

End Climate Silence



Lake Research Partners

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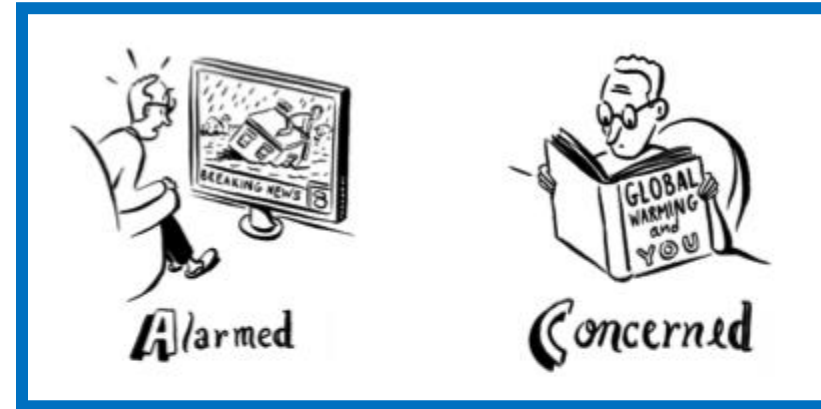
**Phasing Out of Fossil Fuels
Messaging RCT**
April 2024

Methodology

- Lake Research Partners designed and administered this survey that was conducted online from March 21-April 2, 2024. The survey reached a total of 3,001 adults nationwide who were screened as either “alarmed” or “concerned” based on the Yale/George Mason Six Americas framework (see next slide).
- The data were weighted slightly by gender, region, region by gender, age, race, race by gender, education, vote likelihood, and global warming segment across split.
- The margin of error for the total sample is +/-1.8 percentage points and +/-4.4 percentage points among each split.

How We Tested

- We conducted this survey among adults who fall into the Alarmed or Concerned categories based on the [Yale/George Mason Global Warming's Six Americas](#) framework. We screened for these audiences using the four questions in the Six Americas Super Short Survey*.
- We conducted a randomized control trial where each respondent heard one of five different message options, followed by two questions gauging support for phasing out fossil fuel use. We then compared results of the post-messaging metrics against a control group who did not hear any message.
- This report shows the lift that each message generated compared to the control group.



[Global Warming's Six America's Yale Program on Climate Change Communication](#)

- *1. How important is the issue of global warming to you personally?
2. How worried are you about global warming?
3. How much do you think global warming will harm you personally?
4. How much do you think global warming will harm future generations of people?

Key Findings

- After hearing these messages, Americans alarmed or concerned about climate change are much more likely to favor a policy that phases out the United States' use of fossil fuels.
 - “Growth” and “Cost” – the messages about the economic impact of global warming and the financial benefit of phasing out fossil fuels – increase support for a US fossil-fuel phaseout by 10 points, compared to the control group.
 - “Alarm,” the message about the physical dangers of climate change, increases support by 9 points. “Carbon Dioxide Removal,” about industry propaganda centered on technology, increases support by 8 points. “China,” about China’s dominance of the clean-energy economy, increases support by 5 points.
 - All messages except for “China” have a statistically significant impact, from 95 to 99 percent confidence intervals.
 - “Carbon Dioxide Removal” has the most significant impact on Democrats and Black Americans. “Alarm,” “Cost,” and “Growth” have the greatest impact on Republicans and in the West and rural areas. Black Americans are especially impacted by “Growth” and “China,” in addition to “Carbon Dioxide Removal.”
- We also tested the messages’ impact on the likelihood that respondents would contact their Member of Congress to ask them to support phasing out the United States’ use of fossil fuels. The “Carbon Dioxide Removal” message has the strongest impact on likelihood to take action. “Alarm” and “Growth” also have a statistically significant impact.
- All of the messages tested have widespread agreement, with the highest intensity for “Alarm.”

Full Text of Messages

{ALARM} Most of us want to leave our world a better place for future generations. But today, fossil fuels like oil, coal, and methane gas are the primary cause of emissions that cause climate change. If we do not stop global warming by phasing out our use of these energy sources, the natural systems that enable us to grow our food will break down, extreme weather will turn millions into refugees, and our planet will become deadly hot for billions of people. We need to have the courage to acknowledge this reality, and to take on the people who are trying to expand our use of fossil fuels so we can protect the young people we love.

{COST} Phasing out fossil fuels like coal, oil, and gas and transforming our energy system will not only pay for itself but actually save us money. Even if the United States acts alone, we will save so much in health-care costs from reducing deadly air pollution that it will pay for the transformation to clean energy with money left over. The abundance of safe and clean sources of energy like wind and solar will lower everyone's electric and heating bills and reduce the costs of transportation. It will also lower people's health insurance bills. People will have more money in their pockets. By phasing out fossil fuels 90% of people in this world will be better off.

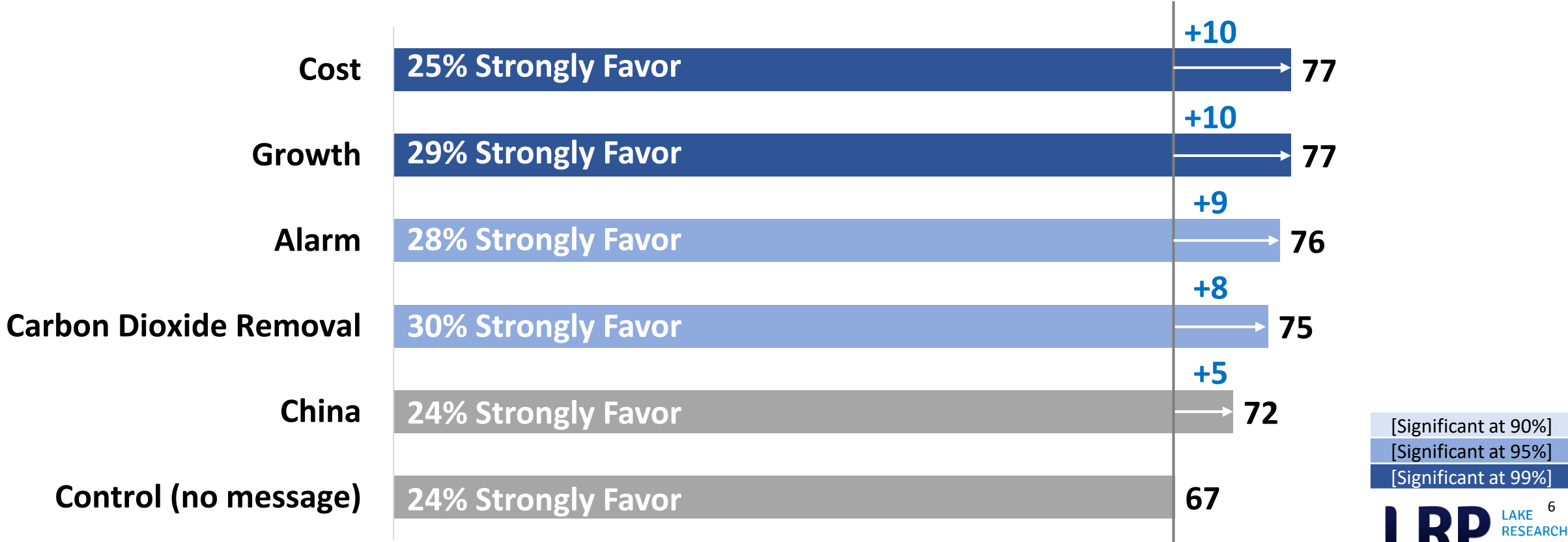
{GROWTH} No matter where we are from or what's in our wallets, most of us want to ensure a brighter future for our families. Today, the wealthiest among us in wealthy countries have been able to shield themselves from the impacts of our changing climate, while people in poor countries have suffered the brunt of the damage. But if we keep using oil, coal, and gas, the energy sources that cause global warming, not even wealth will protect people from the damage of climate change and destruction of agriculture. We need to phase out oil, coal, and gas in order to stop further climate change which threatens people everywhere on our planet.

{CHINA} Our best chance at preventing further climate change will come from countries working together across our borders. But some people say that China is the top contributor to climate change because their emissions are still rising, and that we need China to change before changing our selves. China has committed to net zero emissions by 2060, built more renewable energy than the United States, and passed laws to guide the transformation to an ecological civilization. Meanwhile, the United States is the largest producer and exporter of oil and methane gas in the world. We need to preserve American power by leading the phase out of dirty energy now to prevent China from dominating the clean energy economy.

{CARBON DIOXIDE REMOVAL} If we want to make this world a better place for future generations, we need to phase out the coal, oil, and gas which cause climate change. Now, the corporations that have lied for decades about the climate effects of dirty energy say we can keep using fossil fuels if we pair them with carbon removal technology. The truth is, we can't create enough carbon removal to keep using fossil fuels. That would require so much land to implement that it would make food prices go up and cost trillions of dollars a year. We can't let oil, coal, and gas corporations fool people anymore. We need to phase out our use of dirty energy sources.

The “Cost” and “Growth” messages have the most significant impact on favoring phasing out fossil fuels among Alarmed and Concerned adults, with a 10-point lift compared to the control group. “Alarm” and “Carbon Dioxide Removal” also have a significant impact.

Do you favor or oppose a policy that would phase out the United States’ use of fossil fuels on a 0 to 10 scale where 0 means you strongly oppose and 10 means you strongly favor? [% TOTAL FAVOR]



“Growth” has a significant impact on support for phasing out fossil fuels among alarmed/concerned men, Republicans, Black Americans, and in the West and rural areas. “Cost” and “Alarm” are especially impactful for alarmed/concerned Republicans and rural Americans as well as white people.

Do you favor or oppose a policy that would phase out the United States’ use of fossil fuels on a 0 to 10 scale where 0 means you strongly oppose and 10 means you strongly favor? [LIFT]

	Total	Gender		Party			Region				Race			Area		
		M	W	Dem	Ind	Rep	NE	MW	S	W	Wh.	Bl.	Lat.	Urban	Sub.	Rural
Cost	+10	+8	+11	+8	+3	+17	+2	+6	+15	+11	+8	+6	+12	+11	+7	+15
Growth	+10	+10	+10	+8	+12	+11	0	+12	+11	+12	+6	+20	+12	+13	+5	+13
Alarm	+9	+6	+12	+5	+17	+14	+5	+9	+12	+9	+9	+6	+17	+12	+4	+15
CO2 Removal	+8	+4	+11	+10	+3	+6	+4	+6	+13	+5	+5	+18	+6	+14	0	+11
China	+5	+7	+5	+6	+7	+4	+1	+6	+8	+4	-1	+14	+12	+9	+1	+6

[Significant at 90%]

[Significant at 95%]

[Significant at 99%]

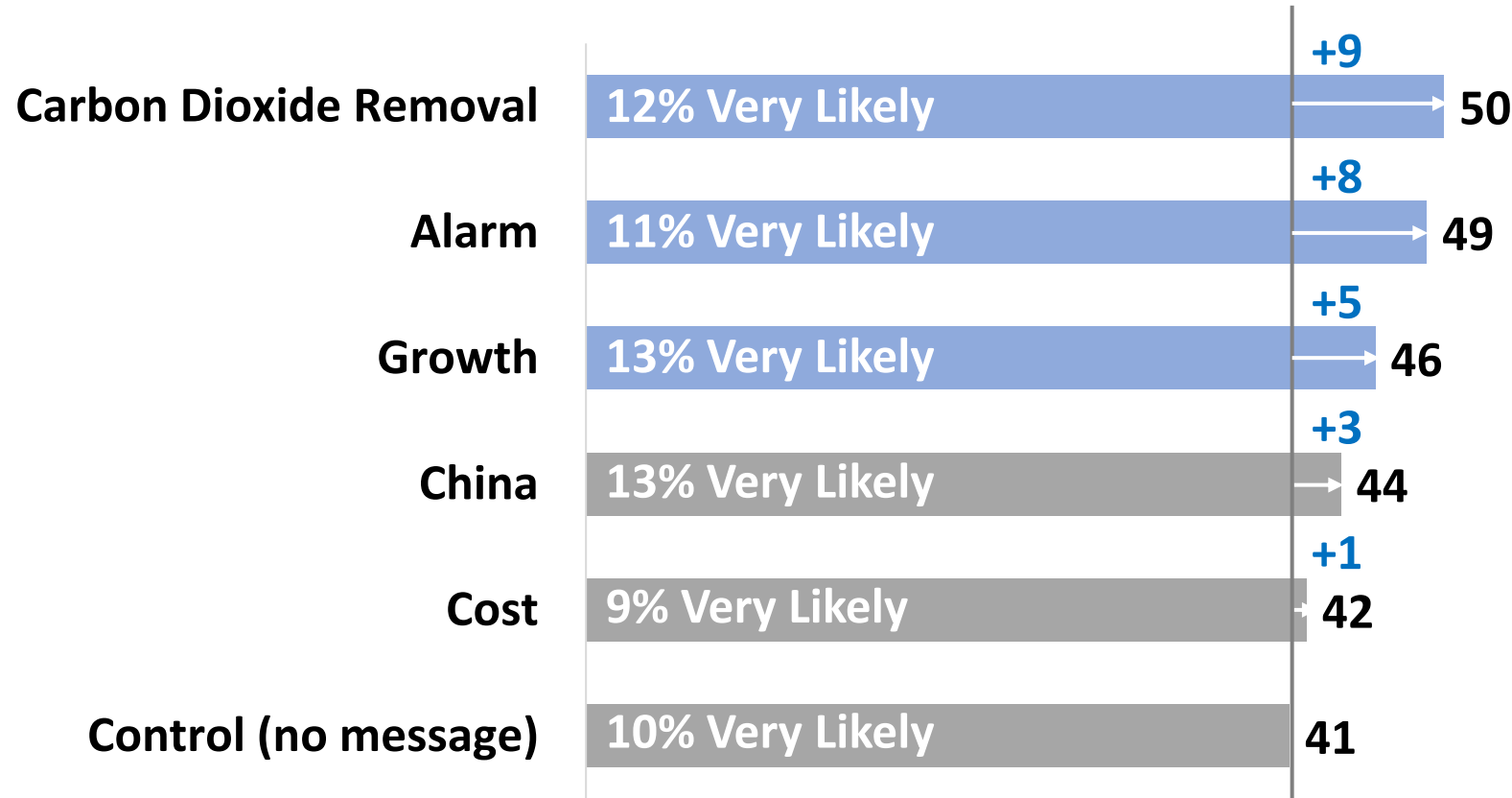
[Significant at 99%]

[Significant at 95%]

[Significant at 90%]

“Carbon Dioxide Removal,” “Alarm,” and “Growth” have a significant impact on the likelihood of contacting a Member of Congress to ask them to support phasing out fossil fuels.

How likely are you to contact your Member of Congress to ask them to support phasing out the United States’ use of fossil fuels on a 0 to 10 scale where 0 means you are not at all likely and 10 means you are very likely? [% TOTAL LIKELY]



[Significant at 90%]

[Significant at 95%]

[Significant at 99%]

“Carbon Dioxide Removal” has a particularly statistically significant lift of Democrats’ intentions to contact their Congressperson. “Alarm” stands out for men, particularly married men, as well as for those in rural areas. “Growth” is especially impactful for unmarried men.

How likely are you to contact your Member of Congress to ask them to support phasing out the United States’ use of fossil fuels on a 0 to 10 scale where 0 means you are not at all likely and 10 means you are very likely? [LIFT]

	Total	Gender		Party			Marital Status				Area		
		Men	Women	Dem	Ind	Rep	Married Men	Married Women	Unmar. Men	Unmar. Women	Urban	Suburb	Rural
CO2 Removal	+9	+13	+6	+14	+15	-5	+6	-1	+17	+10	+7	+9	+13
Alarm	+8	+16	+1	+6	+8	+9	+14	-2	+17	+4	+4	+7	+17
Growth	+5	+10	0	+3	+12	+1	+3	-9	+14	+6	+4	+7	+1
China	+3	+6	0	+1	+7	+3	-2	-15	+11	+9	+1	+8	-3
Cost	+1	+2	-1	-1	+4	-1	-5	-11	+7	+5	+2	+1	-3

[Significant at 90%]

[Significant at 95%]

[Significant at 99%]

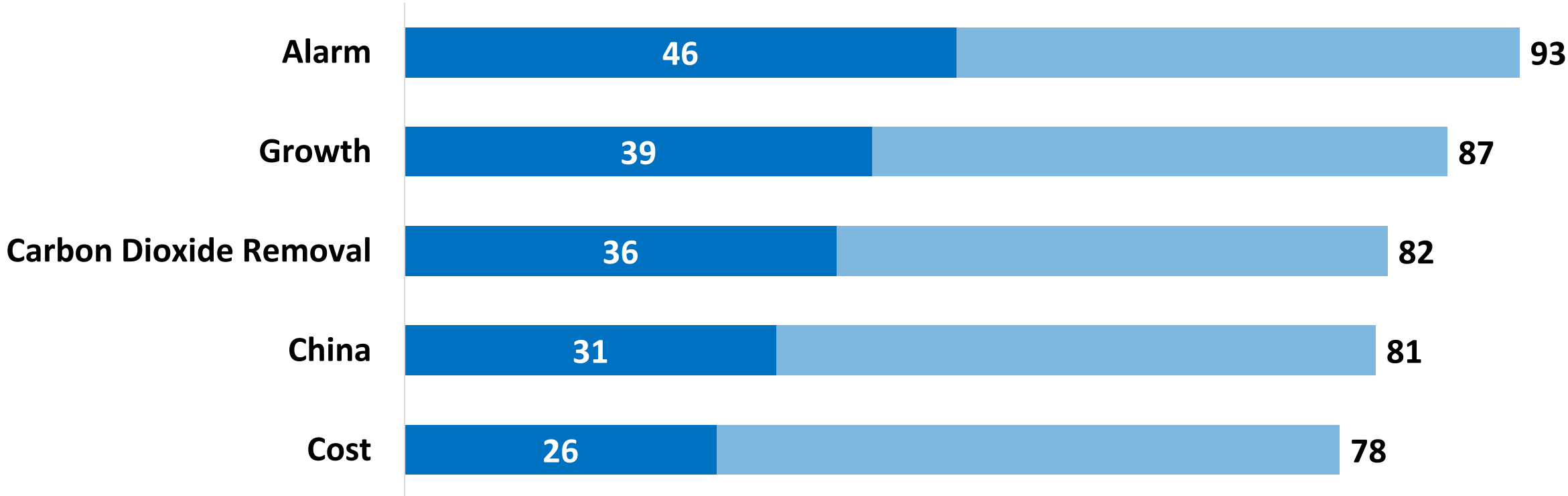
[Significant at 99%]

[Significant at 95%]

[Significant at 90%]

A majority of Alarmed and Concerned adults agree with all messages, with the most intense agreement for “Alarm.”

Now you are going to read a statement. Please give this statement a rating from 0 to 10, where 10 means you strongly agree and 0 means you strongly disagree.



Strongly agree (10)
Somewhat agree (6-10)

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