



The 2024 Election in Georgia: Climate & Clean Energy Messaging

Online survey of 1,009 registered voters in Georgia, including oversamples to yield 326 18-34 voters, 393 Black voters, and 492 swing voters

Fielded May 7-13, 2024

**CLIMATE
POWER**

Key Takeaways – Electoral Landscape

1

The presidential race in Georgia is competitive and malleable. Trump has expanded his base of support since 2020, giving him the edge in the initial trial heat. But the race is fluid: after Pro-Biden and Negative-Trump messaging, voter preferences shift back to give Biden a slight advantage.

2

Messaging that contrasts Biden’s climate and clean energy accomplishments with Trump’s record results in a notable 7-point vote shift towards Biden. The combination of positive-Biden and negative-Trump messaging is necessary to move targeted voters. We should cover Biden’s accomplishments and Trump’s intentionally adversarial and alarming record on the environment.

3

Georgia voters have no clear sense of what Biden has done to address climate change and promote clean energy, but messages about Biden’s clean energy achievements boost voters’ belief that Biden has taken strong action and young voters’ belief that he is listening to younger Americans.

4

Voters do not realize the depth of harm that Trump caused during his presidency and do not adequately perceive the serious threat that his reelection poses to the environment and average Americans. They characterize Donald Trump’s approach to climate and clean energy as one of benign neglect, rather than active hostility.

Key Takeaways – Messaging Guidance

5

We need to amplify messaging about Biden’s achievements in increasing clean energy and reducing pollution. The significant dollar amounts being invested in clean energy in Georgia are impressive, but the lack of evidence of real-world impacts in their communities generates skepticism among Georgia voters.

6

The most effective case for Biden’s climate and clean energy achievements focuses on affordability, job growth, and protecting public health from air and water pollution. It will be critical to showcase the direct and ongoing impacts on communities throughout the state. Given the priority voters place on energy costs, it is important to focus on how Biden’s efforts will reduce energy costs for consumers.

7

It is imperative to correct the record about Trump’s anti-environment agenda to raise the threat level around his potential reelection. Voters are surprised to learn the extent of Trump’s deliberate efforts to thwart or roll back environmental protections and the harmful impact his calculated actions had on Georgia’s people, environment, and economy.

8

The case against Trump is compelling and effective, particularly the messages that highlight his close ties to corporate polluters that risk the safety of Georgia’s water supply and harm vulnerable communities.

Messaging Recommendations

1. Maintain a persistent drumbeat of positive news about Biden's local impacts. Given voter cynicism, seeing **visible, concrete results in Georgia is crucial**. Leverage local earned media to enhance visibility and credibility.

2. We need to layer **contrasts** on top of Biden's positive news. Georgia voters need to hear about Biden's accomplishments and ongoing progress while also hearing about Trump's destructive record and the threat he poses if reelected. As we get closer to Election Day, our focus should mainly be on contrasts.

3. Highlight three key areas to strengthen Biden's climate and clean energy narrative:

- **Affordability:** tripling clean energy production to make it more affordable to families, projected to save Americans \$38 billion;
- **Job growth:** creating 271,000 good-paying clean energy jobs with more jobs to come, GA has received >\$3.3B which has spurred >\$28 billion in investments, creating more than 29,000 good-paying clean energy jobs in the state;
- **Public health:** protecting clean air and clean water from harmful pollution and replacing 100% of lead pipes.

Messaging Recommendations

4. Show how Trump favors **corporate polluters** at the cost of **Georgians' health**.

- He blocked action to hold polluters accountable for cleaning up toxic chemicals linked to cancer, hypertension, and other diseases found in water supplies across the state and allowed corporations to dump dangerous chemicals into vulnerable communities;
- Linking Trump's actions to affected communities (e.g., Brunswick) highlights the environmental injustice of his policies and heightens their significance and resonance with voters.

5. To strengthen Biden's position among younger women and Black voters, tie Trump's climate denialism to a **broader narrative about his political extremism**. He is dangerous to our country across the issues, evidenced by his denial of climate change, and his attacks on democracy and reproductive freedom. Highlighting these connections emphasizes the broader dangers of a second Trump term.

Research goals and methodology

Research goals

- Understand how climate and clean energy influence Georgia voters in the presidential election
- Determine voters' priorities and concerns related to climate and clean energy
- Explore what voters know about Biden's and Trump's records and priorities on climate and clean energy
- Identify the most effective climate and clean energy lanes for building support for Biden

Phase 1: Focus groups

Three focus group discussions fielded April 16-17, 2024

- Climate voters ages 18-34 (in person, Atlanta)
- Black voters under age 55 (in person, Atlanta)
- White suburban swing voters ages 30-60 (online)

**We screened out climate deniers, people who had already made up their minds to definitely vote for Biden/Trump, and strong Republicans*

Phase 2: Online survey of 1,009 registered voters in GA

Sample includes oversamples:

- 18-34 voters (326 interviews)
- Black voters (393 interviews)
- Swing voters (492 interviews)

Fielded May 7-13, 2024

A note on the survey sample design

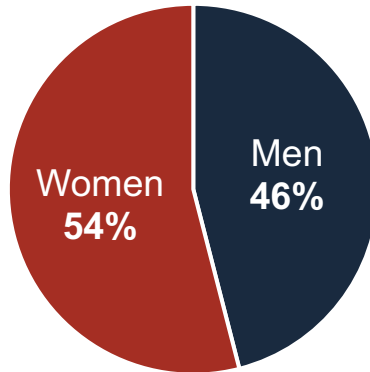
We chose to sample registered voters rather than likely voters intentionally for several key reasons.

1. **Expansive picture of the electorate.** Fielding the survey in early May, we wanted to capture a broad and inclusive snapshot of the electorate. At this moment in time, many groups that are critical to our strategy have not yet engaged with this election. These groups include younger voters, people of color, and those who might feel disaffected or uncertain about their participation in November.
2. **Understanding and engagement.** By sampling registered voters, we are hearing from all potential voters, not just those who currently report that they are likely to vote. This inclusivity allows us to better understand the concerns, motivations, and potential barriers faced by infrequent and disengaged voters. Engaging these groups is crucial to our efforts to mobilize and persuade them to turn out for Biden.
3. **Strategic flexibility.** While our primary goal is to be expansive, we retain the flexibility to analyze subsets of our data, such as those who currently report that they are definitely or probably likely to vote. This allows us to make targeted strategic decisions based on a comprehensive understanding of the electorate and not just likely voters who tend to skew older, whiter, and more conservative.

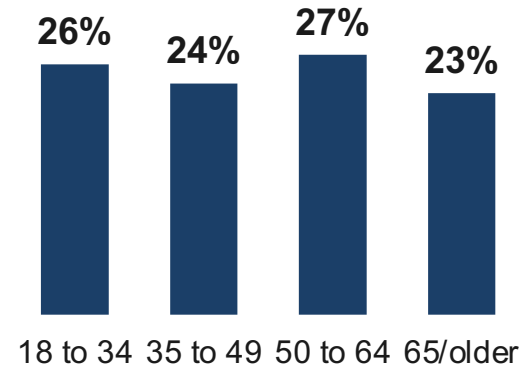
Methodology and profile of the survey sample

- Online survey of 1,009 registered voters in Georgia
- Sample includes oversamples:
 - 18-34 voters (326 total interviews)
 - Black voters (393 total interviews)
 - Swing voters (492 total interviews)

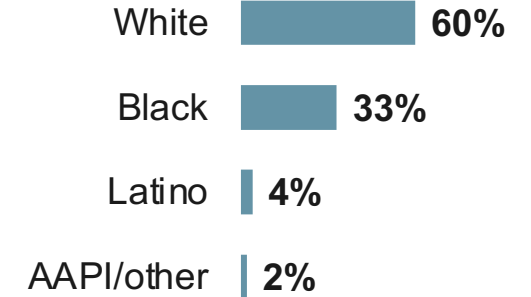
Gender



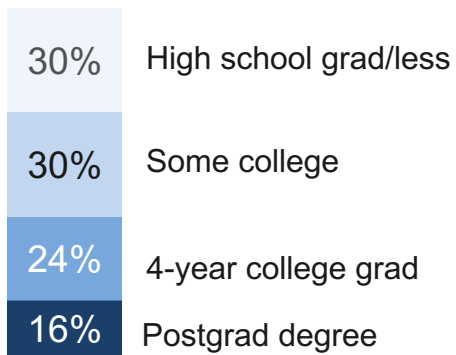
Age



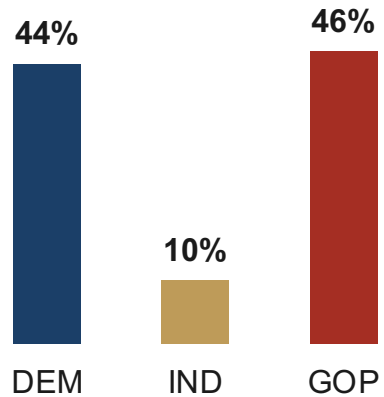
Race



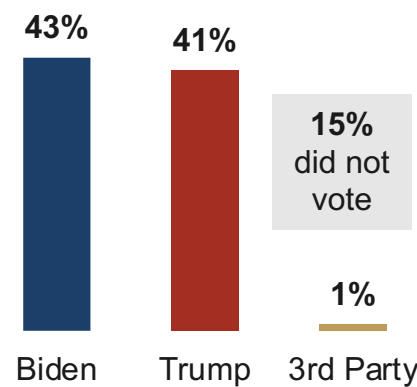
Education



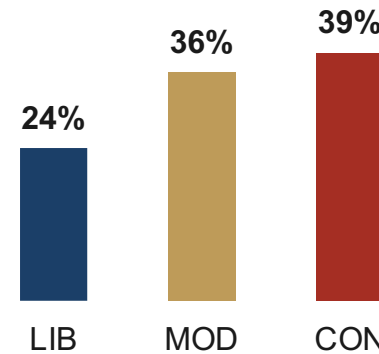
Party ID



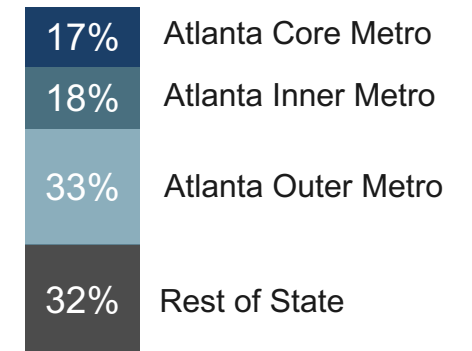
2020 Vote



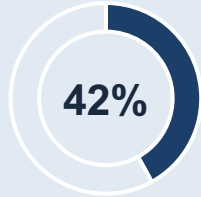
Ideology



Media Markets



Context: Key targeting subgroups

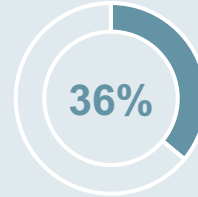


Swing voters*

These voters are disproportionately:

- Non-political (do not consider politics important to their identity)
- Under age 65

**identify as either leaning Democrat/Republican or completely independent, and leaning liberal/conservative or moderate.*

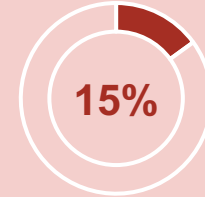


Persuadable voters*

These voters are disproportionately:

- Women
- Under age 50

**soft supporters or those who may still change their mind about their chosen 2024 candidate.*



Potential Biden defectors*

These voters are disproportionately:

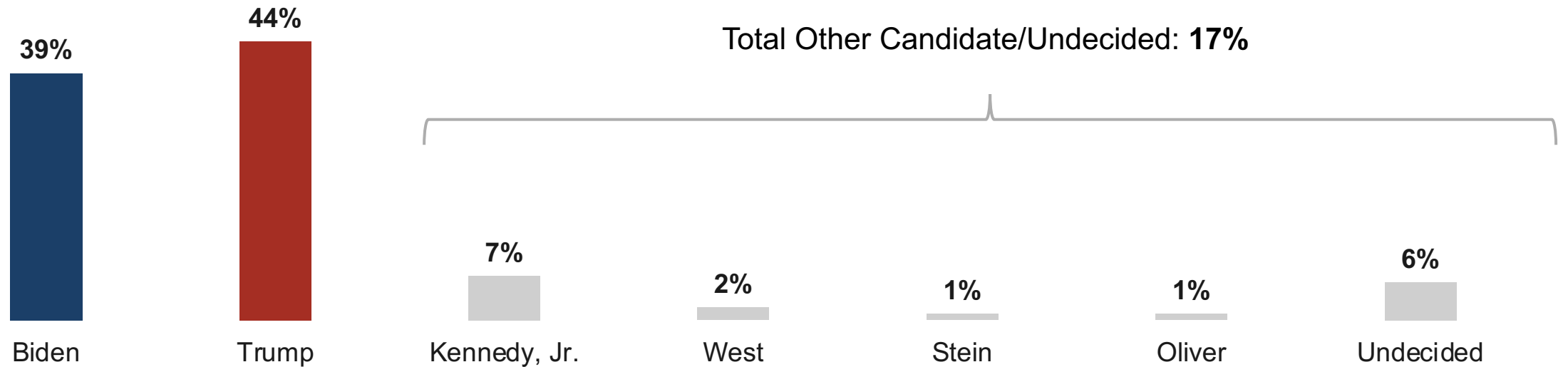
- Black voters
- Age 18-34
- Noncollege (esp. high school or less)
- Non-suburban
- Atlanta outer metro

**either voted for Biden in 2020 but are not currently planning to vote for him in 2024, or didn't vote for Trump in 2020 and are planning to do so in 2024.*

The presidential race in Georgia is fluid. While Trump has made gains since 2020, climate and clean energy messaging effectively shifts voter preferences back in Biden's favor.

President Biden trails by five points in the multi-candidate trial heat in Georgia.

Which candidate would you be the most likely to vote for in the 2024 election for president?

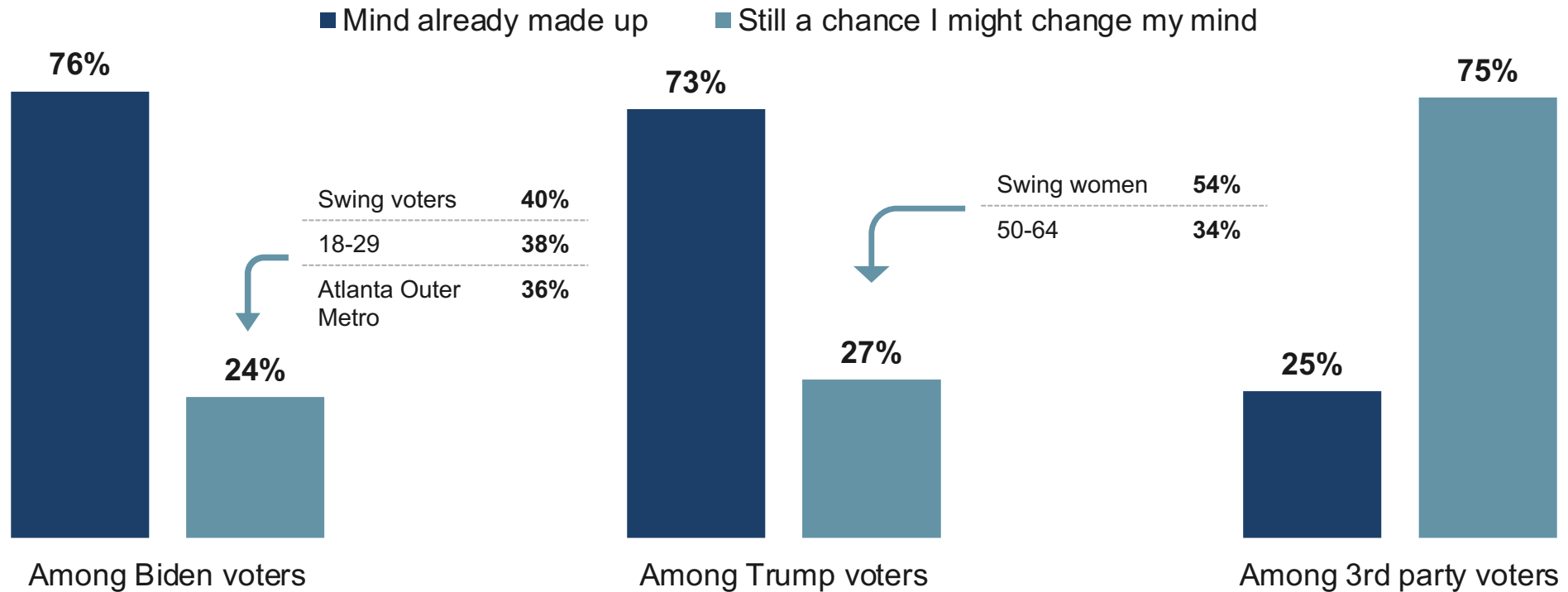


Trump has expanded his base of support in Georgia since 2020. His growth has mostly been among Independent, swing, and younger voters – especially young men.

	2020 vote			2024 multi-candidate vote			2024 two-way vote		
	Biden	Trump	3 rd party/DNV	Biden	Trump	Other	Biden	Trump	Will not vote
All voters	43	41	16	39	44	11	45	48	7
Core Democrats	91	2	7	87	3	6	94	4	2
Independents/leaners	40	26	34	29	30	25	39	38	23
Core Republicans	2	93	5	1	94	4	2	96	2
Swing men	42	32	26	36	42	15	42	47	11
Swing women	39	30	30	34	31	23	41	42	17
White voters	27	60	13	26	61	9	29	66	5
Black voters	74	6	20	66	12	12	74	15	11
18-29	40	30	29	39	35	21	49	44	7
18-34 men	49	22	29	41	38	18	48	45	8
18-34 women	32	37	30	32	35	25	43	47	10
Atlanta Core Metro	68	20	12	58	24	11	66	27	7
Atlanta Inner Metro	53	31	16	50	32	12	54	37	9
Atlanta Outer Metro	30	52	18	28	57	10	31	62	7
Rest of State	37	47	16	35	47	10	41	51	8

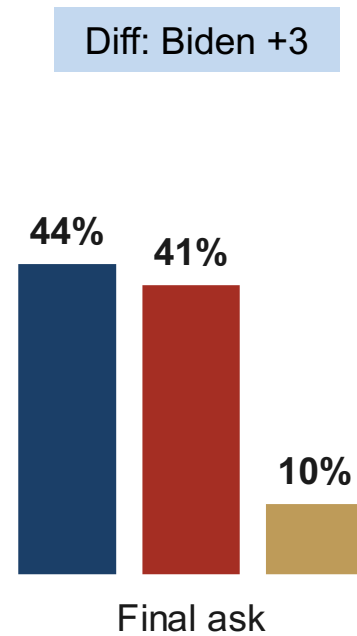
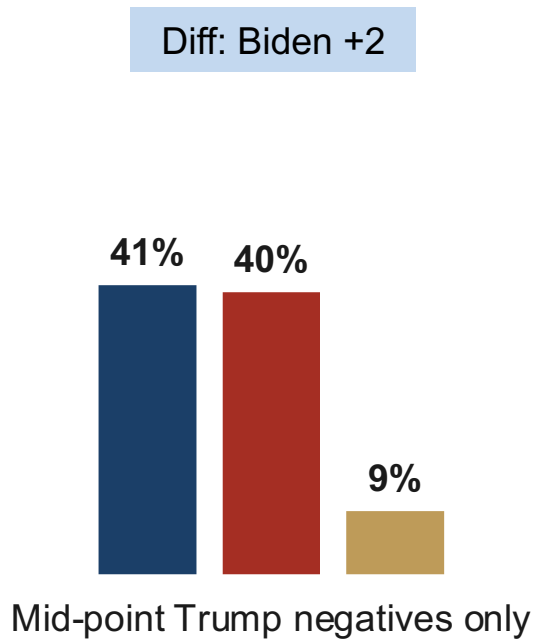
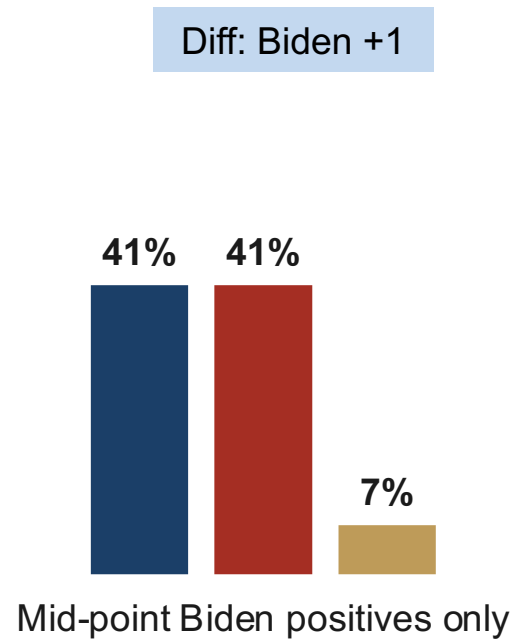
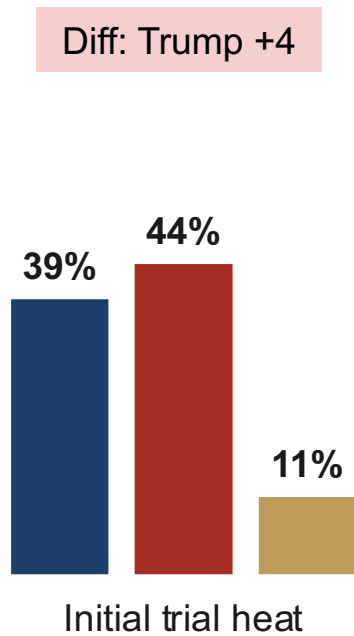
Third party voters are much less fixed in their positions than are Biden and Trump voters.

2024 MULTI-CANDIDATE VOTE: Would you say that your mind is already made up to vote (Biden/Trump/3rd party) or is there still a chance you could change your mind and vote for someone else?



After hearing Biden positives and Trump negatives, there is a notable shift in the trial heat: Biden moves from a 4-point deficit to a 3-point advantage.

■ Joe Biden ■ Donald Trump ■ Other candidate



Biden's vote share increases across all key subgroups, including with Independents (+15), younger voters (+12), and swing voters (+12).

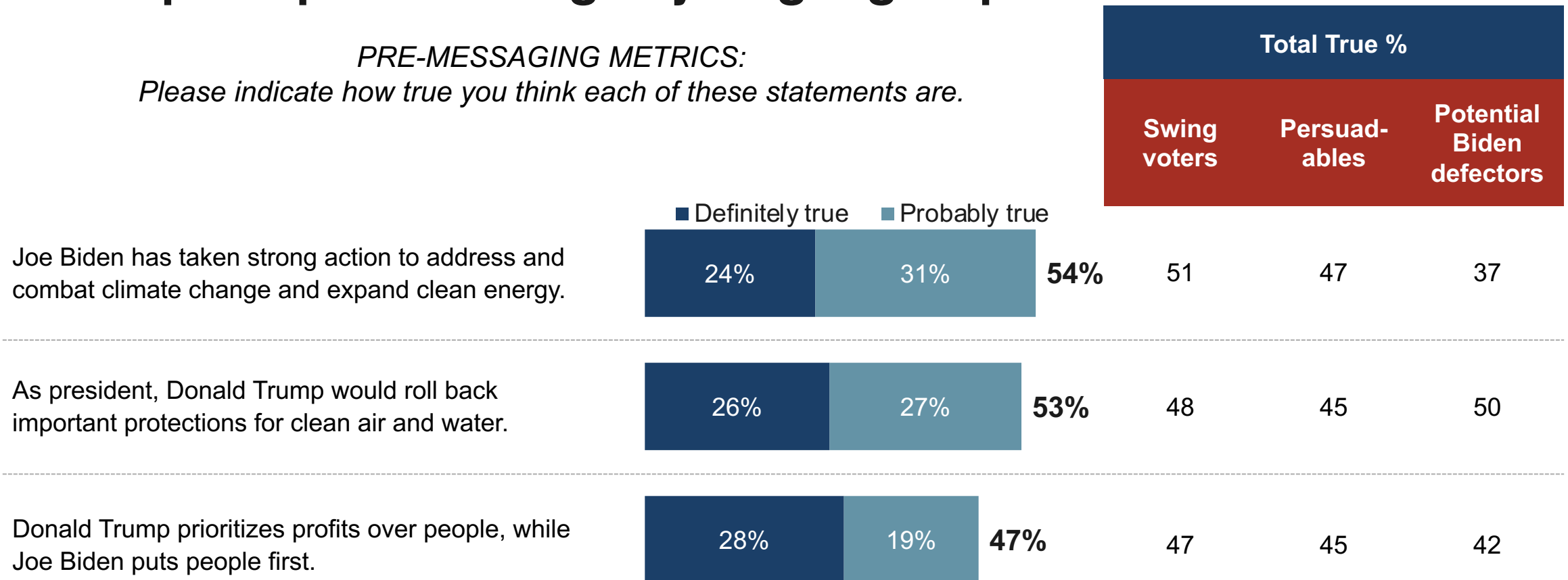
	Initial trial heat			Final trial heat		
	Biden	Trump	Differential	Biden	Trump	Differential
All voters	39	44	-4	44	41	+3
Likely voters	41	46	-4	45	43	+2
Core Democrats	87	3	+84	91	2	+88
Independents/leaners	29	30	-1	39	25	+14
Core Republicans	1	94	-93	2	91	-89
Swing men	36	42	-6	43	37	+6
Swing women	34	31	+3	41	27	+14
White voters	26	61	-35	29	58	-29
Black voters	66	12	+54	73	10	+64
18-29	39	35	+5	48	31	+17
18-34 men	41	38	+3	51	34	+17
18-34 women	32	35	-3	39	34	+5
Atlanta Core Metro	58	24	+34	65	21	+45
Atlanta Inner Metro	50	32	+17	54	29	+25
Atlanta Outer Metro	28	57	-29	30	55	-24
Rest of State	35	47	-12	41	44	-3

A dual challenge: voters do not adequately recognize Biden's climate and clean energy accomplishments, and they underestimate the harmful impact Trump had during his first term and the risk his reelection poses.

Initially, our main assertions about Trump and Biden have credibility among just half of voters. It is critical to strengthen these perception among key target groups.

PRE-MESSAGING METRICS:

Please indicate how true you think each of these statements are.

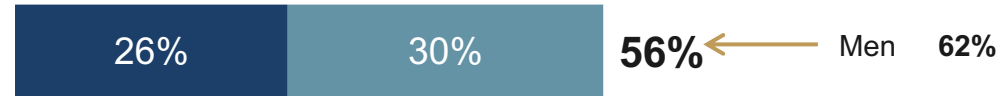


Before seeing messages, fewer than half of younger voters feel Biden is listening to their needs and concerns.

*PRE-MESSAGING METRICS AMONG 18-34-YEAR-OLDS:
Please indicate how true you think each of these statements are.*

■ Definitely true ■ Probably true

As president, Donald Trump would roll back important protections for clean air and water.



Donald Trump prioritizes profits over people, while Joe Biden puts people first.



Joe Biden has taken strong action to address and combat climate change and expand clean energy.



Joe Biden listens to the needs and concerns of younger Americans.



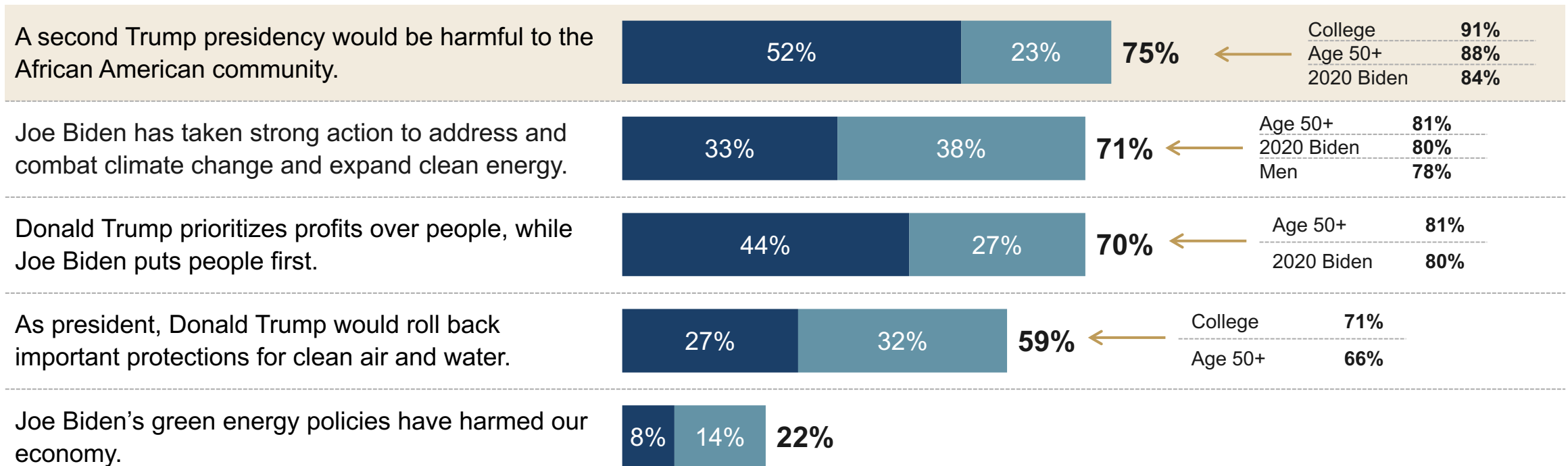
Joe Biden's green energy policies have harmed our economy.



Black voters are already convinced of the damage that Trump could cause to their communities and reject the argument that Biden's policies have harmed the economy.

*PRE-MESSAGING METRICS AMONG BLACK VOTERS:
Please indicate how true you think each of these statements are.*

■ Definitely true ■ Probably true



Voters perceive Trump's approach to the environment as one of benign neglect rather than intentionally destructive – we need to demonstrate his active hostility.

Target voters mainly describe Trump's approach to climate change and clean energy issues in ways that suggest disregard or negligence, rather than purposeful harm. They are surprised to learn the extent of Trump's deliberate efforts to thwart environmental protections and the harmful impact that his calculated actions had on Georgia's people, environment, and economy.

“

“He was either neutral or he didn't really think it was important...I don't remember him saying anything related to climate change at all.”
– *Swing voter*

“

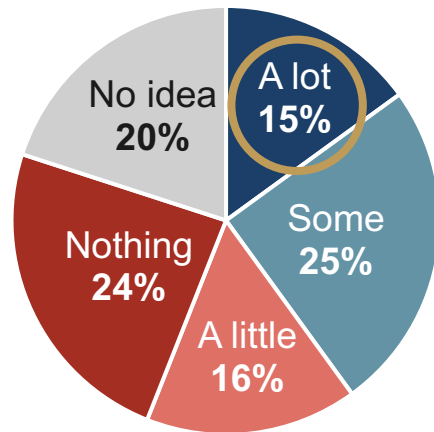
“From what I've seen, I think he kind of takes it [climate change] as a joke.”
– *Voter age 18 to 34*

“

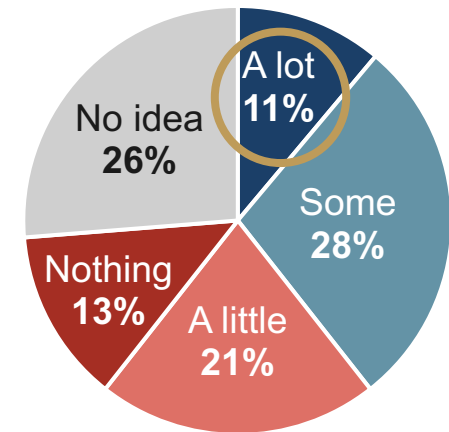
“I didn't realize that he was necessarily getting rid of programs that were already in place... not just not moving forward, but actually, you know, trying to take us back.” – *Voter age 18 to 34*

Georgia voters give Biden and Kemp similarly low levels of credit for increasing clean energy investments in the state.

How much do you think Joe Biden has done to increase investments in clean energy, including increasing clean energy jobs, in Georgia?



How much do you think Governor Brian Kemp has done to increase investments in clean energy, including increasing clean energy jobs, in Georgia?



	Biden a lot %	Kemp a lot %
Core Democrats	38	10
Independents/ Leaners	9	5
Core Republicans	3	20

Voters know little about Biden’s climate and clean energy achievements or their impact in the state.

Voters indicate only a general sense that Biden is environmentally conscious because he is a Democrat, but they have no real sense of what Biden has done to address climate change and promote clean energy nationally or in ways that have benefitted Georgia.

“

“I feel like a lot of it is just empty words. It's like, Okay, cool, “clean energy.” Okay, but what does that mean.”
– *Swing voter*

“

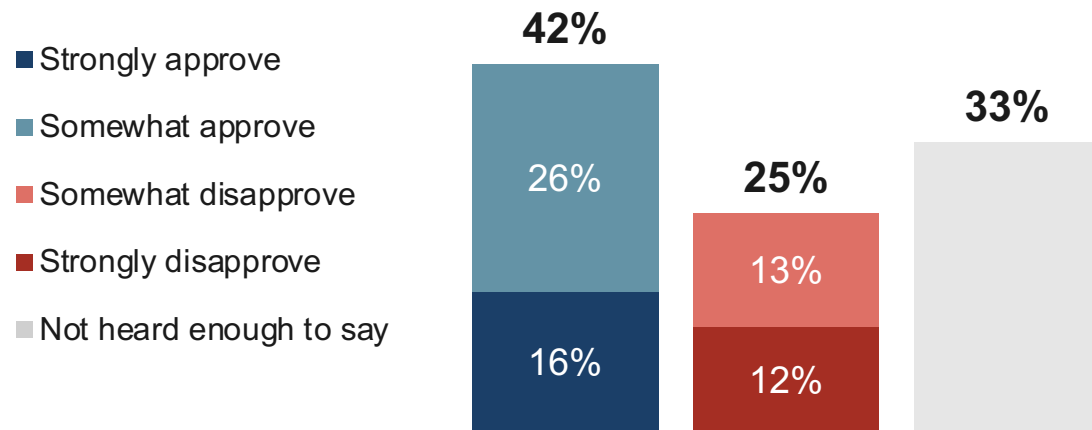
“I think that's just because, you know, him being a Democrat. And...one of their main issues is just climate change.”
– *Voter age 18 to 34*

“

“I'm not really familiar with like his policies and stuff like that, but I feel like just as a person, he might be maybe a little bit more environmentally conscious.”
– *Voter age 18 to 34*

Georgians who have heard of Biden’s Clean Energy Plan are favorable, but we need to increase the frequency and volume of messaging about Biden’s energy accomplishments.

From what you know about Biden’s clean energy plan, do you approve or disapprove of it?



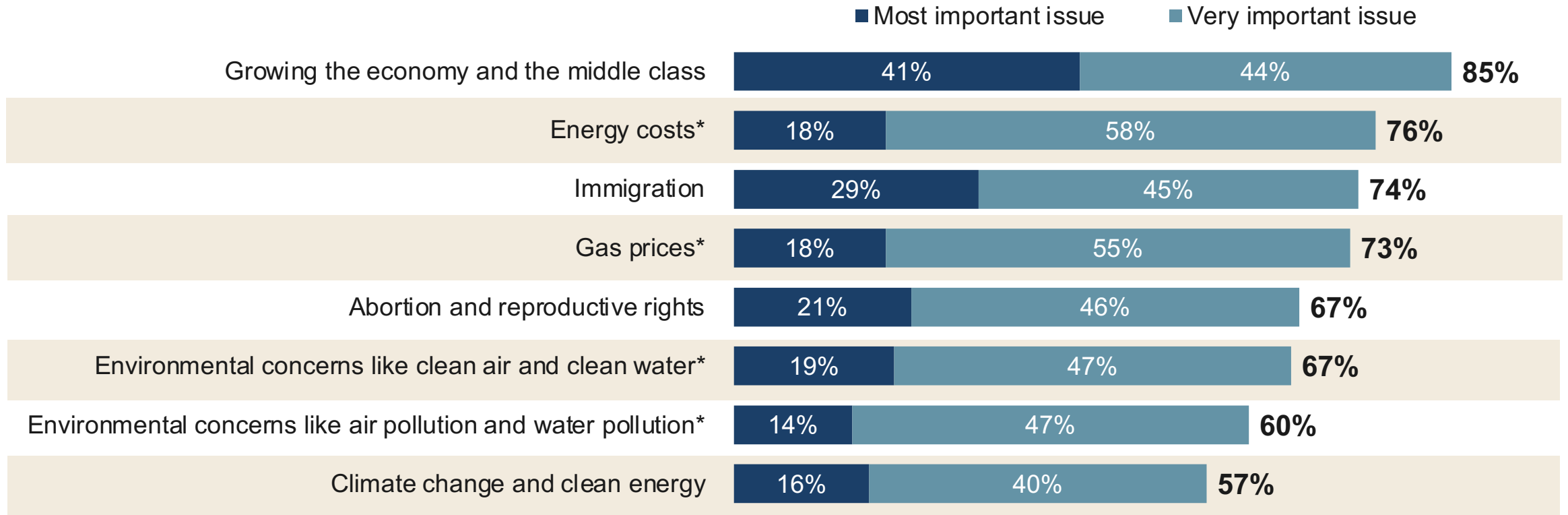
47% of Georgians have heard a lot (11%) or some (36%) about the plan.

	Approve %	Disapprove %	Not heard %
All voters	42	25	33
Swing men	44	23	33
Swing women	35	22	43
Black voters	59	6	35
18-29	45	15	40
18-34 men	51	18	31
18-34 women	35	16	49

Economic concerns are front and center for 2024 voters. Messaging should showcase ways Biden's clean energy plan will reduce energy costs and increase economic growth (including jobs) in Georgia.

Our issues – energy, costs, environmental concerns – intersect with voters’ priorities.

Thinking about voting in the 2024 presidential election, how important, if at all, will each of the following issues be to your vote?



*Asked of one half of respondents

Voters have various top-of-mind concerns about energy and the environment generally, but energy costs rise to the top for Georgia specifically.

What are the most important issues related to energy and the environment [include in half the sample: in Georgia?]

General

(Half of participants got this question without reference to GA)

17%	Environment impact/need to protect the environment
13%	Importance of/increasing the use of renewable/clean energy
11%	Pollution concerns/reducing pollution
11%	High energy costs/reducing cost of energy
9%	Air quality/air pollution/importance of clean air
9%	Climate change/concern for climate change
9%	Energy availability/concerns about generating energy
6%	Energy independence
6%	Fossil fuel dependence/moving away from fossil fuel
5%	Water quality/water pollution/importance of clean water
4%	Improving recycling initiatives/efforts
4%	Pushing electric vehicles/electric vehicles aren't the answer/cause more problems
4%	Global warming/impact on planet from global warming
4%	Solar panels/increasing the use of solar power/energy

Georgia-specific

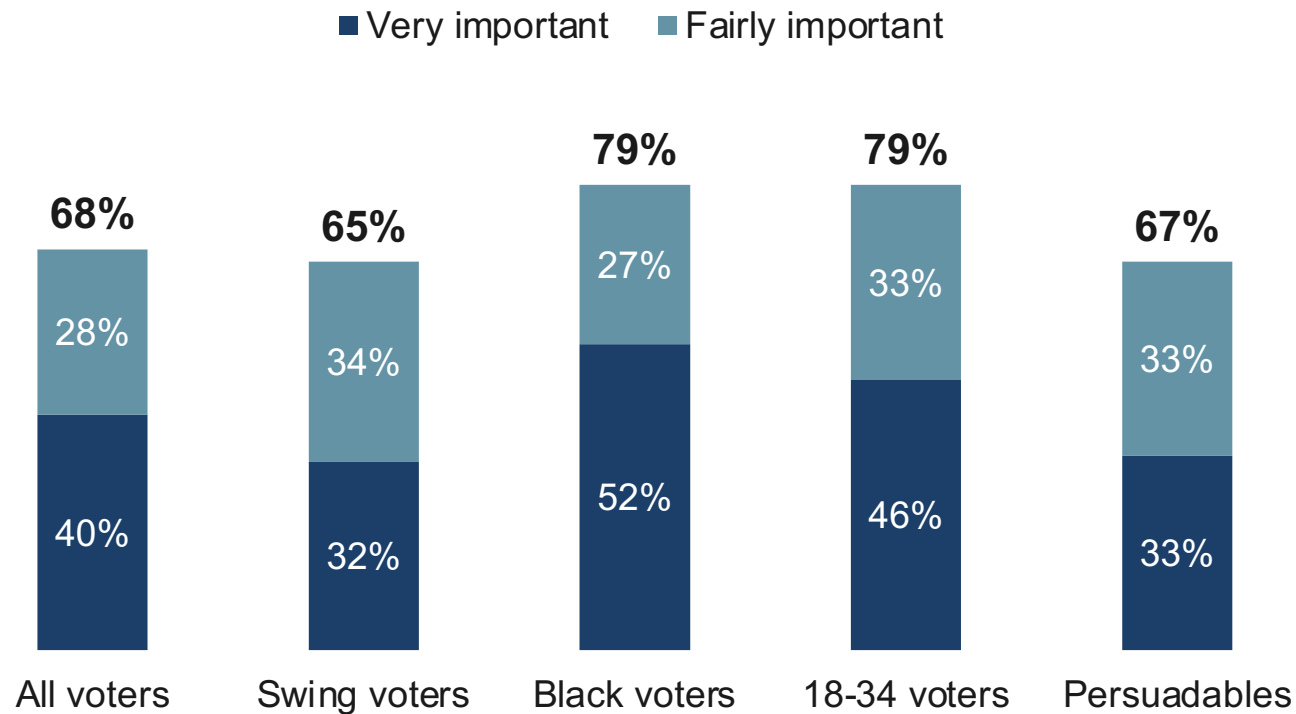
(Half of participants got this question specifically in reference to GA)

32%	High energy costs/reducing cost of energy
10%	Importance of/increasing the use of renewable/clean energy
10%	Water quality/water pollution/importance of clean water
9%	Have concerns about the economy/jobs/cost of living
9%	Environment impact/need to protect the environment
8%	Pollution concerns/reducing pollution
8%	Gas prices/need to lower price of gas
7%	Air quality/air pollution/importance of clean air
7%	Inflation concerns
6%	Energy availability/concerns about generating energy
5%	Climate change/concern for climate change

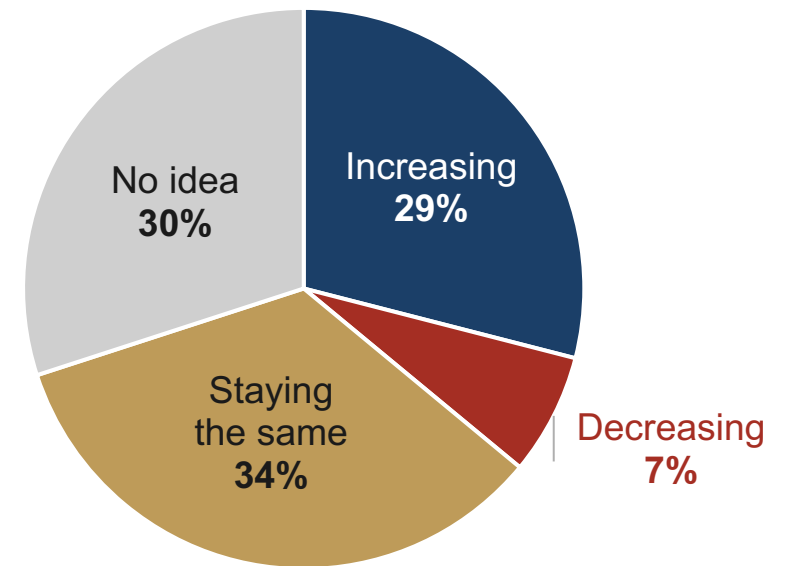
Georgia voters support clean energy expansion and the benefits that come with it, but they have no clear sense of Biden's achievements. We must showcase the progress that has been made, particularly in the growth of clean energy jobs in the state.

Large majorities of voters consider clean energy jobs important for Georgia – but awareness of the growth of clean jobs in the state is low.

How important are clean energy jobs to the state of Georgia?

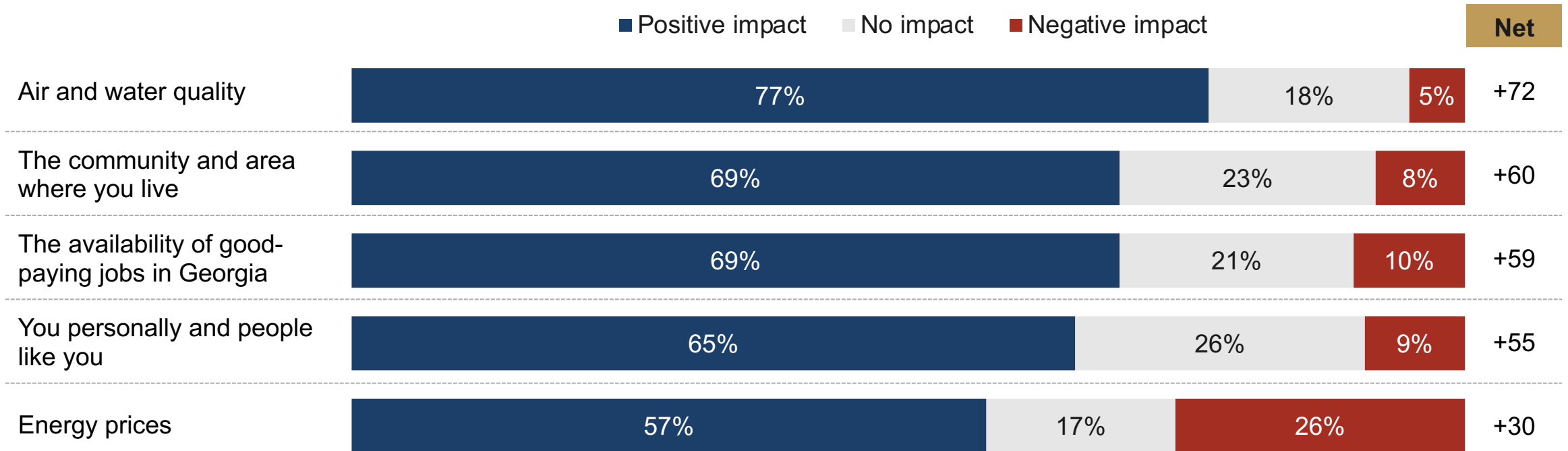


Do you believe the number of clean energy jobs in Georgia is increasing, decreasing, or staying about the same?



Georgians anticipate positive impacts of increasing clean energy in the state – for the environment and themselves personally.

What kind of impact do you believe increasing the use of clean energy in the state of Georgia would have on each of the following?

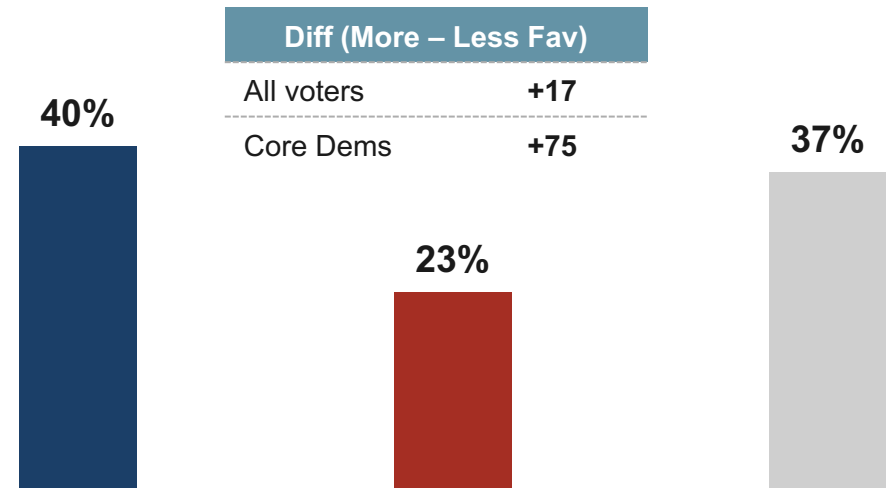
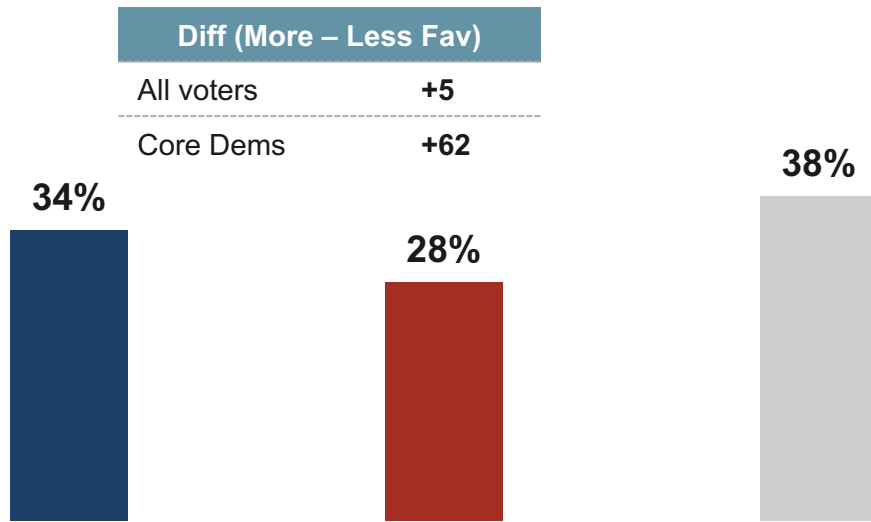


Record-high oil and gas production under Biden generates a neutral to positive reaction, but the response is more favorable when his historic investments in clean energy are also cited.

■ More favorable to Biden ■ Less favorable to Biden ■ No difference

[ASKED OF ONE HALF OF VOTERS] Under President Biden, oil and gas production in the U.S. is at a record high. Knowing this information, do you feel...?

*[ASKED OF THE OTHER HALF OF VOTERS] Under President Biden, oil and gas production in the U.S. is at a record high. **At the same time, Biden has also made historic investments to increase the use of clean energy and address climate change.** Knowing this information, do you feel...?*



Affordability, job growth, and public health messages make the most effective case for Biden's climate and clean energy achievements. The credibility of these messages hinges on naming specific impacts in the state and their communities.

Voters view Biden’s work to protect our health by reducing air and water pollution and to increase clean energy jobs as his most important environmental achievements.

GETTABLE VOTERS*:

Importance of different things Biden has done while in office on the environment and climate change

		% Total Important
Health	Joe Biden understands that pollution from dirty energy sources is putting the health of our families at risk. That's why he's making sure all communities have clean air and water. Georgia has received millions to reduce harmful air pollution and \$125 million to improve Georgia's water infrastructure. And President Biden passed a law to replace 100% of the lead pipes still in use across America.	90 (55% very important)
Jobs/Total Money	Biden's clean energy plan has already created more than 271,000 new good-paying jobs in communities across the country by investing in American-made clean energy like solar and wind power, with many more jobs to come. As of 2023, Georgia has received over \$3.3 billion from the Clean Energy Plan, creating more than 29,000 good-paying clean energy jobs across the state, more than any other state.	88 (54% very important)
Future Generations	Joe Biden understands that we have a basic responsibility to leave a better world for future generations. That's why Biden's climate plan is so meaningful; it reduces pollution today so our kids can breathe cleaner air tomorrow. For example, the plan allocates \$167 million to 21 Georgia school districts to buy environmentally friendly school buses to protect kids from harmful toxins.	84 (53% very important)
Lowering Energy Costs/ Affordability	Joe Biden passed a plan to triple the production of clean energy, which will make it more affordable to families and is projected to save Americans \$38 billion on electricity bills. Georgia will receive over \$219 million for a Home Energy Rebate Program and low-income households could save an average of 41% on home energy bills when upgrading to energy efficient appliances.	87 (53% very important)
Jobs/ Investments	Joe Biden's clean energy plan has already created more than 271,000 new good-paying jobs across the country by investing in American-made clean energy. Because of these federal incentives in Georgia, new solar, battery, and car manufacturing projects have already spurred over \$23 billion in investments, creating more than 29,000 good-paying clean energy jobs across the state, which is more than other states.	85 (51% very important)

*Strong Republicans who have made up their mind to vote for Trump were skipped over messaging.

(Cont'd.) Encouragingly, each of the Biden positive messages resonates with at least four in five voters.

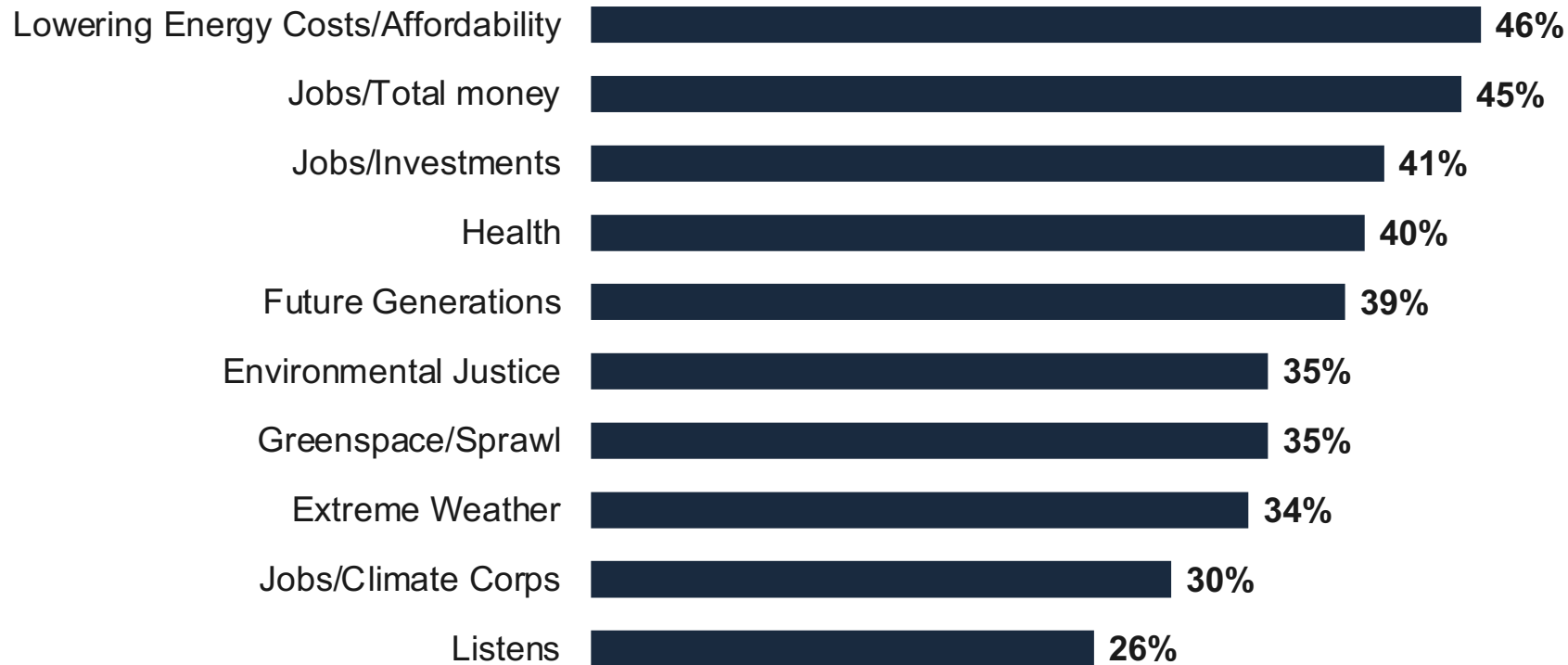
GETTABLE VOTERS*:

Importance of different things Biden has done while in office on the environment and climate change

		% Total Important
Jobs/Climate Corps	Joe Biden knows that tackling the climate crisis requires investing in young Americans and building the climate workforce of the future. That's why he launched a new climate job program to train more than 40,000 young Americans for high-quality, good-paying jobs in the clean energy sector, opening pathways to careers that make our communities fairer, more sustainable, and more resilient.	86 (50% very important)
Greenspace/Sprawl	Joe Biden's clean energy plan has provided Georgia \$17.5 million to expand access to parks, trees, and nature in urban communities. These investments will help reduce the impacts of extreme heat and flooding caused by urban sprawl and climate change and will lead to healthier communities through protection of natural areas and waterways.	85 (50% very important)
Environmental Justice	Joe Biden launched the most ambitious environmental justice agenda to make sure that all communities have equal access to clean air and water, are protected from the impacts of climate change, and get their fair share of clean energy jobs. Georgia has already received nearly \$23 million to support historically underinvested neighborhoods in Atlanta and in areas across the state.	85 (49% very important)
Extreme Weather	Joe Biden believes climate change is making extreme weather events more frequent, more severe, and more costly. That's why he's taking on Republicans and fossil fuel interests to fight for our future. He's investing in strengthening our infrastructure in Georgia, such as upgrading bridges and flood prevention projects, to protect the more than 100,000 Georgians who are at risk of coastal flooding.	83 (49% very important)
Listens	Joe Biden is listening to younger generations, and now we are finally making real progress in the fight against climate change. Since day one, Biden acted with urgency--working with top scientists and experts--to develop meaningful laws, passing the most ambitious climate agenda in history, taking on corporate polluters and halting some of the oil & gas industry's most dangerous projects.	80 (49% very important)

In a comparative ranking, the top-performing messages highlight Biden's impact on lowering energy costs and increasing clean energy jobs.

GETTABLE VOTERS: Ranked by top 3 most concerning*



Clean energy jobs, energy affordability, and health are the top-ranking messages for many target groups.

GETTABLE VOTERS*: Top 3 most important things Biden has done for the environment and climate change

Swing men		Swing women			Persuadables	Potential Biden defectors
Jobs/Total money (47%)		Lowering energy costs/affordability (50%)			Jobs/Total money (51%)	Jobs/Investments (51%)
Lowering energy costs/affordability (42%)		Jobs/Total money (45%)	Jobs/Investments (45%)	Health (45%)	Lowering energy costs/affordability (46%)	Jobs/Total money (50%)
Health (40%)	Future Generations (40%)				Health (45%)	Environmental Justice (48%)

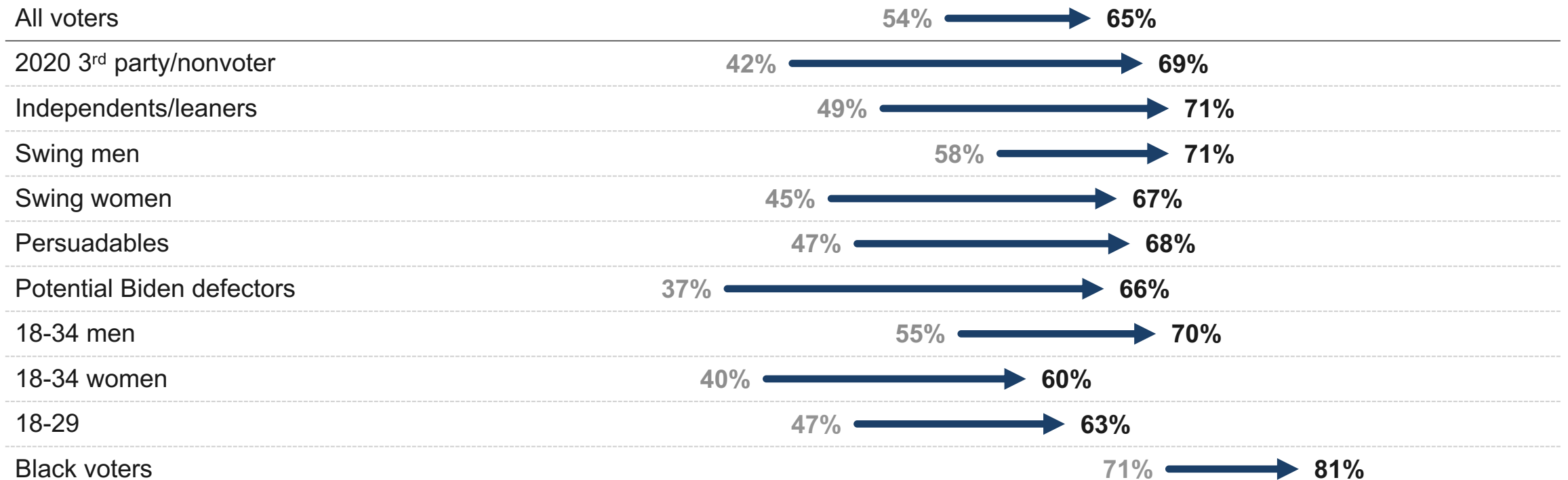
18-34 men		18-34 women		Black voters
Jobs/Investments (46%)		Lowering energy costs/affordability (47%)		Lowering energy costs/affordability (51%)
Greenspace/Sprawl (45%)		Health (43%)		Jobs/Total Money (43%)
Lowering energy costs/affordability (40%)	Future Generations (40%)	Jobs/Total Money (41%)		Future Generations (40%)

*Strong Republicans who have made up their mind to vote for Trump were skipped over messaging.

Messaging boosts positive perceptions of Biden on climate change and clean energy.

Post-messaging, there is a significant increase the share of voters who believe Biden has taken strong action on climate and clean energy.

“Joe Biden has taken strong action to address and combat climate change and expand clean energy.”
Movement to True Initial → Final

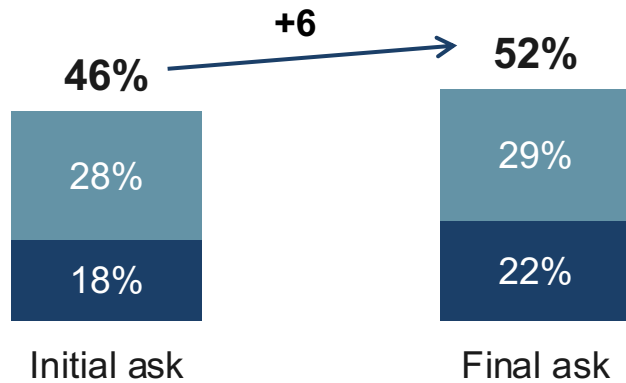


After hearing messages, a majority of young voters believe that Biden listens to their needs and concerns.

Please indicate how true you think each of these statements are.

■ Definitely true ■ Probably true

Joe Biden listens to the needs and concerns of younger Americans.



	Initial ask %	Final ask %
All 18-34	46	52
Men	51	55
Women	42	49
White voters	39	45
Black voters	59	64
Noncollege	42	48
College	54	61
18-29	44	51

The amount invested in clean energy in Georgia is notable to voters, but naming specific community benefits is important.

- The **lack of tangible or visible evidence of progress in the state feeds voters' skepticism** that Georgia will really benefit.
- We need to provide voters **tangible evidence** of the ways that Biden's clean energy investments are positively impacting Georgia families and the state's economy.
- **Black voters particularly would like reassurance that benefits are being distributed fairly** across communities in the state, and that their communities are not being left behind, as has historically been the case.



“Literally today on Twitter was something about Georgia being funded so much. But where does that money go, exactly? It's kind of like international issues when it's like, ‘Where's our money going?’” – *Voter age 18 to 34*

“There's a lot of taxpayer money going in, without seeing nowhere near the amount of progress. So it's kind of sweet and sour.” – *Voter age 18 to 34*

“That thirty-eight billion, that that honestly seems...not real... and we have no idea where it has gone.” – *Swing voter*

There is a compelling and effective case to make against Trump, particularly by highlighting his close ties to corporate polluters that risk the safety of Georgia's water supply and harm vulnerable communities.

Our strongest messages against Trump center on him blocking policies to clean up Georgia’s water supply and allowing corporate polluters to dump dangerous chemicals in vulnerable communities.

GETTABLE VOTERS

MAXDIFF: Concerns of above average importance against Donald Trump

Clean Water	Trump has blocked policies that would improve Georgia’s water supply. Even after a report showed Georgia’s drinking water was among the LEAST safe in the nation, Trump blocked action to hold polluters accountable for cleaning up toxic chemicals linked to cancer, hypertension, and other diseases found in water supplies across the state.	161.7
Environmental Justice GA	During Trump’s first presidency, he let corporate polluters dump dangerous chemicals into vulnerable communities. He rolled back restrictions on pollution, which led to significant health risks in low-income communities and communities of color in areas like Brunswick where there is a legacy of pollution from multiple hazardous waste sites.	150.5
Investment Progress GA	Clean energy manufacturing is booming in Georgia, with over \$180 million pledged for new investments in clean power generation and storage by 2030. But if Trump wins, he would repeal these clean energy investments, pulling the rug out from under American companies and jobs, sending them overseas instead.	115.7
Costs	With cost-of-living expenses at an all-time high, Trump’s policies would increase profits for Big Oil CEOs and corporate executives rather than decrease costs for working families. His short-sighted policies would continue to put these companies first, leaving hardworking Georgia families vulnerable to energy insecurity and high costs, squeezing already tight budgets.	111.0
Multi-Issues Extreme	Trump’s denial of climate change is just another example of how extreme and dangerous he is. We cannot afford a president like Donald Trump who promises to be a dictator on day one, promotes political violence, opposes women’s reproductive freedom, and lies about the greatest threat to the future of the planet.	107.2

(Cont'd) Other messages about Trump are not as important in Georgia.

GETTABLE VOTERS*

MAXDIFF: Concerns of below average importance against Donald Trump

Record Weakening Protections	Trump has, by far, the worst environmental record of any president in U.S. history. The Trump administration weakened or wiped out more than 100 environmental protections, including protections that stop polluters from releasing toxic chemicals--like carbon, mercury, lead, and arsenic--into the air we breathe and water we drink.	92.0
Extreme Weather GA	Trump's refusal to address the threat of climate change would leave Georgians exposed to the worsening impacts of extreme weather. Just last year, Georgia farmers and agricultural crops suffered devastating impacts from Hurricane Idalia and a late freeze, and in the past decade a wildfire and two flooding events caused over \$7 billion in damages and 57 deaths in multiple states, including Georgia.	91.0
Dangerous Future	Trump's return to the White House would bring an all-out war on climate science and policies. Trump and his allies have plans to gut environmental protections that prevent oil and gas companies from polluting our air and water. Trump and his allies plan to force agencies like the EPA to prioritize drilling for oil and gas over protecting public health.	81.8
Climate Denier/GA	Trump is a climate denier, and he has called climate change a 'hoax' and a 'con job'. But during his presidency, Georgia saw 23 separate disaster events that killed nearly 370 people and caused nearly \$175 billion in damages. Trump's refusal to accept the science endangers Georgia and the country.	80.2
Big Oil Taxes	Trump took millions in 2016 from Big Oil donors and put their interests ahead of the American people. The Trump administration gave oil and coal companies hundreds of billions in tax breaks, while companies like Chevron paid \$- in federal taxes, paid their CEO more than \$30 million, and laid off thousands of workers.	78.6
Climate/ Fact Denier	Trump refuses to accept facts and reality, prioritizing his self-serving fiction over the country. He is a climate denier, refusing to listen to scientists and health and national security experts. He began his political career with the "birther" lie about Obama and continues to spread lies about the 2020 election.	68.3
Big Oil Funders	Trump is joined at the hip with oil billionaires. He appointed Exxon's former CEO and oil and coal lobbyists to lead federal agencies and rolled back environmental and public health protections. Now Big Oil is funding Trump's campaign, and he is promising to crush clean energy choices so Big Oil can keep gouging us at the pump.	62.0

Across all key subgroups, the most important arguments against Trump are that he blocked efforts to hold polluters accountable for cleaning up drinking water and allowed them to dump dangerous chemicals in vulnerable communities.

GETTABLE VOTERS: Concerns of above average importance against Donald Trump*

Swing men	Swing women	Persuadables	Potential Biden defectors
Clean water (146)	Clean water (186)	Clean water (184)	Clean water (191)
Environmental Justice (138)	Environmental Justice (167)	Environmental Justice (163)	Environmental Justice (171)
Costs (120)	Costs (124)	Investment Progress GA (119)	Costs(121)

18-34 men	18-34 women	Black voters
Environmental Justice (143)	Clean water (174)	Clean water (178)
Investment progress (132)	Environmental justice (163)	Environmental Justice (153)
Clean water (132)	Multi-issues Extreme (124)	Multi-issues Extreme (112)

The case against Trump is strong, as criticisms of Trump align with voters' perceptions of him as self-serving and credibly escalate the threat he poses to our environment and future.

“

“This is terrifying for me.”
– Voter age 18 to 34

“

“He's not even listening to the science.” – Black voter

“

“I didn't realize how much the damage costs.”
– Voter age 18 to 34

“

“Disgusting.” – Black voter

“

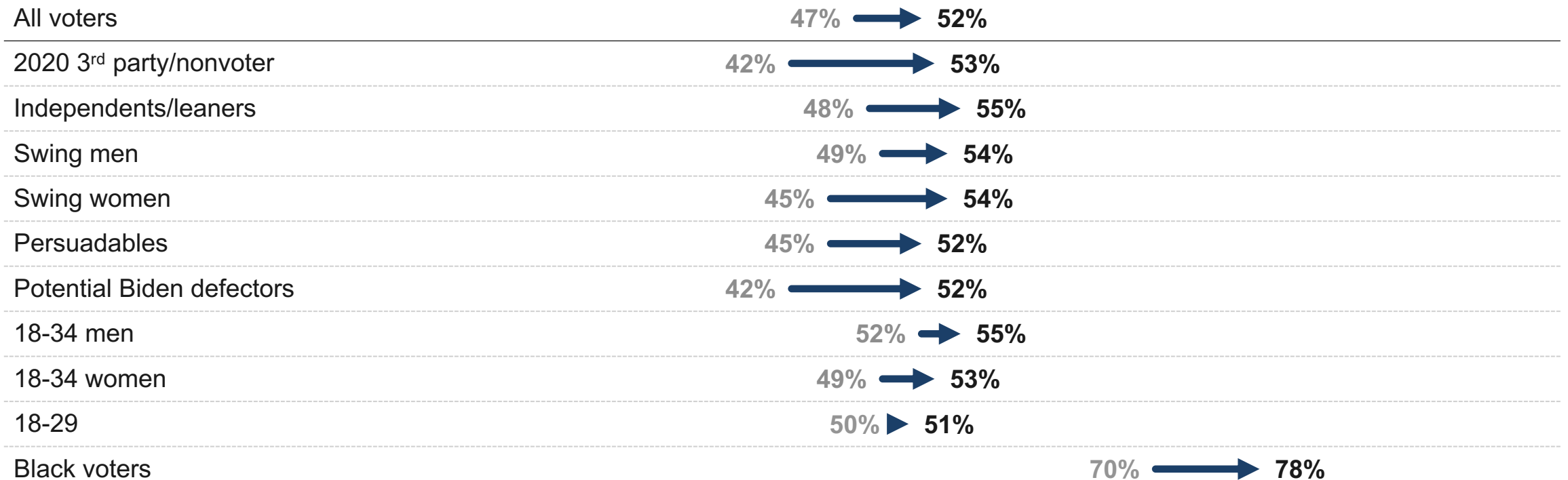
“Selfish.” – Black voter

“

“I don't think that he really cares or thinks about how it affects small communities and small towns...and not even just small, but, like just people in general. I think that that is something he literally just cannot wrap his head around.” – Swing voter

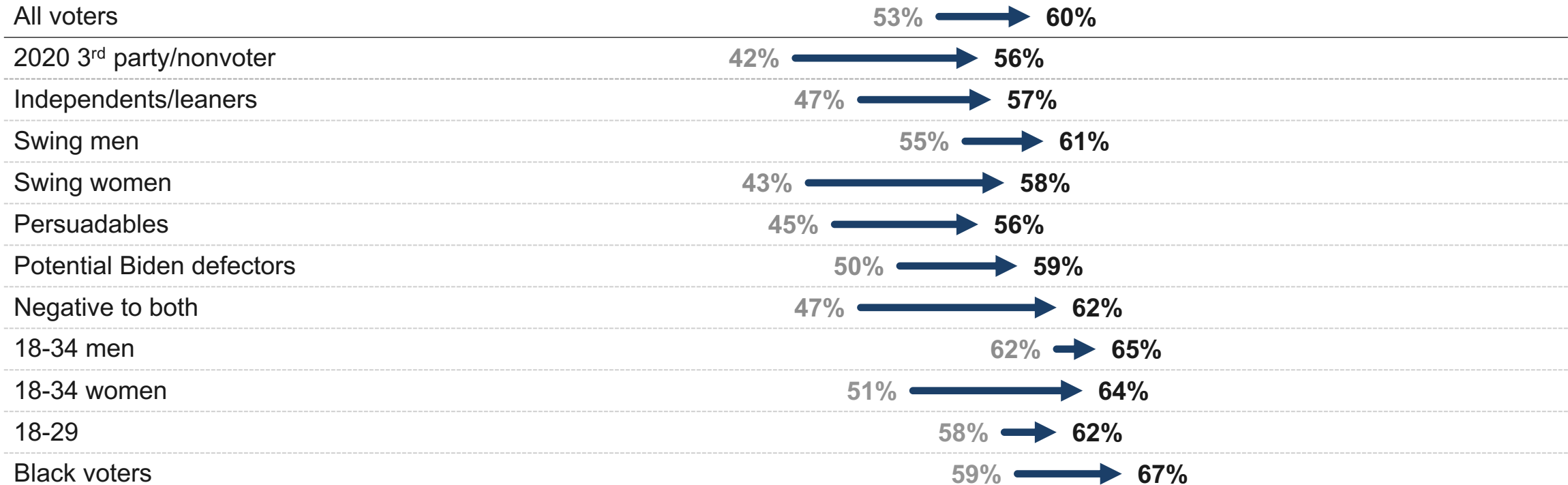
Messaging makes the contrast between Biden's and Trump's priorities clearer.

"Donald Trump prioritizes profits over people, while Joe Biden stands up for the greater good." Movement to True
Initial → Final



Messaging increases voters' perceptions that Trump would roll back clean water and air protections, with notable gains among younger women and Black voters.

“As president, Donald Trump would roll back important protections for clean air and water.” Movement to True
Initial → Final

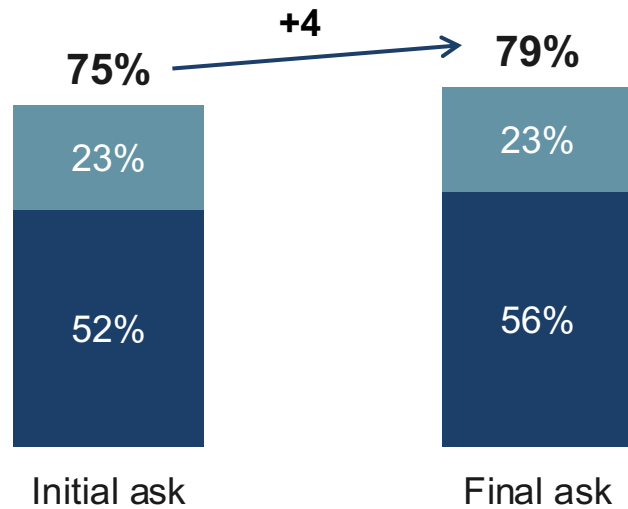


A large share of Black voters that believe Trump is a threat to the Black community initially; and there is a modest increase after exposure to messages.

Please indicate how true you think each of these statements are.

■ Definitely true ■ Probably true

A second Trump presidency would be harmful to the African American community.



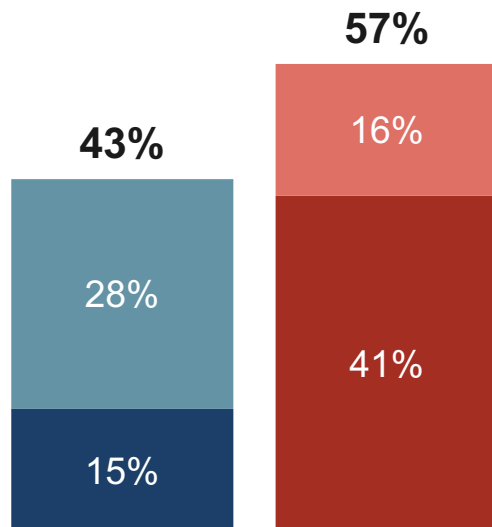
	Initial ask %	Final ask %
All Black voters	75	79
Men	72	72
Women	77	84
18-49	63	70
50+	88	89
Noncollege	67	75
College	91	88

Appendix

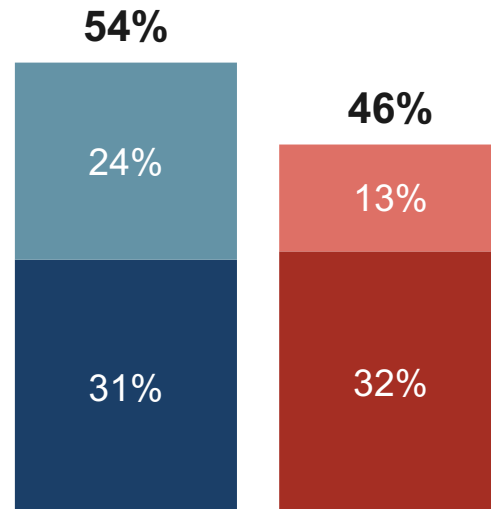
Voters do not recall the harm Trump caused while he was in office.

■ Strongly approve
 ■ Somewhat approve
 ■ Somewhat disapprove
 ■ Strongly disapprove

Do you approve or disapprove of the job Joe Biden is doing as president?



Do you approve or disapprove of the job that Donald Trump did when he was president?



	% Biden approve	% Trump approve
All voters	43	54
Swing men	38	55
Swing women	43	49
Black voters	74	24
18-29	37	54
18-34 men	47	60
18-34 women	29	50