

Messaging the Clean Energy Plan to Latino Voters

Key findings from a survey among registered Latino voters in MI, WI, AZ, NV, PA, and GA in April/May 2023

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Objectives

1

Understand Attitudes:

Directly connect with registered voters as representatives of engaged citizens in six key states to understand their values, priorities, experiences and sentiments surrounding the new Clean Energy Plan*.

2

Segment Our Audience:

In understanding where voters in six key states stand, we will determine who among registered voters are our base of supporters, opposition, and persuadable audiences.

3

Test the Message:

Conduct message testing to identify the best messaging elements that effectively introduces legislation like the IRA and improves confidence in progress made to expand clean energy.

Methodology

Voter Universe

Total N = 6,733 Registered Voters
 Latino N = 867 Registered Voters
 Latino oversamples conducted in NV and AZ

Methodology

All survey interviews were collected through a mixed methodology of cell/landline live calls and TTW online completes

Overall Margin of Error

Total: ± 1.60
 Latino voters: ± 4.8

Conducted April 27 to May 9, 2023

* In this poll, we use the term "Clean Energy Plan" to refer to the Inflation Reduction Act. We do this for three reasons: (1) No one has heard of the IRA (2) using a broader term allows us to combine the IRA, with the Infrastructure Bill, and other executive actions that have climate/clean energy implications, and (3) our previous research shows that people don't feel like there is a real "plan" to transition the economy to clean energy, so using that term emphasizes that this is all part of a plan for the economy.

Aggregated Sample Breakdown



	AZ	GA	MI	NV	PA	WI
Total interviews	1,102	1,164	1,051	1,252	1,113	1,051
Total oversample interviews	N=394 ages 18-35 N=243 rural voters N=325 Latino voters	N=447 ages 18-35 N=393 Black voters N=161 AAPI voters	N=372 ages 18-35 N=244 Black voters	N=471 ages 18-35 N=186 AAPI voters N=283 Latino voters N=206 rural voters	N=344 ages 18-35 N=311 rural voters N=191 Black voters	N=445 ages 18-35 N=189 Black voters
Field dates	May 1- May 9, 2023	April 28- May 6, 2023	April 27- May 3, 2023	May 1- May 9, 2023	April 28- May 3, 2023	May 1- May 9, 2023
Margin of Error	<u>+3.67</u>	<u>+3.80</u>	<u>+3.85</u>	<u>+3.91</u>	<u>+3.39</u>	<u>+4.92</u>

	Age 18-35	Rural	Black	Latino	AAPI
Total interviews	2,473	1,560	1,177	867	370
Margin of Error	<u>+2.9</u>	<u>+3.5</u>	<u>+3.9</u>	<u>+4.8</u>	<u>+5.4</u>



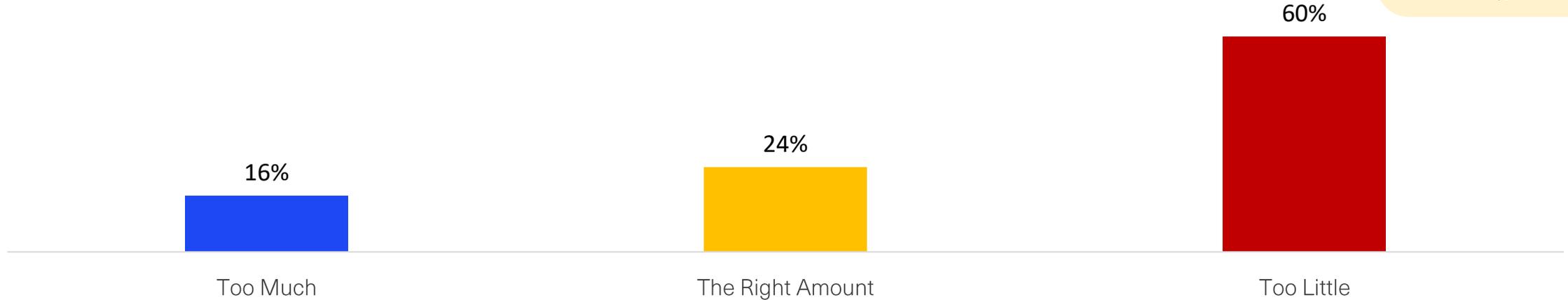
Initial opinion on Biden and Congressional Democrats' Clean Energy Plan

Most Latino voters believe President Biden is doing **too little to address climate change**. We see later this is partially driven by their lack of familiarity with actions taken by the administration around climate change.



Q17. Do you think Joe Biden is doing too much, too little, or the right amount to address climate change?

Among Latino voters who say Biden is doing “too little” to address climate change, a significant portion (41%) have no opinion or have never heard of the Clean Energy Plan.



	Total RVs	LATINO VOTERS ONLY								
		AZ	NV	Men	Women	18-49	50+	DEM	IND	GOP
Too Much	22%	17%	15%	16%	16%	12%	29%	9%	15%	29%
The Right Amount	26%	23%	24%	25%	22%	22%	29%	35%	17%	11%
Too Little	52%	60%	61%	59%	62%	65%	43%	56%	68%	60%

All four proof points on the Clean Energy Plan are popular with Latino voters. Creating new good-paying jobs is especially popular with Latino voters, especially approval shifters.



Q32. Below are four policies recently passed by Congress and signed into law by President Biden. Please rate how you feel toward each one.

Very Favorable (8-10) Somewhat Favorable (6-7)

Approval Shifters*

Showing % Total Favorable

Creating new good-paying jobs and expanding job training in clean energy industries for a range of workers, from scientists and engineers to electricians and carpenters



77%

74%

Upgrading the U.S. electrical grid so it is able to handle much greater use, save money, able to deliver more electricity from clean energy sources, and is more reliable during extreme weather



Providing incentives to businesses and consumers that significantly reduce the cost of clean energy technologies that save them money and reduce pollution



71%

Expanding and speeding up the transition to clean energy sources and ensuring that clean energy technologies will be developed and manufactured in the United States



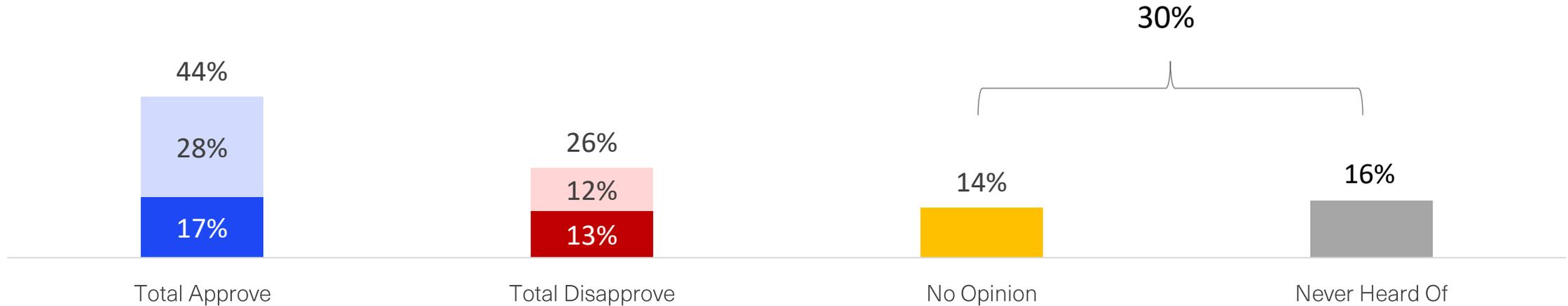
68%

44% of Latino voters say they approve of the Clean Energy Plan while 30% say they have no opinion or have never heard of it. [Latino voters under 50 and Self ID-Democratic Latino voters are more likely to approve of the Plan.](#)



Q31. President Biden and Democrats in Congress recently passed a new Clean Energy Plan. From what you know about it, do you approve or disapprove of this plan?

- Strongly Approve
- Somewhat Approve
- No Opinion
- Somewhat Disapprove
- Strongly Disapprove
- Never Heard Of



	Total RVs	LATINO VOTERS ONLY								
		AZ	NV	Men	Women	18-49	50+	DEM	IND	GOP
Total Approve	36%	38%	49%	47%	40%	45%	42%	62%	29%	29%
Total Disapprove	30%	26%	25%	29%	22%	24%	32%	16%	26%	45%
No Opinion/ Never Heard	34%	36%	26%	24%	37%	31%	26%	22%	45%	26%
Net Approve	+6	+12	+24	+18	+18	+21	+10	+46	+3	-16



Talking about the Clean Energy Plan

Thinking about the impacts of the Clean Energy Plan generally, **Latino voters prioritize monetary savings that will impact their households**; cutting pollution is also an important benefit.



Q39. Here are some specific impacts of these policies. Please rank the two or three that are the most important to you personally.

■ Ranked First Choice ■ Ranked Second Choice ■ Ranked Third Choice

Approval Shifters

Showing % Total Ranked

It can **save consumers tens of thousands of dollars** for making their homes more energy efficient, and for many working families the improvements will be free



It will help **cut climate pollution by 40%** by the end of the decade



It will help **avoid up to 3,900 premature deaths and up to 100,000 asthma attacks** by the end of the decade



It could help **save the average household \$1,000 per year** in energy costs



43%

It's projected to **create 1.5 million good-paying jobs** by the end of the decade



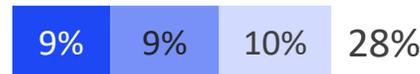
43%

It will **produce nearly a billion more solar panels and 120,000 more wind turbines** to power communities



24%

With new tax credits, **people can buy new electric vehicles** for less than \$23,000



27%

Don't know/Refused ■ 3%

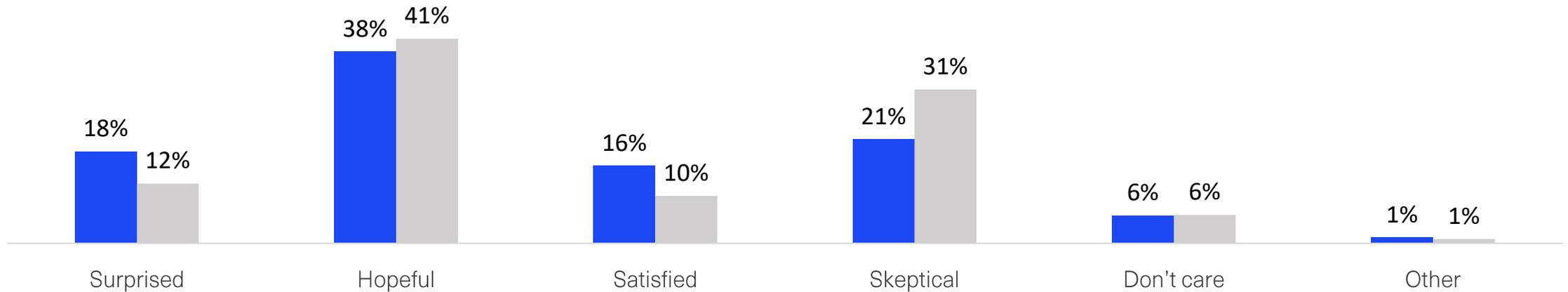
0%



41. Here is some more information about the economic and job benefits of the Clean Energy Plan. Which of the following words or phrases best describes how you feel about this?

“In just the last eight months since the passage of this Clean Energy Plan, companies from across the country have already announced over [191 new clean energy projects](#) that will [deliver over \\$242 billion](#) into local economies and [create over 142,000 new jobs](#).”

■ Latino voters ■ All voters





Public Opinion Shift

Isolated proof points and positive messaging increase Latino voter approval for the Clean Energy Plan by 18 points (a big shift that is rare to see in public opinion research.)

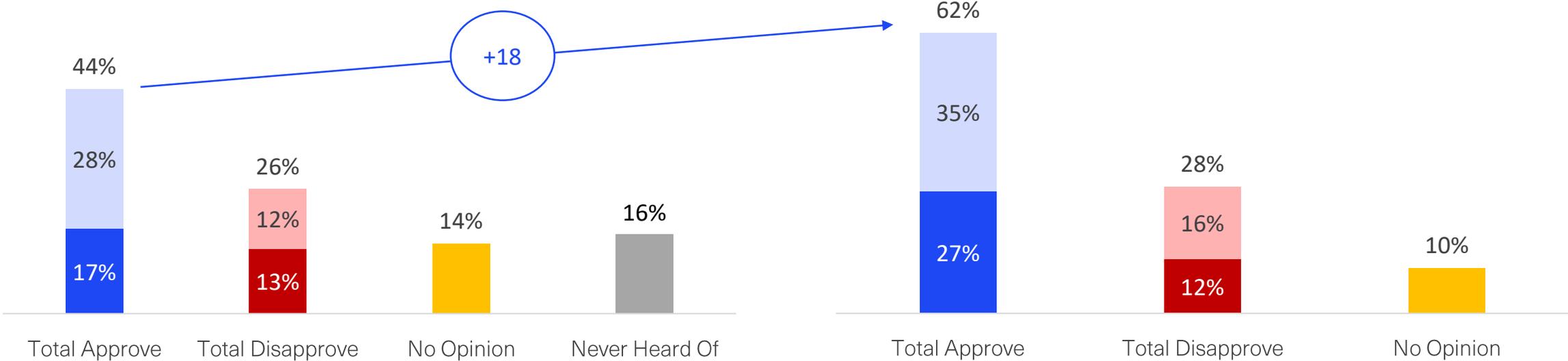


Q31/42. President Biden and Democrats in Congress recently passed a new Clean Energy Plan. From what you know about it, do you approve or disapprove of this plan? / Based on what you have seen and read in this survey, from what you know about it, do you approve or disapprove of the Clean Energy Plan that President Biden and Congress recently passed?

Strongly Approve Somewhat Approve No Opinion Somewhat Disapprove Strongly Disapprove Never Heard Of

INITIAL ASK

INFORMED ASK

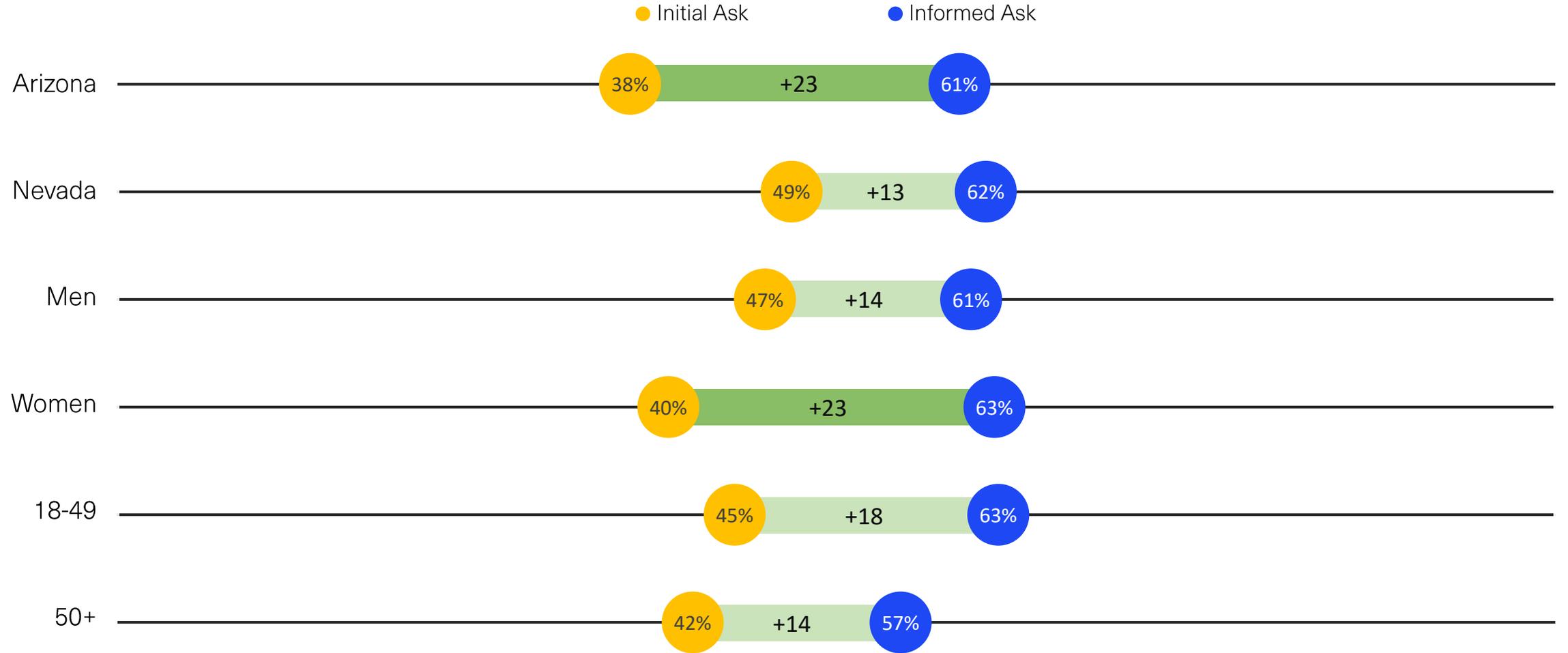


Gen Z Latinas and Self-ID Independents were most likely to shift toward approval by the end of the poll.

Approval shifts are especially notable with Latina women and Latino voters under 50, but all major Latino subgroups move toward approval by double digits.



Q31/43. President Biden and Democrats in Congress recently passed a new Clean Energy Plan. From what you know about it, do you approve or disapprove of this plan? / Based on what you have seen and read in this survey, from what you know about it, do you approve or disapprove of the Clean Energy Plan that President Biden and Congress recently passed?



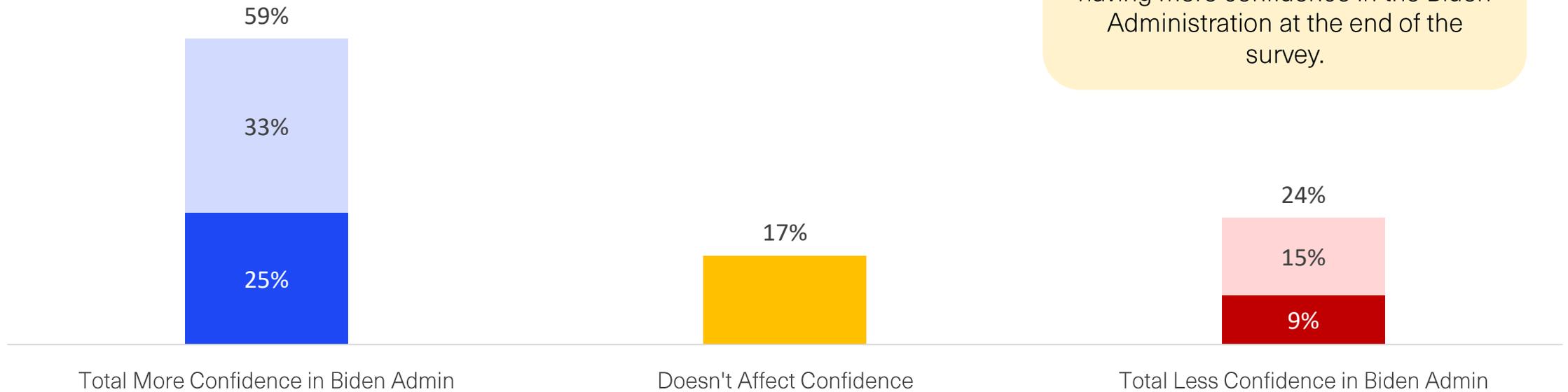


After sharing details on the policies and progress in the Clean Energy Plan, most Latino voters said they feel more confident in the Biden Administration on clean energy.

Q43. President Biden and his administration have led the passage of the clean energy and climate policies we have been discussing, and he is leading the effort to promote investments in clean energy manufacturing and good-paying jobs. Does this give you...?

■ Much More Confident
 ■ Somewhat More Confident
 ■ Doesn't Affect Opinion
■ Somewhat Less Confident
 ■ Much Less Confident

Latino voters in urban areas, Latino voters under 50, and Self-ID Democrats were more likely to report having more confidence in the Biden Administration at the end of the survey.





1 Sharing details about the Clean Energy Plan with Latinos increases confidence in the Biden Administration to promote investments in clean energy.



Most Latinos are generally unaware of the Clean Energy Plan and the progress already made. [We can build trust between Latinos and Democrats in Congress and the Biden Administration by pointing to wins both nationally and in their own communities \(i.e., more jobs, clean energy projects, and investments.\)](#) Highlight what we have already accomplished as proof that we can do more to make these goals a reality.

2 Latinos who shift to approving of the Clean Energy Plan are already largely supportive of Democrats in Congress and the Biden Administration – they just need more information.



[Once Latinos receive more information about the Clean Energy Plan, their support for the plan increases by double digits.](#) Latinos overall feel favorable the policies in the Clean Energy Plan and the potential impacts of the Plan in their states after we give them information.

3 Latinos feel most favorable toward elements of the Clean Energy Plan centered around job creation and saving consumer costs.

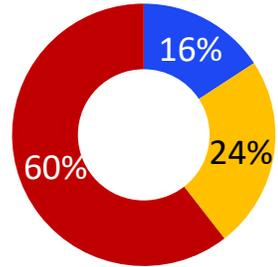


[Connect the progress of the Clean Energy Plan with creating new, good-paying jobs in the energy sector. Localize the progress with wins in their own communities/state](#) and define the clear relationship between clean energy and economic opportunity. [Connect pollution and public health as the problem and the Clean Energy Plan as the solution.](#)



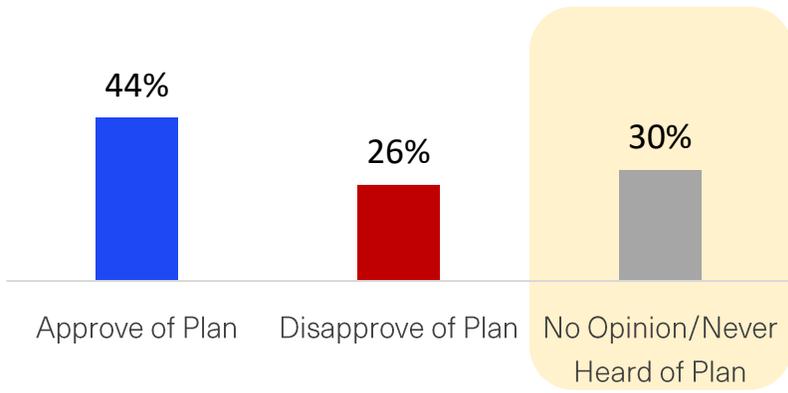
Snapshot of Latino Respondents Across States

A significant majority of Latinos say President Biden is doing too little to address climate change



■ Too Much ■ The Right Amount ■ Too Little

This sentiment is at least partially driven by unfamiliarity with the Clean Energy Plan



Health and economic concerns are top of mind for Latinos

Top 5 Energy and Environment Concerns

Clean drinking water	77%
Gasoline prices	77%
Cost of electricity and other utility bills	76%
The impact of pollution on our health	74%
The availability of good-paying jobs	72%

Job creation is the most effective proof point of the Clean Energy Plan among Latinos, while upgrading the grid is most important to respondents overall

Top 3 Proof Points for Clean Energy Plan Among Latinos

(Showing % Favorable)

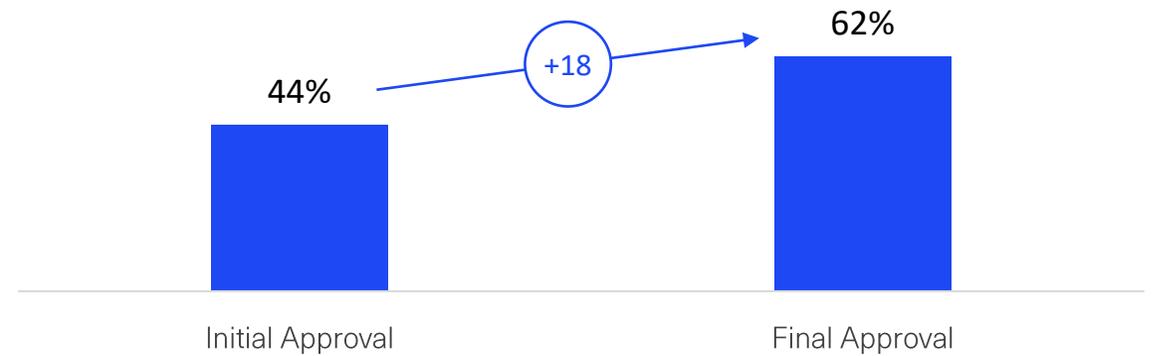
Creating **new good-paying jobs and expanding job training** in clean energy industries for a range of workers, from scientists and engineers to electricians and carpenters.



Upgrading the U.S. electrical grid so it is able to handle much greater use, save money, able to deliver more electricity from clean energy sources, and is more reliable during extreme weather.

Providing incentives to businesses and consumers that significantly reduce the cost of clean energy technologies that save them money and reduce pollution

Latinos jump in approval 18 points after learning more information about the Clean Energy Plan

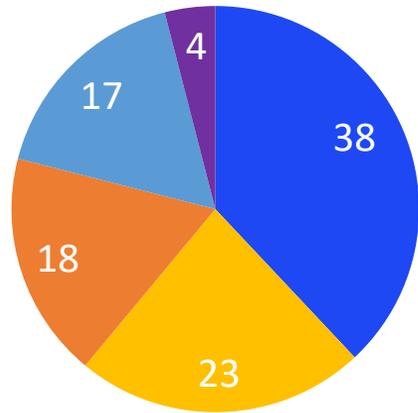




Appendix

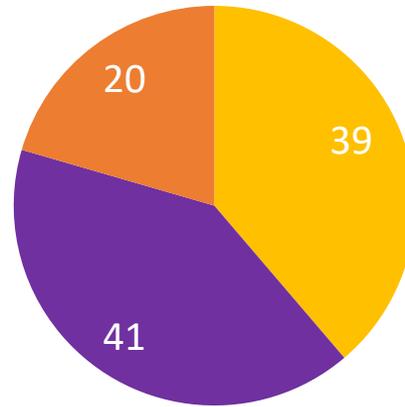


AGE



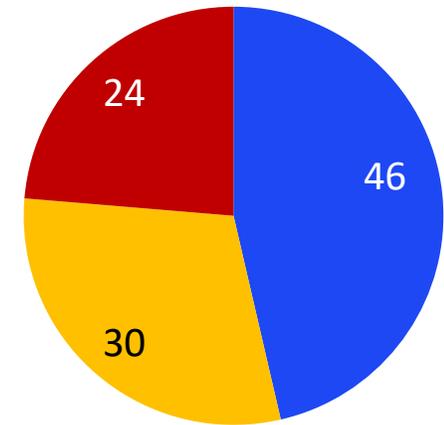
- 18 - 29
- 30 - 39
- 40 - 49
- 50 - 64
- 65+

EDUCATION



- High School or Less
- Some College
- College or Grad School

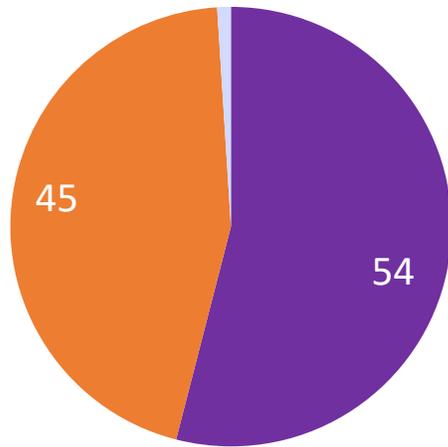
PARTY ID



- Democrat
- Independent
- Republican

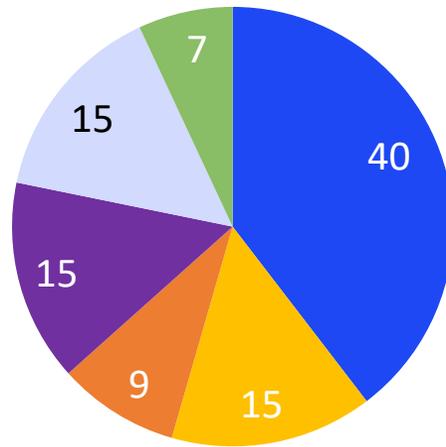


GENDER



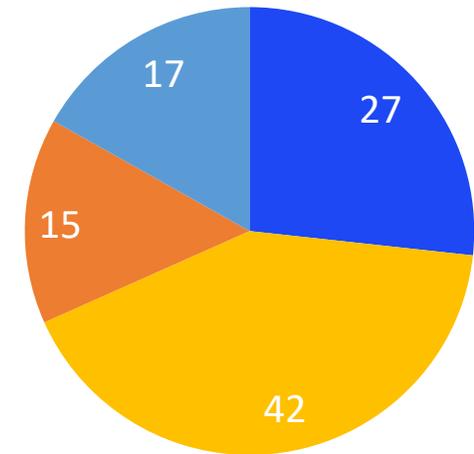
- Men
- Women
- Gender Non-Conforming/Other

STATE



- Arizona
- Georgia
- Michigan
- Nevada
- Pennsylvania
- Wisconsin

URBANITY



- Urban
- Suburban
- Small Town
- Rural