



# Climate Messaging Tips and Best Practices

July 2024

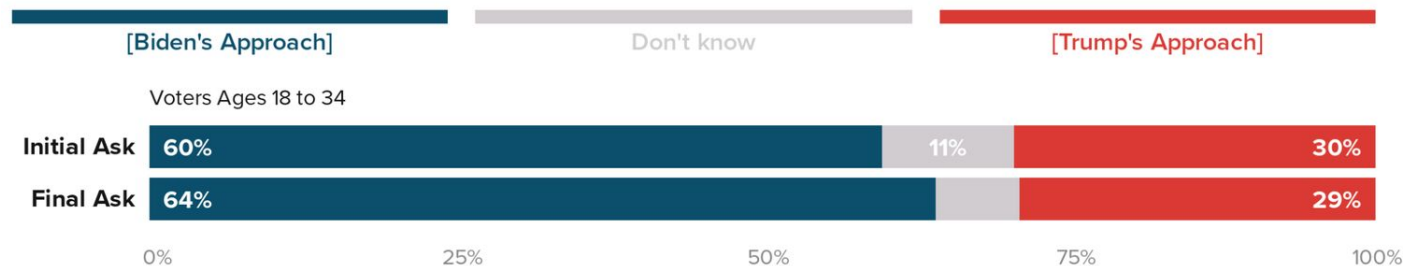


# Climate Change is One of President Biden's Strongest Issues, Especially Among Young People

## Preferences for Biden's Approach on Climate Change Increases for Younger Voters After Reading Through His Climate Accomplishments

[See survey crosstabs for full question response wording.]

Thinking about their approaches on the issue of climate, which of the following statements comes closest to your view, even if neither is exactly right?



Feb. 28 – Mar. 4, 2024 survey of 1,289 likely voters, including an oversample of 100 18-34 year olds

**CLIMATE  
POWER**



DATA FOR PROGRESS



# Message Testing Results - *Climate Change*

- On climate change, the most effective messages emphasized:
  - **Diversifying America's energy sources with renewable energy helps to lower costs and benefit the economy**
  - **Creating a better world for our children and grandchildren**
  - **Highlighting Big Oil's hundreds of billions in profits while Americans paid more at the gas pump**
- Meanwhile, less effective messages emphasized:
  - **Existential urgent threat that we must address today — OR ELSE!**
  - **U.S. getting outcompeted by other nations**
  - **Accusing people who do not want to act on climate change as “deranged” or “dangerous”**

# Message Testing Results - *Inflation Reduction Act*

- On the Inflation Reduction Act, the most effective messages on the climate components of the Inflation Reduction Act emphasized:
  - Lowering costs, specifically energy bills
  - Protecting American families, not corporate interests
  - Investments in renewable energy
- Meanwhile, less effective messages emphasized:
  - Specific emissions reductions targets
  - Number of premature deaths prevented
  - Cost of climate *inaction*

# Young People Support President Biden's Clean Energy Plan

## More Than Three-Quarters of Young Voters Support the Clean Energy Plan When Described by Either a Clean Energy Jobs or Lower Energy Costs Framing

In 2022, President Biden signed the Clean Energy Plan into law.

[Respondents then were randomly assigned to read one of two descriptions of the provisions and impacts of the law.]

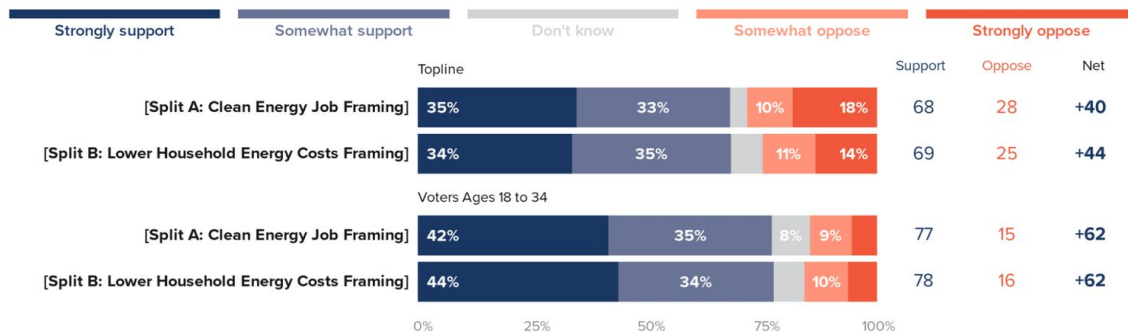
### [Split A: Clean Energy Job Framing]

This law invests over \$430 billion into expanding the clean energy economy, which has increased the production of clean energy technologies, like energy-efficient appliances, battery storage, and electric vehicles. Since the bill was passed, companies have announced and started developing clean energy projects that will create more than 200,000 jobs.

### [Split B: Lower Household Energy Costs Framing]

This law invests over \$430 billion into expanding the clean energy economy, providing households across the country tax credits to lower energy costs and help them afford energy-efficiency improvements. Since the bill was passed, U.S. households have been able to save thousands of dollars on their home energy bills.

Do you support or oppose the Clean Energy Plan?



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# Climate Messaging Do's and Don'ts:

## Emphasize:

- ✓ Lowering costs, including any specific dollar figures that households can save due to IRA or other programs
- ✓ Optimistic framing that centers on bolstering the American economy or creating a better America for future generations

## Avoid Leading With:

- ✗ Wonky statistics (i.e., “gigaton removal”, “meet net-zero by 2030”)
- ✗ Projecting too far into the future - climate change is already here now, and people want to evaluate how to solve the problems of the *present*
- ✗ Fearmongering or doomsday messaging



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