

To: Interested Parties
From: Andrew Baumann and Maura Farrell, Global Strategy Group
Date: September 17, 2020
Re: Research Shows Climate Can Both Persuade and Motivate Hispanic Voters for Biden

Global Strategy Group partnered with Climate Power 2020, the Center for American Progress Action Fund and the League of Conservation Voters to conduct in-depth research (detailed below) exploring how climate can impact the 2020 election up and down the ballot – and how Democrats can best use it to their advantage. The research shows that climate is a powerful issue that can help Democrats – including Joe Biden – both expand margins and boost motivation among Hispanic voters. All three polls referenced in this memo included additional interviewing among Hispanic registered voters in the states we surveyed. Detailed findings from both our [persuadable voter](#) and [battleground research](#) is also available online.

Key Findings:

- **Climate action is a winning issue up and down the ticket with Hispanics.** Hispanic voters overwhelmingly support BOLD (emphasis added) government action to combat climate change and would vote for a Democrat who supports taking such action over a Republican who does not by 59 points – outpacing the standard generic ballot by 13 points.

	Hispanic RVs
Generic Ballot: If the general election for Congress were today, would you vote for the Democratic candidate or the Republican candidate?	67 / 21 Dem Rep
Climate Generic Ballot: 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?	75 / 16 Dem Rep
Bold Climate Action: Do you support or oppose the U.S. government taking bold action to combat climate change?	77 / 11 Support Oppose

- **Critiquing Trump’s record on climate results in real movement away from him AND increases motivation to vote among Hispanic voters.** Messaging that highlights Trump’s poor record on climate moves non-Republican Hispanic voters even further away from Trump and ups motivation to vote in 2020 among Hispanic voters who stated they initially supported Biden by 9 points.

	Non-GOP Hispanic RVs		
	Initial	Final	Δ
Biden vs. Trump	+63	+69	+6
Motivation to Vote % extremely motivated among Biden supporters	75%	84%	+9

- **Positive messages for Biden also result in vote, standing, and motivation gains for Biden.** Positive climate-focused messaging on Biden boosts his favorability by double digits among Hispanic voters and increases both Biden’s vote share and motivation to vote.

	Non-GOP Hispanic RVs		
	Initial	Final	Δ
Biden vs. Trump	+66	+74	+8
Biden Favorability	+49	+70	+21
Motivation to Vote % extremely motivated	67%	75%	+8

- Climate-based attacks from Trump are easily rebutted, and the back and forth results in gains with Hispanics.** As the table below shows, following attacks from Trump and Republicans and a set of counterattacks from Democrats, Democrats gain among Hispanic voters at both the presidential and Congressional level. Moreover, this balanced exchange of messaging results in Democrats significantly expanding their advantage over Trump on key metrics like leaving a better world for future generations (+7), looking out for people like me (+6) and standing up to corporate special interests (+6).

Vote for President Biden-Trump (without leaners)			Generic Congressional Democrat-Republican		
Initial	Final	Δ	Initial	Final	Δ
+39	+43	+4	+46	+49	+3

Messaging Recommendations

- Climate-Focused Critique of Donald Trump and Republicans in Washington:**

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 public health experts about the coronavirus. Now, they're ignoring scientists, NASA, and our military leaders who say climate change is a threat to our kids' futures.

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.

Hispanic 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 allowed big oil and coal CEOs to spew more pollution in our communities.

- Climate-Focused Case for Joe Biden:**

Joe Biden understands that 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. As president, Biden will make decisions based on the facts, and work with our top scientists and experts to develop plans to deal with our country's biggest challenges, including responding to the coronavirus crisis, rebuilding our economy, and combatting the long-term threat of climate change.

Biden believes that as we recover from the coronavirus crisis, we should focus on rebuilding an economy that works for regular Americans, not CEOs, by making investments that will create high-quality union jobs right now and provide benefits to the country for decades to come.

That's why Biden is proposing to move the US to 100% clean energy with the largest ever investment in clean energy to create 10 million good-paying middle- and working-class jobs while also protecting our kids' health, spurring innovation and economic growth, and combatting climate change.

And Biden understands that communities of color have paid the highest price for our dependence on dirty energy sources in the form of polluted air and water and greater levels of asthma, cancer, and birth defects. That's why he will clean up air and water pollution – like lead, mercury and toxic chemicals – in these communities.

This memo is based on three online surveys conducted earlier this year:

- **March survey:** online survey among 603 persuadable registered voters, with additional samples of 302 non-Republican Hispanic voters and 300 non-Republican younger voters in key states between March 20th and March 29th, 2020.
- **May survey:** online survey among 502 persuadable registered voters, with additional samples of 401 non-Republican younger voters, 301 non-Republican Hispanic voters, and 302 non-Republican African American voters in key states between May 1st and 10th, 2020.
- **June Survey:** online survey conducted June 23-July 1 among 1,031 registered voters nationwide, plus additional oversamples to achieve 3,249 interviews, including 1,575 voters in battleground states, 2,070 middle partisan voters, 1,073 voters ages 18-34, and 660 Hispanic voters.

Definition of persuadable voters: Persuadable voters were defined as anyone who is in categories 3-5 on the following scale AND not a strong Democrat or a strong Republican: (1) Definitely vote for the Democrat, regardless of who the Democrats nominate, (2) Probably vote for the Democrat, regardless of who the Democrats nominate, (3) Undecided/Depends on candidate, but lean Democrat (4) Undecided/Depends on candidate, no lean, (5) Undecided/Depends on candidate, but lean Trump, (6) Probably vote for Trump, regardless of who the Democrats nominate, (7) Definitely vote for Trump, regardless of who the Democrats nominate.

States surveyed in March and May: Voters were surveyed in Rust Belt (Minnesota, Michigan, New Hampshire, Pennsylvania, and Wisconsin) and Sun Belt (Arizona, Florida, Georgia, North Carolina, Nevada, and Texas) states. Voters in Texas were only included in the Hispanic and younger voter samples.

Battleground states for the June survey: AZ, CO, FL, GA, IA, MI, NC, PA, & WI

Positive language tested in May: Joe Biden believes that as we rebuild our economy after the coronavirus crisis, we should be investing in industries that will create good jobs right now and provide benefits to the country for decades to come. That's why he is proposing the largest ever investment in clean energy to create 10 million good-paying middle-class jobs while also protecting our kids' health, spurring innovation and economic growth, and combatting climate change.