Messaging the Clean Energy Plan to Latino Voters

Key findings from a survey among registered Latino voters in MI, WI, AZ, NV, PA, and GA in April/May 2023

Terrance Woodbury
FOUNDING PARTNER

Roshni Nedungadi
FOUNDING PARTNER

Ross Miletich
SR. ANALYST

Courtney Couillard
RESEARCH MANAGER

Maya Kapur
ANALYST

HIT STRATEGIES
WASHINGTON, DC

www.hitstrat.com
Objectives

1. **Understand Attitudes:**
   Directly connect with registered voters as representatives of engaged citizens in six key states to understand their values, priorities, experiences and sentiments surrounding the new Clean Energy Plan*.

2. **Segment Our Audience:**
   In understanding where voters in six key states stand, we will determine who among registered voters are our base of supporters, opposition, and persuadable audiences.

3. **Test the Message:**
   Conduct message testing to identify the best messaging elements that effectively introduces legislation like the IRA and improves confidence in progress made to expand clean energy.

Methodology

**Voter Universe**
- Total N = 6,733 Registered Voters
- Latino N = 867 Registered Voters
- Latino oversamples conducted in NV and AZ

**Methodology**
- All survey interviews were collected through a mixed methodology of cell/landline live calls and TTW online completes

**Overall Margin of Error**
- Total: ±1.60
- Latino voters: ±4.8

* In this poll, we use the term "Clean Energy Plan" to refer to the Inflation Reduction Act. We do this for three reasons: (1) No one has heard of the IRA (2) using a broader term allows us to combine the IRA, with the Infrastructure Bill, and other executive actions that have climate/clean energy implications, and (3) our previous research shows that people don’t feel like there is a real "plan" to transition the economy to clean energy, so using that term emphasizes that this is all part of a plan for the economy.

Conducted April 27 to May 9, 2023
# Aggregated Sample Breakdown

<table>
<thead>
<tr>
<th>State</th>
<th>Total interviews</th>
<th>Total oversample interviews</th>
<th>Field dates</th>
<th>Margin of Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>AZ</td>
<td>1,102</td>
<td>394 ages 18-35</td>
<td>May 1-</td>
<td>+3.67</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N=243 rural voters</td>
<td>May 9, 2023</td>
<td></td>
</tr>
<tr>
<td>GA</td>
<td>1,164</td>
<td>447 ages 18-35</td>
<td>April 28-</td>
<td>+3.80</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N=235 rural voters</td>
<td>May 6, 2023</td>
<td></td>
</tr>
<tr>
<td>MI</td>
<td>1,051</td>
<td>372 ages 18-35</td>
<td>April 27-</td>
<td>+3.85</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N=161 Black voters</td>
<td>May 3, 2023</td>
<td></td>
</tr>
<tr>
<td>NV</td>
<td>1,252</td>
<td>471 ages 18-35</td>
<td>May 1-</td>
<td>+3.91</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N=186 AAPI voters</td>
<td>May 9, 2023</td>
<td></td>
</tr>
<tr>
<td>PA</td>
<td>1,113</td>
<td>344 ages 18-35</td>
<td>April 28-</td>
<td>+3.39</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N=311 rural voters</td>
<td>May 3, 2023</td>
<td></td>
</tr>
<tr>
<td>WI</td>
<td>1,051</td>
<td>445 ages 18-35</td>
<td>May 1-</td>
<td>+4.92</td>
</tr>
<tr>
<td></td>
<td></td>
<td>N=189 Black voters</td>
<td>May 9, 2023</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age &amp; Ethnicity</th>
<th>Total interviews</th>
<th>Margin of Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 18-35</td>
<td>2,473</td>
<td>+2.9</td>
</tr>
<tr>
<td>Rural</td>
<td>1,560</td>
<td>+3.5</td>
</tr>
<tr>
<td>Black</td>
<td>1,177</td>
<td>+3.9</td>
</tr>
<tr>
<td>Latino</td>
<td>867</td>
<td>+4.8</td>
</tr>
<tr>
<td>AAPI</td>
<td>370</td>
<td>+5.4</td>
</tr>
</tbody>
</table>
Initial opinion on Biden and Congressional Democrats’ Clean Energy Plan
Most Latino voters believe President Biden is doing **too little to address climate change**. We see later this is partially driven by their lack of familiarity with actions taken by the administration around climate change.

Q17. Do you think Joe Biden is doing too much, too little, or the right amount to address climate change?

Among Latino voters who say Biden is doing “too little” to address climate change, a significant portion (41%) have no opinion or have never heard of the Clean Energy Plan.
All four proof points on the Clean Energy Plan are popular with Latino voters. Creating new good-paying jobs is especially popular with Latino voters, especially approval shifters.

<table>
<thead>
<tr>
<th>Policy</th>
<th>Very Favorable (8-10)</th>
<th>Somewhat Favorable (6-7)</th>
<th>Approval Shifters*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating new good-paying jobs and expanding job training in clean energy industries for a range of workers, from scientists and engineers to electricians and carpenters</td>
<td>50%</td>
<td>17%</td>
<td>67%</td>
</tr>
<tr>
<td>Upgrading the U.S. electrical grid so it is able to handle much greater use, save money, able to deliver more electricity from clean energy sources, and is more reliable during extreme weather</td>
<td>45%</td>
<td>19%</td>
<td>65%</td>
</tr>
<tr>
<td>Providing incentives to businesses and consumers that significantly reduce the cost of clean energy technologies that save them money and reduce pollution</td>
<td>42%</td>
<td>21%</td>
<td>63%</td>
</tr>
<tr>
<td>Expanding and speeding up the transition to clean energy sources and ensuring that clean energy technologies will be developed and manufactured in the United States</td>
<td>42%</td>
<td>17%</td>
<td>59%</td>
</tr>
</tbody>
</table>

*Approval Shifters are defined as voters who do not approve of the Clean Energy Plan at the beginning of the survey but move towards approval by the end of the survey after learning information about the plan.*
44% of Latino voters say they approve of the Clean Energy Plan while 30% say they have no opinion or have never heard of it. Latino voters under 50 and Self ID-Democratic Latino voters are more likely to approve of the Plan.

Q31. President Biden and Democrats in Congress recently passed a new Clean Energy Plan. From what you know about it, do you approve or disapprove of this plan?

<table>
<thead>
<tr>
<th>Strongly Approve</th>
<th>Somewhat Approve</th>
<th>No Opinion</th>
<th>Never Heard Of</th>
</tr>
</thead>
<tbody>
<tr>
<td>44%</td>
<td>26%</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>28%</td>
<td>12%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>17%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total RVs</th>
<th>AZ</th>
<th>NV</th>
<th>Men</th>
<th>Women</th>
<th>18-49</th>
<th>50+</th>
<th>DEM</th>
<th>IND</th>
<th>GOP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Approve</td>
<td>36%</td>
<td>38%</td>
<td>49%</td>
<td>47%</td>
<td>40%</td>
<td>45%</td>
<td>42%</td>
<td>62%</td>
<td>29%</td>
</tr>
<tr>
<td>Total Disapprove</td>
<td>30%</td>
<td>26%</td>
<td>25%</td>
<td>29%</td>
<td>22%</td>
<td>24%</td>
<td>32%</td>
<td>16%</td>
<td>26%</td>
</tr>
<tr>
<td>No Opinion/ Never Heard</td>
<td>34%</td>
<td>36%</td>
<td>26%</td>
<td>24%</td>
<td>37%</td>
<td>31%</td>
<td>26%</td>
<td>22%</td>
<td>45%</td>
</tr>
<tr>
<td>Net Approve</td>
<td>+6</td>
<td>+12</td>
<td>+24</td>
<td>+18</td>
<td>+18</td>
<td>+21</td>
<td>+10</td>
<td>+46</td>
<td>+3</td>
</tr>
</tbody>
</table>
Talking about the Clean Energy Plan
Thinking about the impacts of the Clean Energy Plan generally, **Latino voters prioritize monetary savings that will impact their households**; cutting pollution is also an important benefit.

Q39. Here are some specific impacts of these policies. Please rank the two or three that are the most important to you personally.

<table>
<thead>
<tr>
<th>Impact</th>
<th>Ranked First Choice</th>
<th>Ranked Second Choice</th>
<th>Ranked Third Choice</th>
<th>Total Ranked</th>
</tr>
</thead>
<tbody>
<tr>
<td>It can save consumers tens of thousands of dollars for making their homes more energy efficient, and for many working families the improvements will be free</td>
<td>17%</td>
<td>20%</td>
<td>19%</td>
<td>56%</td>
</tr>
<tr>
<td>It will help cut climate pollution by 40% by the end of the decade</td>
<td>17%</td>
<td>16%</td>
<td>15%</td>
<td>49%</td>
</tr>
<tr>
<td>It will help avoid up to 3,900 premature deaths and up to 100,000 asthma attacks by the end of the decade</td>
<td>18%</td>
<td>15%</td>
<td>11%</td>
<td>45%</td>
</tr>
<tr>
<td>It could help save the average household $1,000 per year in energy costs</td>
<td>15%</td>
<td>12%</td>
<td>12%</td>
<td>39%</td>
</tr>
<tr>
<td>It’s projected to create 1.5 million good-paying jobs by the end of the decade</td>
<td>13%</td>
<td>12%</td>
<td>13%</td>
<td>38%</td>
</tr>
<tr>
<td>It will produce nearly a billion more solar panels and 120,000 more wind turbines to power communities</td>
<td>9%</td>
<td>11%</td>
<td>10%</td>
<td>31%</td>
</tr>
<tr>
<td>With new tax credits, people can buy new electric vehicles for less than $23,000</td>
<td>9%</td>
<td>9%</td>
<td>10%</td>
<td>28%</td>
</tr>
<tr>
<td>Don’t know/Refused</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Approval Shifters are defined as voters who do not approve of the Clean Energy Plan at the beginning of the survey but move towards approval by the end of the survey after learning information about the plan.*
Proof of progress and delivery on the Clean Energy Plan at the national level largely inspires hope for Latino voters.

41. Here is some more information about the economic and job benefits of the Clean Energy Plan. Which of the following words or phrases best describes how you feel about this?

“In just the last eight months since the passage of this Clean Energy Plan, companies from across the country have already announced over 191 new clean energy projects that will deliver over $242 billion into local economies and create over 142,000 new jobs.”
Isolated proof points and positive messaging increase Latino voter approval for the Clean Energy Plan by 18 points (a big shift that is rare to see in public opinion research.)

Q31/42. President Biden and Democrats in Congress recently passed a new Clean Energy Plan. From what you know about it, do you approve or disapprove of this plan? / Based on what you have seen and read in this survey, from what you know about it, do you approve or disapprove of the Clean Energy Plan that President Biden and Congress recently passed?

INITIAL ASK

- Total Approve: 44%
- Total Disapprove: 26%
- No Opinion: 14%
- Never Heard Of: 16%

INFORMED ASK

- Total Approve: 62%
- Total Disapprove: 35%
- No Opinion: 28%

Gen Z Latinas and Self-ID Independents were most likely to shift toward approval by the end of the poll.
Approval shifts are especially notable with Latina women and Latino voters under 50, but all major Latino subgroups move toward approval by double digits.

Q31/43. President Biden and Democrats in Congress recently passed a new Clean Energy Plan. From what you know about it, do you approve or disapprove of this plan? / Based on what you have seen and read in this survey, from what you know about it, do you approve or disapprove of the Clean Energy Plan that President Biden and Congress recently passed?

- **Arizona**
  - Initial Ask: 38%
  - Informed Ask: 61%
  - Change: +23%

- **Nevada**
  - Initial Ask: 49%
  - Informed Ask: 62%
  - Change: +13%

- **Men**
  - Initial Ask: 47%
  - Informed Ask: 61%
  - Change: +14%

- **Women**
  - Initial Ask: 40%
  - Informed Ask: 63%
  - Change: +23%

- **18-49**
  - Initial Ask: 45%
  - Informed Ask: 63%
  - Change: +18%

- **50+**
  - Initial Ask: 42%
  - Informed Ask: 57%
  - Change: +14%
After sharing details on the policies and progress in the Clean Energy Plan, most Latino voters said they feel more confident in the Biden Administration on clean energy.

Q43. President Biden and his administration have led the passage of the clean energy and climate policies we have been discussing, and he is leading the effort to promote investments in clean energy manufacturing and good-paying jobs. Does this give you...

- **59%** Much More Confident
- **33%** Somewhat More Confident
- **25%** Doesn’t Affect Opinion
- **17%** Somewhat Less Confident
- **24%** Much Less Confident

Latino voters in urban areas, Latino voters under 50, and Self-ID Democrats were more likely to report having more confidence in the Biden Administration at the end of the survey.
Summary of Findings

1. Sharing details about the Clean Energy Plan with Latinos increases confidence in the Biden Administration to promote investments in clean energy.

   Most Latinos are generally unaware of the Clean Energy Plan and the progress already made. We can build trust between Latinos and Democrats in Congress and the Biden Administration by pointing to wins both nationally and in their own communities (i.e., more jobs, clean energy projects, and investments.) Highlight what we have already accomplished as proof that we can do more to make these goals a reality.

2. Latinos who shift to approving of the Clean Energy Plan are already largely supportive of Democrats in Congress and the Biden Administration – they just need more information.

   Once Latinos receive more information about the Clean Energy Plan, their support for the plan increases by double digits. Latinos overall feel favorable the policies in the Clean Energy Plan and the potential impacts of the Plan in their states after we give them information.

3. Latinos feel most favorable toward elements of the Clean Energy Plan centered around job creation and saving consumer costs.

   Connect the progress of the Clean Energy Plan with creating new, good-paying jobs in the energy sector. Localize the progress with wins in their own communities/state and define the clear relationship between clean energy and economic opportunity. Connect pollution and public health as the problem and the Clean Energy Plan as the solution.
Snapshot of Latino Respondents Across States

A significant majority of Latinos say President Biden is doing too little to address climate change:
- Too Much: 60%
- The Right Amount: 16%
- Too Little: 24%

This sentiment is at least partially driven by unfamiliarity with the Clean Energy Plan:
- Approve of Plan: 44%
- Disapprove of Plan: 26%
- No Opinion/Never Heard of Plan: 30%

Health and economic concerns are top of mind for Latinos:
- Top 5 Energy and Environment Concerns:
  - Clean drinking water: 77%
  - Gasoline prices: 77%
  - Cost of electricity and other utility bills: 76%
  - The impact of pollution on our health: 74%
  - The availability of good-paying jobs: 72%

Job creation is the most effective proof point of the Clean Energy Plan among Latinos, while upgrading the grid is most important to respondents overall:

**Top 3 Proof Points for Clean Energy Plan Among Latinos**
(Showing % Favorable)
- Creating new good-paying jobs and expanding job training in clean energy industries for a range of workers, from scientists and engineers to electricians and carpenters: 67%
- Upgrading the U.S. electrical grid so it is able to handle much greater use, save money, able to deliver more electricity from clean energy sources, and is more reliable during extreme weather: 65%
- Providing incentives to businesses and consumers that significantly reduce the cost of clean energy technologies that save them money and reduce pollution: 63%

Latinos jump in approval 18 points after learning more information about the Clean Energy Plan:
- Initial Approval: 44%
- Final Approval: 62%
Appendix
Demographic Profile of Latino Sample

**AGE**
- 18 - 29: 17
- 30 - 39: 38
- 40 - 49: 23
- 50 - 64: 18
- 65+: 4

**EDUCATION**
- High School or Less: 20
- Some College: 41
- College or Grad School: 39

**PARTY ID**
- Democrat: 24
- Independent: 30
- Republican: 46
Demographic Profile of Latino Sample - Continued

**GENDER**
- Men: 45
- Women: 54
- Gender Non-Conforming/Other: 15

**STATE**
- Arizona: 15
- Georgia: 7
- Michigan: 15
- Nevada: 15
- Pennsylvania: 9
- Wisconsin: 15

**URBANITY**
- Urban: 42
- Suburban: 27
- Small Town: 17
- Rural: 15

CLIMATE POWER
© HITstrategies