

Fighting back against climate attacks in 2020

Research Findings Prepared by Global Strategy Group for Climate Power 2020



**CLIMATE
POWER
2020**

DATA FOR
PROGRESS

GSG
GLOBAL STRATEGY GROUP

Methodology

Registered Voters

Global Strategy Group conducted an online survey of **1,031 registered voters nationwide**, plus additional oversample interviewing to achieve 3,249 total interviews including:

- 1,031 voters nationwide
- 1,575 voters in battleground states*
- 2,070 middle partisan voters**
- 1,073 voters ages 18-34
- 660 Latinx voters

*States include: AZ, CO, FL, GA, IA, MI, NC, PA, & WI

**Middle partisan voters are those who do not self-identify as either a strong Democrat or a strong Republican

Field Dates & MOE

The base sample of nationwide voters was conducted between June 23rd-25th with additional samples conducted between June 26th and July 1st.

The confidence intervals for each audience are below:

- Nationwide voters: +/- 3.1%
- Battleground voters: +/- 3.3%
- Middle partisan voters: +/- 4.4%
- 18-34: +/- 4.3%
- Latinx: +/- 4.4%

Key Findings

Biden and Congressional Democrats are in good standing – but there is room to grow support, particularly with center-right, younger, and Latinx voters. Biden and Democrats are currently winning matchups against Donald Trump and Congressional Republicans, but among many key demographic groups, dissatisfaction with Trump is even greater than support for Biden and Democrats. There is clearly room for further growth in Democrats' vote share – particularly with center-right, younger, and Latinx votes, and particularly with women within each of those groups.

Voters want bold action on climate, which makes it a winning issue for Democrats – especially with the same groups with whom Democrats have the most room to grow. Voters overwhelmingly support bold government action to combat climate change and would vote for a Democrat who supports taking such action over a Republican who does not by 24 points – outpacing the standard generic ballot by 14 points. Framing the race around climate action results in especially large gains with center-right voters and younger voters, two of the same groups where Democrats are underperforming dissatisfaction with Trump the most.

Voters also support clean energy investments, and economic messaging from Democrats can beat back GOP attacks. In addition to supporting bold action on climate, voters also support investing trillions of dollars in clean energy, particularly when these investments are framed as policies that will put people back to work now while providing significant long-term benefits for the country. This framing allows Democrats' positive case for clean energy investments to withstand arguments from Republicans who claim Democrats' "socialist Green New Deal" policies will kill jobs and harm our "way of life."

Key Findings (*cont'd*)

Democrats should hit back on attacks on the supposed cost of climate action and the Green New Deal:

- **The Green New Deal is not well known but is viewed positively among those who do know it.** Though the Green New Deal is not well defined overall, support for the proposal outweighs opposition (particularly among younger and Latinx voters) even though it is best known by supporters of Donald Trump and Republicans.
- **Republican attacks on the supposed cost of climate action have some potency, but voters are also skeptical of these claims.** GOP attacks on climate action (via the Green New Deal) for supposedly costing nearly \$100 trillion and necessitating huge new taxes have real power, but more outlandish claims that Democrats would ban hamburgers, cars, and airplanes cause real skepticism and make voters less inclined to believe any of these attacks, creating openings for Democrats to parry Trump's and Republicans' attacks and go on the offensive.

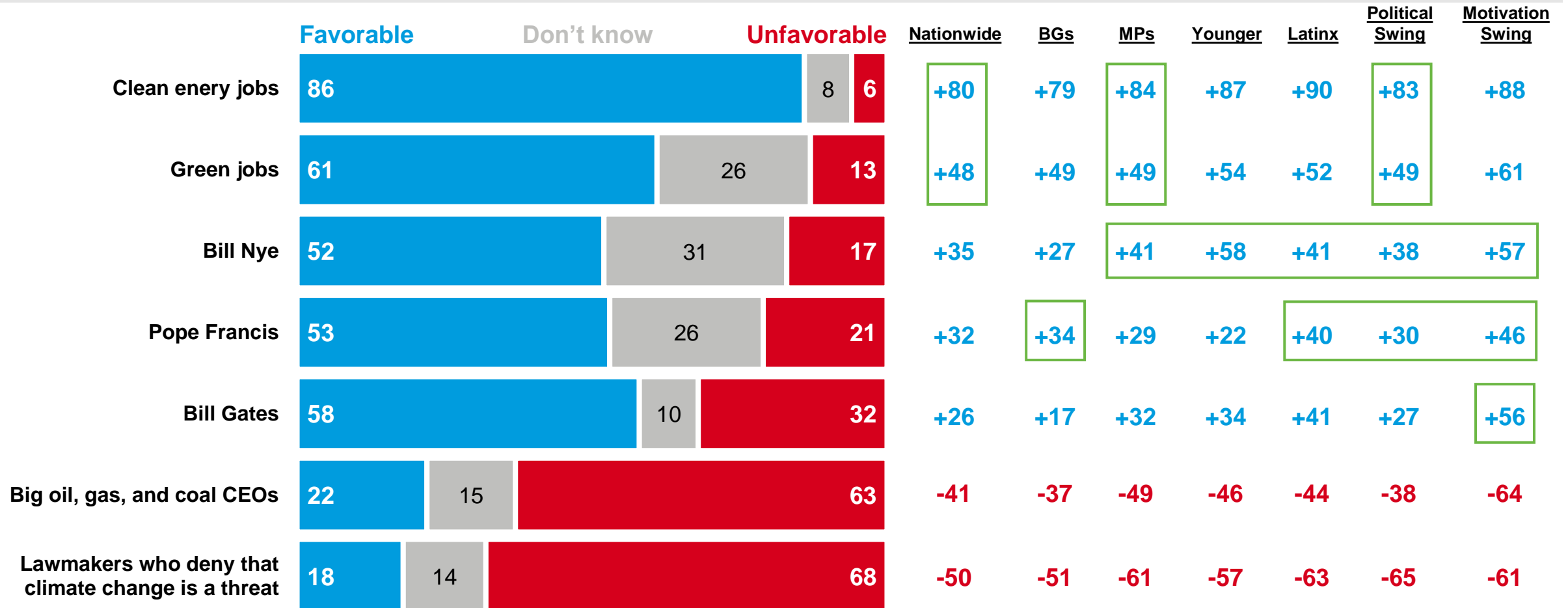
When matched against GOP attacks, this messaging results in vote gains up and down the ticket and increases positive perceptions of Democrats on key traits. Following messaging from both sides, Democrats make gains on the presidential and generic Congressional ballots – with larger gains among middle partisans, younger voters, and Latinx voters. Importantly, this messaging results in Democratic gains (relative to Trump) on standing up to corporate special interests and leaving a better world for future generations, particularly with middle partisans.

Climate messaging also improves Democrats' differential motivation margin in the battleground. Both Democrats and Republicans start out very motivated to vote in 2020. In the battleground states, Democrats start out one point higher on the % who are very motivated. But the exchange of messaging expands the Democratic motivation advantage to five points.

The Political Landscape

Voters are much more favorable toward “clean energy” vs. “green” jobs, and very unfavorable toward lawmakers who deny the threat.

Favorability of People and Groups (RANKED BY NET FAV NATIONWIDE)

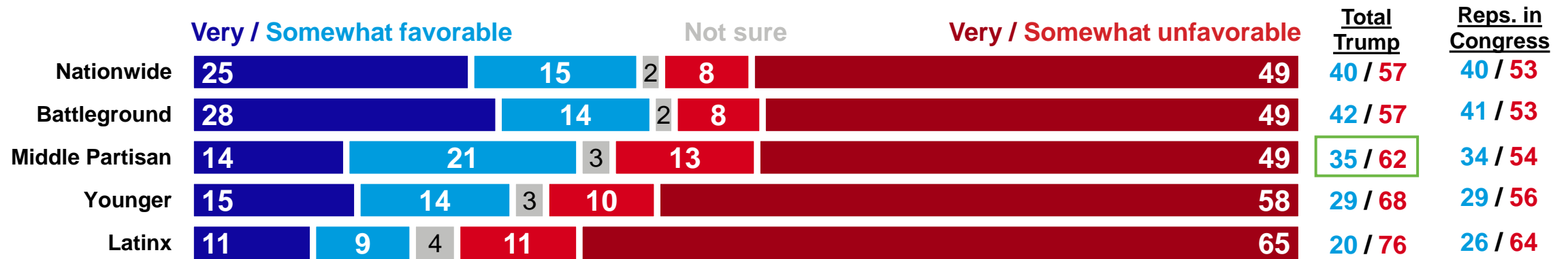


*“Political swing” indicates voters who do not always vote with Biden and Democrats or Trump and Republicans throughout the survey (27% of registered voters nationwide).

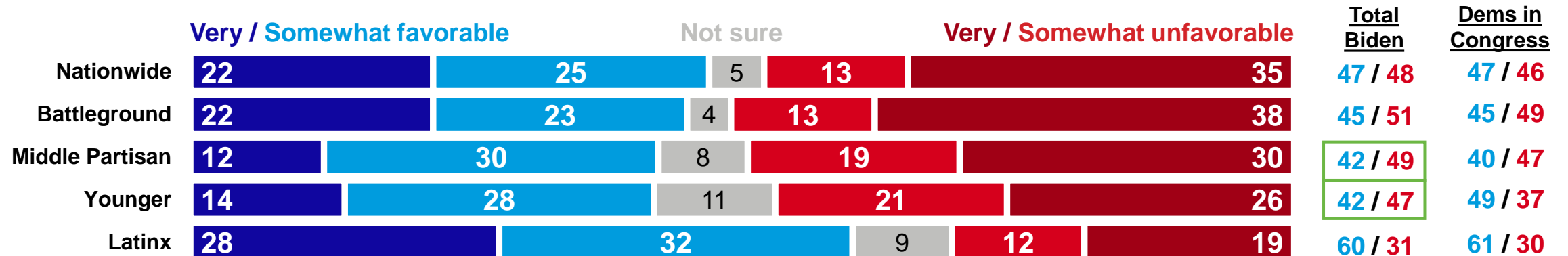
**“Motivation swing” indicates voters who do not support Trump and move to be more motivated to vote following messaging (6% of registered voters).

Donald Trump is intensely disliked, while Biden and Democrats are about even nationwide; Biden has room to grow among younger.

Donald Trump Favorability



Joe Biden Favorability

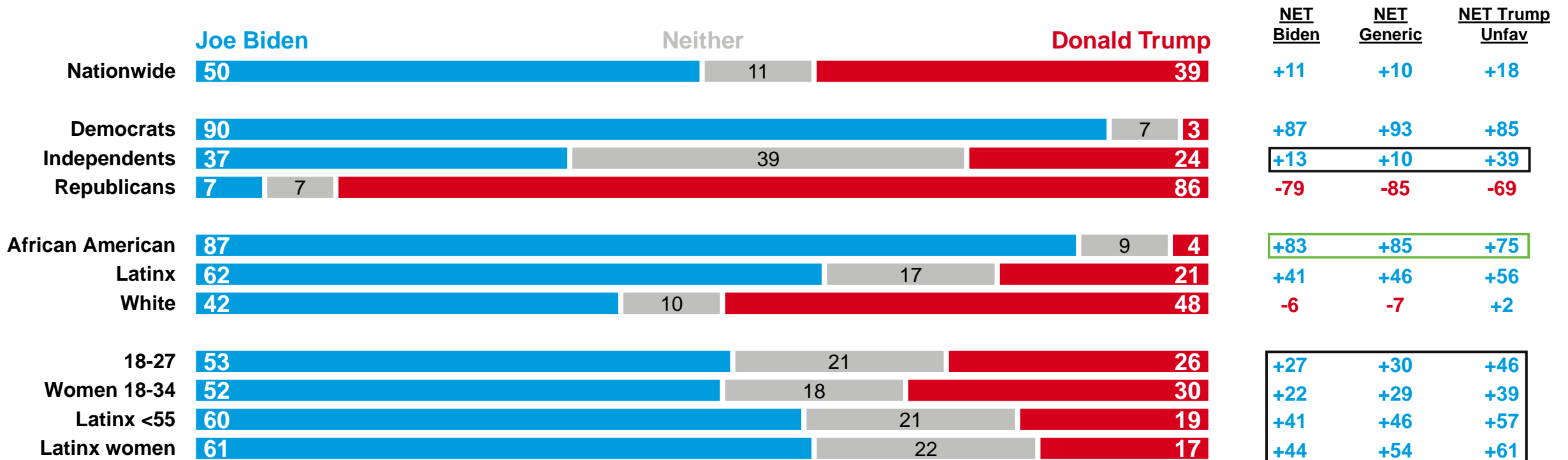


Despite large lead, Biden and Dems still lagging Trump unfavorability, particularly with independents, Latinx voters, and younger voters.

Donald Trump Favorability

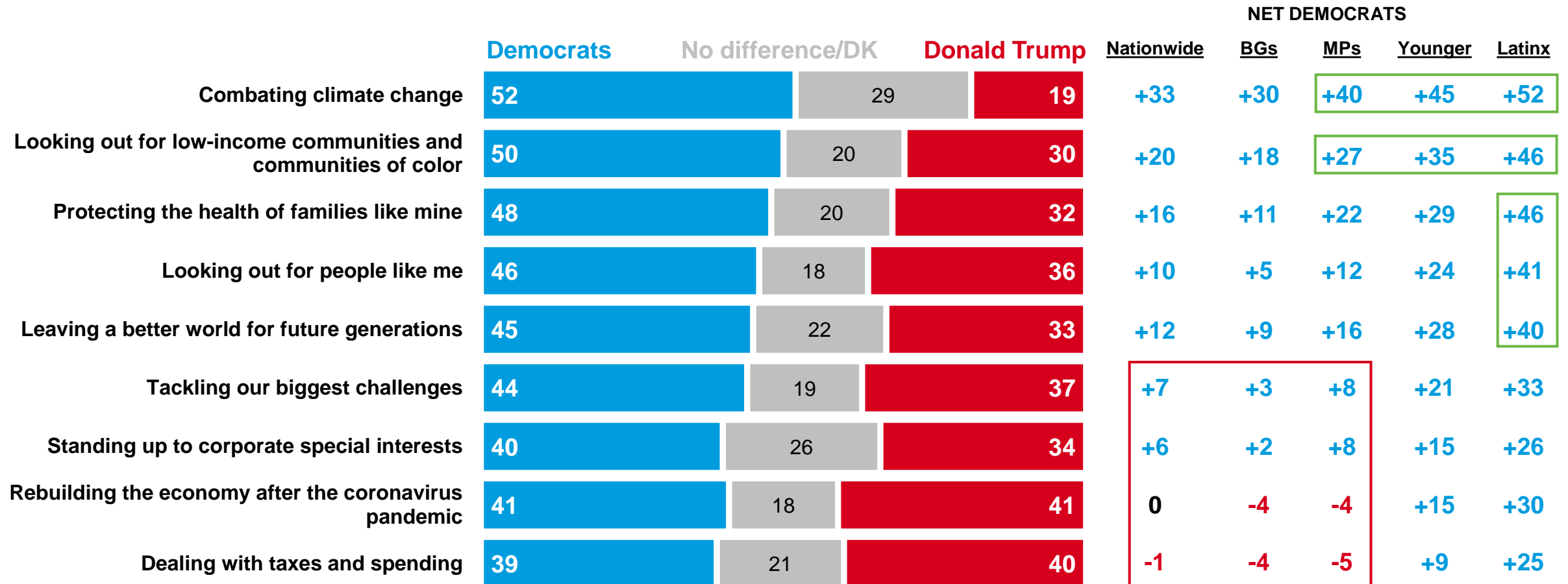


Initial Vote - Presidential



Democrats viewed as the best choice to combat climate change and look out for people; room to grow on economic issues – including standing up to corporate special interests.

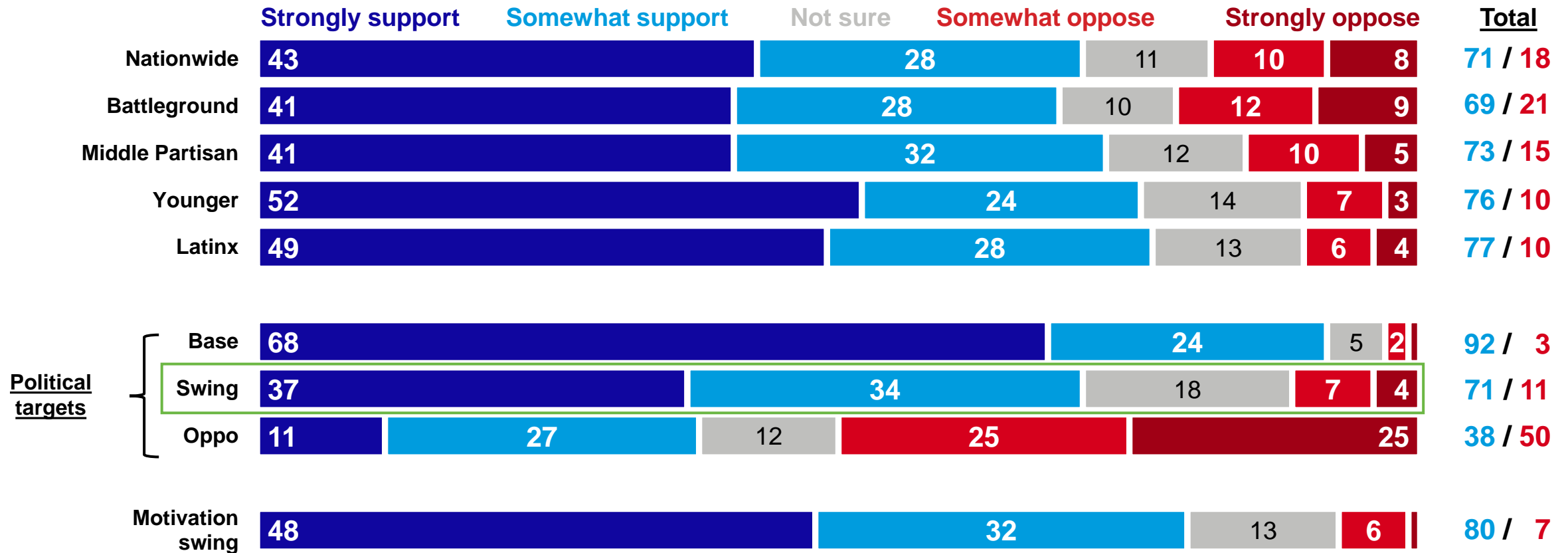
Please indicate who you think would do a better job handling the following – Democrats in Washington or Donald Trump



Climate Metrics

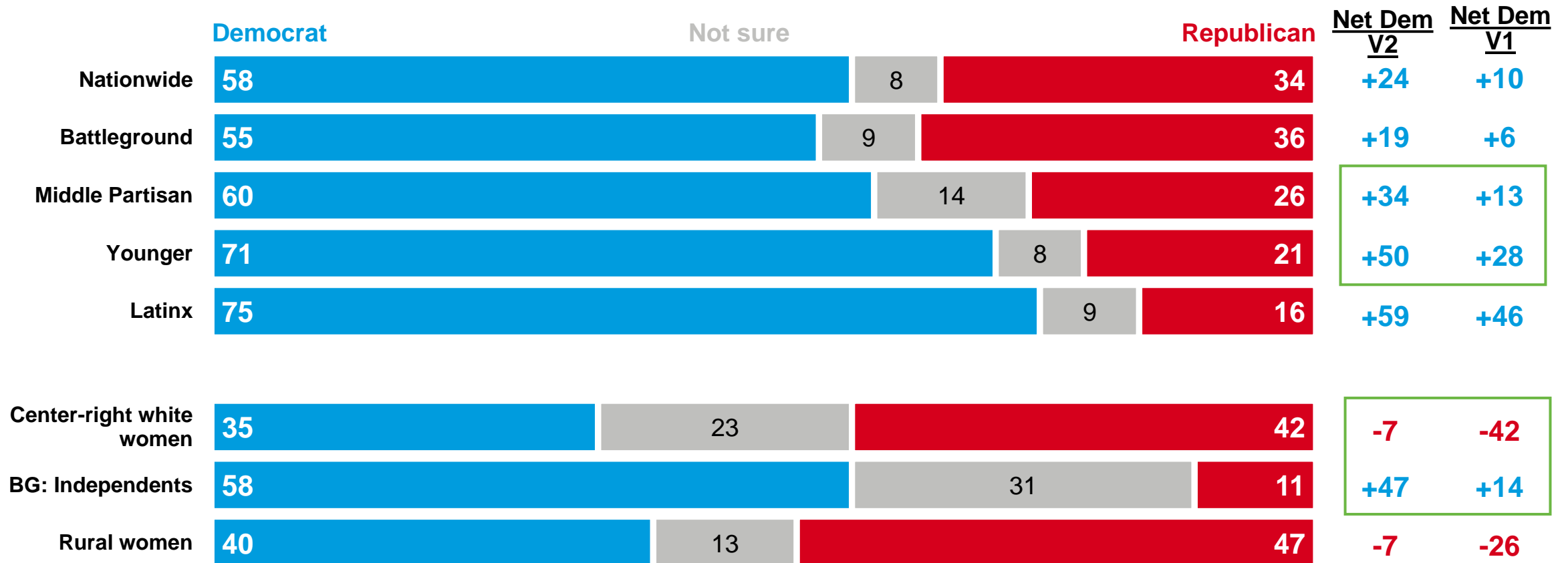
Overwhelming support for bold climate action, including among the voters Biden and Congressional Democrats need to win.

Do you support or oppose the U.S. government taking bold action to combat climate change?



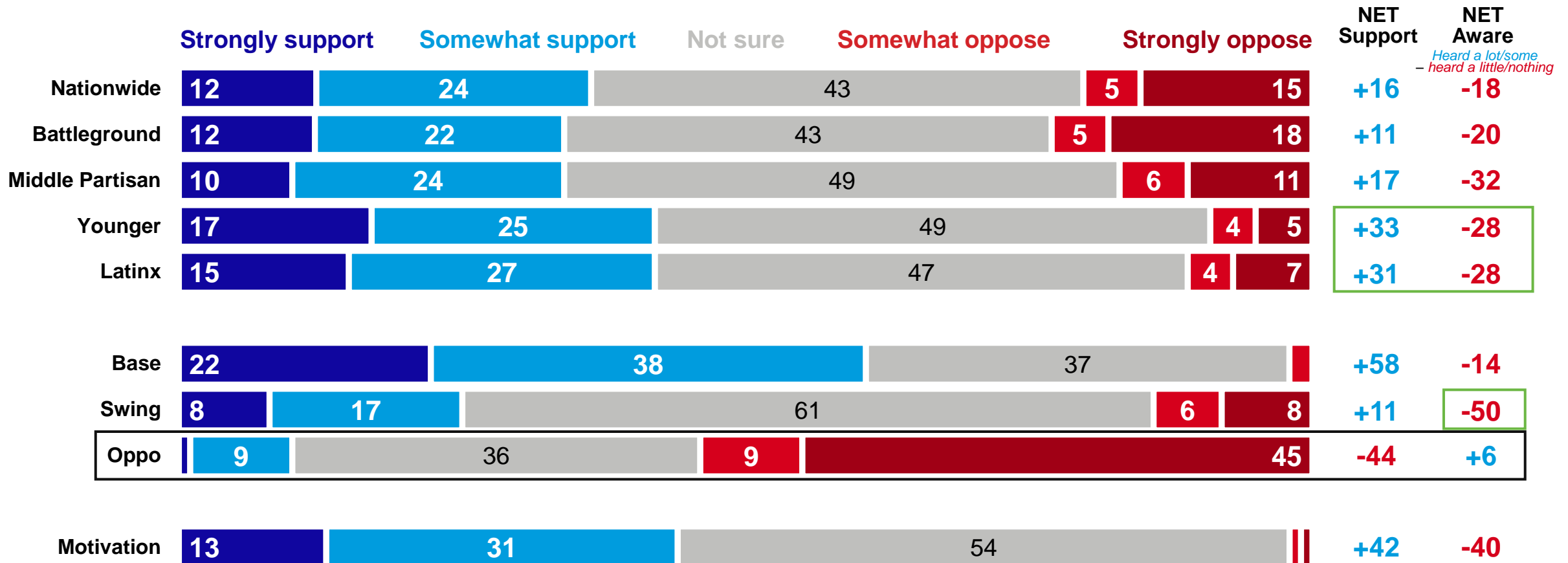
A climate-focused generic ballot shifts the vote towards Dems by 14 pts overall and even more among younger and center-leaning voters.

If the election for Congress were held today between a Democratic candidate who supports taking bold government action to combat climate change and a Republican candidate who opposes taking bold government action to combat climate change, for whom would you vote?



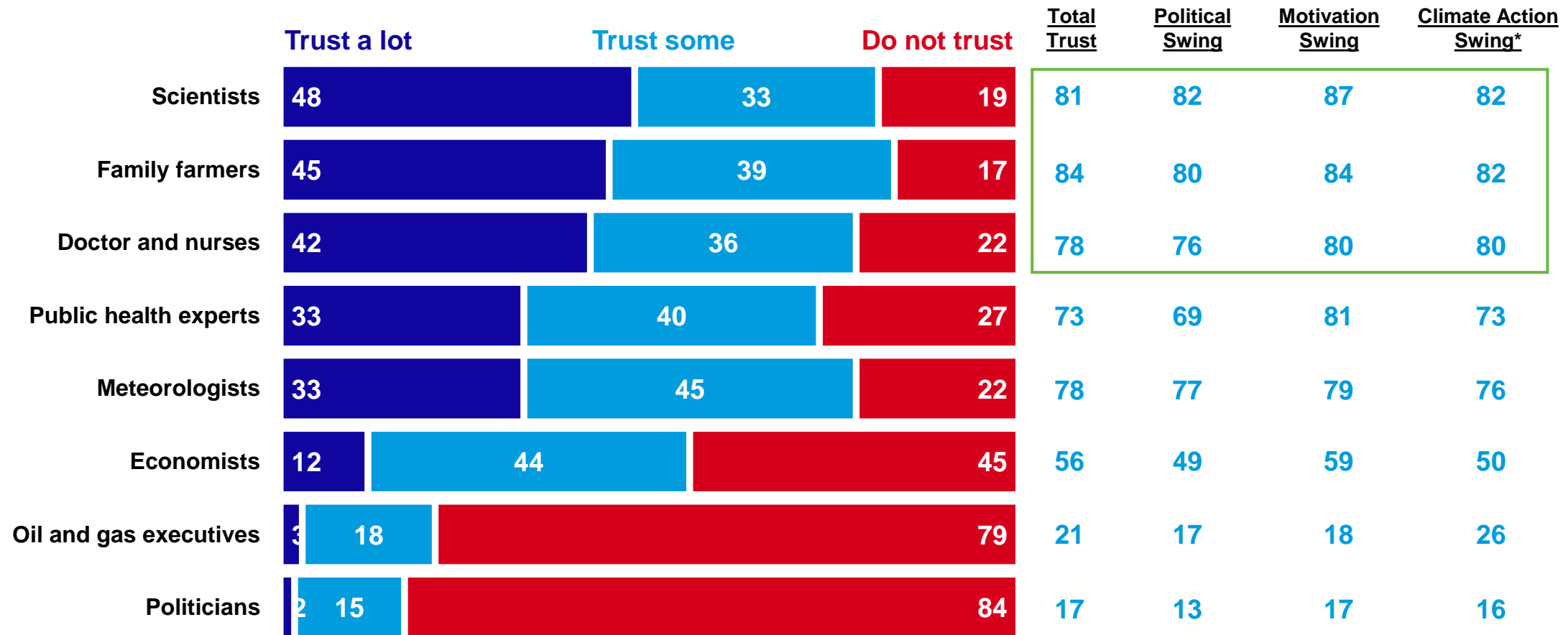
The Green New Deal is mostly undefined outside of diehard Trump/GOP supporters but gets solid ratings among those who know it.

Based on what you know, do you support or oppose the Green New Deal?



Scientists, family farmers, and doctors/nurses are particularly trusted climate validators. Oil execs and politicians are much more distrusted.

Below is a list of people and groups. For each, please indicate how much you trust what they would have to say about climate change.



*"Climate action swing" indicates voters who do not always strongly support or always oppose bold climate action.

Movement

Experiment Structure

Initial Asks

Motivation to vote in 2020
Votes
Democrats vs. Trump traits
Support for climate action & clean energy investments



Supporters'/Opponents' Statements (Split Test)

Re-ask support for clean energy investments



Negative Attack & Responses

Trump attack on climate and the Green New Deal
Negative messages against Trump and Republicans to hit back
Re-ask motivation and votes

Messaging boosts a generic Dem by 3 points and Biden by 2, with bigger gains with middle partisans, younger, and Latinx.

Vote Movement Throughout the Survey

Nationwide Voters

Battleground Voters

	Initial	Final	Δ through full survey	Initial	Final	Δ through full survey
Generic Ballot	51 / 41 +10	52 / 39 +13	+3	49 / 43 +6	51 / 42 +9	+3
Biden vs. Trump	48 / 38 +10	49 / 37 +12	+2	46 / 41 +5	46 / 40 +6	+1

Middle Partisan Voters

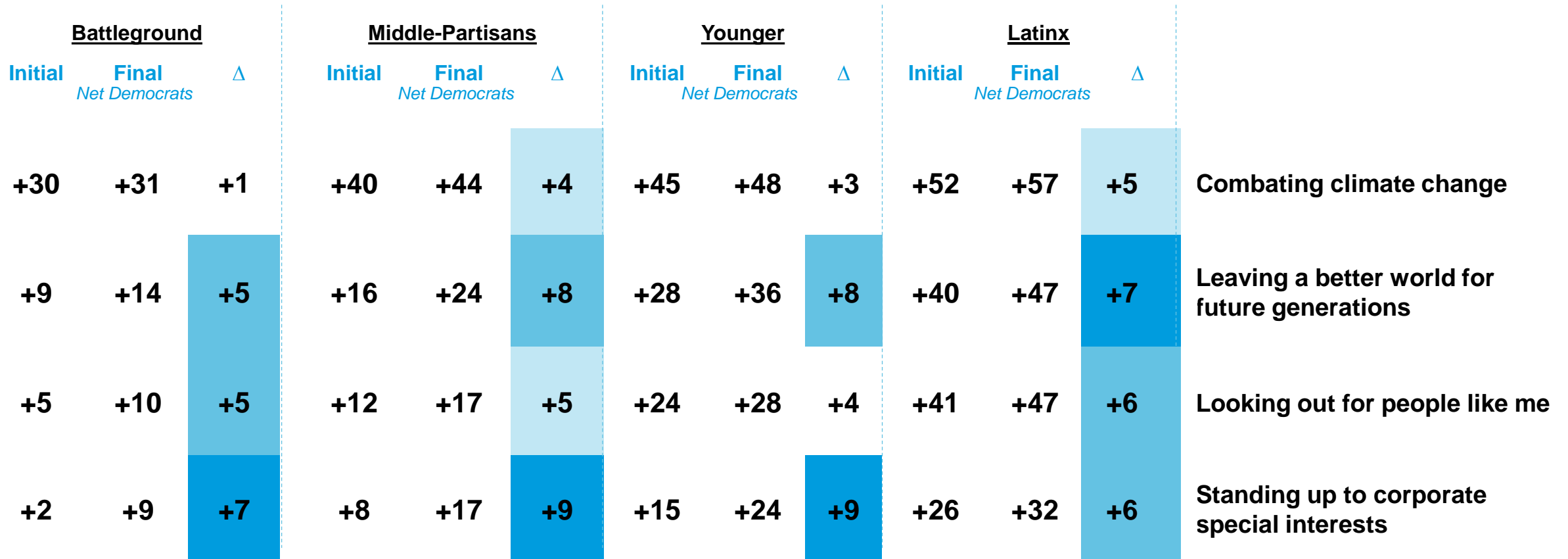
Younger Voters

Latinx Voters

	Initial	Final	Δ through full survey	Initial	Final	Δ through full survey	Initial	Final	Δ through full survey
Generic Ballot	49 / 36 +13	51 / 33 +18	+5	57 / 29 +28	60 / 27 +33	+5	67 / 21 +46	69 / 20 +49	+3
Biden vs. Trump	44 / 32 +12	44 / 30 +14	+2	49 / 26 +23	50 / 25 +25	+2	58 / 19 +39	61 / 18 +43	+4

Messaging generates significant movement on standing up to special interests and leaving behind a better world for future generations.

Please indicate who you think would do a better job handling each one – Democrats in Washington or Donald Trump.



Messaging

False GOP attacks on costs are concerning but not very believable; Attacks on hamburgers, harm to minorities generate pushback.

Below is a statement that Donald Trump has made about Democrats in Washington. (Nationwide)

Parts of the statement that you find the most convincing arguments to vote against Democrats in November.

Joe Biden, Alexandria Ocasio-Cortez, Bernie Sanders and other liberal Democrats and radical environmental activists in Washington are pushing the so-called Green New Deal. Their plan is a massive **government takeover** of our energy system that economists say would **cost nearly \$100 trillion** - or **\$40,000 for every American family**. That is more than every dollar our federal government has spent in its entire history and **Democrats want to raise taxes 70% to pay for it** - something that is unthinkable even in the best of times.

The Democrats' Green New Deal would **kill our country** and have a **devastating effect** on our way of life. It would **ban airplanes, hamburgers, and gasoline powered cars**. It would **crush the dreams** of the **poorest Americans**, and **disproportionately harm minority communities**. What's worse, it would **end the production** of American coal, oil and **natural gas**, destroying an industry that has driven American economic growth and severely damaging our already fragile economy - economists say it would **kill millions of jobs**.

With their Green New Deal, Biden, Ocasio-Cortez, Sanders, and their radical environmental allies not only want to **raise taxes**, but also **drive up electricity bills** for families by hundreds of dollars per year and the cost of gas by 50 cents per gallon. That is a very bad idea. We have the **cleanest air and water we've ever had**. We will defend the environment, but we will also **defend American sovereignty, American prosperity, and we will defend American jobs**.

Parts of the statement that you find the least convincing or believable.

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Counter-attacks on experts, future generation, giveaways to CEOs and lobbyists, and the distractions and lies of the GOP are strong. Justice scores well with voters of color and younger voters.

Top Counter-Attacks Against Trump and GOP (Out of 15 Tested)
 Each Message Rated out of 7, then Respondents Selected the Top Two Most Convincing

<u>Nationwide</u>		<u>Political Swing</u>		<u>Middle-Partisans</u>		<u>Younger</u>		<u>Latinx</u>		
<i>Mean (1-7)</i>	<i>% Top 2</i>	<i>Mean</i>	<i>% Top 2</i>	<i>Mean</i>	<i>% Top 2</i>	<i>Mean</i>	<i>% Top 2</i>	<i>Mean</i>	<i>% Top 2</i>	
4.65	25	4.68	25	4.87	27	5.11	24	5.60	24	Lobbyists/Rollbacks
4.53	34	4.52	33	4.73	33	5.03	28	5.44	25	Experts
4.50	27	4.46	24	4.70	25	4.87	23	5.35	31	Antiworker
4.50	36	4.41	40	4.58	35	4.85	36	5.12	31	Future Generations
4.46	38	4.30	38	4.52	38	4.72	33	4.83	31	Bailouts/Giveaways
4.46	26	4.41	30	4.63	29	4.94	31	5.27	26	Distraction
4.42	21	4.30	23	4.51	21	4.79	19	4.85	25	Corona/Rollbacks
4.28	25	4.04	25	4.30	24	4.73	29	5.16	35	Justice

The "Justice" message is also top-testing among African American voters in follow-up (51%).

*See appendix for full messaging

Top Negative Messages

[LOBBYISTS/ROLLBACKS] Scientists and doctors tell us that more pollution leads to more asthma attacks, heart attacks, and even cancer. Yet, Trump and his Republican allies put oil and coal lobbyists in charge of our air, water, and climate and they immediately went to work rolling back 98 environmental safeguards, allowing corporate polluters to pump more toxic pollution and chemicals into our air and water and putting the health of millions of Americans – especially children and seniors – at risk.

[EXPERTS] Our politicians have a duty to listen to our nation's most respected leaders and experts – and a basic responsibility to leave a better world for our children. But Trump and his Republican allies ignored warnings from the CDC and other public health experts about the coronavirus. Now, they continue to deny reality and dishonor the experts by ignoring scientists, NASA, and our military when they say that climate change is a threat to our kids' future.

[ANTIWORKER] While he claims to "defend American jobs," Trump and his Republican allies have waged a war on workers while giving billions in handouts to oil and coal CEOs. Trump's tax breaks allowed Chevron to pay zero in federal taxes even as they gave their CEO a \$30 million bonus and laid off thousands of workers. Meanwhile, Trump's war against renewable energy has devastated the fastest growing industry in America and cost over 620,000 U.S. workers their jobs.

[FUTURE GENERATIONS] The climate crisis is here. Strange and severe weather is becoming more frequent and doing more damage. Scientists, experts, and economists say that if we don't act, climate change will end up meaning that future generations will inherit a damaged planet. It's not too late to stop this from happening, but Trump and Republicans' climate denial is dooming our children to a future filled with droughts, flooding, food and water shortages, and more.

[BAILOUTS/GIVEAWAYS] First, Trump and his Republicans allies put oil and coal lobbyists in charge of protecting our environment – and they immediately went to work rolling back 98 environmental safeguards. Then, they gave big oil and coal CEOs hundreds of billions in tax breaks and, thanks to his plan, Chevron did not pay any federal taxes. Now, with the economy in recession, they want to give these same oil and coal CEOs billions in bailouts at the same time they oppose more assistance to American workers who have lost their jobs.

[DISTRACTION] Trump is the same person who called both coronavirus and climate change a hoax – and who insists that the sound from wind turbines causes cancer. Now he wants you to believe that people are trying to ban airplanes and hamburgers – it's ridiculous and it's exactly what Trump's oil and coal CEO buddies want us to be arguing about. They want to stir up a lot of controversy to distract us from discussing real solutions – and protect their own profits.

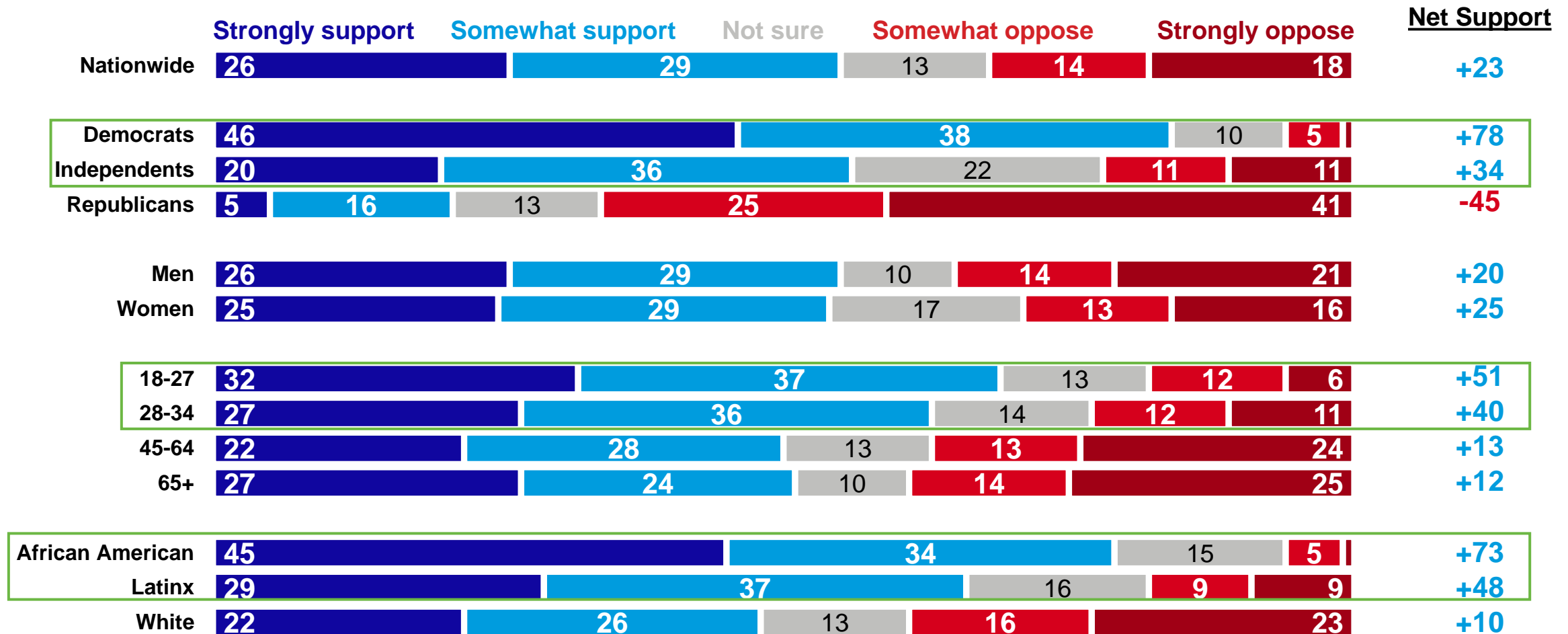
[CORONA/ROLLBACKS] Scientist and doctors tell us that more air pollution makes people more susceptible to the coronavirus. Yet, Trump and his Republican allies have used the coronavirus crisis as an excuse to roll back 65 climate and environmental safeguards, allowing corporate polluters to pump more mercury, arsenic, and sulfur dioxide into our air and putting the health of millions of Americans – especially children and seniors – at risk.

[JUSTICE] Black, Latino, and Native American communities have been subject to environmental racism for decades, poisoned by higher levels of toxic pollution and dirty air, which has made them more likely to contract and die from the coronavirus. Yet, Trump and his Republican allies have rolled back environmental protections and allowed big oil and coal CEOs to spew more pollution in communities of color. Every corrupt decision Trump has made reinforces structural racism at its core.

Clean Energy Investments

Younger voters and voters of color are particularly supportive of clean energy investments, as are Democrats and independents.

Democrats have proposed spending trillions of dollars to invest in clean energy infrastructure. Would you support or oppose this proposal?

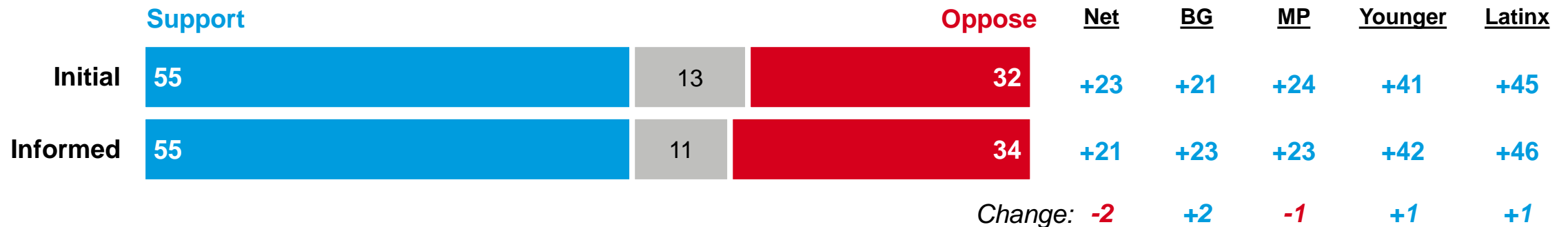


Messaging about the short- and long-term benefits of clean energy holds supports against Republican attacks.

Democrats say that, instead of giving more bailouts to big oil CEOs as the Republicans want to do, we should be focusing on policies that will put people back to work now and build a better future for our children. Investing in clean, renewable energy will create millions of good-paying jobs for all kinds of workers while boosting innovation and economic growth, combating climate change, and protecting our kids' health in the long-term.

Republicans say that we should be focusing on policies that will help American workers and business – including the oil and gas industry – recover from the economic impacts of the coronavirus crisis, not exploiting the crisis to push through a wish-list of socialist policies like the Green New Deal that will kill millions of jobs, drive up the cost of energy for American families and businesses, and cost taxpayers trillions of dollars.

Now that you've read these statements, do you support or oppose the Democrats' proposal to spend trillions of dollars to invest in clean energy infrastructure?



Affirming right to clean air and water + health, legacy, and need for bold action are strong messages in favor of clean energy investments.

Top Messages In Favor of Clean Energy Investments (Out of 10 Tested)
Each Message Rated out of 7

	<u>Nationwide</u>			<u>Middle-Partisans</u>	<u>Younger</u>	<u>Latinx</u>
	<u>Overall</u>	<u>Political Swing</u> <i>Mean</i>	<u>Clean Energy Investment Swing</u>	<u>Overall</u> <i>Mean</i>	<u>Overall</u> <i>Mean</i>	<u>Overall</u> <i>Mean</i>
Rights	4.97	4.94	4.97	5.03	5.34	5.45
Traditional Econ	4.92	4.86	4.93	4.96	5.25	5.26
Legacy	4.92	4.88	4.88	4.93	5.17	5.34
Bold	4.88	4.83	4.99	5.02	5.29	5.66
Big Ideas	4.84	4.77	4.85	4.90	5.10	5.37
Experts	4.80	4.83	4.94	5.00	5.26	5.71

Top Clean Energy Infrastructure Messages

Thinking back to the proposal from Washington Democrats to invest trillions of dollars in clean energy infrastructure that you read about earlier, below are some statements in support of this proposal. Regardless of whether or not you support this proposal, please indicate how convincing you find each statement as a reason to support it.

[RIGHTS] Every American has a right to clean air, clean water, health care, and a well-paying job. Enacting bold climate policies will afford every American the basic rights they need to live safe, healthy lives in the 21st century. In the richest nation in the history of the world, we have to do our part to act.

[TRADITIONAL ECON] Clean energy is the fastest growing industry in America, and clean energy jobs pay well above the national average, have good benefits, and can't be outsourced to other countries. Economists say that investing in bold climate and clean energy policies would create 10 million more high-quality jobs for all kinds of people, from engineers to factory workers.

[LEGACY] We have a basic responsibility to leave a better world for our children and grandchildren, but scientists tell us that unless we take bold action to eliminate the carbon pollution that causes climate change in the next 15 years, they will inherit an irreversibly damaged world. This ambitious investment will help us meet the scale of this challenge.

[BOLD] We need bold action to rebuild a strong, lasting, clean energy economy for future generations. Smart investments in these areas can help America cut carbon pollution, combat climate change, put people back to work, and help our national, state, and local economies recover from the coronavirus pandemic and economic crisis.

[BIG IDEAS] With 40 million people unemployed, we are living through an economic crisis that will rival the Great Depression. We need to enact big ideas and mobilize our nation over the next decade to confront this economic crisis and transform our economy and infrastructure in order to create millions of jobs while combating the climate crisis.

[EXPERTS] Our leaders have a duty to listen to our nation's most respected experts – and the pandemic has shown what happens when they don't. We can't afford to make the same mistake with climate change. Scientists say that if we want to avoid a crisis that will dwarf coronavirus, we need bold action to eliminate carbon pollution in the next 15 years.

Conclusions & Recommendations

Conclusions & Recommendations

Democrats should lean into climate – and there is room to be bold. Voters – including the voters Democrats need to win in 2020 – support bold climate action and will vote on it. Engaging on climate can not only help consolidate younger and Latinx voters, it also helps Democrats win persuadable voters in the middle of the electorate and gives Democrats a motivation advantage.

Democrats have room to credibly paint Republicans as selfish and corrupt politicians who are putting our kids' future at risk by putting big energy CEOs and lobbyists in charge of our environment instead of listening to the experts. The sum of the messaging is effective at painting Trump and Republicans as corrupt and selfish (or greedy) actors who are undermining future generations because they are beholden to corporate special interests. There are five messages that rise to the top in driving this frame:

- **Future Generations:** The experts say that if we don't act, climate change will mean future generations inherit a damaged planet. The Republicans' denial is dooming our kids to such a future.
- **Experts:** Republicans ignored health experts about coronavirus and now they are ignoring scientists, NASA, and our military when they say that climate change is a threat to our kids' future.
- **Lobbyists/Rollbacks:** Republicans put oil and coal lobbyists in charge of our environment, and they went to work rolling back safeguards and allowing more toxic pollutions and chemicals.
- **Bailouts and Giveaways:** If that wasn't enough, Republicans gave big oil and coal CEOs hundreds of billions in tax breaks, and now they want to give them more bailouts – while opposing assistance to American workers.
- **Anti-Worker:** While he claims to "defend American jobs," Trump and his Republican allies have waged a war on workers, devastating the fastest growing industry in America and costing over 620,000 U.S. workers their jobs.

Conclusions & Recommendations

With younger voters and voters of color, Democrats should place more emphasis on the Future Generations and Experts messages while also incorporating an Environmental Justice message. An Environmental Justice message against Trump and Republicans rises to the top among younger, Latinx, and African American voters and should also be a strong focus of communications to these important targets.

Democrats should use voters' skepticism about Republicans' claims on both cost and hamburgers, planes and cars to label the attacks as distractions and lies – then tout their own plans to invest in renewable energy and reassure voters on costs. GOP attacks over the cost of climate action have some potency and need to be addressed head on. But these claims – as well as those about airplanes, hamburgers, and cars – also (rightly) stretch credibility, which creates an opportunity to brand Trump and the GOP as liars – something the post-messaging word clouds show sticks with them. The “Distraction” message tested in the survey does well in pushing back on these attacks, and it pairs well with effective messaging in support of robust investments in renewable energy. We are also recommending adding a direct rebuttal on costs to strengthen this response further.

And Democrats should not be afraid to back ambitious investments in clean energy. A proposal to “spend trillions of dollars to invest in clean energy infrastructure” is quite popular with voters in the middle of the political spectrum and very popular with younger and Latinx voters – and its support holds up after a balanced debate that includes GOP attacks claiming that such investments are a “wish-list of socialist policies like the Green New Deal.”

Language Recommendations: Defining Trump and Republicans

Main argument:

Our leaders have a duty to listen to our nation's most respected experts – and a basic responsibility to leave a better world for our children. But Trump and his Republican allies ignored warnings from the CDC and other public health experts about the coronavirus. Now, they're ignoring scientists, NASA, and our military leaders when they say that if we don't act on climate change, our kids will inherit a future filled with droughts, flooding, food and water shortages, and more.

Instead of listening to these experts, Trump and his Republican allies put oil and coal lobbyists in charge of protecting our environment – and they immediately went to work rolling back over 100 environmental safeguards, allowing corporate polluters to pump more toxic pollution and chemicals into our air and water, and putting the health of our families and kids at risk.

Then, Trump and Republicans gave big oil and coal CEOs hundreds of billions in tax breaks, which allowed Chevron to pay zero in federal taxes even as they gave their CEO \$30 million and laid off thousands of workers. Now, with the economy in recession, they want to give these same oil and coal CEOs billions in bailouts at the same time they are opposing more assistance to American workers who have lost their jobs.

To younger voters and voters of color:

Black, Latino, and Native American communities have been subject to environmental racism for decades, poisoned by higher levels of toxic pollution and dirty air, which has made them more likely to contract and die from the coronavirus. Yet, Donald Trump and his Republican allies have rolled back dozens and dozens of environmental protections and allowed big oil and coal CEOs to spew more pollution in communities of color. Every corrupt decision Trump has made reinforces structural racism at its core.

Language Recommendations (cont'd)

Pushing Back on Dishonest Attacks:

Trump is the same person who called coronavirus and climate change a hoax – and who insists that the sound from wind turbines causes cancer. Now he wants you to believe that people want to spend \$100 trillion and ban airplanes and hamburgers – it's ridiculous. Trump and his oil and coal CEO buddies are trying to stir up controversy to distract us from discussing real solutions – and protect their own profits.

Instead of using taxpayers' money to give billions more in bailouts to big oil CEOs – as Trump and Republicans want to do – Democrats have a plan to invest in clean, renewable energy that will create millions of good-paying jobs for all kinds of workers while boosting economic growth, combating climate change, and protecting our kids' health in the long-term.

(And Democrats plan to pay for it by eliminating the hundreds of billions in subsidies and tax breaks we currently give to big oil and coal companies and by making big corporations finally pay their fair share – without raising taxes on regular people.)

Framing Clean Energy Investments:

Every American has a right to clean air and water, and the opportunity for good health and a good job. By taking bold action to invest in clean energy, we can rebuild a strong and lasting economy for future generations while affording every American the basic rights they need to live safe, healthy lives in the 21st century.

Instead of giving more bailouts to big oil CEOs as the Republicans want to do, making smart investments in clean energy will create millions of good jobs with good pay and good benefits. These investments will put people back to work and help our economy recover from the coronavirus pandemic and economic crisis, while cutting carbon pollution, combating climate change, boosting economic growth, and protecting our kids' health in the long-term.

Thank You

New York

Washington, DC

Hartford

Chicago

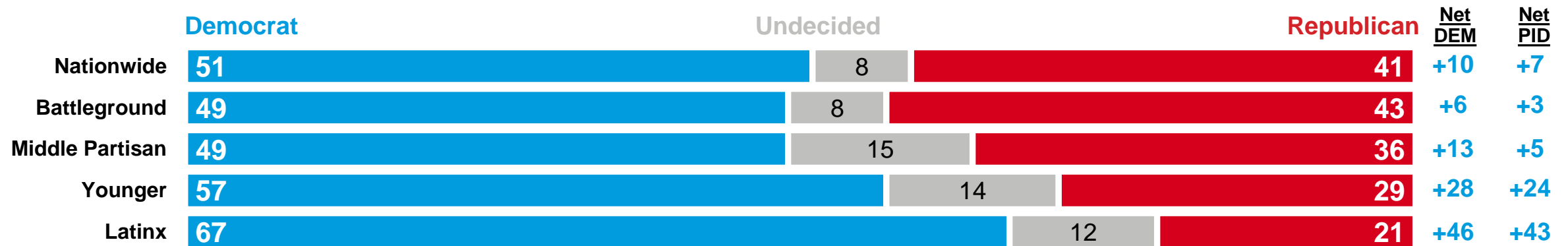
Denver

Seattle

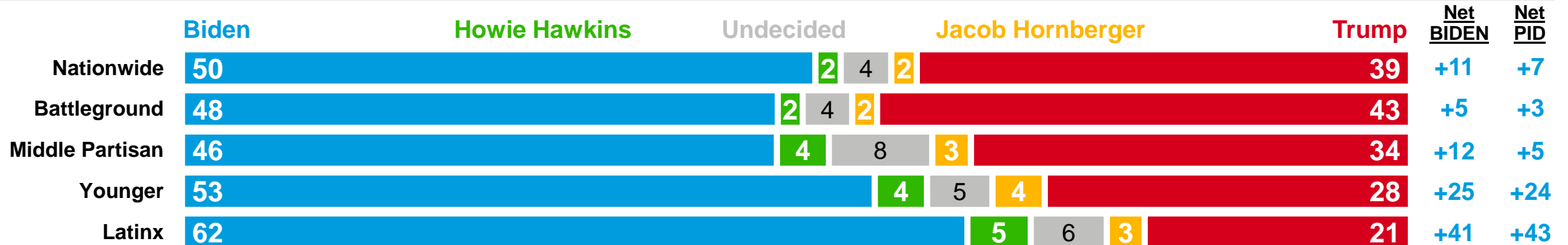
Appendix

Biden and a generic Democrat have significant advantages over Trump and Republicans.

Initial Vote – Generic Ballot



Initial Vote - Presidential



Other messages are not as strong

Below is a list of statements that Democrats have made about Donald Trump and Republicans in Washington. Please indicate how convincing you find each statement as a reason to vote against Trump and Republicans in November, with 7 being the most convincing and 1 being the least convincing.

	<u>Nationwide</u>		<u>Political Swing</u>		<u>Middle-Partisans</u>		<u>Younger</u>		<u>Latinx</u>	
	<i>Mean</i>	<i>% Top 2</i>	<i>Mean</i>	<i>% Top 2</i>	<i>Mean</i>	<i>% Top 2</i>	<i>Mean</i>	<i>% Top 2</i>	<i>Mean</i>	<i>% Top 2</i>
War On Wind	4.41	20	4.27	20	4.49	19	4.77	16	4.81	17
Deficit – Giveaways	4.40	26	4.32	29	4.56	24	4.89	28	5.29	26
Deficit – Climate Costs	4.34	18	4.10	18	4.40	20	4.67	16	4.88	19
Corona/Climate – Lives	4.31	26	3.96	18	4.25	24	4.70	26	4.84	27
Corona/Climate – Econ	4.30	24	4.20	20	4.45	24	4.82	24	5.36	21
No Solutions	4.28	18	3.97	19	4.28	18	4.66	22	4.80	16
Green New Deal	4.27	14	4.17	14	4.36	15	4.80	18	5.24	13

Negative Messages *(Continued)*

[WAR ON WIND] Wind energy has created hundreds of thousands of good-paying jobs and provides 100% clean energy at a lower price than coal or gas. Yet, Trump and his Republican allies have waged a war on wind energy, eliminating incentives for wind power, killing jobs, and making electricity more expensive for American families. And Trump has made repeated, "bizarre" attacks on wind, falsely claiming that wind turbines are "bird graveyards" and that the sound from wind turbines causes cancer.

[DEFICIT – GIVEAWAYS] Trump and his Republican allies attack Democrats for wanting to make thoughtful investments in protecting our air, water, and children's future – but they have no problem spending tens of trillions in taxpayer dollars on tax cuts for the rich and bailouts for oil, coal and other corporate CEOs during the pandemic. They just don't want to invest money to protect public health or keep Americans safe because they'd rather spend it on corporate donors.

[DEFICIT – CLIMATE COSTS] Trump and his Republican allies attack Democrats for wanting to invest money in protecting our air, water, and children's future, but in reality, they don't care about fiscal responsibility or the deficit. If they did, they'd support smart investments to combat climate change now because economists and other experts say that their climate denial will end up costing our children much more money down the road.

[CORONA/CLIMATE – LIVES] Trump and the Republicans' inaction on coronavirus has already led to over 115,000 American lives being lost, and experts project that will rise to 250,000 by year's end. Their refusal to act on climate will cost us even more – climate-related storms, fires, and floods have killed tens of thousands of Americans in the last few years, and experts say that if we don't act soon, climate change will cost millions of American lives in the coming decades.

[CORONA/CLIMATE – ECON] Trump and the Republicans' inaction on coronavirus has led to the worst economy since the Great Depression and cost us trillions of dollars and over 40 million jobs. Their inaction on climate change will cost even more – climate-related storms, fires, and floods have cost us \$450 billion in the last few years, and experts say that if we don't act, climate change will cost us tens of millions of jobs and tens of trillions of dollars in the coming decades.

[NO SOLUTION] No matter what Democrats propose to address the climate crisis, Trump and his science-denying cronies will spread lies about it because they aren't brave enough to stand up to big oil and coal CEOs who fund their campaigns. The three crises of coronavirus, economic recession, and climate change are devastating families and threatening our kids' future, yet the Republicans say they have, quote, "no urgency" to act and offer no solutions to the public.

[GREEN NEW DEAL] Trump's targeting of the Green New Deal is based on lies to protect oil and gas executives' profits. Enacting a Green New Deal will create millions of good-paying jobs, combat climate change, and put people back to work building a clean energy economy of the future. It's a bold, commonsense solution that helps all Americans, but instead of acting to solve problems, Trump and his Republican allies are focused on confusing voters with politically motivated lies.

Affirming right to clean air and water + health, legacy, and need for bold action are strong messages in favor of clean energy investments

Top Messages In Favor of Clean Energy Investments (Out of 10 Tested)
Each Message Rated out of 7

	<u>Nationwide</u>		<u>Middle-Partisans</u>		<u>Younger</u>	<u>Latinx</u>
	<u>Overall</u>	<u>Political Swing</u> <i>Mean</i>	<u>Clean Energy Investment Swing</u>	<u>Overall</u> <i>Mean</i>	<u>Overall</u> <i>Mean</i>	<u>Overall</u> <i>Mean</i>
Kick the Can	4.78	4.76	4.91	4.98	5.18	5.68
Economic Damage	4.72	4.72	4.72	4.74	5.08	5.16
Reset	4.58	4.58	4.72	4.70	5.04	5.59
Justice	4.41	4.34	4.47	4.48	4.93	5.46

Clean Energy Infrastructure Messages *(Continued)*

Thinking back to the proposal from Washington Democrats to invest trillions of dollars in clean energy infrastructure that you read about earlier, below are some statements in support of this proposal. Regardless of whether or not you support this proposal, please indicate how convincing you find each statement as a reason to support it.

[KICK THE CAN] We need to take bold action to invest in clean energy and climate action now because it's smarter and cheaper than responding 20 years from now after sea level rise, hurricanes, and drought wreak havoc on our country. Investing now will cost us – and our kids – far less than what we'll have to spend if we kick the can down the road.

[ECONOMIC DAMAGE] Climate-related natural disasters have cost the country more than \$450 billion in just the last few years, and economists project that climate change will cost our country tens of trillions over the coming decades if we don't act. Investing in bold climate and clean energy policies now will save us – and our kids – tens of trillions of dollars down the road.

[RESET] With millions of Americans out of work, taking bold climate action now is a chance to reset our nation's priorities and make government work for all people, instead of just the wealthy and well-connected. Investing in bold climate and clean energy policies will take power away from the corrupt fossil fuel companies who profit from destroying our climate.

[JUSTICE] Black and Latino communities have paid the highest price for our dependence on dirty energy sources in the form of more polluted air and water. A bold investment in climate and clean energy policies will help clean up pollution in these communities while ensuring that they receive their fair share of the investments and good-paying clean energy jobs.