



TO: Interested Parties
FR: Climate Power
DT: June 20, 2024
RE: New Poll Highlights Winning Climate Messages in Wisconsin

Climate Power worked with Global Strategy Group to conduct [focus groups and a poll](#) of 800 registered voters in Wisconsin 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:

- **Wisconsin voters care about climate and clean energy.**
 - 65% of voters say climate change and clean energy will be important to their vote, including 78% of voters aged 18-34, 90% of Black women, and 88% of Black voters aged 50+.
- **Climate and clean energy contrast messaging is persuasive to Wisconsinites—and it motivates them to vote for President Biden.**
 - Climate and clean energy messaging moves voters 6 points toward President Biden, bringing Biden from a -3 to a +3 in Wisconsin.
 - This messaging is especially powerful with Black women (+25), Black voters aged 50+ (+25), and those who did not vote for either Biden or Trump in 2020 (+17).
- **Messaging on clean energy and the environment also boosts the perception that Trump prioritizes profits over people, while Biden stands up for the greater good.**
 - This improvement is especially strong with swing voters (+12) and Black voters (+18).

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.
- **While contrast messaging is most effective, driving awareness of the significance of Biden's accomplishments is essential.** Directly contrasting President Biden's strong climate record with Trump's disastrous record

outperforms sticking to messaging that's only positive about President Biden or only negative about Trump. Raising awareness of Biden's wins makes the case that he has gotten important things done, including for the economy, by tripling clean energy.

- **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:** [Environmental Justice - Health + Investment] “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 and has invested over \$75 billion to clean up air and water in underserved communities.”
- **Voters aged 18-34:** [Climate - Triple Clean Energy]: “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 affordable 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, not taking away.** Don’t fall into the trap of saying more clean energy options mean less of something else.
- **Big Oil CEOs or corporate polluters are our villains.** 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 [Wisconsin-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 to [Michelle Diane Hernandez](#), our state desk in Wisconsin.

About the poll: Global Strategy Group conducted a phone and text-to-web survey of 800 registered voters in Wisconsin, including oversamples to yield 135 Black voters, 218 young voters, and 367 middle partisan voters between May 9 and May 14, 2024. The margin of error was +/-4.4%.