proactive cost messaging to our core health, climate, and jobs messaging, we do significantly better than when we add energy independence.

# Conclusions and Recommendations

**Don't be afraid of including environmental justice in your messaging but be inclusive and thoughtful in how we deploy justice messaging.**

Even a few years ago, an explicit focus on environmental justice could end up hurting our cause. That's not the case now (at least in most cases). We have found that environmental justice messaging is strongest – not only with swing voters but with our base and voters of color as well – when it is more inclusive. I.E., we are stronger when we focus on “low-income communities, including communities of color” than when we simply say “communities of color.”

- **Even better, stress that “no community should be left behind (including the communities of color that have been harmed the most by pollution).”** It is even stronger to talk about how “every community deserves a fair opportunity to thrive” and how “no community should be left behind.”

**Stop worrying and learn to love environmental regulations (or, even better, “clean air and water safeguards”).** The CW is that “regulation” is a bad word with swing voters. But that is not at all the case, at least when it comes to the environment. Voters have an overwhelmingly favorable view of (clean air and water/environmental) regulations and they agree that we need stronger regulations on oil and gas companies. (Clean air and water/environmental) “safeguards” are slightly stronger than “regulations,” but both are quite popular. Meanwhile, while “environmental” (regulations/safeguards) are popular, “clean air and water” (regulations/safeguards) are even more so.



# Conclusions and Recommendations

**Attack H.R.1 by framing it as a free pass for the GOP's corporate polluter donors to profit by pumping pollution into our air and water...** Framing around corporate polluters is clearly stronger than trying to brand H.R.1. as a “MAGA energy plan” with swing voters, and the idea that the plan “gives Big Oil CEOs a free pass to make even bigger profits by pumping more toxic pollution into our air and water” is both the most concerning and most believable critique of the plan.

- **Draw attention to the fact that this plan means repealing clean air and water safeguards and investments in clean energy.** Voters are calling for safeguards to protect clean air and water, and they recognize the need to transition to clean energy sources. The fact that this plan would roll back environmental safeguards and repeal investments in clean energy are its most unpopular features.
- **And highlight that it would make it easier to sell off America's public lands to mining companies.** While this critique only ranked in the middle overall, it pops to near the top of the list with swing voters.

# Conclusions and Recommendations

Instead of doing this:	Do this:
× <b>Playing defense</b> on climate or energy.	✓ <b>Embrace the debate</b> and <b>go on offense</b> .
× <b>Ceding the economic or cost debate</b> to anti-environment politicians	✓ Aggressively, and proactively, <b>make the case that clean energy and climate action will great good-paying jobs and bring down energy prices.</b>
× Focusing primarily on <b>moving away from fossil fuels</b> .	✓ Put more focus on <b>moving towards clean energy</b> .
× Reinforcing the industry's branding efforts by <b>using the term "natural" gas</b> .	✓ Use the <b>label "fracked" gas or "fossil" gas</b> .
× <b>Using the term "fossil fuels"</b> as a catch all summary term.	✓ <b>Talk about "dirty" and "outdated" energy sources</b> and specifically name <b>coal, oil, and "fracked" gas</b> .
× <b>Being afraid to talk about "regulations."</b>	✓ <b>Embrace the idea of stronger environmental regulations.</b> Even better, talk about the <b>need for stronger "clean air and water safeguards."</b>
× Using <b>the term "green jobs."</b>	✓ Use <b>the term "clean energy jobs."</b>
× <b>Talking about pollution</b> generally.	✓ <b>Talk about "toxic" pollution/chemicals</b> and mention <b>specific pollutants like mercury, benzene, arsenic, etc.</b>
× Using the term <b>"electric vehicles."</b>	✓ Use the term <b>"zero emission vehicles."</b>
× Only talking about <b>"extreme weather."</b>	✓ Talk about <b>"strange and severe weather"</b> and <b>tie climate change to specific examples like wildfires, drought, flooding, or storms.</b>
× Focusing environmental justice arguments on <b>"marginalized communities" or "communities of color."</b>	✓ Focus them on <b>"low-income communities, including communities of color"</b> and talking about how <b>"no community should be left behind."</b>

## Recommended Language: Selling the I.R.A

*We have a responsibility to leave a better world for our kids, but unchecked pollution from dirty and outdated energy sources (like oil, coal, and fracked gas) is putting our children at risk. By speeding our transition to clean energy, this plan will not only reduce the carbon pollution that is disrupting our climate, but also the toxic sulfur and arsenic pollution that cause asthma, lung disease, and even cancer – especially in children.*

*This plan is already giving our economy a much-needed boost. In the first six months since it passed, companies around the country have already announced about 100 new clean energy projects that will create over 100,000 new good-paying jobs for all kinds of people, from engineers to installers, electricians, and mechanics. And it will create millions more in the coming decades.*

*Finally, our dependence on oil and gas means that Big Oil CEOs make record profits by gouging us at the pump. Meanwhile, the cost of wind and solar is already cheaper than coal and gas in most parts of the country and it continues to drop. By encouraging more clean energy and providing rebates for things like energy-efficient appliances and solar panels, this plan will save the average family hundreds of dollars per year.*

## Recommended Language: Criticizing H.R.1

*With this plan, Republicans are selling out our children's future to the corporate polluters who fund their campaigns. Big Oil CEOs are raking in record profits by charging Americans sky-high prices at the pump, yet this plan is nothing more than an effort to stop investments in clean energy and give corporate polluters a free pass to make even bigger profits by pumping more toxic pollution into our air and water.*

*This plan not only eliminates commonsense safeguards that keep arsenic and benzene pollution out of our air and drinking water, but it would also repeal the investments in clean energy that have already led to creation of 100,000 new good-paying clean energy jobs across the country, and it would make it easier to sell off America's public lands to mining companies.*

## Recommended Language: Educating on Gas

*Big Oil CEOs have spent hundreds of billions of dollars over the last 50 years to convince the public that “natural” gas is clean. But “natural” gas actually isn’t natural at all – scientists consider it a dirty and outdated fossil fuel, just like oil and coal, and it is primarily composed of methane and toxic chemicals.*

*Most gas in America is produced by fracking, a process that involves blasting millions of gallons of chemical-laced water into the ground to crack open the earth. Gas fracking releases toxic chemicals and pollutants like benzene and arsenic into our drinking water and doctors have confirmed that these pollutants have caused cancer, birth defects, and heart disease in communities near fracking sites.*

*Burning gas releases dangerous pollutants like nitrogen dioxide and carbon monoxide into our air and doctors confirm that these pollutants cause a range of health problems including asthma, heart, and lung disease, and even cancer – especially in seniors and children.*

# Thank You

New York

Washington, DC

Hartford

Chicago

Denver

Seattle