

TO: *INTERESTED PARTIES*

FROM: *CLIMATE POWER, IN COLLABORATION WITH BSP RESEARCH AND GALEO*

DATE: *Nov 14, 2023*

RE: *GEORGIA LATINOS, CLIMATE CHANGE, AND THE BIDEN ADMINISTRATION'S CLEAN ENERGY PLAN*

BSP Research recently conducted a survey of Latinos in Georgia on behalf of Climate Power and GALEO. The survey included interviews with a total of 500 Latinos across the state. The purpose of the survey was to measure awareness and favorability of the Biden Administration's Clean Energy Plan and to evaluate economic elements that resonate the most with Latinos in Georgia.

The poll was conducted using a mixed-mode method, contacting respondents online and by phone. The survey was available to respondents in English or Spanish, and was in the field from August 19 - September 18, 2023, with a total margin of error of $\pm 4.4\%$. Final data are weighted to reflect the demographics of Latinos of Georgia using the latest Census and ACS data, including gender, age, education, and country of origin. The sample was also weighted across the county and the Atlanta metro geographic data. Below is a topline summary of the findings:

- 1. Many Latinos in Georgia report that they have experienced negative impacts of climate change in their day-to-day lives.**
 - 9-in-10 Latinos (90%) say they consider it very or somewhat important that extreme weather and natural disasters are impacting their families and friends in the US, Mexico, and Central and South America.
 - 45% of Latinos in Georgia report that their family members, friends, or they themselves have had to move at some point due to extreme weather patterns.

2. **For Latinos in Georgia, the importance of continuing action to address climate change is indisputable.** An overwhelming majority (85%) of Latinos say that taking action to deal with climate change should be a very important (49%) or somewhat important (36%) priority for Georgia this year.
3. **While the urgency to continue taking climate action is significant among Latinos in Georgia, there is still a significant gap of knowledge of the Biden Administration's clean energy plan and *climate legislation*.** Nearly 1-in-2 (49%) Latinos in Georgia have heard, read, or seen nothing at all or only a little about President Biden's *climate legislation* that focuses on investing in clean energy.
4. **There are two dimensions of awareness that were tested in the survey: 1) awareness of the clean energy *plan* and *climate legislation*; AND, 2) awareness of the *projects that are being built* as the result of the plan. The gap in knowledge of clean energy *projects* is even wider.**

→ 58% of Latinos in Georgia say they have heard nothing at all or only a little about the clean energy *projects* that are being built around the country or in their own state.

In both dimensions (i.e., awareness of legislation and projects), **women and lower-income Latinos are more likely to say they have heard little or nothing at all.**

5. **We should strive for raising awareness of the clean energy plan highlighting the Biden Administration's *investments in clean energy manufacturing and jobs among Latinos* in Georgia.**

→ 65% of Latinos in Georgia say they feel much more or somewhat more favorable towards the Biden Administration after they hear about efforts to promote “investments in clean energy manufacturing and jobs.”
6. BSP also tested different elements of the actual *and* projected economic impacts of the clean energy plan. Survey respondents could choose their top 2 economic impacts they find to be the most important for their family's financial security and stability. ***Job training and apprenticeship programs and potential***

opportunities to earn higher hourly wages proved to be the economic messages attracting a **higher level of interest** among Latinos in Georgia.

- 43% of Latinos in Georgia say that supporting “job training and apprenticeship programs that allow workers to get paid while they train” is most important for their family’s financial security and stability.
- 39% say creating new clean energy jobs that pay higher hourly wages is most important to their family’s financial security and stability.

Q: Below are some specific economic impacts of the new clean energy plan. Please select 2 that are the most important to you, when it comes to your and your family’s financial stability and financial security. Select 2.



It is important to note that support for job training programs and the potential to earn higher hourly wages cut across almost all demographic groups (including age, gender, education, and income).