

To: Climate Power En Acción
From: Matt Barreto and Stephen Nuño-Pérez, BSP Research
Date: May 21, 2024
Re: Latinos in Battleground States Must Be Reminded of Biden-Trump Climate Contrast

BSP Research, on behalf of Climate Power, conducted a series of Latino focus groups in Arizona, Nevada, and North Carolina/Georgia. Two focus groups were conducted in each of the three major markets in which Latinos will have a significant impact in the upcoming presidential election.

FOCUS GROUP FRAMEWORK

GROUP	STATE	POLITICAL	GENDER	LANGUAGE	AGE
1	Arizona	Lean/Ind	Mixed	English	18-29
2	Arizona	Lean/Ind	Women	Spanish	40+
3	Nevada	Lean/Ind	Women	Spanish	40+
4	Nevada	Lean/Ind	Mixed	English	18-29
5	North Carolina/Georgia	Lean/Ind	Mixed	English	18-29
6	North Carolina/Georgia	Lean/Ind	Women	Spanish	40+

Please note that first-time voters were not excluded. Moderators conducted the focus groups in both English and Spanish. Questions in the discussions were designed to understand the participants' overall view of the state of the country, their baseline perceptions and awareness of President Biden and Donald Trump, their views on climate change, clean energy, and overall energy policies, and their evaluation of former President Donald Trump. Additionally, participants were exposed to a wide range of media content to assess credibility, content recall, and whether each piece of content resonates or not and why. The media content included information about the environment and clean energy initiatives and policies. Finally, participants were asked for their views of the candidates after the discussion to understand potential shifts in votes.

Key Takeaways:

- I. Focus group participants did not credit President Biden with his accomplishments, mainly because they were still not fully aware of the Biden Administration's historical progress on climate and clean energy issues, including serving historically underrepresented communities.

"I don't know anything that Joe Biden passed for the climate change."

AZ, Woman

I don't have a large understanding of what he's done, and I think personally, it's because I'm so disappointed in politics and in Biden and as an administration. I've kind of limited the information. I'm not as interested as I was 4 years, 5 years ago. I'm not researching. I'm not spending time on that.	NV, Woman
"When was this [investments and increase in clean energy production] posted? I'm still surprised. This is the first I'm hearing about this."	NV, Woman
"Hmm! I haven't heard [about Biden's clean energy plan]."	NC/GA, Woman

II. When informed of Biden's climate and clean energy accomplishments, there was positive momentum in favor of Biden. Awareness of President Biden's clean energy plan improved perceptions of his *effectiveness* and *positive economic impact* under his administration.

"I think it would increase the job market. Mostly because it was gonna be more in demand. They're gonna wanna produce it more. And they're gonna wanna have more labor-intensive jobs for installing them. There's gonna be more competition in the market so it could increase the economy. So I feel like it will it will be a good thing."	AZ, Man
"Lean more towards Biden, just because he already did build back better. So I think it's already shown that he has a willingness to improve our existing infrastructure."	NC/GA Man
"I haven't really heard about any of the new jobs; I'm not really quite sure about the wage. If the wage were to go up, it would be better to help all of us."	AZ, Woman
"I believe that these things could be accomplished under the Biden Presidency rather than the Trump Presidency. I'm more hopeful that it would be able to happen if Biden were to be reelected."	NV, Woman

III. Trump's record seems to be either forgotten or not top of mind among our focus group participants, despite awareness of the negative impacts caused by his first-term policies on the Latino community. This situation arises from a lack of recognition for Biden's achievements and a sense of nostalgia for the pre-pandemic economy.

"If I just think about things that are affecting me and my wallet. I feel like they were better during those years."	AZ, Man
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"When Trump was in office, everything was better than it is now, like the prices of everything. It wasn't as bad. Gas was great."	NV, Woman
"What I've heard people say is that from a business perspective, he helped out a lot of businesses like smaller businesses."	NC/GA, Woman
"As mistakes go I think the initial handling of Covid was just very bad. We're putting out a lot of disinformation, and that was a really big issue."	NC/GA, Man
"The thing that comes to mind when I think of the Trump Presidency is what the Latinos went through, like all the hatred, but when it comes to like the market, I feel like Trump did do better when it came to like prices and such. Like prices like the market and the gas prices were definitely lower."	AZ, Man

IV. We see a meaningful change in conversations when participants are reminded of Trump's destructive record while contrasting it with Biden's achievements. In their view, Trump stands only for himself and his corporate allies – this includes his plans to roll back climate and clean energy progress.

"I would say, maybe the same thing with the climate change thing. You know. I feel like he didn't really care about almost anything. I feel like he was that type of president who only cared about himself mostly."	NV, Man
"Corporate interest and private interest would be the priority for Donald Trump"	NV, Woman
"Trump would push us back on the work that Biden has done, and maybe even pushes back in just overall in the work that has been done to improve climate change."	NV, Woman
"Trump just wants people to vote for him, and I feel like when he was President he wasn't doing much other than for a certain group of people. Biden looks at a different type of person, and I feel like he's willing to help."	NC/GA, Woman
"One of the things that terrified me the most that made me feel like I was targeted was now he was gonna strip [recent immigrants] from their citizenship titles."	NC/GA, Man

V. When contrasting Biden's and Trump's presidencies in relation to their climate and clean energy records, Biden stood out as an advocate for climate action among participants, who worry about Trump's denial of climate change and the potential reversal of Biden's progress if Trump is given another term.

"Trump had killed bills that would actually promote or support clean energy and policies for like clean water, clean air. So I would say, Biden has actually done more than Trump in that area."	NV, Woman
"Joe Biden has done [things] for the country when it comes to climate change. I do believe that he cares a little bit more than Donald Trump did about climate change and talks about it more. He's open about it."	AZ, Woman
"Just that Joe Biden has been more for the environment, for climate change, whereas Donald Trump has been more openly against it, but just the claims that he makes are, you know, false and have been proven false. So it's just as far as who was better, for the environment would have to be Joe Biden."	AZ, Man
"On climate change, If I'm not mistaken, he was very big on calling it a hoax. He was very dismissive about climate change."	NC/GA, Man

VI. When messaging on President Biden's climate and clean energy achievements, getting the basics right goes a long way: namely, *communicating facts about President Biden's clean energy accomplishments and authenticity*.

Each focus group was provided with several media treatments in their respective language, i.e. English groups received English content and Spanish groups received treatments in Spanish.

- For low-info voters, communicating facts and statistics about President Biden's climate and clean energy achievements is a must. Clear and direct messaging enhances comprehension and strengthens the persuasiveness of our arguments among this demographic.
- Political advertisements aimed at Latino voters often find success when they incorporate personal stories that resonate with the audience. It is important these ads convey authenticity in the messaging and refrain from polarizing the audience with too much focus on candidates.
- As the 2024 election approaches, Latino voters distinguish authentic outreach from mere political posturing. That's why *influencer content* focused on climate and clean energy is increasingly essential in order to break through with Latino audiences.

"[Because] she presented us [the content] with [relatability]."	NC/GA, Man
"The one that was given the statistics was more [convincing]"	NC/GA, Man

“The message was short and sweet. It was direct. It presented the facts, and it presented what was to come with the plan, and so I think it kind of gave a full scope in a short amount of time about what this was, rather than speaking around it.”	NC/GA, Man
“I like that. It was really informative and comical and straight to the point. It gave facts.”	NV Woman
“It was relatable, too, you know. And it was pretty funny. But yeah, it was. There was no cringe family stuff in there, you know. And it wasn't forcing you to vote for, you know, either Biden or Trump or anything like that.”	NV Man
“I feel like this video was, not only was it relatable, but I feel like it was more like on the fun side other than a feeling more like a propaganda.”	NV Woman
“The most eye-catching part was about the mom. I felt like a lot of times people can tell when things feel fake, but that felt real.”	AZ Woman
“I like how it gave us something to relate to when it came to reusing bags and containers.”	AZ Man

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