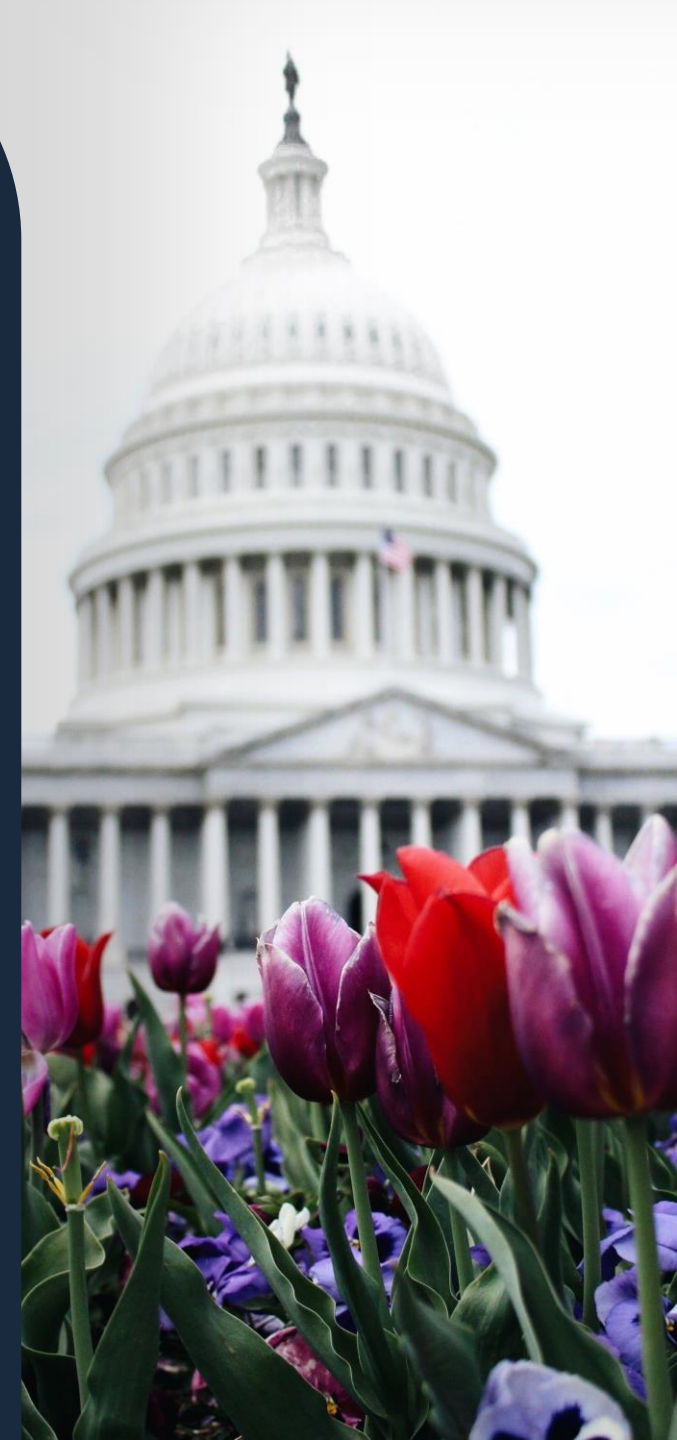




Young Voters Attitudes about Climate Change Policy and Biden

Findings from battleground state quantitative and qualitative research

**CLIMATE
POWER**



Methodology



Two QualBoards

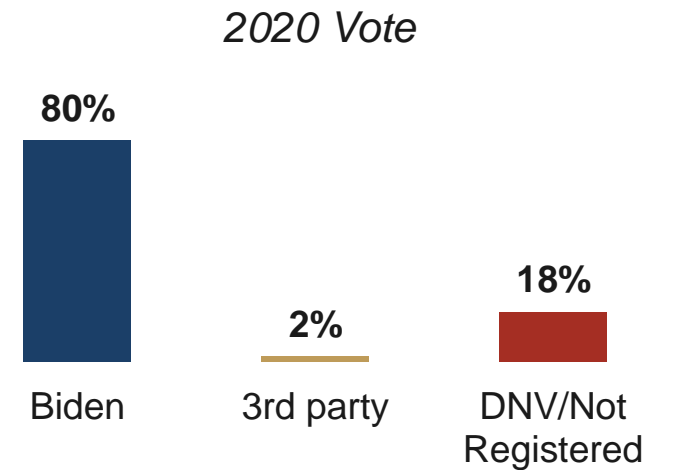
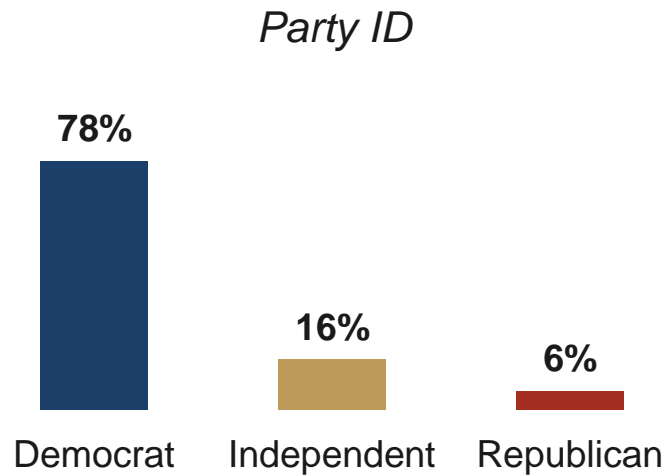
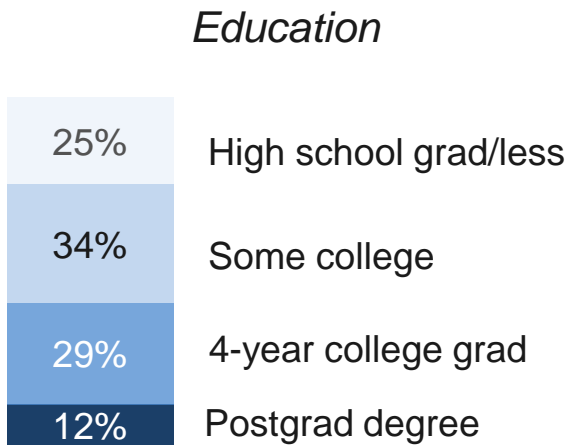
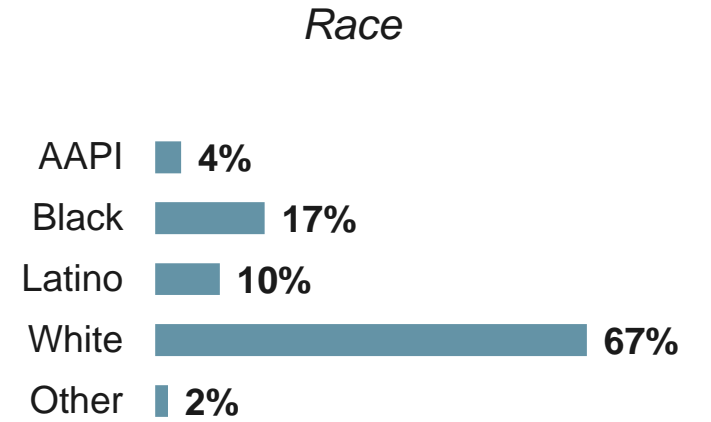
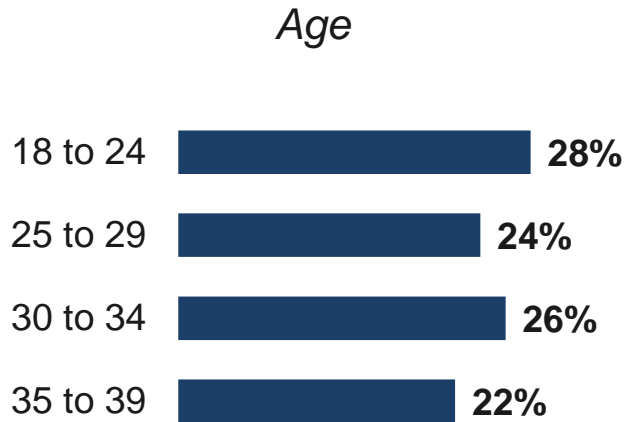
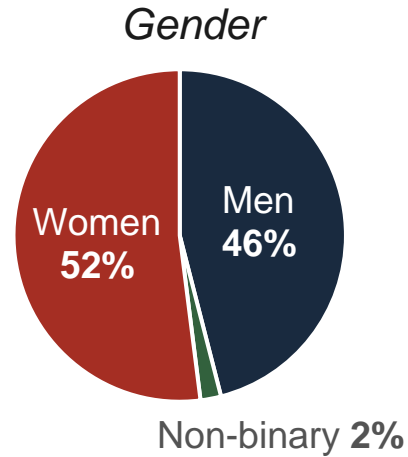
- 1 with 18–29-year-old voters
- 1 with 30–39-year-old voters
- Participants from the following nine battleground states: AZ, GA, MI, MN, NV, NH, NC, PA, WI
- **Screened out 2020 Trump voters**
- All believe climate change is a legitimate problem
- Conducted Oct 24-26



Online survey of 2,113 voters age 18-39 in battleground states

- Conducted in AZ, GA, MI, MN, NV, NH, NC, PA, WI
- **Screened out 2020 Trump voters**
- Included oversamples of Black, Hispanic, and AAPI voters to yield a total of:
 - 497 Black voters
 - 364 Latino voters
 - 205 AAPI voters
- Conducted Oct 19-26, 2023

Profile of Voters in Survey Sample



Context

1

Young voters are a critical voting bloc for reelecting President Biden, and there is much work to be done to grow President Biden's support among them.

- Younger voters do not give President Biden the credit he deserves for his leadership on climate change and other key issues, often because they lack awareness and judge him against an ideal standard.

2

Younger voters are worried and overwhelmed when they think about their future; they approach the election in a negative frame of mind. Like the rest of the electorate, the cost of living is a key concern for younger voters—especially the cost of housing and rent.

3

Climate change is a key vote driver for many younger voters.

- Over half (58%) say the issue of climate change is very important to them personally and 36% say it is one of the top-tier issues that will matter most to them in voting next year.
- Despite their downbeat outlook, the transition to clean energy is one development that stands out as a cause for hope and optimism.

Strategic Imperatives

1

Job #1: Close the knowledge gap and make sure younger voters know about the important actions President Biden has taken to confront the climate crisis and advance America's transition from fossil fuels to clean energy.

2

Demonstrate that meaningful action and progress on climate change and clean energy is already happening because of President Biden's leadership. Young voters want to hear about concrete steps that are happening right now, and often react with skepticism to claims about outcomes that might occur five or ten years from now.

Compelling examples of things happening right now because of President Biden include:

- Hundreds of thousands of new, good-paying clean energy jobs across the country
- Tens of thousands signing up for Biden's Climate Corps
- Working being done to modernize and strengthen the electricity grid
- Actions to break stranglehold of Big Oil over our energy future and stop price gouging by oil company CEOs

Strategic Imperatives (cont'd)

3

Put President Biden's leadership and accomplishments on climate change and clean energy in an understandable comparative context, rather than having his record judged against an ideal standard.

- Make it clear that Biden has done more than any other president to confront and address climate change.
- Compare and contrast Biden's determination to continue leading the country toward clean energy with Trump's determination to take us backward and make us more dependent on fossil fuels.

4

Use President Biden's leadership on clean energy to strengthen the case that he is focused on lowering costs. Strong messaging language:

Joe Biden understands that the rising cost of living is a burden for many young Americans and is taking action to make it easier for them to afford healthcare, a college education, and clean energy. While clean energy is our future, it is not within everyone's reach today. That's why Biden is investing in it--to lower costs so it's truly affordable. He's making sure that switching to clean energy is a real choice for those who want it, and not a luxury only available to the wealthy.

5

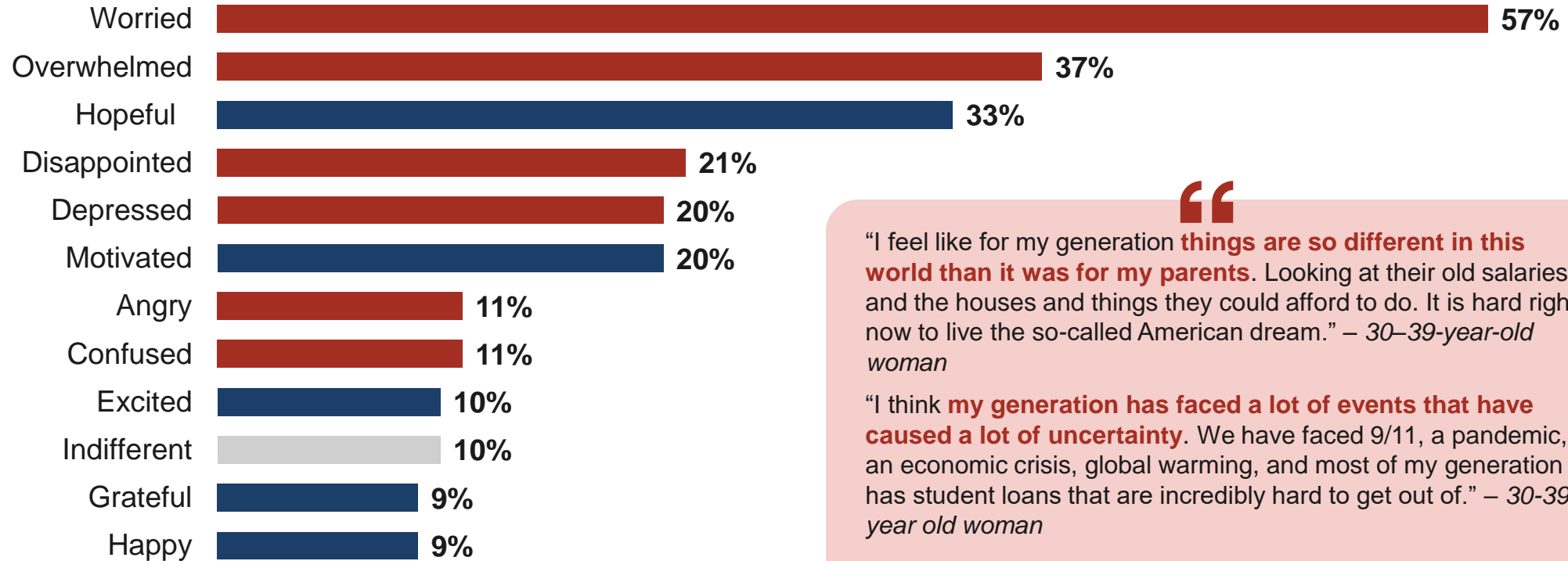
Recognize that connecting with younger voters requires a different approach and we must meet them where they are.

- Younger adults often come across news only in the course of doing other things online (mostly on their phones). The youngest voters mostly get their information from TikTok and Instagram.
- Trusted influencers are an important conduit, but delivery needs to feel authentic.

Young Voters' Mood and Outlook

Young people feel beat down; we need to give them something to be optimistic about.

When you think about the future for your generation, what are the main emotions that you feel?



“I feel like for my generation **things are so different in this world than it was for my parents**. Looking at their old salaries and the houses and things they could afford to do. It is hard right now to live the so-called American dream.” – 30–39-year-old woman

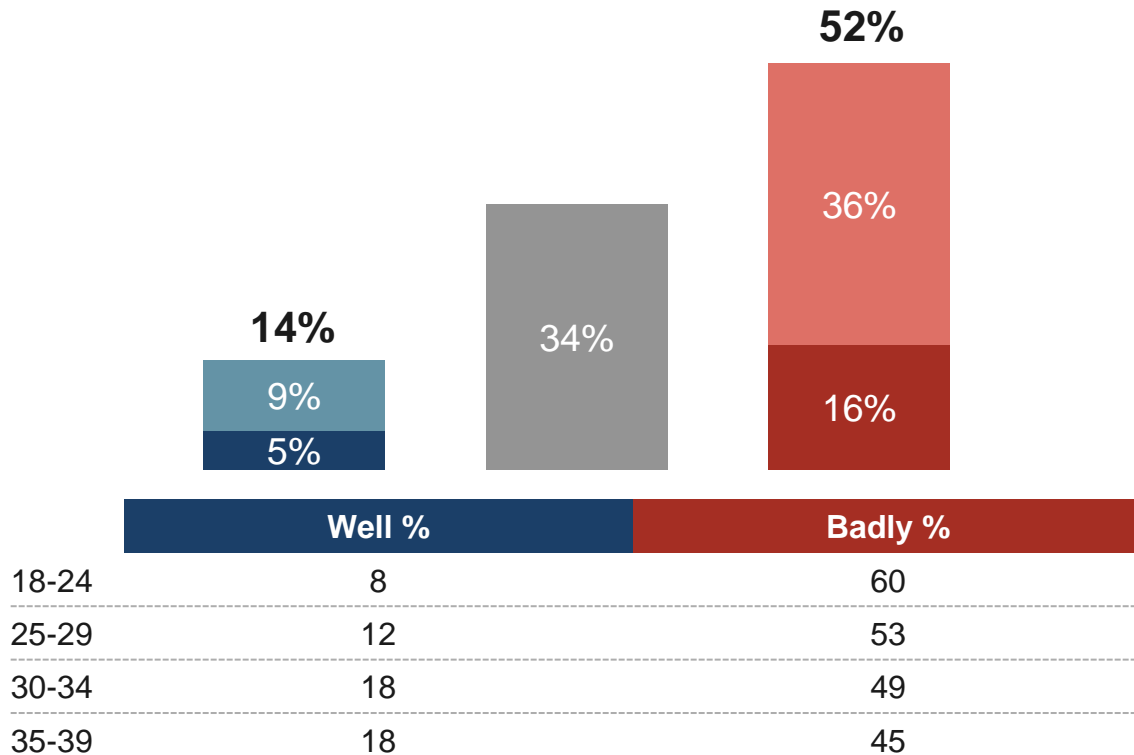
“I think **my generation has faced a lot of events that have caused a lot of uncertainty**. We have faced 9/11, a pandemic, an economic crisis, global warming, and most of my generation has student loans that are incredibly hard to get out of.” – 30-39 year old woman

61% say their generation has it very or somewhat harder than their parents' generation

They need to see a path forward for things to improve for the country as a whole and in their own lives.

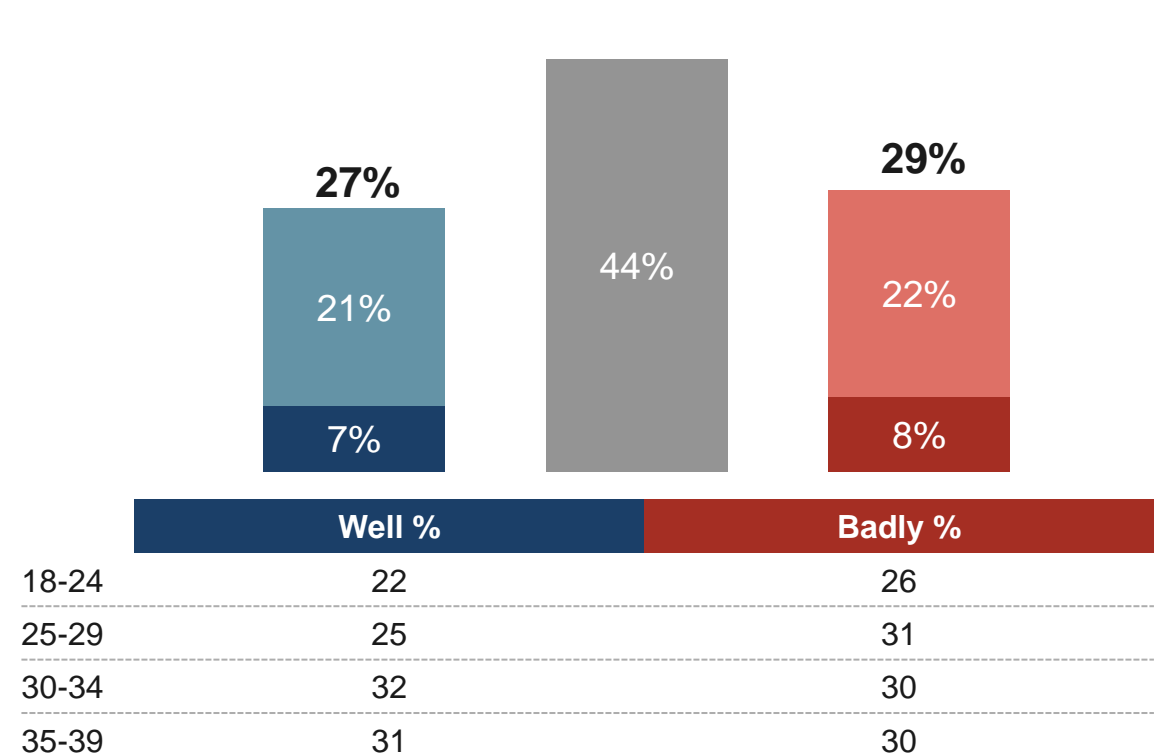
How would you say things are going in the **country** right now?

Very well Pretty well Okay Pretty badly Very badly



How would you say things are going for **you personally** right now?

Very well Pretty well Okay Pretty badly Very badly



Young voters do find hope in the power of their generation—a notion that we should explore more in future research.



“I believe my generation cares about what is going on around them, and the community around them and standing up for what is right when they see an injustice. They care about what our future looks like, and who is leading that future.” – 18-29-year-old man



“My generation has a lot of capacity to change the world, but without the help of people currently in power, it can be extremely difficult. The future terrifies me for that reason, but I’m hopeful that we can do something.” – 18-29-year-old woman



“My generation is the generation that prides itself in self education and being aware. I feel we are more into politics and always asking questions to ensure we are getting what we deserve.” – 18-29-year-old man

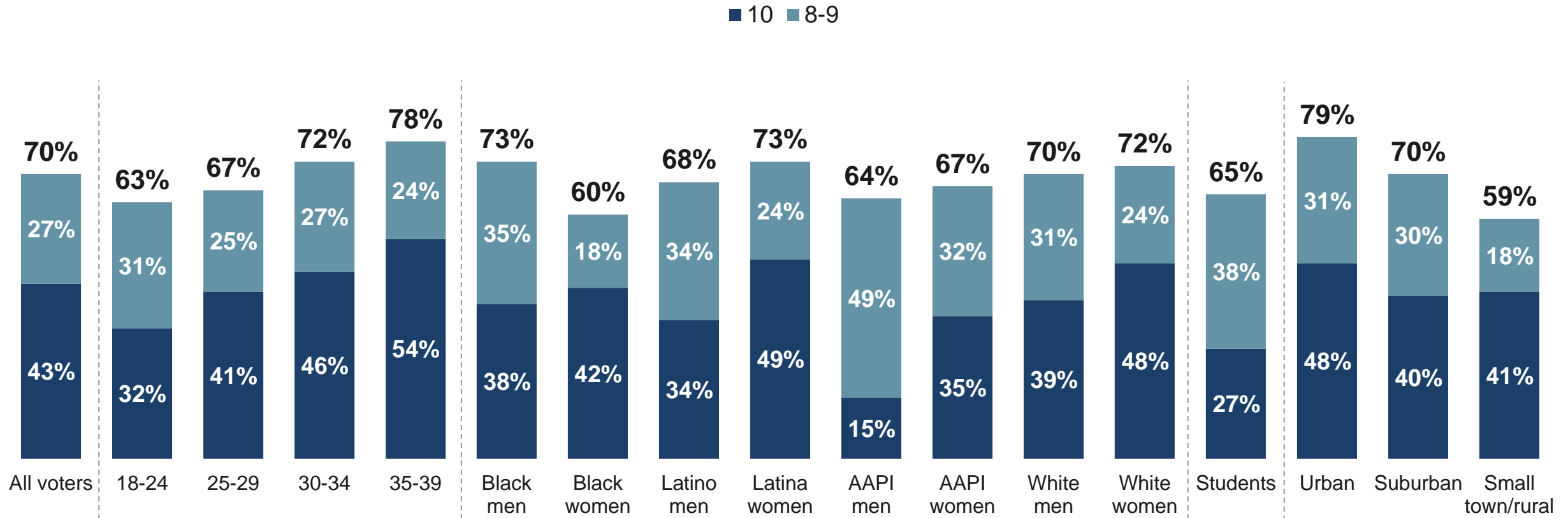


“I find that our generation has experienced so much turmoil and unpredictability, but nonetheless has succeeded in creating a more equitable and just society for those ahead of us, and generations to come.” – 30-39-year-old man

2024 Election

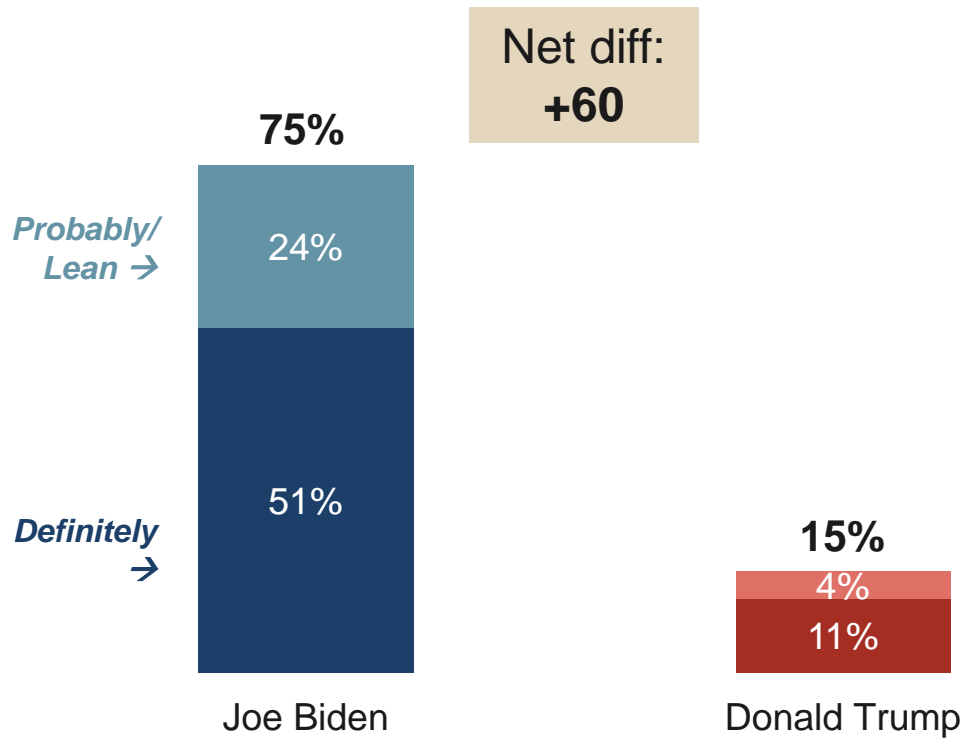
The youngest voters are least motivated to vote.

*How motivated are you about voting in the election for president next year?**



Even having screened Trump 2020 voters out, Biden is not shoe-in with these young voters. There is a consistent gender gap.

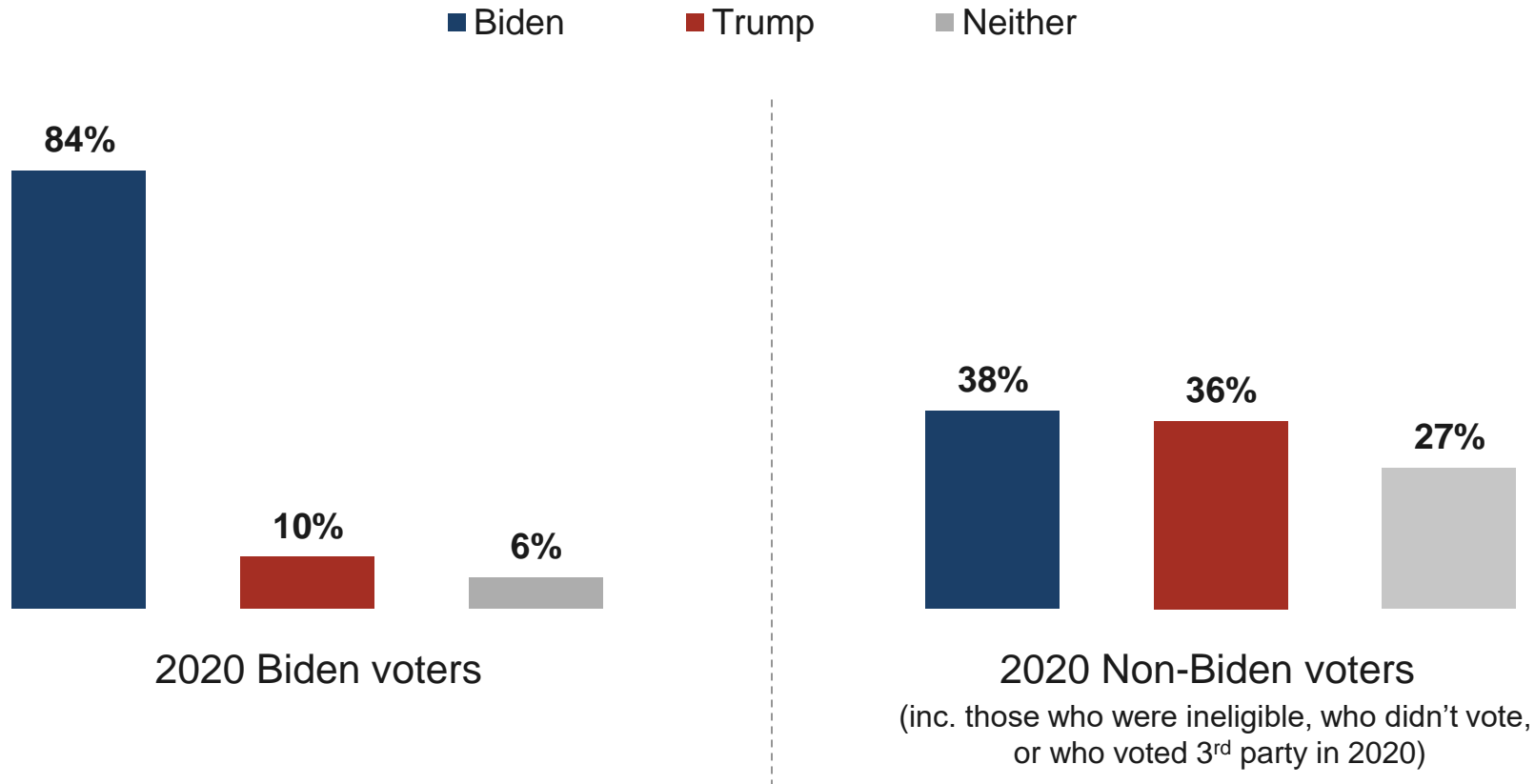
Which candidate will you vote for in the general election for president next year?



	Biden %	Trump %
Age 18-24	67	21
Age 25-29	72	15
Age 30-34	79	13
Age 35-39	82	9
Men 18-29	63	26
Men 30-39	81	13
Women 18-29	73	14
Women 30-39	81	10
Black men	67	23
Black women	65	19
Latino men	64	23
Latina women	74	13
AAPI men	70	20
AAPI women	78	13
White men	74	18
White women	80	9
Vote motivation 8-10	83	11
Vote motivation 0-7	55	24

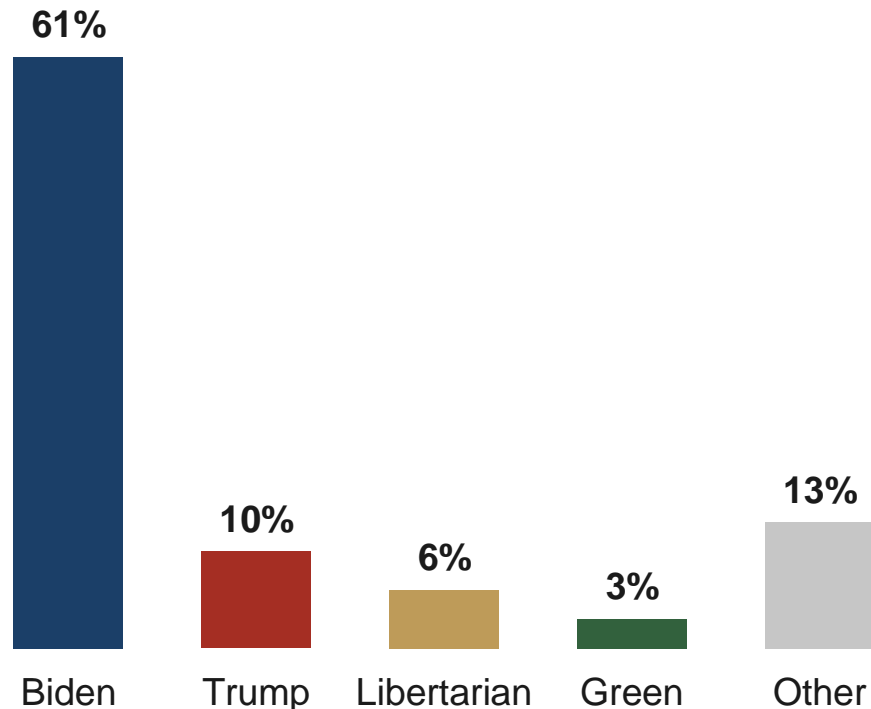
Biden is underperforming with his 2020 voters and he has no advantage with new voters

Which candidate will you vote for in the general election for president next year?



A multi-candidate field is even more challenging.

Which candidate will you vote for in the general election for president next year?



	Two-way Def/Prob Biden %	Multi-candidate Total Biden %	Drop
All voters	72	61	-11
Age 18-24	63	51	-12
Age 25-29	71	59	-12
Age 30-34	76	66	-10
Age 35-39	80	71	-9
Men 18-29	61	50	-11
Men 30-39	78	67	-11
Women 18-29	70	58	-12
Women 30-39	78	69	-9
Black men	63	59	-4
Black women	60	55	-5
Hispanic men	63	53	-10
Hispanic women	69	58	-11
AAPI men	69	67	-2
AAPI women	76	63	-13
White men	71	59	-12
White women	78	67	-11
Vote motivation 8-10	81	71	-10
Vote motivation 0-7	51	38	-13

Profiles of Target Groups

Each target audience over-indexes in the demographics below it

Biden Base (38%)

High-motivation voters, definitely voting for Biden

Liberal Democrats

30-39 (esp. women)

College grads (esp. women and Latino)

White women

Urban

Persuadables (34%)

Not strong partisans, not definitive in their vote decision

Men/18-29

Non-college men

Small town/rural

Black 18-29

Latino men

Latino non-college

AAPI (esp. 30-39)

Turnouts (17%)

Low-motivation voters, definitely or lean Biden

Democrats (a little more moderate)

18-24

Black women

AAPI (esp. 18-29)

Suburban

High-risk Biden Defectors (15%)

Biden 2020 voters who probably will not vote for him in 2024

Independents

25-29

HS/less

Parents

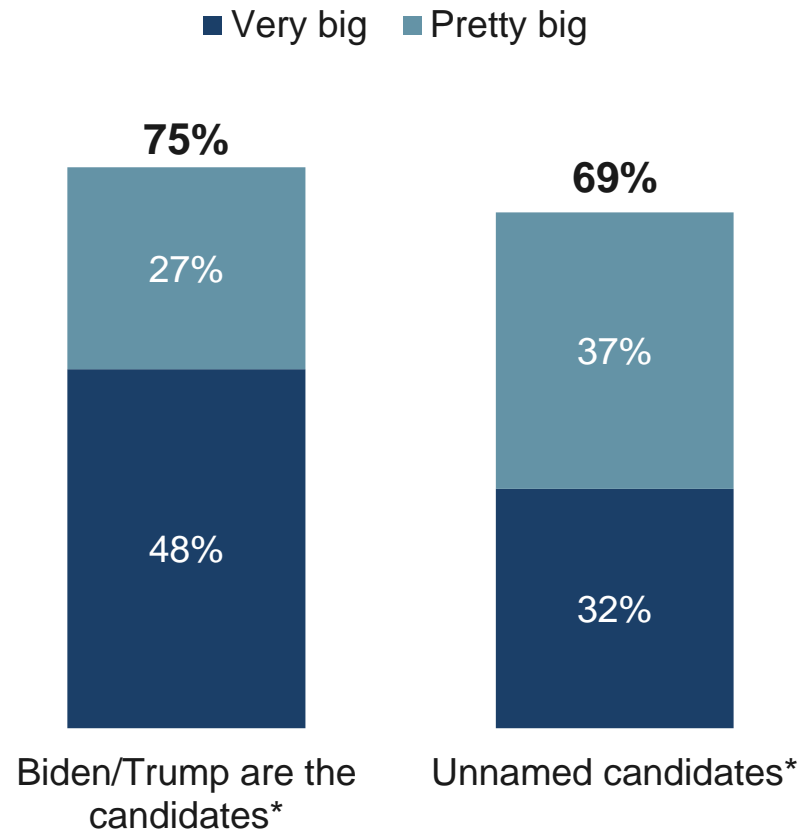
Black (esp. women and 18-29)

Latino men

AAPI 30-39

The potential of another Trump presidency raises the stakes of the election.

How much of a difference does it make to you personally who wins the election for president next year?



* Half-sample experiment

	Very big difference		Net
	Biden/Trump %	Unnamed candidates %	
Trump voters	25	23	+2
Biden base	72	52	+20
Turnouts	32	16	+16
Persuadables	19	19	-
High-risk defectors	19	31	-12

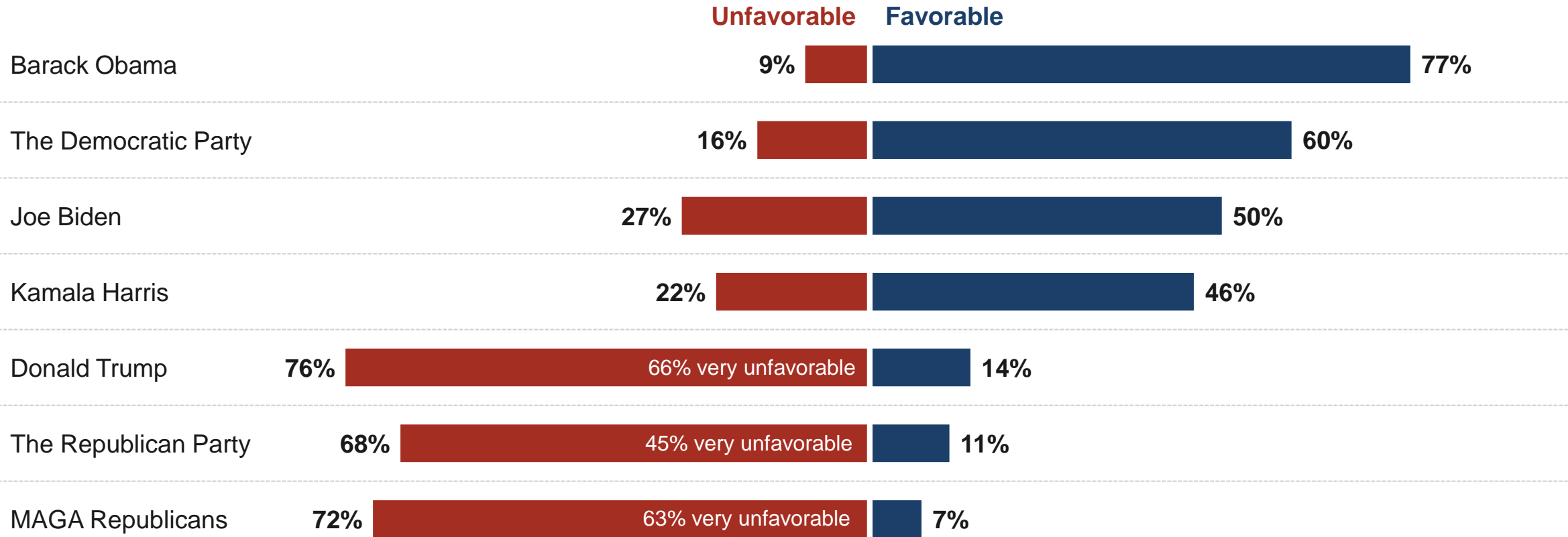


“Honestly another 4 years of Biden would suck but I think another 4 years of Trump would be even worse.” – 18-29-year-old

“Although I feel like it is choosing the lesser of two evils, I do not want to see another Republican in office, especially after seeing the way [Trump] speaks about minorities and queer folk” – 18-29-year-old

Biden is not popular with young voters, but Trump and MAGA are strong negatives. Barack Obama still is a star with young voters.

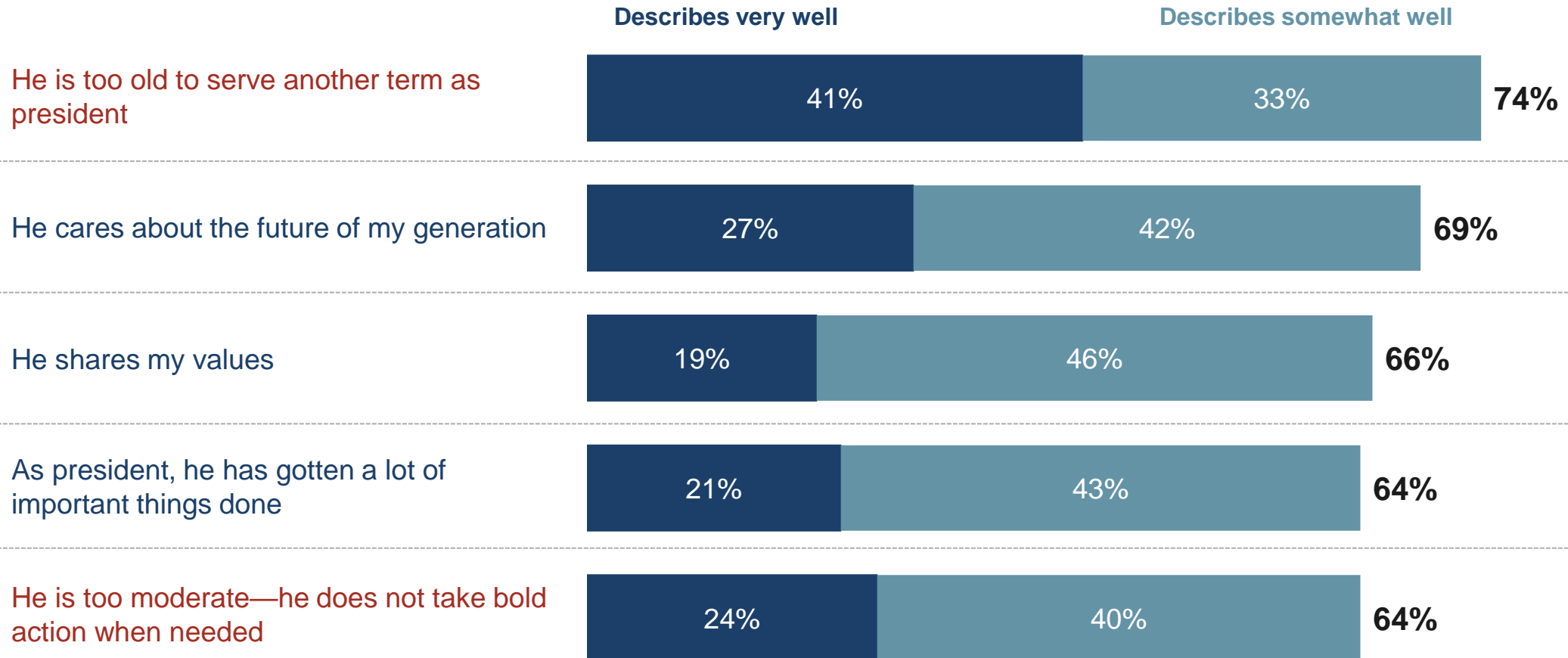
Please rate your feelings toward of the following people and groups.



Biden Messaging Landscape

Biden gets modest credit on some dimensions, but is also defined by his age.

Please indicate whether you think each of the statements describes Joe Biden or not.



It is also clear young voters have no idea what Biden has actually accomplished.



“Honestly, I have no idea. I know he said he was going to stop oil fracking when he campaigned and he didn’t live up to that. And that’s really disappointing but other than that I don’t know.” – *18-29-year-old woman*



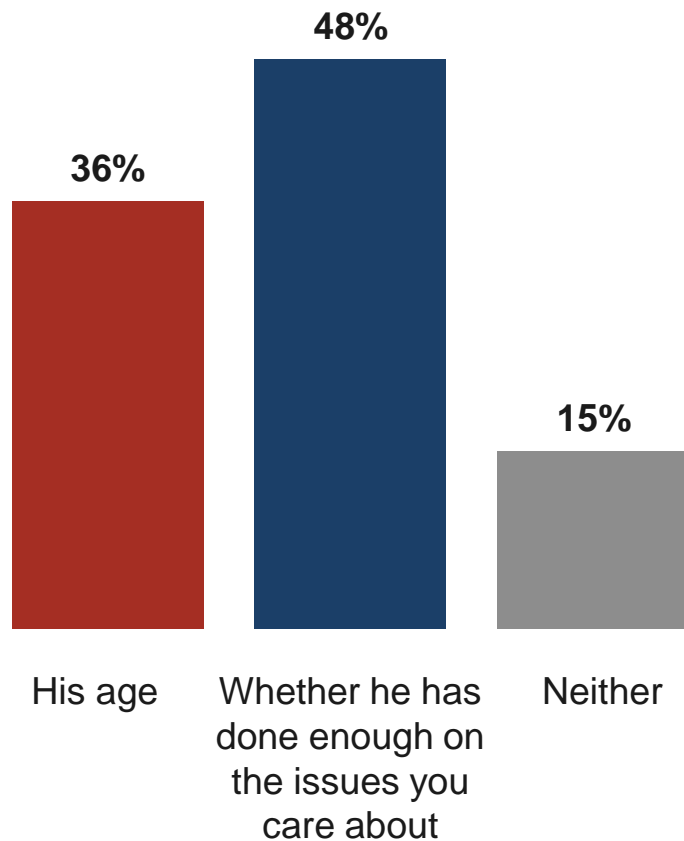
“I don’t really think Biden has done anything for climate change, I certainly haven’t heard about it... I mean his whole campaign mostly was about climate change and things like that but I don’t believe he did what he said he would do.” – *18-29-year-old man*



“Not doing enough about the wave of anti-LGBTQ, and especially anti-trans legislation. Supporting Israel & ignoring their genocide of Palestinians. Not doing more to reverse climate change or stop big corporations from the harm they’re doing.” – *18-29-year-old woman*

Filling in knowledge gaps is job #1. We cannot change their feelings about Biden's age, but we can show them what he has done.

Which concerns you more about voting for Joe Biden for president?



	His age %	Whether he has done enough %
Biden base	35	42
Turnouts	42	48
Persuadables	36	54
High-risk Biden defectors	31	62
18-24	30	61
25-29	39	45
30-34	39	44
35-39	39	42

Climate change has high personal importance and is a key voting issue for more than a third of younger voters.

For each one, please indicate how important it is to you personally.

Very important

**Top 4
Voting
Issues %**

	Very important	Top 4 Voting Issues %
Healthcare	75%	43
The cost of housing and rent	73%	51
Mental health	71%	26
Availability of good-paying jobs and job opportunities	66%	34
Gun violence	63%	34
Inflation	63%	50
Social justice and civil rights	62%	30
Climate change	58%	36
Abortion	51%	33
Threats to democracy	44%	15
Student loan debt	39%	20
National security and foreign policy	36%	16
Immigration	29%	12

We can tap into their optimism about clean energy.



“Transition to clean energy sources is quite important as it would create a sustainable energy source that is what many companies are striving for now. Replacement of gas power vehicles to EVs is sort of a domino effect from transitioning to clean energy and is something needed to better our environment.” – 18-29-year-old man



“I think the transition to clean energy and replacement of gas power vehicles to EVs are the two that strike a chord with me the most. By ignoring the problem and not working towards using cleaner energy, we are continuing to destroy our one and only planet.” – 18-29-year-old woman



“I have already invested in solar energy, and I am taking delivery of my first EV later today. I want to make sure I am doing my part in reducing my environmental impact so my kids and their kids can have a safe place to live.” – 30-39-year-old man

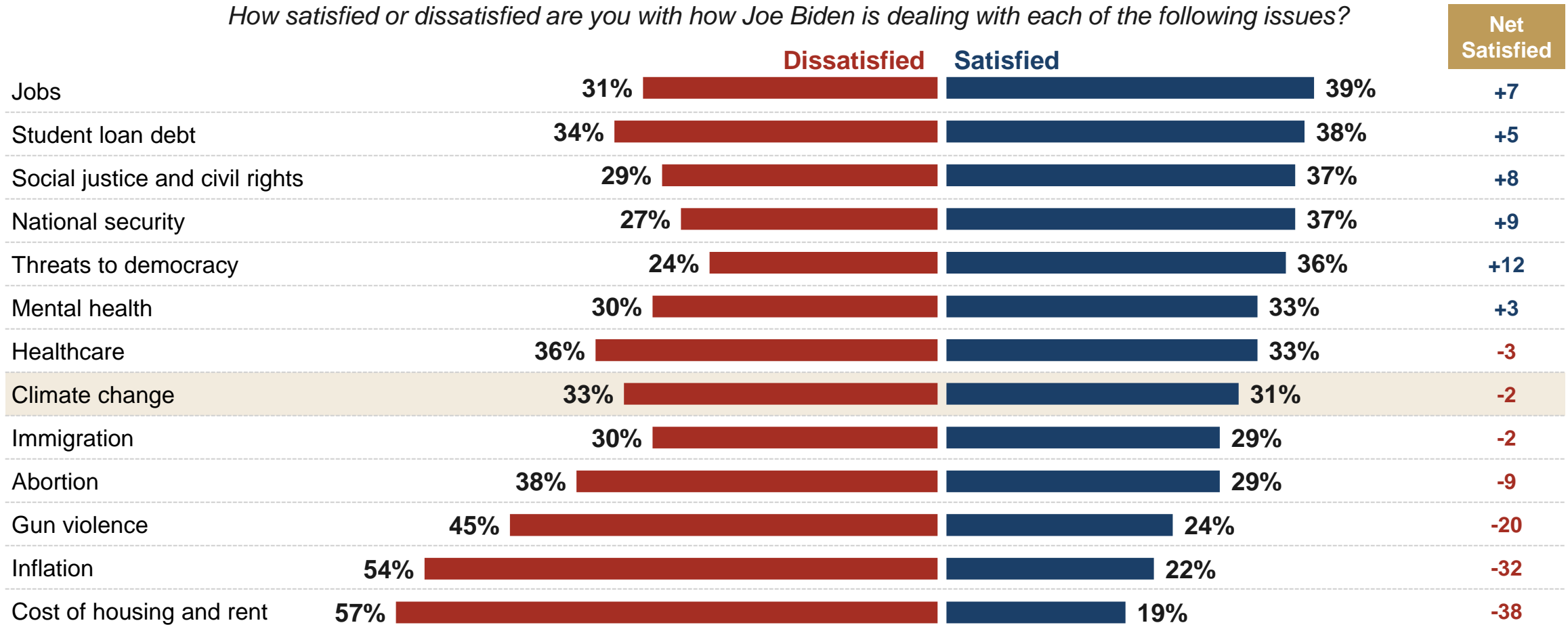


“Transition to clean energy sources! I think we’re going at a snail speed and we need to pick it up but I think ultimately this will have the most impact.” – 18-29-year-old woman

	Most Important Advances for the Future #
Transition to clean energy sources	25
New uses of Artificial Intelligence (AI)	17
Replacement of gas power vehicles with EVs	10
Genetic engineering	4
Augmented Reality (AR) and Virtual Reality (VR)	3
Expansion of space exploration	3

A combination of lack of knowledge of his accomplishments and perceived lack progress mean low satisfaction with the president's performance.

How satisfied or dissatisfied are you with how Joe Biden is dealing with each of the following issues?



Voters who have climate as one of their top 3 issues are more likely than average to vote for Biden but are not enthusiastic about his climate record

Climate Voters (28%)

List climate change as one of their top 3 voting issues

Liberal Democrats

Men 30-39

White men college grads

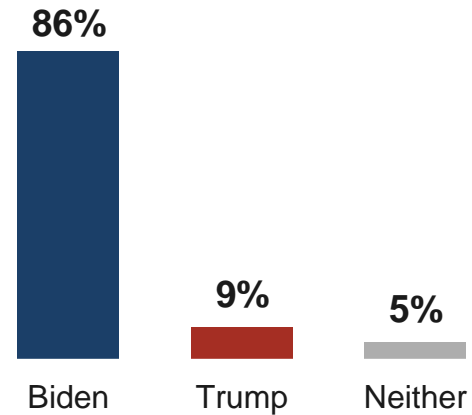
Students

Latino men

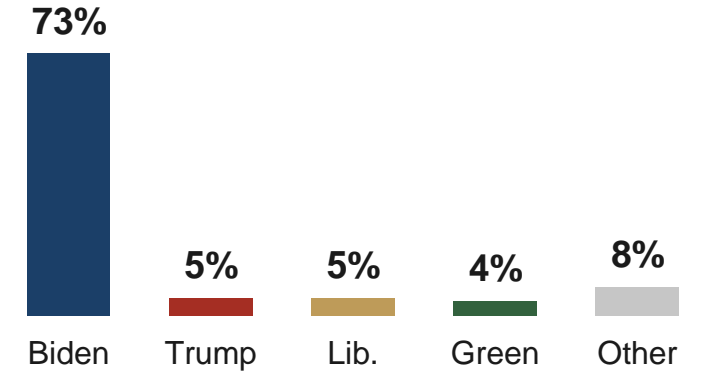
Latino college grads

77% rate their motivation to vote in the 2024 election as an 8 to 10

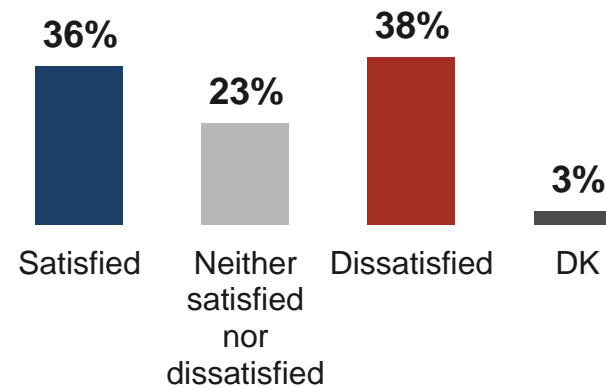
Two-way trial heat



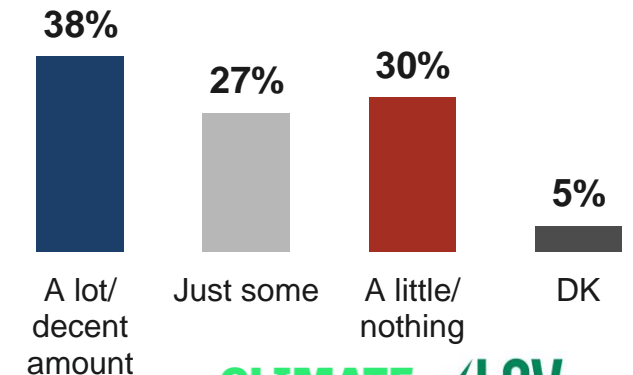
Multi-candidate trial heat



Satisfaction with Biden on climate change



How Much Biden has done on climate change



Biden Messaging

We tested the following criticism “from the left” of Biden.

Order experiment. Respondents were split into two groups:

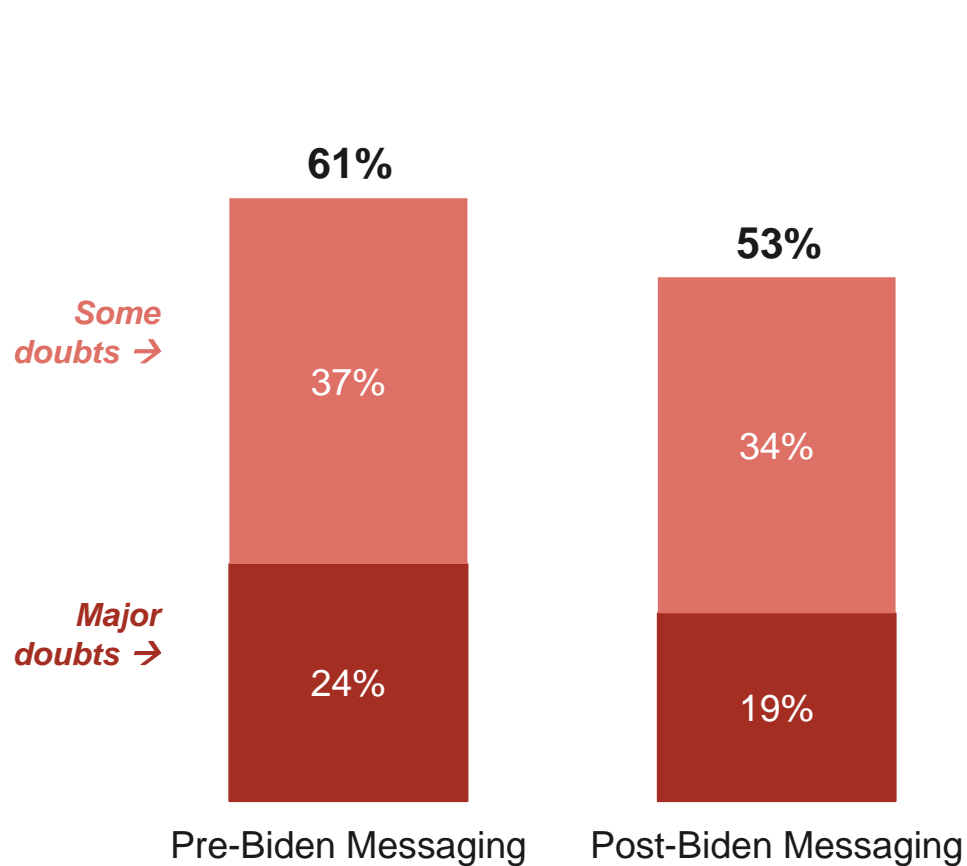
- The first group was shown the criticism of Biden BEFORE they reacted to proof points of actions Biden has taken related to climate change and a series of pro-Biden messages.
- The other group reacted to the criticism of Biden AFTER they saw the action proof points and pro-Biden messages.

Criticism

Joe Biden has repeatedly ignored the very voters that put him into office--young people and communities of color. He ran for president with promises to tackle the climate crisis and promote clean energy. Instead of cutting down harmful pollution, he approved thousands of oil and gas projects, even more than the Trump administration. He appointed former fossil fuel executives to key positions in his administration. He said he would put an end to fracking on public lands or costly subsidies to the fossil fuel industry--but he hasn't done it. We expected real change, not just words.

Biden criticism has low-level resonance, especially around empty promises, but positive messaging can provide some inoculation.

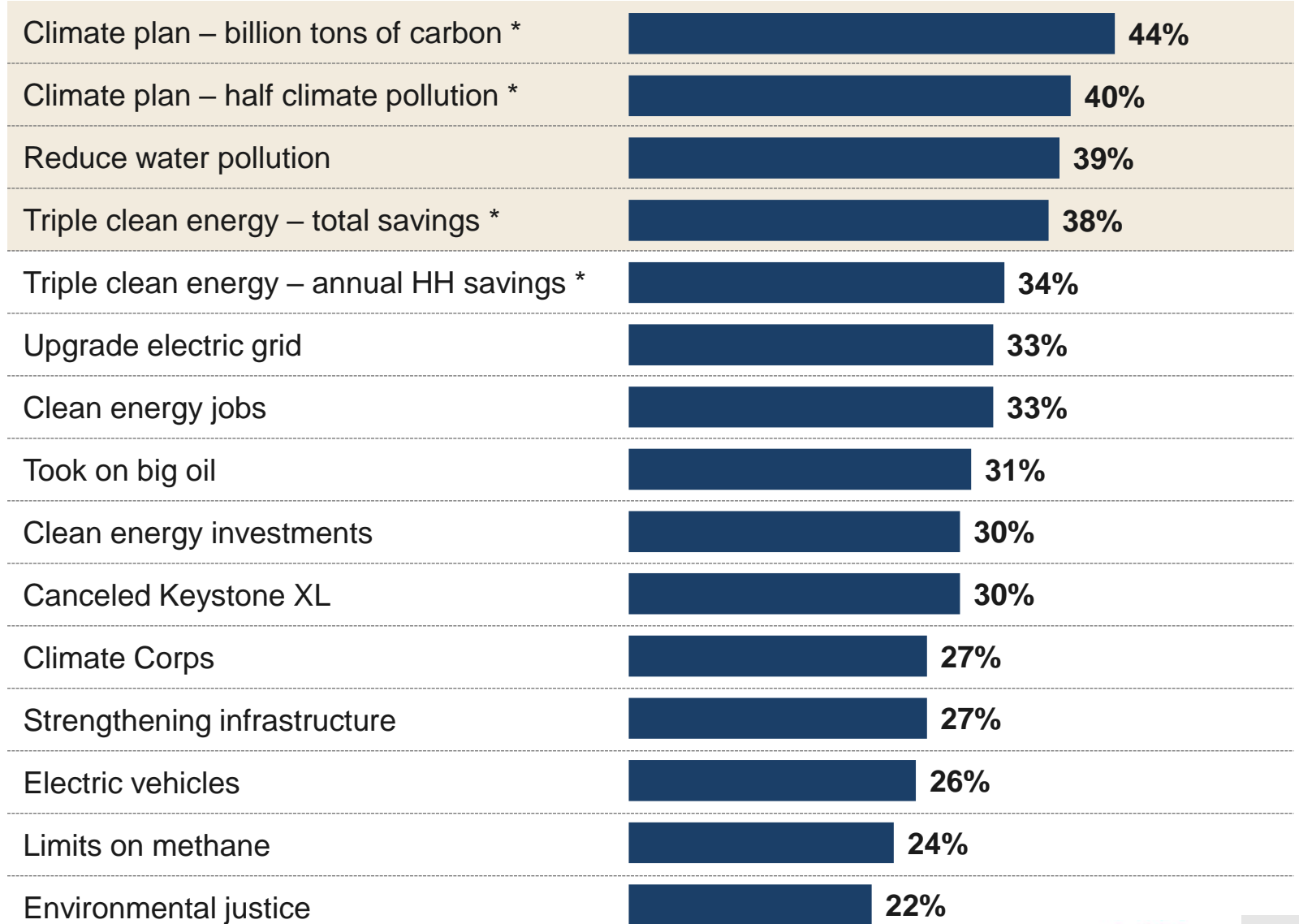
Please rate the level of doubts and concerns this statement gives you about supporting Joe Biden.



	Major Doubts	
	Pre-messaging %	Post-messaging %
Biden base	17	15
Turnouts	18	18
Persuadables	28	18
High-risk Biden defectors	39	16
18-24	35	31
25-29	24	12
30-34	18	15
35-39	16	17
Black voters	24	18
Latino voters	27	19
AAPI voters	11	7
White voters	24	21

Cutting carbon, clean water, and affordability top the list of accomplishments overall.

% choosing this as among the four most important Biden administration climate change actions



(Full wording of accomplishments provided in the appendix of this report.)

* Half sample experiment

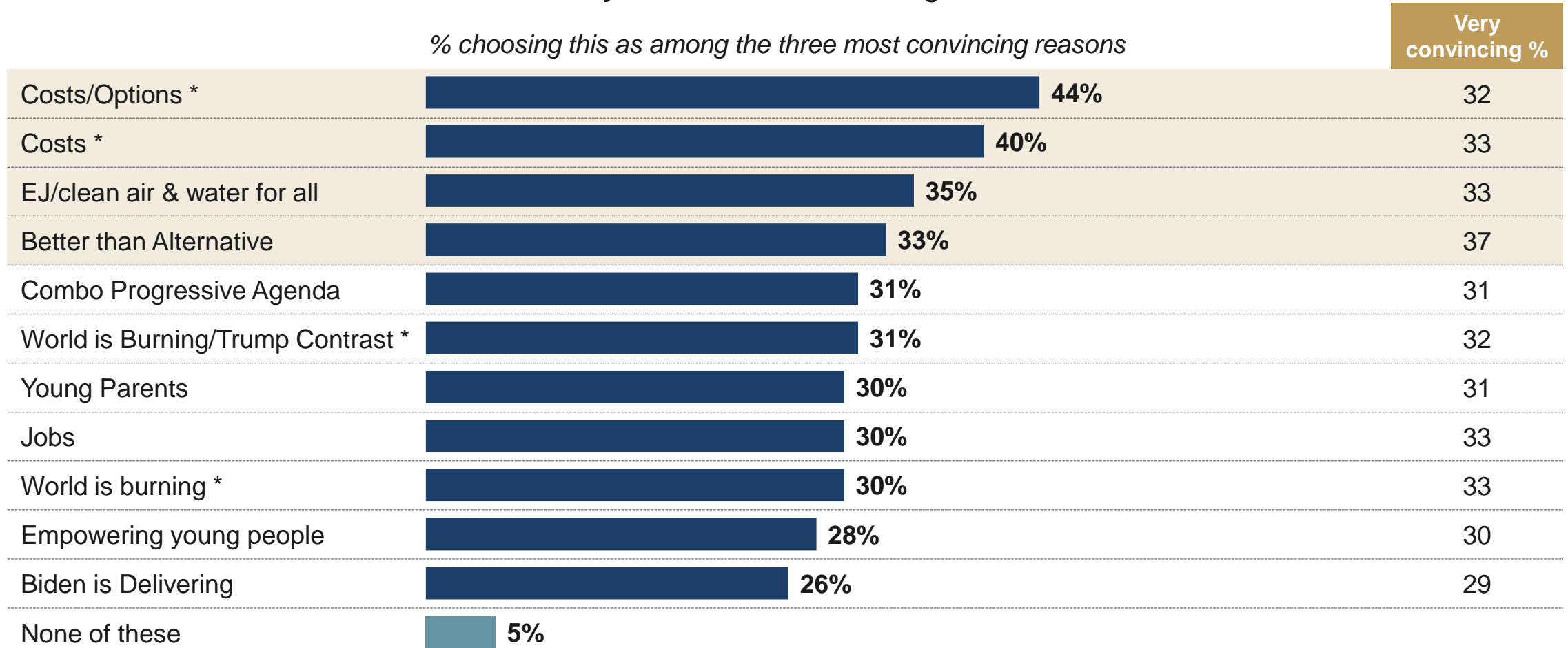
These are the key accomplishments for multiple young voter groups, but the jobs point is central for the youngest cohort and Black and Latino voters.

% saying most important Biden actions on climate change (four chosen)

Age 18-24		Age 25-29		Age 30-34		Age 35-39	
Climate plan – billion tons	44%	Climate plan – billion tons	45%	Reduce water pollution	43%	Climate plan – billion tons	49%
Triple clean energy – total savings	42%	Triple clean energy – total savings	41%	Climate plan – billion tons	39%	Triple clean energy – total savings	37%
Clean energy jobs	40%	Reduce water pollution	38%	Triple clean energy – annual HH savings	35%	Reduce water pollution	36%
Black voters		Latino voters		AAPI voters		White voters	
Reduce water pollution	45%	Climate plan – billion tons	41%	Triple clean energy – total savings	49%	Climate plan- billion tons	47%
Clean energy jobs	41%	Clean energy jobs	37%	Reduce water pollution	44%	Triple clean energy – total savings	39%
Triple clean energy – annual HH savings	36%	Upgrade electric grid	36%	Climate plan – carbon pollution in half	39%	Reduce water pollution	38%
Biden Base		Persuadables		High-risk Biden Defectors		Turnouts	
Climate plan – billion tons	48%	Reduce water pollution	43%	Reduce water pollution	50%	Climate plan – carbon pollution in half	44%
Triple clean energy – total savings	39%	Climate plan – billion tons	39%	Triple clean energy – total savings	39%	Reduce water pollution	41%
Clean energy investments	36%	Triple clean energy – total savings	37%	Climate plan – billion tons	38%	Triple clean energy - annual HH savings	40%

For messaging, four key concepts: affordability, jobs, justice, and not Trump.

Please rank the three that you think make the strongest case to vote for Joe Biden.



The affordability message is the most consistent throughline.

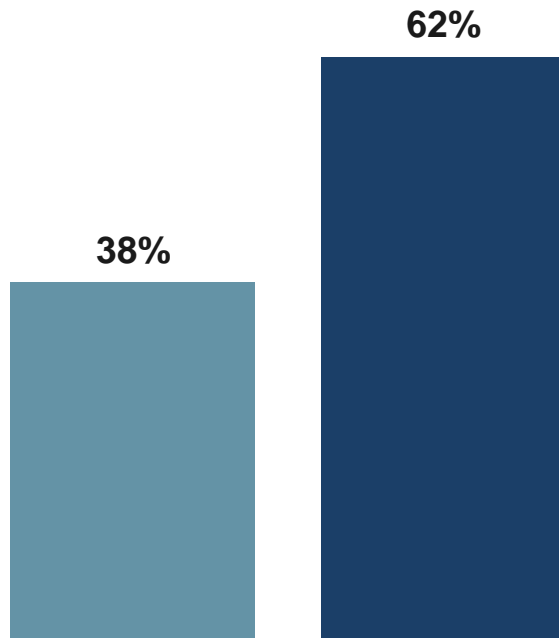
% saying this makes the strongest case to vote for Joe Biden (three chosen)

Age 18-24		Age 25-29		Age 30-34		Age 35-39	
Costs/Options	49%	Costs	47%	Costs	44%	Costs/Options	40%
Young Parents	34%	EJ/clean air & water for all	35%	EJ/clean air & water for all	37%	Better than Alternative	38%
EJ/clean air & water for all	33%	World is Burning	34%	Better than Alternative	33%	EJ/clean air & water for all	34%
Black voters		Latino voters		AAPI voters		White voters	
Costs	43%	Costs/Options	44%	Costs/Options	47%	Costs/Options	44%
EJ/clean air & water for all	36%	EJ/clean air & water for all	38%	Jobs	43%	EJ/clean air & water for all	34%
Jobs	36%	Jobs	33%	EJ/clean air & water for all	33%	Better than Alternative	34%
Biden Base		Persuadables		High-risk Biden Defectors		Turnouts	
Costs/Options	45%	Costs/Options	44%	Costs/Options	54%	Costs/Options	38%
EJ/clean air & water for all	37%	EJ/clean air & water for all	34%	Jobs	34%	EJ/clean air & water for all	35%
Better than Alternative	37%	Jobs	31%	Better than Alternative	31%	Jobs	35%

We need to demonstrate the long-term (health) and immediate (economic) benefits Biden is delivering—especially to key groups.

More important: economic benefits of clean energy (jobs and affordability) or health/environmental benefits (health, pollution, cleaner planet for future generations)?

■ Economic benefits ■ Health and environmental benefits



	Economic %	Health and environmental %
Biden base	29	71
Turnouts	33	67
Persuadables	47	53
High-risk defectors	51	49
Men	46	54
Women	31	69
Black voters	42	58
Latino voters	44	56
AAPI voters	38	62
White voters	36	64

Trump's well-known terrible record on climate makes the contrast easy and credible.



“Negative since he originally backed off that Paris climate pact for a cleaner/greener/more environmentally friendly country.... I doubt he cares at all about anything but money. I think if anything climate related were to be written in before trump becomes president he would unwrite it and toss it out as pointless because he sees it as a non-issue for climate change/clean energy” – *18-29-year-old man*



“I think Trump will be so emboldened by his win and by the rising conservative influence in the federal government that he will have more leeway in passing laws that go directly against clean energy.” – *18-29-year-old woman*



“I think what few policies the Trump administration would develop during second term would be extremely harmful for the climate. I believe these policies would strongly favor the fossil fuel industry and ignore practices that would exacerbate environmental racism and place communities in more harm.” – *30-39-year-old man*



“I don't recall Donald Trump discussing climate change in a serious manner. I do believe he as called it a hoax, downplayed the significance of climate change and has referred to occurrences as just "weather.” – *18-29-year-old man*



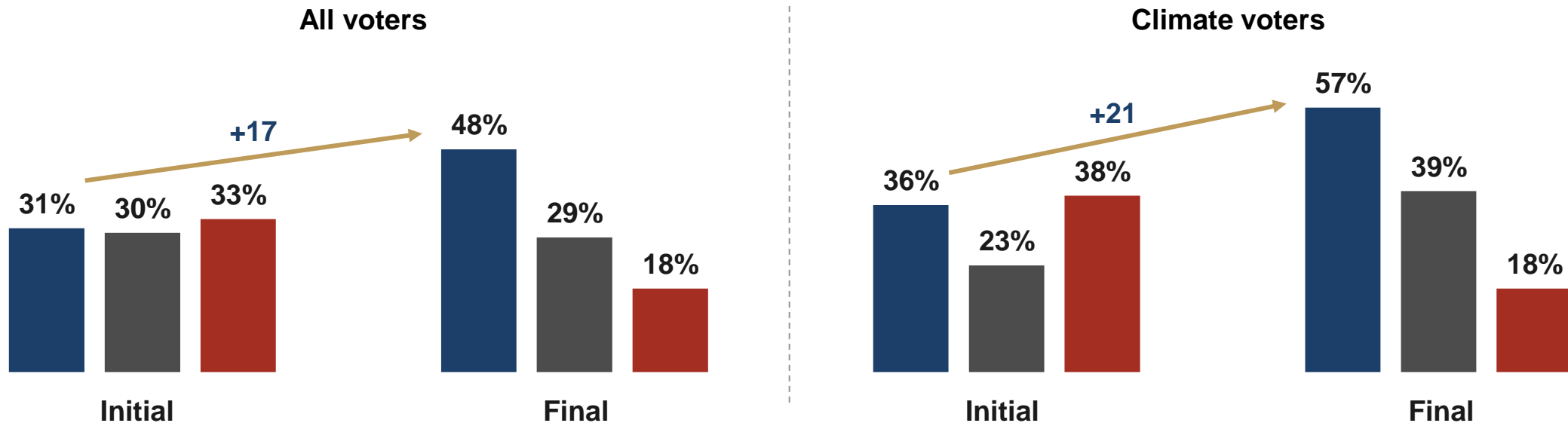
“[Trump] would definitely have a negative impact. He pulled out of the Paris climate accords and doesn't think America should do its part to help the environment. He would go again and dismantle the protections we have in place and say everyone for themselves. – *30-39-year-old man*

Messaging Moves the Needle

We can successfully tell the Biden climate story, especially to those whose votes depend on it.

How satisfied or dissatisfied are you with how Joe Biden is dealing with the issue of climate change?

■ Satisfied ■ Neither satisfied nor dissatisfied ■ Dissatisfied



In an *open-ended* question, the most important thing young voters learn about Biden: he prioritizes, and has done more than any past president, to address climate change.

We can also improve perceptions of Biden.

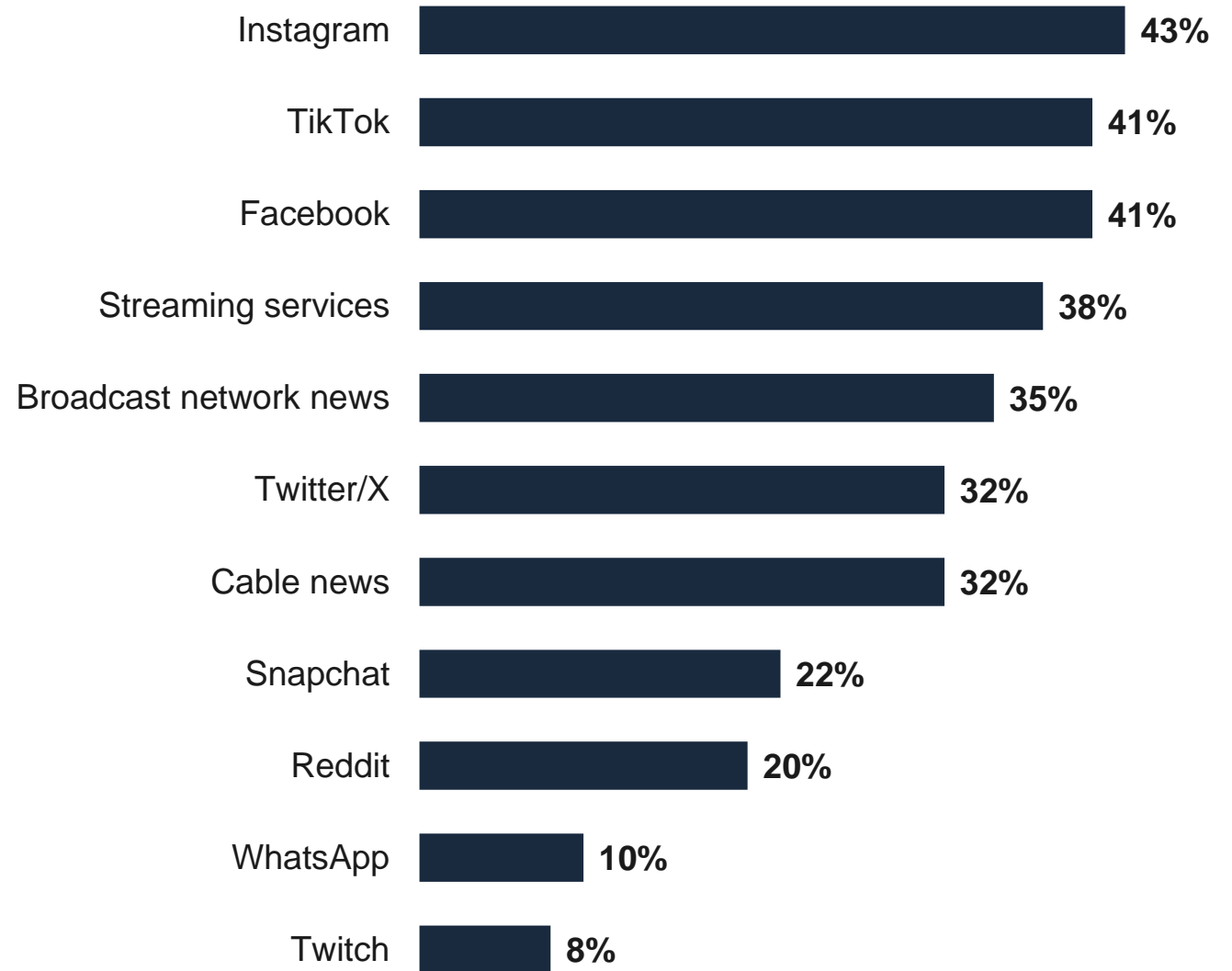
Describes Biden very/somewhat well

	Cares about the future of my generation		Shares my values		As president, he has gotten a lot of important things done	
	Initial %	Final %	Initial %	Final %	Initial %	Final %
All voters	69	75	66	72	64	70
Biden base	90	92	90	92	90	90
Turnouts	71	76	66	72	65	71
Persuadables	49	59	44	52	40	51
High-risk Biden defectors	42	52	36	42	33	46
18-24	60	68	55	62	54	62
25-29	63	69	65	69	60	68
30-34	73	79	70	76	69	75
35-39	82	84	75	81	77	78
Black voters	70	72	66	67	65	67
Latino voters	62	71	64	72	62	64
AAPI voters	77	84	71	80	69	77
White voters	70	75	66	72	65	72

Outreach by Social Media

Young adults rely on social media for news about current events, more so than traditional news outlets.

% who use each regularly to stay informed about what's going on in the world and current events?



TikTok and Instagram are important ways to connect with younger voters. Facebook still has some resonance across target audiences.

TOP THREE: % saying use regularly to stay informed

Age 18-24		Age 25-29		Age 30-34		Age 35-39	
TikTok	61%	TikTok	41%	Facebook	44%	Facebook	53%
Instagram	51%	Instagram	41%	Broadcast news	41%	Broadcast news	43%
Twitter/X	40%	Facebook	Streaming services 41%	Instagram	Streaming services 39%	Cable news	Instagram 41%
Black voters		Latino voters		AAPI voters		White voters	
Instagram	54%	Instagram	56%	Instagram	51%	Facebook	42%
TikTok	49%	TikTok	46%	TikTok	45%	Instagram	TikTok 38%
Facebook	Streaming services 37%	Facebook	Twitter/X 36%	Facebook	42%	Streaming services	38%
Biden Base		Persuadables		High-risk Biden Defectors		Turnouts	
Instagram	46%	TikTok	44%	Instagram	45%	TikTok	39%
Broadcast news	42%	Facebook	43%	TikTok	45%	Instagram	37%
Facebook	Streaming services 41%	Instagram	Streaming services 39%	Facebook	44%	Facebook	36%

QualBoard reactions to influencer posts underscore the need to spotlight the tangible and near-term impacts of Biden's wins.

Young adults need to see that Biden's accomplishments will have impacts in the near term. **2030 is too far away.**

- Multiple 18-29-year-olds feel that 7 years is a lifetime away. They don't want to wait that long.
- At the same time 30-39-year-olds point how much can change with administrations and policies in 7 years. They wonder if the results will ever materialize.



“As nice as those numbers & plans sound, the biggest thing that bugs me is the ‘by 2030’ sentiment. I know things are usually slow-moving, but really? With the damage we've already done to the planet, that feels like it might be too late.”
-18-29-year-old



IMPACTS

Underscore real-world benefits. Showcase savings and youth-centric job opportunities.

Specific content that resonated in the social media ads:

- Direct financial benefits: rebates and saving average American household \$\$\$
- Efforts to help low-income families
- Clean energy job creation
- Holding corporations accountable



CAUTION

Avoid homeowner-only benefits; many young people may feel alienated.



REMINDER

Clarify that the IRA isn't a future ambition, but a present reality. Several misunderstood the influencers and didn't realize the IRA had already passed.

Passionate delivery coupled with solid evidence helps dampen young voters' doubts about the authenticity and credibility of sponsored posts.

Young voters in the QualBoards were quick to question whether what the influencer is saying is true.

Navigating tone for authenticity:

- Passionate delivery feels more genuine and enhances authenticity, while a neutral tone can risk coming across parroting of sponsors' talking points.
- However, some find 'excessive' fervor and strong language as biased or personal rants.
 - The art is in blending enthusiasm and passion with concrete, evidence-supported points.

Young voters want to see the evidence:

- Provide sources, statistics, and references. Their presence alone bolsters credibility, particularly for sponsored content.
- Many believe they don't know anyone who has personally benefited from Biden's policies; we need to show it.



“Kudos to Biden (I guess) for tackling these issues, but most of this is just to read at face value. When we dig deeper, how many people were truly positively affected or lifted out poverty, wages increased, and more opportunities for their children to be involved in?” - 18-29-year-old

Strategic Imperatives

1

Job #1: Close the knowledge gap and make sure younger voters know about the important actions President Biden has taken to confront the climate crisis and advance America's transition from fossil fuels to clean energy.

2

Demonstrate that meaningful action and progress on climate change and clean energy is already happening because of President Biden's leadership. Young voters want to hear about concrete steps that are happening right now, and often react with skepticism to claims about outcomes that might occur five or ten years from now.

Compelling examples of things happening right now because of President Biden include:

- Hundreds of thousands of new, good-paying clean energy jobs across the country
- Tens of thousands signing up for Biden's Climate Corps
- Working being done to modernize and strengthen the electricity grid
- Actions to break stranglehold of Big Oil over our energy future and stop price gouging by oil company CEOs

Strategic Imperatives (cont'd)

3

Put President Biden's leadership and accomplishments on climate change and clean energy in an understandable comparative context, rather than having his record judged against an ideal standard.

- Make it clear that Biden has done more than any other president to confront and address climate change.
- Compare and contrast Biden's determination to continue leading the country toward clean energy with Trump's determination to take us backward and make us more dependent on fossil fuels.

4

Use President Biden's leadership on clean energy to strengthen the case that he is focused on lowering costs. Strong messaging language:

Joe Biden understands that the rising cost of living is a burden for many young Americans and is taking action to make it easier for them to afford healthcare, a college education, and clean energy. While clean energy is our future, it is not within everyone's reach today. That's why Biden is investing in it--to lower costs so it's truly affordable. He's making sure that switching to clean energy is a real choice for those who want it, and not a luxury only available to the wealthy.

5

Recognize that connecting with younger voters requires a different approach and we must meet them where they are.

- Younger adults often come across news only in the course of doing other things online (mostly on their phones). The youngest voters mostly get their information from TikTok and Instagram.
- Trusted influencers are an important conduit, but delivery needs to feel authentic.

APPENDIX

Full wording of Biden climate accomplishments
and messages tested

Biden Climate Accomplishments Tested

Climate plan – billion tons of carbon *

Passed the most ambitious climate plan in history, which will cut approximately 1 billion tons of carbon pollution by 2030.

Climate plan – half climate pollution *

Passed the most ambitious climate plan in history, which will cut pollution that causes climate change in half by 2030.

Reduce water pollution

Passed laws to reduce pollution in our water by replacing lead pipes and remove cancer-causing 'forever chemicals' from water.

Triple clean energy – total savings *

Passed a plan to triple the production of clean energy, which will make it more affordable to families and is projected to save \$38 billion in Americans' electricity.

Triple clean energy – annual HH savings *

Passed a plan to triple the production of clean energy, which will help the average household save \$1,000 per year in energy costs.

Upgrade electric grid

Passed a plan to upgrade the U.S. electric grid so it can handle much greater use, is able to deliver more electricity from clean energy sources and is more reliable during extreme weather.

Clean energy jobs

Created more than 170,000 clean energy jobs in small towns and bigger cities across 45 states in the United States.

Took on big oil

Took on the big oil companies that gouge us at the pump by closing tax loopholes and proposed eliminating taxpayer giveaways for coal, oil, and gas companies.

Biden Climate Accomplishments Tested (cont.)

Clean energy investments

Passed a landmark clean energy plan that led to companies investing over \$270 billion in clean energy manufacturing investments in communities across the country

Canceled Keystone XL

Canceled the Keystone XL pipeline, which would have crossed Indigenous lands without their consent and posed a threat to clean water for millions of people

Climate Corps

Created the American Climate Corps, a national service program that trains young people for jobs in clean energy and other climate-related jobs. Over 44,000 signed up in the first two weeks.

Strengthening infrastructure

Is strengthening our nation's roads, bridges, and buildings to make them better able to handle extreme weather like wildfires, droughts, hurricanes, and floods.

Electric vehicles

Took action to make electric vehicles more affordable for more people. The price of electric vehicles has dropped by \$14,000 in the last year alone and is expected to cost the same as non-EVs by 2025.

Limits on methane

Set new limits on methane pollution--a major climate-warming greenhouse gas--from the oil and gas industry by 41 million tons.

Environmental justice

Issued executive orders prioritizing environmental justice in federal agencies, including directing 40% of federal climate and clean energy benefits to underserved communities.

Pro-Biden Messages Tested

Costs/Options *

Joe Biden understands that the rising cost of living is a burden for many young Americans and is taking action to make it easier for them to afford healthcare, a college education, and clean energy. While clean energy is our future, it is not within everyone's reach today. That's why Biden is investing in it--to lower costs so it's truly affordable. He's making sure that switching to clean energy is a real choice for those who want it, and not a luxury only available to the wealthy.

Costs *

Joe Biden understands that the rising cost of living is a burden for many young Americans and is taking action to make it easier for them to afford healthcare, a college education, and clean energy. While clean energy is our future, it is not within everyone's reach today. That's why Biden is investing in it--to make it truly affordable. Because the more clean energy we produce, the cheaper it becomes for everyone.

EJ/Clean air & water for all

All communities deserve to live in a healthy and safe environment. Joe Biden launched the most ambitious environmental justice agenda in history to make sure that all communities, regardless of race, income, or ZIP Code, have access to clean air and water, are protected from the impacts of climate change, and get their fair share of clean energy jobs. Biden has made this a top priority and is working toward a more just and equitable future for all.

Better than Alternative

You can disagree with some aspects of Joe Biden's record on climate change, but the fact is he has done a lot more than any president in our history to address the climate crisis. Donald Trump called climate change a hoax and eliminated protections against air and water pollution. If we let Trump or any other Republican win next year they will take us backward, costing us jobs in clean energy and undoing our progress toward a cleaner future.

Combo Progressive Agenda

Joe Biden is providing strong leadership on the most important challenges of our time: the future of our democracy, the freedom to control our bodies, and the freedom to live in a clean and healthy world. He is committed to protecting the right to abortion and ending the epidemic of gun violence. And he has taken strong action to lower student debt, tackle the climate crisis, and invest in clean energy.

World is Burning/Trump Contrast *

Our world is in crisis. From wildfires in Hawaii, to smoke choking the East Coast and record-breaking heatwaves, the reality of climate change is everywhere. People can't go outside, homes are being destroyed, and costs are soaring into the billions. Donald Trump and Republicans deny the reality of climate change, but Joe Biden understands the crisis and is taking on Republicans and fossil fuel interests to fight for our future.

Pro-Biden Messages Tested (cont.)

Young Parents

For many young Americans, the dream of starting a family or watching your kids grow up is threatened by the climate crisis. That's why Joe Biden's climate plan is so meaningful; it's a blueprint for a better future. It reduces pollution today so our kids can breathe clean air tomorrow. Biden understands that it's our responsibility to leave a healthy planet for our kids and grandkids.

Jobs

Joe Biden is creating hundreds of thousands of jobs in clean energy, giving young people the chance to make a good living and help protect the planet. His clean energy plan is creating jobs for tens of thousands of workers, from scientists and engineers to electricians and construction workers. The solar and wind industries are two of the fastest growing in the country, with young workers making up a large share of the workforce.

World is burning *

Our world is in crisis. From wildfires in Hawaii, to smoke choking the East Coast and record-breaking heatwaves, the reality of climate change is everywhere. People can't go outside, homes are being destroyed, and costs are soaring into the billions. As young people inheriting a planet on the brink, we're in a race against time. Joe Biden understands the crisis and is taking on Republicans and fossil fuel interests to fight for our future.

Empowering Young People

Young people have the power to shape the future. We already make personal choices like driving less, eating more sustainably, and using less energy. But we also need elected leaders too who will empower us. If we show up next year to vote for Joe Biden, he can do even more to increase clean energy and create more ways for young people to get involved, from national service programs, like the American Climate Corps, to more clean energy jobs.

Biden is Delivering

Young people called for action on climate change, and Joe Biden came through. He set the most ambitious goals ever to reduce carbon pollution. He overcame Republican opposition and passed a landmark law to invest in clean energy and reduce pollution. He stood up to Big Oil's price gouging at the gas pump. He is upgrading our roads, bridges, and infrastructure so that they can stand up better to extreme weather.