

Winning on Climate and Energy Issues: Poll Findings among Black Voters in the Battleground States

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Objectives

1 Understand the Electorate

Directly connect with Black voters in battleground states to understand their values, priorities, and sentiments about the upcoming 2024 elections and climate issues.

2 Segment Your Audience

Upon understanding where Black likely voters stand in the battleground, we will define target audiences within the Black battleground electorate.

3 Target the Right Audience with the Right Message

Create a message testing study to identify the most impactful messaging to the right audience around Harris' vision for climate and clean energy as well as going on offense against Trump.

Methodology

Survey Universe

N=1,000 Black registered voters across AZ, GA, MI, NV, NC, PA, and WI

Oversample N=200 Black voters ages 18-34 (485 total interviews)

Methodology

Survey was conducted using an opt-in panel.

Overall Margin of Error

±3.05

Survey field dates

September 4-9, 2024

Key Takeaway

Opportunity



1

Vice President Harris holds a solid lead over Trump among Black voters in battleground states, but her lead is propped up largely by Black voters over 50. **Black voters under 50, especially Black voters 18-34 and Black men 18-49, are more likely to be “third-party curious” or undecided** — they want to elect a president who will have a clear plan for climate and create clean energy jobs and investments.



Engage with Black voters under 50 on climate and clean energy economy — especially on new clean energy jobs and investments. After hearing messaging on Harris’ climate and clean energy vision for the future and Trump’s threat to progress, **Black voters 18-34 and Black swing voters in battleground states move by +5 and +9 percentage points towards Harris respectively—and 1 in 3 Black voters 18-34 feel MORE motivated to vote for Harris.**

2

Clean energy and climate change are strengths for Harris in the upcoming 2024 election with **80%+ Black voters trusting her on this issue.** Many voters, **especially young voters, are prioritizing climate and clean energy as an important issue in their 2024 vote decisions.**



Supporters can lean into this clear advantage on climate and clean energy to connect with young Black voters who often feel overlooked by politicians or feel progress never gets made. Communicate the new clean energy jobs and investments as a tangible and credible example of the “Opportunity Economy.”

3

Black voters in battleground states are motivated by Harris’ vision for the future on climate and clean energy, especially when it makes clear she will fight for Black communities and future generations. Voters are also motivated by messaging on **job creation in the clean energy industry** and **how clean energy will help lower energy costs** for Americans.



Trump gets the most trust from Black voters on economic issues like jobs and cost of living, so **emphasizing Harris’ commitment to create new good-paying, clean energy jobs, lowering costs, and creating pathways to the middle class** is an opportunity to build trust on the economy. While her record is impressive, the message should be couched in **what Harris WILL do for voters on these issues with a positive, future-oriented framework.**

4

Black Battleground voters are **concerned about Trump’s threat to progress on climate and clean energy,** especially when it comes to his extreme PROJECT 2025 agenda and his TAX BREAKS for Big Oil.



Black voters 18-34 need to hear about the threat Trump poses to climate progress and their futures, especially when it comes to **PROJECT 2025** and **his TAX BREAKS for Big Oil.** Make the **direct connection between Trump and the villains behind the climate crisis** to help Black voters 18-34 and swing voters alike better understand the contrast between presidential candidates.



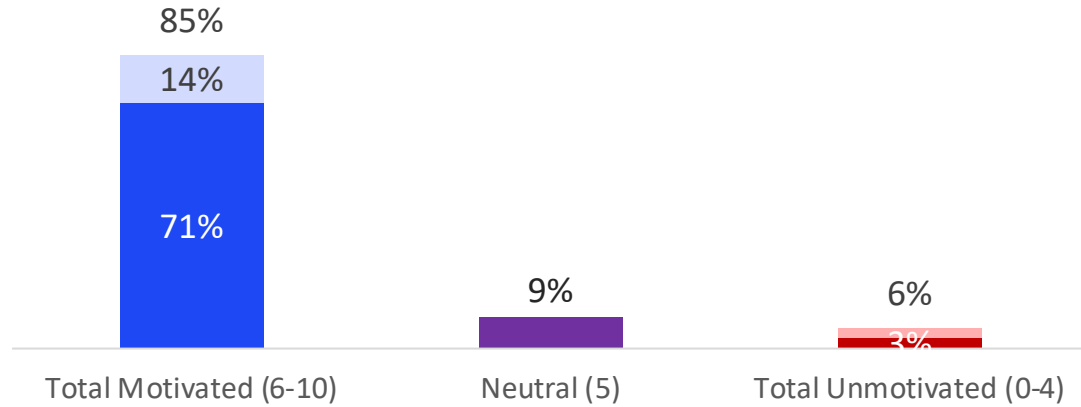
Vote Baseline and Shift in Opinion

Black battleground voters feel both highly motivated and empowered in this year's election - this feeling is much stronger among Black Boomers.



10. How motivated are you to vote in the November 2024 election on a scale from 0 to 10, where 0 means you are not at all motivated and a 10 means you are extremely motivated?

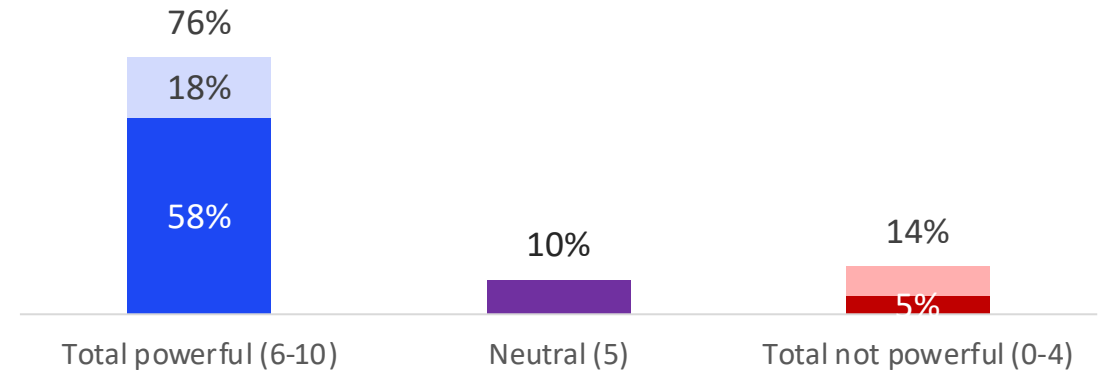
■ Very motivated (8-10)
 ■ Somewhat motivated (6-7)
 ■ Neutral (5)
 ■ Somewhat unmotivated (3-4)
 ■ Very unmotivated (0-2)



	Men	Women	Boomer	Gen X	Millennial	Gen Z	Ages 18-34
Total Motivated	85%	85%	93%	89%	80%	73%	76%
Neutral	9%	9%	3%	5%	13%	18%	15%
Total Unmotivated	12%	11%	4%	7%	16%	23%	20%

11. How much power do you feel that your vote has to create change in your community? Please rate the amount of power you feel your vote has on a scale of 0-10, a 0 means your vote has no power at all and a 10 means that your vote has a lot of power

■ Very powerful (8-10)
 ■ Somewhat powerful (6-7)
 ■ Neutral (5)
 ■ Not too powerful (3-4)
 ■ Not powerful at all (0-2)

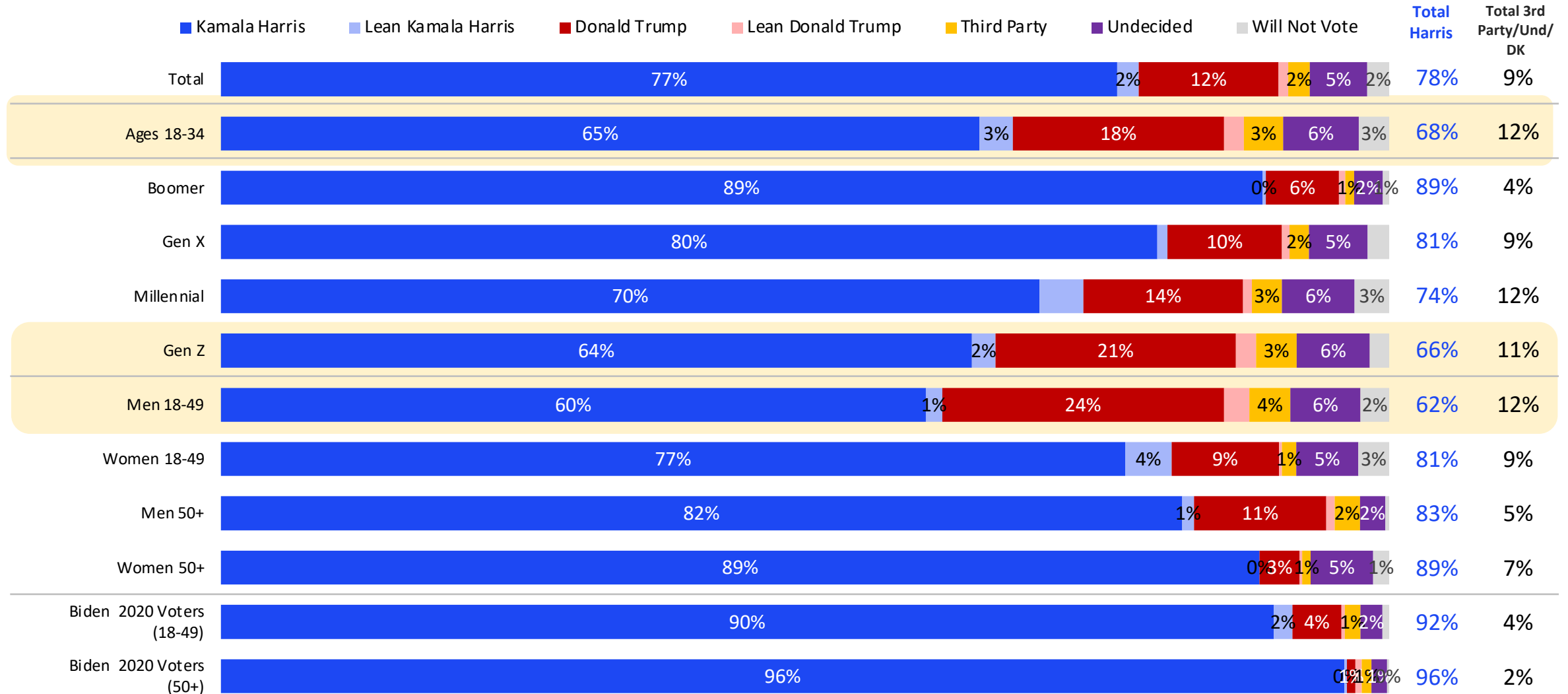


	Men	Women	Boomer	Gen X	Millennial	Gen Z	Ages 18-34
Total Power	76%	76%	88%	79%	70%	65%	65%
Neutral	9%	11%	6%	9%	11%	15%	13%
Total Little/No Power	14%	15%	13%	6%	12%	19%	20%

Black voters strongly back Harris in the initial presidential vote, but she still has room to grow with young voters and Black men under 50.



14/15. If the 2024 election for president were held today, for whom would you vote? [IF UNDECIDED] If you had to choose, for whom would you vote?



Black Swing voters tend to be non-partisan, Gen Z, and men.



Swing

Undecided, Uncertain, or Leaners
on Initial Horserace

25% Swing

65%	of Black Self-ID Independents
58%	of Black Harris/Trump Double Haters
44%	of Black Non-College Gen Z Voters
41%	of Black Gen Z Voters
36%	of Black Men Ages 18-34
35%	of Black Gen Z Democrats
65%	of Black Self-ID Independents

Initial 2024 Presidential Vote	Harris: 51% Trump: 21% 3 rd Party: 1% Undecided: 20% Will Not Vote: 7%
Initial Motivation to Vote	Total Motivated: 61% Total Not Motivated: 28% Extremely Motivated (8-10): 34% Somewhat Motivated (6-7): 27% Neutral (5): 22% Not Very Motivated (3-4): 6% Not At All Motivated (0-2): 10%
Climate Change as a Priority in 2024	Total Top/Major Priority: 31% Top Priority: 7% Major Priority: 34% Somewhat a Priority: 39% Low Priority: 14% Not a Priority: 5%
Top 3 Harris Future Agenda Messages	1. PROTECT OUR CHILDREN – FUTURE: 40% Very Convincing 2. COSTS – FUTURE: 40% Very Convincing 3. PROTECT OUR CHILDREN: 37% Very Convincing
Top 3 Trump Negative Messages	1. PROJECT 2025 – 45% Very Concerning 2. TAX BREAKS – 44% Very Concerning 3. POLLUTION – 43% Very Concerning

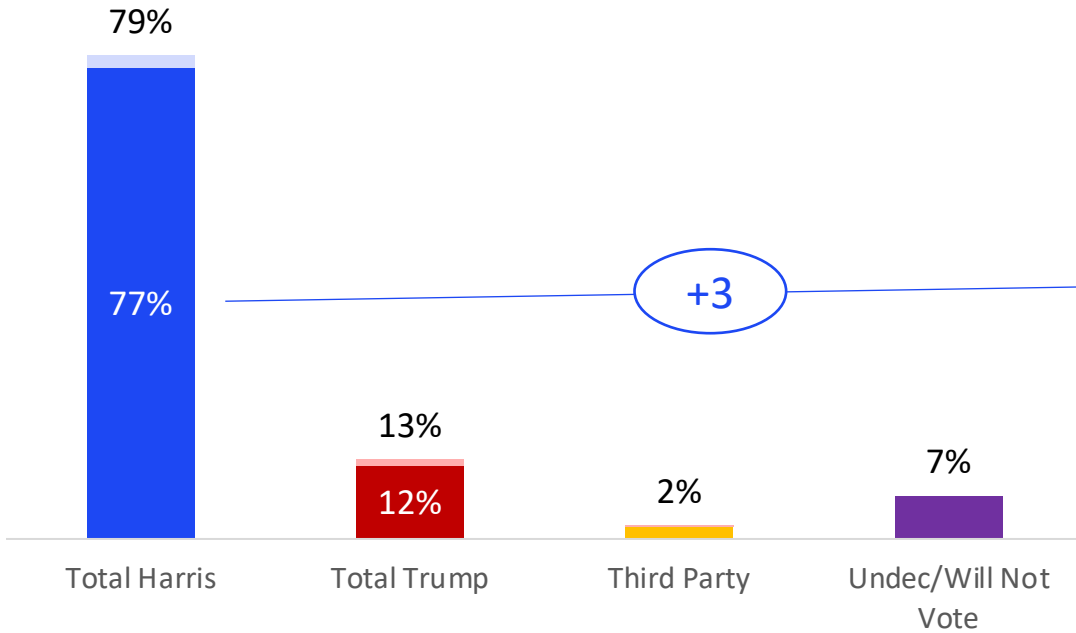
Black voters 18-34 move 5 percentage points toward Harris after climate and clean energy messaging.



Q13-14/Q32-33 If this fall's election for president were held today, for whom would you vote – [ROTATE TRUMP AND HARRIS] Democrat Kamala Harris, Republican Donald Trump, a third party or independent candidate, are you undecided, or would you not vote? [IF UNDECIDED] But if you had to choose, for whom would you vote?

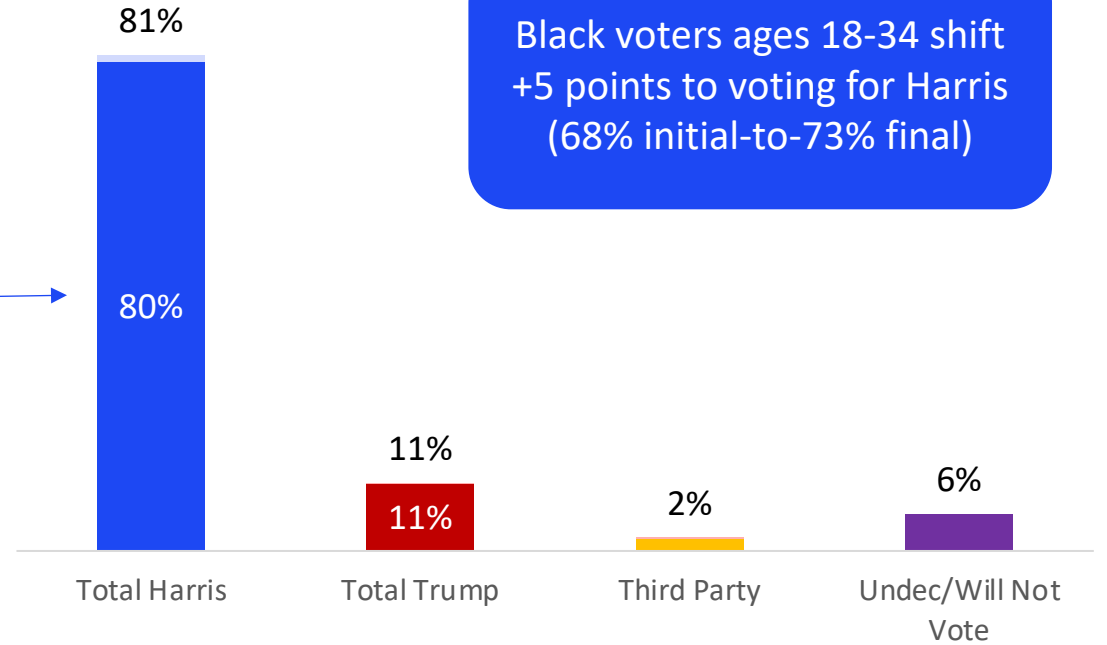
INITIAL VOTE

■ Harris ■ Lean Harris ■ Trump ■ Lean Trump ■ Third Party ■ Undec/No Vote



FINAL VOTE

■ Harris ■ Lean Harris ■ Trump ■ Lean Trump ■ Third Party ■ Undec/No Vote



Black voters ages 18-34 shift +5 points to voting for Harris (68% initial-to-73% final)

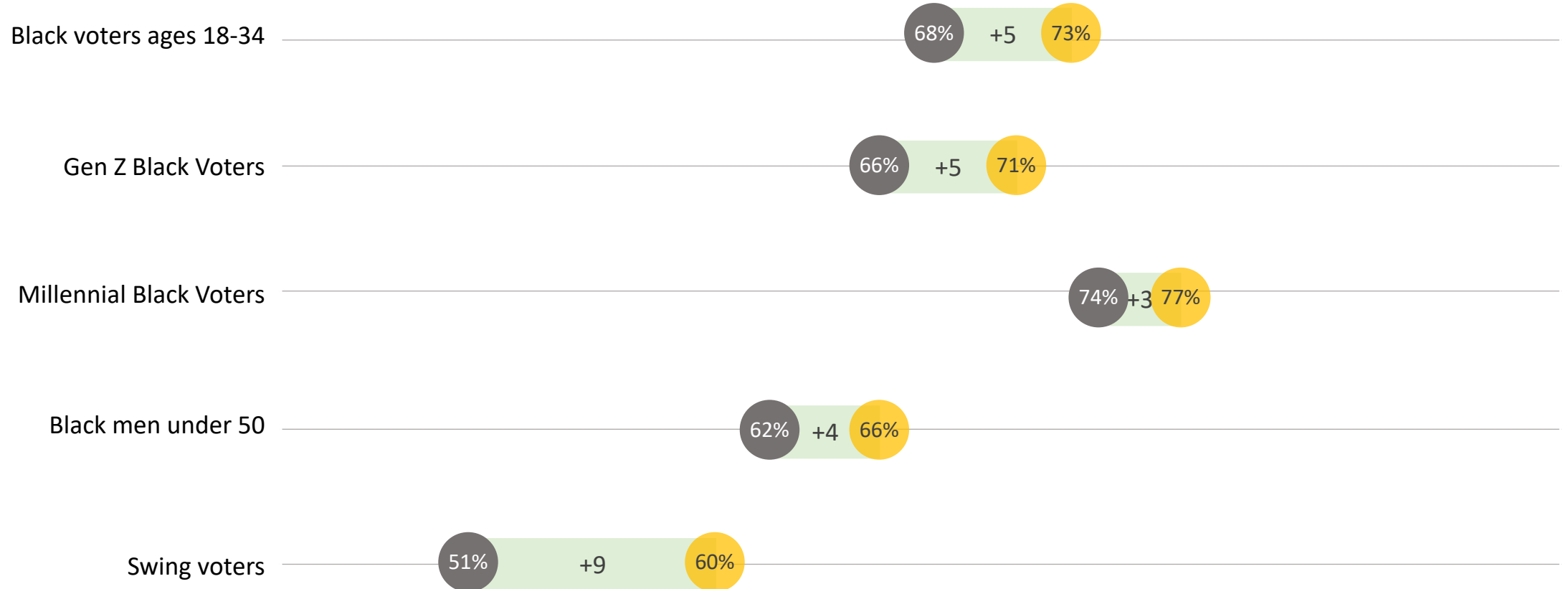


Climate and clean energy messaging moves all Black voters, especially young voters.



If this fall's election for president were held today, for whom would you vote – [ROTATE TRUMP AND HARRIS] Democrat Kamala Harris, Republican Donald Trump, a third party or independent candidate, are you undecided, or would you not vote? [IF UNDECIDED] But if you had to choose, for whom would you vote?

● Initial Harris ● Final Harris



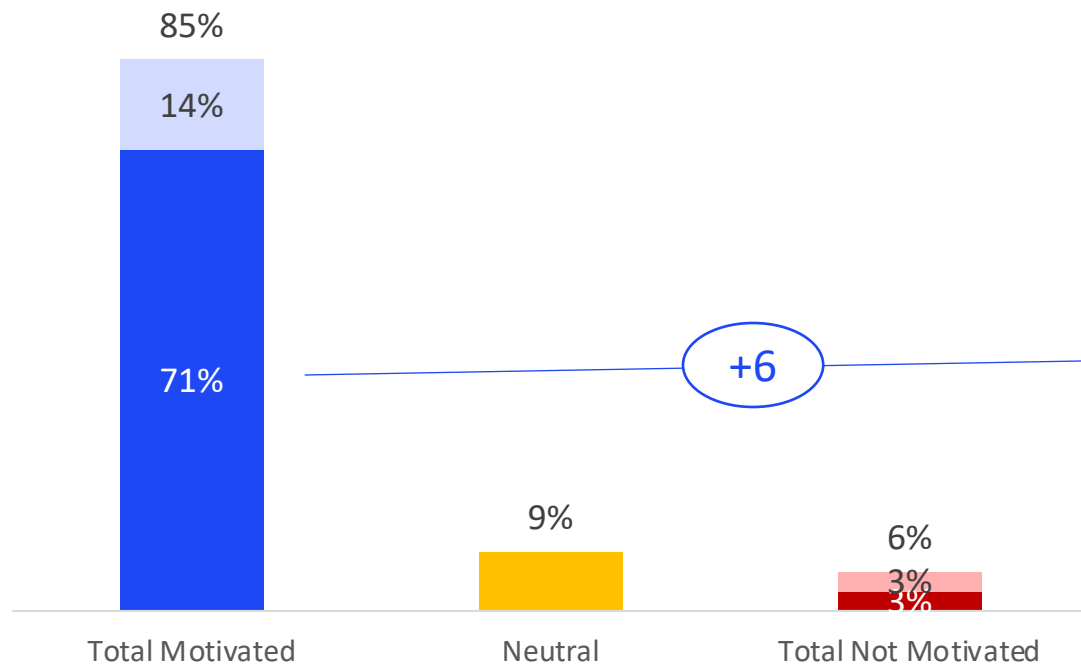
Messaging not only moves the vote; it also strengthens the motivation to vote, especially for young voters.



9/31. How motivated are you to vote in the November 2024 elections on a scale from 0 to 10, where 0 means you are not at all motivated and a 10 means you are extremely motivated?

INITIAL MOTIVATION

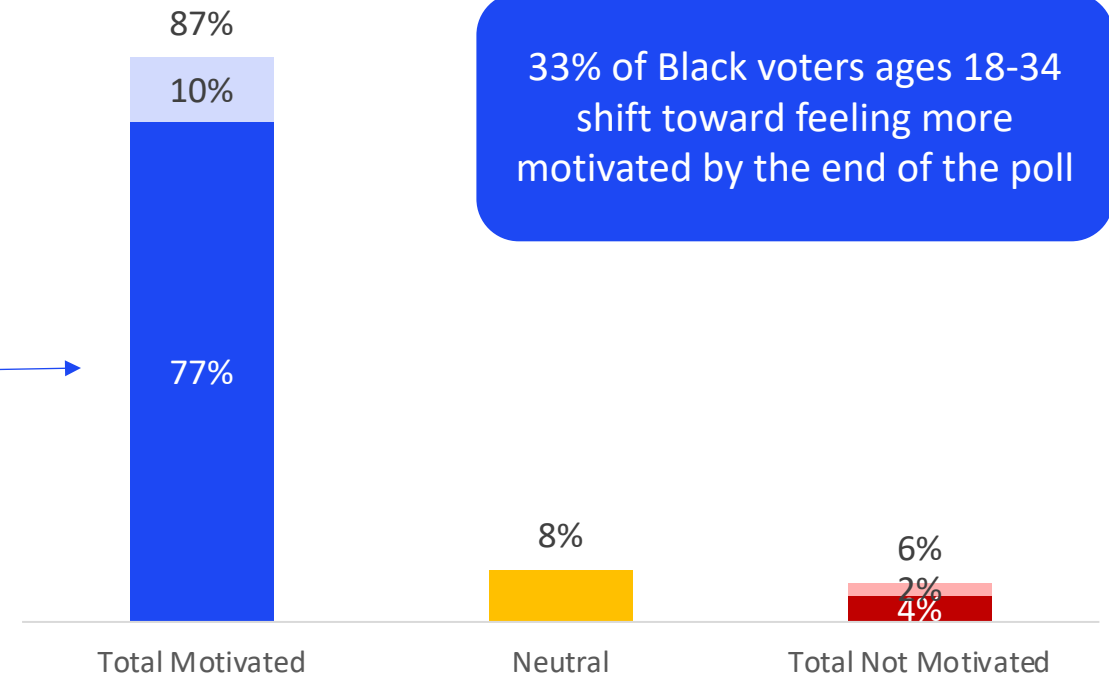
- Very Motivated (8-10)
- SW Motivated (6-7)
- Neutral (5)
- Not very motivated (3-4)
- Not at all motivated (0-2)



+6

FINAL MOTIVATION

- Very Motivated (8-10)
- SW Motivated (6-7)
- Neutral (5)
- Not very motivated (3-4)
- Not at all motivated (0-2)



33% of Black voters ages 18-34 shift toward feeling more motivated by the end of the poll

Young Black voters, particularly young Black men, are most likely to feel more motivated to vote post-messaging.



Voter Indices

25% of Black Battleground Voters Overall Feel More Motivated to Vote

(Voters who rate their motivation to vote higher in final ask (Q31) than initial ask (Q9))

39%	of Black Swing Voters feel more motivated
33%	of Black Voters Ages 18-34 feel more motivated
33%	of Gen Z Black Voters feel more motivated
32%	of Black Men Ages 18-49 feel more motivated
32%	of Millennial Black Voters feel more motivated
32%	of Self-ID Independent Black Voters feel more motivated

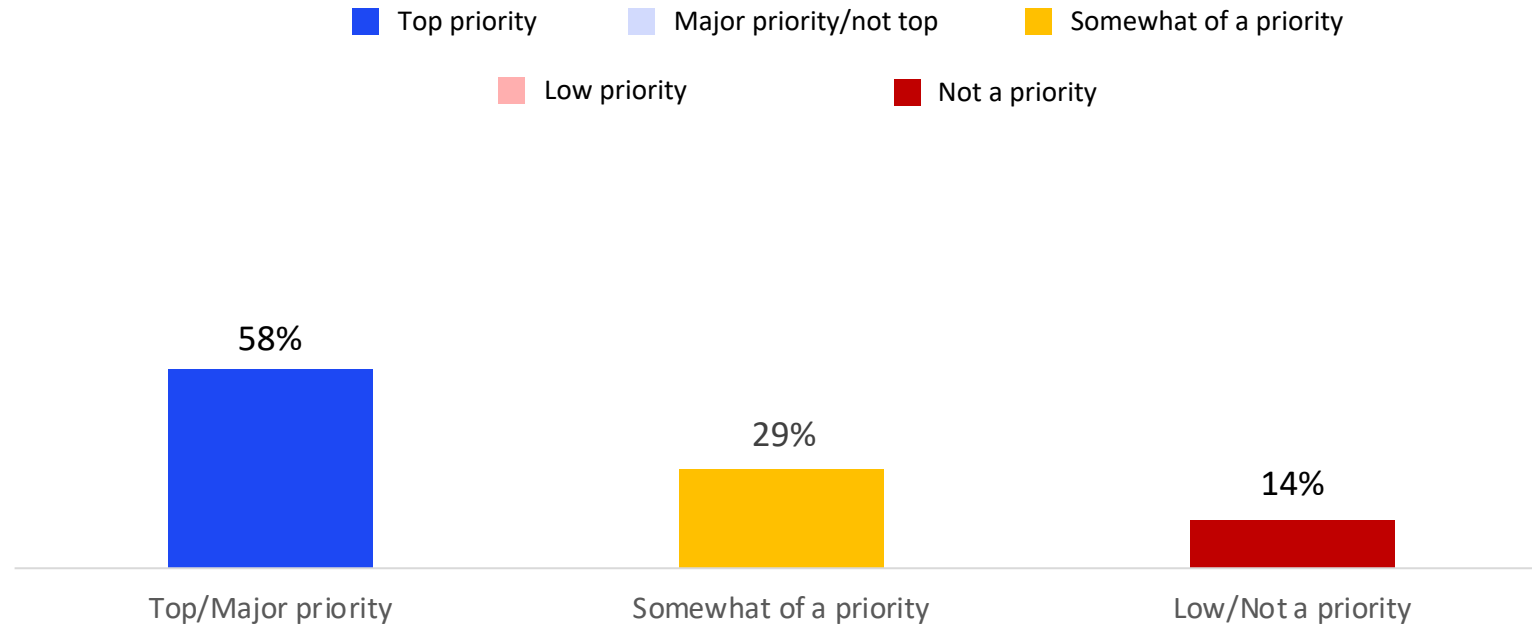


Climate and Energy Issues in 2024

Most Black voters, especially young voters, are making climate change a top or major priority in their vote decisions for president in 2024.



17. Thinking about the upcoming election for president, how much of a priority is addressing climate change compared to other issues you are concerned about?

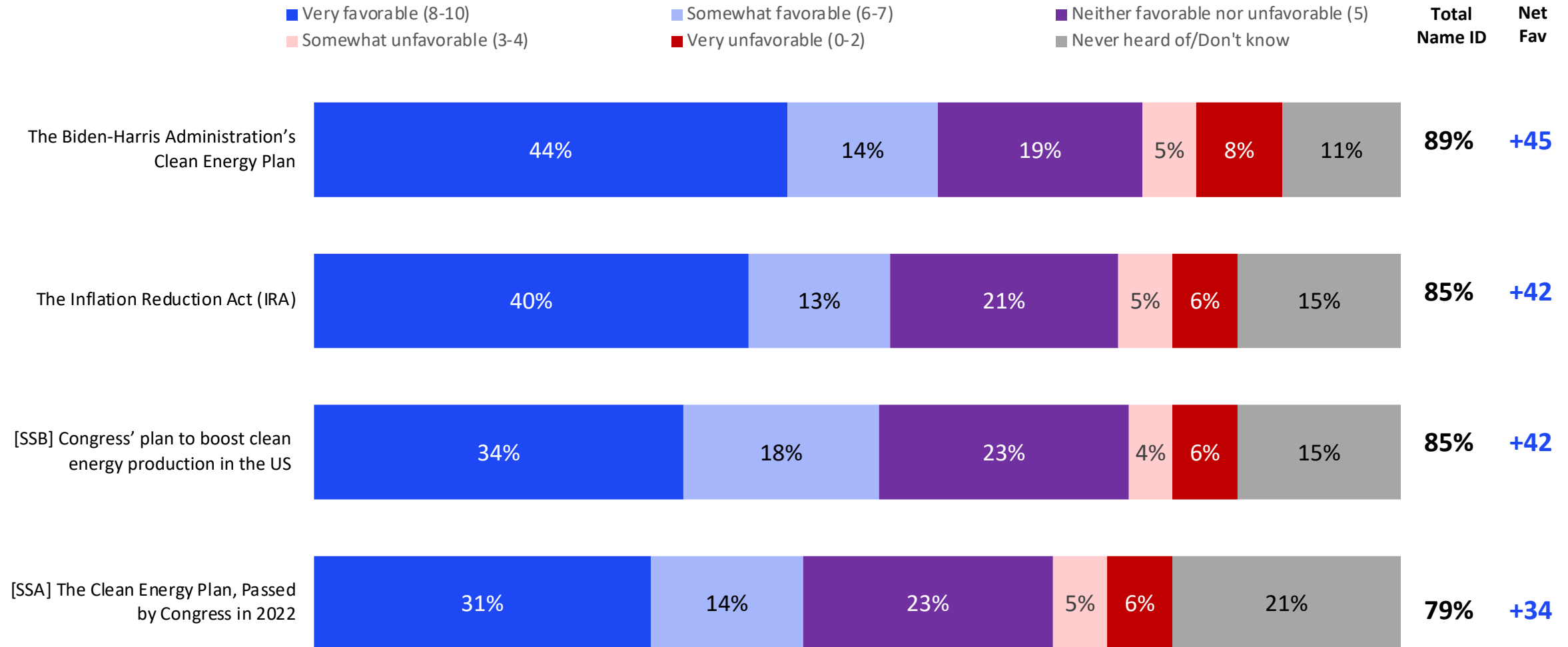


	Men	Women	Men 18-49	Men 50+	Women 18-49	Women 50+	Ages 18-34	Swing Voters
Top/Major Priority	60%	56%	62%	57%	56%	55%	63%	42%
Somewhat of a Priority	25%	31%	26%	34%	23%	28%	28%	39%
Low/Not Priority	15%	12%	12%	9%	21%	16%	9%	19%

Most Black voters feel favorable toward the Biden-Harris Administration's clean energy plans.



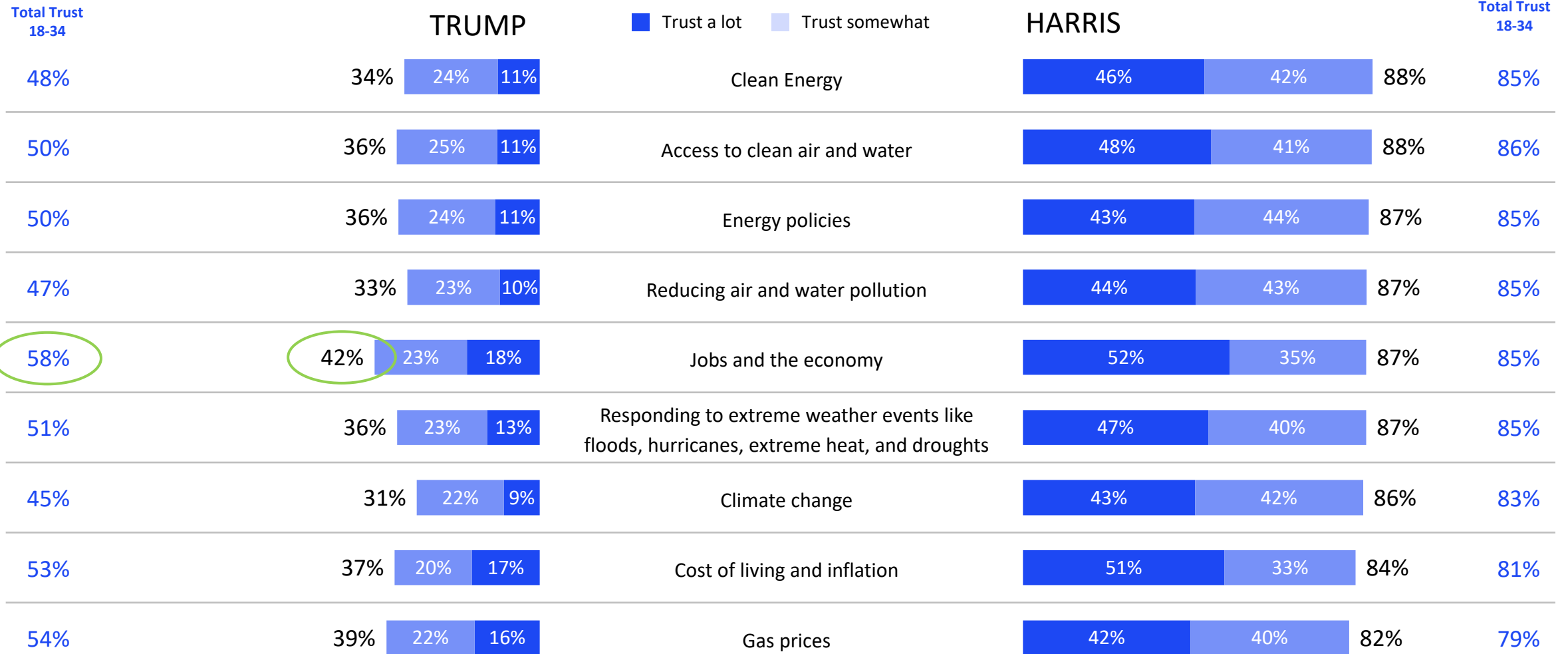
10. Now, we'd like you to rate how you feel about some people and some groups of people using a scale from 0 to 10, where "10" means that you feel VERY WARM and FAVORABLE towards them, "5" means that you feel neither warm or cold (neutral), and "0" means that you feel VERY COLD and UNFAVORABLE towards them.



Harris can lean into the clean energy economy and job creation message more to minimize Trump's impact as a trusted leader on the economy.



18/19. How much do you trust Donald Trump/Kamala Harris on each of the following issues?



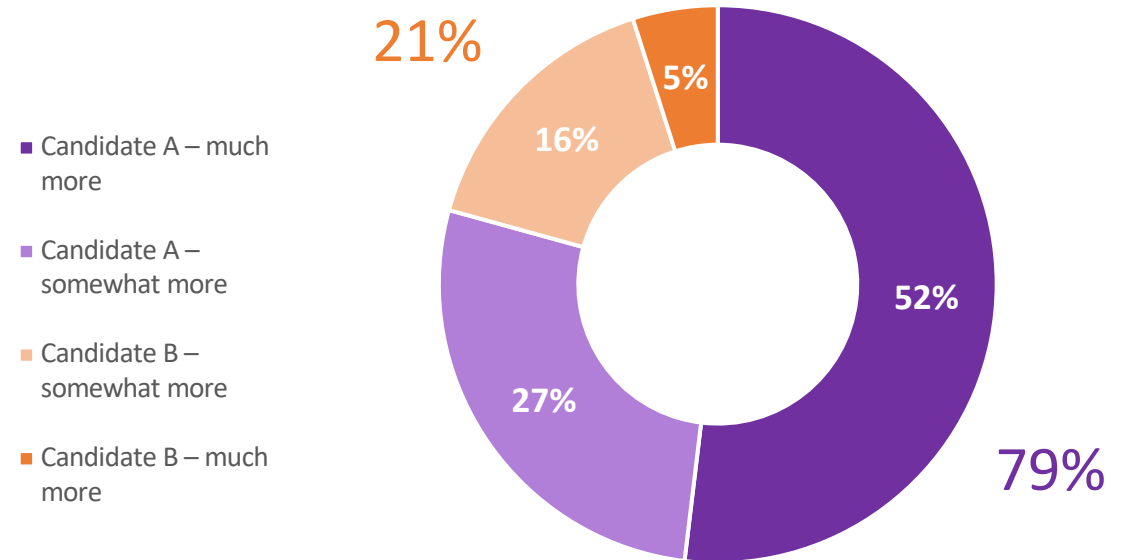
Black voters strongly prefer a candidate who backs climate and clean energy progress over reliance on oil and gas.



20. Which of the following two candidates would you be more likely to vote for?

CANDIDATE A supports investing in expanding investments in clean energy, which would **reduce our reliance on foreign oil, lower electricity bills, and would create good-paying, union jobs** across the country while protecting the country from the **impacts of climate change and pollution.**

CANDIDATE B says that America has the oil and gas resources to be **energy independent** if we just use them and will fight to **get rid of environmental regulations and red tape that are driving up prices, destroying jobs in the fossil fuel industry, and hurting Americans' pocketbooks.**



	Men	Women	Men 18-49	Women 18-49	Men 50+	Women 50+	Ages 18-34	Swing Voters
Candidate A	79%	79%	78%	81%	79%	77%	84%	69%
Candidate B	21%	20%	22%	19%	21%	22%	16%	31%



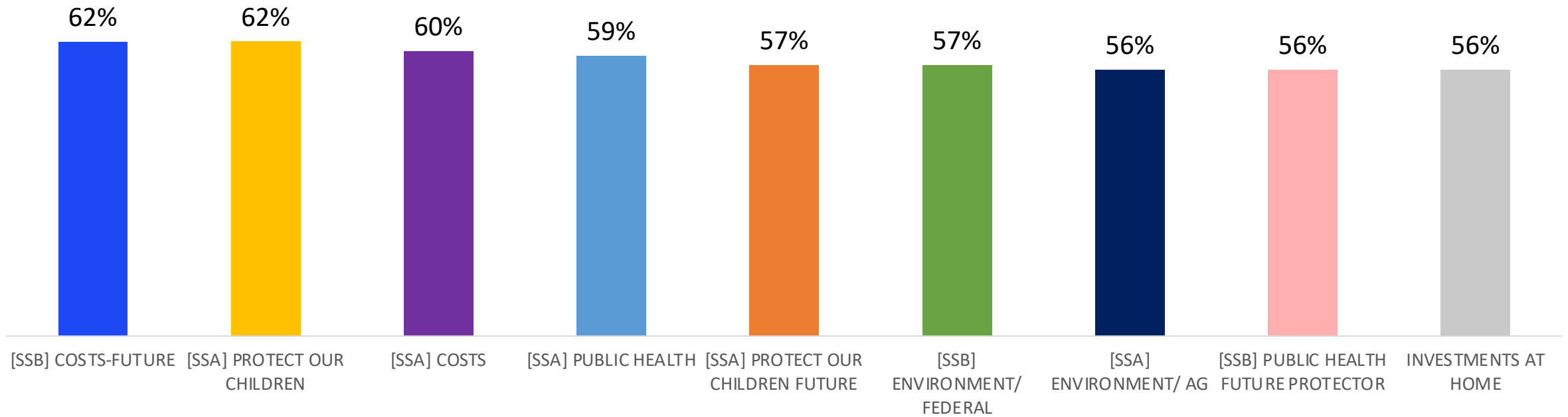
Climate and Clean Energy: Harris' Record and Plans

Messaging around Harris' plans to lower costs, investments in clean energy jobs and infrastructure, and protecting future generations are most convincing.



23. Next you are going to see a series of messages about why we should vote for Kamala Harris for president this November. For each one, please rate each statement on a scale of 0-10, where a 10 means the statement is an extremely convincing reason to vote for Kamala Harris this fall, 5 means it is neither convincing nor unconvincing, and a 0 means it is a not at all convincing reason to vote for Kamala Harris this fall. You may use any number between 0 and 10.

Showing % Very Convincing (8-10)



Investments in clean energy jobs and infrastructure, lowering energy costs, and holding Big Oil accountable are most convincing with must-win Black voters—younger Black voters, including younger Black men, and swing voters.



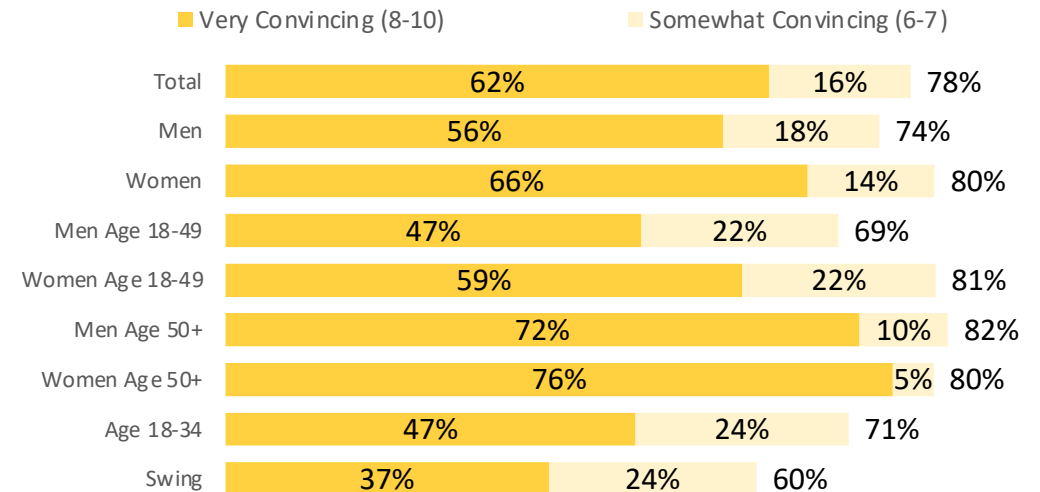
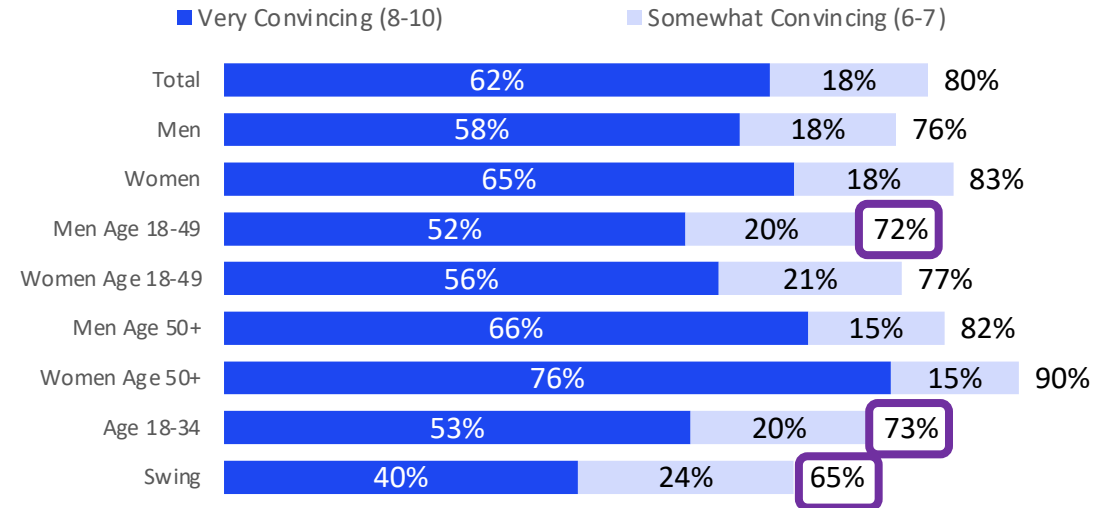
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COSTS – FUTURE FRAME*

Black families across the country are **struggling with rising costs while corporate executives and their wealthy shareholders continue to bring in massive profits**. That’s why Kamala Harris will invest in critical clean energy infrastructure that **brings down prices, lower healthcare and energy costs, and create hundreds of thousands of good-paying jobs** that help us make ends meet. She will fight to **lower taxes for hardworking Black families** while **holding Big Oil accountable** for gouging us at the pump and make them pay their fair share in taxes.

PROTECT OUR CHILDREN*

All our children deserve to grow up in safe environments, but **Black children are more likely to go to schools with environmental hazards**. That’s why Kamala Harris worked to improve infrastructure in our school’s communities through **removing lead pipes in schools, investing in clean energy buses to transport our kids to school, and investing in climate resilience for schools** so our children can remain safe and healthy even in extreme weather.



* Asked of half of respondents. Higher margin of error.

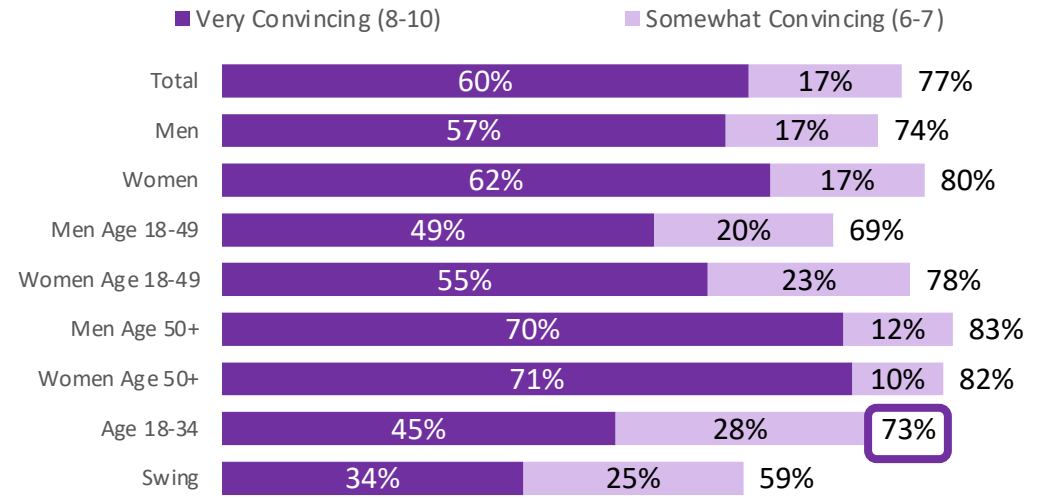


Messaging on public health and lowering costs is also convincing, especially for Black men.

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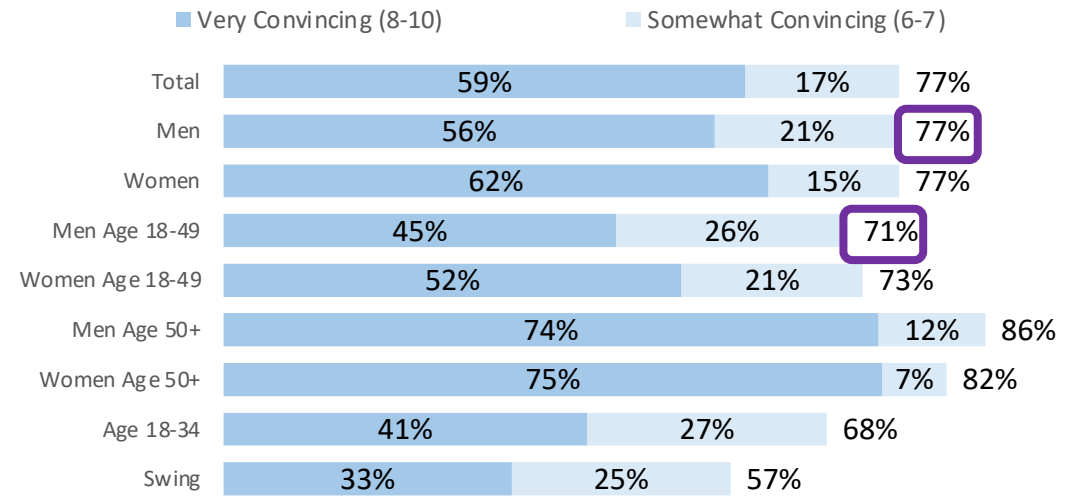
COSTS*

Black families across the country are **struggling with rising costs while corporate executives and their wealthy shareholders continue to bring in massive profits**. Vice President Harris cast the tie-breaking vote to **lower our utility bills and energy costs** by passing legislation that **increased production of cheaper and cleaner energy** here in the United States. She fought to **lower taxes for hardworking American families** while **holding Big Oil accountable** for paying their fair share. We need leadership that stands with us and not put profits over people.



PUBLIC HEALTH*

For years, **Black communities have faced the brunt of the impacts of pollution in the country**. As Vice President, Kamala Harris worked with regulators to **establish the first ever national drinking water standard** to remove toxic chemicals from our water systems, banned the use of asbestos, funded lead pipe removal from schools across the country, and **created strong clean air standards for power and chemical plants**. There is more work to be done, and we can't risk going backwards when it comes to our health.



* Asked of half of respondents. Higher margin of error.

Messaging around Harris' climate vision to protect future generations is on par with economic messages among Black swing voters.



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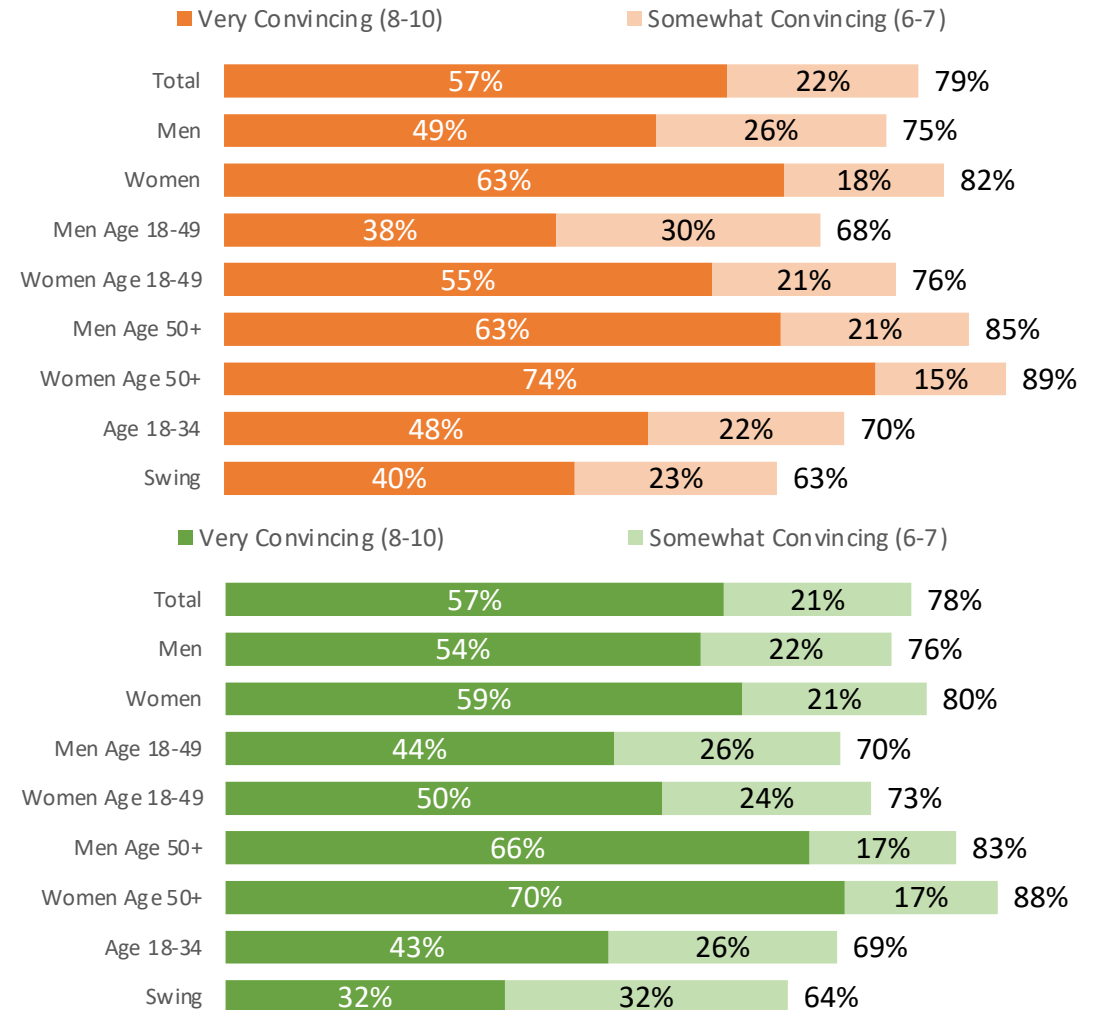
PROTECT OUR CHILDREN – FUTURE FRAME*

Decades after Brown v. Board of Education, **Black students are still more likely to go to schools with serious environmental hazards.**

The systematic neglect of our schools and communities puts our children at risk and threatens future generations. That's why Kamala Harris will **invest in our schools and neighborhoods** – pulling toxic lead paint and pipes out of our schools, replacing polluting fossil fuel busses with **clean energy transportation**, and installing **new ventilation systems** in our schools, keeping our kids safe and free to learn.

ENVIRONMENTAL – FEDERAL*

Kamala Harris knows that significant work must be done to **address climate injustices faced by Black communities.** That's why she sponsored legislation to **invest in communities most impacted by climate change**, directed \$20 billion to assist disadvantaged communities, and introduced the Water Justice Act and the Climate Equity Act which would work towards **ensuring Black communities are not left behind in climate investments.** We need someone in office who has a record of pushing legislation that protects our communities.

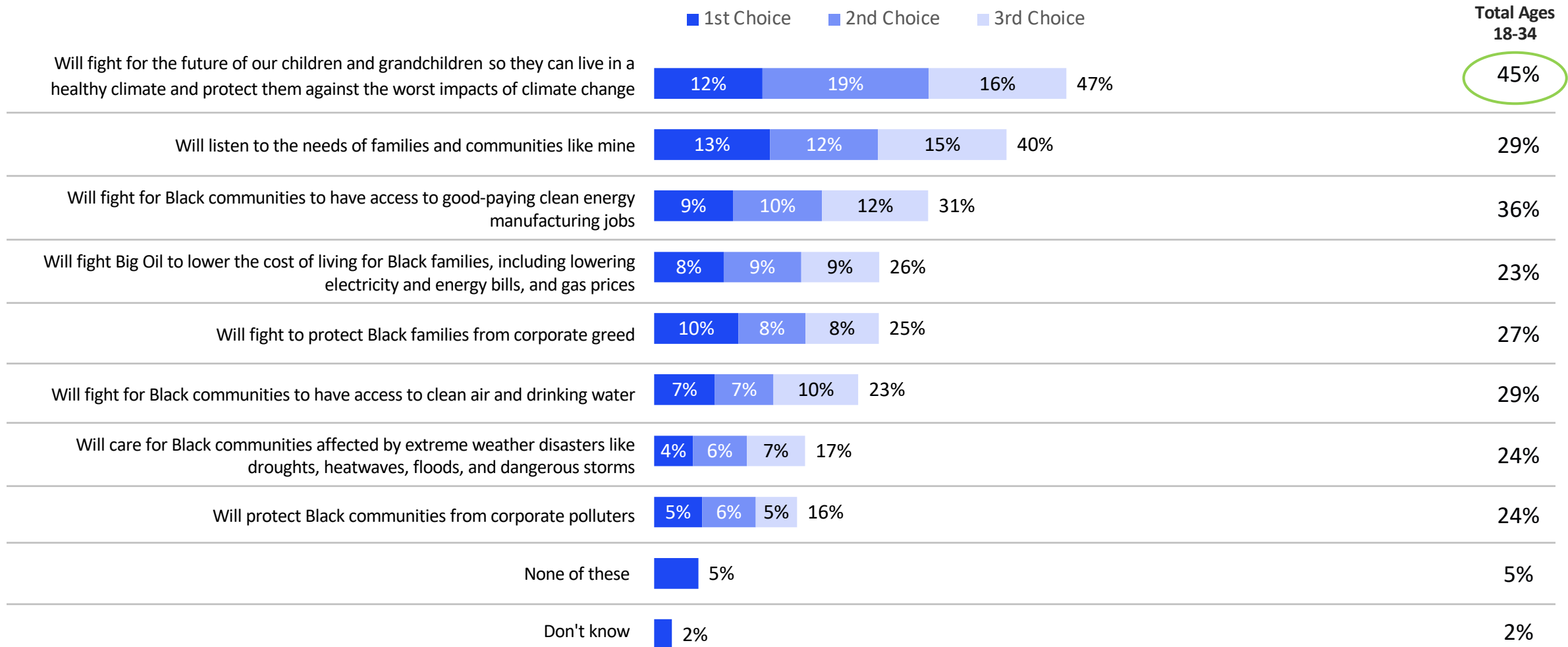


* Asked of half of respondents. Higher margin of error.



To frame Harris’ vision for the future, protecting a healthy climate for future generations is the most motivational reason to vote for Harris—especially for young Black voters.

25. Next, you are going to see some short statements about Kamala Harris’s vision for the future if elected President of the United States. Please RANK which THREE statements are the most motivating reasons to support Kamala Harris in the upcoming November election.



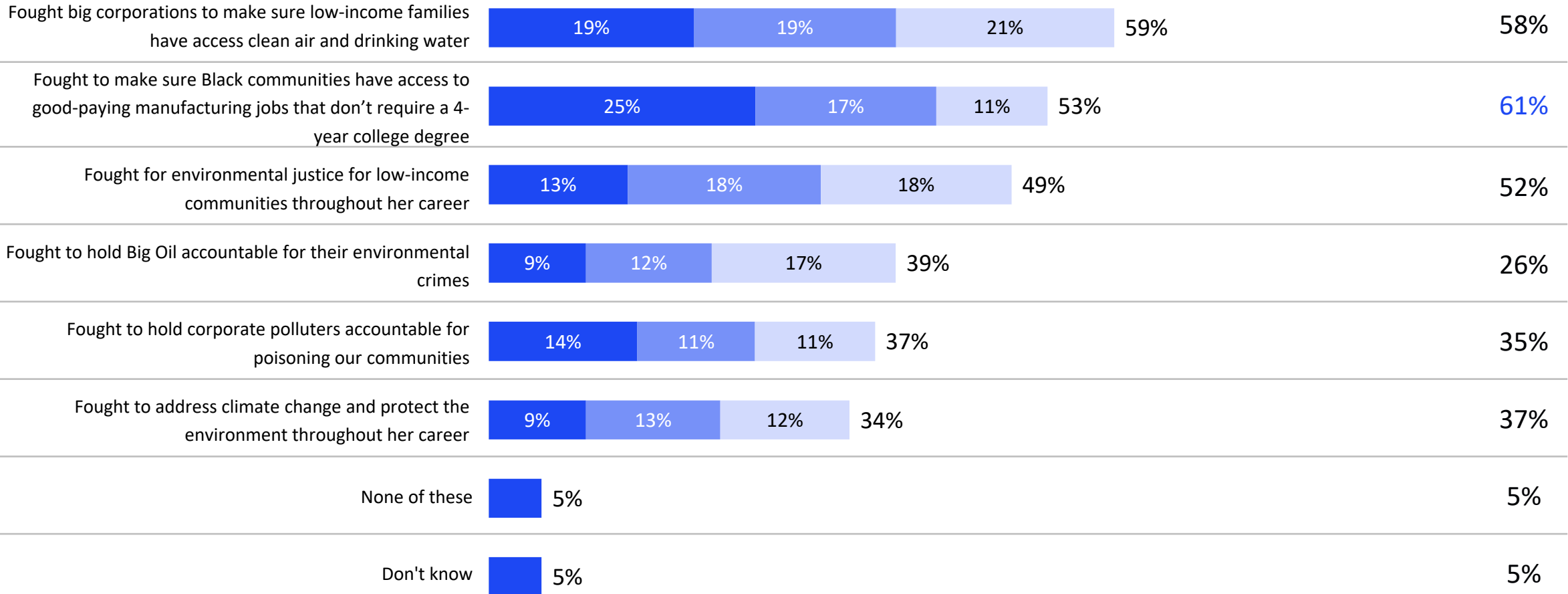
When it comes to speaking about Harris' record, fighting for Black and low-income communities' interests—especially on pollution and job creation—is the most motivating reason to elect her in November.



22. Next, you are going to see a series of statements that can describe Kamala Harris's past accomplishments on the environment and energy. Please RANK which THREE statements are the most motivating reasons to vote for Kamala Harris for president.

■ 1st choice ■ 2nd choice ■ 3rd choice

Total Ages 18-34





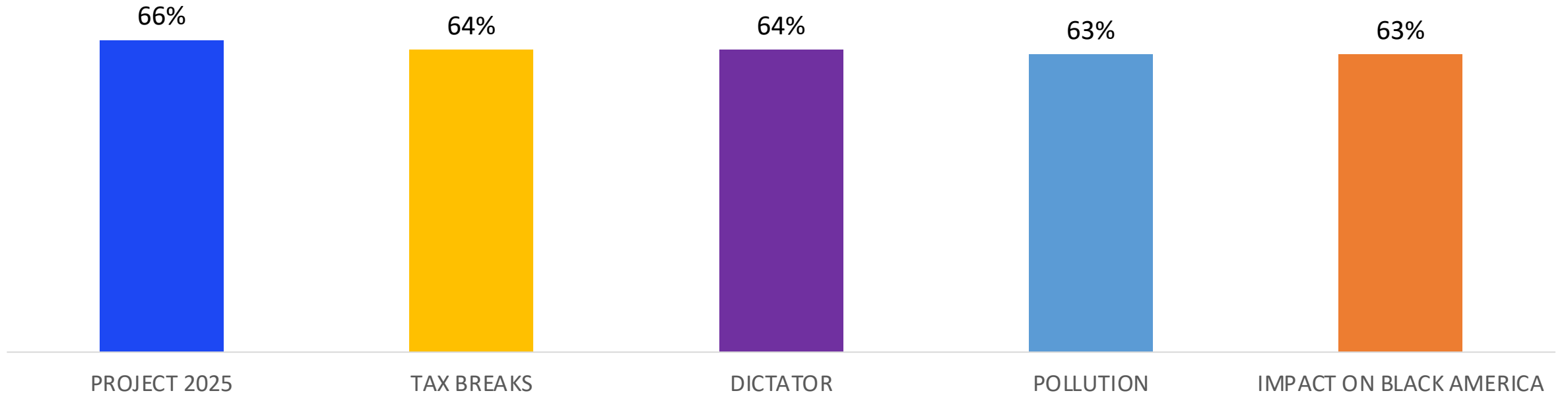
Trump Messaging

All our messages against Trump raises concerns for majorities of Black voters in the battleground states, but the negative impacts of **PROJECT 2025** on climate and clean energy progress slightly outperforms other messages.



30. Next you are going to see a series of messages people may say about Donald Trump. For each one, please rate each statement on a scale of 0-10, where a 10 means the statement is extremely concerning, 5 means it is neither concerning nor unconcerning, and a 0 means it is not at all concerning. You may use any number between 0 and 10.

Showing % Very Convincing (8-10)



PROJECT 2025 and **TAX BREAKS FOR BIG OIL** perform equally well with Black voters overall—the negative impacts of **PROJECT 2025** on climate and clean energy progress tests slightly better with young Black voters and swing voters.



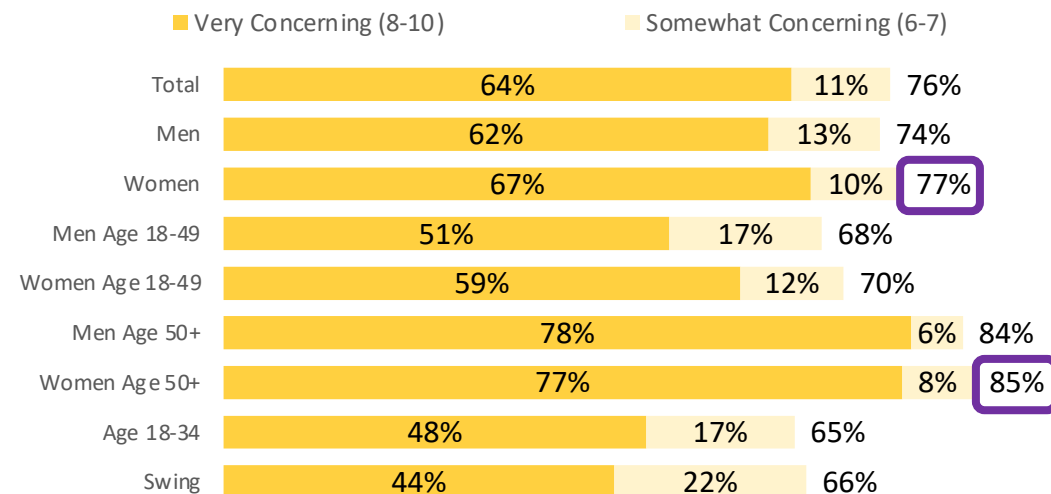
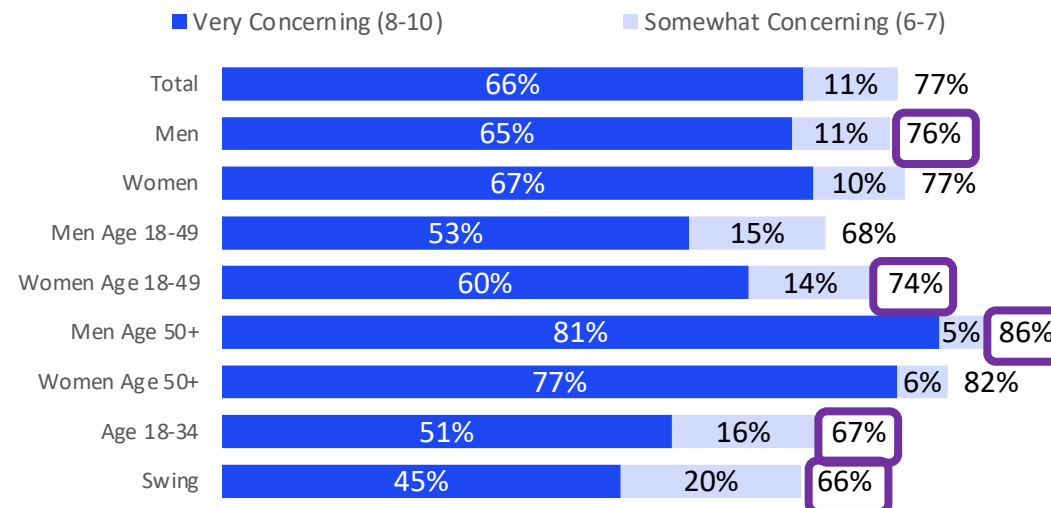
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PROJECT 2025

Donald Trump’s extremist **Project 2025 will harm our communities and put our children in grave danger**. It would eliminate the National Weather Service as we know it, which alerts us about storms, fires, and other extreme weather events. Trump’s allies would **dismantle environmental protections, allowing corporate polluters to dump toxic waste** into our rivers and skies. Project 2025 would lead to **1.7 million lost jobs** in our communities. We must vote against Trump and prevent his extremist agenda from harming our families.

TAX BREAKS

Donald Trump stands with the wealthy corporations polluting our communities. During his time as President, **Trump passed a law to give massive tax breaks to Big Oil at the expense of hardworking families**. While seeking campaign donations, Trump **promised Big Oil executives over \$100 billion in tax breaks** if he’s elected again. Trump only stands for corporate America, not with us.



Trump's promise to be a **DICTATOR** on Day 1 and siding with Big Oil raises concerns for swing voters while messaging on **POLLUTION** and public health raises concerns for Black women and younger voters.



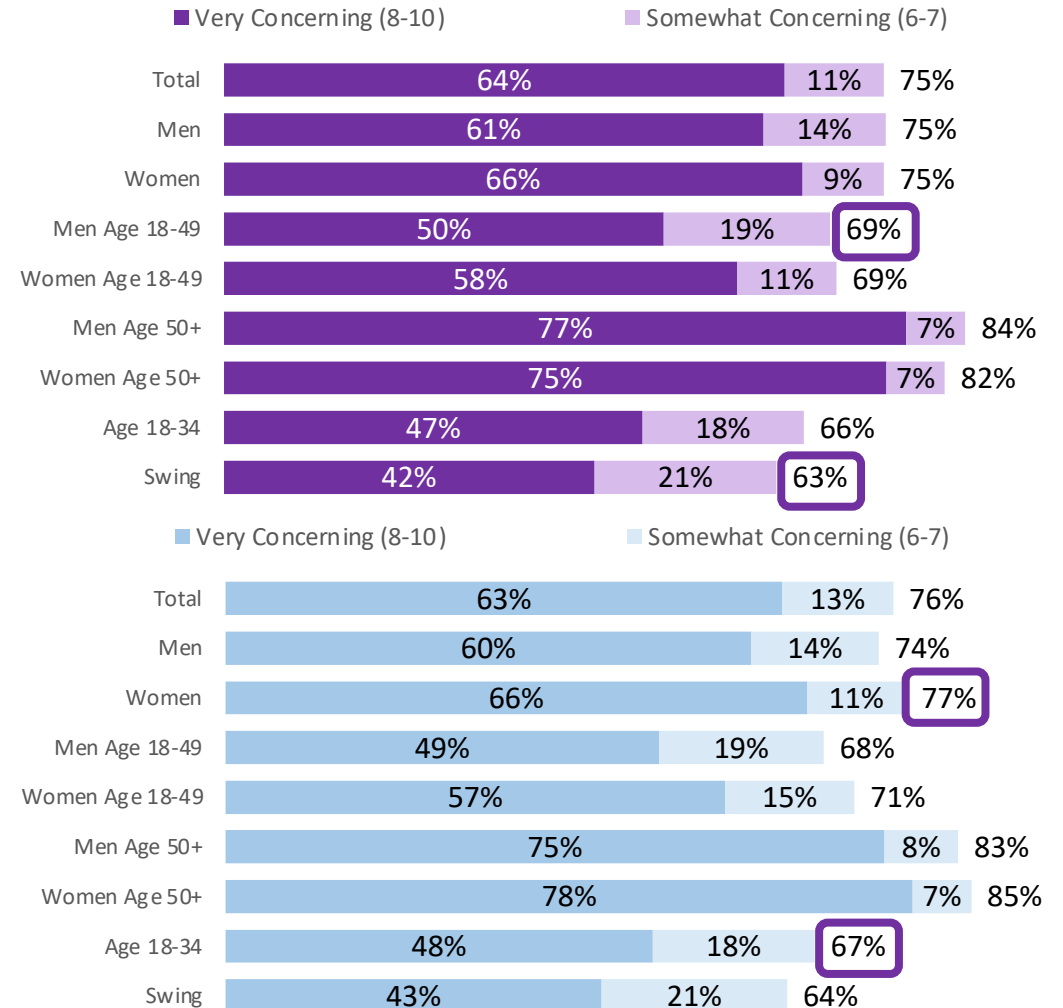
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DICTATOR

Donald Trump is so **loyal to the wealthy corporate polluters** who fund his campaign that **he promised to be a dictator on day one** and expand oil drilling across the country. Trump would **strip us of our fundamental right to democracy** in order to further destroy our environment and **put money in the pockets of Big Oil**. We must vote against Trump to protect democracy.

POLLUTION

Donald **Trump doesn't believe in protecting our communities from pollution and toxins**. As President, he **gutted the Environmental Protection Agency** and **rolled back regulations** that protected our communities from poisonous emissions from power plants. His policies are estimated to lead to **thousands of extra deaths from poor air quality each year**. We must vote against Trump this November to protect the health of our children and communities.

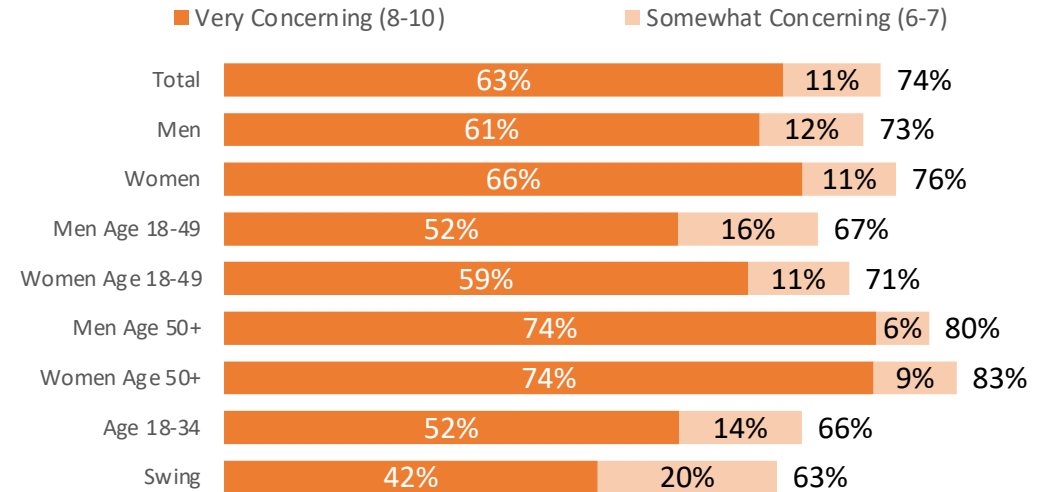


A generic message on Trump's negative **IMPACT ON BLACK AMERICA** is the least effective message overall, but it still raises concerns for two-thirds of Black men under 50.

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IMPACT ON BLACK AMERICA

Black Americans bore the brunt of Donald Trump's failed environmental policies during his first administration. Trump stripped away regulations around **cancer-causing pollutants** at coal plants, which are more likely to be near Black neighborhoods. He also promised to **weaken the power of community input on projects** that would affect them, putting that power in the hands of corporate polluters instead. We cannot let him regain power and **poison Black America again**.



Thank you

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FOUNDING PARTNER

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RESEARCH MANAGER

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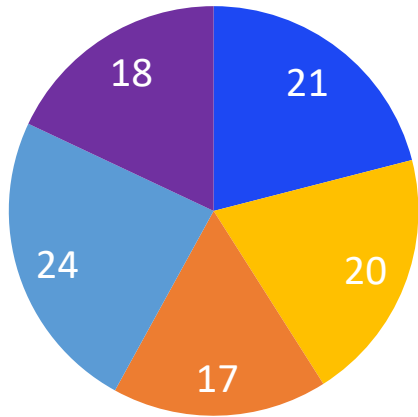
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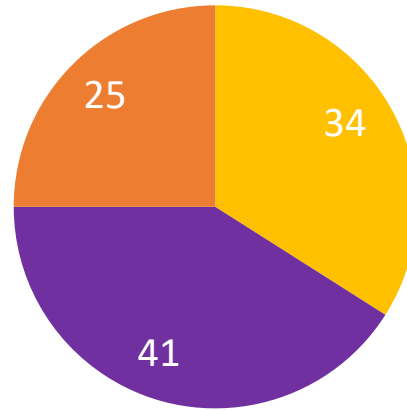
Appendix



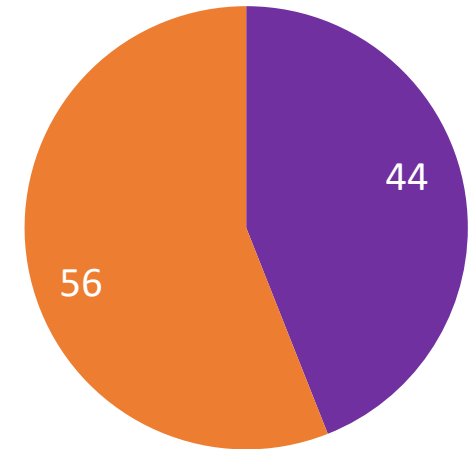
AGE EDUCATION GENDER



■ 18 - 29 ■ 30 - 39 ■ 40 - 49 ■ 50 - 64 ■ 65+



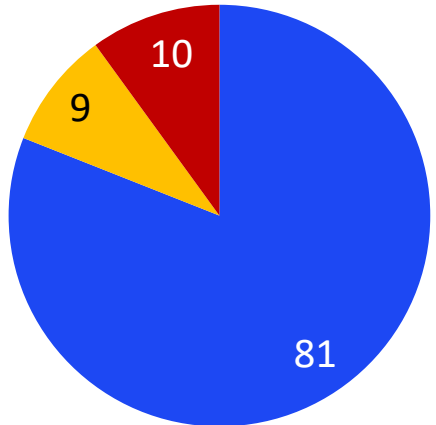
■ High School or Less
■ Some College
■ College or Grad School



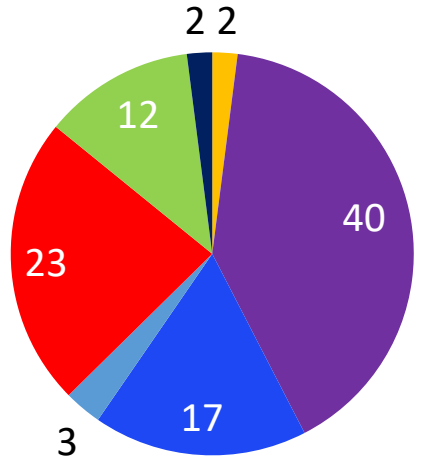
■ Men ■ Women



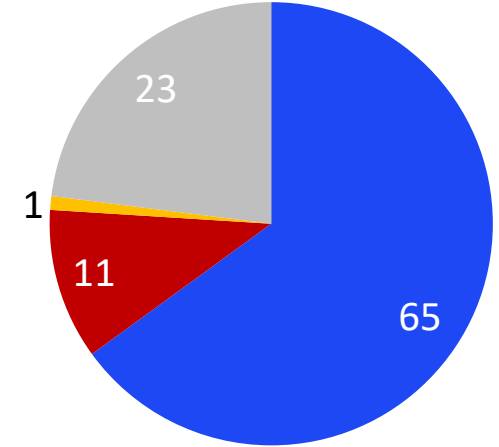
PARTY ID REGION 2020 VOTE



■ Democrat ■ Independent ■ Republican



■ AZ ■ GA ■ MI ■ NV ■ NC ■ PA ■ WI



■ Biden ■ Trump
 ■ Someone else ■ Not eligible/did not vote