October 4, 2024

To: Climate Power En Acción
From: Matt Barreto & Stephen Nuño-Perez, BSP Research
          Re: Elevating Clean Energy Economy to Connect with Latino Voters in
          Battleground States

Methodology

BSP Research, on behalf of Climate Power, conducted a survey of Latino registered voters in three key battleground states: Nevada, Pennsylvania, and Arizona. A total of 900 respondents participated in the survey, with 300 respondents in each state, with a margin of error of +/- 5.7% in each state. The survey was conducted online and by telephone and was available to respondents according to their preference in English or Spanish. The survey was fielded September 19 - 24, 2024, and has a total margin of error of ±2.8%. Final data are weighted to reflect the Latino registered voter population across these states. Below is a summary of key findings.

Summary

Our research shows there is an opportunity to connect with Latino voters and expand Harris' vote share by messaging on the clean energy economy—by communicating **how it lowers energy costs and creates good-paying jobs by tripling clean energy production**. Polling confirms that the top issue for Latino voters in the 2024 election continues to be the cost of living and inflation. Vice President Harris' tie-breaking vote for the Inflation Reduction Act (IRA) substantiates a clear record of success in reducing costs. This economic messaging also **creates an opportunity to contrast and tie Donald Trump to corporate billionaires in the Oil & Gas industry and highlight how they stand to gain massive tax cuts under his administration**.

In particular, the survey of Latino voters in Arizona, Nevada, and Pennsylvania found strong evidence that **Latino men under the age of 50 respond favorably to the clean energy economy and see it as a very strong contrast issue between Harris and Trump**— this also builds a credible example of what an Opportunity Economy could look like in action.

Opportunity Economy: Clean Energy – Jobs – Lowering Costs

1) Investing in clean energy to create new good-paying jobs and lower energy costs is a proof point for and an example of an Opportunity Economy—and it is popular with Latinos. The Inflation Reduction Act (IRA) as a name brand does not have a widespread recall among Latinos and has room for growth in awareness; however, increasing clean energy production in the US gets very high marks from **Latinos at 63% favorable to 16% unfavorable** (+47 percentage point margin). Among **young Latinos, that is a +54-point advantage** (67% to 13%). Looking at the data more closely, there is some notable variability across gender and age:

Latino Demographic	Fav – Unfav	Diff
Overall	63 – 16	+47
Men	65 – 19	+46
Women	62 – 13	+49
Women 18 – 29	63 – 13	+50
Women 30 – 49	65 – 16	+49
Men 18 – 29	70 – 13	+57
Men 30 – 49	72 – 15	+57

Pre-Post Clean Energy Economy Messaging Effect: Positive Movements in Harris' Vote Share

2) Overall, Harris' vote share increases by +6 percentage points in the pre-post delta, from +26 in the baseline question to +32 after messaging her vision, plans, and record on clean energy economy and climate while contrasting it with Trump's approach. Showcasing clean energy jobs and investments as a case study of the Opportunity Economy moves some of the more challenging audiences—e.g. Latino men—toward Harris.

Latino Demographic	Baseline	Baseline Delta	Post Net change
Overall	57 – 31	+26	Up 6 points
Men	55 – 37	+18	Up 5 points
Women	58 – 26	+32	Up 7 points
Women 18 – 29	63 – 20	+43	Up 8 points
Women 30 – 49	57 – 25	+32	Up 6 points

Men 18 – 29	59 – 27	+32	Up 7 points
Men 30 – 49	50 – 44	+6	Up 10 points
GOP	05 – 93	-88	Up 12 points
Climate Priority	64 – 25	+39	Up 9 points
Arizona	57 – 31	+26	Up 6 points
Nevada	54 – 33	+21	Up 9 points
Pennsylvania	59 – 30	+29	Up 2 points

Clean Energy Economy Messaging Helps Fill the Gaps in Vote Share Down the Stretch

3) Overall, Harris's current advantage is driven by Latina women and is around protecting abortion rights with a +41 advantage—However, she still needs to fill the gap among young Latinos (18-34) and younger Latino men. **Among Latino men, Harris has her strongest advantage on the clean energy economy—how it helps reduce their energy costs, create jobs, and is an example of an "Opportunity Economy"— which performs +33 points better than abortion rights among must-win Latino voters.** In contrast, Latino men rate Trump -3 on "clean energy" suggesting a clear contrast on this issue.

Effective Message Framing on Clean Energy Economy and Jobs

4) The strongest messaging results are for framing the clean energy economy related to **creating better-paying jobs**, **creating more energy-efficient homes with lower electricity bills**, **and reminding voters that Trump is on the side of Big Oil, which stands to gain massive tax cuts under his administration while they gouge consumers at the gas pump.**

a. Connecting IRA-related benefits and energy-efficiency lowering energy costs with an affordable housing message resulted in a 45-point advantage for Harris with Latino voters. **This message frame also gave Harris a 66-point advantage with Latino men, a substantial roadway to a demographic that has had greater difficulty over the years**.

Kamala Harris supports legislation to make rent and homeownership more affordable by providing $25,000 in down payment support for homebuyers and building more than 3 million homes. 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. 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. A second Trump term will not help Latino communities reduce energy costs or electricity bills.

Latino Demographic	Reason to Support Harris	Diff
Overall	69 – 24	+45
Men	67 – 28	+39
Women	70 – 21	+49
Women 18 – 29	75 – 17	+58
Women 30 – 49	69 – 19	+50
Men 18 – 29	80 – 14	+66
Men 30 – 49	61 – 34	+27

b.   Combining Harris' record as attorney general with her focus on protecting families from high prices caused by big oil companies and price-gouging is an effective message among Latinos. This messaging frame resulted in a **+42 point advantage for Harris across all Latinos** and a **+56 point advantage for Harris among young Latino men.**

Harris believes that we should stand up to anti-competition big corporations that jack up prices for everyday Americans. 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. Meanwhile, Trump is bragging about how his tax cut benefited the wealthy including Big Oil CEOs, as oil companies posted record profits. Unlike Trump, Harris will stand with and fight for middle-class and working Americans and Latinos.

Latino Demographic	Reason to Support Harris	Diff
Overall	68 – 26	+42

Men	65 – 30	+35
Women	71 – 21	+50
Women 18 – 29	74 – 17	+57
Women 30 – 49	72 – 17	+55
Men 18 – 29	75 – 19	+56
Men 30 – 49	65 – 32	+33

c.   Communicating the economic benefits of the clean energy economy and *job creation* as Harris' accomplishment—via the passing of the Inflation Reduction Act—**resulted in a +70-point advantage in support for Harris** over Trump, and a **+77-point advantage for Harris among young Latino men**. Job creation—especially highlighting good-paying jobs that don't require a college degree— had the highest impact among young Latino men.

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 <u>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</u>.

Latino Demographic	More Positive towards Harris
Overall	70%
Men	68%
Women	72%
Women 18 – 29	74%
Women 30 – 49	75%
Men 18 – 29	77%
Men 30 – 49	67%

d.   The survey tested a battery of messages against Donald Trump, emphasizing his connections to corporations, big oil, and CEOs. The results that yielded the most salience with Latino voters are below. The top-performing message framed his connections with Big Oil, his record of tax handouts to oil and

gas, and his plan to give them even more tax handouts. **This message resulted in a very high (71%) level of concern among Latino voters and 74% among young Latinos.** The message frame that emphasized Trump's plan to end clean energy investments and jobs resulted in a **69-point increase in concern against Trump among Latino voters and a 75-point increase in concern among young Latino men.**

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

Latino Demographic	Concerned about Trump
Overall	71%
Men	66%
Women	73%
Women 18 – 29	75%
Women 30 – 49	74%
Men 18 – 29	74%
Men 30 – 49	66%

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. <u>If Trump wins, he will end investments in clean energy,</u> which could lead to thousands of workers being laid off and hurt local communities across the country.

Latino Demographic	Concerned about Trump
Overall	69%
Men	67%
Women	70%
Women 18 – 29	74%
Women 30 – 49	69%
Men 18 – 29	75%
Men 30 – 49	65%

An Effective Case Study in "Opportunity Economy": An Opening to Mobilize and Persuade Latino Voters via Clean Energy Economy, Jobs, and Investments

5.   There is a significant lack of knowledge on both Harris' and Trump's climate and clean energy plans. This is a real opportunity to connect with Latino voters, especially Latino men on how Harris will lower their costs and create better-paying jobs through her clean energy plan. The results below underscore the gap in knowledge about candidates' climate and clean energy plans:

	Harris' Climate and Clean Energy Plan	Trump's Climate and Clean Energy 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

Conclusion

The final push for voters is underway. With the campaigns now turning to their mobilization strategies, Democrats are still able to sway critical voters in must-win swing states before Election Day. The data supports investment in a message frame centered on a booming clean energy economy (and job creation). This is an opportunity to reach out to challenging audiences among Latino voters—including young Latino voters and young men— with a positive, credible, and forward-looking message.