

Climate Power

February 2026 Focus Groups

March 2026

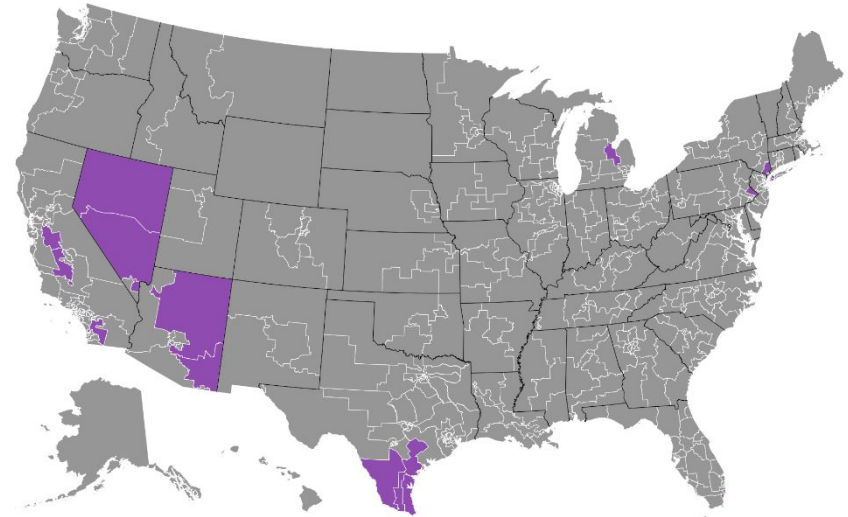
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**CLIMATE
POWER**

- We conducted four 90-minute online focus groups across the congressional battleground on Feb 24–25, 2026, two in English and two in Spanish.
- There were 7 participants per group:
 - Group 1: (In Spanish) Swing voting/soft partisan Latinas age 45+
 - Group 2: (In Spanish) Swing voting/soft partisan Latino men age 45+
 - Group 3: (In English) Swing voting/soft partisan Latinas under 45
 - Group 4: (In English) Swing voting/soft partisan Latino men under 45

Disclaimer: Qualitative research findings are directional and not projectable onto the population at large. Numbers shown are the number of respondents, not percentages.

Congressional Battleground



Highlighted districted are where we had participants:
AZ-02, AZ-06, CA-13, CA-22, CA-41, CA-48, FL-27,
MI-08, NV-01, NV-02, NV-04, NY-03, NY-04, NY-17,
PA-01, TX-15, TX-28, TX-34

The Mood Among Latino Voters Is Extremely Negative, With Few Finding Anything Positive To Say

Figure 3

The national mood is extremely negative with Latinos. Participants raise issues like the rising cost of living and ICE raids without prompting. Although voters struggle to name things that are going well, those that can name something positive largely draw from personal economic gains.

“Worried”

“Frustrated”

“Uneasy”

“Sad”

“Disgusted”

“Disappointed”

“Everything is getting more expensive for us **Latinos** who live in the neighborhoods. Everything is expensive, and that's something that not only affects my family, but also our community.”

- Man 45+, Spanish



“What's happening with **immigration and ICE** right now, seeing **people being killed by ICE agents** for no reason at all. I feel things very deeply. So heartbroken is like we hear these things, we see these things, and there's also this sense of helplessness about it.”

- Woman <45, English



“These past years the economy was terrible, I could barely pay the rent. I always try to work, but it was a miracle that I could pay the rent, and suddenly this year **I got a better job**. More events, **my income grew** in a way I don't even understand.”

- Woman 45+, Spanish

Trump Is Deeply Underwater With Latino Voters

Trump is deeply underwater with these voters, and they do not mince words. Opinions on Trump are sharply negative, although the idea of Trump as a businessman is still present among some and some like his ideas if not their implementation.

“Trump **does what he wants** and the Republicans don’t have a voice or vote, it feels **like tyranny.**”

- *Woman 45+, Spanish*



“I do have to say **some of his ideas are plausible.** It's just the way he enacted **them,** in the way he did it, **such as tariffs.**”

- *Man <45, English*

“Demonic”

“Bigot”

“Antichrist”

“Corrupt”

“Pedophile”

“Fascist”

Participants, Even Ones Who Supported Trump, View Him As Excessively Focused On Foreign Affairs Over Costs

Figure 5

Even Trump voters dislike his focus on foreign affairs, citing wars and his sending money to Argentina as examples of how he's broken his promise of "America First." They feel his focus on foreign affairs has taken his attention away from what they want him to be focusing on: making things more affordable here.

"The beef farmers, they're struggling that we have to give them aid while he's given I can't remember how many billions to Argentina and then turn around and buying their beef, he talks about America First, and if the beef was here, it would be cheaper."

- Man <45, English



"I voted for him because I thought things were going to change here in the United States, but he's abandoned that. He's gone to wars, he's given money to Argentina. I hardly trust him anymore. I think he's very selfish."

- Man 45+, Spanish

[What else can Congress do?] "Stop all the wars and focus on America First, all the money for us."

- Man 45+, Spanish

Cost Of Living Dominates Voters' Concerns As They Feel That Salaries Trail Rising Prices

Figure 6

Latinos are increasingly concerned about rising prices all across the economy. Participants note that their salaries are simply not keeping up with rising inflation. Most mention everyday items as the common pressure points causing them to feel more economically insecure.

"If I want to be able to have X amount of gas in my car I **have to start cutting various things**. And we're not talking about like cable and stuff, I'm **talking about necessities**. I haven't bought a new pair of jeans in about 10 years."

- Man <45, English

Gas

Food

"Well at the job I have, **they increased my salary, but things cost more**, like services and food, and I'm saying that **the income they gave us doesn't even come close to the daily costs.**"

- Man 45+, Spanish

Clothes

Housing

"[Trump] said that he was gonna bring grocery prices down, [make] housing affordable, and then, like, what has he done? **Everything has gotten expensive.**"

- Woman <45, English

Utilities
(Electricity,
Internet, Water,
Sewage)

Healthcare

Most Participants Blame Corporate Greed For Rising Energy Prices & A Few Blame Trump; More Needs To Be Done To Connect The Dots

Figure 7

While one participant mentioned tariffs and another mentioned Trump specifically, more participants blame corporate greed for rising energy costs, though they admittedly hadn't thought much about it. Some do blame the government for not regulating utility prices, but not Trump & Republicans specifically. A few participants also cite excessive demand and mention data centers.



Q: As you may have heard, electric bills are up 13% since 2024 and poised to increase even more. Who or what is responsible for the increase?

“Utility bills are going up because it's just an excuse to keep **stealing some more money** from the people. **They just want to drain us.**”

- Man <45, English

“I think the country is **overloaded even more with the data centers** that have opened throughout the country. I think it'll get to a point where if we don't use an alternative the country could collapse from **the high consumption.**”

- Woman 45+, Spanish

“I don't follow these industries. But **shouldn't there be some sort of regulation in place** that prevents price gouging?”

- Woman <45, English

“ To talk also about the topic of **tariffs, everything increased, then it's like a domino effect.**”

- Woman 45+, Spanish

Immigration Is Also Top Of Mind For Latino Voters & Many Have Stories Of How It Has Affected Them Personally

Figure 8

Participants express deep personal fears of recent ICE raids. Many share personal stories and express sadness at what they label as racism.



“It’s just **creating a lot of trauma** for those people, those human beings who are experiencing those things wrongfully, and the force that ICE is using to do what they’re doing. It just feels wrong. **It feels morally wrong.** It feels like **no human being should be treated the way that ICE is treating human beings.**”

- Woman <45, English

“I’m a property manager and we had a café on the property, but **ICE came there, took away half the staff,** and we didn’t even know they were undocumented. **Many of them weren’t, but they still took them away** and it took a little while to get them back.”

- Man 45+, Spanish

Some mention that they support ICE as a force that goes after criminals, however they are not seeing that reflected with current ICE activities. Some express frustration with ICE’s changing focus from deporting criminals to deporting families.

“First, they say, ‘We’re catching criminals,’ which **makes a little sense if you say you’re catching criminals, but then you see them attacking families, children, working people...** then you get confused because I don’t understand... I don’t see them as real criminals in the news.”

- Woman 45+, Spanish

Although Immigration Is Top Of Voters' Minds, The Cost Of Living Is The Top Issue They Want Congress To Address

Figure 9

Top Issues

Pick two issues Congress should be most focused on.



Cost of living/inflation

Education

Security/immigration

Crime

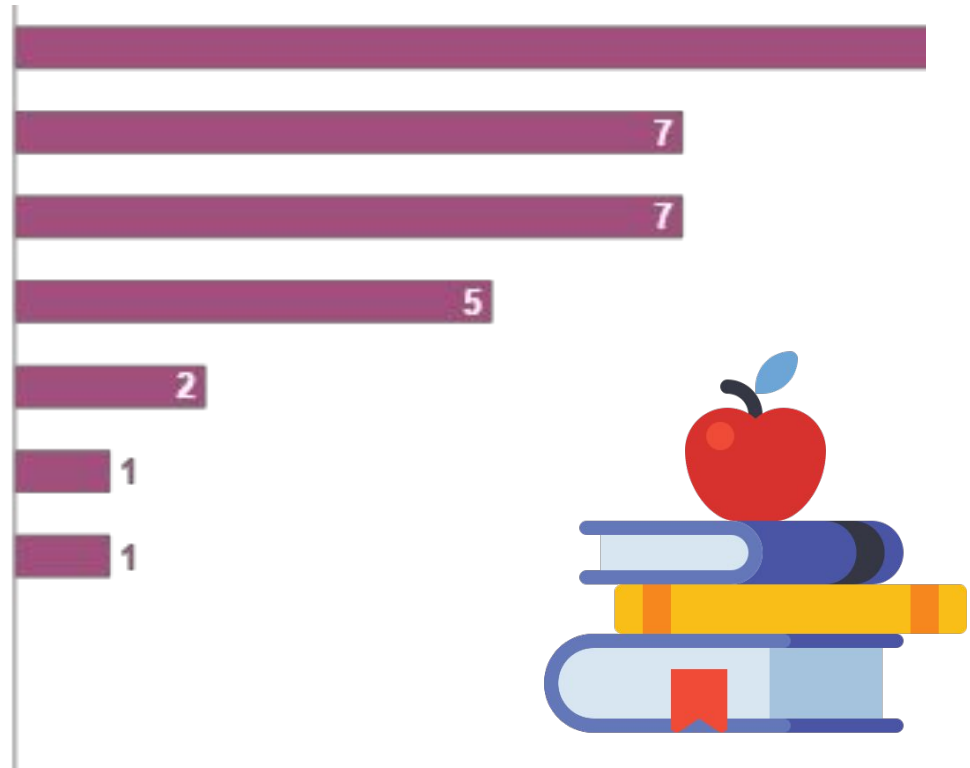
Taxes

Jobs

Water and air pollution

Abortion

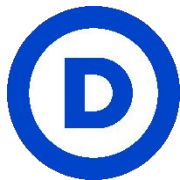
Disaster relief and preparedness for extreme weather events



Neither Party Is Seen Very Positively; Republicans Are Seen As Looking Out For Corporations & Democrats As Weak, But With Good Intentions

Figure 10

Participants hold very negative opinions of Republicans, but they do not hold many positive feelings towards Democrats either. Democrats are largely seen as weak and ineffective although meaning well, Republicans are seen as corrupt and focused on corporations.



“Wishy-washy”

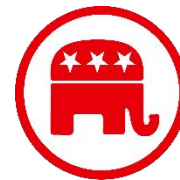
“Headless”

“No spine”

“Socialists”

“Gavin Newsom has been the most outspoken, but I **feel the Democrats have been weak**. The governor of Minnesota has also been outspoken.”

- Woman 45+, Spanish



“Corporations”

“Chaos”

“Dumb”

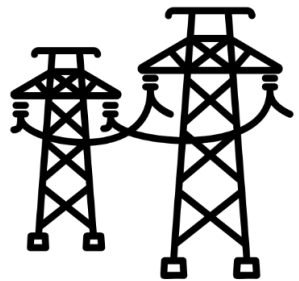
“Corrupt”

“It just feels like Republicans are **always just looking out for corporations**. They're not about the sustainability of life here in America.”

- Woman <45, English

Electric Companies & Oil & Gas Companies Are Viewed As Corrupt, Greedy & Clinging To The Past

Participants view both electric companies & oil companies as corrupt and overcharging customers. Some saw oil companies as clinging to the past rather than being a part of the future.



“Scrooge McDuck”

“Overpriced”

“Expensive, and corrupt as well.”
- Woman 45+, Spanish



“Obsolete”

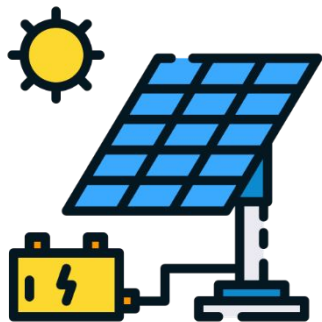
“Reckless”

“They don’t want to go forward...they don't want to let go of their money and invest in something healthier for everyone.”
- Woman 45+, Spanish

Clean Energy Is Seen As Beneficial, And Inevitable In The Long Run, But There Are Short-Term Concerns About Costs

Figure 12

Across groups, participants see clean energy as an inevitable part of our future. They see the environmental benefits, but they don't immediately connect the dots with the cost benefits. In the short run, there are some concerns about the costs of transition, but overall Latinos see clean energy as an inevitable good.



“They promise you clean energy, but they **charge you much more** to provide you clean energy.”

- Woman 45+, Spanish

“[Clean energy] **has to be [the future]** in my opinion, because **if not, we don't survive**. We have to do it, there's no other way.”

- Man 45+, Spanish

“The **way of the future.**”

- Woman <45, English

“More **efficient, more economic in the long run.**”

- Man 45+, Spanish

“We **need more** of it. We really do. I think they put out bad PR about it, because **they work, and they're only going to get better.**”

- Man <45, English

“Solar bills and installments and then **hidden fees**. It's just **very predatory** and draconian.”

- Man <45, English

Participants See Clean Energy As A Necessity, Have Doubts About Its Economic Benefit & Are Confused About Its Impact On AI

Figure 13

Clean energy as a necessity

Some people say clean energy is necessary because fossil fuels are limited and won't be enough to meet the increasing energy demand.

24 agree

4 disagree

Ambivalence about costs

Some people say clean energy like wind and solar are faster and cheaper to build.

13 agree

15 disagree

Some people say clean energy sources help stabilize prices by reducing dependence on volatile fossil fuels and protecting communities from sudden price spikes.

11 agree

17 disagree

Confusion about AI

Some people say clean energy is the only way we can responsibly power AI.

There was a decent amount of confusion here as participants hadn't thought of it, and it seemed to conflate two issues.

Republican Negative Messaging

Figure 14

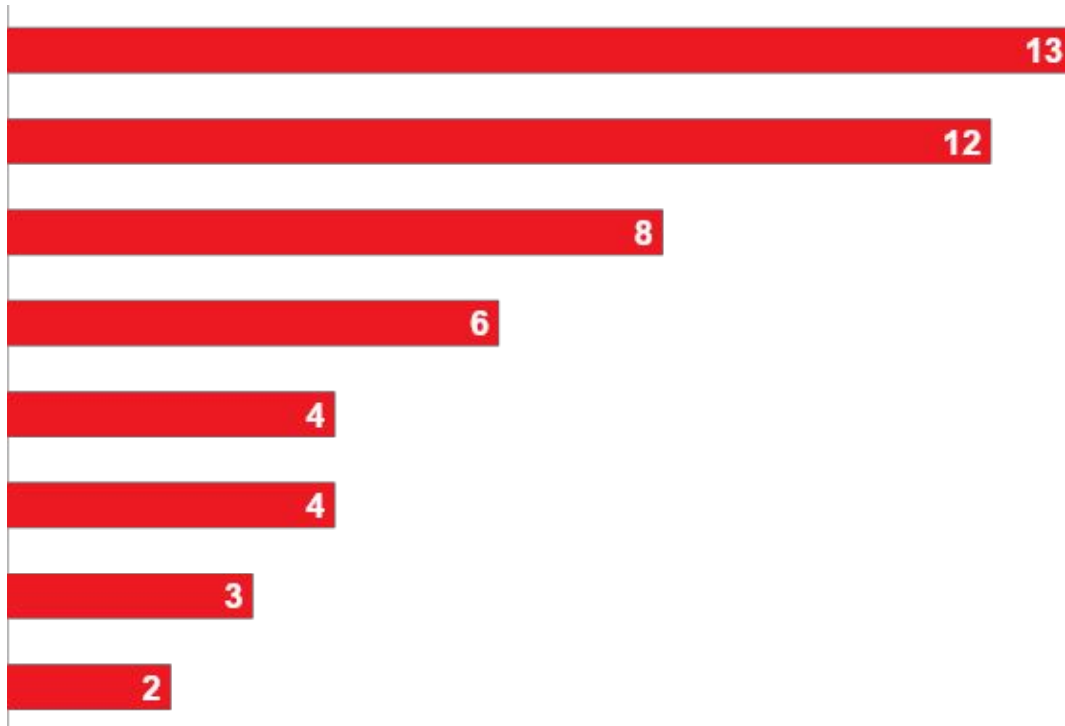
Priorities	Rather than tackling the affordability crisis as a top priority, Republicans are blaming and targeting immigrants. As ICE ramps up enforcement actions that disrupt communities and deport tax-paying workers without criminal records, hardworking Americans are left to shoulder rising costs — including groceries and electric bills that have surged and continue to increase.
HC Cuts + Priorities	Republicans' budget bill cut health care and renewable energy production that would have lowered healthcare costs and utility bills, then put that money into a massive expansion of ICE. As a result, 10 million more people will be uninsured and utility bills will keep rising. At a time when families are struggling with higher prices, ICE has received a massive budget funded by taxpayers' dollars.
Costs	Mass deportation of immigrant workers hurts all of us. When the construction workforce shrinks, new energy projects stall, driving up costs and delaying energy supply. That means higher utility bills and more pressure on families already struggling to afford groceries, health care, and a home. Deportations don't lower costs — they make the affordability crisis worse.
Tech	Republicans claim to be tough on immigrants but remain soft on powerful tech companies. They eagerly fund ICE enforcement that disrupts communities and targets hardworking immigrants with no criminal record, while allowing AI firms, crypto mines, and massive data centers to pollute air and water and consume huge amounts of electricity without paying their fair share.
Energy Only	Since Trump took office, household electric bills are up 13% and rising. Republicans passed legislation cutting and banning cheaper clean energy production, at a time that the energy demand is skyrocketing, driving up costs, and cutting over 172,000 clean energy jobs.
Big Corporations	Republicans consistently side with big corporations over American families. They've cut funding for U.S.-made clean energy that could lower power costs, while backing mass deportations that disrupt the workforce — pushing energy prices higher instead of bringing them down.
Latinos	On average, Latino households spend about 24% to 40% more on energy than other Americans, and nearly half struggle to pay their heating or electric bills. Instead of easing that burden, Republicans are taking that money away from clean energy projects and tax credits that were lowering costs and saving Latino families up to \$1,000 a year. Instead, they are using that money to fund ICE's huge budget.
Utilities	Republican candidates favor the wealthy over working families. They turn a blind eye as utility companies post record profits while slapping families with higher electricity bills month after month, with little accountability.

Combining A Clean Energy Message With Messaging About Republicans Having The Wrong Priorities Is The Most Effective Among Participants

Figure 15

Top Rep Negatives

Please pick out the TWO messages you find most concerning about Republicans in Congress.



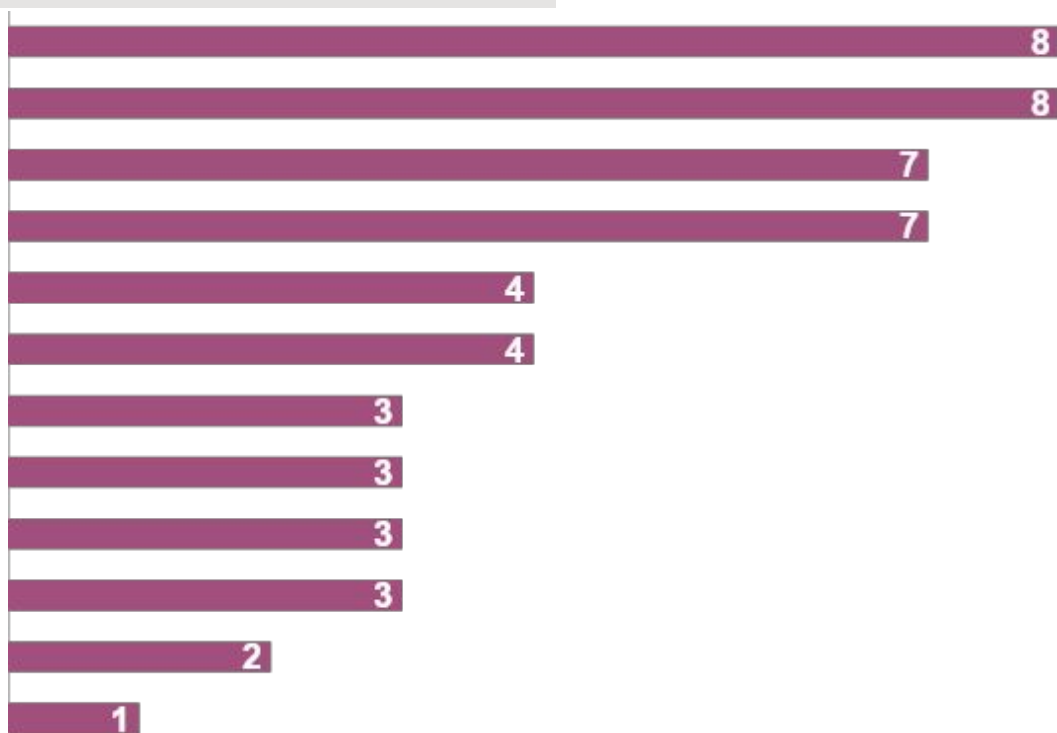
Spanish Dominant Women 45+	
HC Cuts + Priorities	5
Priorities	4
Spanish Dominant Men 45+	
Priorities	3
HC Cuts + Priorities/Costs/Big Corp/Utilities	2
English Dominant Women <45	
Tech	4
Priorities	3
English Dominant Men <45	
Costs	4
Priorities/HC Cuts + Priorities	3

There's A Strong Desire For Policies That Ensure Clean Air & Water & Take On Big Corporations

Figure 16

Top Proposals

Indicate the TWO that would stand out to you and make you most excited to support that candidate.



Spanish Dominant Women 45+	
Price gouging utilities/making big corps pay for AI	3
Clean air + water/homeowner assistance	2
Spanish Dominant Men 45+	
Eliminating oil + gas tax breaks	3
Making big corps pay for AI/modernizing electric grid/nuclear energy development	2
English Dominant Women <45	
Clean air + water	4
Eliminating oil + gas tax breaks/price gouging utilities	2
English Dominant Men <45	
Clean air + water	2
Modernizing electric grid	2

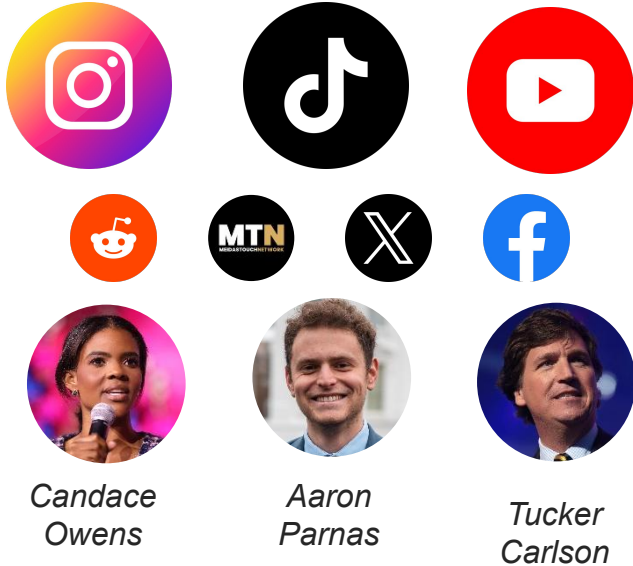
Most Participants Rely On A Mix Of Social Media & Traditional News Sources; TikTok Is The Most Cited News Source

Figure 17

While some participants describe themselves as still relying on traditional media sources, most explain that they rely on a mix of these traditional sources and non-traditional sources like social media or what they consider “independent” journalists or influencers.

“Now news is not searched for, it presents itself.” - Woman 45+, Spanish

Non-Traditional Media



Traditional Media



SOTU: Negative Reactions To Trump's Energy Outlook & Mixed About Data Centers Proposal

Figure 18

Few participants watched the State of the Union. The few who did didn't like what they saw.

"I thought he was kind of cocky, just because there were Democrats sitting on the bench, and he kept wanting them to stand up and making these suggestions that, whatever he was saying, that they should be on board, and he didn't understand why they were sitting down."

- Woman <45, English

**INCREASED OIL
PRODUCTION &
LOWER COSTS**

Shifts the conversation back to Trump's actions in Venezuela and his personality traits.

"He just seems so cocky. I don't like it like, why are you bragging of oil that you couldn't even buy? Why are you stealing another country's oil?"

- Woman <45, English

**RATEPAYER
PROTECTION
PLEDGE**

Sounds like a good idea to some, though many doubt whether Trump will follow through.

"I have a positive reaction to it. I mean, it sounds good. Sounds like what he's saying is not gonna hurt anyone. So sounds good to me."

- Man <45, English

- The overall mood is very negative among Latinos, with rising costs and ICE raids driving concerns.
- The topic of immigration triggers intense reactions. Participants describe ICE's actions as racist, share personal stories, and express frustration with ICE targeting families instead of just criminals.
- Corporate greed is viewed as the primary driver of rising energy costs. While some mention Trump, voters do not yet clearly connect his actions to higher prices.
- Electric and oil companies are widely seen as greedy and corrupt.

- Clean energy is viewed as necessary, inevitable and good for the environment. However, voters are ambivalent about short-term cost impacts and unclear about the link between clean energy and AI.
- The strongest message connects rising energy costs to Republicans' misplaced priorities — focusing on deporting tax-paying immigrants with no criminal record over making things more affordable.
- Participants support proposals centered on clean air and water and holding big corporations accountable.
- Few watched the President's SOTU. His statement about increasing oil production and lowering gas prices was met with skepticism, while there was some openness to the Ratepayer Protection Pledge.

G B A O

RESEARCH + STRATEGY