



TO: Interested Parties
FR: Pete Maysmith, SVP of Campaigns, League of Conservation Voters
RE: **Testing on Biden's Pause of Methane Pollution-Causing Development**

February 22, 2024

On January 26, President Biden took the landmark [step](#) of putting a pause on pending LNG export projects in order to review their climate and community impacts. This key action is in keeping with his record as the President who has done more than any other to combat the irreversible damage of climate change.

The oil and gas industry has gone into full panic mode trying to distort the truth in order to protect their profit margins with a full media mobilization and advertising campaign. As part of the initial response to thank President Biden for this action, LCV has already run one [TV spot](#) in DC to make the case, with [more on the way](#).

In order to better understand the strongest and most compelling ways to communicate this decision to the public, LCV partnered with Blue Rose Research to test twelve messages in support of the action.

THE STUDY

Blue Rose Research surveyed 2,460 respondents among a national sample from February 6 to February 7, 2024 and modeled the results to a likely voter universe. The study was designed as MaxDiff test – respondents are shown a matchup of messages from the battery and asked to pick the most and least impactful within the match up. The process is iterated again and again throughout the combinations. Then, with appropriate tabulation, the design determines the relative rankings - which ones were most impactful to the electorate and which ones were least.

THE KEY RESULT

The results were clear: the most effective and convincing way to talk about this pause is in the context of the pollution risk methane gas facilities pose and the health consequences from them. While other frames are still useful, the pollution-focused message was chosen overall and by virtually all subgroups as the best message on the topic.

President Biden just paused the development of new methane gas facilities because they would pump toxic pollution into the air, putting more people at risk for getting sick with illnesses like respiratory disease, heart disease and cancer.

That message was the top ranked overall with it being picked 58% of the time by respondents. It was the top among women (59%) and men (57%), the top among people under 30 (58%) and over 65 (58%) and the top among Black voters (57%), Hispanic voters (56%), white voters with a college degree (60%) and white voters without a college degree (57%).

The 2nd and 3rd ranked messages, chosen 53% of the time for both, had similar characteristics. Like the top testing message, these each included an emphasis on the pollution-impacts of more methane gas production.

President Biden just paused the development of a new methane gas facility that would be one of the biggest carbon polluters in the country, spewing nearly 200 million tons of toxic pollution into our air each year.

President Biden just paused the development of new methane gas facilities because they would make the climate crisis even worse and lock in fossil fuel pollution for decades to come, making it impossible to reach our climate goals of net zero emissions by mid-century.

THE FULL RESULTS

[Here](#) is a full list of the messages and their rankings for your review.

TOPIC	MESSAGE	RANK	PERCENT
HEALTH	President Biden just paused the development of new methane gas facilities because they would pump toxic pollution into the air, putting more people at risk for getting sick with illnesses like respiratory disease, heart disease and cancer.	1	58%
200 TONS	President Biden just paused the development of a new methane gas facility that would be one of the biggest carbon polluters in the country, spewing nearly 200 million tons of toxic pollution into our air each year.	2	53%
CLIMATE GOALS	President Biden just paused the development of new methane gas facilities because they would make the climate crisis even worse and lock in fossil fuel pollution for decades to come, making it impossible to reach our climate goals of net zero emissions by mid-century.	3	53%
END FOSSIL	President Biden just paused the development of new methane gas facilities because he knows that it's time to end the use of fossil fuels in this country and move to clean, renewable energy instead.	4	51%
COSTS	President Biden just paused the development of new methane gas facilities because studies show that oil companies would just increase their profits, while energy bills grow 10% higher for American families.	5	51%

CLEAN ENERGY	President Biden just paused the development of new methane gas facilities that would make us more dependent on old, dirty fossil fuels that are even worse than coal, and is focused on developing more affordable, clean energy sources like wind and solar.	6	51%
EJ	President Biden just paused the development of new methane gas facilities because they would put more pollution into the communities of color that have already been burdened by toxins from fossil fuels, perpetuating the worst of environmental injustices.	7	50%
COAL	President Biden just paused the development of new methane gas facilities because they would pollute even more than coal does and that dirty pollution would make climate change even worse.	8	49%
NAT SEC	President Biden just paused the development of new methane gas facilities because the oil companies would have exported this energy to power our adversaries like China, making us less secure here at home.	9	47%
CORP GREED	President Biden just paused the development of new methane gas facilities because they are just a giveaway to global oil companies who are selling our energy overseas to pad their profits while they keep charging us more and more.	10	47%
681 COAL PLANTS	President Biden just paused the development of new methane gas facilities because the oil and gas industry is attempting to build enough new infrastructure to put the US on a path to emit as much as 681 coal plants.	11	45%
ENOUGH IS ENOUGH	President Biden just paused the development of new methane gas facilities because methane gas production is at record highs and America is already the biggest supplier of it to the rest of the world.	12	44%