



CLIMATE POWER 2020

THE 2020 LANDSCAPE

This year is a defining moment in our country's history, and the stakes couldn't be any higher. This is especially true in how our nation addresses the climate crisis. The next administration and Congress must emerge from this year's elections emboldened to take immediate action on climate change.

Climate Power 2020 is focused on reaching key groups who are very concerned about climate change and highly receptive to climate messaging: young people, communities of color, and Republican-leaning suburban women both nationally and in Arizona, Colorado, Florida, Georgia, Michigan, Colorado, North Carolina, Pennsylvania, and Wisconsin.

A coalition of organized climate advocates could have significant sway pushing policymakers to act on climate.

- GOP-leaning persuadable voters overwhelmingly disapprove of the job President Trump is doing on climate change, and a majority think climate change is a crisis or a very serious problem and support taking strong action to combat climate change.
- Persuadable voters also feel that strong action to combat climate change will be good for the economy. (72% believe clean energy would "ultimately be good for the economy").
- A pro-climate message also boosts the percentage of younger voters who are extremely motivated to vote by 12 percentage points for a pro-climate action candidate.

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COVID-19 and climate change are linked in Americans' minds. So is President Trump's corruption.

- We are living with the reality of what happens when our leaders ignore experts, deny science, and fail to keep our families safe. COVID-19 is a devastating example. Climate change is too.
- A 65% to 24% majority of persuadable voters agree with the statement: "the coronavirus is disrupting our lives for a few months, but if we fail to act, climate change will disrupt our lives for decades," according to an April Climate Power 2020 poll.
- With COVID-19 and climate change, there is a strong connection in how Trump is unable to handle these crises: He first denies that there is a problem, such as calling them a "hoax." President Trump then denies the severity of these threats, then asserts that they are too difficult or expensive to fix until he eventually proposes solutions that fail to grasp the scope of the problem and often advance his personal interests or the interests of his donors.
- A message that critiques Trump for dismissing military leaders, scientists, and the CDC on both climate change and coronavirus is top-testing among persuadable voters as well as non-Republican, younger, and Latino voters.

Republicans are on notice. Their refusal to acknowledge the realities of climate change is deeply unpopular.

- Persuadable, Republican-leaning voters back Democrats when faced with a choice between an anti-science Republican and a Democrat willing to take action on climate change.
- The voters that are up for grabs in the presidential race are Republican-leaning but are also fundamentally pro-climate.
- Although Republicans lead the generic ballot with these GOP-leaning persuadable voters by 9 points, when that is reframed as a choice between a Democrat who "supports taking strong government action to combat climate change" and a Republican who opposes such action, the generic ballot shifts to a 20-point Democratic lead – a net 29-point shift.