



How Climate and Energy Misinformation/Disinformation Reaches Latinos

July 2026



Blue Rose Research

**CLIMATE
POWER**

Social media/YouTube are the leading sources of news among Latinos, followed by cable news channels like CNN and Fox News

Which of the following sources do you get news/information from (select all that apply):									
	Response	2024 Vote Choice				Age			
		Overall	Harris	Swing	Trump	18-34	35-49	50-64	65+
Facebook and YouTube are tied at 42% for the most popular sources of news and information among Latinos.	Facebook	42%	42%	42%	43%	37%	45%	44%	44%
	YouTube	42%	42%	37%	43%	49%	41%	39%	38%
Among traditional news sources, CNN and Fox News were the most popular, though in both cases there are divisions along partisan lines.	CNN	38%	47%	36%	28%	36%	37%	40%	41%
	TikTok	34%	37%	31%	30%	53%	34%	24%	15%
	Fox News	34%	23%	35%	47%	24%	34%	41%	40%
Spanish-language sources like Telemundo, Univision/Televisa, and International Spanish Media were relatively less popular.	Instagram	32%	35%	29%	29%	49%	34%	23%	15%
	X/Twitter	22%	21%	20%	23%	33%	19%	14%	17%
	MSNBC/MS NOW	20%	24%	20%	15%	13%	20%	23%	25%
Among younger Latinos, TikTok is a particularly prominent source of news, with a 53% majority of 18-34 year olds saying they get information from the platform. In comparison, older generations rely more on Facebook and cable news for information.	Podcasts	19%	19%	21%	19%	20%	20%	17%	19%
	Telemundo	13%	14%	18%	12%	13%	13%	13%	13%
	Univision/Televisa	12%	13%	14%	10%	12%	12%	11%	12%
	WhatsApp	7%	7%	9%	6%	7%	7%	6%	6%
	International Spanish Media	5%	5%	9%	4%	4%	5%	5%	5%
	Telegram	4%	3%	6%	6%	4%	5%	4%	4%

Traditional news media have net positive trust on science information among Latinos—and Democrats hold a trust edge over Republicans

Traditional news media has net positive trust (+20pp) when it comes to information about science and the environment.

In comparison, social media, influencers, and podcasts have large net negative trust on this topic (-22pp).

The Trump Administration has net negative trust on science information (-21pp), and Democrats have a +17pp trust edge over Republicans on this topic.

Swing voters trust Democrats over Republicans by a +13pp margin on science/environmental information.

To what extent do you trust <u>entity</u> when it comes to science information and information about the environment?				
Response	Overall	Harris	Swing	Trump
Traditional News Media	20%	36%	6%	0%
The Government	-10%	-13%	-9%	-5%
Trump Administration	-21%	-59%	-17%	25%
Social media, influencers, and podcasts	-22%	-18%	-23%	-25%
When it comes to science information and information about the environment, which party do you trust more?				
Response	Overall	Harris	Swing	Trump
Trust Democrats a lot more	27%	47%	16%	4%
Trust Democrats a little more	15%	23%	20%	6%
Trust Republicans a little more	11%	1%	16%	22%
Trust Republicans a lot more	14%	1%	7%	30%
I do not trust either party	22%	18%	25%	26%
Not sure	12%	10%	16%	13%
Trust Democrats	42%	69%	36%	9%
Trust Republicans	25%	2%	23%	52%
Net	17%	67%	13%	-43%

Widespread and believable climate misinformation are on costs, government control, and clean energy

Claim	Overall Heard	Net Disagree
Climate change policy is really about controlling how people live, not the environment	59%	1%
Clean energy like solar and wind is the most expensive form of energy	58%	11%
Electric vehicles cause more environmental harm to manufacture than they make up for over their lifetime	56%	-15%
Airplanes are secretly spraying chemicals (also called 'chemtrails') to control the weather or harm people	54%	20%
Coal is a clean source of energy when modern technology is used	47%	5%
Cold weather and winter storms prove that the planet is not warming	46%	30%
The switch from fossil fuels to clean energy like solar and wind is the primary reason that utility bills have increased	45%	-1%
US climate change policy is pointless because China and India pollute more	45%	15%
Scientists switched from calling it "global warming" to "climate change" because the warming stopped	44%	15%
Solar and wind power cannot be used when it's dark or not windy outside	43%	4%
NASA has admitted that climate change is caused by natural cycles and by changes in Earth's orbit, not human activity	39%	3%
Solar panels and wind turbine blades can't be recycled and create toxic waste	39%	8%
The Texas floods of July 2025 were caused artificially through cloud seeding	38%	25%
Building renewable energy (like solar) makes us dependent on China	38%	30%
The planet is currently cooling, not warming	35%	44%
USAID was funding spraying chemicals by airplanes, and the sky got cleaner after it was shut down	34%	1%
The Biden administration closed more than 100 energy plants	32%	-8%

Latinos are still divided on whether clean energy is cheaper than fossil fuels

By an almost even 31-30 split, they are divided on whether clean energy is cheaper or more expensive than fossil fuels.

Views are split along partisan lines, with Harris voters more likely to say clean energy is cheaper, Trump voters more likely to say clean energy is more expensive, and swing voters divided.

Based on what you know, do you think generating electricity from clean energy (like wind and solar) is cheaper or more expensive than using fossil fuels (like coal and natural gas)?

Response	Overall	Harris	Swing	Trump
Clean energy is much cheaper	15%	18%	14%	12%
Clean energy is somewhat cheaper	16%	19%	17%	13%
They cost about the same	15%	15%	15%	14%
Clean energy is somewhat more expensive	17%	16%	16%	18%
Clean energy is much more expensive	14%	8%	14%	20%
Not sure	24%	25%	24%	23%
Cheaper	31%	37%	31%	25%
More Expensive	30%	24%	30%	38%
Net	1%	13%	1%	-13%

Latinos oppose the construction of data centers, particularly when framed in terms of utility costs

By a wide margin, Latinos oppose the construction of data centers near communities.

When the issue is framed in terms of utility costs, Latinos oppose building data centers near where people live by a 40pp margin.

When the issue is framed in terms of water costs/shortages, the margin narrows, but Latinos still oppose the construction of data centers by 31pp.

Which of the following comes closest to your view regarding AI data centers?

Response	Overall	Harris	Swing	Trump
I support the construction of data centers close to where people live because they bring construction jobs and tax revenue to communities.	18%	14%	17%	22%
I do not support the construction of AI data centers close to where people live because they require a lot of electricity and will increase utility costs for those living nearby.	58%	64%	59%	50%
Not sure	24%	21%	24%	28%

Which of the following comes closest to your view regarding AI data centers?

Response	Overall	Harris	Swing	Trump
I support the construction of data centers close to where people live because they bring construction jobs and tax revenue to communities.	25%	17%	25%	34%
I do not support the construction of AI data centers close to where people live because they require a lot of water and will increase water bills/decrease water supply for those living nearby.	56%	65%	53%	46%
Not sure	19%	18%	22%	20%

By a wide margin, Latinos say clean energy will be more important than fossil fuels as data centers drive up energy demands

Which of the following energy sources do you think will be most important to...

Response		Overall	Harris	Swing	Trump
Keep electricity costs down as data centers drive up demand	Clean energy like solar and wind	64%	76%	54%	51%
	Fossil fuels like coal and natural gas	22%	13%	24%	33%
	Not sure	14%	12%	21%	16%
Limit pollution as more data centers are built and operated	Clean energy like solar and wind	57%	69%	51%	43%
	Fossil fuels like coal and natural gas	23%	14%	28%	35%
	Not sure	20%	17%	21%	23%

Latinos say clean energy will be more important than fossil fields by a 42pp margin when framed in terms of costs and by a 34pp margin when framed in terms of pollution.

A 64% majority say keeping costs down and limiting pollution are equally important when considering how to meet data centers' energy demand.

Which of the following is more important to you when considering how to meet the energy demand brought by data centers?

Response	Overall	Harris	Swing	Trump
Keeping electricity costs down	16%	13%	18%	19%
Limiting pollution	11%	11%	13%	10%
They are both equally important to me	63%	67%	57%	59%
Not sure	10%	9%	11%	11%

Methodology

Blue Rose Research collected **4,144 responses** via online surveys nationally **between June 30 and July 7, 2026**. Responses were fielded among **Latino voters** and weighted to the 2024 national Latino electorate.

The margin of error is **±1.8pp** overall and higher among subgroups.