



# Voter Tracking Poll for 2024 Cycle: Climate and Clean Energy Issues

---

Online survey of 1,908 likely 2024 voters in the battleground states of AZ/GA/MI/NV/NC/PA/WI, including oversamples of 481 18-29 voters, 294 Latino voters, 394 Black voters, and 127 AAPI voters

Fielded July 11-16, 2024

**CLIMATE  
POWER**

# Key Takeaways

1

Approval of the Inflation Reduction Act (IRA) and Clean Energy Plan has increased since March, and we have not hit our ceiling. The more voters learn about Biden-Harris achievements in climate and clean energy, the more they support them.

2

A top priority needs to be eroding confidence in Trump on jobs and energy costs. There is significant potential and opportunity to increase awareness and alarm around the damage Trump would cause through Project 2025 and his connections to Big Oil and Gas.

3

Voters are increasingly feeling the effects of extreme weather and remain adamant that clean energy and decreasing fossil fuels should be priorities for the country.

# Key Takeaways

4

Half of voters are now struggling with gas prices, a significant increase since March. Voters are primed to blame the greed of Big Oil and Gas. We can focus their attention here and show that Republicans are part of the problem.

5

Voters recognize the environmental benefits of EVs and are increasingly open to them. To further reduce resistance, we need to show that EVs are as affordable, reliable, and safe as gas-powered cars.

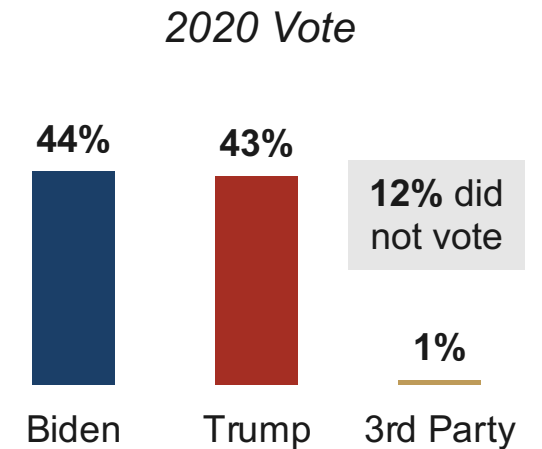
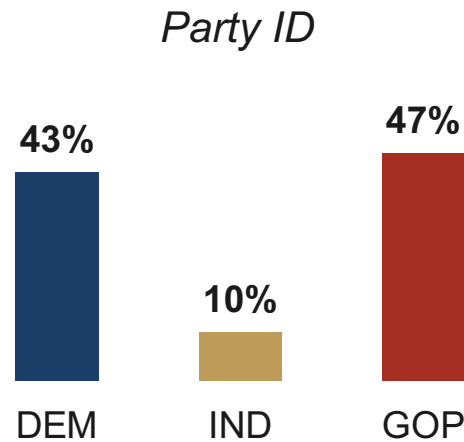
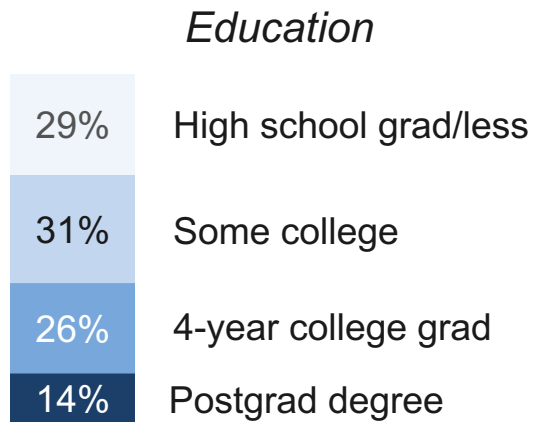
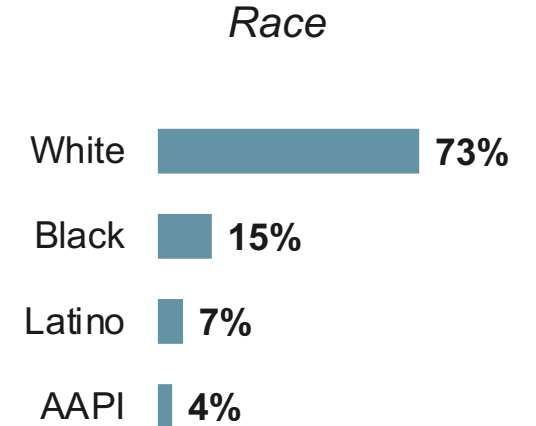
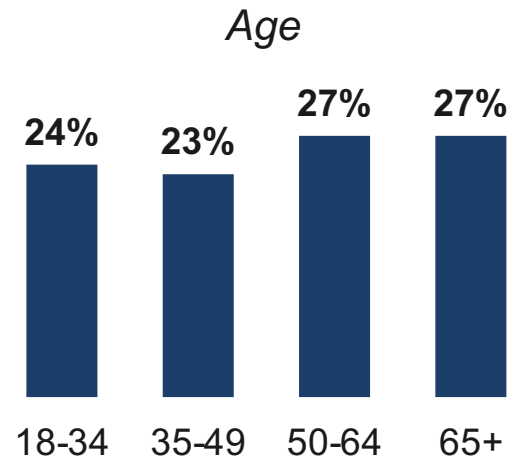
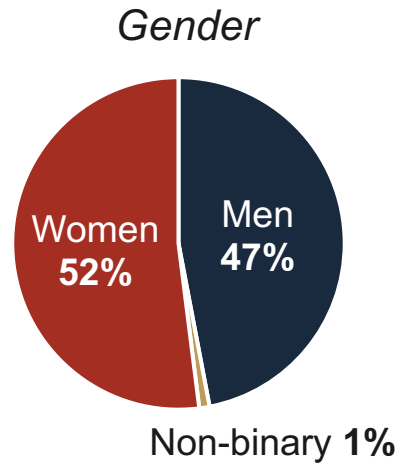
6

Our positive case for clean energy is working at countering conservative attacks. While voters still worry about affordability and reliability, these concerns are declining.

# Methodology and profile of the sample

- Online survey of 1,909 likely 2024 voters in BG states (AZ/GA/MI/NV/NC/PA/WI)
- Sample includes age and race/ethnicity oversamples:
  - 18-29 voters (481 interviews)
  - Latino voters (294 interviews)
  - Black voters (394 interviews)
  - AAPI voters (127 interviews)

*Trend data from March 2024 survey with 1,908 likely voters in same states*



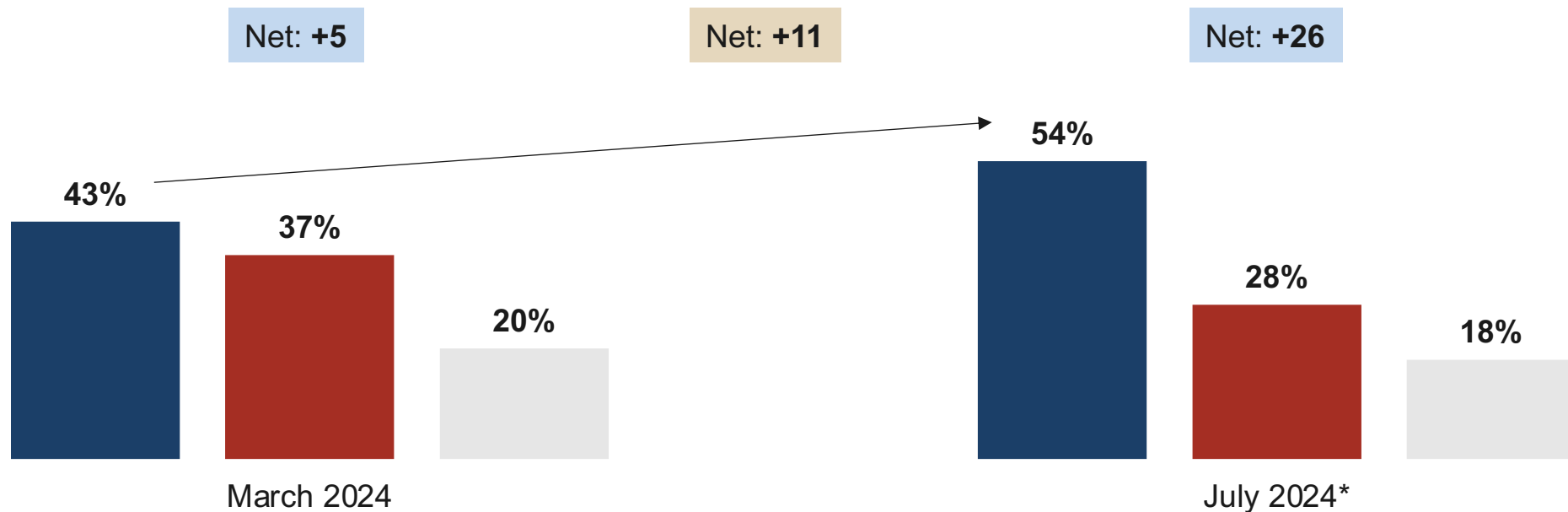
**Approval of the Inflation Reduction Act and Clean Energy Plan has increased since March, and we haven't hit our ceiling.**

**The more voters learn about Biden-Harris achievements in climate and clean energy, the more they support them.**

# Approval of the Inflation Reduction Act has increased by 11 points since March.

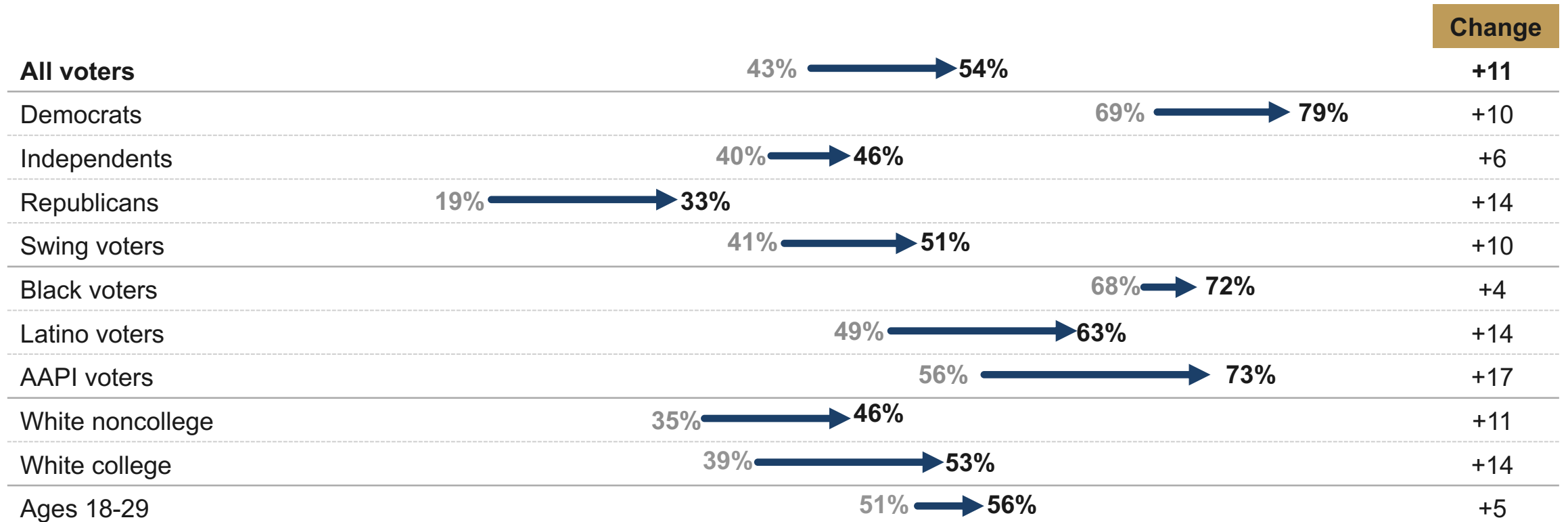
*Do you approve or disapprove of the Inflation Reduction Act (IRA)?*

■ Approve ■ Disapprove ■ Don't Know



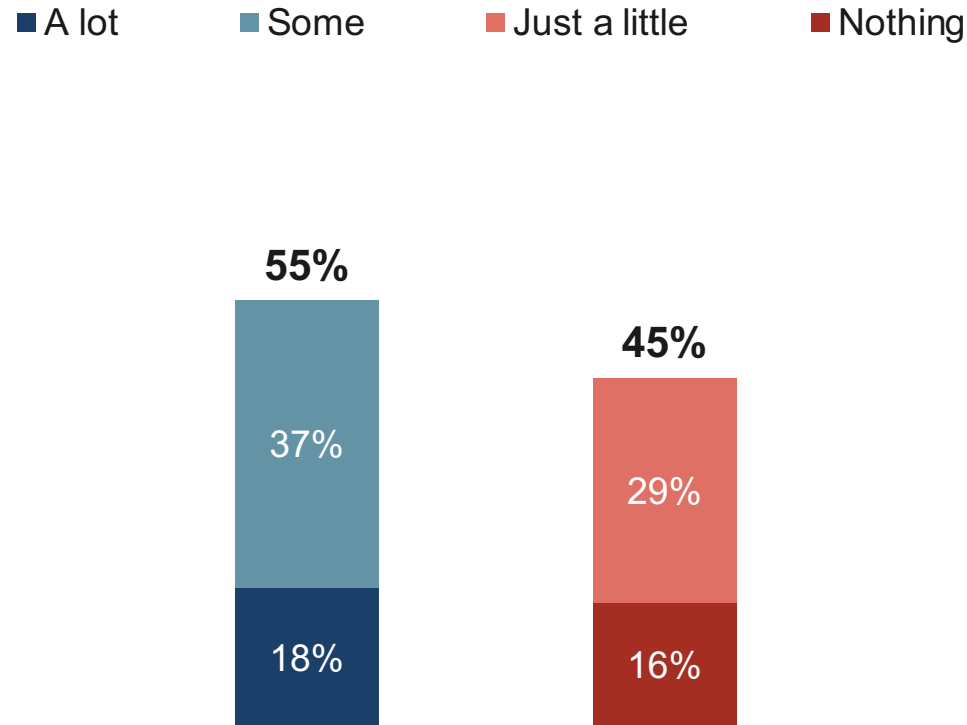
# Voters across demographic groups and party lines are now more positive about the IRA.

% Approve of the IRA  
March 2024 → July 2024



# Nearly half of voters still do not know much about the IRA, providing ample opportunity for further education.

*How much have you heard about the Inflation Reduction Act, otherwise known as the IRA?*



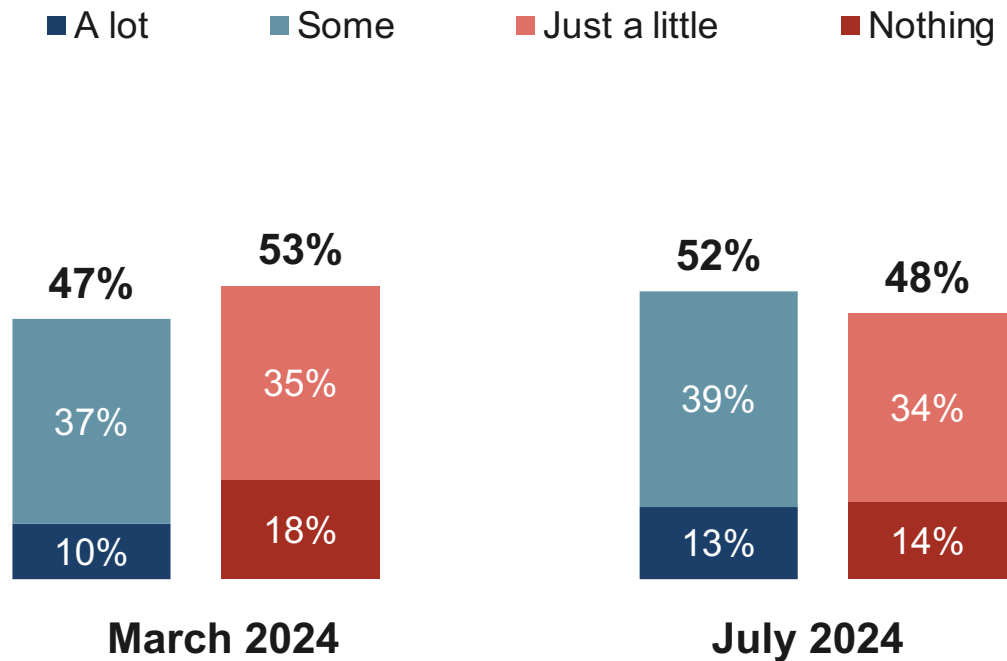
## Heard a lot/some %

Democrats	58
Independents	52
Republicans	53
Swing voters	50
Black voters	59
Latino voters	57
AAPI voters	65
White noncollege	50
White college	60
18-29	45



# Awareness of the Clean Energy Plan has also increased. We've made headway with Democrats, independents/swing voters, and Black voters, and still have room to improve.

*How much have you heard about the clean energy plan that Congress passed, and President Biden signed into law in 2022?*

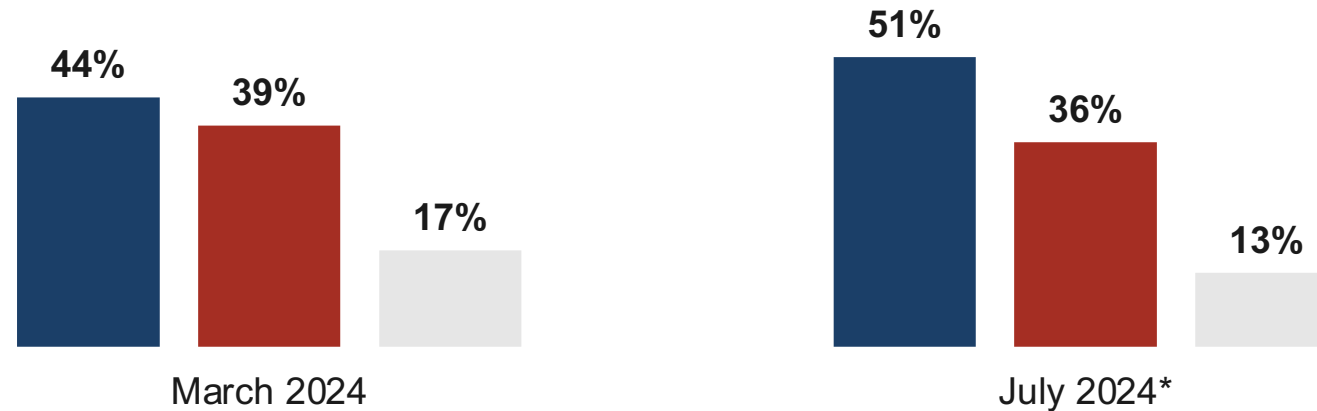


	Heard a lot/some %	
	Mar 2024	Jul 2024
Democrats	51	60
Independents	36	45
Republicans	47	47
Swing voters	39	48
Black voters	46	59
Latino voters	56	60
AAPI voters	50	56
White noncollege	43	47
White college	53	55
Ages 18-29	42	45

# Approval of the Clean Energy Plan has also risen since March.

■ Approve ■ Disapprove ■ Don't Know

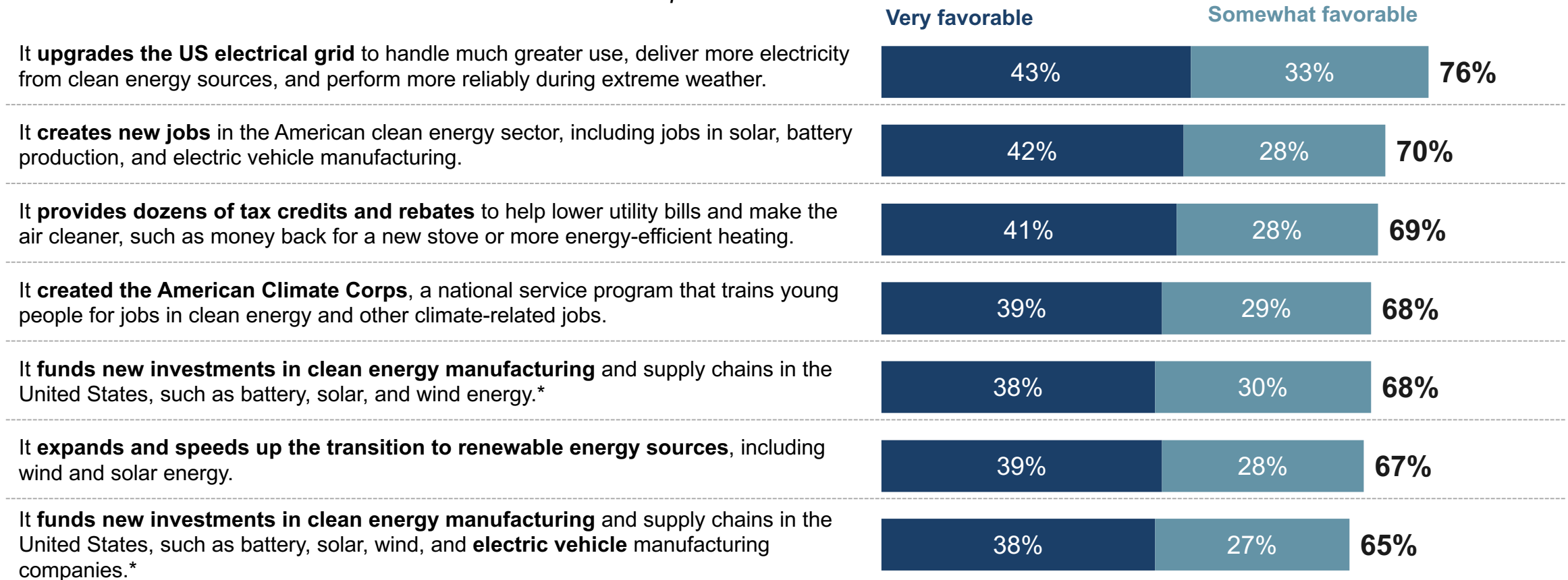
## Joe Biden's Clean Energy Plan, passed by Congress in 2022



Biggest INCREASE in approval since March: Democrats (74% → 85% approve), 2020 third party/nonvoters (38% → 49%), Black voters (71% → 81%), AAPI voters (63% → 75%), white noncollege women (38% → 49%)

# Each component of the Clean Energy Plan is popular with at least six in 10 voters.

Here are some different things the Clean Energy Plan does specifically related to **climate, clean air, and clean energy**. Please rate your opinion of each one.



# Upgrading the electrical grid, creating new jobs, and providing tax credits to help consumers with their utility bills are popular across all key demographics.

*% Total favorable of components of the Clean Energy Plan*

All voters	Democrats	Independents	Republicans
Electrical Grid (76%)	Electrical Grid (92%)	Clean Energy Invest (70%)	Electrical Grid (65%)
New Jobs (70%)	New Jobs (90%)	Electrical Grid (65%)	New Jobs (52%)
Tax Credits/Rebates (69%)	Tax Credits/Rebates (90%)	New Jobs (64%)	Tax Credits/Rebates (52%)

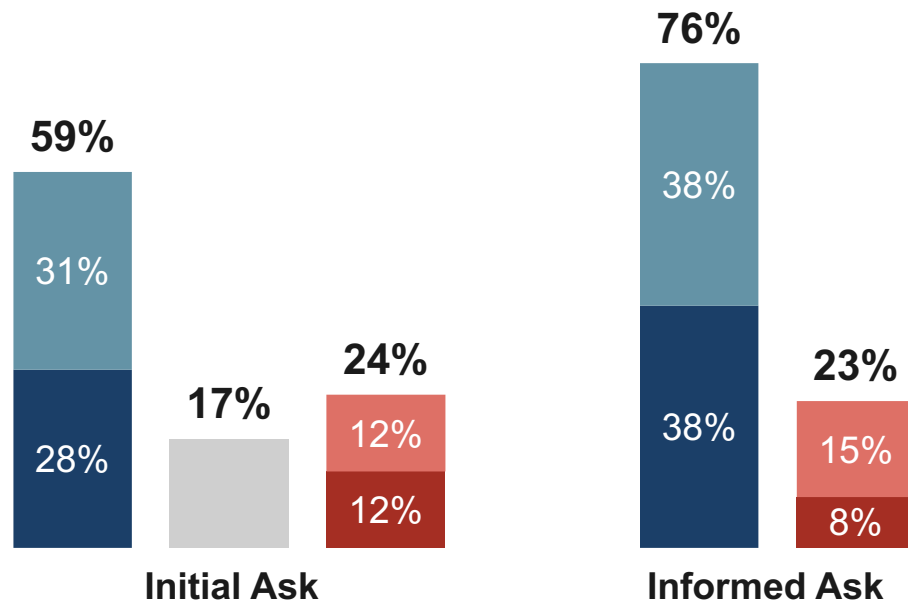
Swing voters	Black voters	Latino voters	AAPI
Electrical Grid (76%)	Clean Energy Invest (83%)	Electrical Grid (79%)	New Jobs (88%)
New Jobs (71%)	Electrical Grid (82%)	New Jobs (78%)	Clean Energy Invest/EVs (85%)
Clean Energy Invest (71%)	New Jobs (82%)	Tax Credits/Rebates (75%)	Electrical Grid (84%)

White noncollege	White college	White small town/rural	18-29
Electrical Grid (72%)	Electrical Grid (77%)	Electrical Grid (68%)	Electrical Grid (81%)
Tax Credits/Rebates (65%)	New Jobs (68%)	Tax Credits/Rebates (60%)	New Jobs (80%)
New Jobs (63%)	Tax Credits/Rebates (66%)	ACC (59%)	Clean Energy Invest (79%)

# Voters are even more supportive of the Clean Energy Plan after learning about what it does.

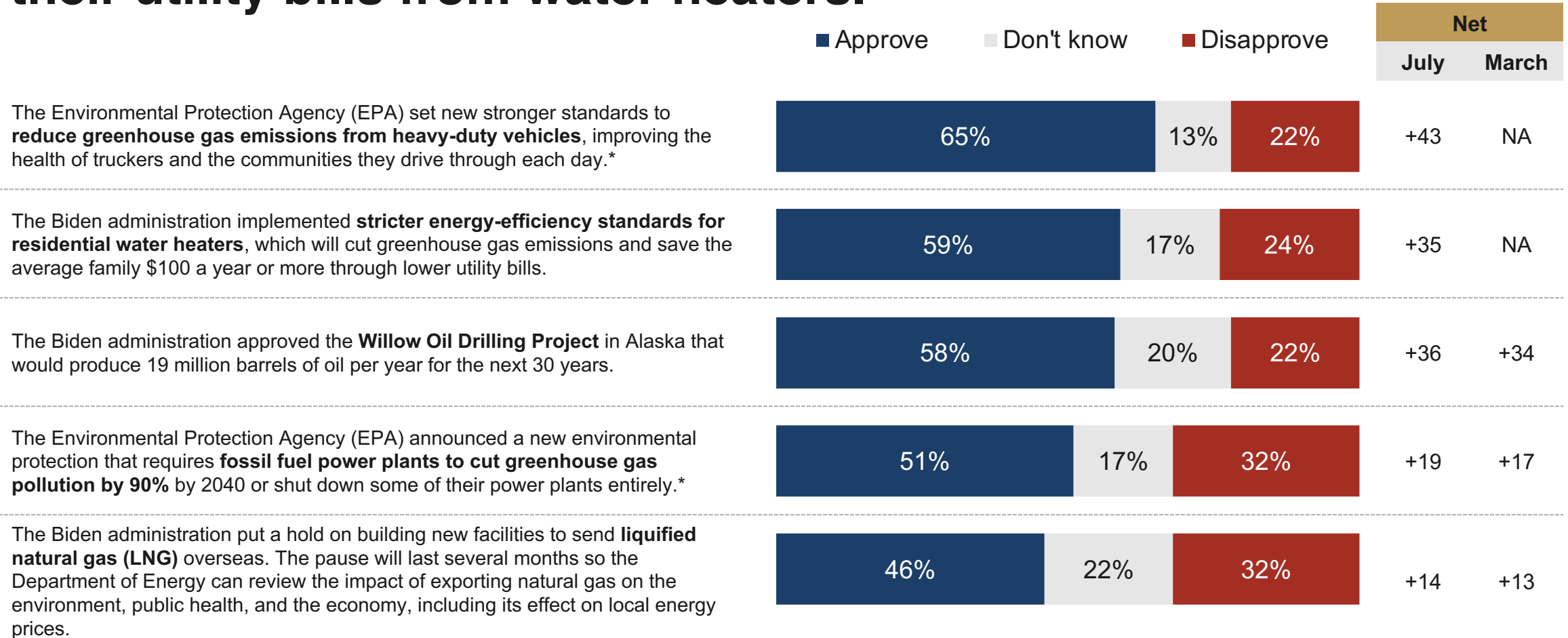
Please indicate whether you approve or disapprove of the Clean Energy Plan, passed by Congress in 2022?

■ Strongly approve   
 ■ Somewhat approve   
 ■ Don't know   
 ■ Somewhat disapprove   
 ■ Strongly disapprove



	Initial Ask	Final Ask	Movement
<b>All voters</b>	<b>59</b>	<b>76</b>	<b>+18</b>
Democrats	85	98	+13
Independents	57	73	+16
Republicans	35	57	+22
Swing voters	61	81	+20
18-34	70	92	+22
35-49	67	88	+21
50-64	49	67	+18
65+	52	61	+9
Black voters	80	97	+16
Latino voters	75	87	+9
AAPI voters	80	88	+13
White noncollege	50	71	+21
White college	54	70	+16
AZ/NV	60	76	+16
GA/NC	59	78	+19
MI/PA/WI	59	76	+17

# Voters are most enthusiastic about the administration's actions to reduce emissions from trucks and save families on their utility bills from water heaters.



# Democrats and voters of color have become more favorable toward several policies since March.

*% Total Approve*

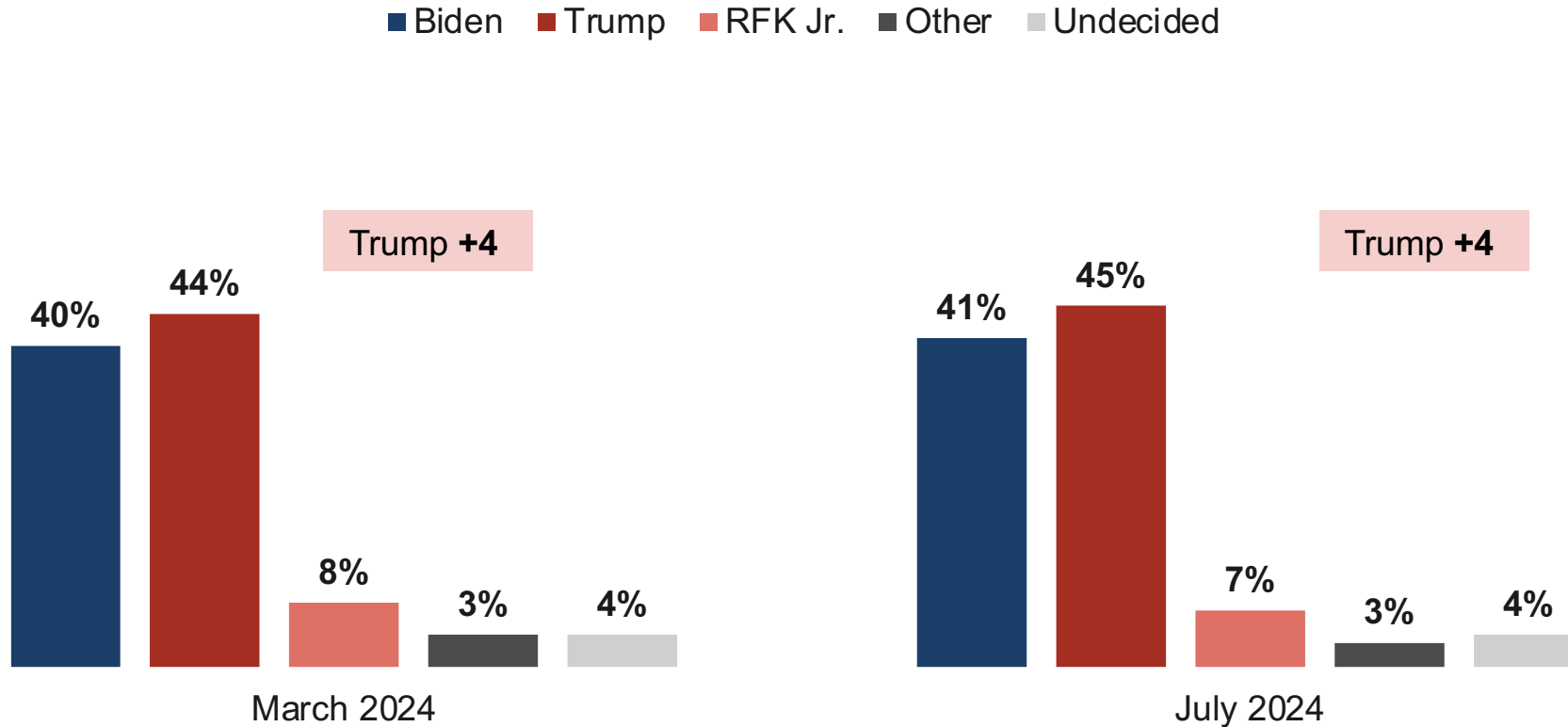
	Willow Oil Drilling Project			Fossil Fuel Power Plants*			LNG		
	Mar 2024	Jul 2024	Change	Mar 2024	Jul 2024	Change	Mar 2024	Jul 2024	Change
All voters	56	58	+2	50	51	+1	44	46	+2
Democrats	50	61	+11	73	76	+3	66	72	+6
Independents	48	47	-1	45	45	+/- 0	42	40	-2
Republicans	63	57	-6	30	29	-1	26	23	-3
Swing voters	55	58	+3	48	46	-2	42	42	+/- 0
Black voters	53	63	+10	65	67	+2	58	66	+8
Latino voters	41	62	+21	55	58	+3	50	57	+7
AAPI voters	51	60	+9	60	71	+11	50	58	+8
White noncollege	58	58	+/- 0	42	41	-1	39	36	-3
White college voters	60	53	-7	51	53	+2	43	47	+4
Ages 18-29	43	48	+5	63	57	-6	53	47	-6

**In a tight presidential race, we need to undermine Trump's edge on jobs and energy process. Build on growing awareness of his ties to big oil to show how this will raise costs, harm public health, and destroy good-paying jobs.**



# In our poll conducted before Harris became the nominee, Biden still trailed Trump by 4 points.

2024 multi-candidate vote\*



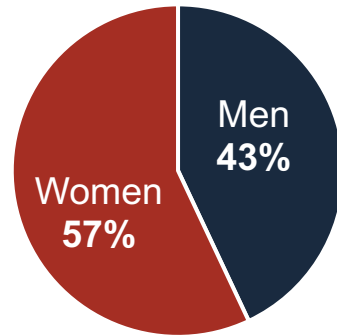
\*Fielded before Kamala Harris replaced Biden as the Democratic candidate

# Three in 10 voters in our sample were persuadable in the presidential race.

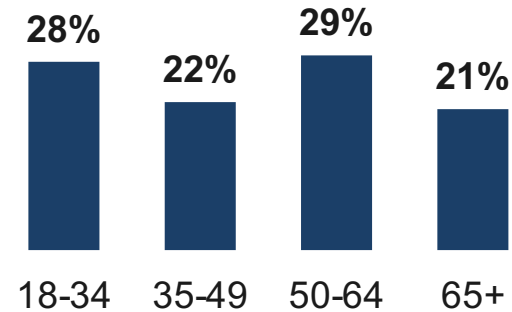
30% of voters are persuasion targets defined as:

- Just leaning in the Biden vs Trump multi-candidate trial heat
- Voting third party or undecided in multi-candidate trial heat
- Voting for Biden or Trump but say they could change their mind

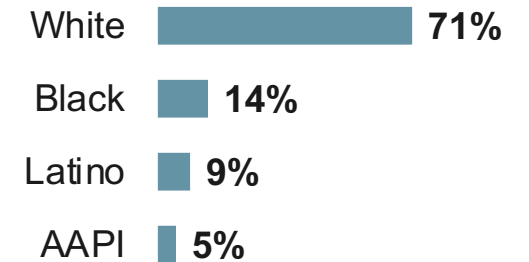
Gender



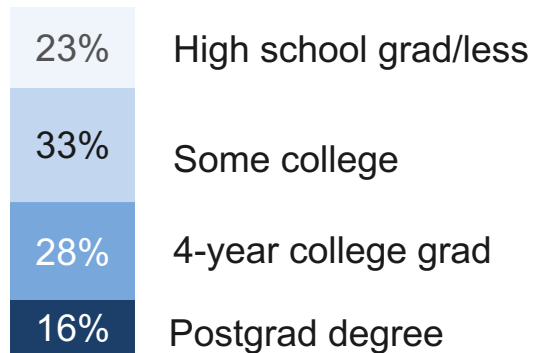
Age



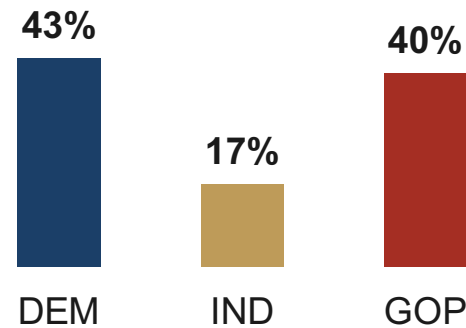
Race



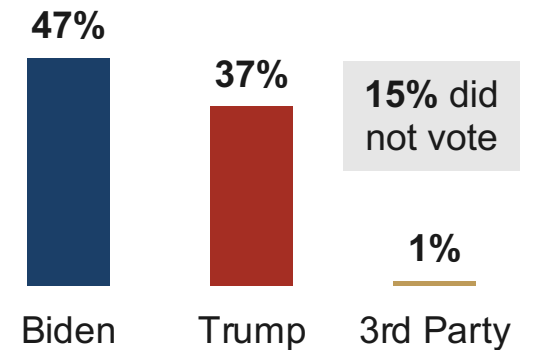
Education



Party ID

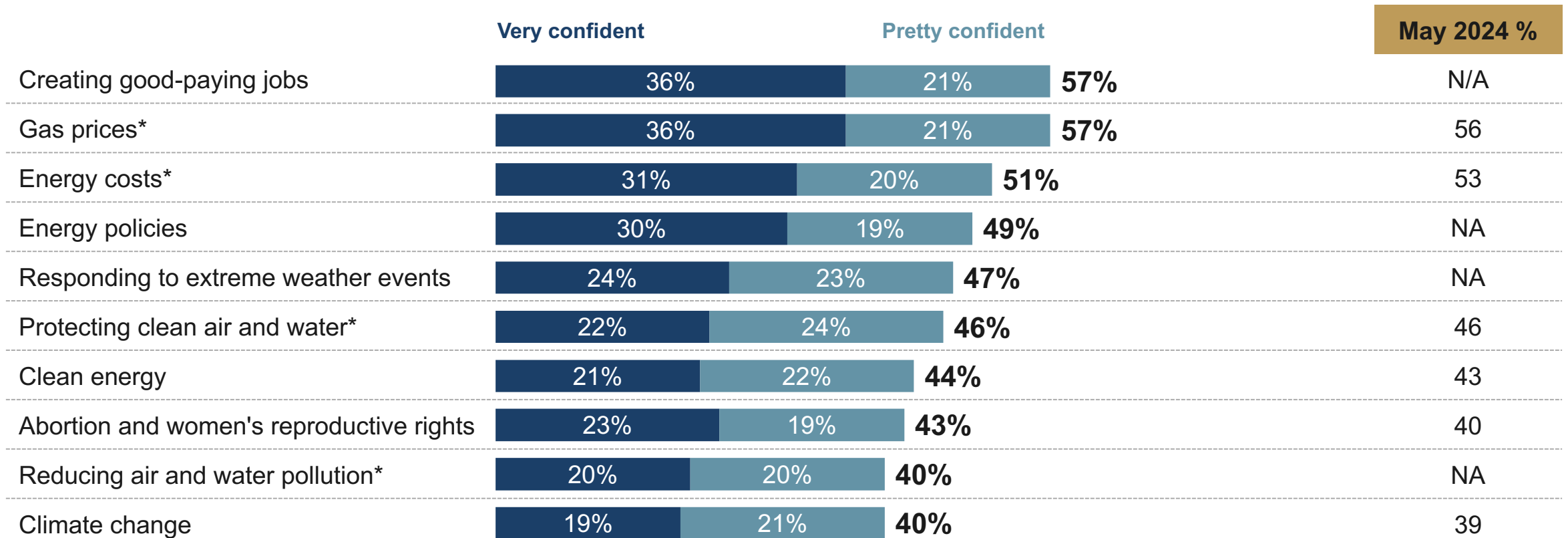


2020 Vote



# Voters doubt Trump will handle climate change and pollution but more than half trust him on jobs and energy costs.

*How confident, if at all, are you in **Donald Trump** to deal with each of the following issues to your satisfaction?*



# Our top priority is showing target voters that Trump is bad for energy costs. We also need to further erode confidence in his handling of extreme weather, clean air and water, and clean energy.

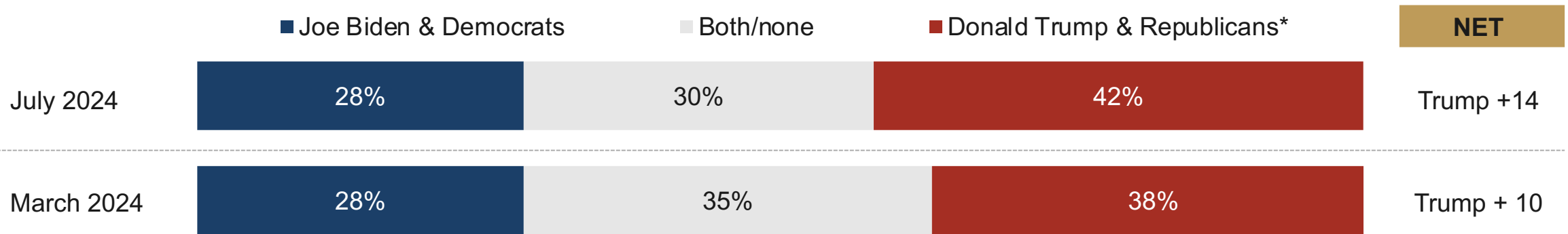
*% Confident in Donald Trump to deal with each of the following issues to your satisfaction?*

	Persuadable voters	Ages 18-34	Latino voters	AAPI voters	Black voters
Creating good-paying jobs	54%	60%	54%	49%	30%
Gas prices*	56%	62%	53%	47%	30%
Energy costs*	41%	49%	46%	41%	25%
Energy policies	40%	42%	44%	40%	22%
Responding to extreme weather events	37%	43%	42%	31%	22%
Protecting clean air and water*	34%	43%	42%	39%	26%
Clean energy	32%	39%	40%	28%	22%
Abortion and women's reproductive rights	33%	35%	37%	30%	20%
Reducing air and water pollution*	30%	34%	35%	29%	19%
Climate change	29%	34%	34%	24%	20%

\* Asked of one-half the sample

# More voters since March now believe that oil and gas lobbyists are influential over Trump and the Republicans.

*When it comes to shaping federal policy decisions related to energy and the environment, which group do you think oil and gas lobbyists have more influence over?*

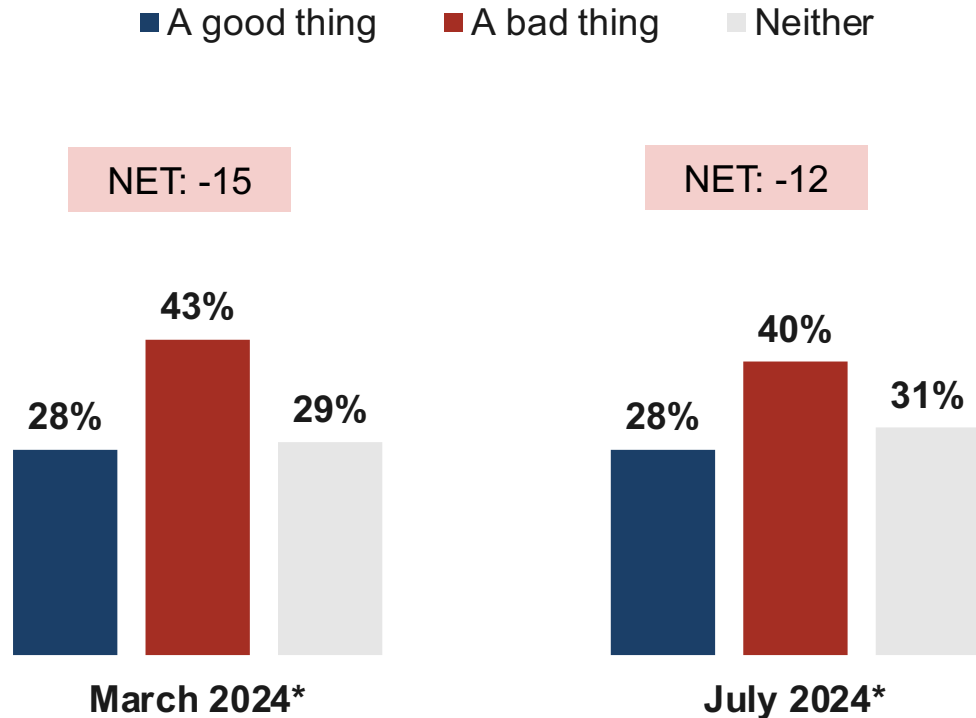


Biggest changes from March among

- Swing voters (Trump + 10 → Trump +18)
- Ages 18-34 (Trump +7 → Trump +14)
- Women under age 50 (Trump +6 → Trump +17)

# Trump's ties to oil and gas companies are still seen as a net negative.

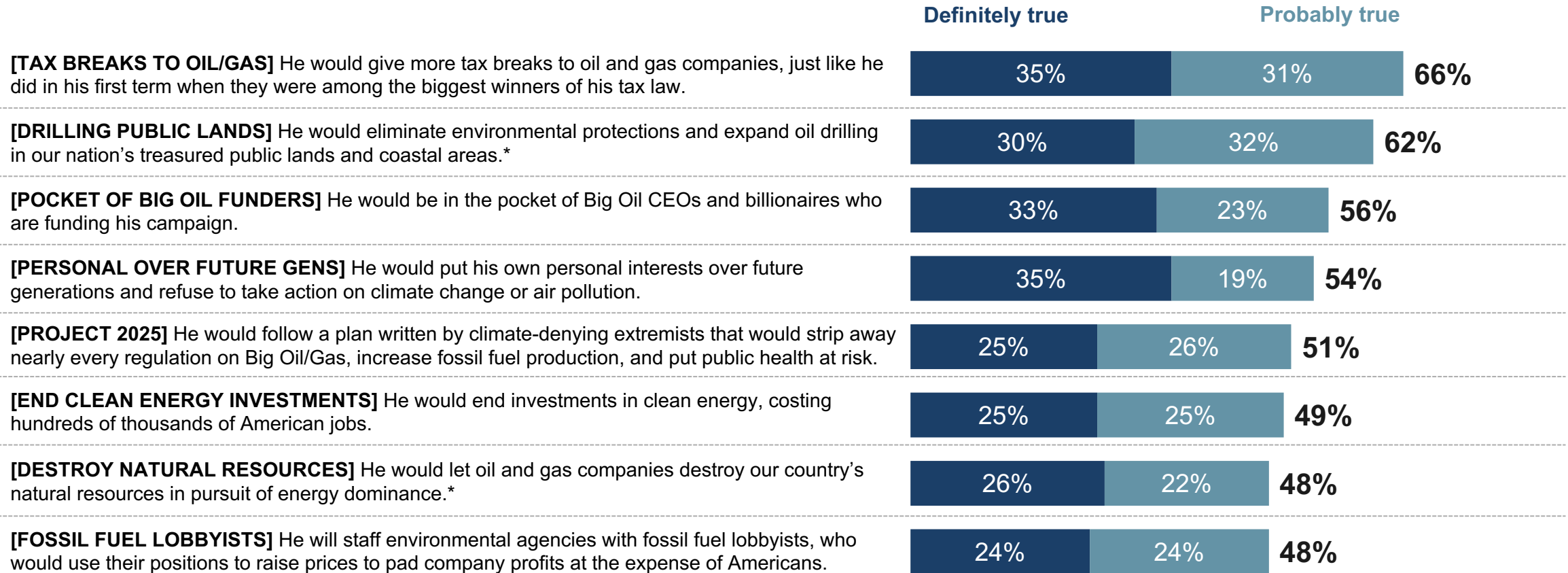
*If you heard that Donald Trump had close ties to big oil companies and oil company CEOs, would you consider that to be more of a good thing or more of a bad thing?*



	July 2024		
	Good thing	Bad thing	NET
Democrats	11	76	-64
Independents	12	42	-30
Republicans	47	8	+39
Swing voters	21	42	-21
Black voters	17	57	-39
Latino voters	33	39	-6
AAPI voters	12	62	-50
White noncollege	31	33	-1
White college	29	41	-12
18-29	29	41	-12

Biggest DECREASE in “A bad thing” since March: Women over 50 (55% → 40%), white noncollege women (44% → 32%), 65+ (49% → 39%), Latino voters (46% → 39%)

# Majorities of voters believe that Trump would cater to Big Oil's interests if re-elected with tax breaks and increased drilling.



# Swing voters, Latino voters, and younger voters still need convincing of the severe damage Trump could do to clean energy, climate change, and natural resources.

*% Definitely/probably true about Trump if elected to another term*

	Swing voters	Ages 18-34	Black voters	Latino voters	AAPI voters
TAX BREAKS OIL/GAS	67%	72%	78%	68%	82%
DRILLING PUBLIC LANDS*	57%	62%	71%	66%	66%
POCKET OF BIG OIL FUNDERS	58%	66%	76%	63%	78%
PERSONAL OVER FUTURE GENS	54%	60%	74%	63%	77%
PROJECT 2025	48%	57%	71%	56%	67%
END CLEAN ENERGY INVESTMENTS	47%	53%	66%	56%	60%
DESTROY NATURAL RESOURCES*	49%	55%	72%	65%	60%
EMPOWER FOSSIL FUEL LOBBYISTS	45%	55%	69%	57%	64%

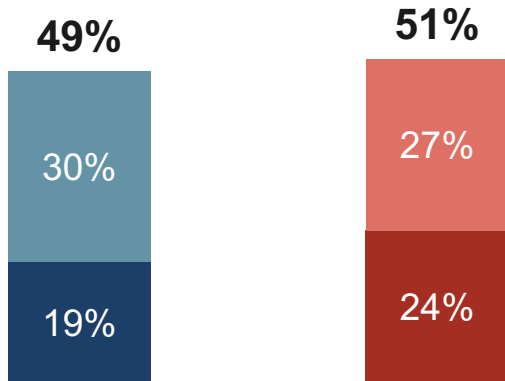
\* Asked of one-half the sample



# Only about half of voters know a lot or some about Project 2025. There is an opportunity to educate key subgroups about the destructiveness of the proposed plan.

*How much have you heard about Project 2025, a proposed presidential transition playbook for Trump's second term if he is re-elected?*

■ A lot   ■ Some   ■ Just a little   ■ Nothing



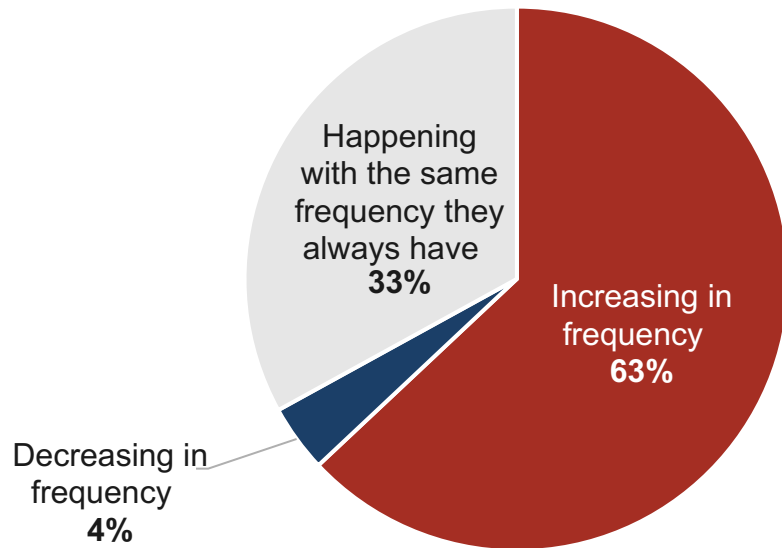
	Heard a lot/some %	Heard nothing %
Democrats	57	19
Independents	46	30
Republicans	43	27
Swing voters	45	26
White noncollege	42	28
White college	54	22
Black voters	57	17
Latino voters	56	20
AAPI voters	56	17
18-29	55	18

**Voters link extreme weather to climate change. Its impact on lives and pocketbooks is especially clear right now for target voter groups.**

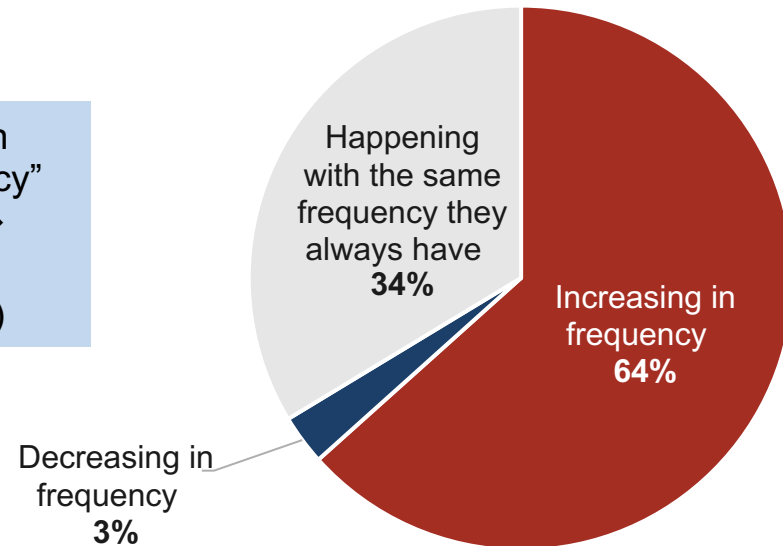
# Nearly two in three voters believe that extreme weather events are increasing in frequency.

Do you think that weather events like extreme heat waves, wildfires, flooding, winter storms, and droughts are...

March 2024



July 2024



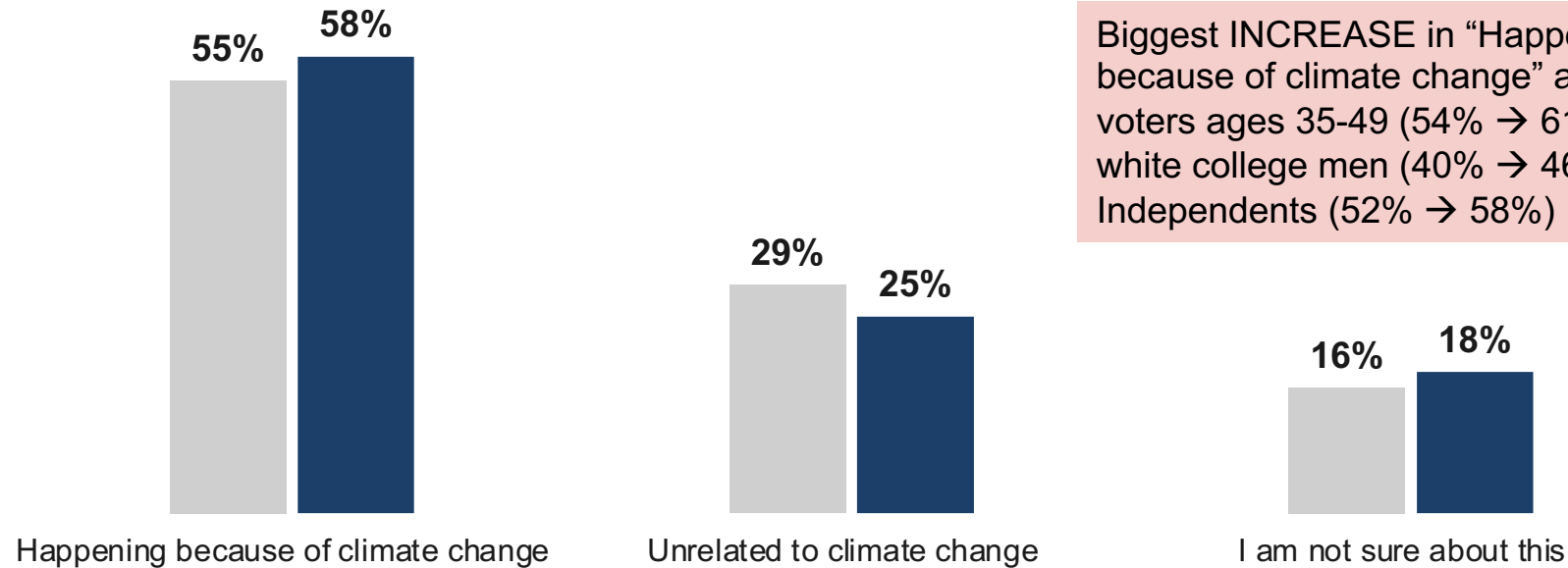
Biggest INCREASE in "Increases in frequency" among 35-49 (57% → 63%), white college women (63% → 69%)

52% of voters say climate change is already or will likely become a crisis in the foreseeable future (50% said the same in March 2024)

# There has been a small increase in the number of voters who link extreme weather conditions to worsening climate change.

*Do you think that weather events like extreme heat waves, wildfires, flooding, winter storms, and droughts are...*

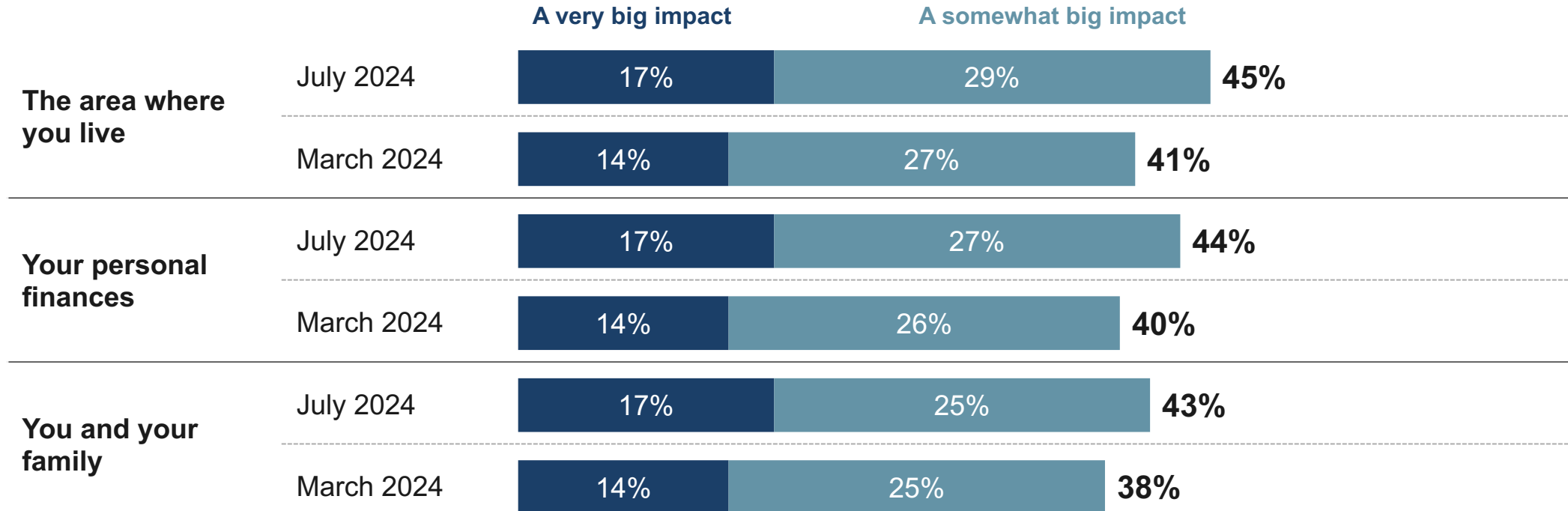
■ March 2024 ■ July 2024



Biggest INCREASE in “Happening because of climate change” among voters ages 35-49 (54% → 61%), white college men (40% → 46%), Independents (52% → 58%)

# The personal impacts of extreme weather events have become increasingly apparent to voters.

*How much of an impact, if any, do you think that weather events like extreme heat waves, wildfires, flooding, winter storms, and droughts have had on each of the following?*



# Key demographics across the board report the strain of extreme weather, especially voters under 50 and those in the northern states.

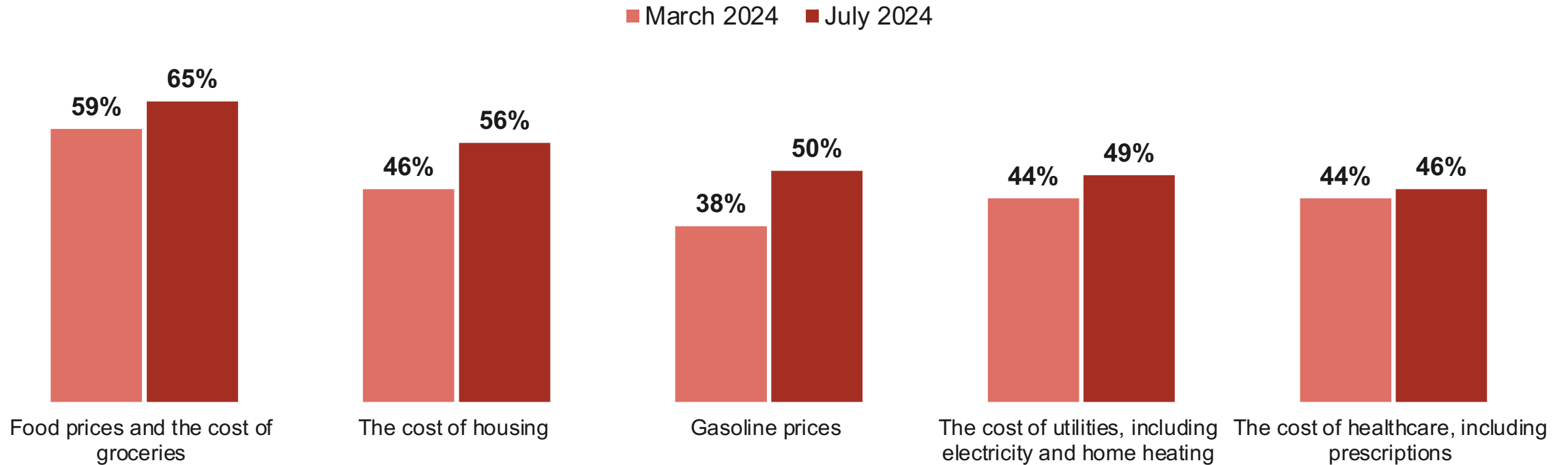
*% Total Big impact of extreme weather events*

	The area where you live			Your personal finances			You and your family		
	Mar 2024	Jul 2024	Change	Mar 2024	Jul 2024	Change	Mar 2024	Jul 2024	Change
<b>All voters</b>	<b>41</b>	<b>45</b>	<b>+4</b>	<b>40</b>	<b>44</b>	<b>+4</b>	<b>38</b>	<b>43</b>	<b>+5</b>
Black voters	58	60	+2	52	57	+5	53	56	+3
Latino voters	57	63	+6	52	60	+8	53	58	+5
AAPI voters	58	65	+7	54	52	-2	48	57	+9
White noncollege	36	40	+4	36	40	+4	34	38	+4
White college	35	38	+3	35	40	+5	33	37	+4
18-34	49	53	+4	41	49	+8	46	49	+3
35-49	48	54	+6	48	55	+7	44	52	+8
50-64	40	41	+1	42	40	-2	38	39	+1
65+	30	35	+5	30	36	+6	28	33	+5
AZ/NV	51	57	+6	46	46	0	44	48	+4
GA/NC	44	48	+4	45	46	+1	42	45	+3
MI/PA/WI	36	40	+4	35	43	+8	34	40	+6

**Gas prices are a growing problem for voters, who feel the pain of rising gas and utility costs. While blame hasn't shifted, we can make a case against Big Oil greed and show Republicans as part of the problem.**

# Voters have a higher level of concern about the cost of gasoline and housing.

*When it comes to the cost of living, how much of a problem are each of the following for you personally?  
(% those who say each is a big problem)*





# White noncollege voters, Republicans, and younger voters are the most likely to increasingly feel the pinch of rising gas and utility prices.

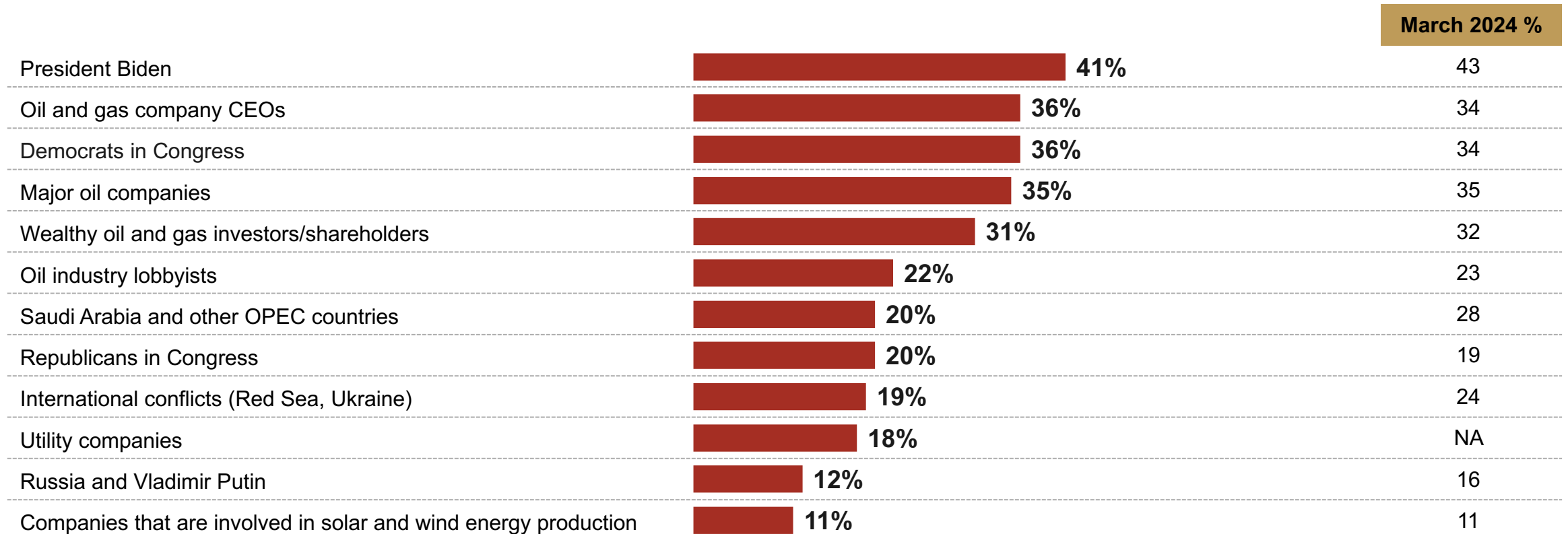
*% those who say each is a big problem*

	Gas Prices %			Utilities Prices %		
	Mar 2024	Jul 2024	Change	Mar 2024	Jul 2024	Change
All	38	50	+12	44	49	+5
Black voters	39	47	+8	48	48	0
Latino voters	49	58	+9	53	53	0
AAPI voters	36	33	-3	31	32	+1
White noncollege	40	56	+16	46	53	+7
White college	32	42	+10	40	43	+3
18-34	43	56	+13	42	51	+9
35-49	38	49	+11	49	53	+4
50-64	41	55	+14	45	53	+8
65+	30	38	+8	42	38	-4
Democrats	29	38	+9	39	43	+4
Independents	35	46	+11	39	41	+2
Republicans	46	62	+16	50	56	+6

At the same time, Republicans (+12), Democrats (+10), and white voters (+12) are now more likely to report the cost of housing as a big problem.

# Despite greater concern about gas and energy prices, voter blame hasn't shifted. There is still no single actor they hold responsible.

*Which three of the following do you blame the most for high energy prices today? Top 3 Blame the most*



# Republicans blame Biden and Democrats for high energy prices, while Democrats hold oil and gas responsible. Independents spread the blame around.

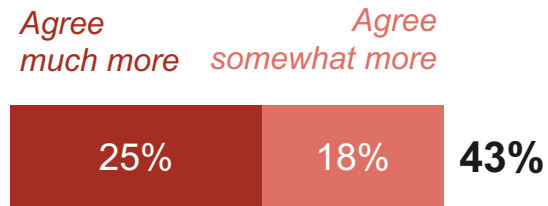
*July 2024: Top 3 Blame the Most for High energy prices*

	Democrats	Independents	Republicans
President Biden	7	37	73
Democrats in Congress	6	27	65
Oil and gas company CEOs	51	35	22
Major oil companies	48	35	22
Wealthy oil and gas investors/shareholders	46	29	19
Oil industry lobbyists	33	26	12
Saudi Arabia and other OPEC countries	16	27	22
Republicans in Congress	35	20	5
International conflicts (Red Sea, Ukraine)	19	14	21
Utility companies	20	26	15
Russia and Vladimir Putin	12	15	11
Companies that are involved in solar and wind energy production	7	9	14

# The majority of voters believe high gas prices are due to the greed of Big Oil companies rather than government regulations.

Which one of the following statements best describes how you feel about increases in gas prices over the past few years?

**[GOVT REGS]** Gas prices have increased primarily because of government regulations that restrict oil and gas development in the United States.



**[BIG OIL GREED]** Big Oil companies and CEOs are using worldwide inflation and international conflicts as an excuse to raise their prices and increase their profits.



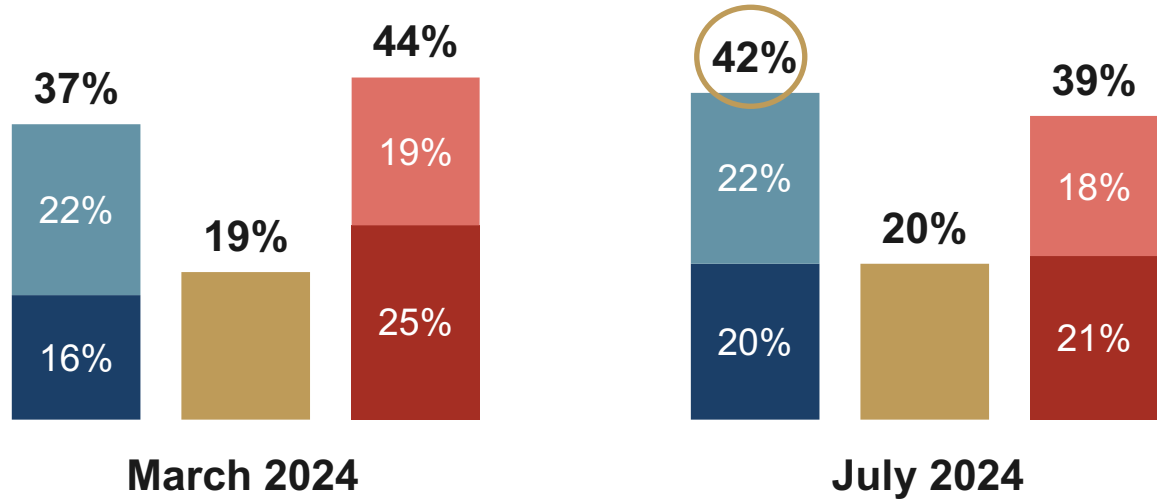
	Govt Regs%	Big Oil Greed%
Democrats	19	81
Independents	33	67
Republicans	66	34
Swing voters	40	60
Black voters	28	72
Latino voters	41	59
AAPI voters	20	80
White noncollege	46	54
White college	48	52
Ages 18-29	37	63

**Voters recognize the environmental benefits of EVs and are becoming more open to them. To reduce resistance, we need to show that EVs are as affordable, reliable, and safe as gas-powered cars.**

# About four in 10 voters now say moving to EVs is important for the US, an improvement from March.

*How important do you think it is for the US to move from gasoline-powered vehicles to electric vehicles?*

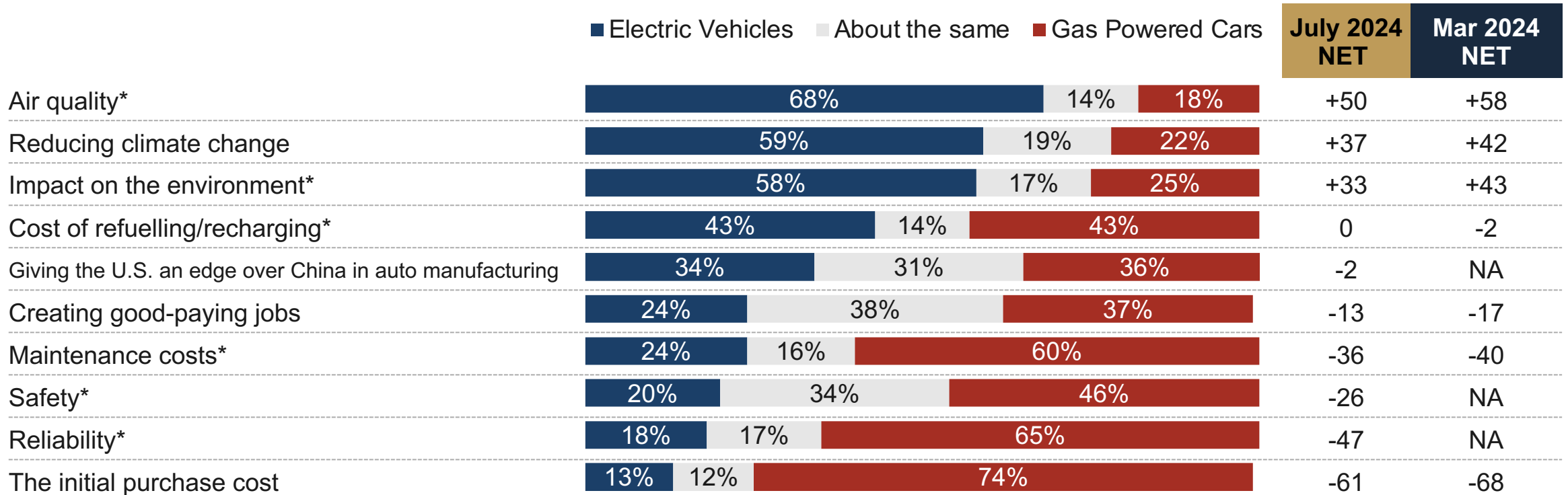
■ Very important   
 ■ Fairly important   
 ■ Somewhat important   
 ■ Not that important   
 ■ Not important at all



	Very/fairly important %	
	Mar 2024	Jul 2024
Democrats	60	68
Independents	37	37
Republicans	16	18
Swing voters	33	36
Black voters	51	60
Latino voters	54	53
AAPI voters	49	56
Ages 18-29	57	46

# Electric vehicles are still seen as much better for the environment, but gas-powered cars win out on costs, reliability, and safety.

July 2024: Do you think gas-powered vehicles or electric vehicles (EVs) are better on each of the following, or do you think they are about the same?



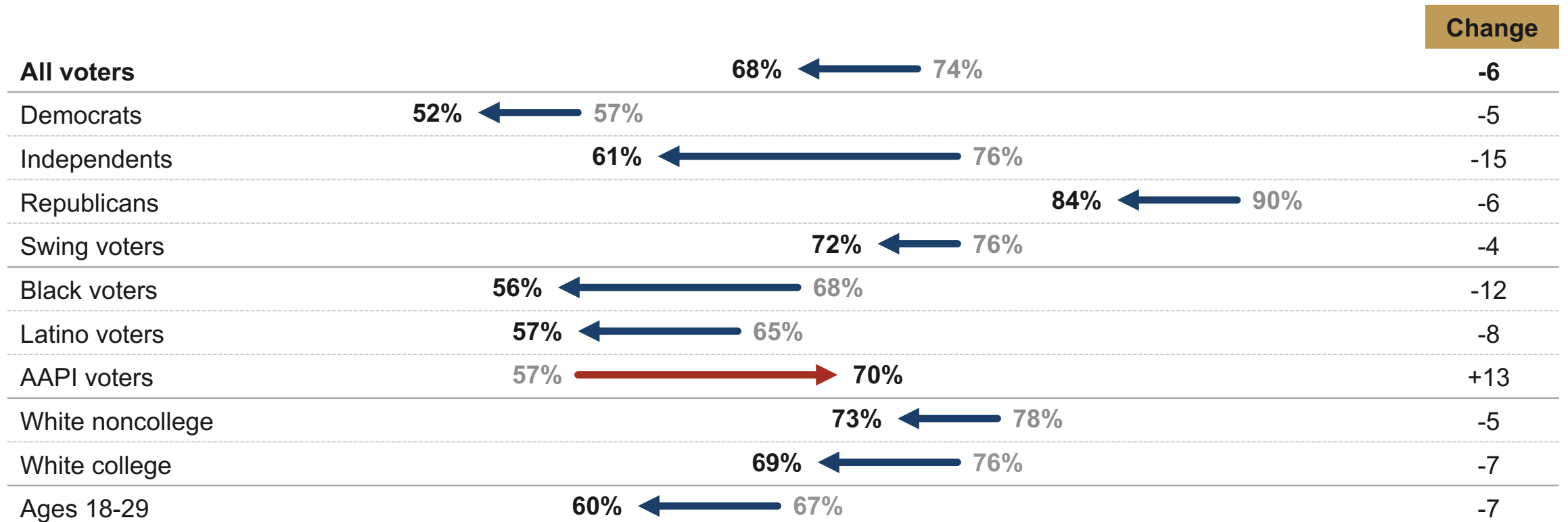
\* Asked of one-half the sample

**Our positive case for clean energy is working to counter conservative attacks. While voters still worry about affordability and reliability, these concerns are declining.**



# The criticism (previously the second most potent) that expanding clean energy will increase electricity prices is losing traction with voters.

*“Expanding clean energy will drive up the cost of electricity.”\**  
 March 2024 → July 2024



# Voters reject the criticism that clean energy investments benefit China, especially when countered with the argument that these investments keep manufacturing jobs in the U.S.

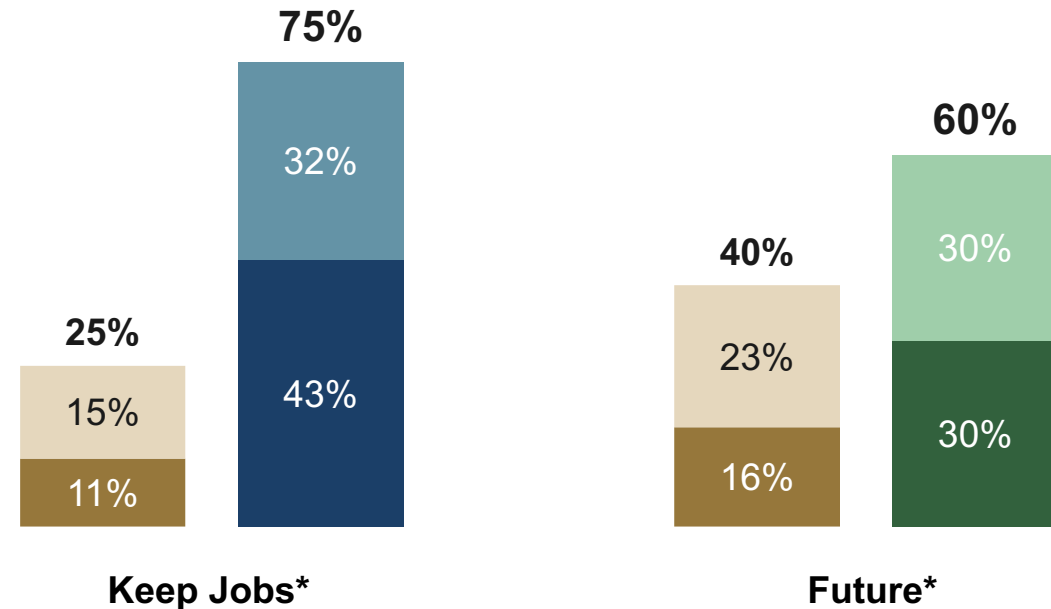
Which of the following statements do you agree with more?

**STATEMENT A:** (All read this) American investments in clean energy have only made our greatest economic rival, China, richer. More government spending will strengthen China even more because they control so many of the parts needed to produce clean energy technology.

**STATEMENT B (KEEP JOBS):** (Half read this response) Investing in American-made products will keep manufacturing jobs here and help with economic development, giving the US an edge over China in future jobs and economic growth.\*

**STATEMENT B (FUTURE):** (Half read this response) Clean energy manufacturing is the future and America can't afford to miss out. Unless we make sure it happens here with American workers, we will be giving away this entire economic market to China forever.

■ Agree much more      ■ Keep jobs - much more      ■ Future - much more  
■ Agree somewhat more      ■ Keep jobs - somewhat more      ■ Future - somewhat more

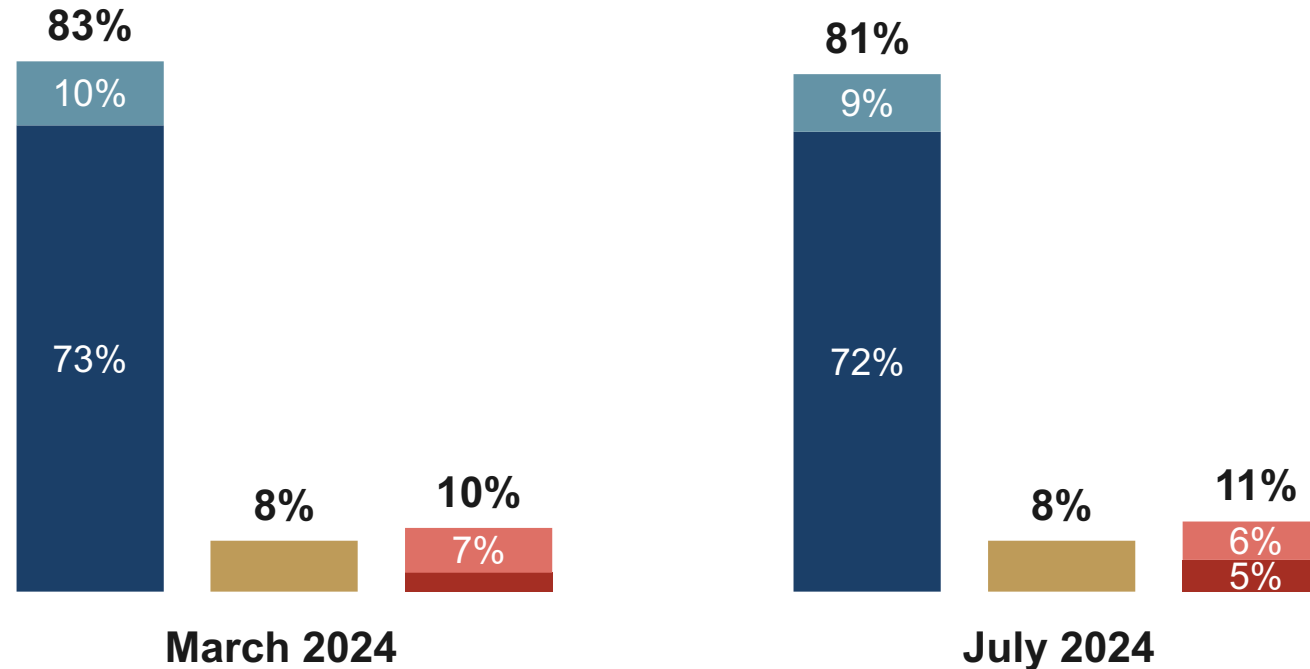


# Appendix

# For non-Trump supporters, defeating him continues to be a major motivator this election.

(ASKED OF NON-TRUMP VOTERS) How important is it to you to defeat Donald Trump in the 2024 election?

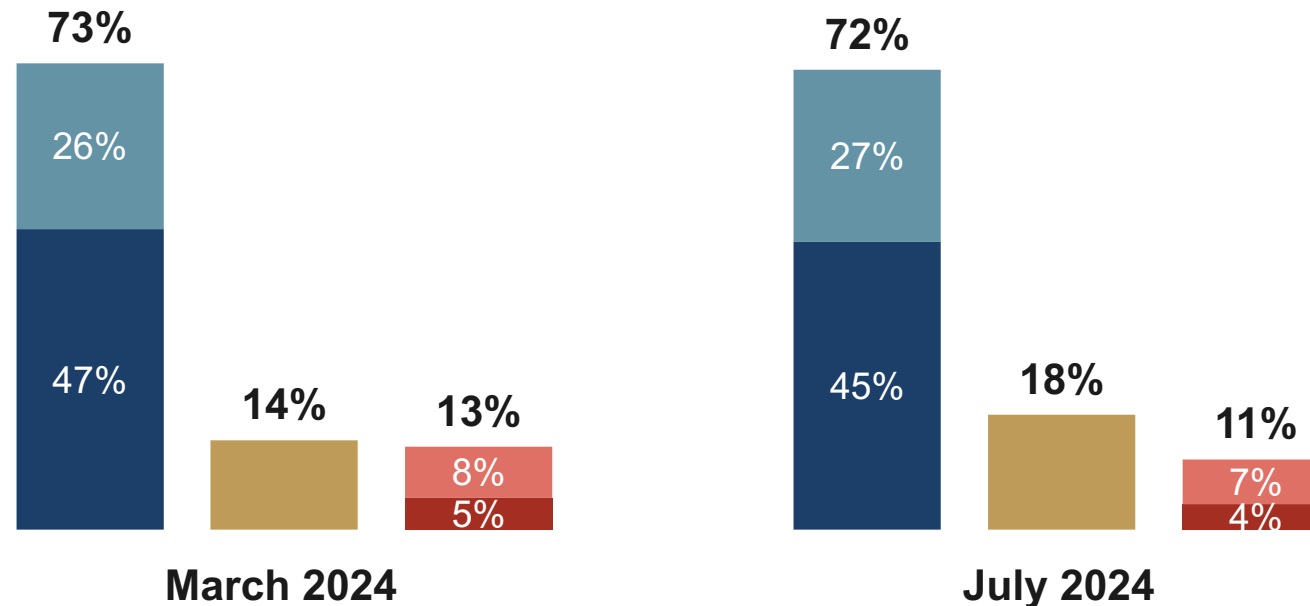
■ Very important   ■ Fairly important   ■ Somewhat important   ■ Not that important   ■ Not important at all



# Voters remain adamant that the US should prioritize the transition to clean and renewable energy.

*How important do you think it is for the US to increase its use of clean and renewable energy sources like wind power and solar energy?*

■ Very important   ■ Fairly important   ■ Somewhat important   ■ Not that important   ■ Not important at all

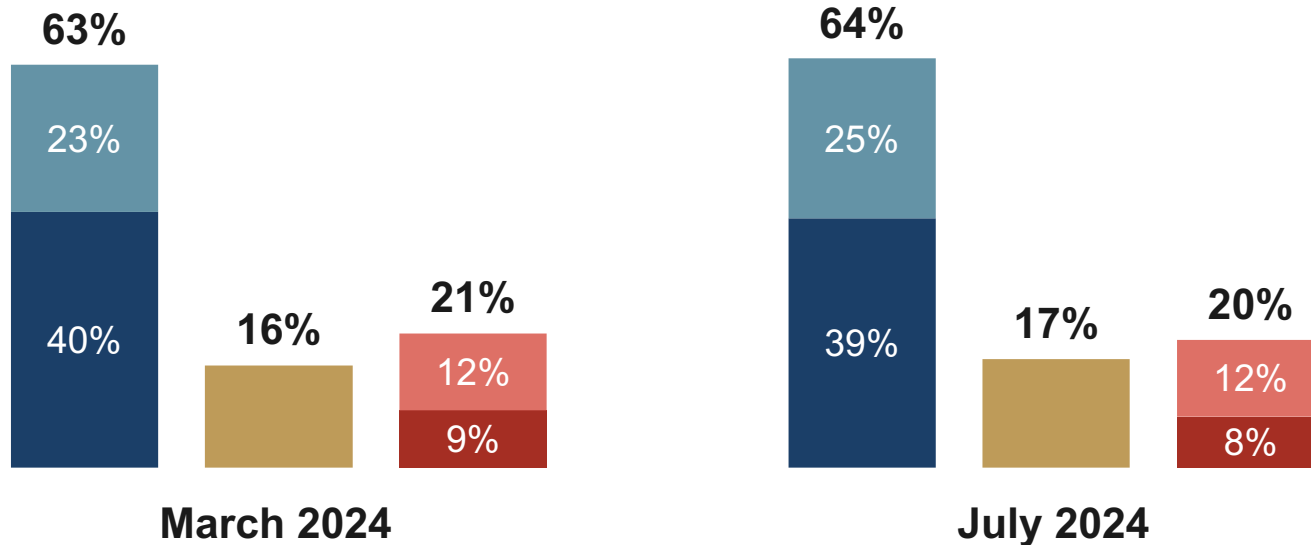


Biggest DECREASE in “very/fairly important” since March: 50-64 (72% → 65%), women over 50 (72% → 66%), white noncollege women (71% → 66%)

# Almost two-thirds continue to be supportive of the US reducing its reliance on fossil fuel energy sources.

*How important do you think it is for the US to reduce its reliance on fossil fuel energy sources like coal, oil, and natural gas?*

■ Very important   ■ Fairly important   ■ Somewhat important   ■ Not that important   ■ Not important at all

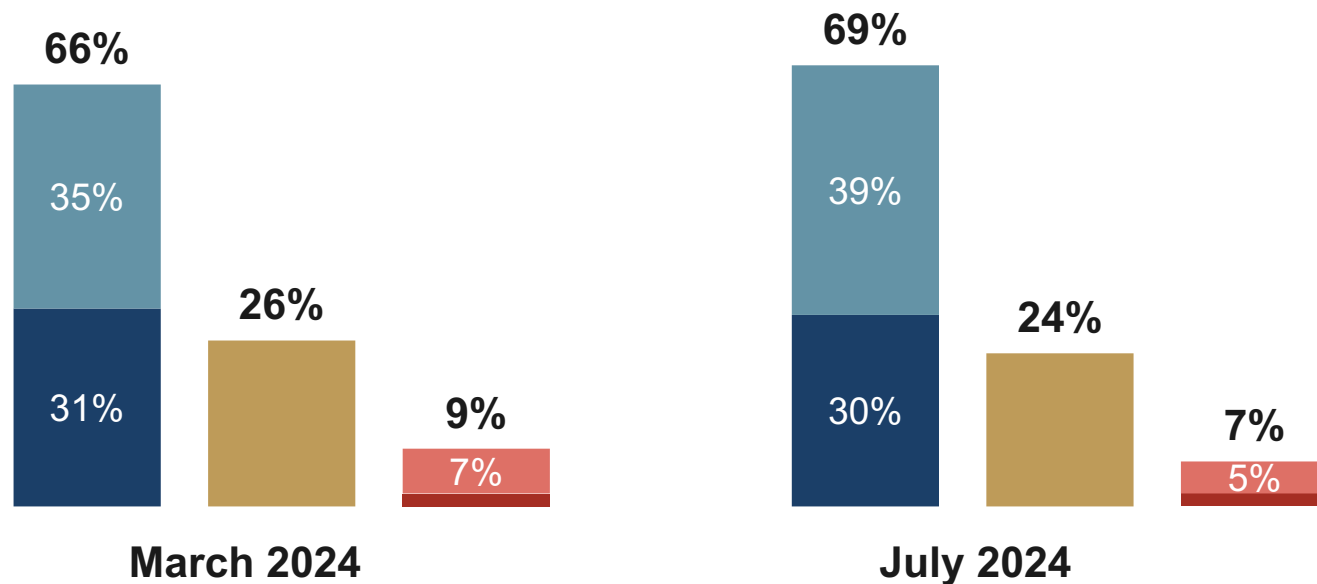


Biggest INCREASE in “very/fairly important” since March:  
White college men (48% → 55%); White noncollege women (54% → 59%);  
Men over 50 (47% → 51%);  
White small town/rural (50% → 54%);  
MI/PA/WI (60% → 64%)

# There has been a slight uptick in the voters' perception of the influence oil and gas lobbyists have on elected leaders and federal policy.

*How much influence do you believe oil and gas lobbyists have on elected leaders in the federal government when it comes to shaping policy related to energy and the environment?*

■ A great deal   ■ Quite a bit   ■ A moderate amount   ■ Only a little   ■ None



## Great deal/quite a bit%

	Mar 2024	Jul 2024
Democrats	77	79
Independents	68	66
Republicans	54	60
Swing voters	66	67
Black voters	76	71
Latino voters	69	76
AAPI voters	67	78
White noncollege	62	65
White college	65	71
Ages 18-29	66	70