

TO: EDF Action
FR: Morning Consult
DT: April 2020
RE: Results: Coronavirus Message Testing

Morning Consult conducted an online survey, on behalf of EDF Action, between April 3 – April 5, 2020 among a national sample of 1,990 registered voters. The data were weighted to approximate a target sample of registered voters based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of +/- 2 percentage points.

The survey sought to measure the effectiveness of both oppositional and supportive messaging related to the inclusion of clean energy investments in the next coronavirus economic recovery package.

KEY FINDINGS

Initial Priority of Clean Energy in the Next Economic Recovery Package

Almost all voters say it is important that the government pass coronavirus economic recovery packages (91%), and half say it is a priority to include clean energy in the next package (55%). Including clean energy in the next package is especially a priority for Democrats (69%) and 2018 Democratic voters (66%). At the same time, half of Independents (51%), used as a proxy for swing voters, and '2012 Obama + 2016 Trump voters' (47%) also say it is a priority.

Most Convincing Supportive Messages

EDF Action tested various messages to determine the most effective messages for countering attacks by those who oppose including clean energy elements in the COVID-19 recovery bills being considered by Congress.

Overall, statements focusing on the Trump administration and a lack of proactivity in the face of threats, the impacts of ignoring warnings from scientists, and discouraging the use of coronavirus as an ideological agenda perform the strongest among voters generally. 2018 Democratic voters, also found messaging related to Trump administration and a lack of proactivity in the face of threats (57%) and the impacts of ignoring warnings from scientists (45%) very convincing. See figures 1 and 2 for a breakdown of most convincing messages among key audience segments: Independents and 2012 Obama + 2016 Trump voters.

Figure 1: Top Messages Among Independents (n = 524)*

Top Messages Tested	% Very Convincing	Total Convincing	Net Convincing
This administration has a problem with facts. Scientists said coronavirus was coming, and President Trump claimed it would “disappear” on its own. Now the economy is in freefall and thousands are dying. We’d better start listening to scientists when they warn us about threats. Pollution is building up in our air, changing the climate in ways that hurt farmers, our health, and our national security. And people are that calling it a “hoax,” too. It’s got to stop.	38%	60%	+29
If we’re serious about creating jobs, that has to include wind, solar, and a modern electricity grid. In the real economy today, clean energy is one of the fastest growing job producers. And it will make our country stronger, less dependent on price swings from foreign oil, and cleaner. That’s how we build a stronger economy for now and the future.	28%	61%	+33
The Coronavirus bill should not be an excuse for anyone’s ideological agenda. We need to direct aid where it’s needed and invest in the fastest growing jobs in America—like clean energy, to get our economy back to life as quickly as possible.	28%	55%	+26

Figure 2: Top Messages Among 2012 Obama + 2016 Trump Voter (n=123)**

Top Messages Tested	% Very Convincing	Total Convincing	Net Convincing
The Coronavirus bill should not be an excuse for anyone’s ideological agenda. We need to direct aid where it’s needed and invest in the fastest growing jobs in America—like clean energy, to get our economy back to life as quickly as possible.	40%	74%	+53
This administration has a problem with facts. Scientists said coronavirus was coming, and President Trump claimed it would “disappear” on its own. Now the economy is in freefall and thousands are dying. We’d better start listening to scientists when they warn us about threats. Pollution is building up in our air, changing the climate in ways that hurt farmers, our health, and our national security. And people are that calling it a “hoax,” too. It’s got to stop.	37%	65%	+35
If we’re serious about creating jobs, that has to include wind, solar, and a modern electricity grid. In the real economy today, clean energy is one of the fastest growing job producers. And it will make our country stronger, less dependent on price swings from foreign oil, and cleaner. That’s how we build a stronger economy for now and the future.	37%	64%	+34

* Margin of error is +/- 4%

** Margin of error is +/- 9%

Effectiveness of Messages Overall

After learning more, two-thirds of voters say it is a priority to include clean energy in the next coronavirus economic recovery package, an 11-point increase after messaging. Increases in priority are also seen across key audience segments, speaking to the effectiveness of the supportive statements tested:

- 2018 Democratic voter: 82% (+16)
- Democrat: 84% (+15)
- Independent: 60% (+9)
- 2012 Obama + 2016 Trump voter: 65% (+18)

Figure 3: Change in Total Priority to Include Clean Energy in the Next Coronavirus Economic Recovery Package

