

TO: Climate Power

FROM: HIT Strategies

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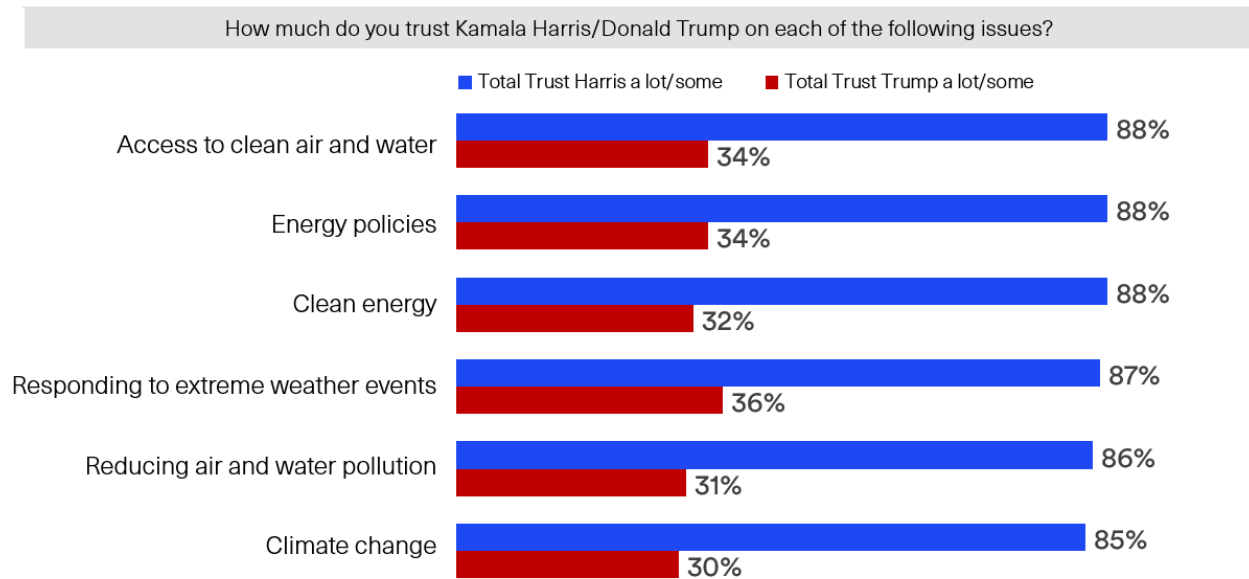
SUBJECT: PRE-DEBATE MEMO: Clean Energy and Climate Messaging Helps Mobilize Young Black Voters in Battleground States

KEY FINDINGS

1. Vice President Kamala Harris leads Donald Trump by 67 points among Black registered voters in the seven battleground states but 6% of voters say they are still undecided (79% Harris, 12% Trump, 2% Third-Party, 6% Undecided, 2% Won't Vote).
 - o While many Black battleground voters have firmly committed to electing Harris, about 1 in 4 voters (27%) are “swing” or soft Harris voters, indicating that they are either undecided in the initial horse race or are just leaning toward Harris. These voters tend to be younger and can be motivated by climate and clean energy messaging.
 - o While older Black voters, particularly Black Boomers ages 60-78, are firmly behind Harris, younger Black voters are still weighing their options ahead of November. As we have seen in other polling, younger Black voters, especially younger Black men, stand out as our priority target voters in 2024.
2. Following information about Harris' record and vision and the risk Trump poses to progress, Black voters ages 18-34 shift 8-points toward Harris, by far the largest shift of any age group. These voters make up 21% of our sample and represent a key piece of the Black electorate who can be brought into camp through positive messaging, particularly reflecting Harris' record and vision for the future.
3. Climate change is top mind for young Black voters in 2024. 65% of Black voters ages 18-34 believe climate change should be a priority, including 22% who say it should be the top priority.
 - o 3 in 5 (60%) Black voters in the battleground overall believe addressing climate change should be a priority in the upcoming election for president, including 18% who say it should be the top priority. Only 14% of voters say it should be a low priority or not a priority at all.
4. Climate and clean energy are strengths for Kamala Harris in the upcoming election and should be used to solidify support among younger Black voters. Black voters trust Harris significantly more than Trump to handle climate and energy issues. In fact, more than two-

thirds of voters say they do not trust Trump to handle many of these climate issues like clean energy and reducing air and water pollution.

- o Notably though, trust in Harris to handle these climate-related issues is softer for younger voters compared to older voters, indicating an opportunity to improve her standing on a priority issue for younger voters with future-focused messaging.



- Black voters want to elect a president who will keep our future generations safe from climate change and expand Black peoples' access to good-paying clean energy jobs.
 - o One of the top testing points we tested on Harris' record focused on her fight to make sure Black communities have access to good-paying manufacturing jobs. Voters are also highly motivated by her record fighting big corporations to make sure low-income and working-class families have access to clean air and drinking water. We see that these topics are also some of the most motivating aspects of her future vision.
- Looking toward the future, Black voters are most motivated by Harris' vision to fight for the future of our children and grandchildren so they can live in a healthy climate and protect them against the worst impacts of climate change. Fighting for Black communities to have access to good-paying clean energy jobs of the future is another compelling message.
 - o Voters ages 18-34, non-college voters, and voters with annual household incomes below \$45,000 over index on being motivated by creating jobs compared to the electorate overall. These economic related messaging points are a key opportunity to connect the dots for voters that climate policy can help build the gateway for Black Americans to the middle-class.
- Harris' record, while appealing to Black voters, must be couched in terms of what she will do for the Black community based on what she has already done in her long fight for

environmental and social justice. [This positive vision of the future can effectively mobilize and motivate voters, especially young voters.](#)

8. In addition to a vision for the future, [Black voters must understand the active threats to climate-related progress and the people behind those threats.](#) Negative climate messaging against Trump is very concerning to Black voters. Trump's [PROJECT 2025](#) agenda for the future of climate and clean energy which will harm Black communities (75% concerning) is one of the most concerning messages tested in our poll.
 - In addition to Trump, villainizing [BIG OIL](#) is effective with the Black electorate. 75% of voters are concerned that Trump gave tax breaks to Big Oil at the expense of hardworking families, including 65% of voters ages 18-34 and 74% of voters with annual household incomes below \$45,000.
 - However, messaging on Trump gutting the EPA and rolling back regulations on [POLLUTION](#) raises the most concerns for voters ages 18-34 (66% concerning).
 - The negative messages are *crucial* to increasing the motivation for Black voters to participate in the election and show an improved shift to vote motivation (Final: 86% total motivated, Initial 83% total motivated, +3 motivated). [Creating and using a villain works in tandem with positive messaging – where positive messaging around Harris' vision for the future motivates swing voters, and the villainizing attack on Trump helps mobilize base voters.](#)

VOTER INDICES

VP Harris' base is large – comprising a near super-majority of the Black registered voter electorate. It is also substantially older, with significant overperformances in both vote choice and certainty among Black voters over 50. The Swing votes, those who are uncertain of their choice or are soft Harris supporters, are much more likely to be under 40, more likely to have a neutral or no opinion about Harris and are likely to view addressing Climate Change as a major priority. Trump's base is small and limited to mostly to Republicans, though younger voters – especially younger men - are more likely to support Trump than their parents.

Base Harris Base (65%) <i>Selected Harris in Initial Horserace AND Indicated Very Certain About Vote</i>		Swing Voters (27%) <i>Indicated Undecided in Initial Horserace OR Soft Candidate Voter in Initial Horserace</i>		Trump Base (6%) <i>Selected Trump in Initial Horserace AND Indicated Very Certain About Vote</i>	
92%	of Boomer Democrats	69%	of Unmotivated Voters	43%	of Self-ID Republicans
88%	of Voters Age 50+ with College+ Education	63%	of Self-ID Hard Independents	42%	of Millennial Republicans
86%	of Boomer Voters	51%	of Millennial Republicans	24%	of Very Conservative Voters
84%	of Women Age 50+	43%	of Non-College Gen Z Voters	13%	of Men Age 18-49
83%	of Very Progressive Voters	40%	of Voters Age 18-34	12%	of Non-College Gen Z Voters
83%	of Climate Priority Voters	38%	of Non-College Voters Age 18-49	11%	of Gen Z Voters
80%	of Very Motivated Voters	32%	of Moderate Voters	10%	of Non-College Men

METHODOLOGY

HIT Strategies fielded a survey across seven battleground states (Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, Wisconsin) among 1,000 Black Registered Voters. We also conducted an oversample of 200 Black voters ages 18-34. Fielded from August 25 to September 2, 2024, the margin of error for the survey is ± 3.05 percentage points. The survey was administered via an online opt-in panel. To ensure a representative sample, weights were applied to variables.