

To: Interested Parties
 From: Data for Progress and Climate Power
 Date: February 22, 2022
 Re: Messaging on Lowering Utility Costs

With high energy costs and inflation continuing to dominate the national conversation, Climate Power and Data for Progress conducted message testing to better understand the most effective ways to frame investments in clean energy as a way to lower energy costs. The bottom line is that the economic agenda of President Biden and Democrats in Congress is likely to include investments in clean energy. Framing those plans as ways to lower costs increases the margin of support from +10 to +24 points. The biggest shift comes from people under 45 and Hispanic voters.

Experiment Design

We chose eight unique messages about lowering utility bills. Every survey respondent was asked the same question about supporting or opposing a new plan that Congress is considering to invest in clean energy. Respondents were randomly shown either one of these eight messages or no message (control group) and asked to indicate their support or opposition to the plan.

Abbreviation	Message
Energy independence	This plan will help accelerate the production of cheaper, cleaner energy here in America that isn't impacted by foreign supply chain disruptions and conflicts overseas.
\$500/year savings	A study from economic researchers showed that the plan would save households an average of \$500 per year in reduced energy costs.
Broad savings	The plan will lower costs for working families by bringing down utility bills, reducing prescription drug prices, and lowering the cost of health insurance.
Reliability	The plan will help accelerate the production of clean energy that will ensure our power systems run reliably and help electricity bills stay stable and consistent.
Renewables won't run out	The plan will help us transition to renewable energy sources that won't run out, like wind and solar energy, which expands our energy supply and will lower costs for consumers and businesses.
Renewables cost less	Because the cost of clean energy sources like wind and solar energy has already fallen dramatically and is getting cheaper each year, the plan will help lower energy bills for households and businesses.
Consumer choice	The plan will make it easier and cheaper for families to convert to renewable energy sources like wind and solar energy, which gives more power to consumers to choose how they get their energy and drive down their energy prices.
Energy efficiency	The plan includes investments to help improve energy efficiency in homes and cars, which will lower electricity bills and reduce costs for consumers.

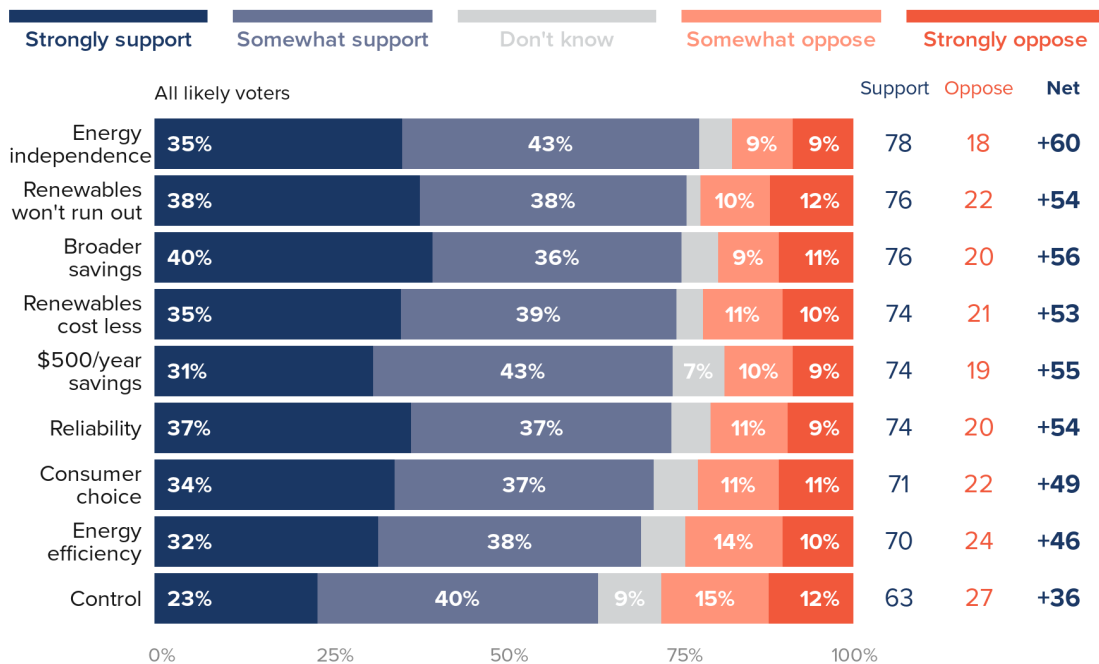
Results and Key Findings

Messaging about lowering utility bills moves voters to support a clean energy bill. Relative to the control, all eight messages make respondents more supportive of a plan to help America transition toward clean energy. However, the most impactful messages center on **decreasing reliance on foreign energy supply chains**, the **broader spending package that includes healthcare savings**, the **study that indicates families would save \$500/year**, and the **potential of lower costs from renewable energy that doesn't run out**.

Congress is considering a new plan to help transition America toward clean energy.

Treatment message

Based on what you know now, do you support or oppose this plan?



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Some messages are particularly effective at moving certain subgroups. While Republicans are especially motivated to support a clean energy plan after being told it would help reduce America's reliance on foreign supply chains, voters under 45 are moved by messaging about the plan's broad savings across energy and healthcare. Meanwhile, Independents are moved by messaging emphasizing both energy independence and the never-ending supply of cheap, renewable energy sources. The table below breaks down the most effective messages by subgroup, determined by the increase in the margin of support for the clean energy plan:

Group	Message	Difference in Margin of Support
Democrats	\$500/year savings and renewables cost less (tie)	+17 points
Independents	Energy independence and renewables won't run out	+21 points and +20 points
Republicans	Energy independence	+38 points
Under 45	Broad savings	+31 points
Over 45	Energy independence	+23 points
College	Energy independence	+31 points
Non-College	Renewables cost less	+23 points
Black or African American	Renewables cost less	+33 points
Hispanic or Latino/a	Renewables won't run out	+36 points

Conclusion

Messaging about energy cost savings increases support for investments in clean energy. Among all voters, messaging about lowering costs increases the margin of support for a plan to transition America to clean energy between +10 and +24 points, depending on the message. Among key subgroups such as voters under 45 and Hispanic voters, the increase in the margin of support is even higher. Though federal investments in clean energy are broadly popular, emphasizing the cost-saving benefits can break through the noise about inflation and rising energy costs, especially among core constituency groups.

Methodology

From January 28 to February 1, 2022, Data for Progress conducted a survey of 3,256 likely voters nationally using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, and voting history. The survey was conducted in English. The margin of error is ± 2 percentage points for the full sample. The margin of error for subgroup analysis ranges from ± 3 to ± 5 percentage points.