



Latino Voters and Clean Energy Economy: Poll Findings among Latino Voters in Arizona, Nevada, Pennsylvania



Matt A. Barreto, Ph.D.
Stephen Nuño-Perez, Ph.D.



Survey of Latino Registered Voters

**Arizona, Nevada, and Pennsylvania
300 Respondents per State (MOE $\pm 5.7\%$)**

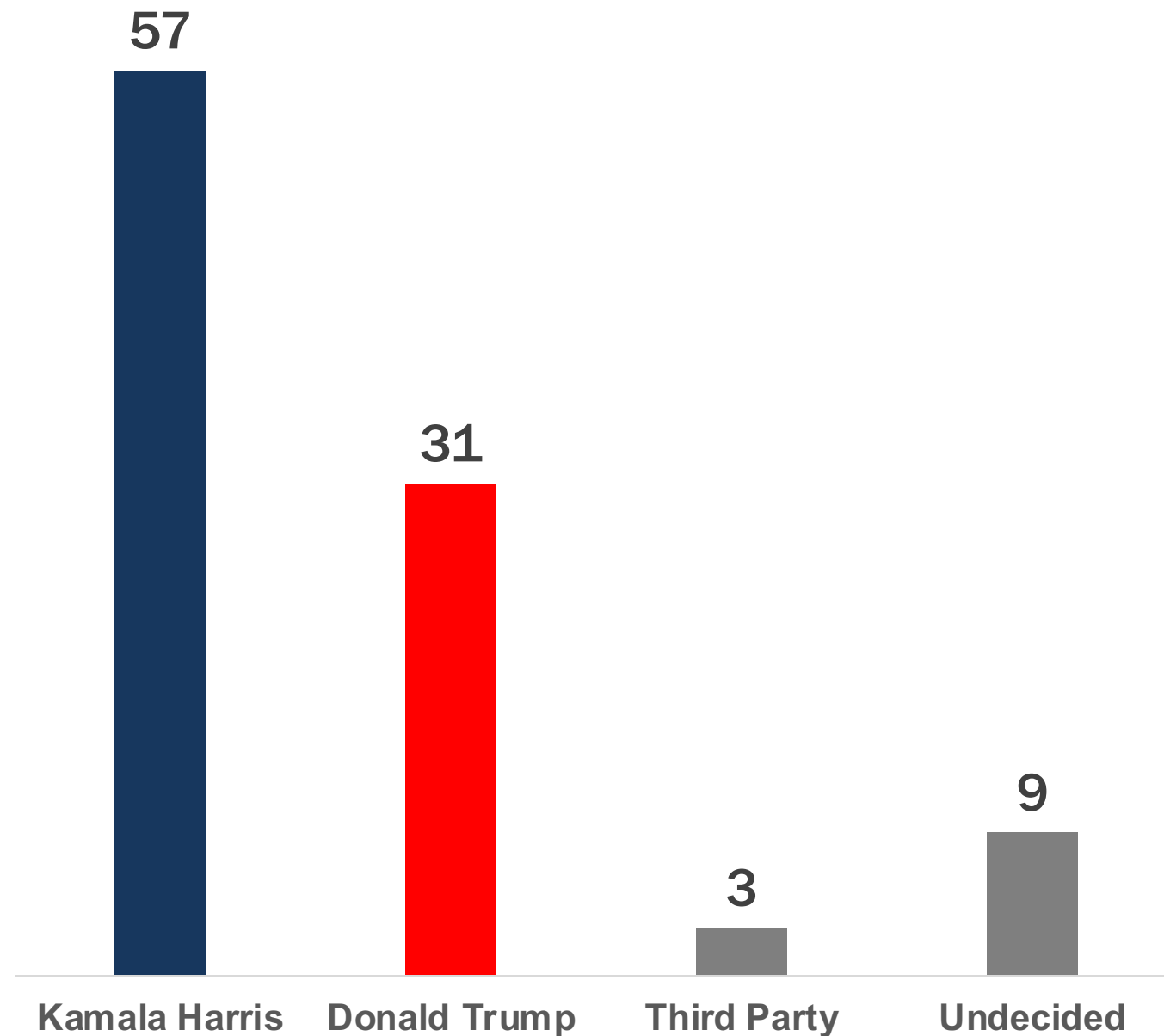
Total Sample= 900 | Overall MOE $\pm 2.8\%$

- **Live phone, text invites, online panels matched to voter file**
- **Spanish and English according to respondent preference**
- **Out of field September 24, 2024**

Final data are weighted to age, gender, education, nativity, and modeled partisanship for the Latino registered voter population across these states

Harris has made significant gains among Latinos – but still has potential to grow her vote share further

Multi-Candidate Ballot



Demographic	Harris Initial Vote Baseline Advantage
Latino women	+32
Latino men	+18
Latino women 18-29	+43
Latino women 30-49	+32
Latino men 18-29	+28
Latino men 30-49	+6
Vote Choice in November	
Mind is already made up	87
Still considering choices	12

PRE-POST CLEAN ENERGY ECONOMY MESSAGING EFFECTS ON VOTE CHOICE

Latino Demographic	Harris Initial Vote <u>Baseline</u> Difference	Post Messaging Lift
Men	+18	Up 5 points
Women	+32	Up 7 points
Women 18 - 29	+43	Up 8 points
Women 30 - 49	+32	Up 6 points
Men 18 - 29	+28	Up 12 points
Men 30 - 49	+6	Up 10 points

HARRIS POSITIVE MESSAGING

Lowering Costs **Clean Energy Jobs**

As Vice President, Kamala Harris cast the tie-breaking vote for the Inflation Reduction Act, which includes historic investments in clean energy manufacturing in the US. So far, it has created over 330,000 good-paying clean energy jobs, many of which don't require a college degree. These policies will help lower energy costs for working families by an average of \$1,000 per year.

More Positive towards Harris

Overall	70% more positive
Men 18-29	78% more positive
Men 30-49	67% more positive

HARRIS-TRUMP EFFECTIVE CONTRAST FRAMES

1 *Housing* Lower Energy Costs

Harris' plan is to make houses more energy-efficient and more resilient against extreme weather. Harris' proposal will lower electricity costs by tripling clean energy production in the US.

2 *Attorney General* Big Oil Accountability

As Attorney General, Harris took on big oil companies, suing them for polluting our communities, and protected American families from gas price spikes. As President, Harris will call for the first-ever federal ban on corporate price-gouging and will hold Big Oil accountable.

Reason to support Harris

	1 <i>Housing</i>	2 <i>CA AG</i>
Overall	69%	68%
Men 18-29	80%	75%
Men 30-49	61%	65%

Trump & Big Oil

Meanwhile, Trump is siding with big corporations like corporate real estate and Big Oil. Recently, he even promised oil & gas billionaires \$110 billion in tax handouts, if reelected.

GOING ON OFFENSE AGAINST TRUMP

1 *Big Oil* Big Oil Tax Breaks

Trump gave Big Oil companies \$25 billion in tax handouts in his first term and has promised to give \$110 billion if reelected. Meanwhile, oil and gas CEOs and executives have been gouging American families at the gas pump while enjoying tax breaks and subsidies.

2 *IRA jobs* Repealing Investments and Destroying Clean Energy Jobs

VP Harris cast the tie-breaking vote on the Inflation Reduction Act that has created more than 330,000 jobs and generated hundreds of billions of dollars in private sector investments. If Trump wins, he will end investments in clean energy, which could lead to hundreds of thousands of workers being laid off and hurt local communities across the country.

Concerned about Trump

	1 <i>Tax breaks</i>	2 <i>IRA jobs</i>
Overall	71%	69%
Men 18-29	74%	81%
Men 30-49	66%	65%

COMMUNICATING HARRIS' OPPORTUNITY ECONOMY: AN OPENING TO PERSUADE AND MOBILIZE LATINOS THROUGH A CLEAN ENERGY ECONOMY AND JOBS

Q: Thinking specifically about the issue of climate change and extreme weather events like heat waves, wildfires, floods, and droughts, how much have you heard about what Kamala Harris/ Donald Trump supports or plans to do about climate change?

	Harris Plan	Trump Plan
Have not heard much at all	38%	50%
Have heard some, but not a lot	44%	33%
Have heard a lot, feel informed	18%	17%

RECOMMENDATIONS AND KEY TAKEAWAYS

Clean Energy

Latino priorities have been stable over the last four years. **Raising the prospects of a clean energy economy raises support** among key demographics that are still in play with Kamala Harris at the top of the ticket.

Job Creation

Latinos are a young demographic, seeking opportunity, while also seeking ways to create stability for their families. The future is of great concern for Latinos, and **communicating the economic benefits of a booming clean energy economy presents this young community with opportunities to achieve the American Dream.**

Resonance with Young Latino voters

Kamala Harris opens up possibilities for Latinos, with whom President Biden struggled to connect. Latinos report high levels of trust in Harris, making a direct investment in Latino messaging an opportunity to capture the salience of Harris' relatability. **While abortion is the main driver of Harris' current advantage among Latinas, clean energy economy messaging performs better among Latino swing voters and younger (18-34) men.**

Contrast

The strongest messaging frame drew contrasts between Harris and Trump. Presenting solutions while reminding the audiences about **Trump's terrible and proven track record of support for Big Oil CEOs and corporate tax handouts** generates strong responses from Latinos — especially younger Latinos.



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