



To: League of Conservation Voters  
 From: Blue Rose Research  
 Date: June 12, 2026  
 Re: LCV House Ballot Framing Test

Over May 21 to May 24, Blue Rose Research conducted a test to gauge the most effective ways to frame a House race between a pro-clean energy Democrat and an anti-clean energy Republican. Treatment effects represent the impact these framings have on the ballot relative to the standard Democrat vs. Republican House vote choice question.

**Key Findings:**

**All clean energy-centered ballot framings tested boosted vote choice for Democrats between +1pp and +3.4pp compared to the generic ballot language.** This suggests that voters are receptive to clean energy arguments. Furthermore, framings that tie climate and clean energy to tangible benefits for voters such as lower energy costs, pollution reduction, and expanded clean energy production are impactful.

**The strongest framing was “Lower Costs with Clean” (+3.4pp),** which positioned a Democratic candidate who wants to lower energy costs and increase clean energy production against a Republican simply opposed to clean energy.

**Three of the top five tested framings center on a Democratic candidate fighting for lower costs or for more clean energy,** including “Lower Costs with Clean” (+3.4pp), “More Wind/Solar” (+2.8pp) and “More Clean” (+2.6pp).

Treatment	In 2026, there will be an election for the U.S. House of Representatives in your district. If the candidates were...	Overall
<b>Lower Costs With Clean</b>	a Democratic candidate who wants to <b>lower energy costs by increasing clean energy production</b> and a Republican candidate who opposed clean energy production, who would you vote for?	<b>3.4%</b>
Pollution	a Democratic candidate who wants more regulation to reduce pollution and a Republican candidate who wants to reduce regulation even if it means more pollution, who would you vote for?	2.9%
<b>More Wind/Solar</b>	a Democratic candidate who wants <b>more production of wind and solar power</b> and a Republican candidate who wants to cancel wind and solar power projects, who would you vote for?	<b>2.8%</b>
Corporate	a Democratic candidate who wants more regulation of utility companies and a Republican candidate who wants less regulation of utility companies, who would you vote for?	2.6%
<b>More Clean</b>	a Democratic candidate who wants <b>more production of clean energy</b> and a Republican candidate who wants less production of clean energy who would you vote for?	<b>2.6%</b>



**Other cost-centered framings performed less strongly**, including “Lower Costs with Clean All-of-the-Above v. Fossil” (+2.1pp) and “Lower Costs with Clean v. Fossil” (+1.7pp). In these framings, both the Democratic and Republican candidates are framed as pursuing lower energy costs through different approaches. The weaker performance suggests that Democrats lose some advantage when Republicans are also positioned as credible cost-cutters.

**The least effective framings were “Climate Change” (+1.1pp) and “Oil and Gas Ban” (+1pp).** These framings position Democrats as wanting to ban or limit fossil fuels and broadly fight climate change. While these frames are less effective than others, they’re not necessarily ineffective or harmful to deploy.

**Overall, climate- and clean energy-focused framing moves vote choice towards Democrats** across party lines with movement across the political spectrum, but especially among swing voters.

Treatment	In 2026, there will be an election for the U.S. House of Representatives in your district. If the candidates were...	Overall	Harris	Swing	Trump
Lower Costs With Clean	a Democratic candidate who wants to lower energy costs by increasing clean energy production and a Republican candidate who opposed clean energy production, who would you vote for?	3.4%	1.8%	7.0%	4.0%
Pollution	a Democratic candidate who wants more regulation to reduce pollution and a Republican candidate who wants to reduce regulation even if it means more pollution, who would you vote for?	2.9%	1.5%	6.2%	3.5%
More Wind/Solar	a Democratic candidate who wants more production of wind and solar power and a Republican candidate who wants to cancel wind and solar power projects, who would you vote for?	2.8%	1.4%	6.0%	3.4%
Corporate	a Democratic candidate who wants more regulation of utility companies and a Republican candidate who wants less regulation of utility companies, who would you vote for?	2.6%	1.3%	5.4%	3.2%
More Clean	a Democratic candidate who wants more production of clean energy and a Republican candidate who wants less production of clean energy who would you vote for?	2.6%	1.3%	5.4%	3.2%
Lower Costs Fighting Climate Change	a Democratic candidate who wants to lower home insurance costs by addressing the climate crisis and a Republican candidate who is opposed to taking action on climate change?	2.4%	1.1%	5.1%	2.9%



<b>Treatment</b>	<b>In 2026, there will be an election for the U.S. House of Representatives in your district. If the candidates were...</b>	<b>Overall</b>	<b>Harris</b>	<b>Swing</b>	<b>Trump</b>
Lower Costs With Clean All Of The Above V. Fossil	a Democratic candidate who wants to lower energy costs with an all-of-the-above approach to energy, including more clean energy, and a Republican candidate who wants to lower energy costs by only increasing fossil fuel production, who would you vote for?	2.1%	0.8%	4.7%	2.6%
Lower Costs With Clean V. Fossil	a Democratic candidate who wants to lower energy costs by increasing clean energy production and a Republican candidate who wants to lower energy costs by increasing fossil fuel production, who would you vote for?	1.7%	0.6%	3.9%	2.2%
Climate Change	a Democratic candidate who thinks fighting climate change is a top priority and a Republican candidate who does not, who would you vote for?	1.1%	0.2%	2.3%	1.5%
Oil And Gas Ban	a Democratic candidate who wants to limit fossil fuel production and a Republican candidate who supports expanding domestic production of oil and gas, who would you vote for?	1.0%	0.1%	2.2%	1.4%

**Methodology:**

This testing was conducted via web surveys between May 21 - May 24, 2026. 4,163 responses were collected nationally and results were weighted to likely 2026 voters.