

TO: Interested Parties
FROM: Corrie Hunt, Geoff Garin, & Abigail Davenport
DATE: June 25, 2024
RE: Using Climate and Clean Energy Economy Messages to Make the Case Against Donald Trump

This memo summarizes key findings from an online survey fielded May 20-26, 2024 among 1,921 voters in six battleground states (AZ, GA, MN, NV, PA, WI), including oversamples of voters ages 18-34 (680 interviews), Black voters (430 interviews), Latino voters (295 interviews) and AAPI voters (125 interviews).

- Attacking Trump for his harmful record on climate and energy issues moves the vote in Biden’s favor and increases voters’ sense that Trump is “dangerous.”**
 - Climate and energy criticisms of Trump move voters, turning a two-point deficit at the beginning of the survey to a three-point lead for Biden after messaging. Voters across the electorate shift toward Biden, with the biggest gains among young voters and voters of color.
 - Messaging increases the share of voters who believe Trump is dangerous by five points (from 50% initially to 55% post-messaging) with notable movement among voters ages 18-34 (50% to 60%), Black voters (74% to 84%), and nonpartisans (52% to 59%).
- Two strong messaging lanes resonate broadly with persuasion audiences. Each frame is supported by robust proof points. The “Dictator” and “Clean Energy Job Loss” proof points are among the most important to voters who choose each of these frames. Calling out the health impacts is also important for the corporate polluters frame.**

FRAME	Trump prioritizes his own personal interests over future generations.	Trump would let corporate polluters poison our communities with toxic chemicals.
PROOF POINTS	DICTATOR: Trump says he wants to be a dictator on day one so that he can eliminate environmental protections and expand oil drilling, including in our nation's treasured public lands and coastal areas.	POLLUTERS/HEALTH: As president, Trump blocked water safety rules and allowed corporate polluters to pump chemicals linked to cancer, health risks for children, and brain damage into our water.
	CLEAN ENERGY JOB LOSS: President Biden's clean energy plan has created more than 270,000 jobs and spurred hundreds of billions of dollars in private sector investments. If Trump wins, he will end investments in clean energy, which could lead to thousands of workers being laid off and hurt local communities across the country.	DICTATOR: Trump says he wants to be a dictator on day one so that he can eliminate environmental protections and expand oil drilling, including in our nation's treasured public lands and coastal areas.
	PERSONAL INTEREST OVER FUTURE GENERATIONS: We have a basic responsibility to leave a better world for our children and grandchildren. But Trump puts his own personal interests over future generations and refuses to take action on climate change or air pollution.	CLEAN ENERGY JOB LOSS: President Biden's clean energy plan has created more than 270,000 jobs and spurred hundreds of billions of dollars in private sector investments. If Trump wins, he will end investments in clean energy, which could lead to thousands of workers being laid off and hurt local communities across the country.
<i>Note: Some proof points apply to multiple frames.</i>		

3. Trump is vulnerable on job losses. Highlighting how Trump’s plans to end clean energy investments would lead to layoffs and hurt local communities resonates across audiences and aligns with multiple frames.

- Contrasting Biden’s creation of more than 270,000 jobs with Trump’s plan to end these investments is a highly effective proof point with persuadable voters. It is also the top-testing proof point against Trump among Black voters and underscores how his selfish alliance with Big Oil hurts hard-working Americans and local economies.

4. Too many voters that Biden needs to win mistakenly believe a Trump presidency would benefit them. Voters care about energy costs and need to see how Trump’s policies will raise their costs, while Biden’s will reduce costs.

- While our leading frames and proof points work broadly, an additional frame focusing on the consequences of Trump siding with Big Oil billionaires over working people strengthens our messaging even further with persuasion audiences, especially with Latino and AAPI voters. Notably, two of the most effective proof points overall (Dictator and Clean Energy Job Losses) resonate most with voters who choose the Big Oil frame and illustrate the harmful impact Trump’s plans would have on everyday people.

FRAME

Trump sides with his Big Oil billionaires over regular working people

PROOF POINTS

BIG OIL/FUNDERS: Big Oil and gas giants were among the biggest winners of Trump's tax law, getting \$25 billion in tax breaks while raising prices on drivers at the pump. Trump has now asked for \$1 billion from Big Oil to support his campaign and promised them more tax cuts and to cut environmental protections they dislike.

CLEAN ENERGY JOB LOSS: President Biden's clean energy plan has created more than 270,000 jobs and spurred hundreds of billions of dollars in private sector investments. If Trump wins, he will end investments in clean energy, which could lead to thousands of workers being laid off and hurt local communities across the country.

DICTATOR: Trump says he wants to be a dictator on day one so that he can eliminate environmental protections and expand oil drilling, including in our nation's treasured public lands and coastal areas.