

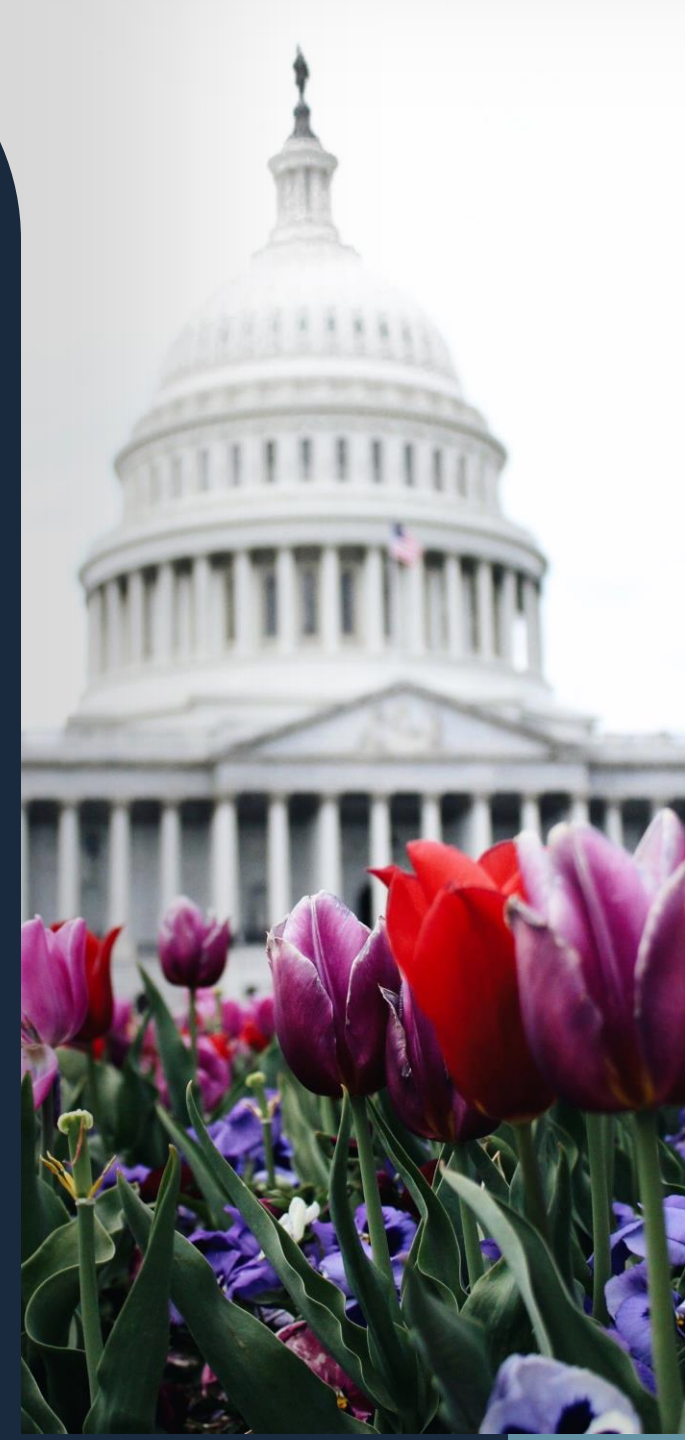


How to Call Out the GOP on Energy and the Environment

Online survey of 1,667 likely 2024 voters

Fielded August 30-September 3, 2023

**CLIMATE
POWER**



Recommendations

1

We should lean into the debate about expanding clean energy, and not be afraid of it. The public wants more clean energy, period. Voters—especially key groups like Latinos and younger voters—are on board with the clean energy transition and want to see it move faster.

2

Democrats should proactively contrast with Republicans on energy and climate positions. Voters want candidates who:

- Will stop oil company price gouging
- Will speed the clean energy transition to lower costs
- Will follow scientists
- Will leave our children and grandchildren a livable world

3

Clean energy and climate help Democrats advance two crucial themes about Republicans:

Republicans are out of touch with reality:

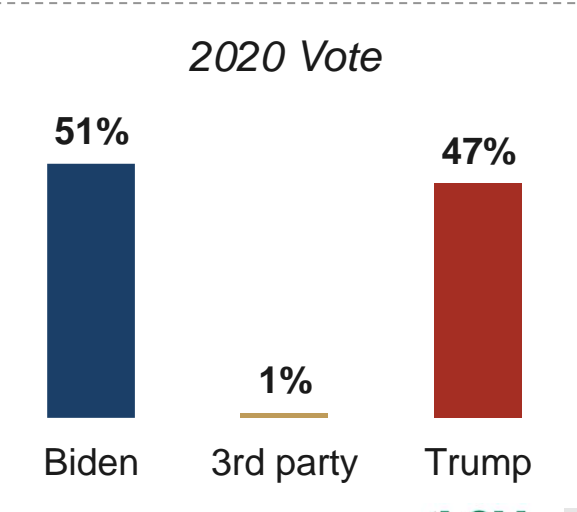
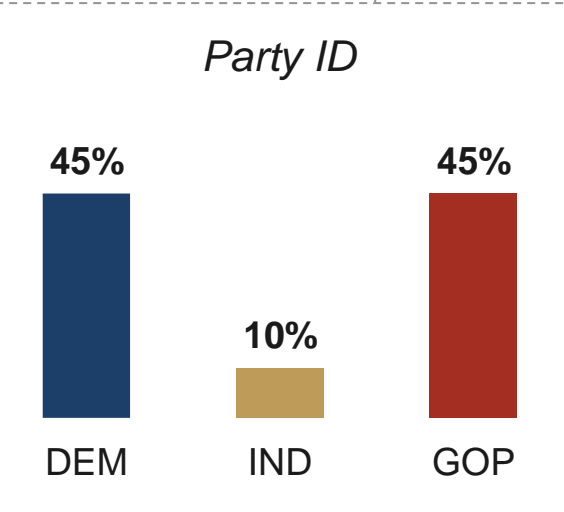
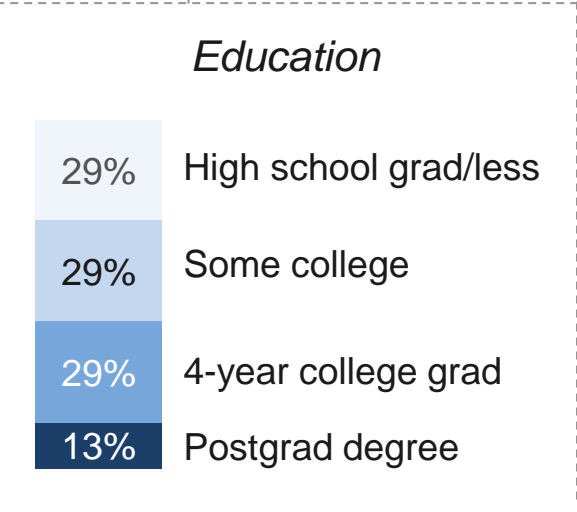
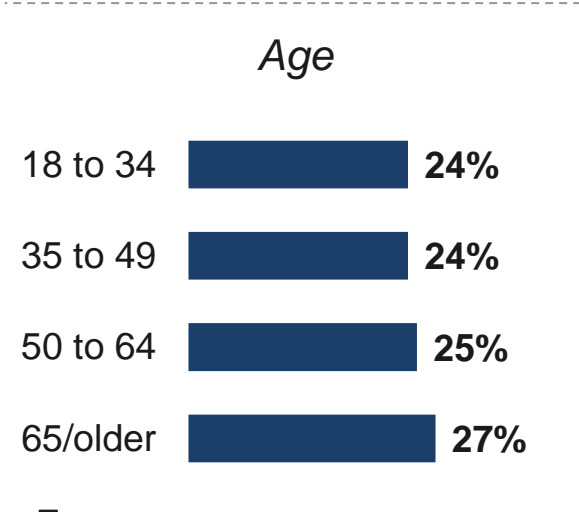
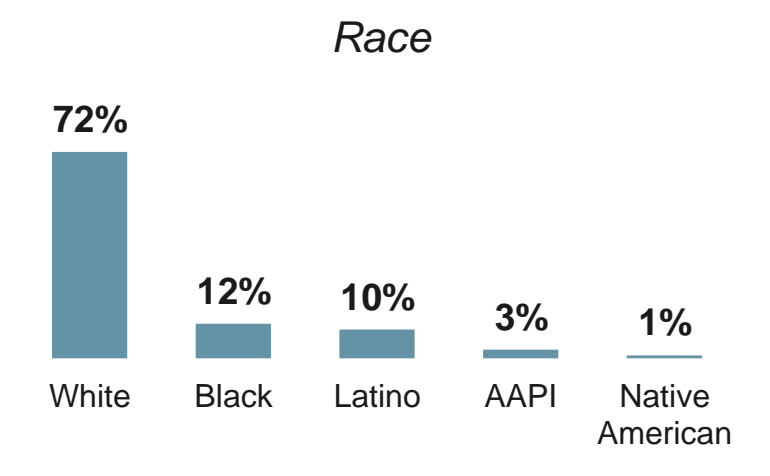
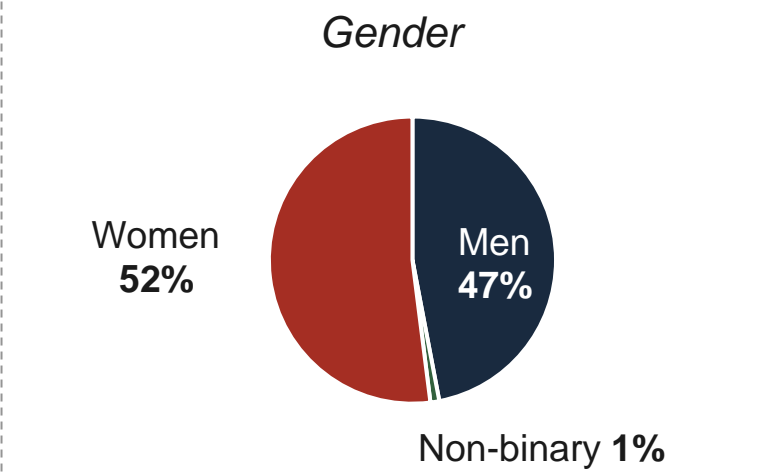
- Denying extreme weather
- Denying the threat of climate change
- Driven by MAGA extremism

Republicans are doing the bidding of Big Oil:

- Driving up the cost of living by enabling Big Oil price gouging and holding back clean energy
- Refusing to hold Big Oil accountable for pollution and environmental destruction

Methodology and Profile of the Sample

- Online survey of 1,667 2020 voters + new registrants
- Sample includes race/ethnicity oversamples:
 - Black voters (259 interviews)
 - Latino voters (329 interviews)
 - AAPI voters (203 interviews)
- Fielded Aug 30 – Sept 3, 2023



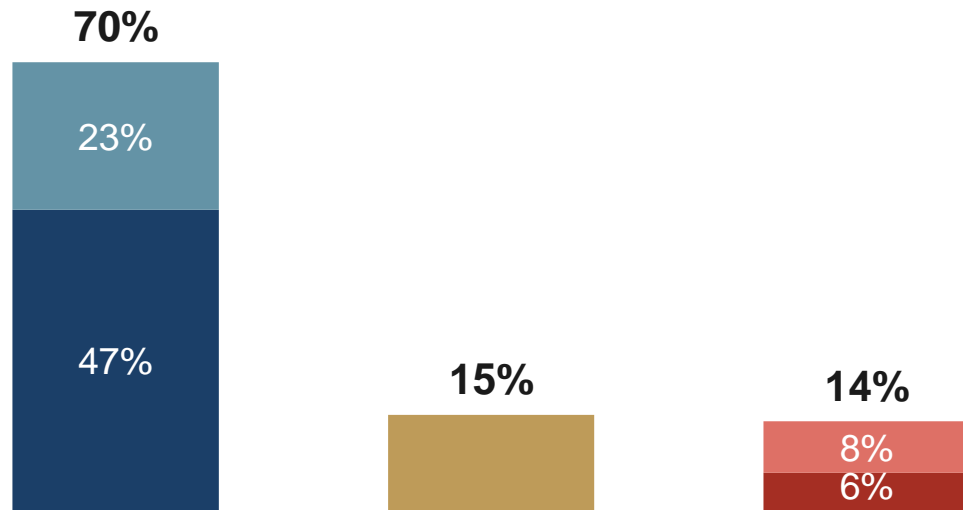
**We can and should be vocally
pro-clean energy.**

Voters are clear in their priorities for American energy-- increase use of clean energy and reduce reliance on fossil fuels--with the former as the stronger frame.

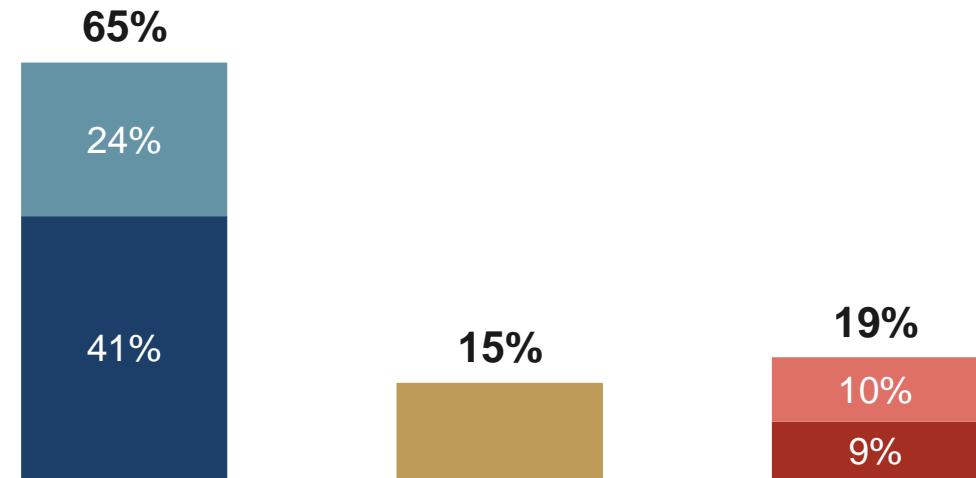
■ Very important ■ Fairly important ■ Just somewhat important ■ Not that important ■ Not important at all



How important do you think it is for the United States to increase its use of clean and renewable energy sources like wind power and solar energy?



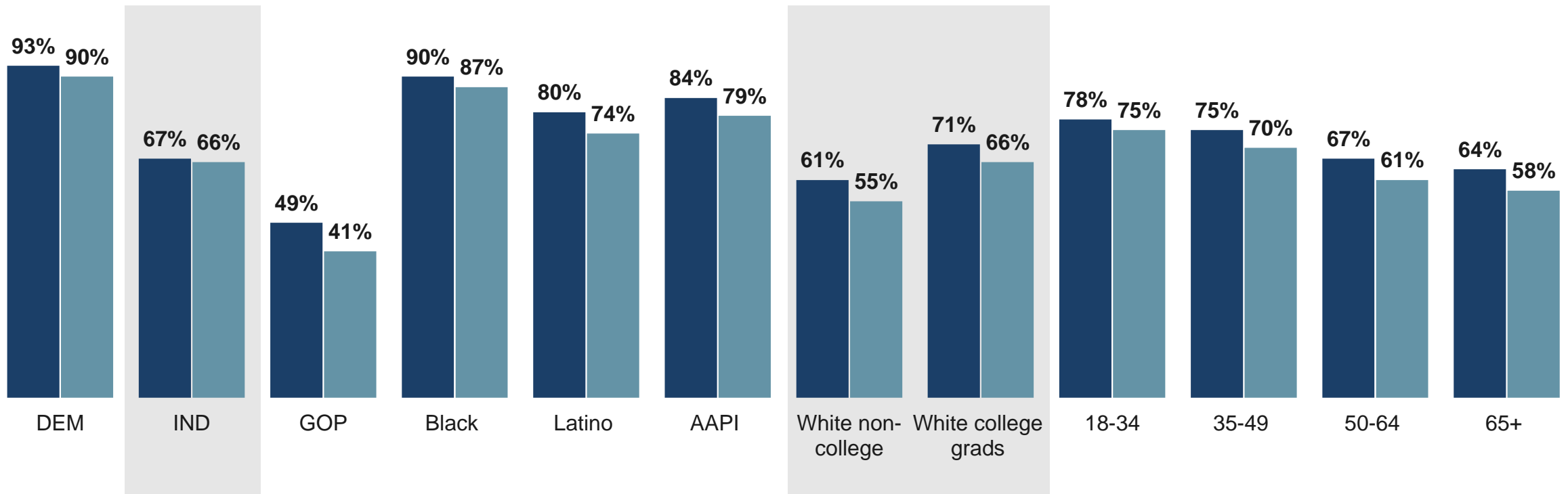
How important do you think it is for the United States to reduce its reliance on fossil fuel energy sources like coal, oil, and natural gas?



Support for transitioning toward clean energy and away from fossil fuels spans the electorate.

Very/fairly important

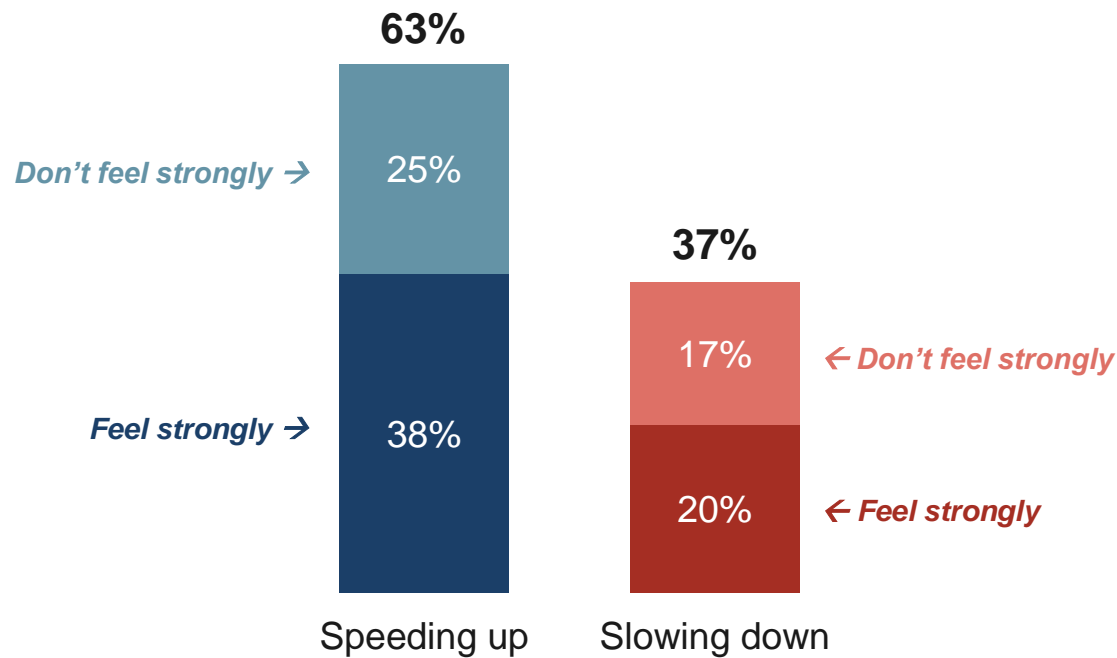
- For United States to increase its use of clean and renewable energy sources like wind power and solar energy
- For United States to reduce its reliance on fossil fuel energy sources like coal, oil, and natural gas



Nearly two in three voters want the country to speed up the transition to clean and renewable energy.

The United States is in the process of transitioning to using more energy from clean and renewable sources and using less energy from fossil fuels.

In your opinion, should we be speeding up or slowing down the country's transition to using more clean and renewable energy sources?



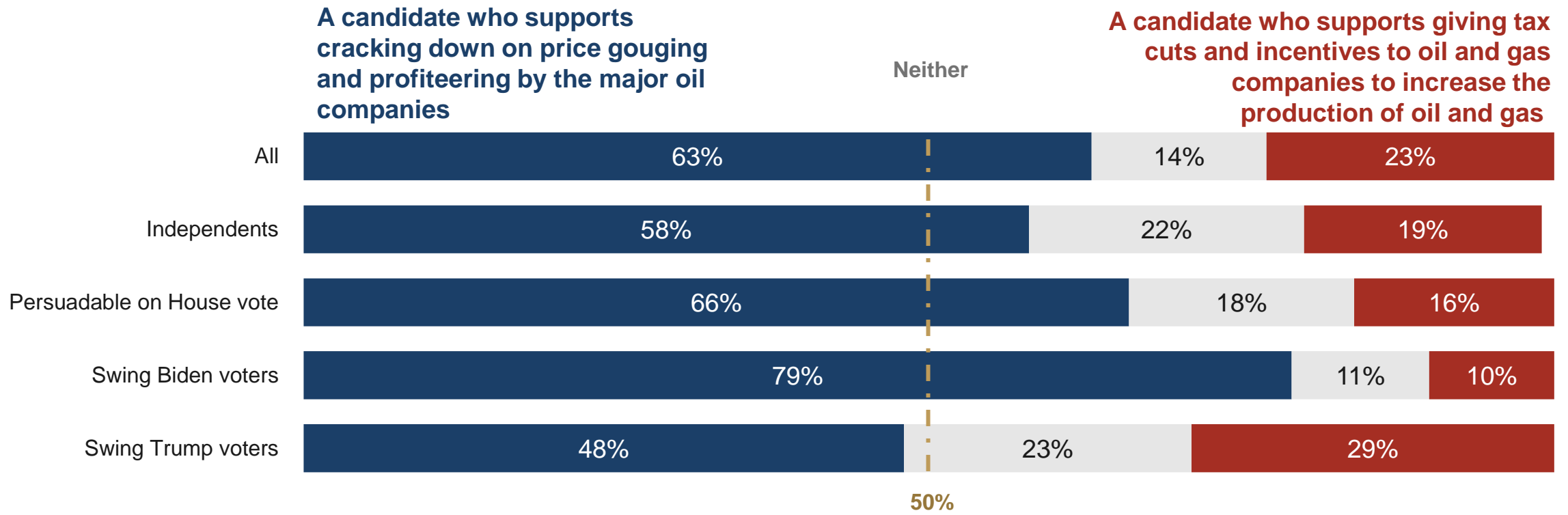
	Speeding up %	Slowing down %
Democrats	91	9
Independents	58	42
Republicans	37	63
Black voters	82	18
Latino voters	72	28
AAPI voters	80	20
White non-college men	48	52
White men college grads	64	36
White non-college women	56	44
White women college grads	65	35
18-34-year-olds	74	26

Democrats can be proactive in contrasting with Republicans our climate and energy positions--ours are much more in line with voters.

A clear winning debate: Voters want to crack down on oil company price gouging and profiteering, not give oil companies more breaks.

Approach to major oil companies

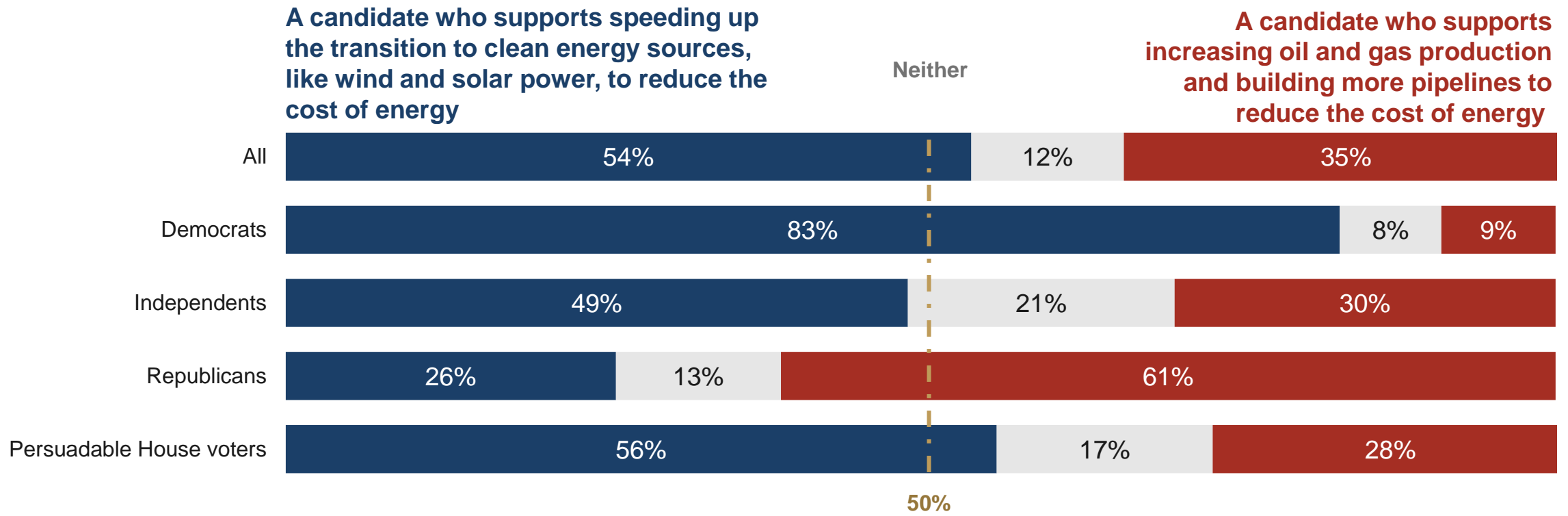
Which candidate would you prefer?



In a debate about how to reduce costs, independents and persuadable voters favor a candidate who wants to speed up the transition to clean energy.

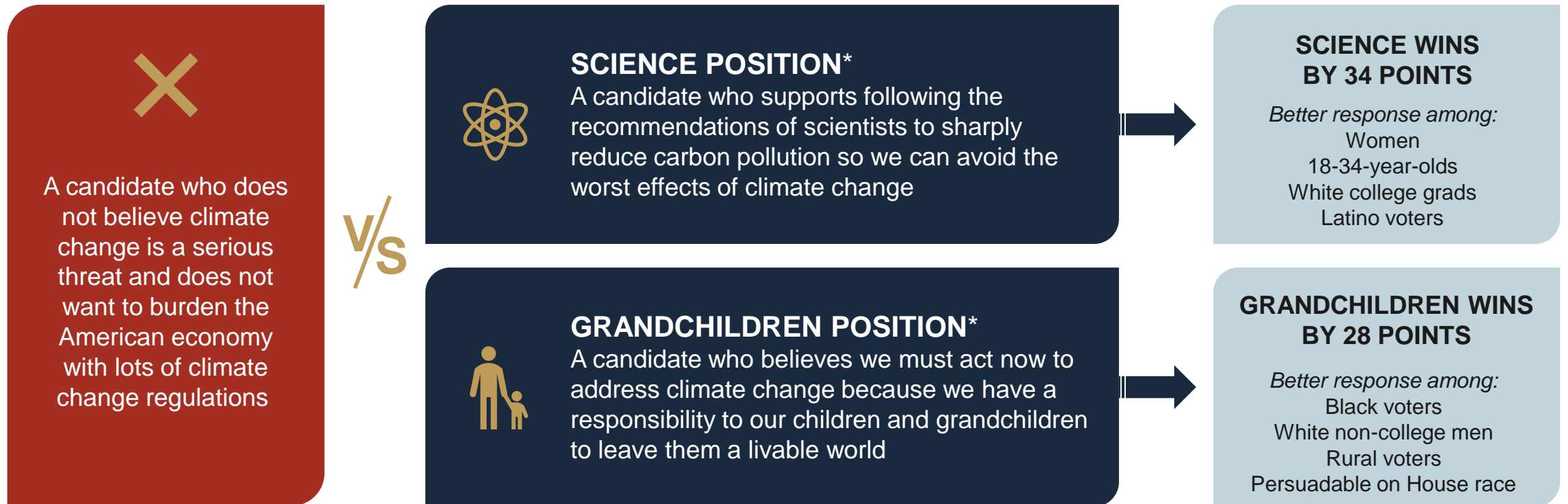
Reducing energy costs

Which candidate would you prefer?



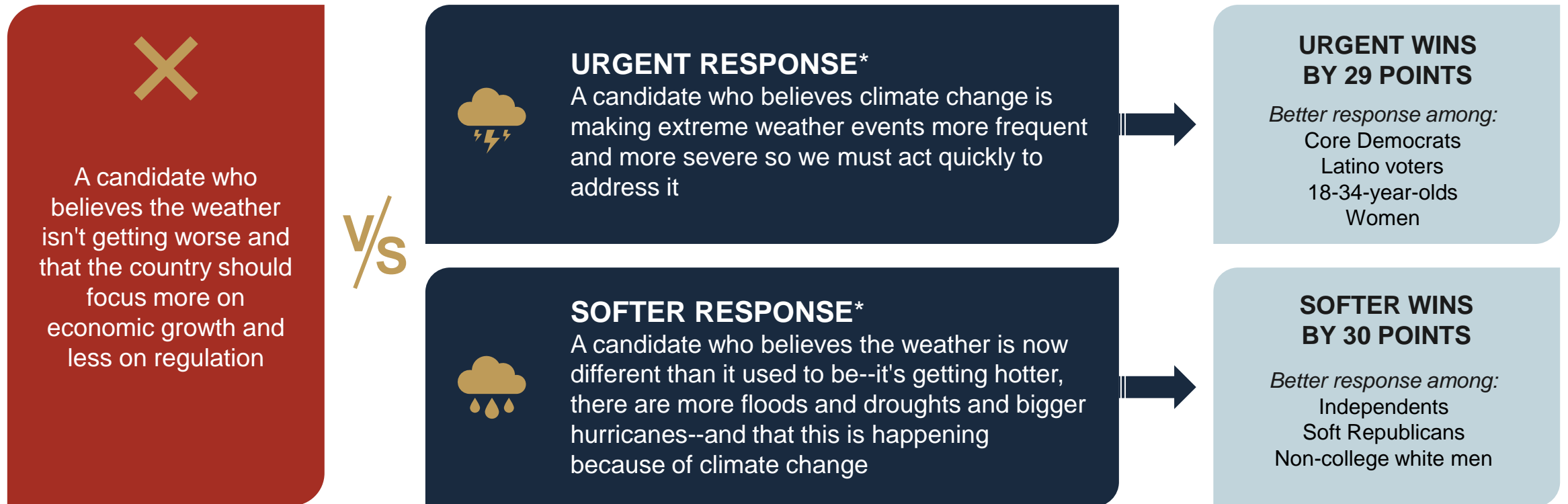
Voters decisively choose a climate advocate candidate over a denier; while both advocate frames are effective, each resonates with different swing audiences.

Debate on climate change: *Which candidate would you prefer?*



Voters prefer a candidate who recognizes the reality of extreme weather. In debates, an urgent climate link appeals to our base; a subtler frame resonates with swing voters.

Debate on extreme weather: *Which candidate would you prefer?*

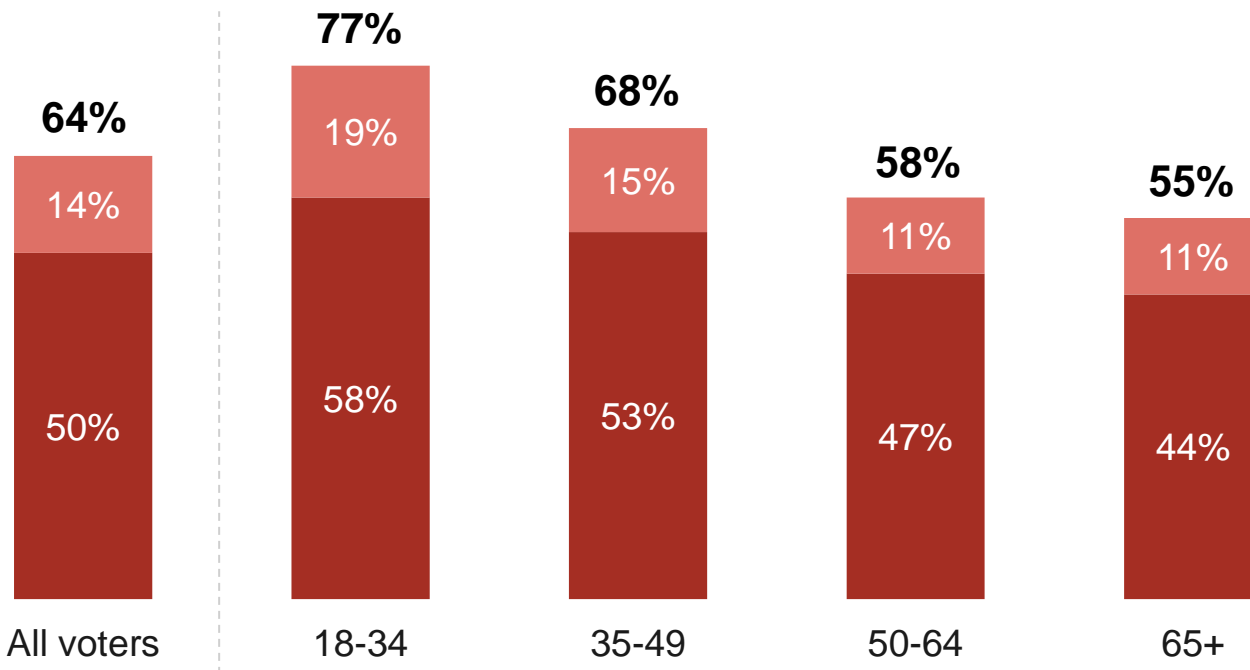


**Message Track 1:
Republicans are out of touch
with reality.**

Rising temperatures and extreme weather have made the impacts of climate change personal for voters.

*Have you personally felt the effects of climate change, or not? (If not:)
Do you think you will feel the effects in your lifetime?*

■ Have already felt effects ■ Have not felt, but expect to



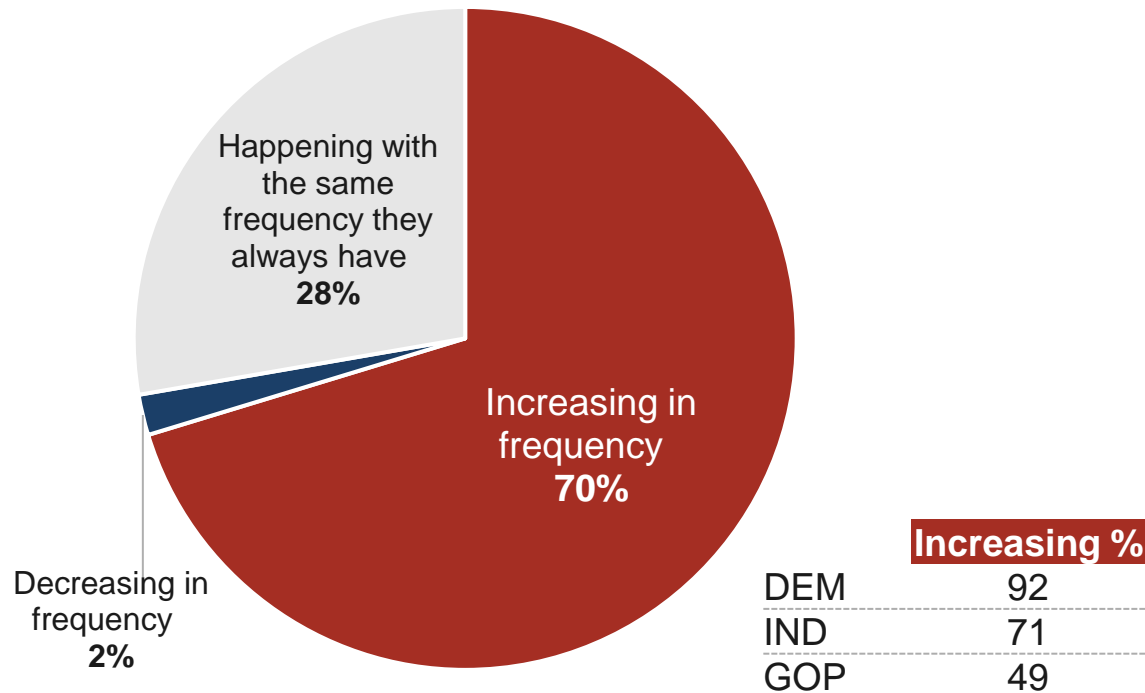
In your own words, please tell us in what ways have you felt the effects of climate change?

(aggregated volunteered responses)



Republicans who deny the reality of extreme weather and its connection to climate change are out of step with a majority of voters.

Do you think that weather events like extreme heat waves, wildfires, flooding, and droughts are... ?



61%

of voters believe weather events like extreme heat waves, wildfires, flooding, and droughts are happening because of climate change.

24% say it's unrelated to climate change and 15% are not sure

Nine in 10

voters are paying attention to news about extreme heat waves, wildfires, flooding, and drought. This includes 50% who are paying a lot of attention (up from 42% in July 2022).

On *denialism*, Republicans' arrogance makes a stronger case to swing audiences than their dishonesty.



62% raises big concerns

Denying Facts

Nearly every scientist, including NASA and the Department of Defense, agrees that humans are making climate change worse and that switching to clean energy will start to fix the problem. But Republicans tell the scientists they are wrong, that politicians understand what is happening with climate better than scientists do. Republicans are denying scientific facts while climate change just gets worse every year.

More effective with:

- Leaning toward voting Republican
- 50-64 and Seniors
- Women

58% raises big concerns

Lying

Republicans tell us that climate change is not getting worse and downplay the harm caused by pollution from big corporations. They even try to convince us that clean energy isn't clean. But they are lying. Climate change is getting worse every year and we know that burning fossil fuels is the main cause. Instead of trying to make things better, Republicans are trying to cover up the truth, just so giant corporations can keep making big profits.

More effective with:

No subgroups find this formulation more compelling

Equally effective with base voters:

Democrats

18-34

Black voters

AAPI voters

***Extreme weather* messaging is stronger when citing specific examples than catastrophic consequences (which may strike swing audiences as alarmist).**



64% raises big concerns

Examples

This summer's extreme weather--from wildfires in Hawaii, to smoke covering the East Coast, to unrelenting 100-degree heat waves across the South and West--signals a growing crisis. July was the hottest month ever recorded. Unless we act now it is only going to get worse. Yet Republicans are stopping us from doing anything about it and undoing the work we've made toward a sustainable future.

More effective with:

- Leaning toward voting GOP House
- Seniors
- Latino voters
- Women

61% raises big concerns

Consequences

Extreme weather is becoming more frequent, more severe, and more deadly every year. The death toll continues to mount from wildfires, heat waves, and flooding. Children and the elderly can't go outside. Damage to homes and businesses is costing billions of dollars. Yet Republicans are actively undermining progress, undoing the work we've made toward a sustainable future.

More effective with:

- Men

Equally effective with base voters:

Democrats

18-34

Black voters

AAPI voters

Invoking MAGA helps to make the *extremism* case to swing voters.



**62% raises
big concerns**

MAGA Extremism

The MAGA Republican politicians of today are driven by extreme positions on many issues, including clean energy and climate change. They deny that climate change is a serious problem, all while spreading bizarre conspiracy theories like claiming that the noise from wind turbines causes cancer. These are not things that regular Americans think, no matter how much extremist MAGA Republicans try to convince us.

More effective with:

- Swing Biden 2020 voters
- Voters under 50
- Men

**59% raises
big concerns**

Extremism

The Republican politicians of today are driven by extreme positions, including clean energy and climate change. They deny that climate change is a serious problem, all while spreading bizarre conspiracy theories like claiming that the noise from wind turbines causes cancer. These are not things that regular Americans think, no matter how much extremist Republicans try to convince us.

More effective with:

No subgroups find this formulation more compelling

*Equally effective with
base voters:*

Democrats

Biden 2024 Voters

**Message Track 2:
Republicans are doing the bidding
of Big Oil.**

The consequences of higher costs for consumers from Republicans *doing the bidding of Big Oil* resonates more with swing groups than continued dependence on fossil fuels.



**61% raises
big concerns**

Driving up costs

Republicans are on the side of their Big Oil donors, not the American people. They do everything in their power to stop the development of clean energy. They cancel successful clean energy projects that are underway--even though that means higher energy costs for families.

More effective with:

- Leaning toward voting Republican
- Income under \$75k
- Non-college white women

**58% raises
big concerns**

Fossil fuel dependence

Republicans are on the side of their Big Oil donors, not the American people. They do everything in their power to stop the development of clean energy like wind and solar power, which keeps us dependent on high-cost, dirty oil.

More effective with:

- Income over \$75k

The best testing “proof points” against Republicans underscore the Big Oil and divorced-from-reality message tracks.

44% most concerning

Republicans **take millions of dollars in donations from big oil** companies and then refuse to hold those companies accountable when they pollute our air and water.

→ *More effective than citing “tax breaks and subsidies to oil companies”*

43% most concerning

Republicans **do not believe climate change is a threat** and are actively working to undo the progress we've made toward a cleaner future.

42% most concerning

Republicans **deny that extreme weather and its devastating impacts are getting worse**, while people are losing their lives, floods are washing away homes, and kids can't go outside.

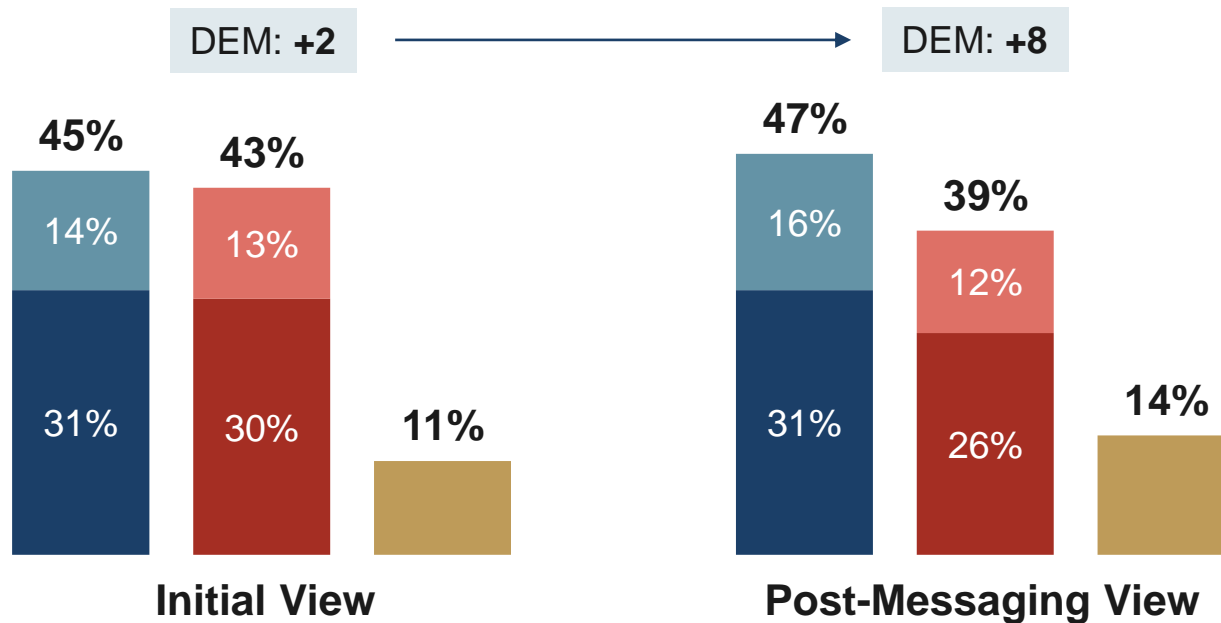
Respondents ranked the four most concerning statements out of 11. These are the top messages across partisan and demographic audiences.

The messaging moves the needle Democrats' way on two key measures, especially with independents.

Messaging on energy and the environment helps build a broader narrative that Republicans are not looking out for people like them.

Which party do you think is more likely to *look out for people like you*?

■ DEM much more ■ DEM somewhat more ■ GOP somewhat more ■ GOP much more ■ Neither



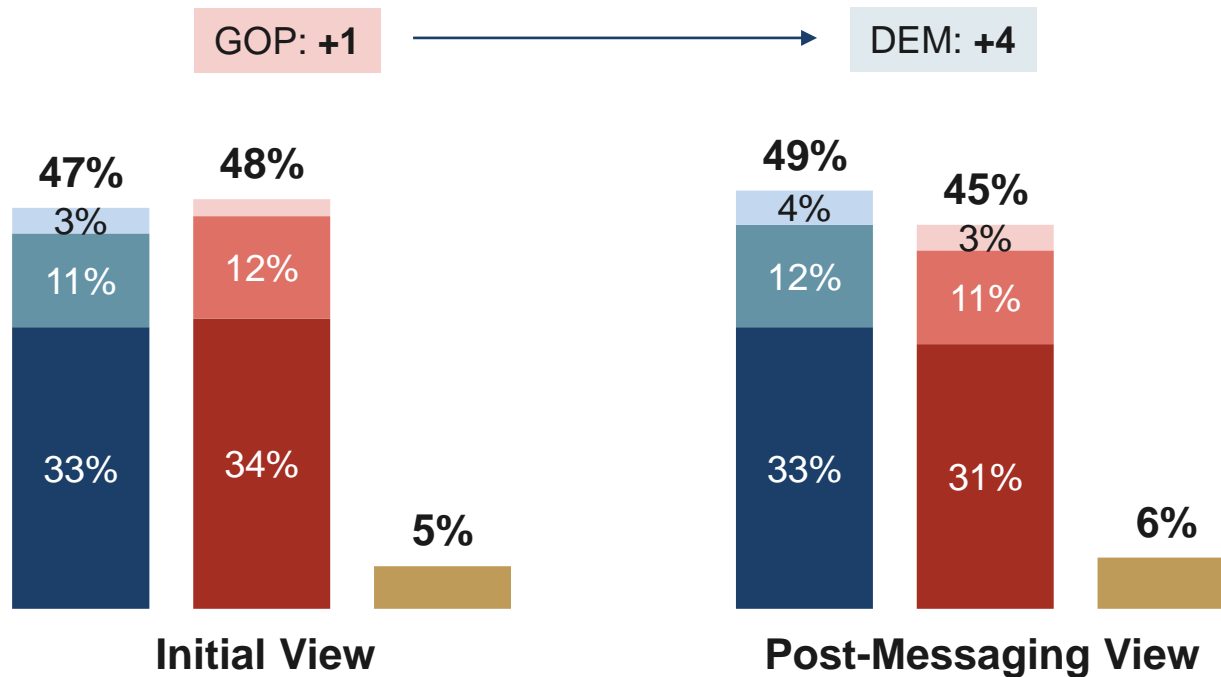
Greatest movement among:

- Independents**
+1 GOP initial → +16 DEM final
- Swing Trump voters**
+65 GOP initial → +45 GOP final

In a tight race for control of the House, messaging around energy and the environment gives Democrats a crucial edge at the margins.

In the election for U.S. Congress next year, are you more likely to vote for... ?

■ Definitely DEM
■ Probably DEM
■ Lean DEM
■ Lean GOP
■ Probably GOP
■ Definitely GOP
■ 3rd Party



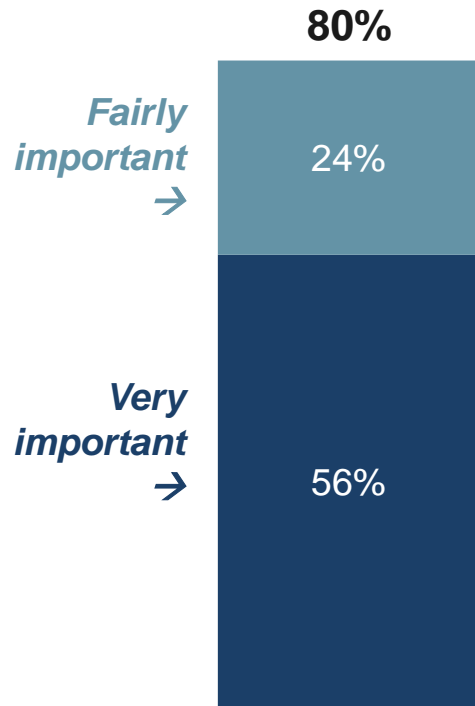
Greatest movement among:

- Independents**
+4 GOP initial → +9 Dem final
- Swing Trump voters**
+79 GOP initial → +68 GOP final
- AAPI voters**
+32 Dem initial → +42 Dem final
- Latino voters ages 18-49**
+29 Dem initial → +37 Dem final

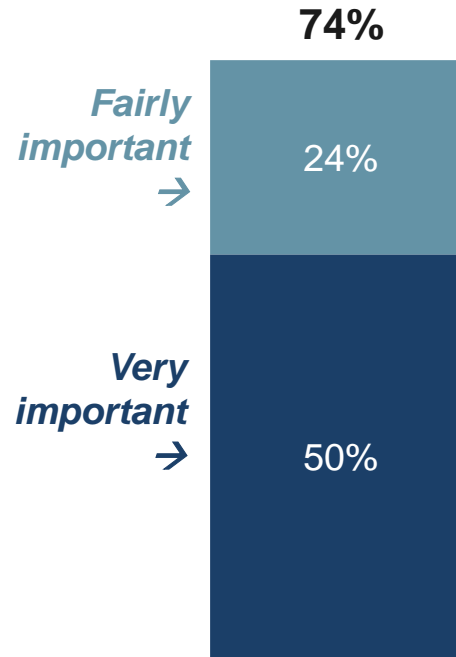
Key Findings among Latino Voters

We can be very confident in promoting clean energy with Latino voters.

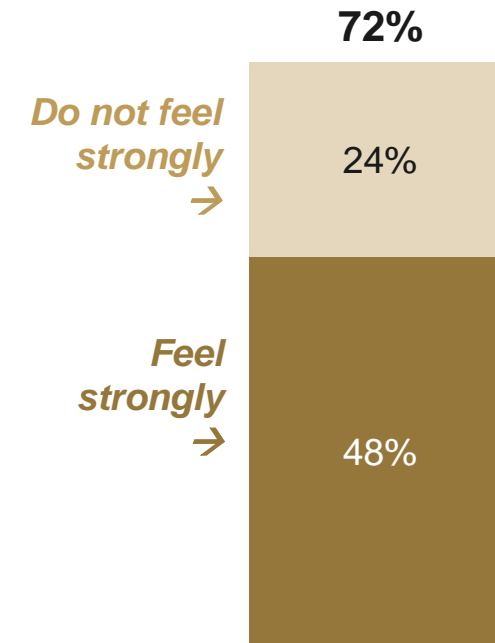
Increasing use of clean/
renewable energy sources



Reducing reliance
on fossil fuels



Need to **speed up** the transition
to clean energy sources



In “debates” on clean energy policy, Latino voters are far more likely to side with the Democratic/progressive position.

A candidate who supports **following the recommendations of scientists** to sharply reduce carbon pollution so we can avoid the worst effects of climate change

A candidate who **does not believe climate change is a serious threat** and does not want to burden the American economy with lots of climate change regulations



A candidate who believes climate change is making **extreme weather events more frequent and more severe** so we must act quickly to address it

A candidate who believes **the weather isn't getting worse** and that the country should focus more on economic growth and less on regulation



A candidate who supports **cracking down on price gouging** and profiteering by the major oil companies

A candidate who supports **giving tax cuts and incentives** to oil and gas companies to increase the production of oil and gas



Top Message to Hold Republicans Accountable: *Extreme Weather*



This summer's extreme weather--from wildfires in Hawaii, to smoke covering the East Coast, to unrelenting 100-degree heat waves across the South and West--signals a growing crisis. July was the hottest month ever recorded. Unless we act now it is only going to get worse. Yet **Republicans are stopping us from doing anything about it** and undoing the work we've made toward a sustainable future.

- **72%** say this gives them big concerns about voting for Republicans.
- Citing *examples* of specific extreme weather events is more effective than citing the *consequences* of extreme weather.
- Message with the broadest appeal across different demographic groups.
- Fits well with Latino voters' lived experiences—77% say that extreme weather events are increasing in frequency, and 71% say it is due to climate change.

Additional Effective Message: *Climate Denialism*



Nearly every scientist, including NASA and the Department of Defense, agrees that humans are making climate change worse and that switching to clean energy will start to fix the problem. But **Republicans tell the scientists they are wrong, that politicians understand what is happening with climate better than scientists do.** Republicans are denying scientific facts while climate change just gets worse every year.

- **68%** say this gives them big concerns about voting for Republicans.
- The language of Republicans' climate denialism leading them to "*actively work to undo the progress we've made toward a cleaner future*" is also highly compelling.

Additional Effective Message: *Drilling on Public Lands*



Republicans are determined to lock us into using dirty fossil fuels. **They want us to drill for more oil off our coast and in pristine wilderness areas.** This hurts us twice--by destroying untouched natural areas and releasing even more pollution into the air. But Republicans push for it anyway, regardless of the damage it does.

- **68%** say this gives them big concerns about voting for Republicans.
- Especially compelling to women and voters under age 50.