



TO: Interested Parties
FR: Climate Power
DT: June 4, 2024
RE: New Poll Highlights Winning Climate Messages in North Carolina

Climate Power worked with Global Strategy Group to conduct [focus groups and a poll](#) of 850 registered voters in North Carolina to better understand which climate and clean energy 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:

- **North Carolina voters care about climate and clean energy.**
 - 67% of voters say climate change and clean energy are important to their vote, including 73% of young voters (18-34), 72% of independents, 94% of Black men, and 90% of Black voters 50+.
- **Climate and clean energy contrast messaging is persuasive to North Carolinians—and it motivates them to vote for President Biden.**
 - Contrast messaging on climate and clean energy moves voters 4 points toward President Biden, cutting his deficit significantly from -6 to -2 points.
 - This messaging is especially powerful with Black voters 50+ (+9 pp), Black women (+8), and independents (+9 pp).
- **Messaging on climate and clean energy also boosts the perception that President Biden gets things done on the economy—and that Trump is a danger to Black communities.**
 - After messaging, voters move +5pp towards President Biden on getting things done. It also boosts perceptions among Black voters (+6pp) that a second Trump term would be harmful to North Carolina's Black community.

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 sticking to messaging that's only positive about 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:

- **Black voters and young voters (18-34):** "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."
- **Young voters (18-34):** "Joe Biden understands that we have a basic responsibility to leave a better world for future generations, and that's why he passed and signed into law the largest climate and clean energy plan in history. Biden's law will triple the production of clean energy and cut one billion tons of the carbon pollution that is disrupting our climate by 2030."

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.

If you have any questions about the poll or how best to message around it, please feel free to reach out directly to [Terry Hall](#), our state desk in North Carolina.

About the poll: Global Strategy Group conducted a phone and text-to-web survey of 400 registered voters in North Carolina with additional interviews among Black, young, registered Democratic, and registered independent voters for a total of 850 interviews between April 17 and April 22, 2024. The margin of error for the full sample at the 95% confidence level is +/- 4.9%.