

June 2024

# 2024 Election in Arizona: Climate & Clean Energy Messaging

Findings and Recommendations from Poll of  
Registered Voters in Arizona

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# Poll Methodology



Impact Research conducted a poll of N=900 registered voters in Arizona. The poll included a base sample of N=500 registered voters with oversamples of N=200 18-34-year-olds and N=200 Latino voters.



50% of interviews were completed via text-to-web and 50% via online panel. Interviews. Interviews were conducted in both English and Spanish.



Interviews were conducted between May 17-23, 2024.



The margin of error for the total sample is +/- 4.4 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is larger.



# Key Findings & Strategic Recommendations



# Key Findings – State of the Race and Impact of Messaging

- **Trump leads by 4 points in Arizona, with President Biden especially underperforming among voters under 35 and Latino voters.** The president's margins among voters under 35 and Latino voters are 10-15 points below his margins with them in 2020.
- **There is little awareness of Biden's accomplishments on climate and clean energy.** Only one in five persuadable voters say they have heard a lot about the president's efforts to address climate change and expand clean energy.
- **Our messaging were most effective in improving Biden's vote margin with young women (+12), young Latinos (+8), and young Independents (+8).**
- **The president's job rating on climate and clean energy is underwater, but our messaging is able to boost it —especially among persuadable voters.** Messaging about Biden's climate record improves his approval rating by 9 points among all voters and by 42 points among voters who are open to him but not currently supporting him (i.e., Biden's expansion targets).

# Messaging and Targeting Recommendations

- **We must first build up Biden's positives by talking about his clean energy and climate accomplishments.** This must be followed by **contrast messaging** on Biden's positive climate record and Trump's destructive record on the issues.
- **Highlight Biden's record of clean energy investments, of protecting our health and water, and his active role in passing the most ambitious climate and clean energy plan in U.S. history.** Combining clean energy investments AND health messages is especially effective in moving the needle with voters.
- **Draw contrasts on public health and what Biden has achieved vs. Trump's harmful plans to roll back them in his second term.** What Biden has done to protect our health and water represents a strong contrast with Trump's record of allowing polluters to pollute our air and water. In addition, contrasting Biden's record of clean energy investments/jobs with Trump's plans to eliminate them as part of his destructive second term agenda is very effective.
- **Target Latina Independents, Independents under 35, Women under 27, and Independent women.** These voters are especially likely to be persuadable in Arizona.

# Most Effective Climate & Clean Energy Messages for Biden

## Clean Energy Investments/Jobs

Biden's clean energy plan will bring more than \$4 billion in clean energy investments to Arizona by 2030, which is already sparking more than \$10 billion in private sector investments and creating 14 thousand jobs in Arizona

## 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

## Water

Biden awarded \$250 million to conserve water in the Lower Colorado River Basin at Lake Mead and more than \$25 million to increase drought resilience and water systems in Arizona

## Passed Most Ambitious Plan

Biden passed the most ambitious climate and clean energy plan in U.S. history. It triples the production of clean energy, cuts carbon pollution by up to 41% by 2030, and is projected to save Americans up to \$38 billion in electricity costs

# Most Effective Negative Messages on Trump

## 2<sup>nd</sup> Term "Dictator"/Repeal

Trump says he would be a "dictator" on his first day in office. He says he wants to gut the Environmental Protection Agency, get rid of clean energy investments, and eliminate safeguards that protect our environment, clean air, and clean drinking water.

## Corporate Polluters

Trump allowed corporate polluters to pump chemicals into our water, even more pollution into our air, and then blocked efforts to hold polluters accountable—leading to thousands of preventable deaths every year from respiratory problems, heart disease, and lung cancer.

# Latina Independents, Independents under 35, Women under 27, and Independent women are especially likely to be persuadable.

## Highest % of Persuasion Targets (Biden Expansion or Trump Persuadable)

<b>Overall</b>	<b>14</b>
Latina Independents	43
Independents <35	40
Women <27	36
Independent Women	35

## Highest % of Biden Expansion Targets (Those not currently supporting Biden in 6-way vote but open to moving to him)

<b>Overall</b>	<b>8</b>
Women <27	24
Independents <35	23
Latina Independents	19
Independent Women	18
Latino Independents	17

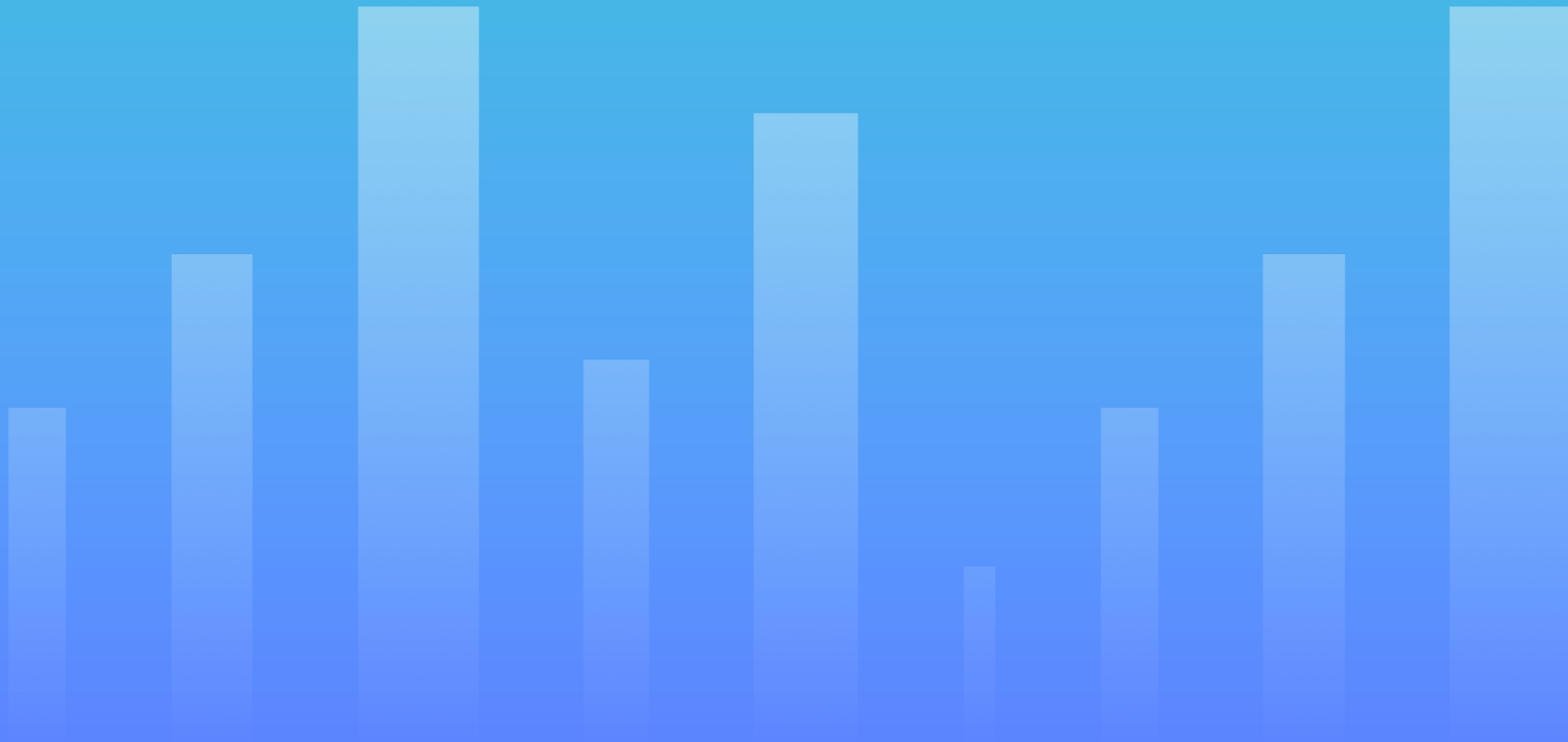
## Highest % of Trump Persuadables (Soft supporters of Trump or those open to moving to him)

<b>Overall</b>	<b>9</b>
Independent Latinos	31
Independents <35	29
Women <27	24
Independent Women	24



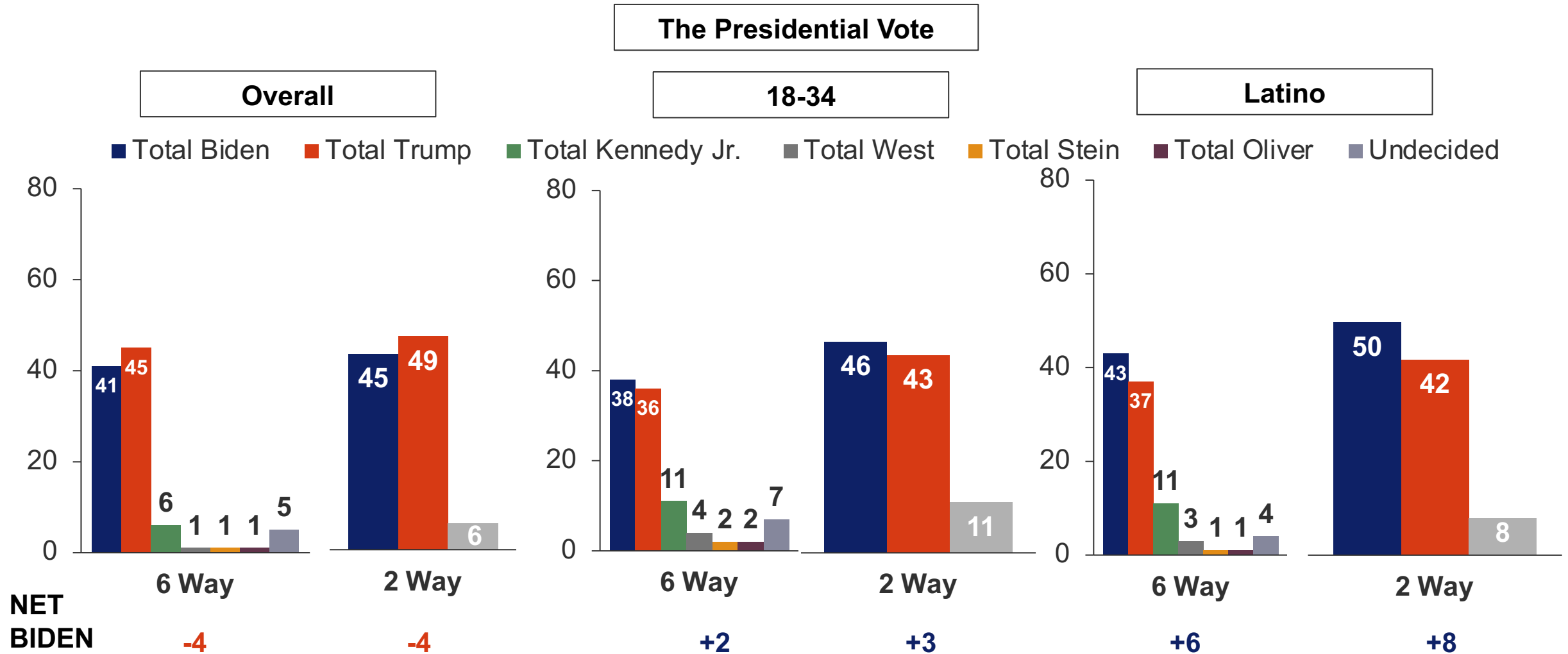


# Political Environment: Landscape and Vote Movement



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# Biden trails by 4 points in the multi-candidate and the 2-way votes in Arizona.



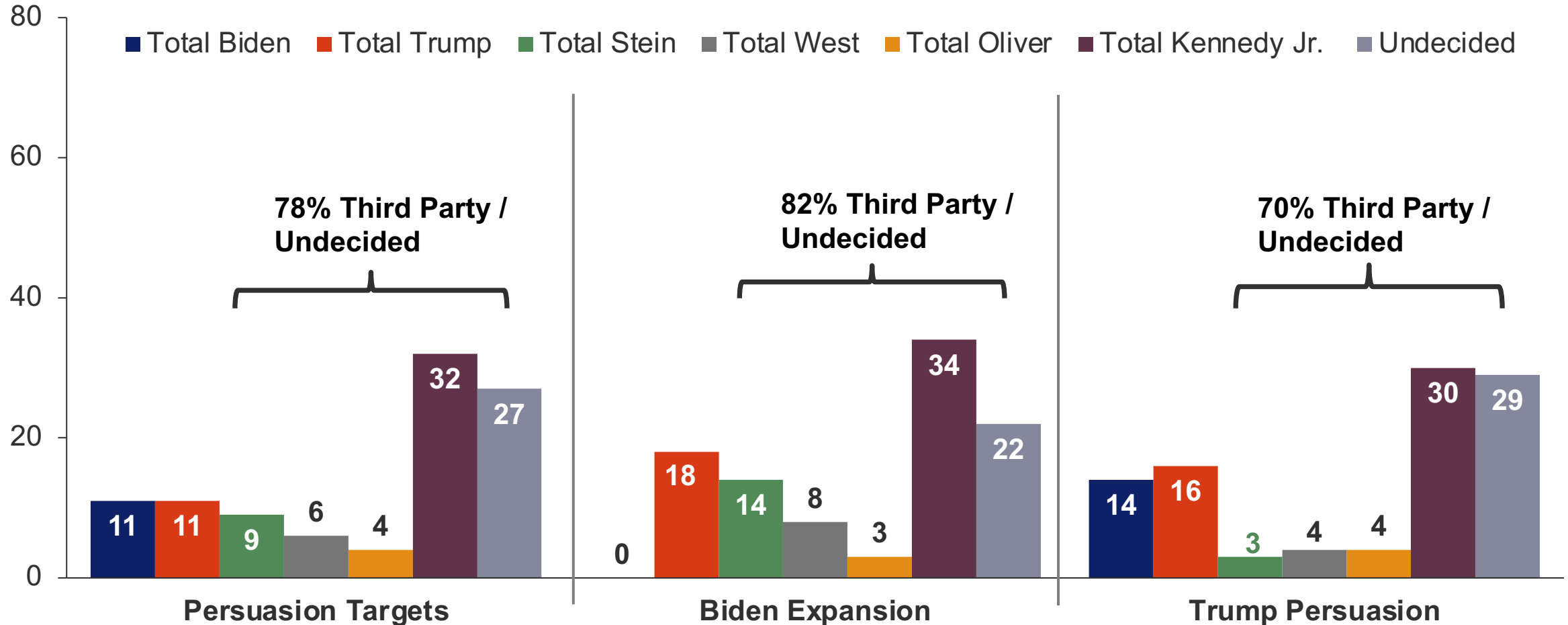
# President Biden is currently significantly underperforming his 2020 performance among voters under 35, especially among Independents, women, and Latinos.

	Biden Vote	Trump Vote	3 <sup>rd</sup> Party/Und	NET Biden	Biden –2020
<b>Overall</b>	<b>41</b>	<b>45</b>	<b>14</b>	<b>-4</b>	<b>-8</b>
Democrats	91	4	5	<b>+87</b>	<b>-6</b>
Independents	33	38	30	<b>-5</b>	<b>-13</b>
Republicans	4	91	5	<b>-87</b>	<b>-2</b>
18-34	38	36	26	<b>+2</b>	<b>-17</b>
18-26	38	33	28	<b>+5</b>	<b>-19</b>
27-34	36	39	25	<b>-3</b>	<b>-17</b>
35-49	45	40	15	<b>+5</b>	<b>-5</b>
50-64	38	55	7	<b>-17</b>	<b>-5</b>
65+	43	50	7	<b>-7</b>	<b>-4</b>
White	41	47	11	<b>-6</b>	<b>-5</b>
Latino	43	37	20	<b>+6</b>	<b>-15</b>
W 18-34	38	39	23	<b>-1</b>	<b>-10</b>
Latino 18-34	45	27	27	<b>+18</b>	<b>-21</b>

	Biden Vote	Trump Vote	3 <sup>rd</sup> Party/Und	NET Biden	Biden –2020
Men	37	54	10	<b>-17</b>	<b>-6</b>
Women	45	38	17	<b>+7</b>	<b>-10</b>
Latino Women	46	31	23	<b>+15</b>	<b>-14</b>
Latino Men	42	44	15	<b>-2</b>	<b>-13</b>
18-34 Men	40	43	18	<b>-3</b>	<b>-11</b>
18-34 Women	36	31	33	<b>+5</b>	<b>-24</b>
18-34 Ind.	28	27	44	<b>+1</b>	<b>-29</b>
Ind. College	40	36	24	<b>+4</b>	<b>-5</b>
Ind. Non-College	29	39	32	<b>-10</b>	<b>-18</b>
Ind. Men	43	37	20	<b>+6</b>	<b>-12</b>
Ind. Women	24	40	37	<b>-16</b>	<b>-15</b>
Ind. <50	30	31	39	<b>-1</b>	<b>-19</b>
Ind. 50+	36	46	18	<b>-10</b>	<b>-7</b>
Phoenix MM	40	46	14	<b>-6</b>	<b>-8</b>
Tucson MM	48	39	13	<b>+9</b>	<b>-8</b>

# Persuadable voters are overwhelmingly currently voting third party or undecided. The president needs to win about 50% of our persuasion targets to win Arizona.

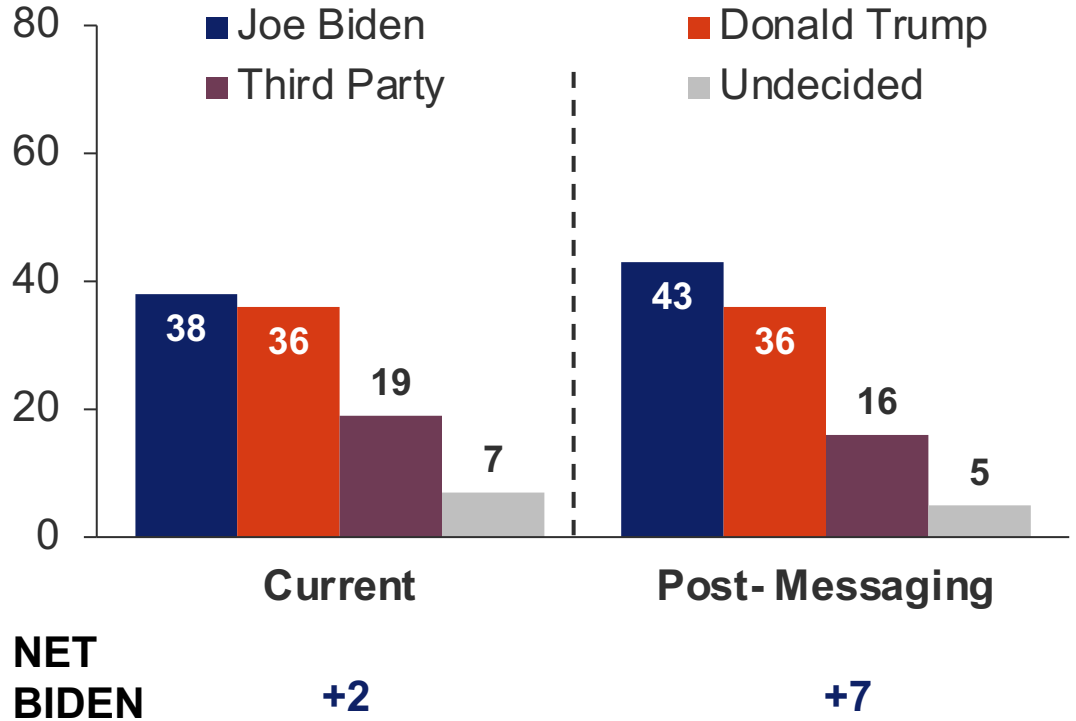
Current 6-Way Presidential Vote



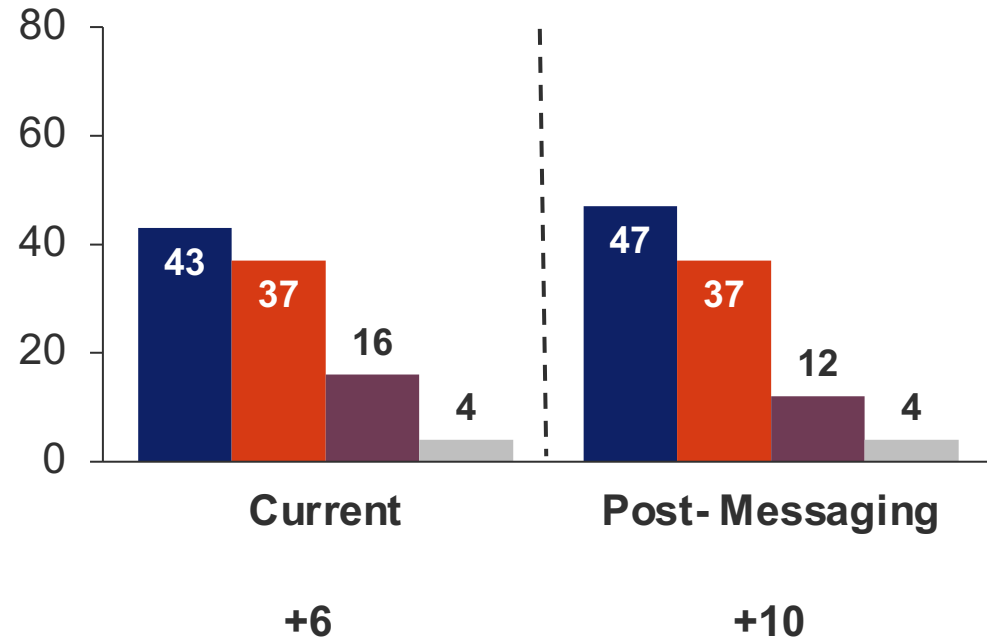
# Climate and clean energy messaging moved our target audiences toward President Biden – by 5 points among voters under 35 and by 4 points among Latino voters.

Impact of Messaging on 6-Way Vote Margin

Voters 18-34

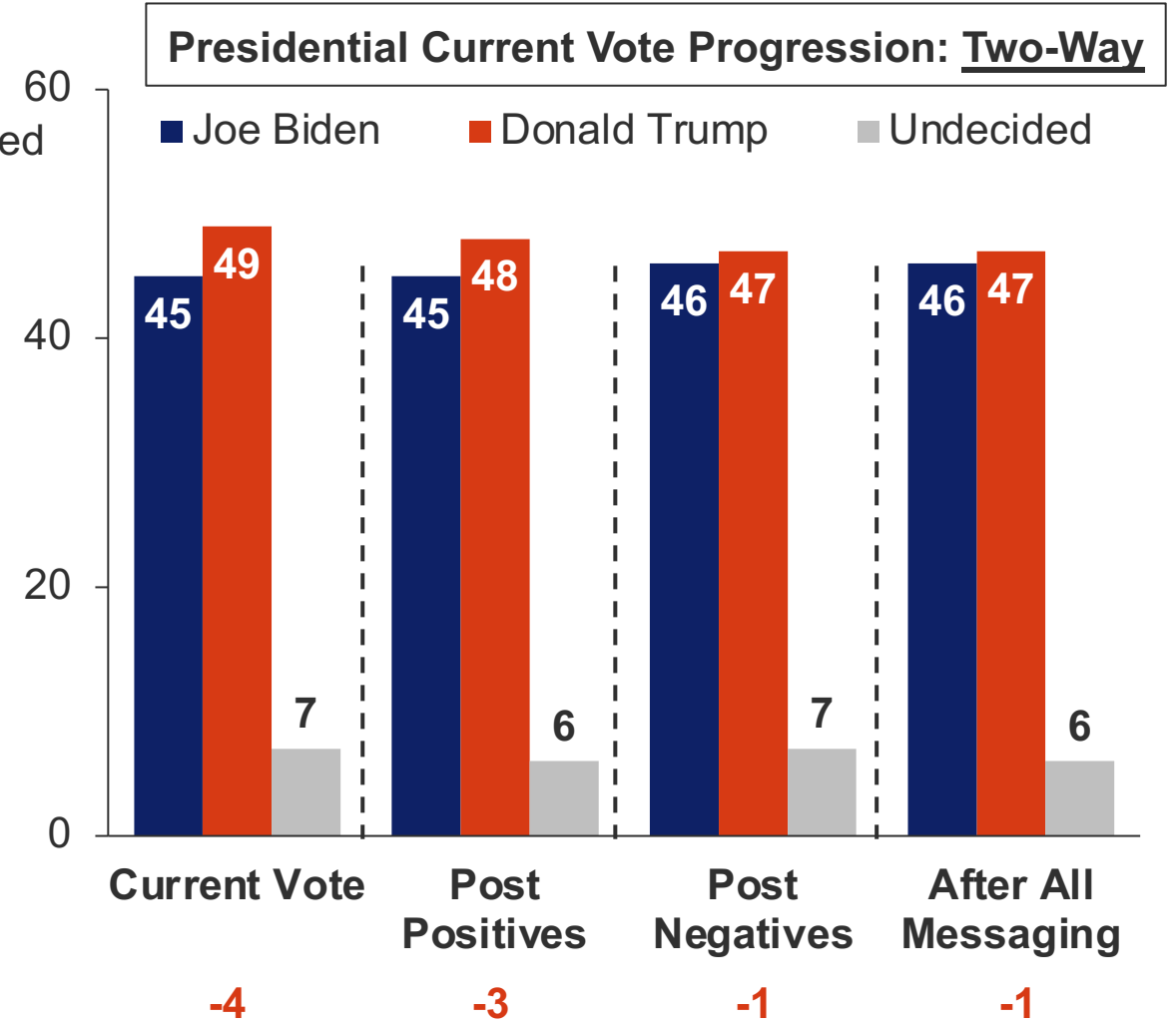
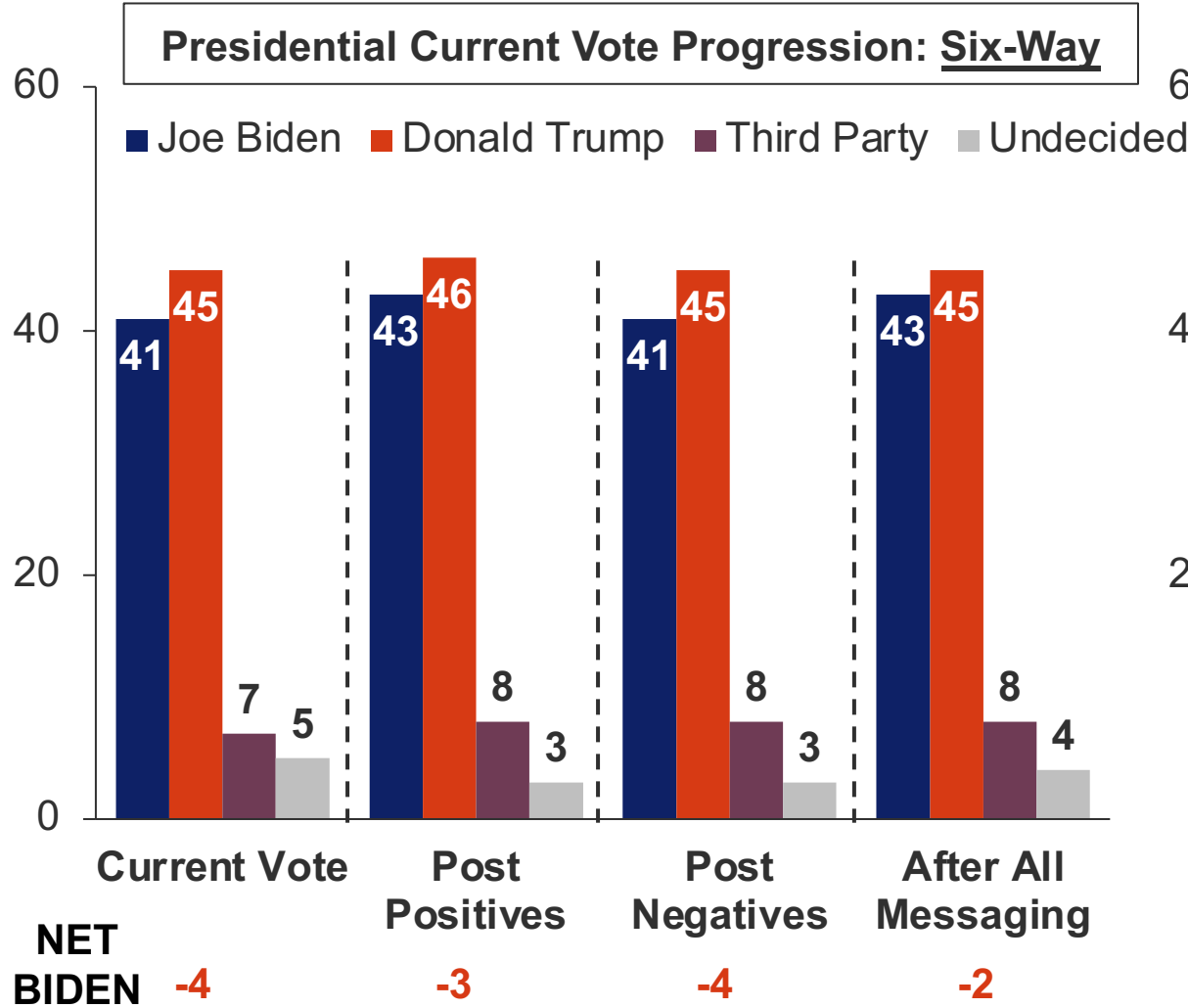


Latino Voters



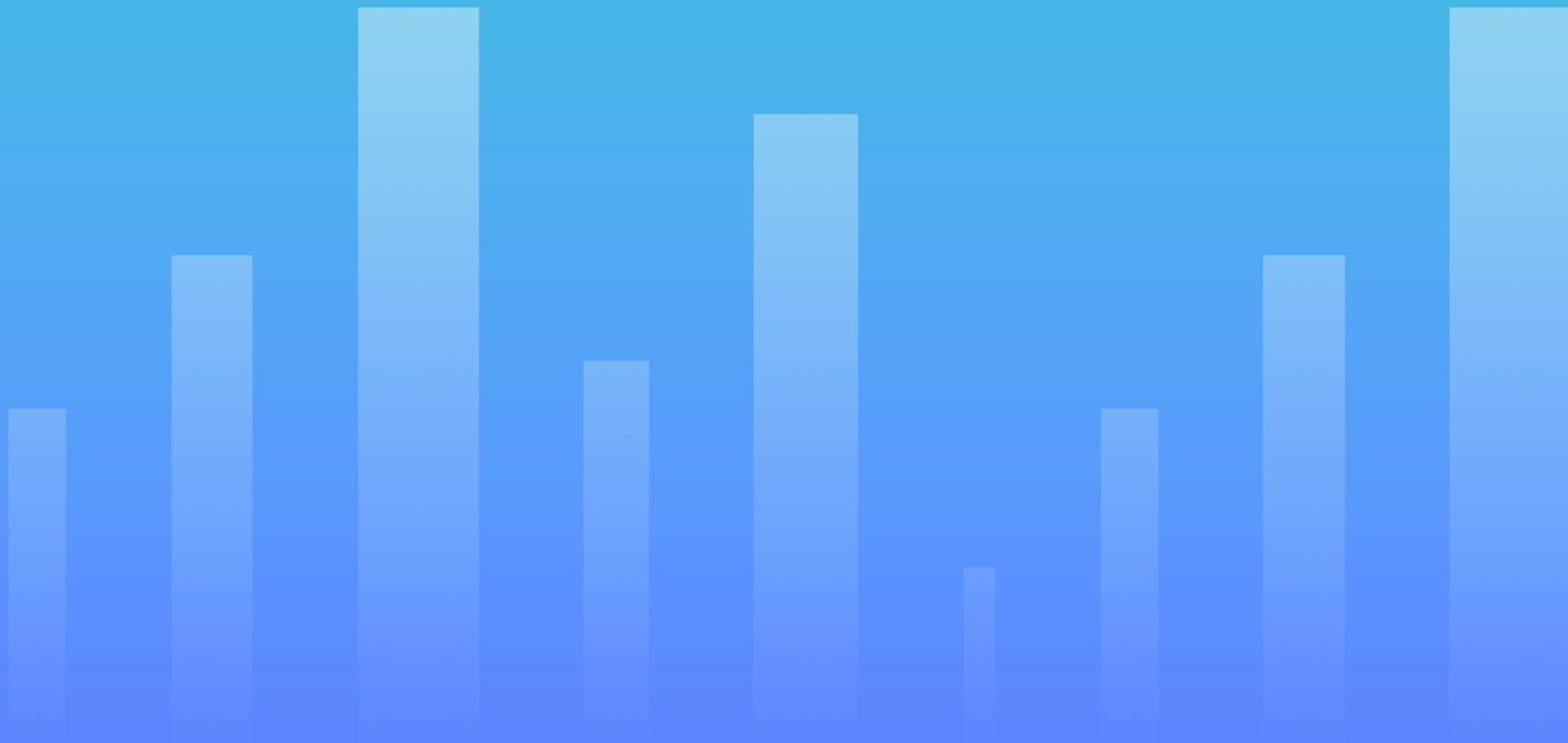
Biggest Subgroup Vote Gains (Net)	
Overall	+2
Women <27	+12
Latino <35	+8
Independents <35	+8

# The messaging moves the 6-way vote margin overall by 2 points and the 2-way margin by 3.





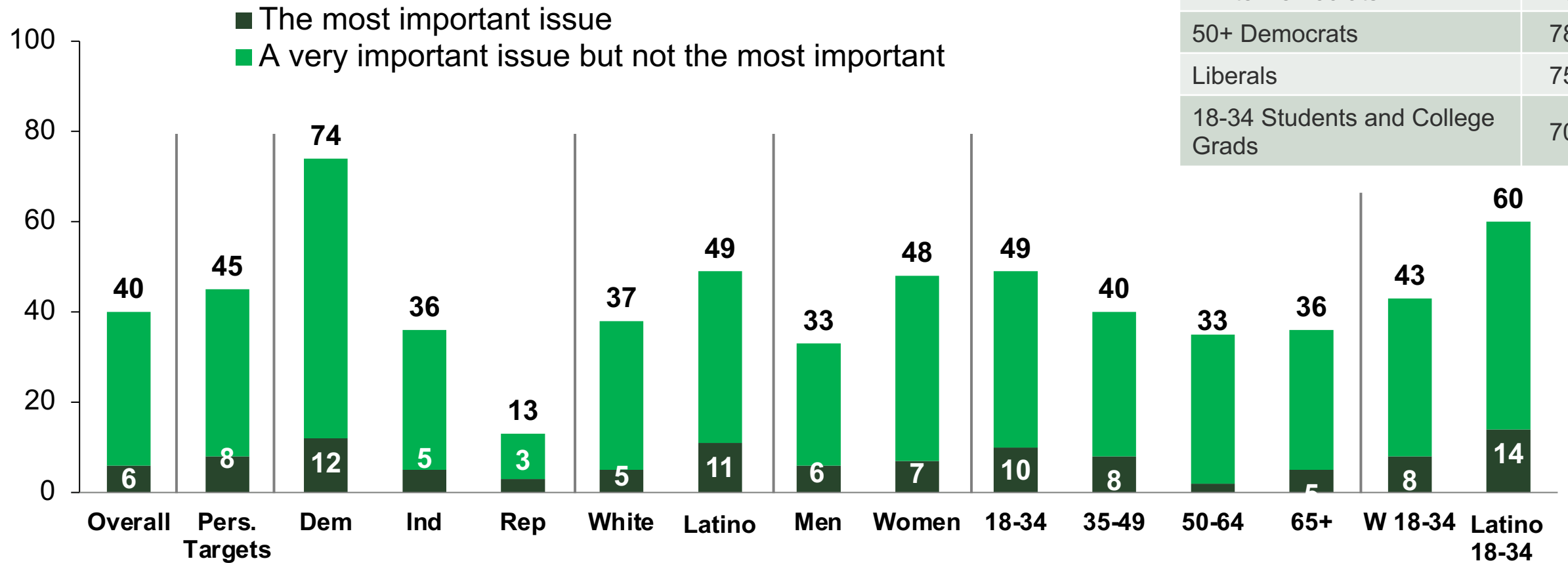
# Baseline Perceptions of Biden's and Trump's Climate Records



# 40% of Arizona registered voters say that climate change and clean energy are *very important* to their presidential vote this year.

White Democrats, 50+ Democrats, and liberals are most likely to be climate voters.

**Importance of Climate Change and Clean Energy to Presidential Vote**



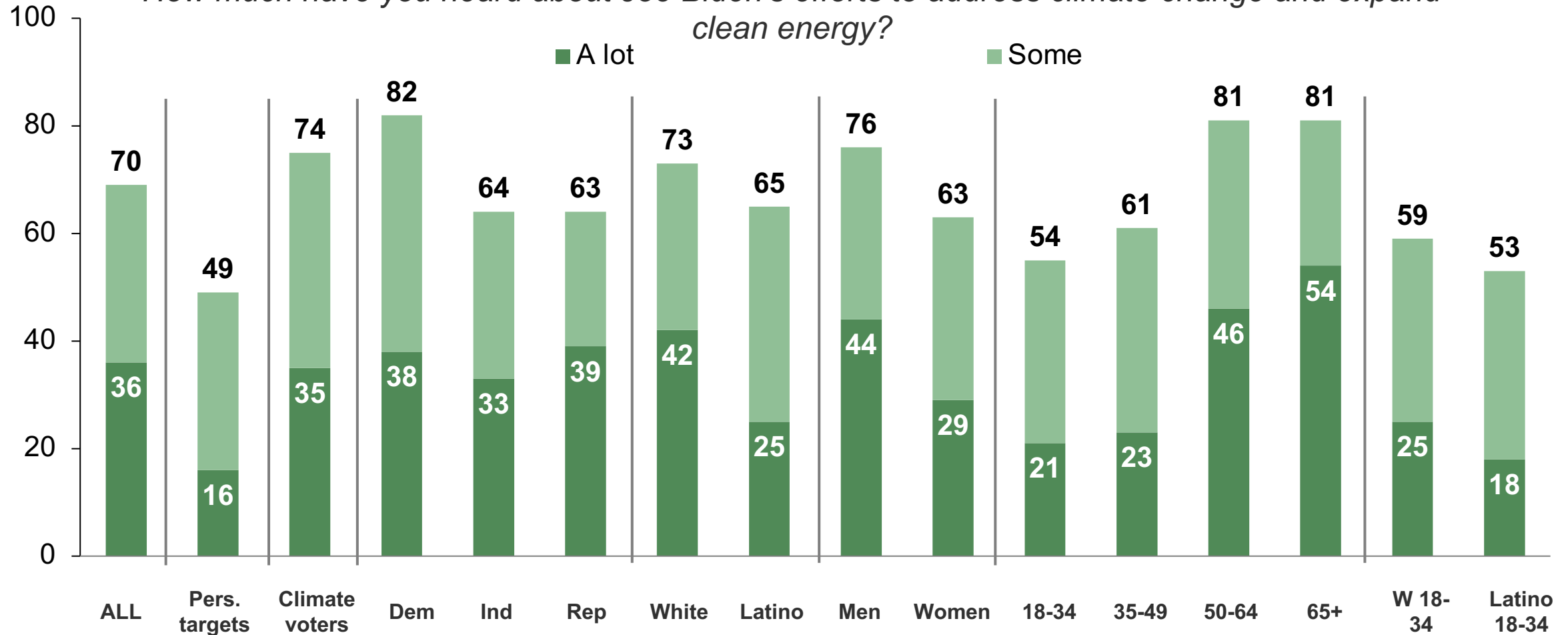
Highest % Very Important	
Overall	40
White Democrats	78
50+ Democrats	78
Liberals	75
18-34 Students and College Grads	70



# Only about a third of registered voters in Arizona have heard “a lot” about President Biden’s climate action and clean energy efforts.

Just 20% of persuasion targets and no more than a quarter of Latino voters or voters under 50 have heard a lot.

*How much have you heard about Joe Biden's efforts to address climate change and expand clean energy?*



# The lack of awareness of Biden's accomplishments on climate change and clean energy was evident in the Arizona focus groups as well.

*"I think [the presidential candidates are] going to probably focus on the bigger issues and probably not do anything about climate change." – 18-34 Hispanic woman*

*"I think Trump left the treaty of Paris for climate change. And I hope Biden joined again or promised to work for climate change, but I don't know. He's not good at communicating." — 35-49 Hispanic woman*

*"Trump would pull back regulations on fossil fuels. I think he has done that actually. And Biden just kind of does nothing." – 35-49 White Woman*

*"I don't see a president using an executive vote to make global warming an actual top priority." – 18-34 White Man*

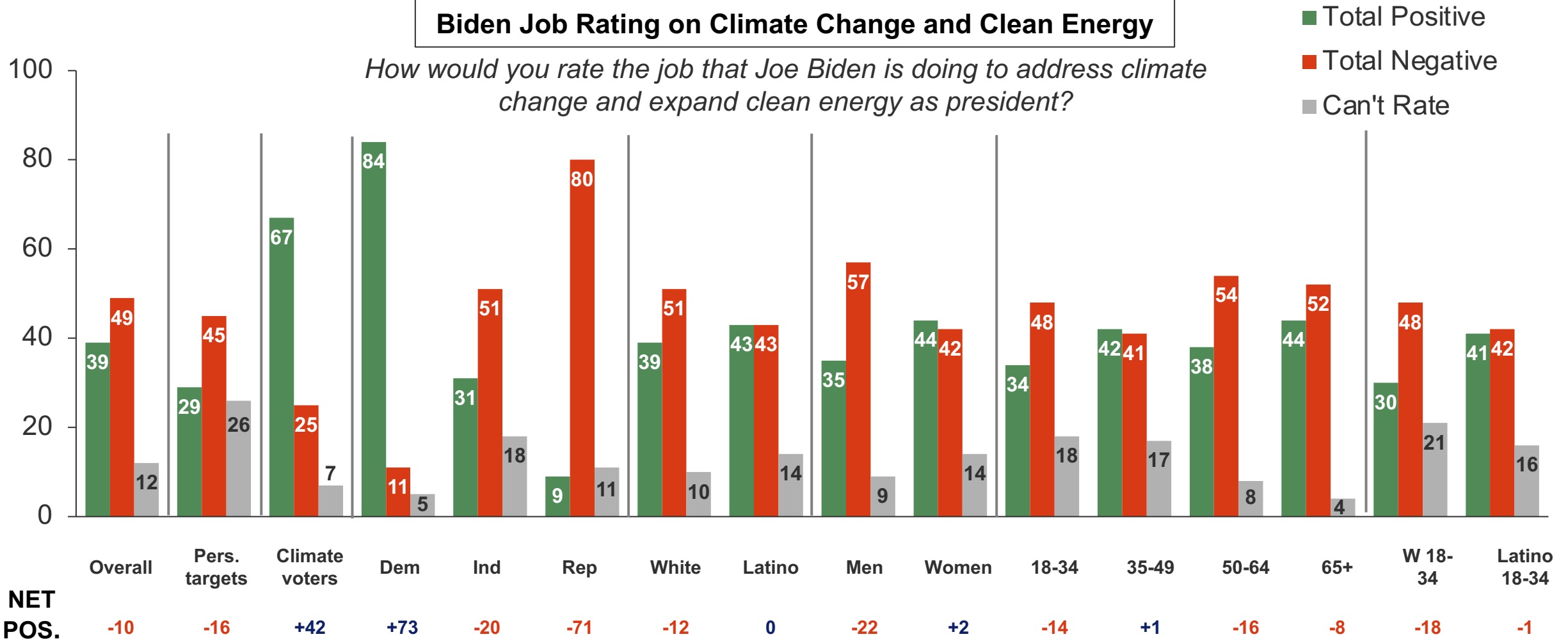
*Every every year, every time somebody runs, they bring up, [climate change] but nothing really gets done. And I think at some point, we need to focus some attention there." – 50-64 White Woman*

# 12% of voters are unsure about Biden's climate record which gives us an opportunity to boost his ratings.

Biden's job rating on climate change and clean energy is underwater due to the lack of awareness.

## Biden Job Rating on Climate Change and Clean Energy

*How would you rate the job that Joe Biden is doing to address climate change and expand clean energy as president?*



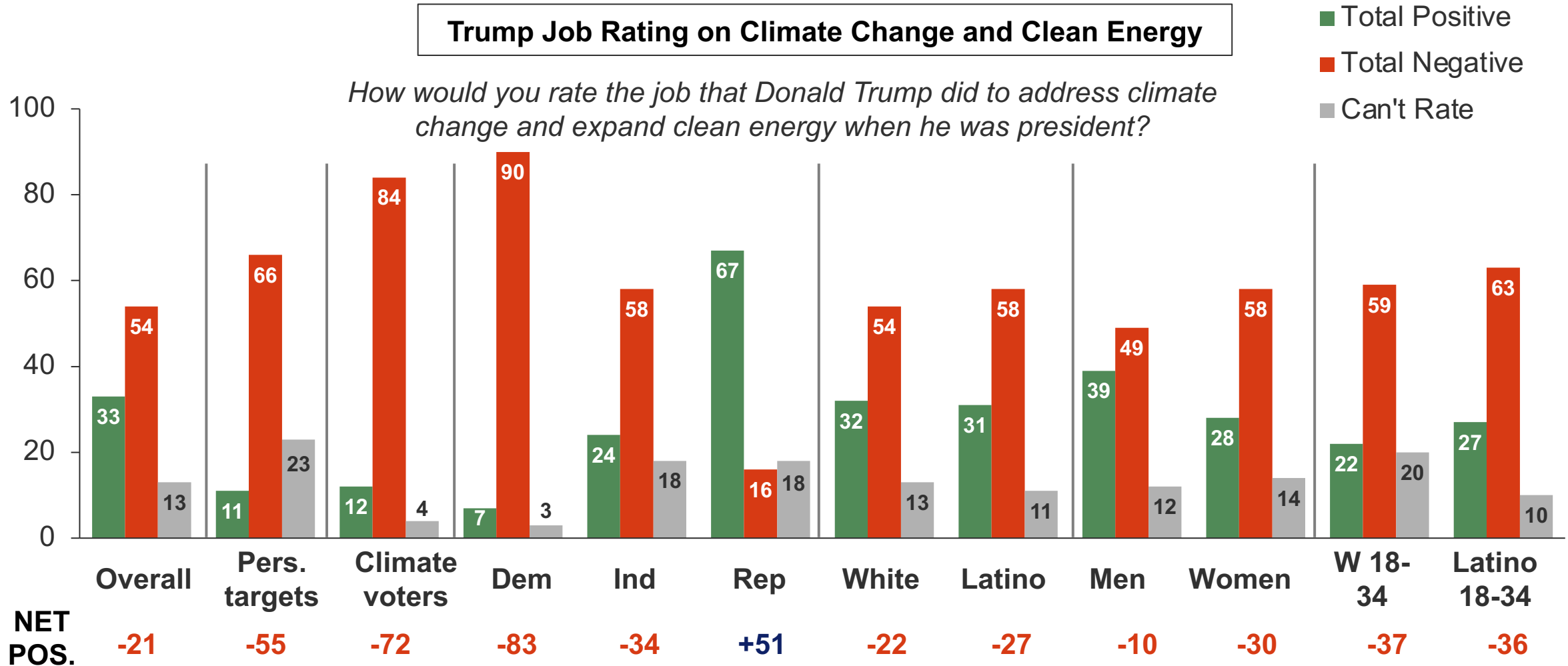
■ Total Positive  
■ Total Negative  
■ Can't Rate

# Voters rate Trump's handling of climate change and clean energy negatively by 21 points.

He is 43 points underwater on the issue with our persuasion targets.

**Trump Job Rating on Climate Change and Clean Energy**

*How would you rate the job that Donald Trump did to address climate change and expand clean energy when he was president?*

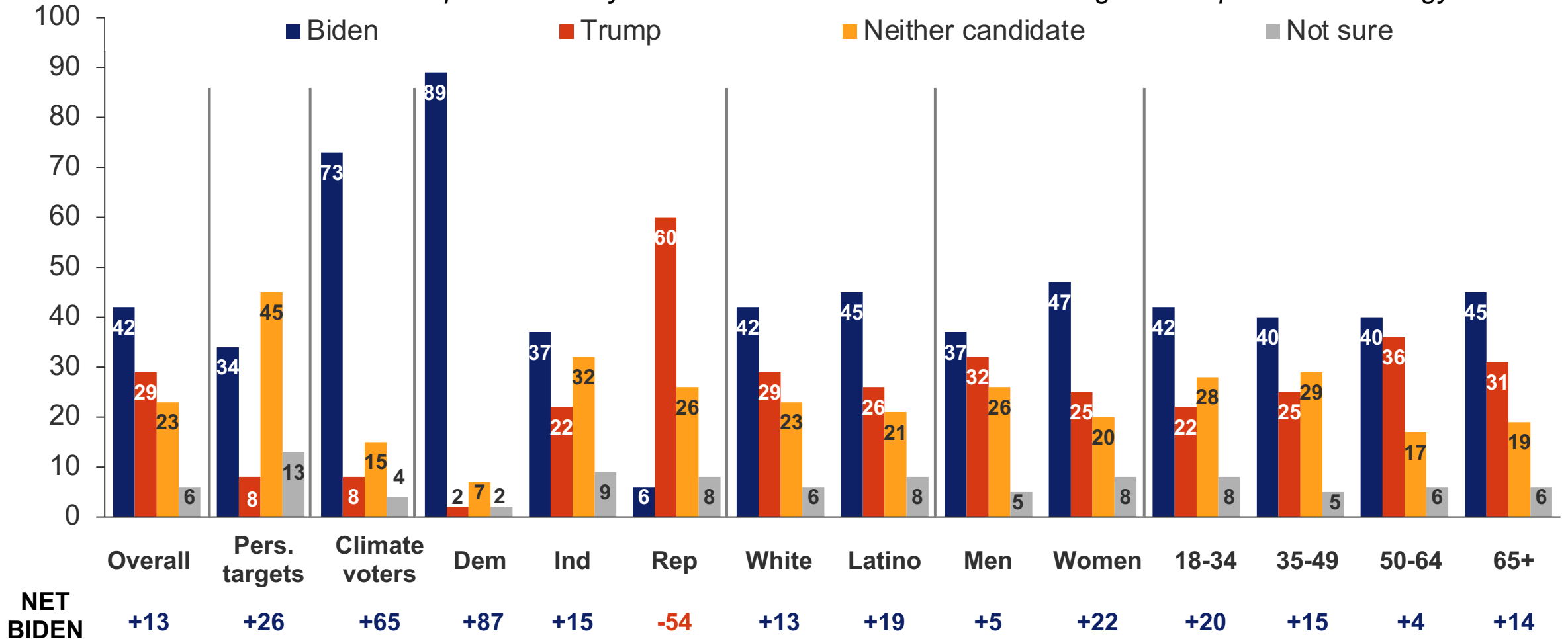



■ Total Positive  
 ■ Total Negative  
 ■ Can't Rate

# Voters trust Biden over Trump on climate and clean energy but nearly a third of voters are on the fence.

60% of our persuasion targets don't give an advantage to either candidate on the issue.

Which candidate for president do you trust more to address climate change and expand clean energy?





# Making the Case for Biden: Positive Messaging on Climate and Clean Energy



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# Biden’s work to invest in clean energy, protect our health and access to clean water, and pass the most ambitious climate and clean energy plan in U.S. history are the top messages among the voters we most need to win over.

Biden Environmental Messages – Top Tier <i>% Top Three Most Important</i>	Biden Expansion	Biden Climate JR Gain*	Climate Voters	Low Motivation Biden	18-34	Latino
<b>[CLEAN ENERGY INVESTMENTS/JOB]</b> Biden’s clean energy plan will bring more than \$4 billion in clean energy investments to Arizona by 2030, which is already sparking more than \$10 billion in private sector investments and creating 14 thousand jobs in Arizona	49	42	41	41	34	43
<b>[HEALTH]</b> 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	44	51	50	56	53	47
<b>[WATER]</b> Biden awarded \$250 million to conserve water in the Lower Colorado River Basin at Lake Mead and more than \$25 million to increase drought resilience and water systems in Arizona	40	31	30	35	33	39
<b>[PASSED MOST AMBITIOUS PLAN]</b> Biden passed the most ambitious climate and clean energy plan in U.S. history. It triples the production of clean energy, cuts carbon pollution by up to 41% by 2030, and is projected to save Americans up to \$38 billion in electricity costs	36	50	64	51	50	49

## The effectiveness of these messages was consistent with reactions to them in our Arizona focus groups.

*“The water situation—[Biden] actually paid attention to it and did something versus oh yeah, we’ll do this when I’m re-elected.” – 35-49 Hispanic Woman*

*“It’s surprising to me, the amount of money that it mentions like for these energy investments and stuff. I just didn’t know.” – 18-34 Hispanic Man*

*“We’re running out of water. We literally have housing developments in Buckeye that are just sitting there because we can’t actually get water to their area.” – 18-34 White Woman*

*“It made me think [about Biden] more positively, these things have he’s done—things that I was unaware of.” 35-49 Hispanic man*

*“I had no idea Joe Biden was doing any of this stuff.” - 28-34 White Man*



# Other messages were not as important among our expansion targets or climate voters in Arizona.

Biden Environmental Messages – Lower Tier % Top Three Most Important	Biden Expansion	Climate Voters
<b>[OIL AND GAS ACCOUNTABILITY]</b> Biden is holding oil and gas companies accountable by charging them for emitting dirty gas, going after greedy corporations who are increasing their profits by making us pay more, and requiring them to clean up hazardous oil wells that leak pollution into communities	32	34
<b>[COST/SAVINGS]</b> Arizona received more than \$150 million for consumer home energy rebates thanks to Biden’s programs, which will help low-income households lower their costs and save an average of 27% on home energy bills	28	14
<b>[MANUFACTURING/INFRASTRUCTURE]</b> Biden invested in bringing manufacturing and supply chains back home to produce more solar panels, electric vehicles, and batteries here in the U.S., and Arizona will be a battery manufacturing hub and receive funds to build an electric vehicle charging network	22	22
<b>[ENVIRONMENTAL JUSTICE]</b> Biden passed the most ambitious environmental justice plan in U.S. history to reduce air and water pollution in order to prevent asthma, cancer, and birth defects in Black, Latino, and low-income communities	28	25
<b>[CONSERVATION]</b> Biden stopped new oil and gas drilling in the Arctic National Wildlife Refuge to protect the natural habitat and work toward its goal of protecting 30% of public lands and waters by 2030	21	18

# Pairing the message on health with the message on clean energy investments/jobs is our most effective combination with our expansion targets.

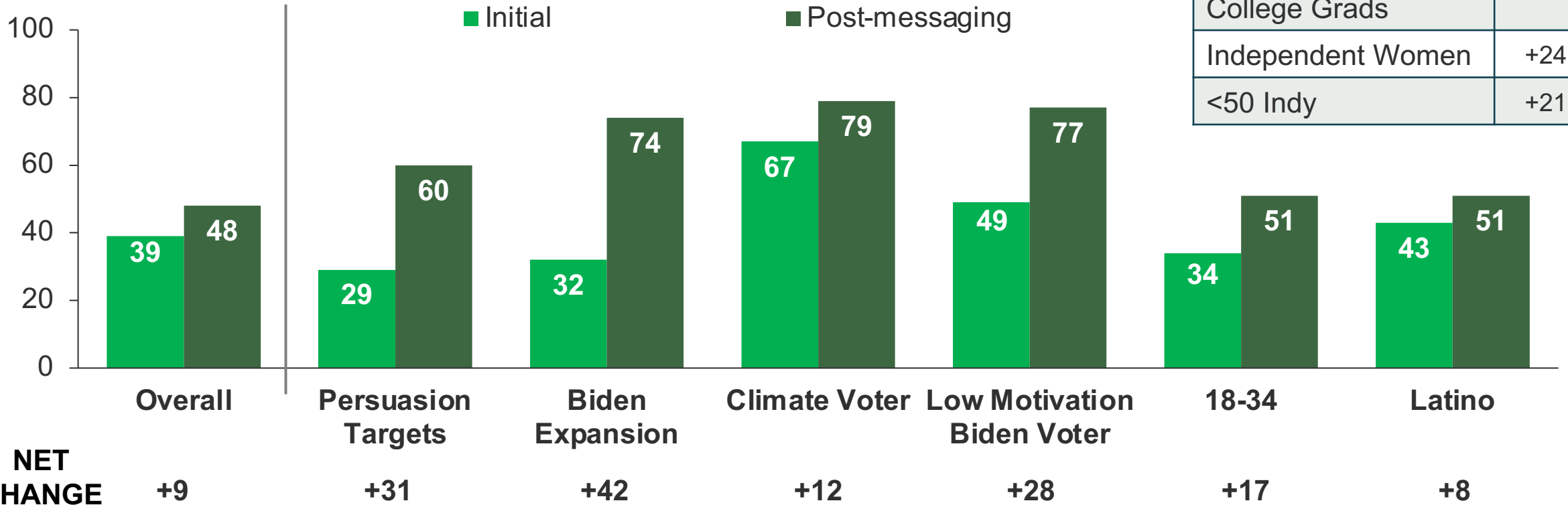
Combining the message about the passage of his plan with messaging on water and clean energy investments is our top combo with Climate voters.

Best Biden Environmental Message Combinations <i>% Most Important / % Top Three Most Important</i>	Biden Expansion	Climate Voters
[HEALTH + CLEAN ENERGY INVESTMENTS/JOBS]	29 / 83	25 / 79
[HEALTH + WATER]	24 / 73	28 / 72
[PASSED MOST AMBITIOUS PLAN + CLEAN ENERGY INVESTMENTS/JOBS]	28 / 70	40 / 82
[PASSED MOST AMBITIOUS PLAN + WATER]	33 / 66	43 / 82

# The positive messages increase Biden’s approval rating on climate and clean energy by 9 points overall and by 42 points with his expansion targets.

The positive messaging was especially effective with young women, college voters under 35, and Independent women.

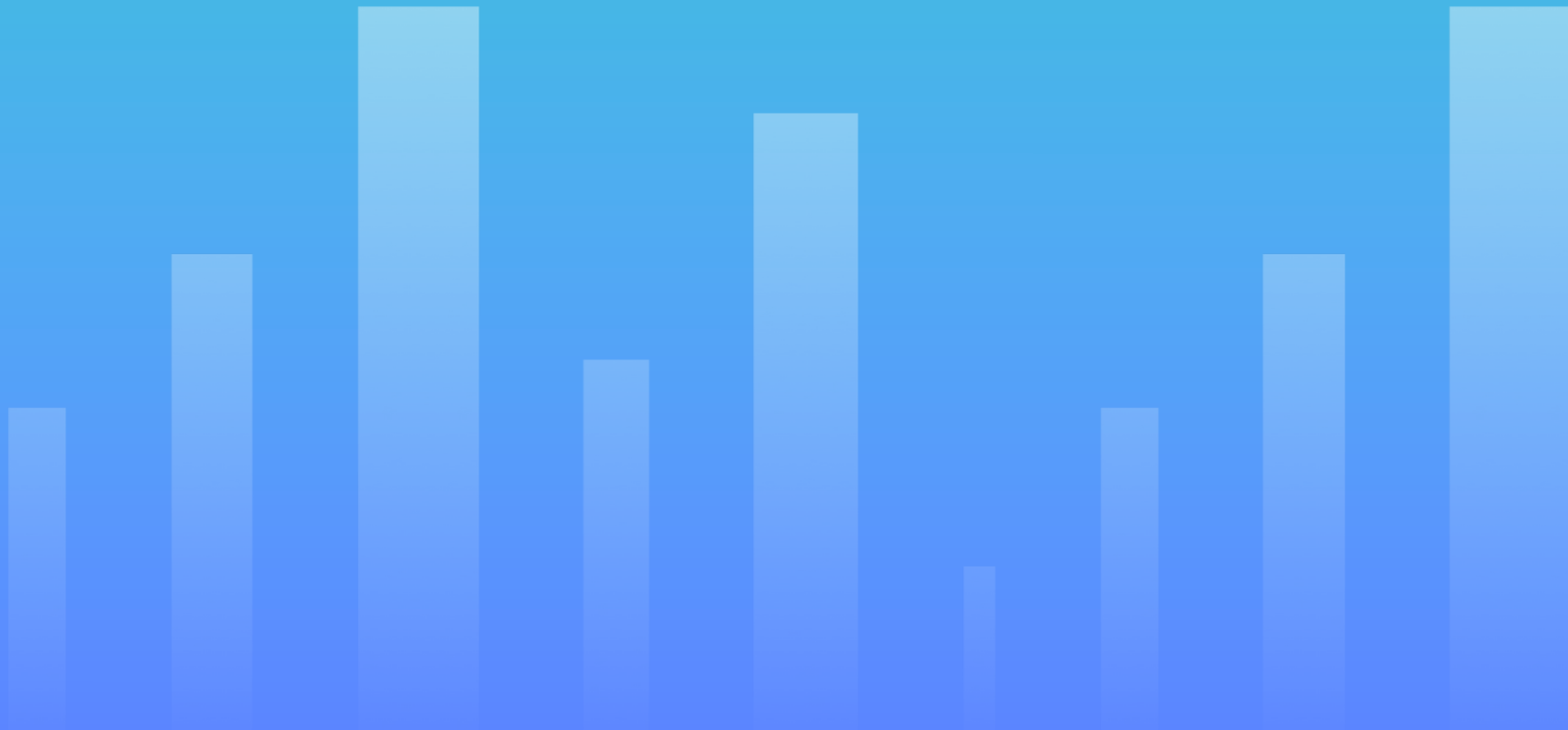
**Impact of Messaging on Biden Climate and Clean Energy Job Rating**  
(% Positive)



Biggest Subgroup Gains	
Overall	+9
Women <27	+32
18-34 Students and College Grads	+29
Independent Women	+24
<50 Indy	+21



# Making the Case against Trump: Negative Messaging on Trump's Environmental Record and Future Plans



# The top negatives on Trump focus on his destructive plans for a second term and on how he allowed corporations to pollute our air and water.

The message on his second term clearly generates the most intensity, while the message on polluters raises concerns with an even broader share of voters.

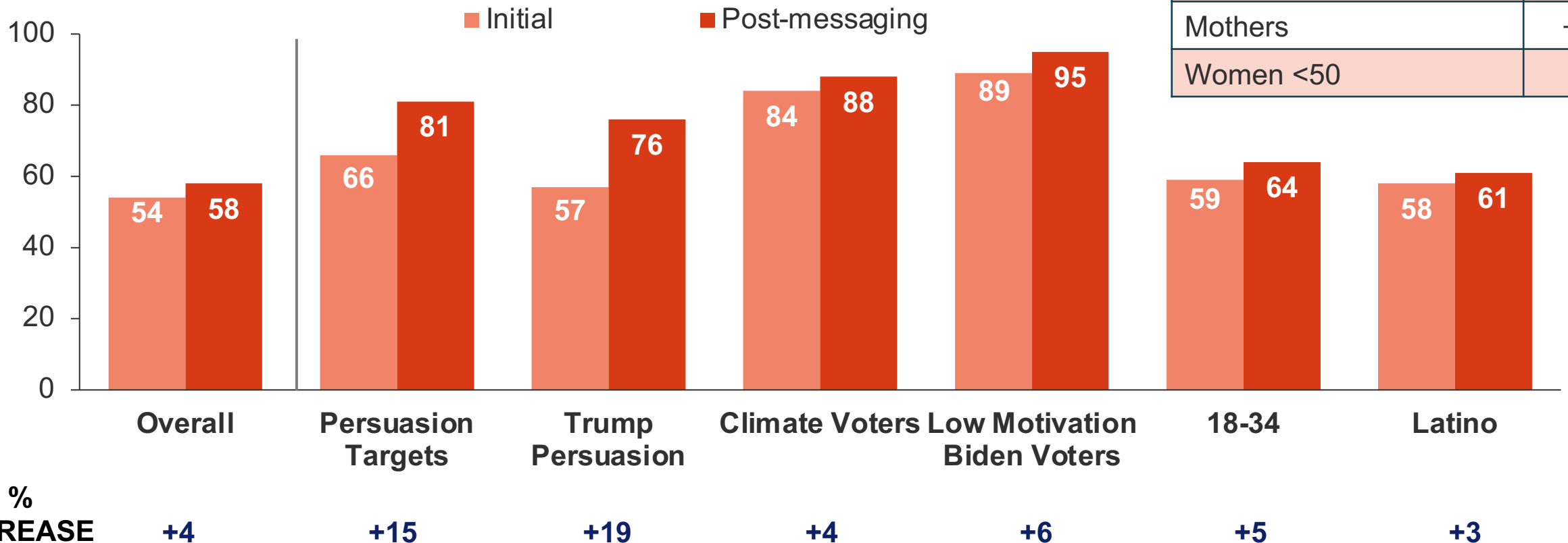
Trump Environmental Negatives – Top Tier % Top Choice / % Top Three Most Concerning	Persuasion Targets	Trump Persuasion	Trump Climate JR Loss	Climate Voters	Low Motivation Biden	18-34	Latino
<b>[2ND TERM “DICTATOR”/REPEAL]</b> Trump says he would be a "dictator" on his first day in office. He says he wants to gut the Environmental Protection Agency, get rid of clean energy investments, and eliminate safeguards that protect our environment, clean air, and clean drinking water	37 / 56	30 / 51	36 / 53	59 / 76	54 / 80	47 / 69	42 / 64
<b>[CORPORATE POLLUTERS]</b> Trump allowed corporate polluters to pump chemicals into our water, even more pollution into our air, and then blocked efforts to hold polluters accountable—leading to thousands of preventable deaths every year from respiratory problems, heart disease, and lung cancer	18 / 68	24 / 72	30 / 63	9 / 56	12 / 61	13 / 57	14 / 60

# While other negative-Trump messages can be effective in their right context, they were not as important in Arizona.

Trump Environmental Negatives – Lower Tier % Top Choice / % Top Three Most Concerning	Persuasion Targets	Trump Persuasion	Climate Voters	Latino
<b>[INVESTMENTS IN BIG OIL]</b> Trump gave big oil company CEOs \$25 billion in tax breaks as president. Now, Big Oil is donating millions to Trump, which will help him win the 2024 election and pay for his legal expenses	14 / 33	16 / 34	8 / 31	8 / 31
<b>[EQUITY]</b> Trump’s decision to allow polluters to spew more pollution into our air is particularly harmful to Black, Latino, and low-income communities, who already experience more extreme heat and higher asthma rates than wealthy white communities	6 / 32	2 / 31	3 / 17	3 / 24
<b>[CLIMATE DENIAL PARIS AGREEMENT]</b> Trump has the worst record on climate change of any modern president. He says climate change is a “hoax,” and as president, he pulled the U.S. out of the Paris Climate Agreement	7 / 30	9 / 24	8 / 38	12 / 33
<b>[ROLLBACKS]</b> As president, Trump put climate deniers and former oil and coal lobbyists in charge of protecting our environment. They rolled back more than one hundred environmental safeguards, putting our health and climate at risk	5 / 30	4 / 27	4 / 36	8 / 32
<b>[CLEAN ENERGY MANUFACTURING + CHINA]</b> Trump wants to repeal support for clean energy manufacturing, threatening dozens of new clean energy projects and more than 14,000 new jobs. He let China get a huge head start in the clean energy race, and now when we’re making a comeback he wants to let China win it	9 / 29	10 / 36	6 / 26	7 / 26
<b>[PERSONAL GAIN]</b> Trump has had major investments in Big Oil companies, 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	4 / 22	10 / 36	6 / 26	2 / 23

The negative messages on Trump had less impact on his job rating than the positives had on Biden's, especially among persuasion audiences—to be most effective, we need contrast.

Impact of Messaging on Trump Climate and Clean Energy Job Rating  
(% Negative)



Biggest Subgroup Gains	
Overall	+4
Independent Women	+13
Mothers	+13
Women <50	+6



# Messaging & Targeting Recommendations





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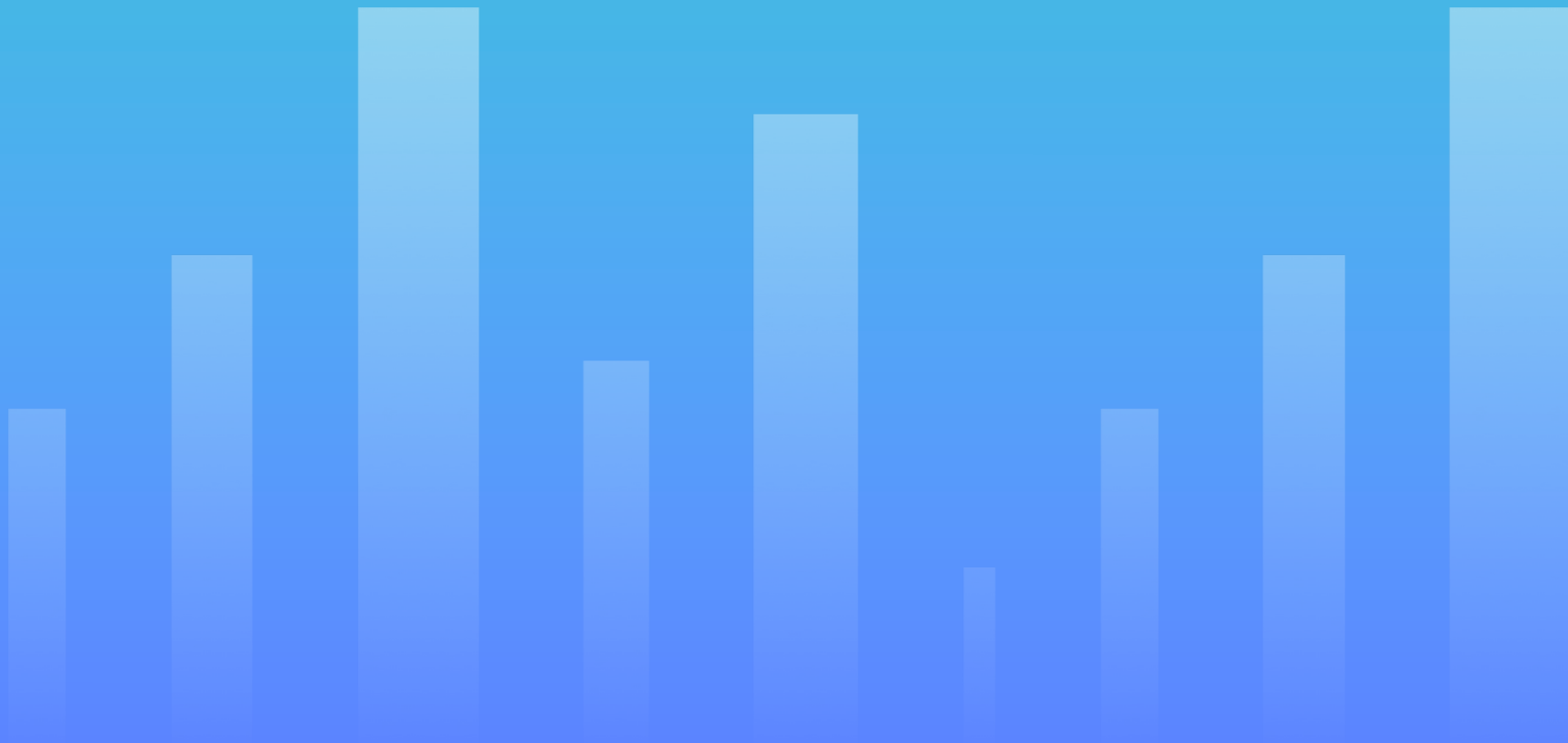
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# Appendix

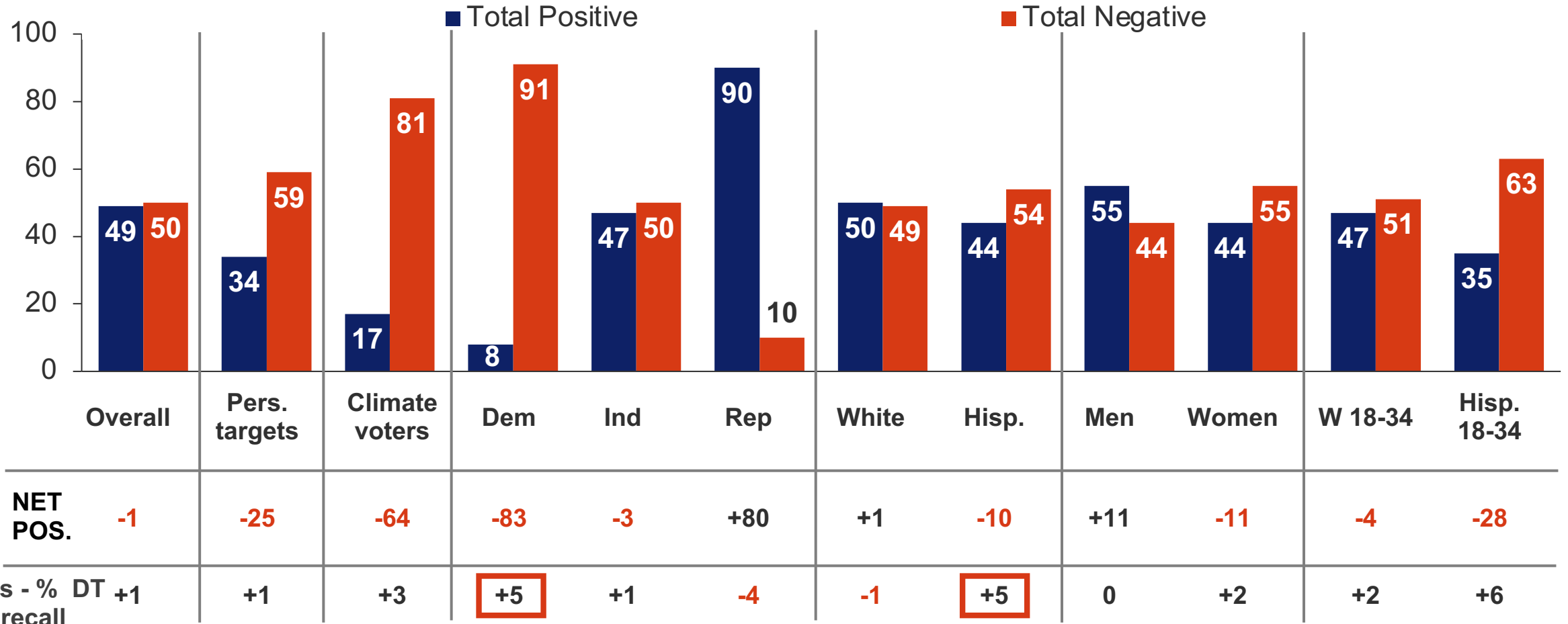


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# Trump's job approval has improved since 2020 - his current *retrospective* job rating is above 2020 vote share among Latinos.

Among white voters, his approval rating is slightly below his 2020 vote share.

**Trump Job Rating**



# Voters 50+ are much more motivated to vote than younger voters. There are smaller gaps by gender and race. There is no difference in motivation between Biden and Trump voters.

Voters are under 23 and 3<sup>rd</sup> Party voters are especially unmotivated.

