



Strengthening Support for Build Back Better

*Key findings from qualitative research
conducted March 2021 for Climate Power and LCV*

**CLIMATE
POWER**

Methodology

- Two online QualBoard focus groups
- Both among voters who express soft support (“somewhat” or “lean” favorable) for a basic description of Build Back Better
 - One board among four-year college graduates (17 participants)
 - One board among non-college graduates (17 participants)
- Discussions conducted March 9 to 11, 2021



Key Takeaways and Recommendations

1. Lean into the concept of **clean energy INVESTMENTS**. Voters embrace the ideas of investments that produce a return and create dividends in the short- and long-term
2. Emphasize that **these are investments in AMERICA that will create AMERICAN jobs** (that cannot be outsourced).
3. Especially in communications targeted to blue-collar voters, it is important to **focus on near-term job creation and to be specific about the kinds of jobs that will be created**, including construction and building trades jobs. There is a distinct value in localizing this jobs-based outreach.
4. In communications targeted to college-educated swing voters, the **beneficial impacts of the investments on climate change** (as well as the sustainability of the energy sources) should get equal billing with the impacts on jobs and economic growth.
5. Voters need to be told that **the 100% clean energy goal is for 2035**, not for some date closer to today.
6. The **investment frame is important for addressing voters' concerns about the cost** of Build Back Better, because they agree with the idea that these investments in jobs and growth can pay for themselves in the long run.
7. **Concern about the loss of traditional energy jobs is real** and is best addressed by leaning into the commitment to train people for clean energy jobs, emphasizing the range of jobs that will be created, and showing that clean energy is not just for “sunny” states.

CONTEXT: REACTIONS TO PRESIDENT BIDEN'S FIRST MONTH IN OFFICE

Though most claim to be withholding judgment, Biden has made several clear impressions on these voters.



POSITIVES

- General tone and approach in clear contrast to Trump: has his head down and is just doing the job
- Sense he is doing what he said he would
- COVID-19 is best example:
 - High marks for the rescue package (even from GOPers)
 - Vaccine distribution
 - Encouraging mask wearing
- Expanding healthcare availability
- Smattering of comments about rejoining Paris, encouraging clean energy, or just generally having a climate focus (from Democrats)



NEGATIVES

- Republicans/conservatives don't like that he's reversing Trump actions on immigration.
- Canceling Keystone XL:
 - Eliminating needed jobs
 - Exacerbating gas price increases (they believe)
 - Harming U.S. energy independence

In Their Own Words: Attitudes Toward Biden

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“One of the best things that Biden’s presidency has brought about is a **return to calm**, adult interactions.”
College graduate

“What I do appreciate about Biden is that he has a **softer approach to a country that has been beaten up**. Kind of grandfatherly.” *Non-college graduate*

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“I was glad to see him **rejoin the Paris Accords** as well. I do feel some concern about what that could do to peoples’ energy bills, but climate change is something that affects the whole world, and it doesn’t look good for America to seem to be ignoring it.” *Non-college graduate*

“I feel like Joe Biden is doing a pretty good job as president. He isn’t letting Republicans in Congress stop him from delivering a large **coronavirus relief package** that Americans so desperately need. He is also taking bold action on climate change, which is necessary.”
College graduate

“I am relieved to have a **calm leader without drama** and midnight tweets.” *Non-college graduate*

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“Constructing a pipeline in the U.S. creates jobs for many Americans. I was very disappointed to hear **11,000 U.S. union workers would lose their job** over this.” *College graduate*

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“I don’t like a lot of the things he has reversed from President Trump. Example **stopping the pipeline for oil** so now we’re back to depending on foreign oil thus making prices on things go up.” *Non-college graduate*

“I am concerned about the changes that might happen regarding energy and the **shutting down of the oil pipeline**. Living in the state of Iowa where wind farms are popping up, I see the need for using a variety of energy sources. However, I am not sure that completely getting rid of oil/gas is possible or even makes sense.”
College graduate

“I do not like the **price of gas going up**. I believe it has to do with some agreement he signed.” *Non-college graduate*

“I think we if we have a way of getting oil that is not from the unstable Mideast we should pursue it. The pipeline has been in the works for years. Now the **workers are suddenly without jobs?**” *Non-college graduate*

”

Most are giving the president runway on the economy, though they know improvement will take time.



The **American Rescue Plan** bought him a lot of goodwill.



Continue to associate him with the **\$15 minimum wage**.



A few of the more liberal participants would like him to go a lot bigger on **student debt**.



A handful of comments about **infrastructure**. Those who comment think it is an important and necessary step and like what Biden has said about it.



Believe he will likely **raise taxes on corporations and the wealthy**—not real enthusiasm for the idea, but only minimal pushback.



None think of Biden as a class warrior: Democrats and Republicans alike tend to think he intends to either **help all Americans** or help middle- and lower-class people.



This swing audience is mostly comfortable with additional spending at the moment, but some are starting to ask questions.

- Supported the rescue and favor checks going to those who need them, but some suggest resources should be targeted better to those most in need.
- Close divide on whether the rescue plan will be the last stimulus we need or more will be needed:
 - The college group was split down the middle on this point.
 - The non-college group (lower SES) was heavily on the side that more would be needed.
- Acute concerns about overspending, the deficit, or inflation only come up a few times across the two boards.
 - But some (especially those who are center-right) are starting to wonder where all the money for everything is going to come from.



“\$1,400 is not enough to get the economy going again. It is helpful, but we need everyone vaccinated and back to work, and back out making purchases on a regular basis.”
Non-college graduate

“We have to have jobs and the government should be in charge of opening those sources of employment...**this plan to invest in infrastructure seems perfect to me because that would generate many jobs**, which is what we need the most.” *College graduate*

“A \$1,400 check does not even pay my mortgage and escrow for one month. **It’s like a drop in an empty bucket.**” *Non-college graduate*

“I like getting ‘free money’ but I do not need it. If more ‘rescue’ is needed, I think it should only go out to those who really need it.” *College graduate*

“I think it’ll be **time for the government to stop spending money they don’t have** (because inflation costs all of us--when things cost more, it’s basically like a tax).” *College graduate*

“We are **literally printing money** and this is the recipe for inflation. I don’t think the government at that point should take any additional action. **I do think they should create an infrastructure bill that would create jobs and improve the roads, etc.**” *College graduate*



REACTIONS TO BUILD BACK BETTER AND CLEAN ENERGY INVESTMENT

Few are currently familiar with Build Back Better, but intuitively like the concept.

- **Very few have heard of it** (even though we specifically asked about it, by name, in our recruiting process). The few who have think it has something to do with infrastructure.
- Even without an explanation provided **most get that it means coming out of the pandemic even stronger** than we were before.

“For me, the phrase ‘build back better’ means to start a project from scratch, but this time ensuring that the right things are done to make it a success.” *College graduate*

“It sounds like the idea is to not only get the economy back to pre-pandemic levels, but exceed that, while making much needed improvements to how things work, possibly so a future pandemic wouldn't hurt so much.” *Non-college graduate*

“It sounds like not just repairing things that are broken, but upgrading. Our roads and bridges could definitely be built back better. Jobs that are being phased out by clean energy and automation need to be helped forward into the new economy.” *College graduate*



- A number fold **fairness** into their idea of building back better.

“I would hope rebuilding our economy/way of life with more distribution of wealth and assets so everyone has a fair shot.” *College graduate*

“It means building an economy that is stronger and even better than before the pandemic. I think that involves a greater spread of wealth opposed to just a specific group of people benefiting.” *Non-college graduate*

“I think it involves creating a solid foundation to start building up again, making sure that everyone is included.” *College graduate*



- When we **explain the concept** behind the phrase (“build back the economy so that we can address problems that are new and the priorities that existed even before the pandemic”), **most agree with the approach**. That said:
 - Some people have a wider remit in mind (education, healthcare, systemic racism)
 - Some Republicans insist the economy was great before the pandemic and therefore nothing really needs to be “better.”

“Investing in clean energy” is a definite strength of the BBB plan.

We provided two descriptions of BBB and asked participants to assess each.

- **Many are drawn to the word “investments”** and parrot it back when explaining their positive reaction to the description.
- **Many see clean energy as a good on its own:** sustainable, environmental benefits.
 - ✓ Almost universal belief that investing in clean energy is important.
 - ✓ Why is it important? Natural resource depletion, reducing pollution, dealing with climate change, being generally good for the planet.
 - ★ But not a single person mentioned job creation as a reason why it is important.
 - ★ We need to make the jobs case clearly and explicitly for people to get it.

Description One

It would make historic investments in infrastructure, manufacturing, and clean energy. It would include funding for research and development to support innovation and new technologies.

Job creation is a central concept and a major positive, but there is some skepticism about key points.

- **Strongly positive reaction** to the concepts in this description. No question that this would create jobs.
 - Participants focus just as much on **“American products”**: investing in U.S. companies, building up U.S. manufacturing.
 - Many approve of the connection to **dealing with climate change**.
- But they raise **concerns and questions**:
 - **Sounds like a campaign ad** or the kinds of things they’ve been hearing from politicians for decades, which hurts its credibility.
 - Substantial **skepticism about “millions” of jobs**, and some point out there will be job loss (in fossil fuel industries) as well.
 - Wonder **what “good-paying” means**.
 - Concerns about the **timeline for job creation**—won’t this take a long time to ramp up?
 - Won’t these jobs require a lot of **worker training**? Is that accounted for in the plan?

Description Two

By investing in America, American products, and American workers, Biden’s plan will create millions of additional good-paying jobs, combat the climate crisis, and build our economy back better than before.

“I feel that the description captures the win, win aspect of his recovery plan. That is, it creates good-paying jobs and combats the climate crisis at the same time.” *College graduate*

“I think it is likely that the jobs will be created, but I don't know if there will be millions and it will not happen overnight.” *College graduate*
 “How many jobs will be lost from other sectors? ... The only way I see it possible to create these ‘millions’ of jobs is to lose them from somewhere else.” *College graduate*
 “I think millions is an exaggeration. Thousands, maybe, but most of those jobs will be people transitioning from one type of work to another.” *Non-college graduate*

It is essential to address or work around this skepticism and make a strong jobs case, especially for lower SES voters.

- Credibly making jobs an element is vital, especially to the non-college audience.
- We asked: which is the more important reason to invest in clean energy—jobs or climate change?
 - Most college grads say “both,” and more chose climate than jobs.
 - But most non-college grads said jobs.

“The beauty of Biden's plan is that **we don't have to choose between job creation and addressing climate change.**”
College graduate

- A number in each group get the short-term (jobs)/ long-term (climate) benefits inherent in the question.
 - But while many of the college grads have the patience for the long-term payoff of dealing with climate change, the non-college group are more apt to see acute need of job creation right now as primary.

“Sadly, **I worry more about American jobs over the climate concerns** at this very moment ... I feel like it directly affects me and my family more.” *Non-college graduate*

“Creating jobs reinvests back into our economy and we need that in order to make energy efficient changes. **You can't buy solar panels or an electric car if you don't have a decent job.**” *Non-college graduate*

ATTITUDES TOWARD CLEAN ENERGY JOBS

Many soft supporters lack an intuitive sense for the full range of jobs clean energy supports; they think in broad categories of wind and solar with some limited examples.

Most commonly they think of:

INSTALLERS



"Some folks who look like they are installing solar panels and maintaining wind turbines; electric vehicle-type jobs will be impacted/change for workers at car manufacturers and there will need to be more spaces to charge these vehicles which means installers/maintenance will be needed." *Non-college graduate*

ENGINEERS



"I associate engineering, IT, and highly skilled labor with clean energy." *College graduate*

TECHNICIANS



"I think of a wind turbine technician as a clean energy job. I've attached a picture. I'm having trouble thinking of other clean energy jobs." *College graduate*

MACHINISTS/MANUFACTURING



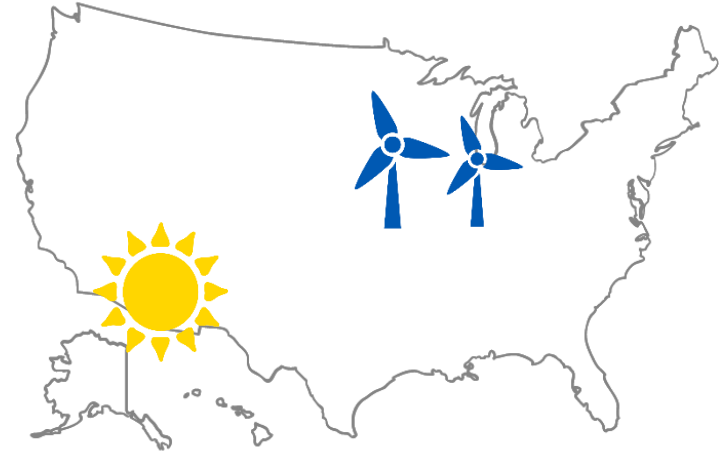
"I would consider people building or manufacturing the clean energy solutions to have clean energy jobs: construction workers for solar/wind farms, manufacturing line workers for clean energy products (cars, batteries, etc.)" *College graduate*

*Note: All photos found by participants online; they are included strictly for research illustration and their use may be restricted by copyright.

Many believe clean energy jobs are already in their state, but also tend to think these kinds of jobs are more prolific in certain areas of the country.

- Related to their somewhat narrow view of clean energy jobs, soft supporters mostly think these jobs are in their states due to seeing solar panels or windmills.
- Numerous soft supporters are under the impression that clean energy jobs depend on geography and weather—such that solar jobs are more prevalent in sunnier states and wind energy jobs are more prevalent in flatter and windier states.
- Only a minority (and more commonly college grads) express the belief that clean energy jobs are throughout the country.

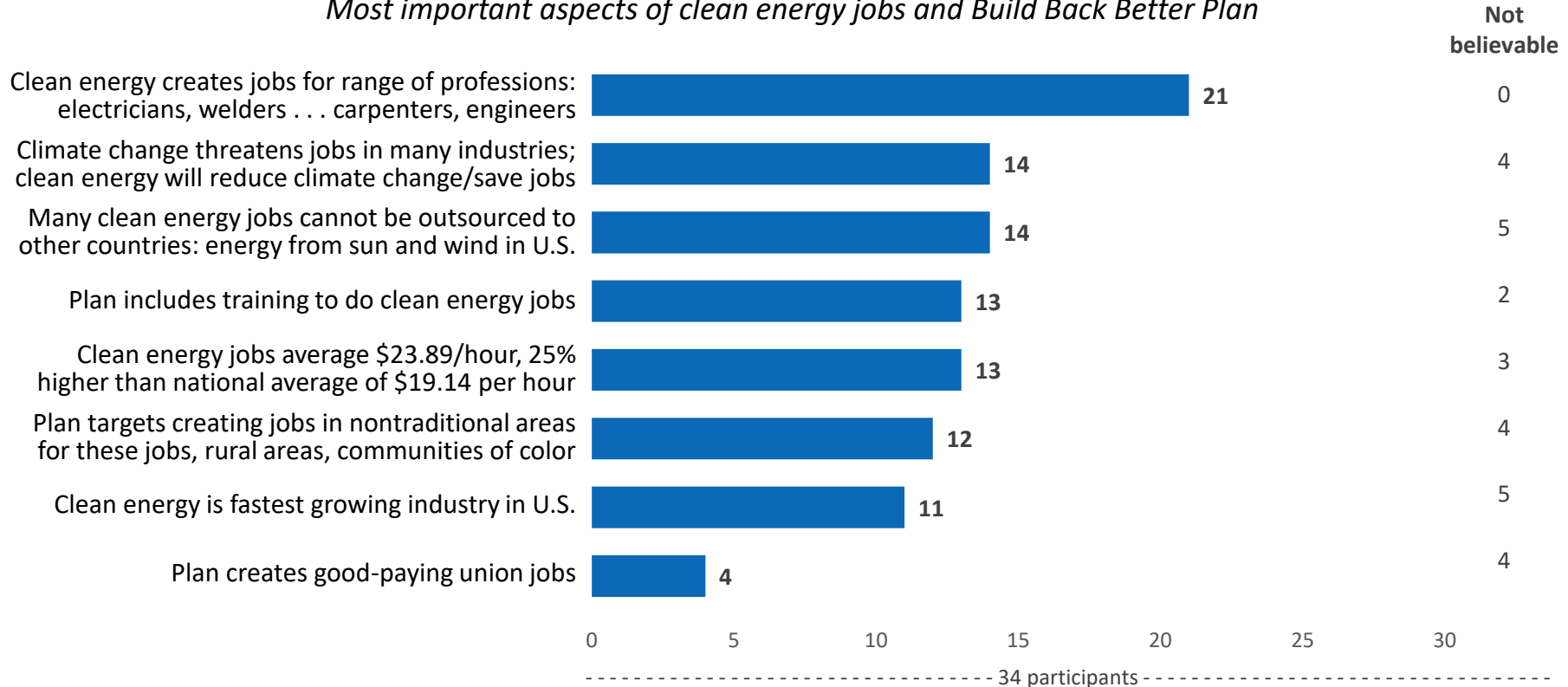
➔ Again, this underscores the need to educate voters about the full scope of clean energy jobs.



“Certain areas of the country are sunnier, so solar panels might make sense. But other areas, like Alaska with its long dark winter nights, probably wouldn't find much use for them. The same goes with windmills. Some areas of the country are generally windier and more likely to reap the benefits of a windmill farm.” *College graduate*

In fact, specific information about the range of jobs that clean energy supports is the most important proof point about BBB for soft supporters.






Most important aspects of clean energy jobs and Build Back Better Plan



MESSAGING

Jobs and climate are the top-testing frames for Build Back Better among soft supporters.

Assessments of Arguments for Build Back Better Recovery Plan

| | | Most important | Very/fairly convincing |
|---|--|----------------|------------------------|
| JOB  | The Build Back Better Plan will result in new good-paying jobs across America , including in small towns and rural places. Moving to wind and solar power will create jobs for electricians, welders, engineers, pipefitters, and laborers. Retrofitting and modernizing factories will revitalize our manufacturing sector and lead to a resurgence in manufacturing jobs. | 20 | 24 |
| MAKE CLIMATE CHANGE WORSE  | Scientists, NASA, doctors, and other experts agree that we will pay a very steep price if we fail to act on the growing climate crisis. Climate change is already costing lives and devastating communities across the country, such as last year's wildfires in California and the huge winter storm last month in Texas. If we do not take action now, climate change will mean our kids will inherit a future of more droughts, fires, flooding, disease, and food shortages. | 19 | 29 |
| ECONOMIC GROWTH  | Clean energy is the fastest-growing industry in America , and clean energy jobs pay well above the national average, have good benefits, and cannot be outsourced to other countries. Examples include big solar panel construction projects in Ohio and factories in Iowa building wind turbines. Investing in clean energy will accelerate America's economic growth. | 14 | 28 |
|  COVID RECOVERY | With millions of people losing their jobs during the pandemic, we need immediate investments in good-paying jobs. We can take action right now to get people back to work in clean energy jobs, promote small businesses, and give our economy the boost it needs. | 11 | 19 |
| ENVIRONMENTAL EQUITY/RACIAL JUSTICE  | Neighborhoods that are majority Black, Latino, or lower income have significantly more air pollution because of more traffic, fewer trees and green spaces, and a greater likelihood of being next to big industrial operations. This has led to much higher rates of respiratory and other diseases in these areas. Directing clean energy to these communities will make them both healthier and more economically successful and will contribute to racial justice in our country. | 4 | 16 |

The RANGE of jobs across sectors, skillsets, and education background is critical for demonstrating just how many people could potentially benefit.

- **Helps to address initial skepticism** about “millions” of jobs that could be created.

“I like how a large initiative like clean energy would positively impact a wide range of professions in many locations and not only be advantageous to one type of person or one location.” *Non-college graduate*

“For me, the most important [thing is] talking about providing a range of jobs across sectors (and those, in turn, will fuel other work down the line).” *College graduate*



- Non-college grads appreciate the explicit callout of **blue-collar jobs**.

“Seeing that a significant number of these potential jobs are trades is also reassuring. I personally think that the heavy focus on college degrees in the last decade+ has left the trades lacking for people. I think this will help inspire young people, showing them that a college degree isn't the only way to a decent job.” *Non-college graduate*

The fact that these are **good-paying jobs** (along with accompanying proof point on average wages) is an important supporting point, especially for college grads.

“Dirty energy jobs need incentives to go away, and better pay definitely helps with that. Coal workers moving to solar and wind assembly will not only get better pay but better working conditions.” *College graduate*

Climate is an important part of the argument for those who already believe that climate change is, or is soon to be, a crisis.



- ✓ Those who believe climate change is real are very **concerned about the impact it is having on communities and local economies**, as well as future generations.

“We are all very familiar with the wildfires in Australia and California that happened this past year, as well as the freakish weather system that blew through Texas and other southern states. Hurricanes are also on the rise, and coastline is being lost. Experts have proven that we are in a climate crisis. I'm not sure if this is too little, too late, but we can't give up.” *College graduate*

“Climate change is real. Living in a farming community this not only devastates crops but is hard on livestock. We need to do what we can to provide ways to keep climate change in check.” *Non-college graduate*

“We need to be investing in mankind's future. We should be setting up systems that will outlast us.” *Non-college graduate*



- However, soft supporters have to accept the premise that climate change is having an economic impact. If they reject this, the argument falls flat.

“I'm **not sure I've seen any direct impact of climate change** on the things listed [here] in fact, agriculture is a primary *cause* of climate change (for example), so I'm not sure how it's affected by it.” *College graduate*



There is some doubt about how fast the clean energy sector is growing and whether clean energy jobs cannot be outsourced.

- ✓ Both ideas have appeal, especially **jobs for American workers that cannot be outsourced.**

“Keep our jobs here! This allows for future planning, the sun and wind aren't going anywhere and neither should these jobs.” *College graduate*



- But several soft supporters suggest that there's **no reason other countries couldn't manufacture these products.**

“While the actual clean energy produced cannot be outsourced because it comes from wind and sun ... the materials and the manufacturing of things like wind turbines and solar panels could most likely be easily outsourced.” *Non-college graduate*

- And others would **need to see evidence** that clean energy is a growing industry.

“I find that clean energy being the fastest growing industry is hard to believe—I would have thought it would be something in computers/technology.” *College graduate*

While framing BBB in terms of COVID-19 recovery tested well in the survey, soft supporters in the qualitative research expressed concern that BBB would not provide the immediate economic relief that is so urgently needed.

- Soft supporters fully agree that there is an **urgent need to help individuals who have lost jobs and small businesses** that are suffering because of COVID-19.

“It is no secret to anyone that the pandemic routed us economically by crippling most jobs, and we urgently need investments that generate employment, so that people can return to decent, well-paying jobs, we must support clean energy investments immediately.” *College graduate*

“I know for a fact that a lot of jobs were lost due to the pandemic, and I agree we need investments immediately and get people back to work starting with that field.” *Non-college graduate*



- But many worry that this **plan would take too long to create jobs.**

“Yes, it is a priority to do what we can to recover after the pandemic. However, creating new business and jobs takes time and will by no means be immediate. It's important to me to promote small business as those are the businesses that have suffered during this time.”
College graduate

“I feel like this plan is better to have moving into place in the background while we work on more concrete method of getting jobs back now. Particularly when so many jobs that have been lost have nothing to do with the prospective jobs in this plan (hospitality, retail, food, etc.).”
Non-college graduate

To raise urgency, we need to demonstrate how BBB will create good-paying jobs RIGHT NOW.

Soft supporters generally view setting requirement for 100% clean energy by 2035 as a positive that makes success more likely.

The clean energy requirement makes BBB MORE appealing (not less).

*The Build Back Better Plan might also include a requirement that utilities and companies that provide electricity must generate **80% of their electricity from clean energy sources by 2030** with the goal of generating **100% of electricity from clean energy sources by the year 2035**.*

✓ Deadline puts pressure on companies to act and also...

✓ Gives us time to convert

“It's aggressive, but probably rightly so ... it puts some teeth into the plan.” *College graduate*

“I believe it makes it more appealing because we are not rushing into it overnight but taking time to convert into systems that will hopefully not fail us by breaking down and not working when needed.” *Non-college graduate*





➤ Rather than opposing the goal, several question whether it is realistic to achieve.

“This is an unrealistic timetable I think. The changeover and taking the existing systems offline and integrating new I would think would take longer.” *Non-college graduate*

“I think that is a noble goal! I believe it is somewhat unattainable in nine short years.” *Non-college graduate*

Like the survey, job loss and cost are the most credible and impactful critiques of BBB; soft supporters also have concerns about the reliability of clean energy.

Assessments of Arguments against Build Back Better Recovery Plan

| | | Most important | Very/fairly convincing |
|---|--|----------------|------------------------|
| JOB LOSS  | Democrats and climate activists are promising green energy jobs in the future but never talk about the millions of people who will lose their jobs in the oil and gas industry. | 26 | 19 |
| COST/TAXES  | This plan will cost trillions of dollars and result in higher taxes on all Americans and a bigger national debt. The government is about to pass \$1.9 trillion in economic relief—spending trillions of dollars more on top of that is simply too much. | 22 | 15 |
| RENEWABLES/ BAD  | The recent energy crisis in Texas, in which an extreme winter storm knocked out heat and electric power for millions of people was a direct result of the failure of wind power—wind turbines froze and were unable to generate power. The Biden plan would make it so that even more of the country is dependent on energy sources like wind, which are simply not reliable, especially when we need them most. | 14 | 11 |
| SOCIALISM  | This plan is a repackaged version of the socialist Green New Deal pushed by Bernie Sanders and Alexandria Ocasio-Cortez—a radical plan to remake America's economy with big government calling the shots. | 6 | 12 |

Concern about how it will be financed (raise taxes?) and government's ability to responsibly manage such a large-scale project (pork, paybacks)

Training for workers begins to address soft supporters' concerns about the people working in oil, gas, and coal who would lose their jobs.

The Build Back Better plan includes training for workers to do clean energy jobs.

“One of my big concerns since learning of this plan was how we were going to train/retrain a work force to do these jobs if their skill set doesn't transfer over to clean energy positions.”
Non-college graduate

“Assuming those who lose their jobs at ‘dirty’ energy production companies got the new jobs at the clean energy production companies, those employees would need additional training to get them caught up on the new science and technology.” *College graduate*



Still, the doubters will need the training piece to be a little more fleshed out.

“What kind of training? Who does the training? If it's anything like where I work, I don't think it's credible.” *College graduate*

Overall, the best response to the cost critique is that BBB's investments will pay for itself in the long run.

“This plan will cost trillions of dollars and result in higher taxes on all Americans and a bigger national debt.”

More persuasive response:

PAY FOR ITSELF IN LONG RUN: The long-term benefits far surpass the costs of these investments. Clean energy creates good-paying jobs in numerous sectors and in small and medium-sized businesses across the country. These investments will not only get more people working in higher-paying jobs, they will reduce electricity costs, leading to more consumer spending and a healthier overall economy. Top economists agree that clean energy is a smart investment in our long-term growth that will make U.S. companies more productive and competitive and add trillions of dollars to our economy.

9 college grads/14 Non-college grads

23

FUTURE COSTS: The real question is, can we afford not to do this? Too many Americans have lost their jobs, wages, or homes. Hurricanes, wildfires, flooding, and other climate-driven disasters will cost individuals and U.S. taxpayers billions of dollars to rebuild cities and regions and in rising health costs. Build Back Better investments will help get Americans back to work and help make communities better able to deal with the impacts of climate change. If we don't tackle these problems now, the economic toll our children and grandchildren will have to pay will be devastating.

8 college/3 Non-college

11

- ✓ Focus on higher-paying jobs (most important)
- ✓ Saving consumers money on energy bills
- ✓ Makes connection more clearly

- ✓ Focus on people who are unemployed, hurting right now
- Climate focus gets mixed reaction

0 5 10 15 20 25 30
----- 34 participants -----

Soft supporters LIKE the idea of paying for BBB by rolling back tax cuts for the wealthy and eliminating subsidies for fossil fuel companies.



Rolling back tax cuts for big corporations and individuals who earn more than \$400,000 per year

- ✓ Taps into desire to see wealthy and big corporations pay their fair share

“The only thing that rolling back tax cuts did was make the top 1/2% even richer. Trickle down does not work. So roll back those tax cuts and use the money for something that will help the entire country, like the Build Back Better Plan.” *College graduate*



Eliminating the use of taxpayer dollars to subsidize big oil, gas, and coal companies

- ✓ Agree that taxpayers shouldn't subsidize these companies that always put their profits over people.
- But there's some confusion about what this means.

“These companies have gotten rich for years by putting their profits first.” *Non-college graduate*



But for both approaches, soft supporters worry that regular people will still end up paying the price.



“I think this is a great idea but it is not a great solution because the costs will be passed on to consumers.” *College graduate*



All three ads on BBB tested well, with Jobs Right Now and the young employee installing solar panels rated as the most convincing.

Number selecting each as the MOST CONVINCING AD

JOBS RIGHT NOW

15



Mean rating = 6.9*

HENRY, 21-YEAR-OLD EMPLOYEE

13



Mean rating = 7.3*

JIM, SMALL BUSINESS OWNER

6



Mean rating = 6.9*

*Based on ratings on a 0-to-10 scale: Very convincing = 8 to 10, Mixed = 5 to 7, Not convincing = 0 to 4

Jobs Right Now stood out because it illustrated the varied types of jobs and types of people, bringing to life the concept of BBB as a job creator with broad impact.



Mean rating = 6.9*

*Based on ratings on a 0-to-10 scale:
Very convincing = 8 to 10, Mixed = 5 to 7,
Not convincing = 0 to 4



Overall rating

- ✓ Shows variety of professions
- ✓ Diversity in people
- ✓ Motivational tone with confident outlook for America
- ➔ “It indicates the amount of jobs that will be generated with clean energy investments. We see people working both engineers and drivers and qualified personnel for the works and the start-up of manufacturing companies, and the use of clean energy working although it will be an investment that will generate jobs from now on and for the not-too-distant future.” *College graduate*
- ➔ “I feel this ad is very motivational. It makes one want to get started immediately to get behind this plan and get America on the road to recovery.” *Non-college graduate*
- Several people note that they dislike Biden, so they dislike the ad.

The employee testimonial brings credibility to the argument that these clean energy jobs are good-paying jobs with opportunities for advancement.



Mean rating = 7.3*

*Based on ratings on a 0-to-10 scale:
Very convincing = 8 to 10, Mixed = 5 to 7,
Not convincing = 0 to 4



Overall rating

- ✓ Good-paying job that can support a family
- ✓ Personalized nature of testimonial about specific job
- ✓ Opportunities for advancement without college degree
- ➔ “This is your average person. A typical American worried about making a living wage. A lot of people think that clean energy will simply take away jobs. I believe it to be adding good, long lasting, sustainable, and well-paying jobs.” *Non-college graduate*
- ➔ “It shows that there are jobs to be had related to clean energy and the opportunity to advance. It is great that a young man can make enough money to be able to support himself and his family with only one job.” *College graduate*
- ➔ “He is also very young. People of color and older people are not represented. It’s great for the younger generation to pave the way, but this doesn’t represent many Americans.” *College graduate*

Business owners are an important piece of story (though not the leading edge), bringing the perspective of the job creators.



Mean rating = 6.9*

*Based on ratings on a 0-to-10 scale:
Very convincing = 8 to 10, Mixed = 5 to 7,
Not convincing = 0 to 4



Overall rating

- ✓ Ready to hire and make immediate impact
- ✓ Shows investments can produce positive results
- ✓ Relate to started over in recession
- ➔ “This guy is ready to hire and seems to be champing at the bit to do so. I am sure there are plenty of others like him as well. I already liked the idea, but showing employers ready, willing, and able to hire makes things a bit less far-fetched for the doubters.” *Non-college graduate*
- ✗ Skeptical of number of job opportunities from small business
- ✗ Jobs could be shipped overseas
- ✗ Unclear how this is clean energy investments
- ➔ “It’s... ‘fine.’ I mean, this guy probably has a handful of employees if he just making the tags that go on solar panels. That doesn’t strike me as game-changing, or for that matter, something an overseas company might not do for less money.” *College graduate*

Both employers and employees tell critical pieces of the story, but soft supporters put more weight on employees, who they trust more and find more relatable.



EMPLOYEE

- ✓ Trust the perspective of someone actively working in the industry
 - Can speak to pay, benefits, working conditions
- ✓ More relatable (as few are business owners)

“I would much rather hear from an employee. Small businesses are great, but far more people are employee rather than employer ... If people can be told that they can move into new jobs quickly and easily they're more likely to buy in rather than cling to dying jobs [that would be important].” *College graduate*

“I trust the opinion of the employee and that's who I most want to hear from. Just like the 21-year-old, I want to hear about how this role has directly affected them and the pros and cons of the plan according to them.” *Non-college graduate*



EMPLOYER

- ✓ Decisionmakers and people making hiring decisions can speak to potential for job creation
- ✓ Bring experience and knowledge
- Potentially motivated by self-interest