



To: Interested Parties
From: Bully Pulpit Interactive
Re: Climate Message Impact on Moderate Voters

Extreme Weather is Shifting Opinion on Climate Change Among Swing Voters

Congressional Republicans should show a greater concern for climate change if they want to win reelection next year. Recent testing conducted by BPI on ads created by Climate Power shows that moderate voters in swing states are moved away from support for their Member of Congress when they're made aware of their Representative's opposing plans that fail to combat climate change.

Recent measurement by Climate Power confirms that moderate voters in swing states are concerned about climate change--and want their elected officials to address it. In particular, extreme weather caused by climate change is making voters take notice. Flooding, fires, and drought right in their own backyards is hard to ignore.

The analysis, conducted via digital panel, tested a message that showed voters the inaction of Republican members of congress on the climate crisis compared to a placebo. View the full spot [here](#).



Overall, we found that:

Voters care about climate. Reminding voters of Congressional Republicans' vote on the Build Back Better budget with investments in Climate reduced job approval by 3 pts and persuaded voters that the GOP is not looking out for families.

Segment	Disapprove of GOP Congress ⓘ
Overall	56.7 +2.7
Female	56.9 +2.9
Male	56.5 +2.3



Climate matters to moderates. Our ads moved GOP disapproval nearly 4 pts among this group.

Segment	Disapprove of GOP Congress ⓘ	GOP Not Looking Out For Families ⓘ
Moderate Liberal	63.8 +5.6	60.4 +1.5
Moderate	55.7 +3.6	61.2 +2.3
Moderate Conservative	48.8 +0.3	57.9 +0.9

Climate can drive voters to the polls. Impact wasn't just limited to the most likely voters. We saw some of the most substantial opinion shifts among less frequent voters – in no small part due to the impact of extreme weather that people are feeling across the country today.

Segment	Disapprove of GOP Congress ⓘ
Unlikely Voters	55.9 +3.3
Potential Voters	58.1 +3.6
Likely Voters	57.4 +1.3

The test was conducted between August 16 - 19th among a sample of 3,481 voters in battleground congressional districts.