

**TO: Interested Parties**  
**FROM: Hart Research Associates**  
**DATE: May 5, 2023**  
**RE: Climate Change, Clean Energy, and the Environment in the 2024 Election**

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This memorandum summarizes the key findings from a survey of 1,205 voters across nine battleground states that will be key to the outcome of the 2024 presidential election. The interviews were completed April 22 to 24. Hart Research Associates conducted the survey on behalf of Climate Power and the League of Conservation Voters.

- 1. The initial trial heats show that President Biden is running even in the battleground states against his two most likely opponents but demonstrate that, even in a highly polarized electorate, there is important movement toward President Biden after voters hear the case for his reelection.**
  - At the outset of the survey 54% of voters say either that they definitely will vote for Joe Biden no matter who the Republican candidate is or they will consider voting for Biden depending on who the Republican candidate is. By the end of the survey, the share of voters who are open to reelecting Joe Biden grows to 60%.
  - At the outset of the survey, the trial heat between Joe Biden and Donald Trump is deadlocked at 50% for each candidate. By the end of the survey, President Biden has an eight-point lead over Trump (54% Biden, 46% Trump).
  - There is a similar degree of movement in the trial heat between President Biden and Ron DeSantis, which starts out as +1 for DeSantis (51% DeSantis, 49% Biden) and then moves to +6 for Biden (53% for Biden, 47% for DeSantis).
- 2. Issues related to climate change, clean energy, and the environment are areas of strength for the President when he is compared with a generic Republican opponent, and his advantage on these issues is even greater when he is compared with a MAGA Republican opponent.**
  - Voters say by 49% to 30% they would trust Biden over a Republican opponent on addressing climate change and taking steps to avoid a climate crisis. When compared with a MAGA Republican, voters trust Biden more on this issue by 56% to 28%. When asked to rate the importance of climate change to their vote next year, 63% rate climate change at seven or higher on a 10-point scale (on which zero means not at all important and 10 means very important).
  - Voters say by 49% to 34% that they would trust Biden over a Republican opponent on expanding our use of clean, renewable energy sources like wind and solar power. When compared with a MAGA Republican, voters trust Biden more on this issue by 57% to 31%. Sixty-eight percent (68%) of voters rate clean energy as important to their 2024 vote.
  - Voters say by 47% to 37% that they would trust Biden over a Republican opponent on protecting the environment and public health by stopping pollution of our water and air. When compared with a MAGA Republican, voters trust Biden more on this issue by 54%

- to 31%. Seventy-seven percent (77%) of voters rate environmental protection as important to their 2024 vote.
- President Biden has net positive ratings on his policies for addressing climate change (46% approve, 40% disapprove) and his policies for expanding the use of clean energy (51% approve, 36% disapprove).
- 3. In our test of four main message frames for President Biden, significant majorities of voters who move over the course of the survey find each one to be highly convincing. Among swing voters more broadly, a frame that is focused on President Biden’s leadership in protecting the basic rights, freedoms, and financial security of Americans scores the best.**
- Each message frame included a contrast with MAGA Republicans and key proof points. The four message frames we tested were:
- “Joe Biden is determined to protect the basic rights, freedoms, and financial security that Americans deserve” (62% convincing to movers, 59% convincing to swing voters)
  - “Joe Biden is a commonsense leader who does the right thing because he faces facts about the challenges we face” (61% convincing to movers, 54% convincing to swing voters)
  - “Joe Biden has taken on powerful special interests on behalf of everyday Americans” (61% convincing to movers, 51% convincing to swing voters).
  - “Joe Biden is committed to building a strong economy that will support a strong middle class” (57% convincing to movers, 49% convincing to swing voters).
- 4. Proof points related to clean energy, climate change, or the environment contribute to the effectiveness of all four of the narrative frames. The proof point related to the job impacts of clean energy investments plays a key role in lifting voters’ recognition of President Biden’s role in creating good-paying jobs.**
- Fifty-four percent (54%) of all voters and 70% of swing voters say they are more likely to support Biden for reelection after hearing that his clean energy plan “has already created more than 142,000 new good-paying jobs in communities across the country by investing in American-made clean energy like solar and wind power, with more jobs to come.”
  - After hearing about the jobs impact of President Biden’s clean energy investments (the only specific jobs reference in the four framing paragraphs), 58% say that Biden has done a lot or some to create more good-paying jobs, up from 47% at the beginning of the survey. Among swing voters, credit for the President on the jobs front increases from 55% to 65%.
  - Another key proof point that scores well with voters (56% say more likely to vote for Biden, and among swing voters, 71% are more likely to vote for Biden) is, “When his clean energy plan is fully implemented, it will lower energy costs for the average family by \$1,000 per year, while cutting carbon pollution by 40%.”
- 5. MAGA Republicans in general, and Trump/DeSantis more specifically, have key vulnerabilities on climate change and clean energy.**
- Key negatives, whether directed at MAGA Republicans or the two MAGA candidates are:
- ⇒ Instead of doing what is best for everyday Americans they side with the CEOs of Big Oil companies against policies to protect consumers and the environment.

⇒ They deny the reality of climate change and fight to block commonsense measures to address climate change.

**6. There are additional actions related to climate change and clean energy that a majority of battleground voters favor and that are especially important to voters who say that climate change is a crisis, but that President Biden is not doing enough to address it.**

- By 55% to 25%, voters are favorable toward a proposal to “start a national service program called the Civilian Climate Corps that puts thousands of people to work helping communities respond to climate change and transition to a clean energy economy.” Sixty-eight percent (68%) of swing voters are favorable toward this proposal, as are 79% of those who say the President is not doing enough to address climate change.
- By 53% to 25%, voters are favorable toward a proposal to “eliminate taxpayer subsidies and special tax breaks for coal, oil, and gas companies.” Sixty-three percent (63%) of swing voters are favorable to this proposal, as are 73% of those who say the President is not doing enough to address climate change.
- Voters who say President Biden is doing too little on climate change are overwhelmingly positive toward a proposal to declare a national climate emergency (77% favorable). While a plurality of voters overall supports a proposal to declare a climate emergency (48% favorable, 34% unfavorable), this proposal is somewhat less popular among the broader electorate and with swing voters than the other two proposals we tested.