



TO: Interested Parties
FR: Climate Power
DT: June 3, 2024
RE: New Poll Highlights Winning Climate Messages in Nevada

Climate Power worked with Global Strategy Group to conduct [focus groups and a poll](#) of 1,000 registered voters in Nevada 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:

- **Nevada voters care about climate and clean energy.**
 - 66% of voters say climate change and clean energy are important to them, including 70% of nonpartisan voters, 75% of young voters, and 83% of Black voters.
- **Climate and clean energy contrast messaging is persuasive to Nevadans—and it motivates them to vote for President Biden.**
 - Contrast messaging on climate and clean energy moves voters 4 points toward President Biden, closing the gap in a multi-candidate race in Nevada.
 - This messaging is especially powerful with Black voters (+9 pp), registered non-partisan women (+8 pp), and voters under 30 (+8 pp).
- **Messaging on clean energy and the environment also boosts the perception that President Biden is better than Trump on the economy and standing up for the greater good.**
 - This improvement is especially strong with non-partisan voters (+5 greater good, +5 economy) and Black voters (+7 greater good, +4 economy).

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.

About the poll: 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), Hispanic, 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%.

- **Contrast messaging is most effective.** Directly contrasting President Biden’s strong climate record with Trump’s disastrous record outperforms sticking to messaging that’s only positive about President Biden or only negative about Trump.
- **Use these frames in op-eds, social media, blog posts, and other public-facing content:**
 - “Donald Trump prioritizes profits over people, while Joe Biden stands up for the greater good.”
 - “Joe Biden has a better approach to dealing with the economy than Donald Trump.”

Key Pro-Biden Messages by Voting Bloc:

- **Youth (18-34) and Black voters:** “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.”
- **Latino voters:** “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.”
- **AAPI voters:** “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.”

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, not taking away.** Don’t fall into the trap of saying more clean energy options mean less of something else.
- **Big Oil CEOs or corporate polluters are our villains.** 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.

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- **Trump's "Dictator on Day One" comments are more powerful than Project 2025 mentions.** While many voters haven't heard of either, Project 2025 is too in the weeds and hard to follow.

Climate Power also conducted a [Nevada-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 [Tiffany Hsieh](#), our state desk in Nevada.

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