



TO: Interested Parties  
FR: Climate Power  
DT: June 12, 2024  
RE: New Poll Highlights Winning Climate Messages in Georgia

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Climate Power worked with Hart Research to conduct [focus groups and a poll](#) of 1,009 registered voters in Georgia 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:**

- **Georgia voters care about climate and clean energy.**
  - 57% say climate change and clean energy are important to their vote in the 2024 election. Relatedly, 76% say energy costs are important, and 67% say environmental concerns like clean air and clean water are important.
  - 68% of all voters—including 79% of Black voters and 79% of voters age 18-34—say clean energy jobs are important to the state of Georgia.
- **Climate and clean energy contrast messaging is persuasive to Georgians—and it motivates them to vote for President Biden.**
  - After voters hear Biden positives and Trump negatives, Biden moves from a 4-point deficit to a 3-point advantage.
  - This messaging is especially powerful with independents (+15 pp), younger voters 18-29 (+12), and swing voters (+12).
- **Messaging on clean energy and the environment also boosts the perception that Donald Trump prioritizes profits over people, while Joe Biden stands up for the greater good.**
  - This improvement is especially strong with 2020 3rd party/nonvoters (+11pp), potential Biden defectors (+10pp), and Black voters (+8pp).

**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.
- **Contrast messaging is most effective.** Directly contrasting President Biden's strong climate record with Trump's disastrous record outperforms messaging that's only positive about President Biden or only negative about Trump.
- **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.
- **Tie Trump's climate denialism, destructive environmental record, and harmful future plans 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.

### **Key Pro-Biden Messages by Voting Bloc:**

- **Black voters and young women (18-34):** [Lower 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."
- **Young men (18-34):** [Clean Energy Jobs/Investments]: "Joe Biden's clean energy plan has already created more than 270,000 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."

### **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 options, not taking away choice.** Don't fall into the trap of saying more clean energy options mean less of something else.
- **Use Big Oil CEOs or corporate polluters.** 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.
- **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 [Georgia-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 [Mark McLaurin](#), our state desk in Georgia.

**About the poll:** Hart Research conducted an online survey of 1,009 registered voters in Georgia, including oversamples to yield 326 18-34 voters, 393 Black voters, and 492 swing voters between May 7 and May 13, 2024. The margin of error was +/-3.6.