

Clean Energy, Climate Change, and the Environment in the 2024 Election.

Results from a survey of 1,205 voters across nine battleground states

April 2023

Conducted for:

**CLIMATE
POWER**

 **LCV**
Our Earth Is Worth Fighting For



Methodology

Online interviews with a representative cross section of 1,005 likely voters in Arizona, Georgia, Michigan, Minnesota, Nevada, New Hampshire, North Carolina, Pennsylvania, and Wisconsin.

200 additional online interviews with swing voters who met one of these conditions:

- Did not vote for Trump, not a strong partisan, not strongly favorable or unfavorable to Biden
- Voted for Biden in 2020 but currently disapprove of his job performance
- Voted for Trump in 2020 but currently express an unfavorable opinion of him.

Among the total sample of 563 swing voters from the main sample and oversample, 66% voted for Biden, 27% voted for Trump, and 7% voted for someone else or did not vote in 2020.

The interviews were conducted April 22-24, 2023

Key Takeaways

While President Biden is running even in the battleground states against both Donald Trump and Ron DeSantis, the messaging we tested in this poll creates significant movement for the President, both in terms of adding new supporters and increasing the commitment of his current supporters.

President Biden's comparative advantage against Republicans on all issues, including economic issues, is greatest when the opposition is framed as MAGA Republicans.

Climate, clean energy, and environmental issues are especially important priorities to Democratic voters and key considerations for many swing voters. President Biden has a strong comparative advantage among swing voters when the debate turns to these issues.

Four message frames in our tests are impactful in moving voters to Biden, and there are compelling proof points for any frame drawn from the President's leadership on climate, clean energy, and environmental issues.

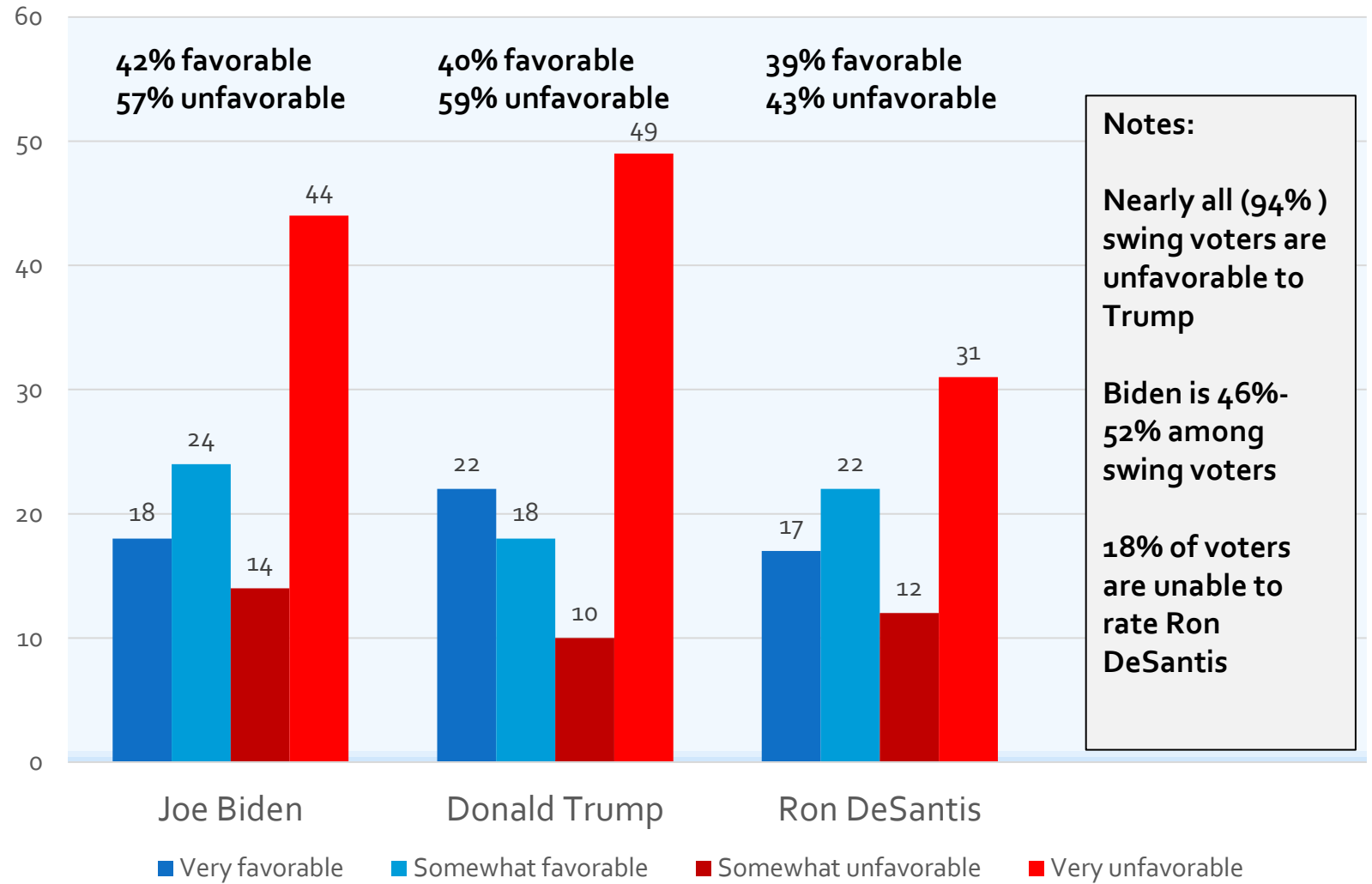
The facts about the impacts of clean energy investments on new good-paying jobs can play a vital role in significantly increasing voters' recognition of President Biden's leadership on job creation overall.

MAGA Republicans in general and Trump/DeSantis more specifically have key vulnerabilities on climate change and clean energy – including their support for Big Oil CEOs over consumer and their climate denialism.

A high-angle, close-up photograph of a blue athletic track with white lane markings. The lines are curved and intersect, creating a geometric pattern. The track surface has a fine, pebbled texture. A dark blue rectangular overlay is positioned on the left side of the image, containing the title text.

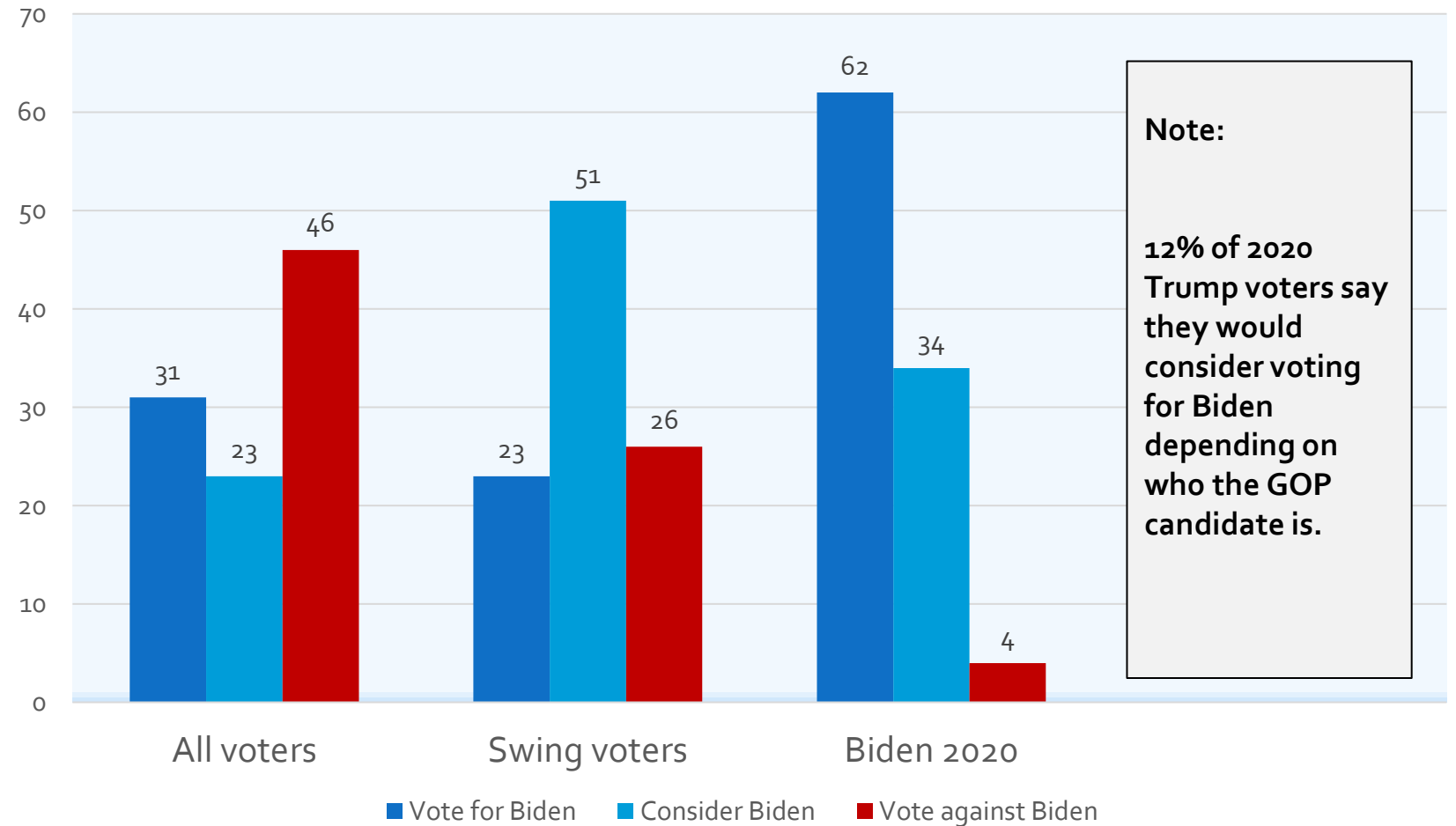
The Starting Line

A majority of voters have an unfavorable opinion of Joe Biden, but voters are even more negative to Donald Trump

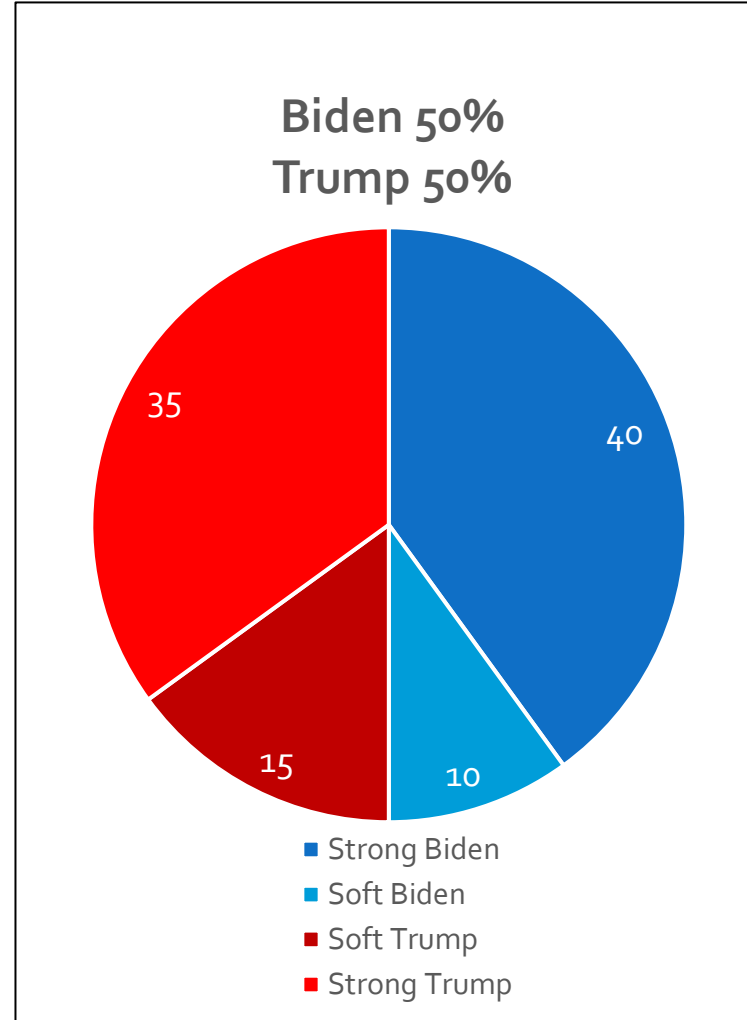


➤ At 42% approve/58% disapprove, President Biden's job rating is similar to his favorability rating

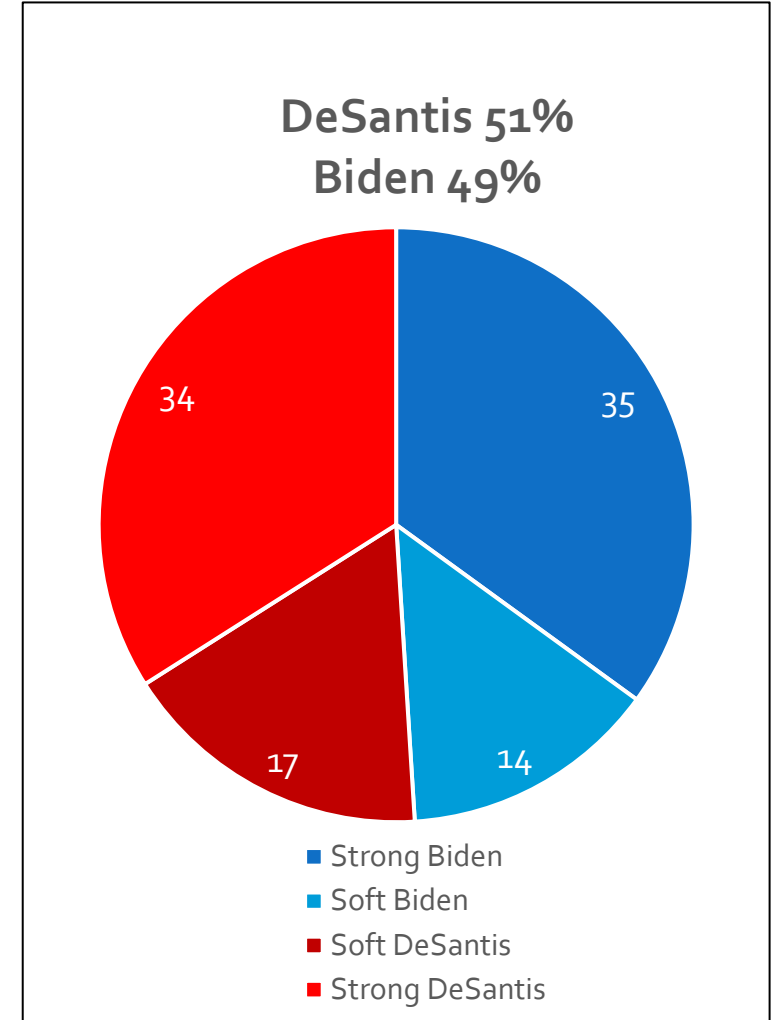
54% of voters say they are open to supporting President Biden for reelection



Biden runs even in trial heats against both Trump and DeSantis

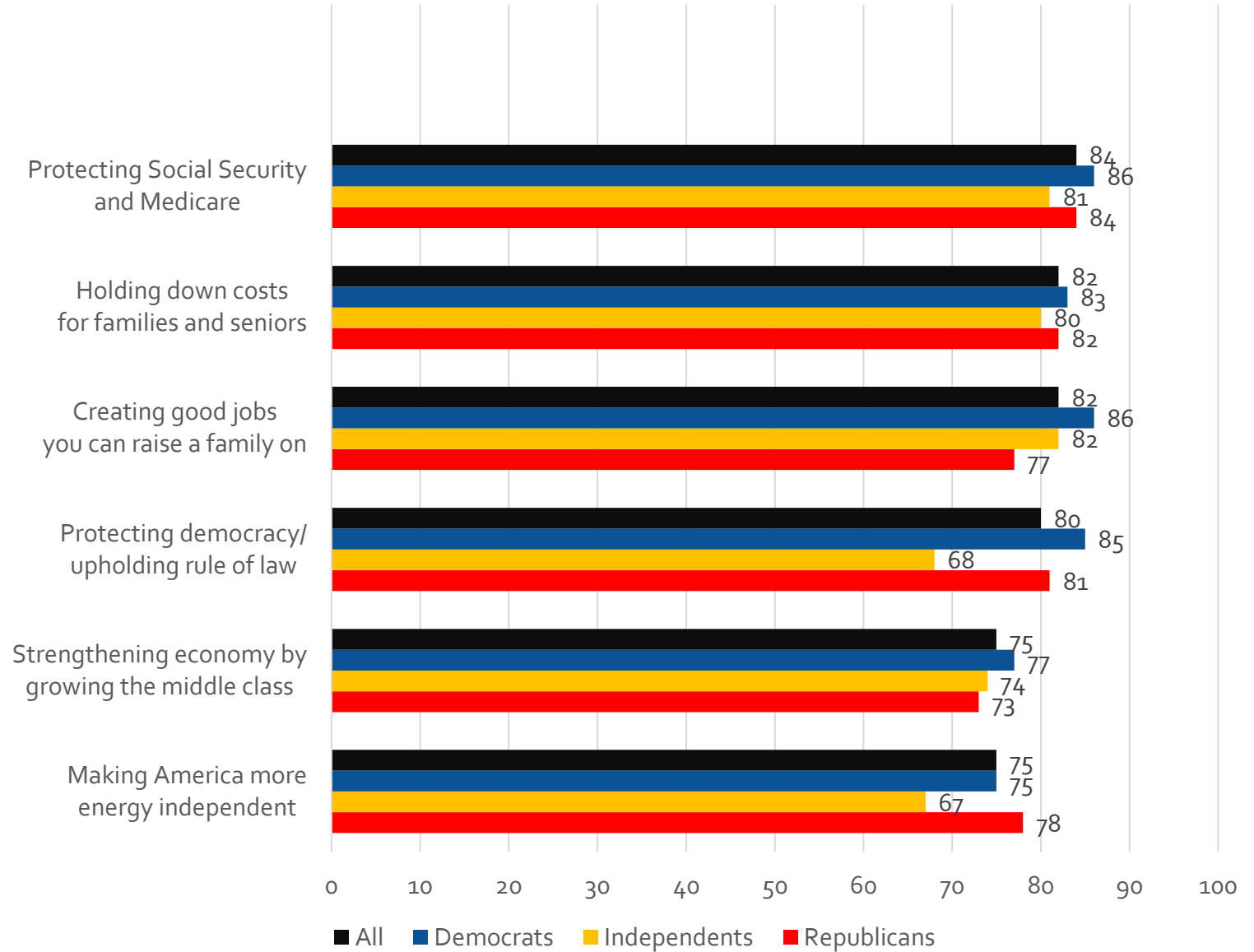


69% to 31% for Biden among swing voters



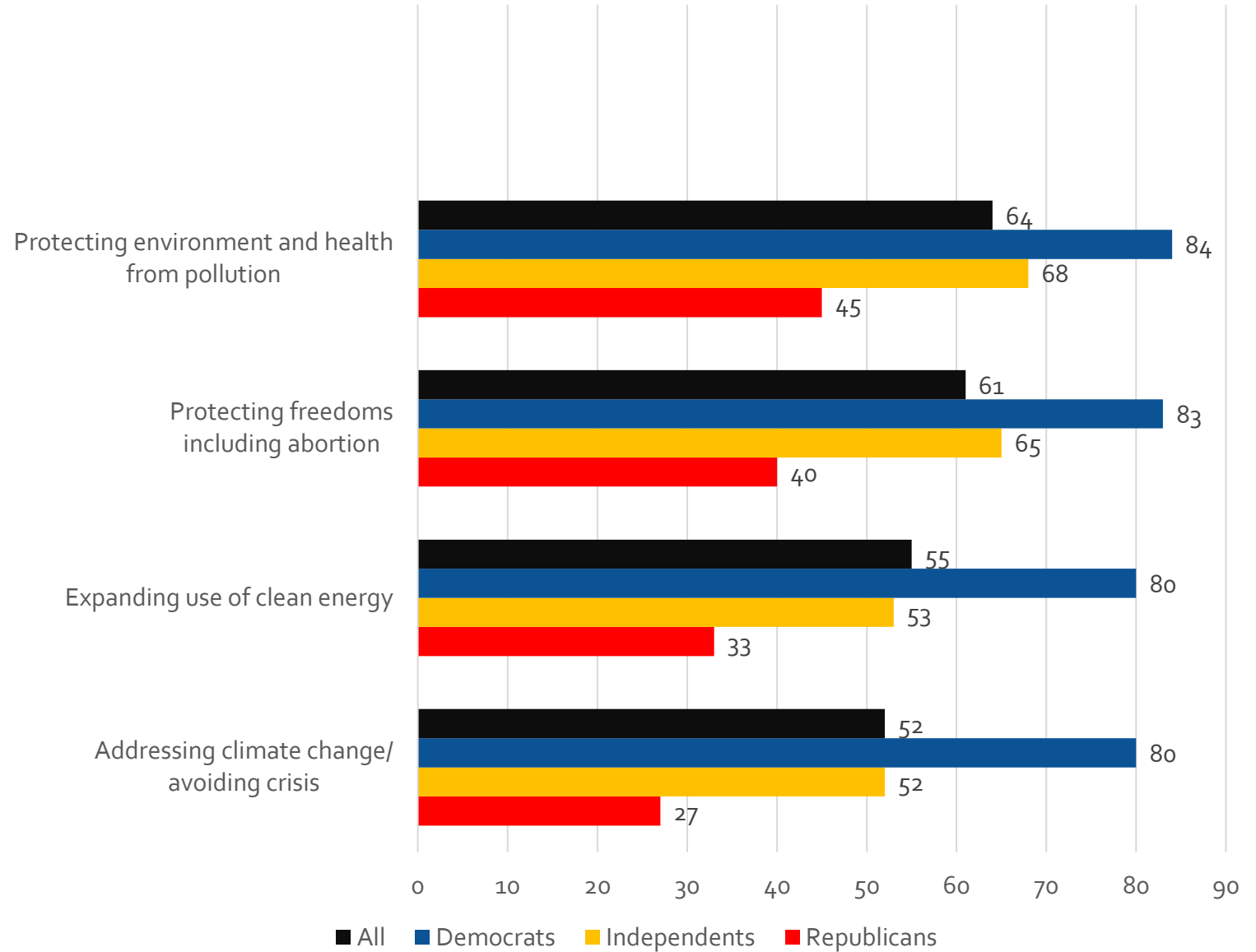
64% to 36% for Biden among swing voters

Economic and pocketbook issues are priorities for voters across party lines



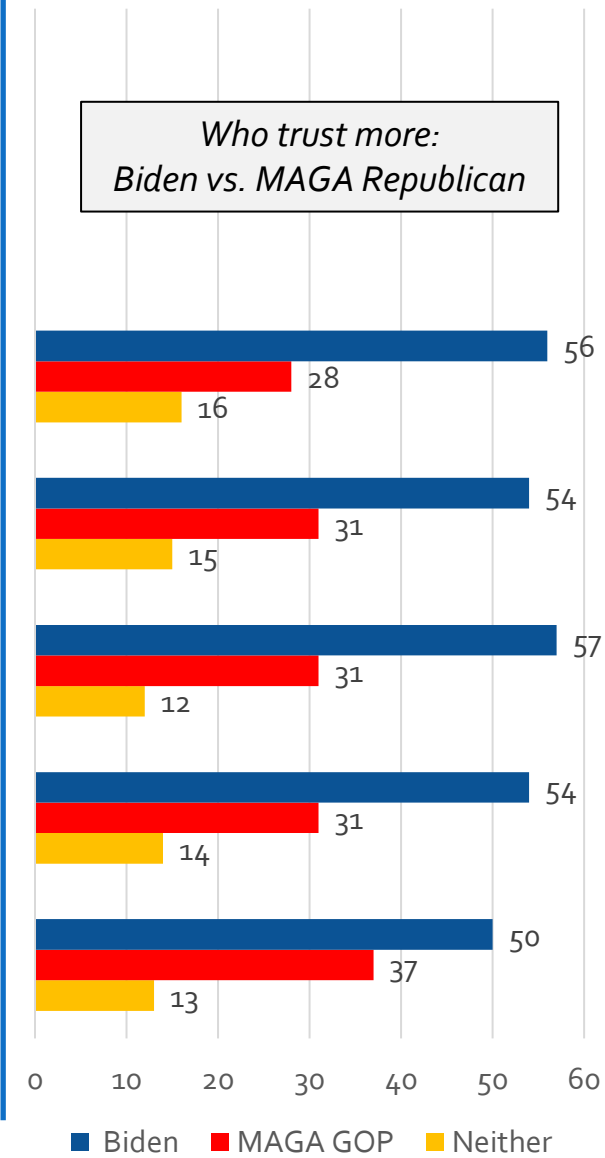
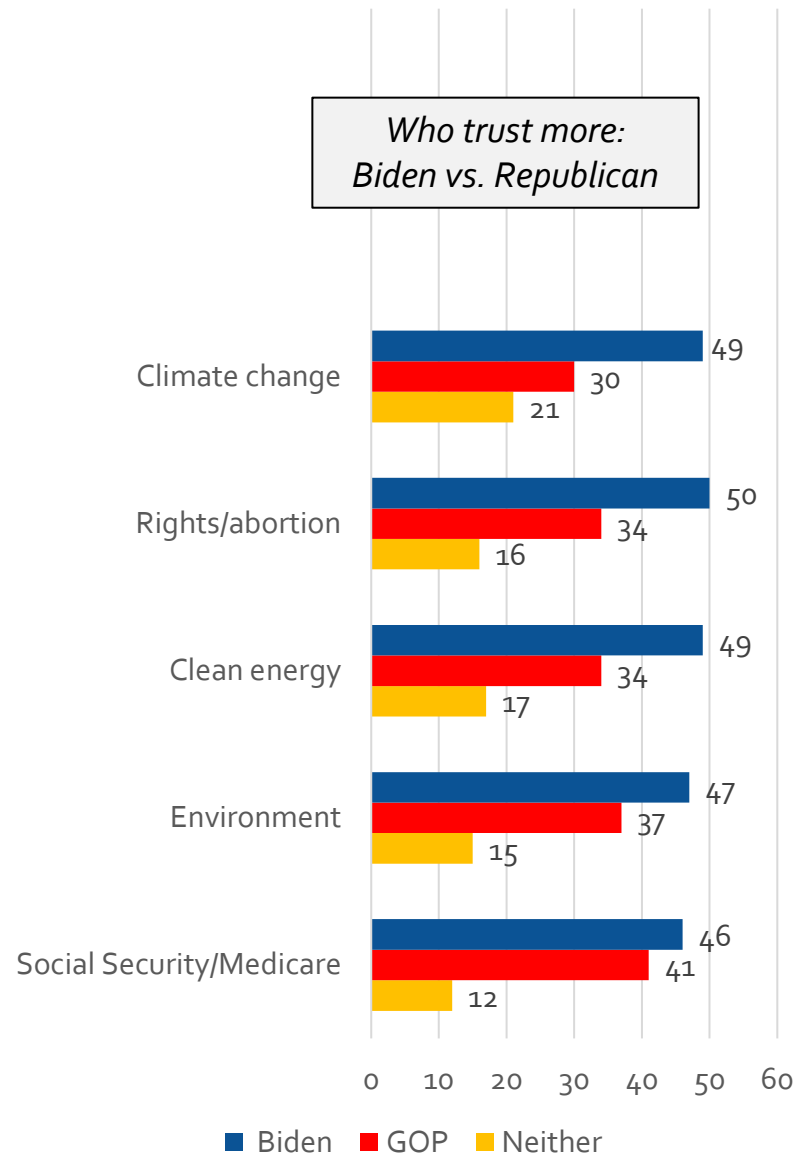
Ratings of 8-10 (highly important) on a scale of 0 to 10

Climate, clean energy and abortion tend to be more partisan in appeal

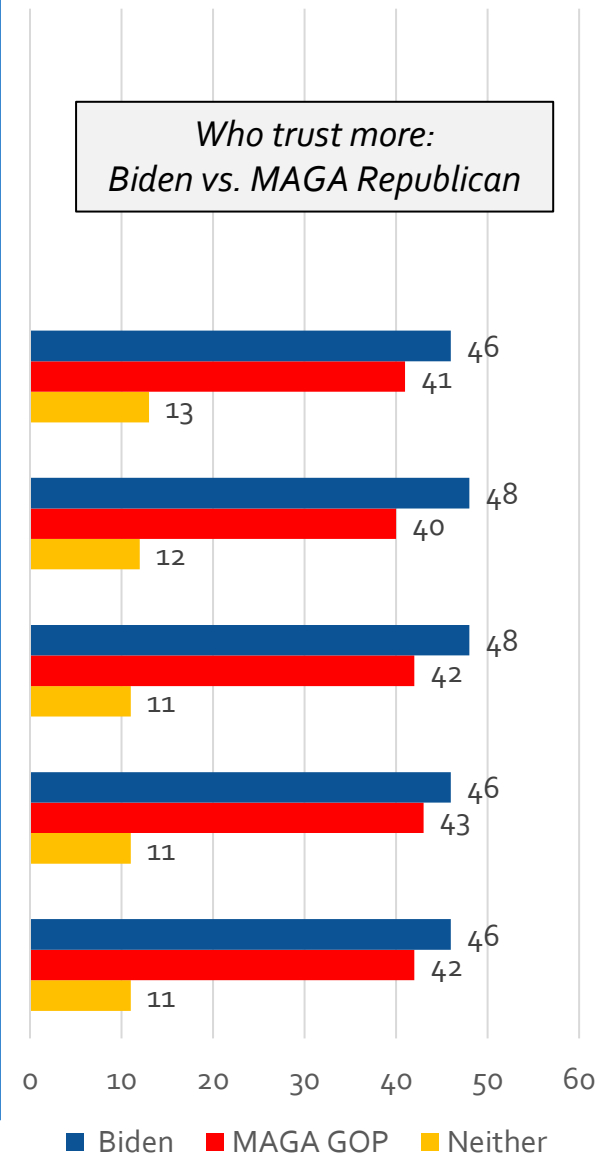
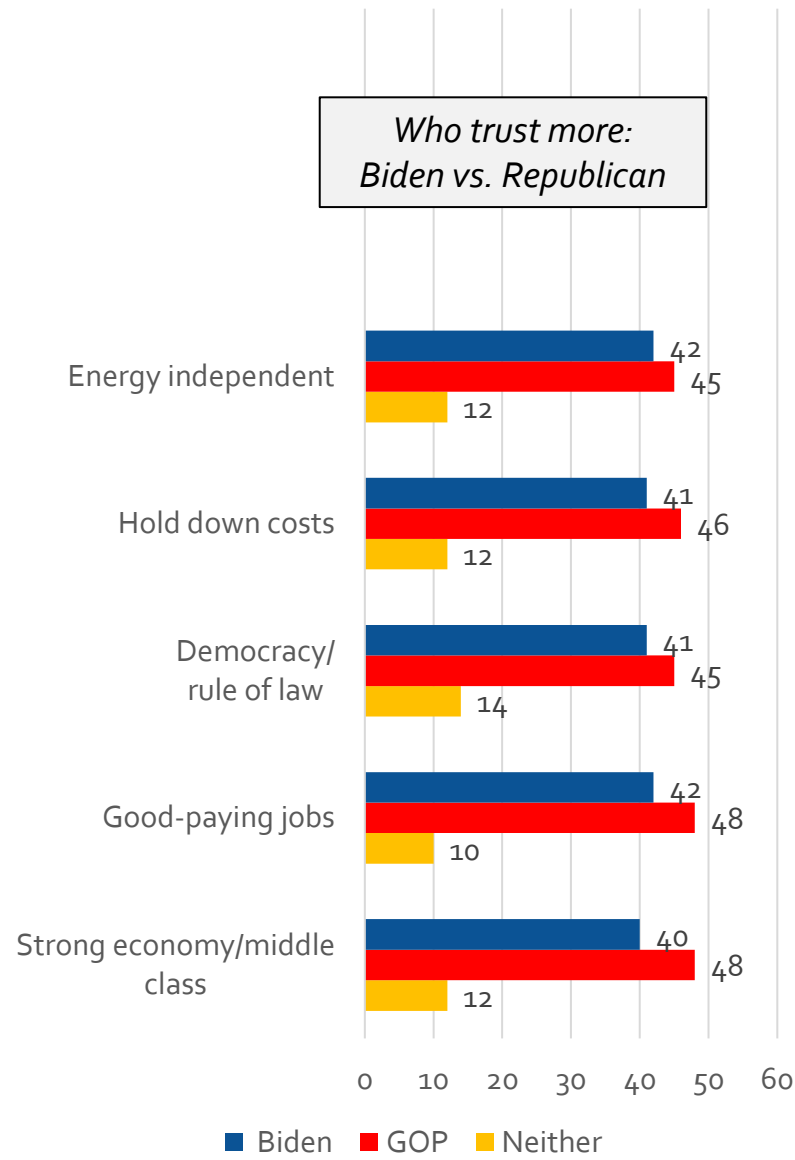


Ratings of 8-10 (highly important) on a scale of 0 to 10

Biden has advantage over GOP on climate, clean energy, and environment – especially compared to MAGA Republicans

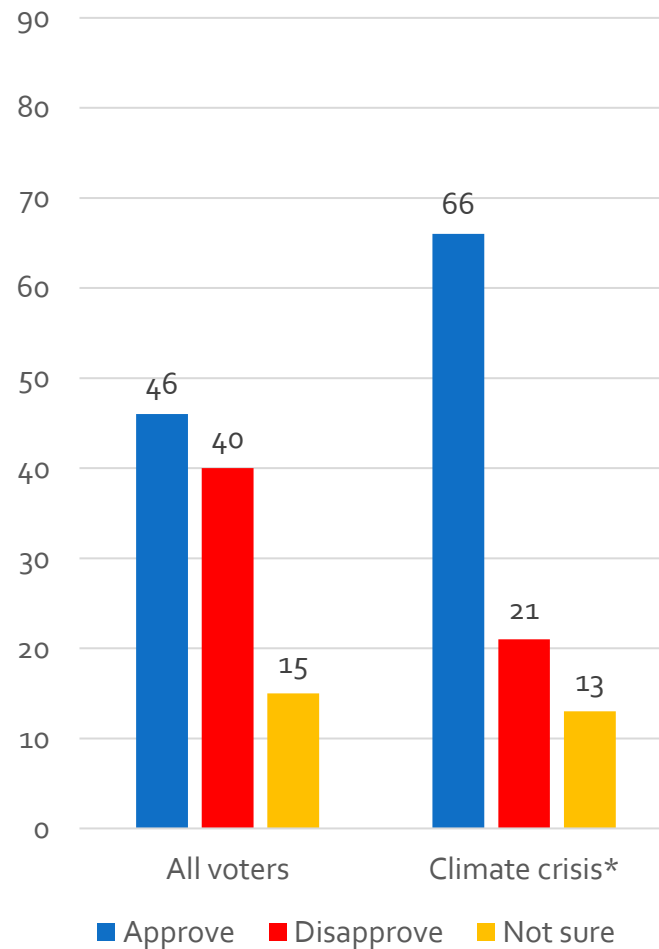


On other issues Biden has the advantage only against a MAGA Republican

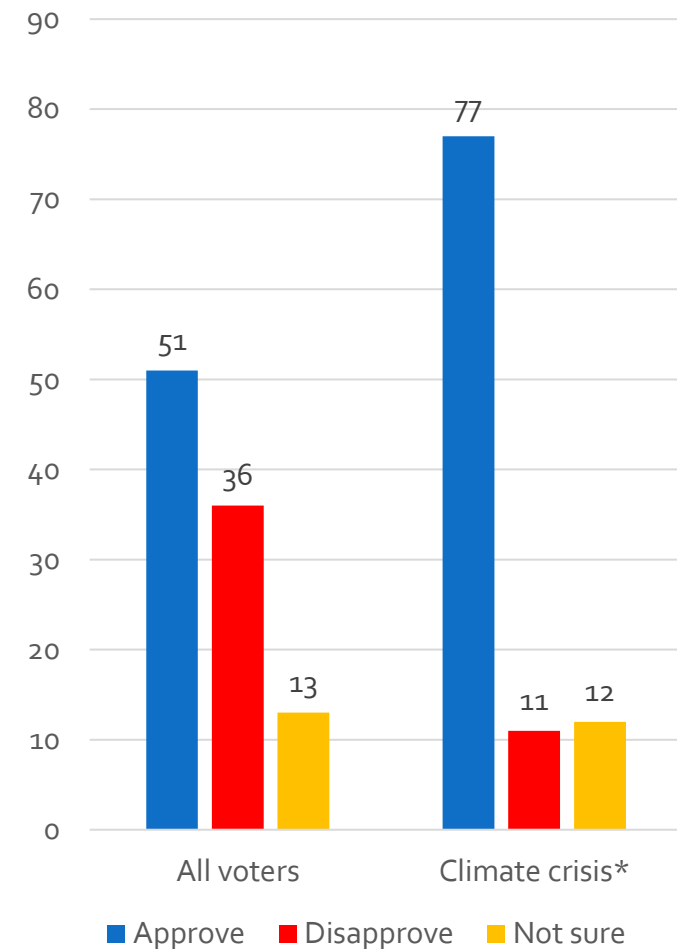


Unlike his overall approval, Biden has net positive approval on his climate and clean energy policies

Climate Change Policies

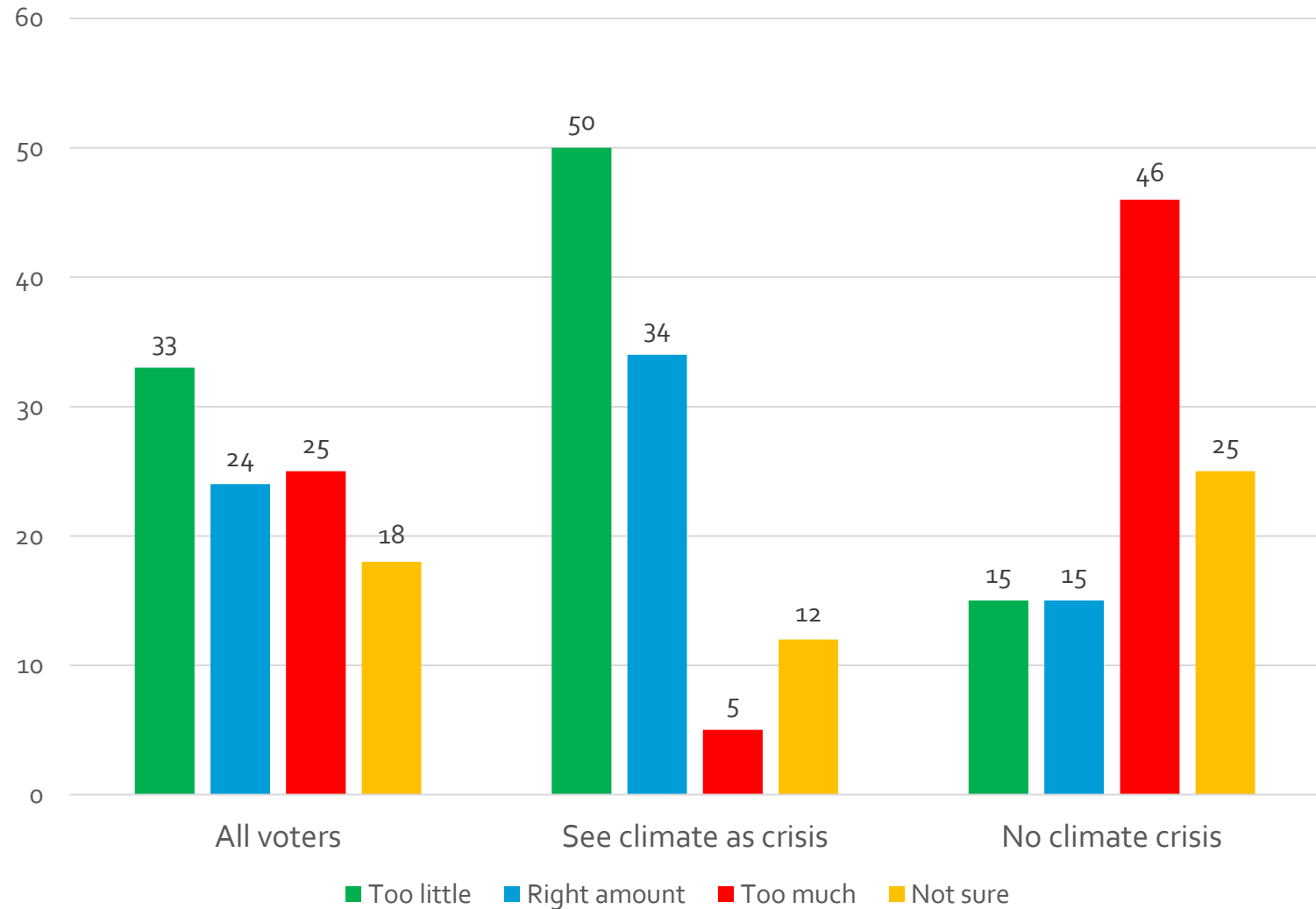


Clean Energy Policies



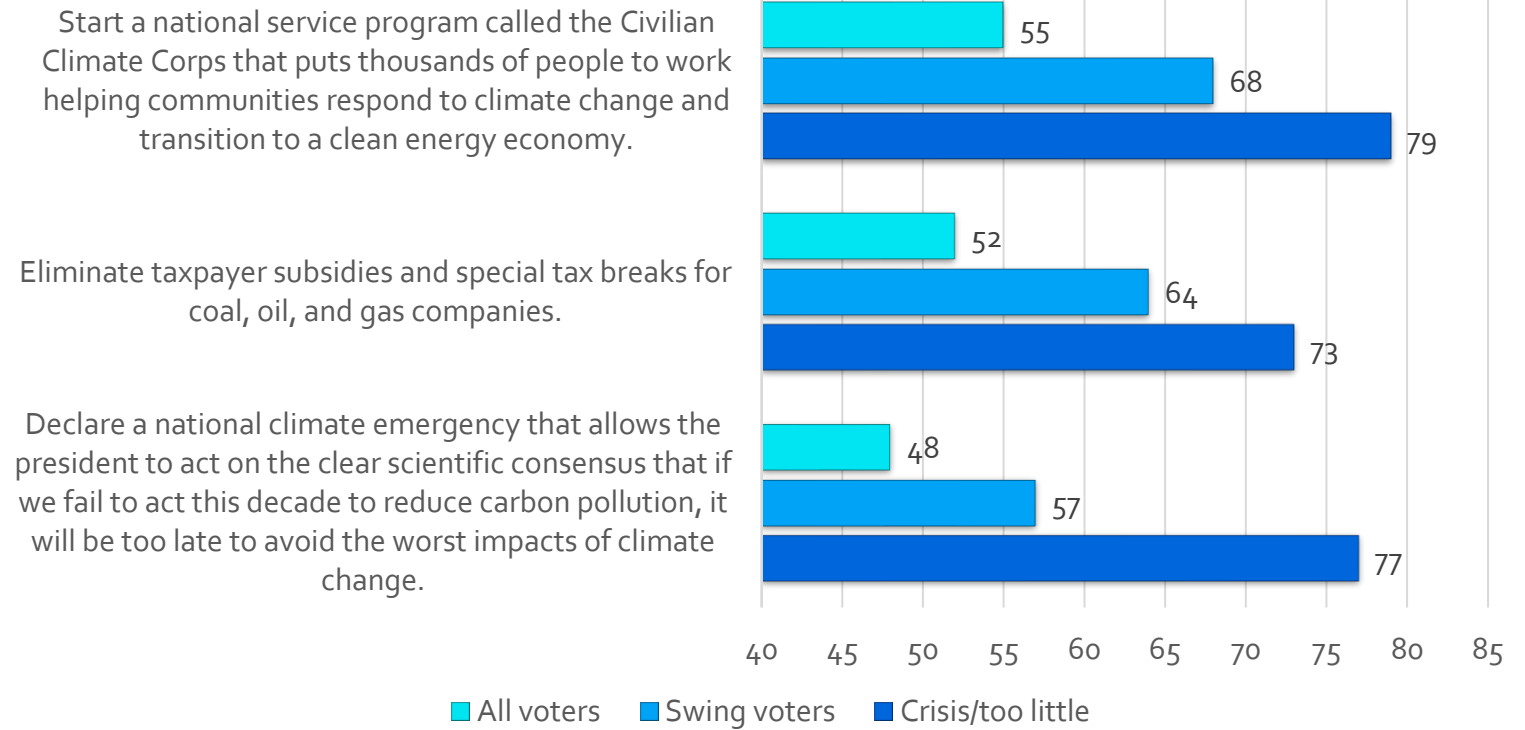
* 51% of voters say that climate change is a crisis now or will be in the foreseeable future.

Half of voters who see climate as crisis say Biden is doing too little about it.



Among potential new climate actions, there is broadest support for a Civilian Climate Corps

Percent expressing a favorable reaction to each action (on a 5-part scale)



Moving voters

Good news:
We Can



Response to Pro-Biden framing statements

- We asked respondents to rate four different pro-Biden framing paragraphs on a scale of 0 (not convincing) to 10 (very convincing), and to select the one they considered most convincing.
- Each paragraph was built around a key theme, with several proof points (including some relating to climate, clean energy, or the environment), and incorporated a contrast with MAGA Republicans.

The four themes:

- *Biden is determined to protect the rights, freedoms and financial security Americans deserve*
- *Biden is committed to building a strong economy that will support a strongly middle class*
- *While MAGA Republican deny reality, Biden is a commonsense leader who faces facts and does the right thing*
- *As president, Biden has taken on powerful interests on behalf of everyday Americans*

Movers* respond positively to each frame, while swing voters rate the “freedom” frame the highest

Percent rating each statement at 7-10

	All voters	Swing voters	Movers*
Rights/freedoms	48%	58%	61%
Commonsense leader	46%	54%	61%
Powerful interests	44%	51%	61%
Strong economy	44%	49%	57%

** 19% of voters move toward Biden over the course of the survey, either by moving to support him or becoming more committed in their support compared to the start of the survey.*

The “freedom” frame is at the top among key groups as the one selected as most convincing

Percent selecting each statement as most convincing

	All voters	Swing voters	Movers	Consider JB/not definite
Rights/freedoms	30%	36%	35%	41%
Strong economy	17%	16%	24%	18%
Commonsense leaders	13%	17%	16%	18%
Powerful interests	13%	14%	18%	15%
None of them	26%	17%	7%	7%

Joe Biden is determined to **protect** the **basic rights, freedoms, and financial security** that Americans deserve. He is committed to **protecting a woman's right to choose**, and he will never allow a national abortion ban as long as he is president. He is committed to **strengthening Social Security** and **Medicare** and protecting them from anyone who tries to cut benefits that people have earned. He stands up for the right of all Americans to have clean air and clean water, and he recognizes our responsibility to pass on a healthy, sustainable planet to our children and grandchildren. Extreme MAGA Republicans oppose these rights and freedoms and put them at risk.

The right to clean air, clean water, and a sustainable future contributes to the impact of the "Freedom" frame

Joe Biden is committed to building a **strong economy** that will support a **strong middle class**. His leadership has led to the creation of millions of new **good-paying jobs**, and his policies are bringing manufacturing and supply chains back to America. Biden's clean energy plan alone has already created more than **142,000** new **good-paying jobs** in communities across the country by investing in American-made clean energy like solar and wind power, with many more jobs to come. His CHIPS and Science Act is bringing high tech manufacturing back to the U.S. at unprecedented scale. MAGA Republicans would take away these jobs and harm our economic future by repealing these investments in America.

142,000 good-paying clean energy jobs is a key driver for the
"Strong Economy" frame

As president, Joe Biden has taken on powerful special interests on behalf of everyday Americans. He **stood** up to drug company CEOs to **lower prescription costs**. He has stood up against **price gouging** by the big oil CEOs. He has taken action to **protect** our **water, air, land,** and **health** from corporate polluters. While the MAGA Republicans too often take the side of the big corporate special interests, Joe Biden stands on the side of the average American.

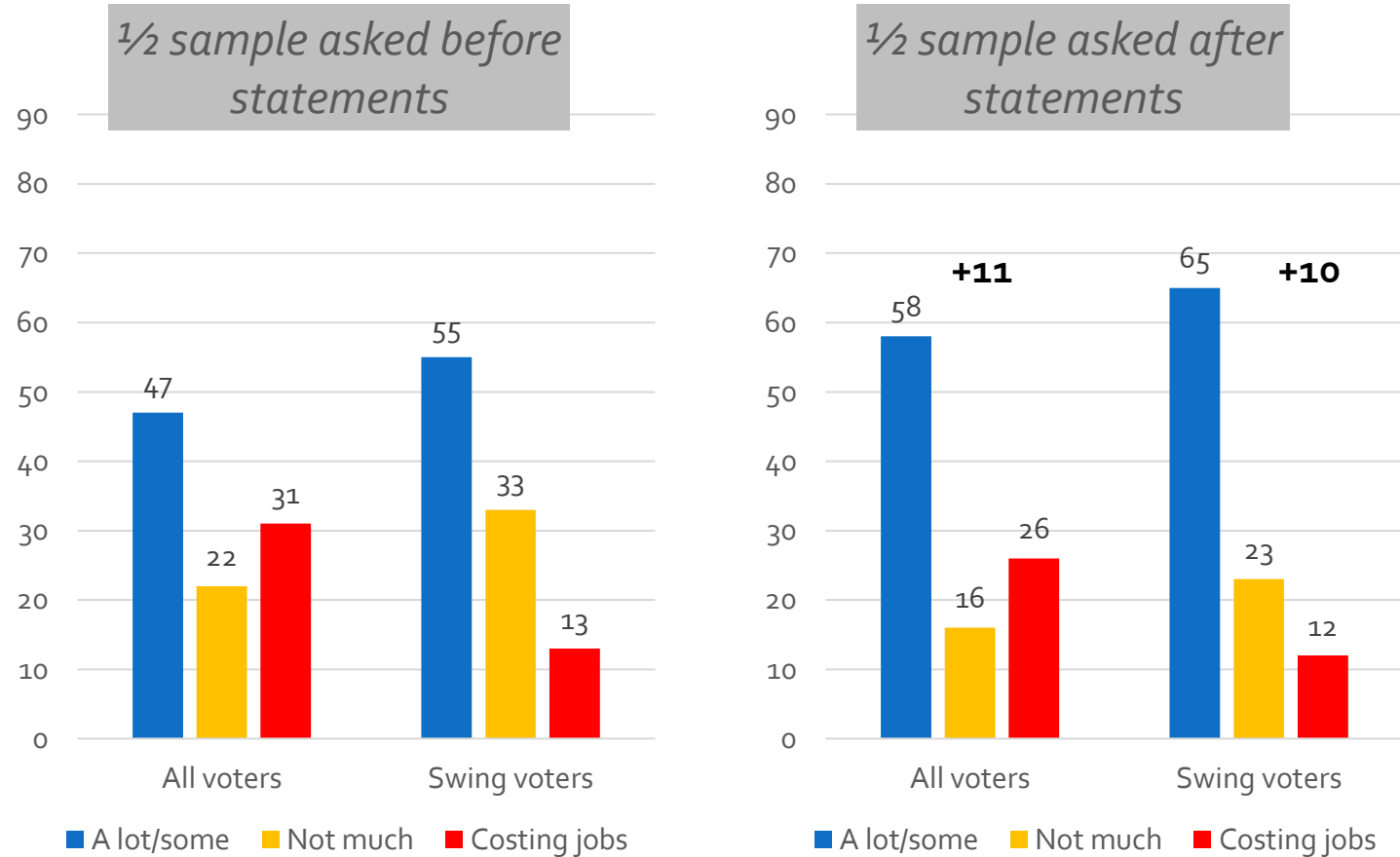
Standing up to Big Oil's price gouging helps strengthen the
"Powerful Interests" frame

While MAGA Republicans too often deny reality--whether it is denying the outcome of the last election, denying the value of vaccines, or denying the reality of climate change--Joe Biden is a commonsense leader who does the right thing because he faces facts about the challenges we face. He recognizes the threat to our democracy and works to defend it. He has made sure all Americans have access to vaccines to protect their health and families. He has taken on the climate deniers by taking strong action to address climate change before it is too late.

The fact that Biden addresses climate change while MAGA denies it helps advance the “Commonsense leader” frame

These statements create real movement on views of Biden on creating good-paying jobs

How much would say President Biden is doing to create more good-paying jobs in our country?



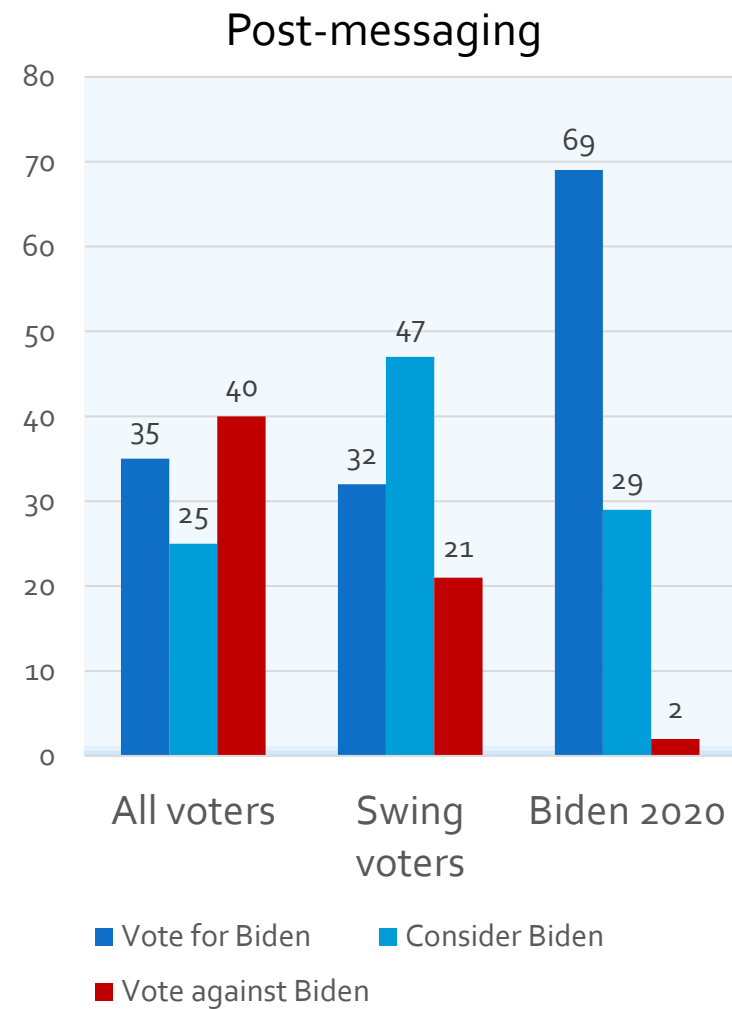
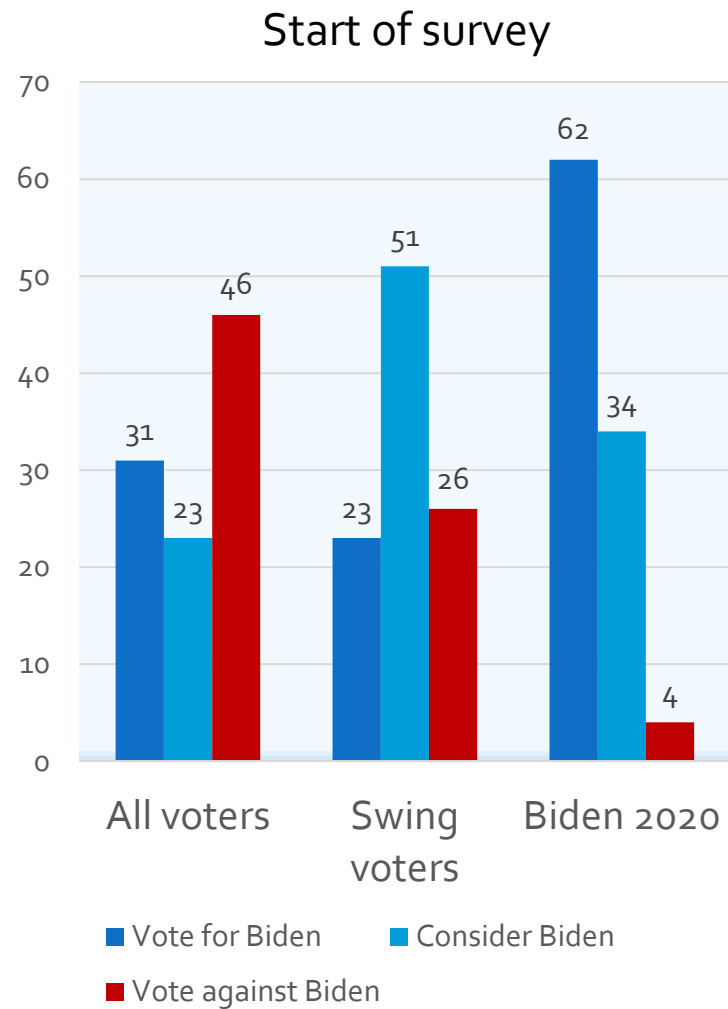
Note: The reference to clean energy jobs is the most specific job reference in the statements.

Specific statements about Biden's record make majorities of voters more likely to vote for him

Percent who say each statement makes them more likely to support Joe Biden for reelection

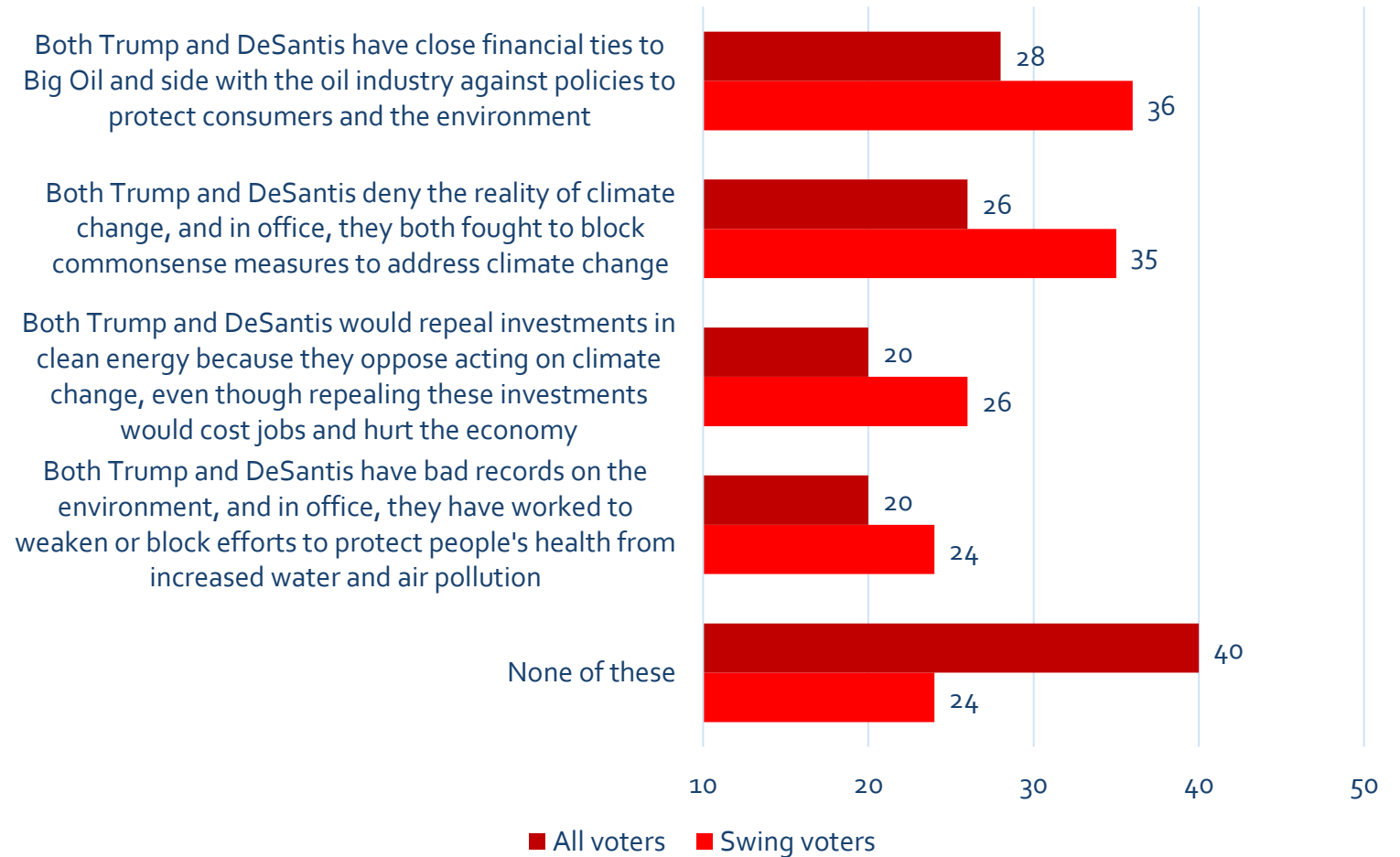
	All Voters	Swing Voters	Movers
When his clean energy plan is fully implemented, it will lower energy costs for the average family by \$1,000 per year, while cutting carbon pollution by 40%.	56%	71%	83%
He stands up for the right of all Americans to have clean air and clean water.	55%	67%	82%
He recognizes our responsibility to pass on a healthy, sustainable planet to our children and grandchildren.	55%	67%	78%
He has taken action to protect our water, air, land, and health from corporate polluters.	55%	67%	79%
He has stood up against price gouging by the big oil CEOs.	55%	67%	80%
His clean energy has already created more than 142,000 new good-paying jobs in communities across the country by investing in American-made clean energy like solar and wind power, with many more jobs to come.	54%	70%	76%
He has taken strong action to address climate change before it is too late.	51%	62%	70%

Even in a polarized electorate, messaging opens more voters up to Biden

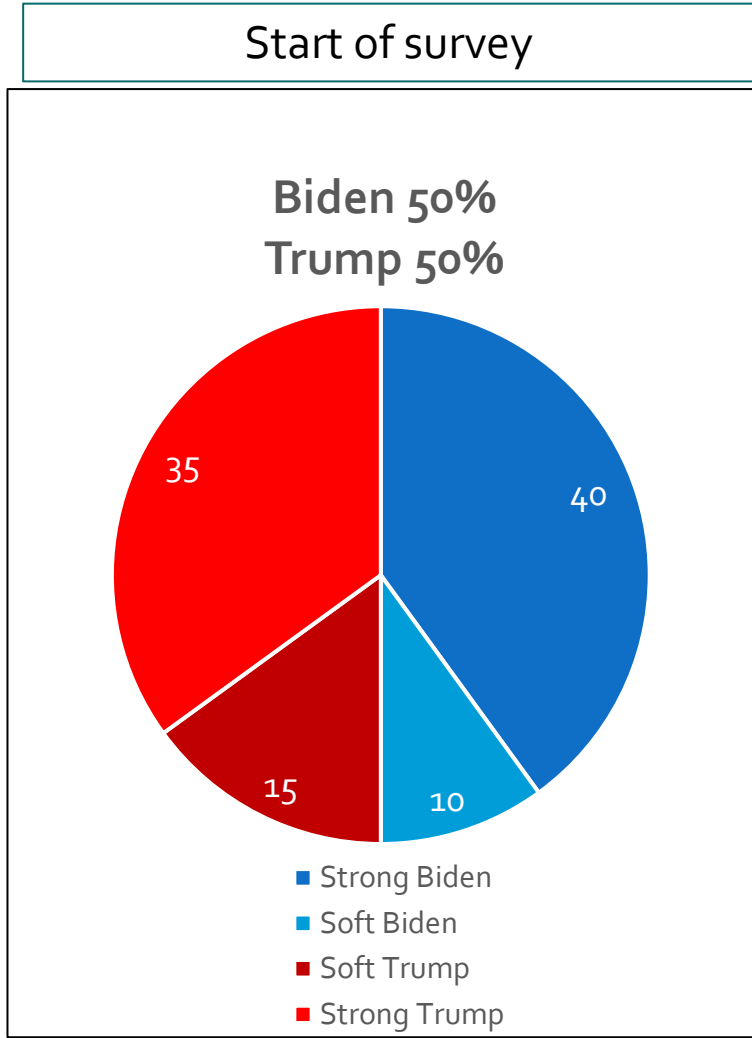


A large majority of voters can find something to dislike about Trump and DeSantis on these issues

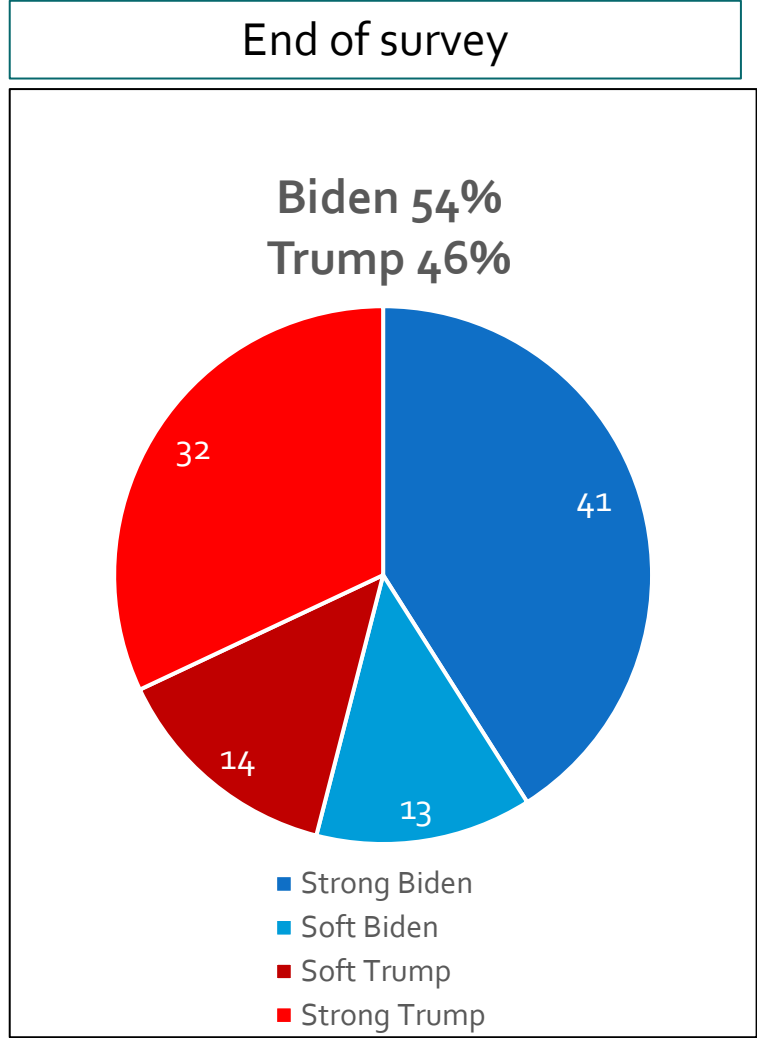
Percent choosing item as the most concerning



Messaging creates movement for Biden against Trump

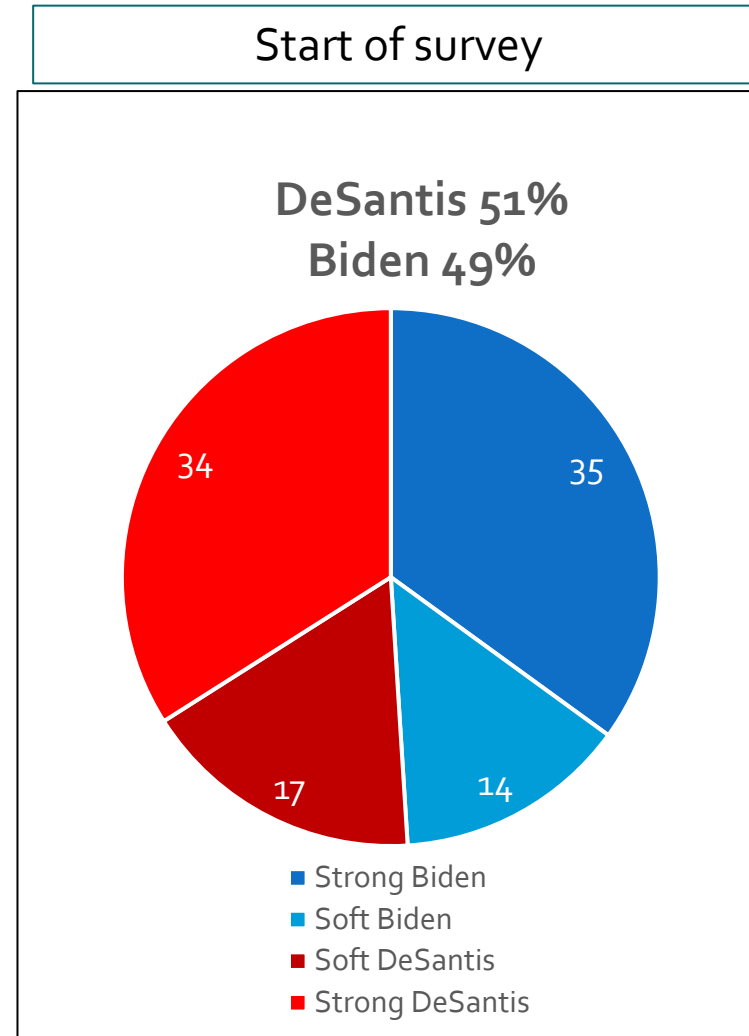


69% to 31% for Biden among swing voters

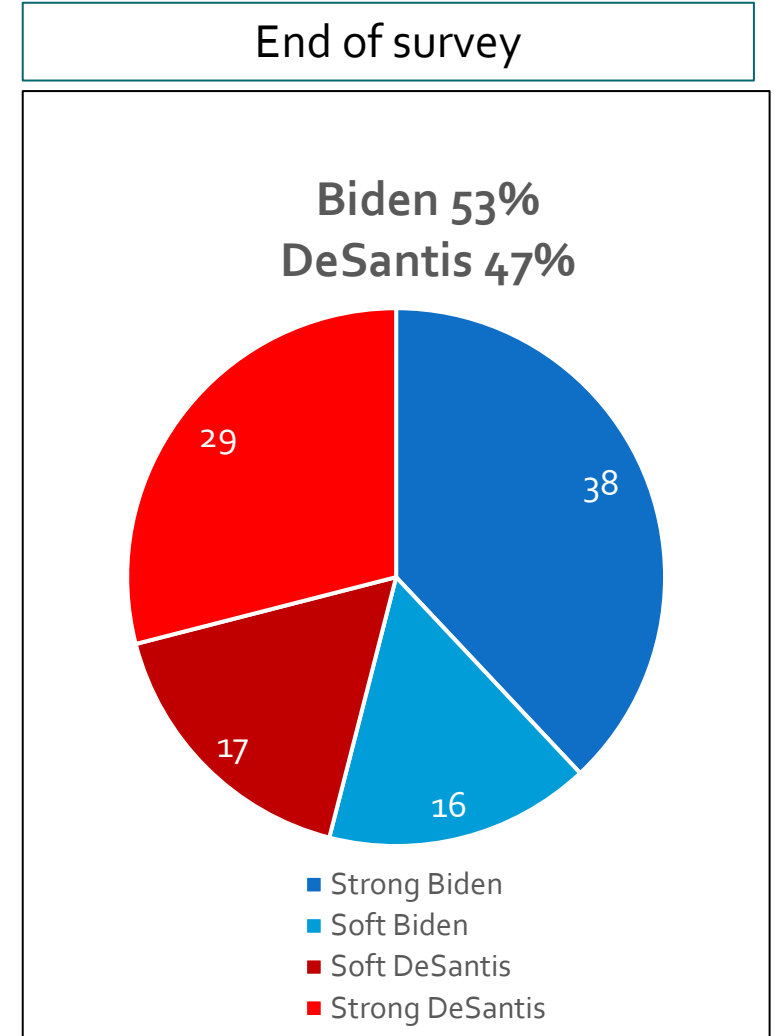


76% to 24% for Biden among swing voters

Messaging creates similar movement for Biden against DeSantis



64% to 36% for Biden among swing voters



72% to 28% for Biden among swing voters