



TO: Interested Parties
FR: Climate Power
DT: June 14, 2024
RE: New Poll Highlights Winning Climate Messages in Michigan

Climate Power worked with Impact Research to conduct [focus groups and a poll](#) of 900 registered voters in Michigan to better understand which climate messages move which groups of voters. **The results of our poll show that talking about climate and clean energy moves key voting blocs towards President Biden in a close 2024 presidential election.** Here are our takeaways and tips for using this information.

Key facts to share with press and elected officials:

- **Michigan voters care about climate and clean energy.**
 - 40% of Michigan registered voters say that climate change and clean energy are very important to their presidential vote this year.
 - 59% of Black voters say climate change and clean energy are very important to their vote.
- **Climate and clean energy contrast messaging is persuasive to Michiganders—and it motivates them to vote for President Biden.**
 - Climate and clean energy messaging moved our target audiences in the multi-candidate vote toward President Biden by +5 points among voters under 35 and by +9 points among Black voters.
 - These gains are even larger among women aged 18-22 (+12pp), Black men (+12pp), and Black voters aged 18-34 (+11pp).
- **Positive messages about President Biden’s record increase his approval rating on climate and clean energy.**
 - President Biden’s approval rating increases by +6 points overall and by +27 points with persuadable voters.

Tips for talking to voters:

- **Most voters support clean energy and climate policies—but they don’t know enough about President Biden or Trump’s records.** We need to tell them about the 270,000 clean energy jobs President Biden created by standing up to oil and gas executives to pass the most ambitious climate legislation in American history—while reminding them that Trump has called climate change a “hoax” and promised oil executives he would roll back environmental regulations in exchange for a \$1 billion donation.
- **Contrast messaging is most effective.** We should first build up Biden's positives by talking about his clean energy and climate accomplishments, then follow this with

contrast messaging on Biden's positive climate record and Trump's destructive record on the issues.

- **Start by highlighting President Biden's record of protecting our health and water and passing the most ambitious climate and clean energy plan in U.S. history.**
 - Messaging around the actions that President Biden has taken to replace lead pipes and protect access to safe drinking water is especially effective in moving the needle with Michigan voters.
 - Contrasting Biden's record of clean energy and climate investments with Trump's plans to eliminate them as part of his destructive second term agenda is very effective, as is pointing out Trump's record of blocking efforts to hold polluters accountable.

Key Pro-Biden Messages by Voting Bloc:

- **Persuadable voters and voters aged 18-34:** [Health]: "Biden understands that pollution from dirty energy sources puts our health at risk. That's why he strengthened the Clean Air and Water Acts, passed a law to replace 100 percent of lead pipes, and announced the first-ever limits on cancer-causing 'forever chemicals' to protect drinking water."
- **Black voters:** [Water]: "Biden awarded nearly \$150 million to upgrade drinking water infrastructure and replace unsafe lead pipes across Michigan and more than \$35 million to help remove new contaminants from the state's drinking water."

Climate Power's Language Dos & Don'ts

- **It's President Biden's clean energy plan, not the Inflation Reduction Act or IRA.** Bill names and acronyms are hard for people to connect with.
- **The clean energy plan is about expanding options, not taking away choice.** Don't fall into the trap of saying more clean energy options mean less of something else.
- **Use Big Oil CEOs or corporate polluters.** These terms are stronger than talking about fossil fuel execs or the oil and gas industries as a whole.
- **Trump's comments about climate change being a hoax make voters question his fitness for office.** Most voters find this viewpoint extreme and can't relate to it.

Climate Power also conducted a [Michigan-specific poll in 2023](#) that has more information about the popularity of key elements of President Biden's clean energy plan. If you have any questions about either of these polls or how best to message around them, please feel free to reach out directly to [Luke Tonat](#), our state desk in Michigan.

About the poll: Impact Research conducted a poll via text-to-web and online panel of 900 registered voters in Michigan, including oversamples of 200 voters aged 18-34 and 200 Black voters between May 15 and May 20, 2024. The margin of error is +/- 4.4%.