



**CLIMATE  
POWER**

# Nevada Public Opinion Research

Presidential Election and Climate/Clean Energy  
Messaging

March - May 2024

# A note on research design



**We began research with robust open-ended discussions via in-person focus groups.**

These groups allowed us to not only discover what opinions voters hold, but the underlying reasons and factors behind them. After hearing from voters in their own words, we refined our messaging for the quantitative phase.

- **Focus group audiences were segmented in such a way that we were able to reach key persuasion and motivation targets** – with a particular focus on younger voters (ages 18-34), Latino swing voters, as well as white swing women.

**In the survey, we continued to prioritize key targets: sampling a smaller base audience so that we had room to oversample our most important communication targets** – including robust oversamples among young, registered NPP (no party preference), Black, Latino, and AAPI voters. This ensured we had enough respondents to study subgroup demographics within these audiences with more precision.



We conducted the survey in both English and Spanish to more accurately survey Nevada's diverse electorate.

# Methodology

## Phase 1: In-Person Focus Groups

Global Strategy Group conducted four in-person focus groups with Nevada voters in Las Vegas on March 27 and 28, 2024:

- **Young men registered voters (ages 18-34)**
- **Young women registered voters (ages 18-34)**
- **Latino likely voters**
- **White swing women likely voters**

## Phase 2: Context & Messaging Survey

Global Strategy Group conducted a bilingual phone and text-to-web survey of **400 registered voters in Nevada** with additional interviews among **Young, Black, registered NPP (no party preference) voters, Latino, and Asian American/Pacific Islander voters** for a total of **1,000 interviews** between May 1 and May 6, 2024.

The margin of error for the full sample at the 95% confidence level is +/- 4.9%.

The margin of error on sub-samples is greater.

Oversample Group	Oversample N-size	Total N-size	Margin of Error
Young voters	150	416	+/- 4.8%
Registered NPP/Others	100	474	+/- 4.5%
Latino voters	150	312	+/- 5.5%
Black voters	100	151	+/- 8.0%
AAPI voters	100	135	+/- 8.4%

# Key Takeaways: Electoral Landscape

**Nevada holds a tough, yet competitive political environment for Biden.** Biden currently trails Trump by 4 points in the multi-candidate race. Biden needs to do more to consolidate his voters than Trump.

**RFK Jr. draws a significant 8 percent of the initial vote, but third-party voters are less solid in their support.** While RFK pulls from Biden and Trump about equally, he has many weak supporters among younger voters that would otherwise likely choose Biden. While we didn't test a negative on RFK in the survey, we saw evidence in focus groups to suggest that minimal negatives against Kennedy (especially when paired with positives on Biden) can quickly move those voters towards the president.

**Biden's successful record on climate and clean energy and Trump's disastrous record are not fully known in Nevada.** The impact of our positive messaging and credibility of our negative messaging is generally well-received, as voters are already predisposed to believing that Trump puts profits over people, it's just a matter of reminding them.

# Key Takeaways: Vote Movement & Targeting

**Climate and clean energy contrast messaging is both persuasive and a motivating factor in Nevada.** Contrast messaging on climate and clean energy moves the votes toward Biden (+4 pp) and boosts motivation among key Democratic groups.

**Messaging on clean energy and the environment also boosts perception that Biden is better on the economy and is standing up for the greater good (while Trump is not).** This improvement is especially strong with non-partisan (+5 greater good, +5 economy) and Black voters (+7 greater good, +4 economy). And this demonstrates that messaging on climate and energy issues **adds value by layering on top of messaging that the Biden campaign and other allies are likely to use to make these arguments case.**

**Key communication targets in Nevada are registered Democrats, Black voters, white NPP women, and white voters under age 35 – especially in the Vegas market.**

- After messaging, we make solid gains among Black voters (+9 pp), registered non-partisan women (+8 pp), and voters under 30 (+8 pp).
- At the same time, motivation also increases with Black voters, white voters under 55, and in the Las Vegas DMA.

# Key Takeaways: Messaging Strengths

Contrast messaging about Biden and Trump is most effective in moving voters, but if we can only do one, Biden positives are the priority.

Regression analysis shows that messages that can drive the following three frames are most likely to boost Biden's vote share:

- **Positive:** "As president, Joe Biden has been able to get important things done"
- **Contrast:** "Donald Trump prioritizes profits over people, while Joe Biden stands up for the greater good"
- **Contrast:** "Joe Biden has a better approach to dealing with the economy than Donald Trump."

# Messaging Recommendations

**Most effective pro-Biden message: Biden took on Big Oil lobbyists and broke gridlock in Congress to pass the largest investment in clean energy jobs and climate action in history.**

Messaging on health and costs also resonate with many groups while Environmental Justice messaging is potent with Black, Latino, and Younger voters.

**Voters view Trump as a business-first candidate, which has both positive and negative connotations. We need to define him as a profit-first candidate willing to sell out our health, climate, and clean energy progress to benefit himself and his Big Oil cronies.**

**Effective messaging on Trump in Nevada should highlight three categories of voter concerns:**

- Trump's **denial of climate change** and refusal to listen to experts raises concerns about his fitness for office.
- Voters are also concerned about Trump's **“dictator on day one”** comment. **Repealing Biden's climate and clean energy accomplishments** is also concerning as voters strongly support the progress made so far.
- Voters are turned off by **Trump's close ties to Big Oil**, which illustrate that Trump sides with wealthy corporate profiteers and polluters rather than regular Americans.

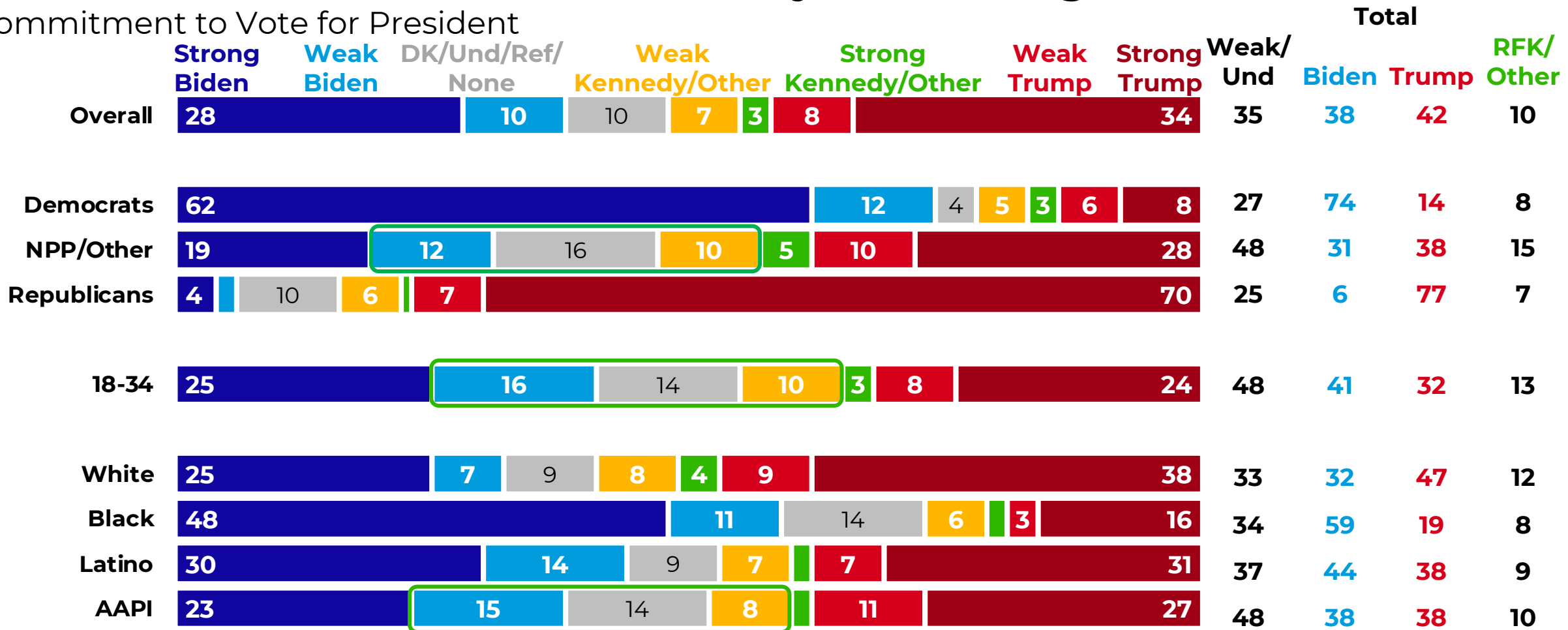


# Landscape & Vote Movement



# A significant number of young & NPP voters are not committed yet, including many who are weakly for Kennedy but could move to Biden – those voters could be key to winning Nevada

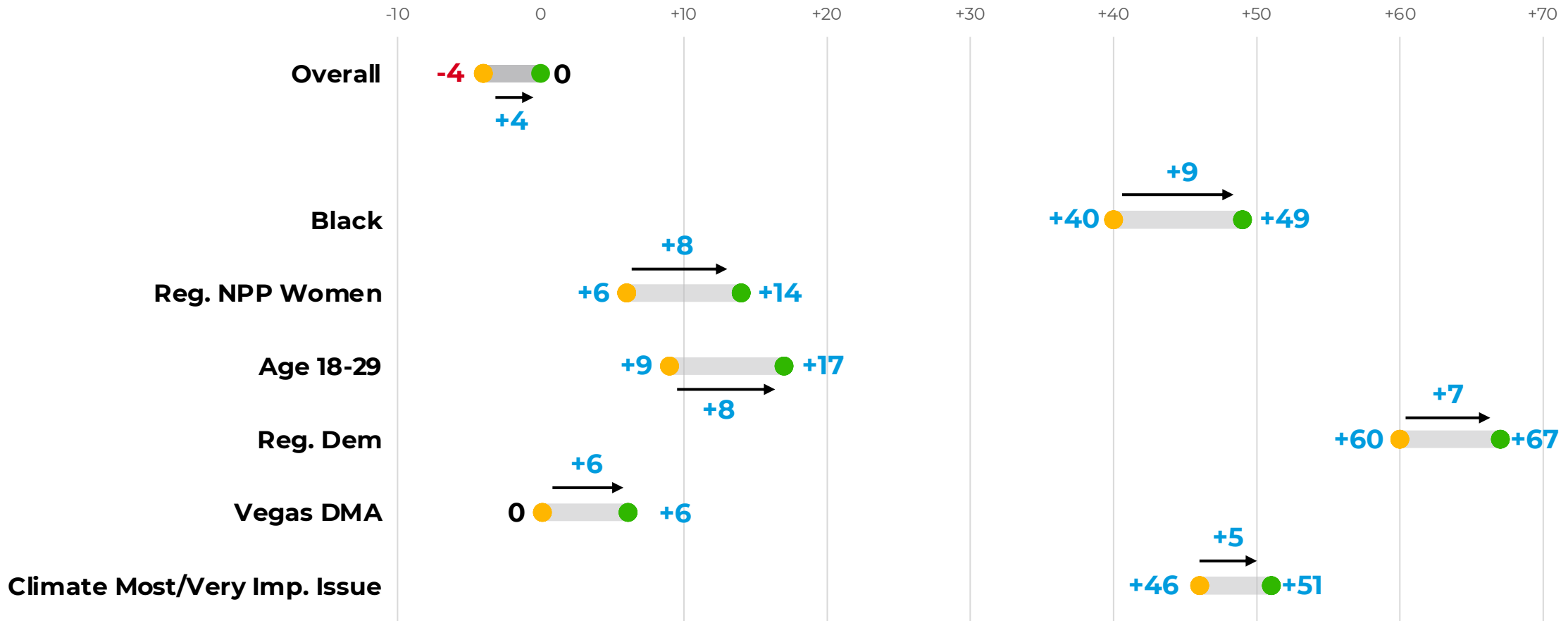
Commitment to Vote for President



“Weak” voters are those who made a selection in the presidential vote, but also said there is a chance they would consider a different candidate.

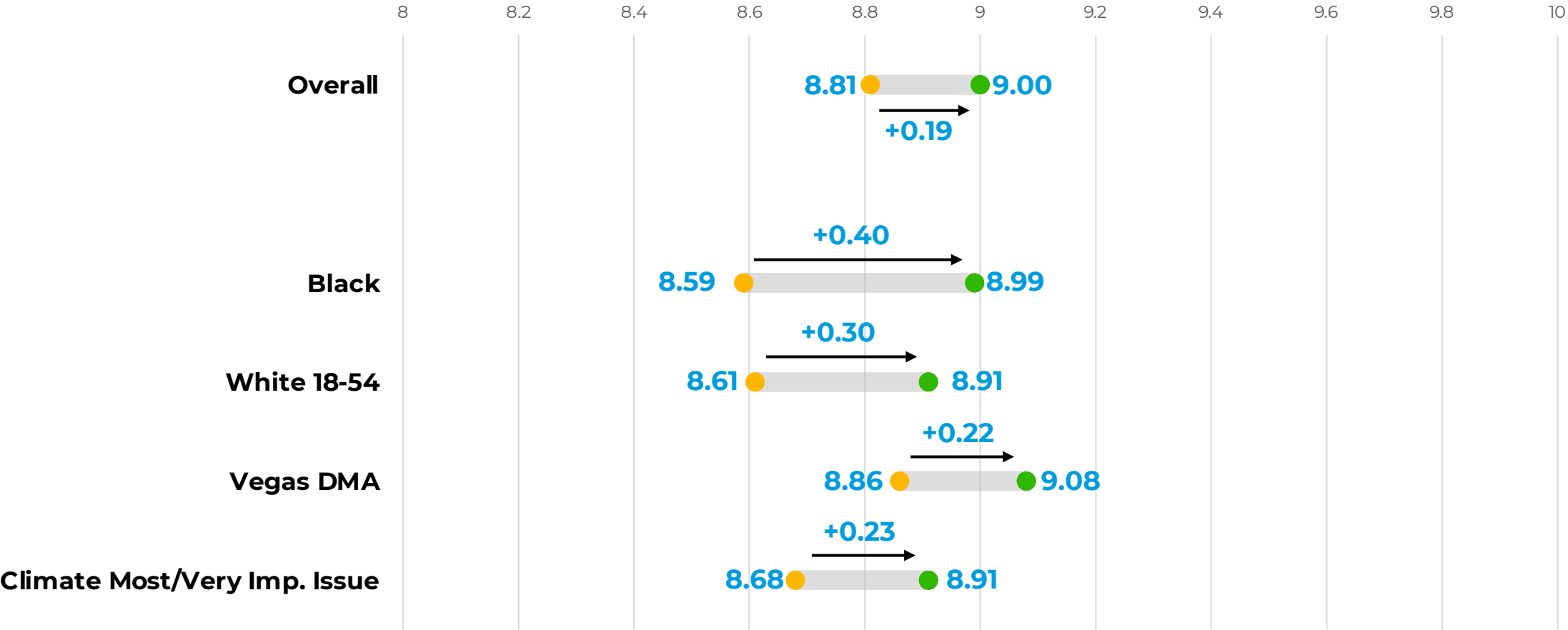
# After voters are exposed to climate and clean energy messaging, we see solid gains in Biden's margin among key subgroups

Change in NET Biden – Initial Vote to Final Vote



# Climate and clean energy messaging also generates solid gains in motivation to vote

Change in Vote Motivation – Initial to Final



# Messaging on clean energy boosts perception that Biden is better on the economy and stands up for the people - especially with registered non-partisans and Black voters

Agree / Disagree Statement Movement + Reactions to Messaging

**Trump prioritizes profits over people, while Biden stands up for the greater good**

**NET Agree**

	Initial	Final	Change
<b>Registered Voters</b>	<b>-6</b>	<b>-3</b>	<b>+3</b>
<b>Black</b>	<b>+36</b>	<b>+43</b>	<b>+7</b>
<b>NPP</b>	<b>-15</b>	<b>-10</b>	<b>+5</b>
<b>Swing</b>	<b>-8</b>	<b>-6</b>	<b>+2</b>

*“[Biden] Prioritizes the needs of the people”*

**Trump has a better approach to dealing with the economy than Biden**

**NET Agree**

	Initial	Final	Change
<b>Registered Voters</b>	<b>+19</b>	<b>+14</b>	<b>-5</b>
<b>Black</b>	<b>-33</b>	<b>-37</b>	<b>-4</b>
<b>NPP</b>	<b>+24</b>	<b>+19</b>	<b>-5</b>
<b>Swing</b>	<b>+29</b>	<b>+23</b>	<b>-6</b>

*“[Trump] puts profits over people”*

# Targeting the right audience with climate and clean energy messaging: there is an opportunity to win and consolidate younger voters (18-34) and voters of color

## Vote Targets

### Base

Solid Dem on every metric



### Core Swing

The most persuadable voters



### Expanded Swing

Not as persuadable but not totally locked in



### Oppo

Solid GOP on every metric



Total Swing (45%)

**White Reg. Democrats (75% are Base)**

**Black Reg. Democrats (65%)**

**Black women (34%)**

**Women 55+ (45%)**

**College graduates (32%)**

- College women (42%)
- White college (33%)

**Latino 55+ (32%)**

**AAPI (38% are Core Swing)**

**Black (34%)**

- 55+ (41%)
- Men (32%)
- Non-college (36%)

**Young 18-34 (29%)**

**Latino (27%)**

- 55+ (32%)
- Reg. Republicans (31%)

**Latino Reg. NPP (71% are Total Swing)**

**18-24 year olds (65%)**

**AAPI (58%)**

**Latino non-college (55%)**

**Black college (58%)**

**Black women (56%)**

**Self-ID Republican men (69% are Oppo)**

**White Reg. Republicans (65%)**

**White 55+ (40%)**

**White non-college (36%)**

**Men 55+ (41%)**

**White men (39%)**

**Reno DMA (35%)**

**Rural (55%)**

# Focus groups showed that support for RFK is soft and easily moved when given facts about his positions

## Initial RFK Sentiment

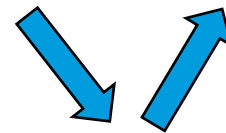
RFK is boosted by the “Kennedy” name. His supporters in focus groups don’t initially know much about him or necessarily believe he can win but want to support a candidate that they believe puts the people first.

*“I think [RFK] is more concerned about people than about himself. They [politicians] all lie, but I think the way he talks, he’s more about the people.”*

## Post-Messaging RFK Sentiment

After we give more information, voters are concerned with RFK’s flip flop on climate and ties to Trump. Across all focus groups we initially had five respondents who supported RFK, four of whom moved to Biden following the negative attack.

*“He’s totally against the climate.” “It sounds like he’s in cahoots with Trump...It’s very disturbing.”*



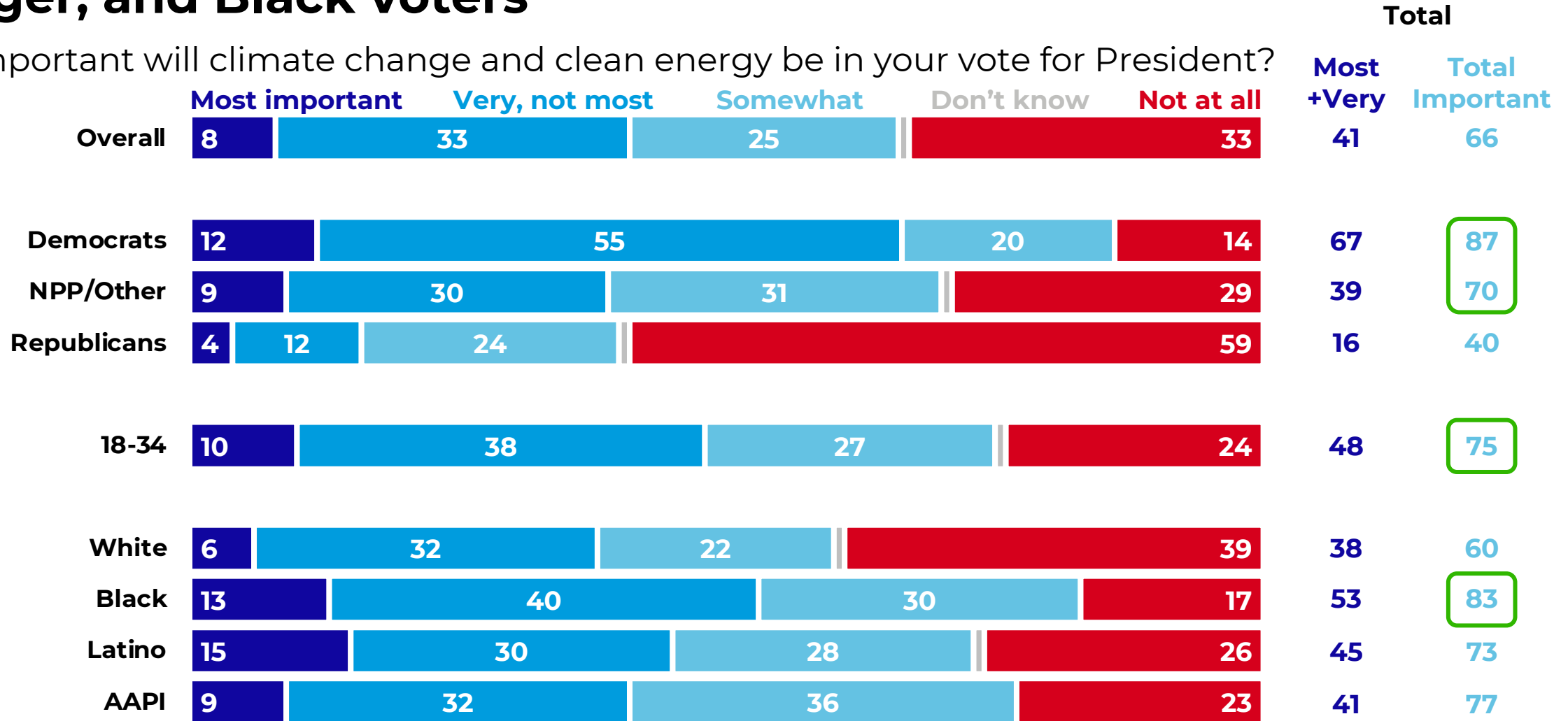
**[RFK Negative]** Kennedy used to be a lead activist in the environmental community, but he abandoned those efforts to focus on conspiracy theories. Like Donald Trump, Kennedy rejects the scientific consensus that climate change is mainly caused by carbon pollution. Like Trump, Kennedy opposes efforts by the federal government to expand clean energy, even though clean energy means more jobs, lower energy bills, and less pollution. And, like Trump, Kennedy has had financial ties with Big Oil companies. So, it’s no wonder that Trump’s biggest funders are also funding Kennedy’s campaign. They know that Kennedy can’t win but that he CAN help Trump win by pulling votes away from Joe Biden. That’s why Trump said, “I love that he’s running,” and that Kennedy is “great for MAGA.” Kennedy even admitted this himself, saying “our campaign is a spoiler.”



# Building Effective Contrast

# Baseline: climate change and clean energy are important factors for many in their vote for president – especially center-left, younger, and Black voters

How important will climate change and clean energy be in your vote for President?





# Focus groups: Biden's climate and clean energy accomplishments are not well known – but voters react positively when they find out

**Biden isn't credited for having a strong position on climate:** Many feel he toes the party line. Biden's party affiliation gives the impression that climate is part of his agenda, though few think he has actually accomplished much of anything on the issue: *"When you think about the Democratic Party you just associate it with solar. I think it's just the party. Not really Biden, it's just the party."*

**But when voters hear about Biden's accomplishments, they are pleasantly surprised – and significantly so:**

- *"I didn't know he did all that. **I'm impressed.**"* - young (18-34) male
- ***"I'm proud."*** - young (18-34) woman
- *"It all sounds good...**If I realized all of this, I would've been happier.**"* - young (18-34) woman
- *"Wow this is impressive. **I never knew he did all of that.**"* - Latina woman
- ***"I was blown away. In a very good way."*** - white swing women
- ***"This changes my opinion of Joe Biden in a positive way."*** - white swing woman

# Making the case for Biden: what resonated with voters in focus groups

**Voters responded positively to learning that Biden worked tirelessly to pass the largest investment in clean energy in American history with the Inflation Reduction Act, persuading reluctant members of Congress and beating back the Big Oil lobby.**

**Voters responded positively to real, tangible progress.** They want their candidate to protect voters from air and water pollution, harmful environmental toxins, and to grow jobs in the clean energy economy.

**Clean air and water is seen as a basic right, which makes environmental justice messaging impactful for younger voters and voters of color.** This is also a proof point that Biden has delivered on his campaign promises.

**Persuadable younger women – especially those who were undecided or Trump-leaning – cited messaging around lowering costs as most convincing.**

# Using findings from the focus groups, we refined several pro-Biden messages in our survey

## Biden Positive Messaging

**[SPLIT A] [LEGACY/CLIMATE- 100%]** Joe Biden understands that we have a basic responsibility to leave a better world for future generations, and that's why he passed and signed into law the largest climate and clean energy plan in history. Biden's new law will put us on the road to a 100% clean energy economy and cut the carbon pollution that is disrupting our climate nearly in half by 2030.

**[SPLIT B] [LEGACY/CLIMATE- TRIPLE]** Joe Biden understands that we have a basic responsibility to leave a better world for future generations, and that's why he passed and signed into law the largest climate and clean energy plan in history. Biden's law will triple the production of clean energy and cut one billion tons of the carbon pollution that is disrupting our climate by 2030.

**[HEALTH]** Joe Biden understands that pollution from dirty energy sources is putting the health of our families at risk. That's why he doubled down on clean energy, strengthened the Clean Air and Water Acts, passed a law to replace 100% of the lead pipes still in use across America, and now announced the first ever limits on cancer-causing "forever chemicals," which will protect the drinking water of 100 million Americans.

**[COSTS]** Our dependence on oil, coal, and gas means that Big Oil CEOs make record profits by gouging us, but Joe Biden is changing that. The cost of wind and solar energy is already cheaper than coal and gas, and it continues to drop. Biden passed a law to triple the production of clean energy and save the average American household more than \$1,000 a year on energy bills.

**[JOBS]** Joe Biden's clean energy law is already giving our economy a much-needed boost. In just over a year since Biden's law passed, companies around the country have announced over 500 new clean energy projects that will create over 270,000 new good-paying jobs - including nearly 16,000 in Nevada - most of which don't require a college degree.

**[BIG OIL]** For decades, the Big Oil CEOs spent billions to lobby Congress and prevented investments in clean energy. But Joe Biden took them on and won. He spent a year personally negotiating with Congress to break through the gridlock and beat the Big Oil lobbyists, ending their special tax loopholes and finally expanding clean energy.

**[DROUGHT]** Joe Biden has taken bold action to help Nevada tackle the effects of climate change and protect our water resources. Biden's law provides resources to help Nevada mitigate climate-driven drought and improve and protect the long-term sustainability of Lake Mead - which supplies Las Vegas with 90% of its water.

**[SPLIT A - YOUNG/BLACK/LATINO/AAPI] [EJ-AIR&WATER]** Joe Biden understands that low-income communities have paid the highest price for our dependence on dirty energy sources in the form of polluted air and water and greater levels of asthma and cancer. That's why, in his first week in office, Biden launched the most ambitious environmental justice agenda in history to make sure that everyone, regardless of race, income, or ZIP code has clean air and water.

**[SPLIT B - YOUNG/BLACK/LATINO/AAPI] [EJ-SOLAR]** Joe Biden understands that low-income communities have paid the highest price for our dependence on dirty energy sources in the form of polluted air and water and greater levels of asthma and cancer. That's why Biden launched the most ambitious environmental justice agenda in history and is investing \$7 billion in solar energy projects for low-income and disadvantaged communities.

**[YOUNG] [LISTENS]** Joe Biden listened and delivered for young Americans by treating climate change like the threat it is. Since day one, Biden acted with urgency to protect future generations - working with top scientists and experts to pass the most ambitious climate agenda in history. Biden listens to younger generations, and now we are finally starting to see progress in combatting the long-term threat of climate change.

# EJ messaging strong with younger, Black, and Latino. Climate, health, and cost highest with swing. Younger also appreciate Biden's commitment to listening to younger voters

## Biden Positive Messaging

	Total	Swing	Mean (Convincing Scale 1-7)				
			18-34	NPP	AAPI	Black	Latino
[EJ-SOLAR]	N/A**	N/A**	4.12	N/A**	3.97*	5.18*	4.06
[EJ - COMBINED]	N/A**	N/A**	4.02	N/A**	3.80	4.77	4.18
[EJ AIR & WATER]	N/A**	N/A**	3.92	N/A**	3.67*	4.43*	4.30
[LISTENS]	N/A**	N/A**	4.02	N/A**	N/A**	N/A**	N/A**
[HEALTH]	3.66	3.64	3.96	3.48	4.05	4.96	4.06
[LEGACY/CLIMATE- TRIPLE]	3.65	3.60	3.86	3.39	4.05*	5.47*	3.94
[LEGACY/CLIMATE - COMBINED]	3.62	3.56	3.87	3.43	3.93	5.08	4.02
[LEGACY/CLIMATE- 100%]	3.60	3.53	3.88	3.46	3.83*	4.74*	4.11
[COSTS]	3.59	3.54	3.95	3.42	4.05	4.92	3.96
[BIG OIL]	3.55	3.40	3.82	3.40	4.11	4.92	3.97
[JOBS]	3.51	3.39	3.79	3.26	3.90	4.88	3.99
[DROUGHT]	3.48	3.39	3.78	3.27	4.04	4.79	3.91

“

I feel like whether low income or high income you should **all have the right to have clean water. We all need clean water to survive.**” – Young woman

“

**He actually listens.** [Biden's] heart is in the right place, he'll take advice from the right people and Trump is just going to do whatever he thinks is right.” – Young man

\*Indicates small sample size on split messages. Results are directional.

\*\* "EJ" and "Listens" messages only asked of certain subgroups



# Focus groups: Trump's destructive climate record is not yet fully defined

**On climate, Trump is seen as putting businesses first but not doing active harm. We need to change this perception.**

- Trump's business background gives voters the impression that his position on climate and clean energy would put business interests ahead of all else.
- However, voters do not view Trump as someone who would do great harm in support of businesses. They view him as someone who would simply prevent new policies from moving forward if they don't align with businesses interests.

**Voters are inclined to believe that Trump is out for himself, we need to remind them of his real, destructive record on clean energy and the environment.**

- Participants were not familiar with the actions Trump and his allies have taken to sabotage clean energy and to allow more pollution.
- Nearly all voters found negative Trump messaging to be credible based solely on what they already knew about him. We need to make sure they are informed about his record.

# Making the case against Trump: what resonated with voters in focus groups

**Messaging largely reinforced voters' opinions that Trump only looks out for himself.**

**Trump's close ties to Big Oil served as a credible example of how he is out for himself and his wealthy corporate allies, not average families.**

**Trump's denial of climate change and refusal to listen to experts raised doubts about his fitness for office for some participants.**

**Voters were turned off by hearing that Trump wanted to be a "dictator on day one" – repealing Biden's climate accomplishments raised concerns.** Biden's climate and clean energy policies are popular and a many participants want forward progress, not repeal.

# Similarly, using findings from the focus groups, we refined several anti-Trump messages in our survey, too

## Trump Negative Messaging

**[CLIMATE DENIAL]** Our leaders have a duty to listen to our nation's most respected experts, but even though 99% of scientists, NASA, and the Department of Defense all agree that climate change means a future filled with increased storms, extreme heat, and water shortages, Donald Trump has insisted that climate change is “a hoax,” and even says that the sound from wind turbines “causes cancer”.

**[SPLIT A] [BIG OIL-GOUGE]** The Trump administration gave oil companies \$25 billion in tax breaks, and his tax plan allowed companies like Chevron to pay \$0 in federal taxes while paying their CEO more than \$30 million and laying off thousands of workers. Now, Trump wants to do it all over again - despite Big Oil making record profits by gouging us at the pump.

**[SPLIT B] [BIG OIL-MONEY]** The Trump administration gave oil companies \$25 billion in tax breaks, and his tax plan allowed companies like Chevron to pay \$0 in federal taxes. Now, Trump wants to do it all over again. He recently held a fundraiser with Big Oil executives where Trump asked for campaign contributions while promising that he would do what the executives wanted “on Day 1.”

**[PFAS]** When Donald Trump was president, he opposed plans to clean up toxic, cancer-causing “forever chemicals” contaminating our water, including chemicals found near military bases. Trump repeatedly rejected legislation to remove these chemicals from our water - and even created a loophole that allowed certain corporate polluters to avoid disclosing how much of these chemicals they release into the environment.

**[LOBBYISTS/ROLLBACKS]** We have a basic responsibility to leave a better world for future generations - but as president, Donald Trump put climate deniers and former oil and coal lobbyists in charge of protecting our environment. They immediately went to work rolling back more than 100 environmental safeguards and allowing corporate polluters to pump more toxic pollution and chemicals into our air and water, putting the health of our families at risk.

**[DICTATOR/REPEAL]** When Donald Trump was president, he refused to listen to anyone with a difference of opinion. Now, Trump says he would be a “dictator” on day one. Trump says that if gets re-elected, he would repeal the record new investments in clean energy, eliminate climate, clean air, and clean water safeguards, gut the Environmental Protection Agency, and use his second term to “drill, drill, drill,” even on our public lands.

**[SPLIT A] [GAIN - WIND]** Donald Trump wanted to stop an offshore wind farm near his golf course because it would be “really ugly” and recently told a group of Big Oil executives “I hate wind” and, if elected, Trump will roll back wind and solar projects, even though they create hundreds of thousands of good American jobs, bring down energy prices, and help make America more energy independent.

**[SPLIT B] [PERSONAL GAIN]** Donald Trump had major investments in Big Oil companies like Chevron and Exxon. And Saudi Arabia, one of the biggest oil producers in the world, is in business with Trump's family. So, it's no surprise that Trump put oil company lobbyists in charge of protecting the environment or gave Big Oil CEOs massive tax breaks. In a second term, Trump would be looking out for himself.

**[YOUNG/BLACK/LATINO/AAPI] [EJ]** Black, Hispanic, and Asian communities have been subject to environmental racism for decades, poisoned by higher levels of toxic pollution and dirty air. Yet, when he was president, Donald Trump and his corporate polluter buddies rolled back dozens of environmental protections and allowed Big Oil and Coal CEOs to spew more pollution into communities of color. Now, if he wins, the same environmental protections are at risk again.



# Trump's self-serving ties to Big Oil, authoritarianism, and climate denial are effective across the board

## Trump Negative Messaging

	Total	Swing	Mean (Convincing Scale 1-7)				Black	Latino
			18-34	NPP	AAPI			
[EJ]	N/A**	N/A**	4.20	N/A**	3.89	4.57	4.38	
[BIG OIL-GOUGE]	4.00	3.96	4.64	4.12	4.86*	4.79*	4.66	
[BIG OIL - COMBINED]	3.99	3.99	4.44	3.98	4.56	5.14	4.41	
[DICTATOR/REPEAL]	3.99	3.97	4.43	4.00	4.19	5.28	4.49	
[PERSONAL GAIN]	3.98	4.23	4.14	3.93	3.85*	5.59*	4.51	
[BIG OIL-MONEY]	3.97	4.03	4.25	3.81	4.19*	5.54*	4.19	
[LOBBYISTS/ROLLBACKS]	3.86	3.89	4.30	3.86	4.17	5.07	4.23	
[CLIMATE DENIAL]	3.86	3.93	4.26	3.95	4.37	5.05	4.29	
[PFAS]	3.84	3.94	4.25	3.87	4.07	5.02	4.43	
[GAIN - WIND]	3.77	3.81	4.36	3.77	4.43*	4.34*	4.32	

“Trump's not for the people. **He's just money hungry.** I don't think any president should be that money hungry. Giving Chevron a tax break, **he's just going to kill the lower people and give the money to Chevron.**”  
 – Young man

“It feels like we make progress and then **it just gets turned backward and undone** by negative things. It probably has to do with money. **It always has to do with money.**” – White swing woman

\*Indicates small sample size on split messages. Results are directional.

\*\* "EJ" message only asked of certain subgroups

# Trump's denial of climate change and - for Black and NPP voters especially - his "dictator" style of governance stuck with voters after messaging

Most convincing reasons to vote against Donald Trump

## Registered Voters



## Swing



## 18-34



*"He is a climate change denier"*

*"Trump will be a dictator"*

*"Acts like a future dictator"*

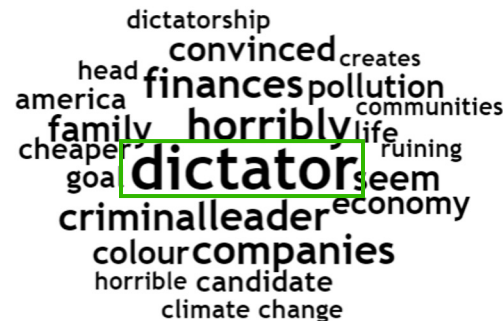
*"He doesn't care about climate change"*

*"He said he's going to be a dictator"*

## NPP



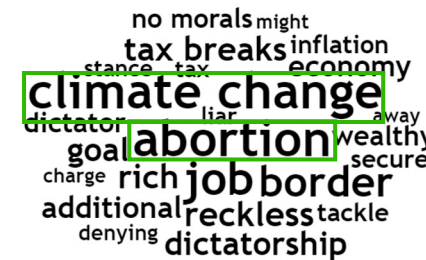
## Black



## Latino



## AAPI



*"His climate policies are not up to par"*



# Messaging Guidance

# Messaging Guidance

**We'll be in the strongest position with contrast messaging, but between Biden positive and Trump negative, Biden positive is more important.** Pairing Biden positives with Kennedy negatives could also have a real impact in moving younger and NPP voters to Biden.

**The core Biden positive should focus on how he took on Big Oil and personally negotiated with Congress to make real progress on clean energy and climate:**

***CLEAN ENERGY AND CLIMATE:*** For decades, the Big Oil CEOs spent billions to lobby Congress and prevented investments in clean energy. But Joe Biden understands that we have a basic responsibility to leave a better world for future generations. That's why he took on the Big Oil lobbyists and won. Biden spent a year personally negotiating with Congress to break through the gridlock, passing and signing into law a plan that will triple the production of clean energy and cut one billion tons of the carbon pollution that is disrupting our climate by 2030

# Messaging Guidance

## Messages on health and costs are good secondary pro-Biden messages:

**HEALTH:** *Joe Biden understands that pollution from dirty energy sources is putting the health of our families at risk. That's why he doubled down on clean energy, strengthened the Clean Air and Water Acts, passed a law to replace 100% of the lead pipes still in use across America, and now announced the first ever limits on cancer-causing "forever chemicals," which will protect the drinking water of 100 million Americans.*

**COSTS:** *Our dependence on oil, coal, and gas means that Big Oil CEOs make record profits by gouging us, but Joe Biden is changing that. The cost of wind and solar energy is already cheaper than coal and gas, and it continues to drop. Biden passed a law to triple the production of clean energy and save the average American household more than \$1,000 a year on energy bills.*

# Messaging Guidance

**Environmental Justice messaging is strong with younger, Latino and Black voters – primarily as a positive, but contrast too can work.**

**EJ SOLAR-POSITIVE:** *Joe Biden understands that low-income communities have paid the highest price for our dependence on dirty energy sources in the form of polluted air and water and greater levels of asthma and cancer. That's why Biden launched the most ambitious environmental justice agenda in history and is investing \$7 billion in solar energy projects for low-income and disadvantaged communities.*

**EJ-NEGATIVE:** *Black, Hispanic, and Asian communities have been subject to environmental racism for decades, poisoned by higher levels of toxic pollution and dirty air. Yet, when he was president, Donald Trump and his corporate polluter buddies rolled back dozens of environmental protections and allowed Big Oil and Coal CEOs to spew more pollution into communities of color. Now, if he wins, the same environmental protections are at risk again.*

# Messaging Guidance

**Anti-Trump messaging should focus on Trump's dictator comment and climate change denial, while working in our Big Oil messaging.**

**CLIMATE DENIAL/DICTATOR:** *Our leaders have a duty to listen to our nation's most respected experts, but when Donald Trump was president, he refused to listen to anyone with a difference of opinion. Even though 99% of scientists, NASA, and the Department of Defense all agree that climate change means a future filled with increased storms, extreme heat, and water shortages, Donald Trump has insisted that climate change is "a hoax." Now, Trump says that if he gets re-elected, he would be a "dictator" on day one, eliminate climate, clean air, and clean water safeguards, and gut the Environmental Protection Agency.*

**BIG OIL:** *The Trump administration gave oil companies \$25 billion in tax breaks, and his tax plan allowed companies like Chevron to pay \$0 in federal taxes while paying their CEO more than \$30 million and laying off thousands of workers. Now, Trump wants to do it all over again - despite Big Oil making record profits by gouging us at the pump.*

# Thank You

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