

**To:** Interested Parties  
**From:** Climate Power En Acción and Data for Progress  
**Date:** March 11, 2024  
**Re:** MEMO: Latino Voters Support Clean Energy Investments and Climate Accountability

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## Summary

For Latino voters, the rising cost of goods and services is a top issue. Majorities of Latinos report spending more on groceries, home electricity bills, energy costs, housing costs, and home insurance costs over this past year. Furthermore, Latino voters recognize extreme weather events driven by climate change and pollution have a direct impact on increasing kitchen table costs, and view climate action, including expanding the clean energy industry, as important.

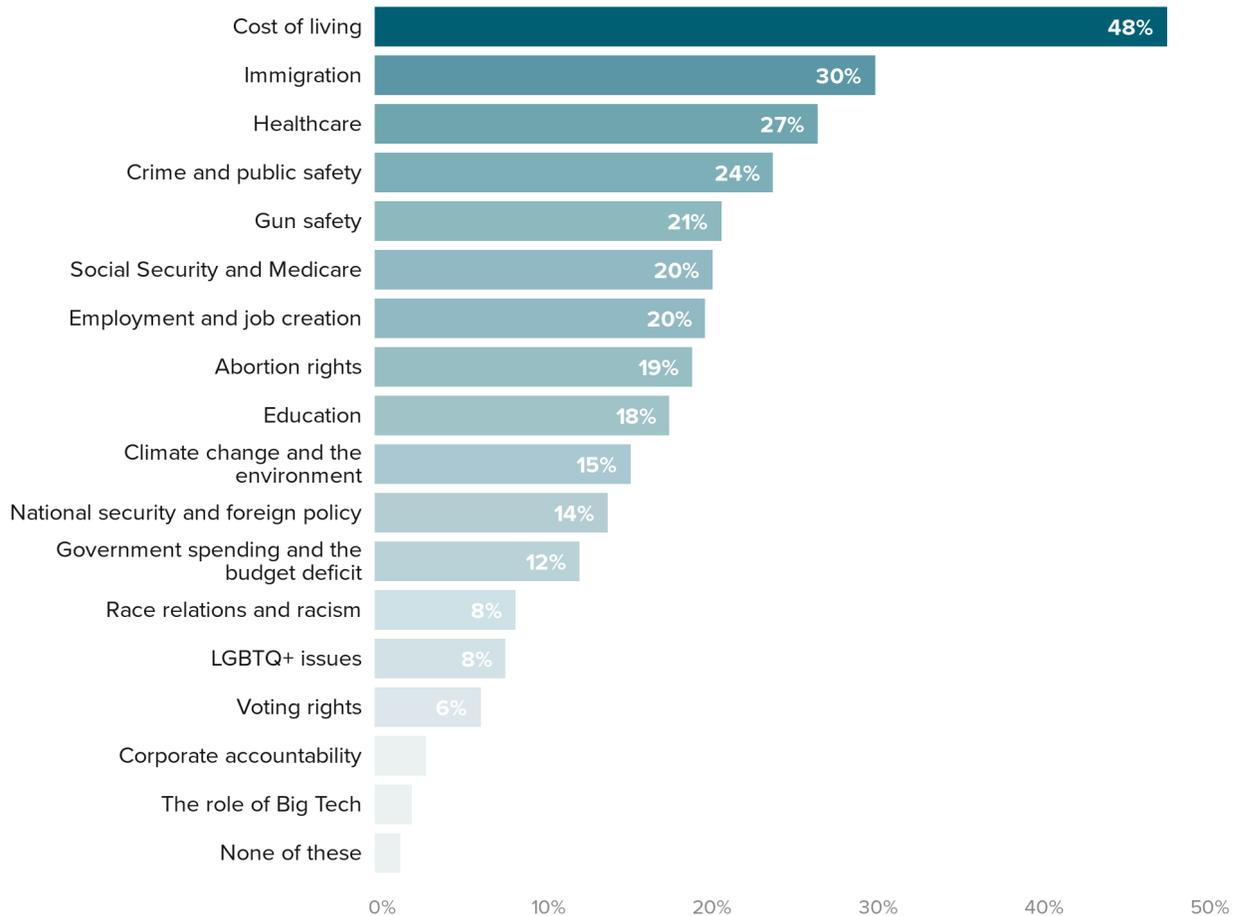
Climate Power En Acción and Data for Progress recently [surveyed](#) 1,251 Latino likely voters nationally, including an oversample of Latino voters in Arizona, Georgia, Nevada, and Pennsylvania, offering the survey in both English and Spanish. This polling finds that Latino voters are concerned about climate change and related issues, think fossil fuel companies often compromise the health and safety of their workers, and want to hold oil and gas companies and their CEOs accountable for their contributions to the climate crisis. Latino voters are generally in favor of climate actions that would address other related top concerns, like the cost of living and public health. In addition to differences across partisanship throughout the survey, we observe differences by age. Compared with older voters, Latino voters under 45 prefer the expansion of clean energy over fossil fuel energy and view the clean energy industry as offering cost-saving and job creation benefits.

## Rising Costs Are Top of Mind for Latino Voters

When asked about the top issues that motivate whom they vote for, in line with findings from other [recent studies](#) of [Latino voters](#), nearly half of all likely Latino voters (48%) rank cost of living as one of their three top issues. In addition to immigration and crime, we find that other top issues for voters are cost-of-living related, such as health care, Social Security and Medicare, and employment and job creation.

## Nearly Half of Latino Voters Cite Cost of Living as One of the Top Three Issues They Consider Most When Voting

Of the choices listed below, which are the top **three** issues you consider most when deciding which candidate to vote for?

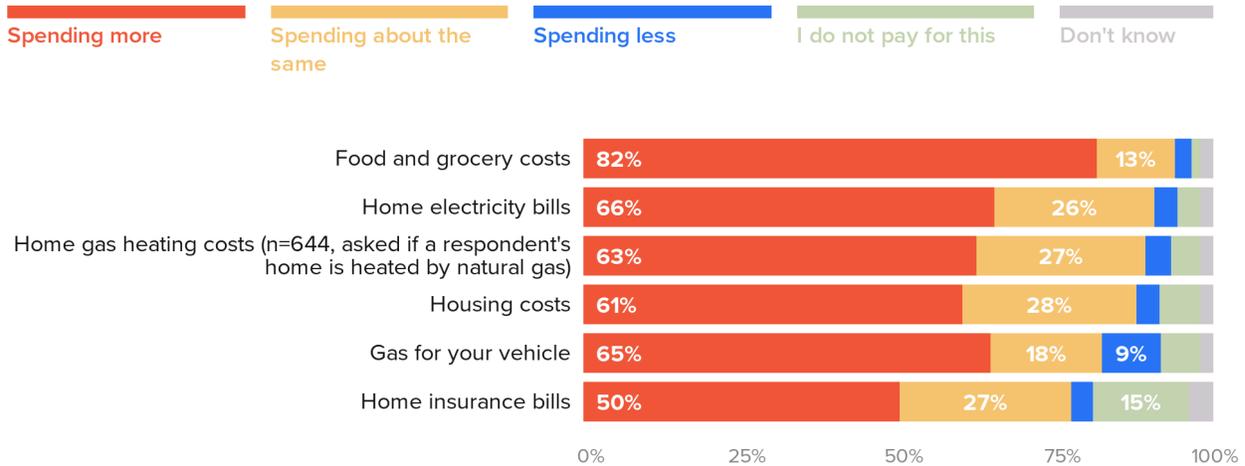


January 24–30, 2024 survey of 1,251 Latino likely voters nationally.

Indeed, we see this concern most prominently when asking voters about their spending habits on essential goods and services. Eighty-two percent of Latino voters say they spend more on food and groceries than they did a year ago. Similarly, 66% say they spend more on home electricity bills, 65% spend more on gas for their vehicles, 63% spend more on home gas heating costs, 61% spend more on housing, and 50% spend more on home insurance costs.

## Most Latino Voters Indicate Spending More on Essentials Like Housing and Energy Compared to a Year Ago

Would you say you're spending more, less, or about the same amount on each of the following as compared to a year ago?



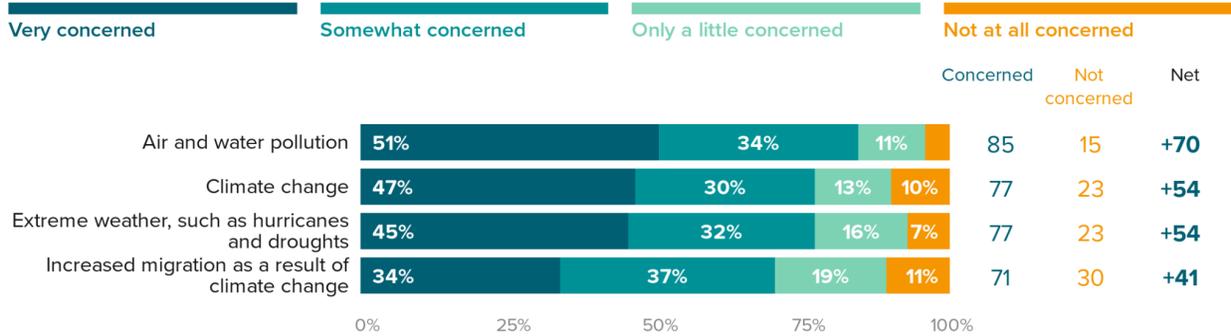
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### Latino Voters Are Concerned About the Impact Climate Change Is Having on Costs

We also find that Latino voters remain very concerned about the impacts of continued reliance on fossil fuels, such as air and water pollution, climate change, and extreme weather events. This level of concern is about equal to, or slightly higher than, when we asked a [similar](#) question following the 2022 midterm elections, indicating that Latinos recognize the impacts of climate change on the issues they care about and view climate action as important.

## Latino Voters Are Extremely Concerned About Pollution, Climate Change, and Extreme Weather Events

How concerned or not concerned are you about each of the following?

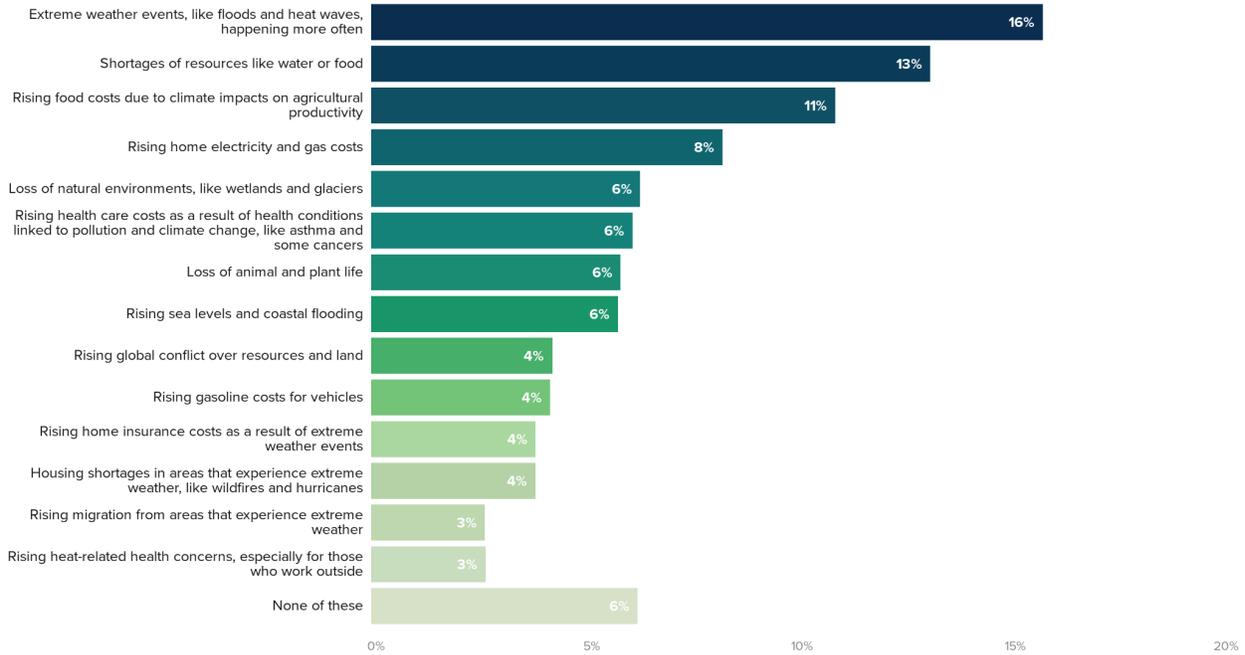


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To better understand the specific worries underlying concern about climate change, we presented voters with a comprehensive list of climate-change-driven issues and asked them to identify which ones they were most concerned about, if any. We find that Latino voters are broadly concerned about a range of impacts, including extreme weather events (16%), shortages in food and water (13%), and rising food costs due to disruptions in agricultural productivity (11%). Only 6% of voters indicate that they are not worried about any of the listed potential impacts of climate change.

### Extreme Weather, Resource Shortages, and Increased Food Prices Are Top Climate-Related Concerns Among Latino Voters

Which of the following impacts of climate change are you most worried about?



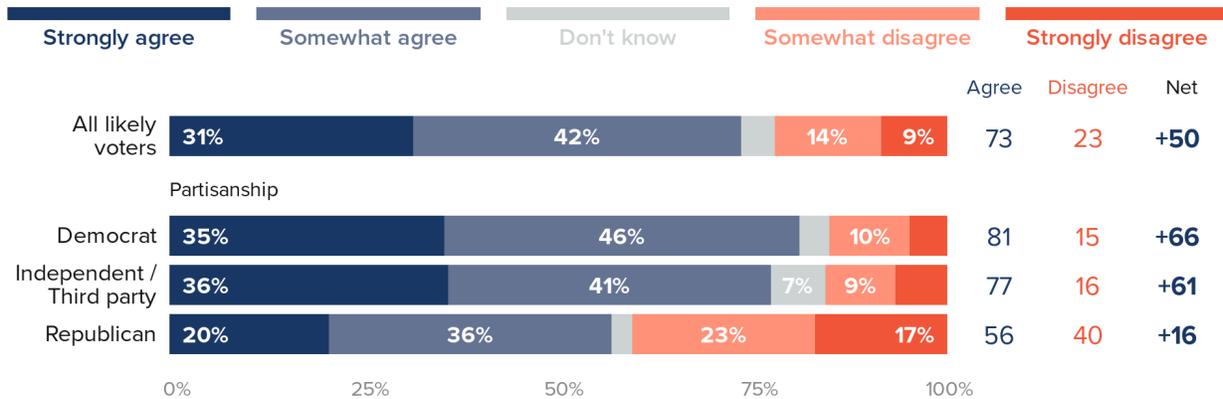
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To that end, it is unsurprising to find that 73% of Latino voters agree with a claim stating that by turning our attention to the clean energy industry, we can lower energy costs for everyone while building good jobs. Eighty-one percent of Democrats, 77% of Independents, and 56% of Republicans agree with this statement. We also find that 77% of voters under 45 — who are most likely to see the direct impacts of an expanding clean energy industry — agree with this statement, compared with 70% of voters 45 and over.

## Nearly Three-Fourths of Latino Voters Think We Need to Prioritize Investments in the Clean Energy Sector

Do you agree or disagree with the following statement:

To grow good-paying, stable jobs for working class Americans, we need to turn our attention to the clean energy industry. The oil and gas industry is not going to last forever. We can lower energy costs for everyone while building good jobs if we prioritize investing in this fast-growing industry.



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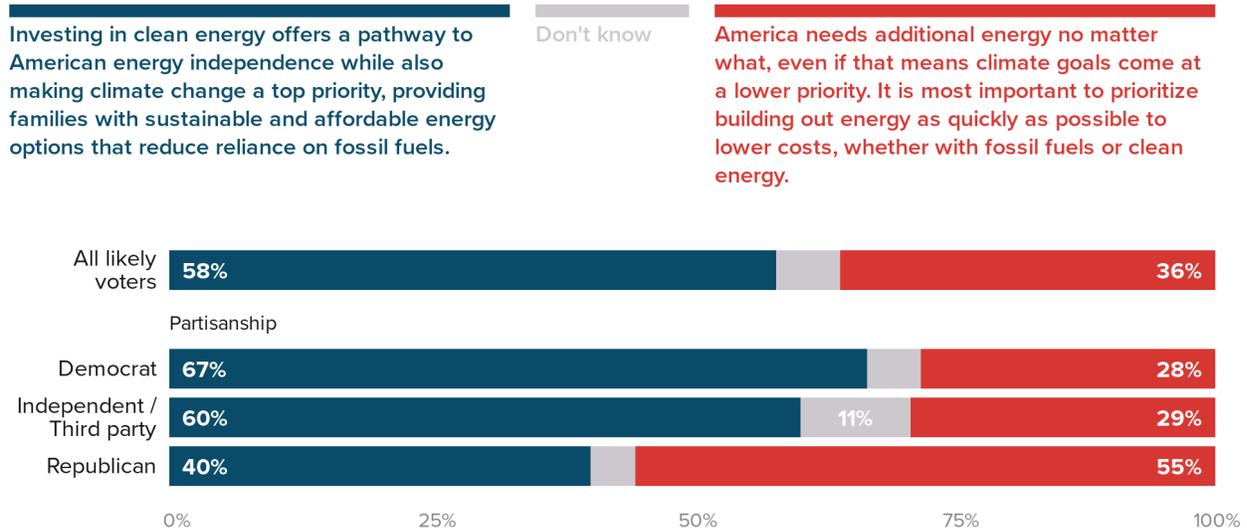


Furthermore, we find that Latino voters, overall and across party lines, support investing in clean energy as a way to ensure American energy independence and make climate change a top priority. Fifty-eight percent of voters think investing in clean energy provides families with sustainable and affordable energy options that reduce reliance on fossil fuels, while only 36% say it is more important to prioritize building out energy as quickly as possible to lower energy costs. Importantly, we also notice that 61% of voters under 45 prefer investing in clean energy over pursuing energy expansion at the cost of deprioritizing climate goals.

This finding reinforces the notion that while Latino voters are concerned about energy costs, they are also concerned about climate change. Indeed, they seem unconvinced that rapidly expanding fossil fuel energy production is more important than increasing energy independence and reducing reliance on fossil fuels through longer-term clean energy investments.

## A Majority of Latinos Think Investing in Clean Energy Offers a Pathway to American Energy Independence While Also Making Climate Change a Top Priority

Which of these statements best describes your view, even if neither is exactly right?



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### Latinos Blame Oil and Gas Executives for Higher Energy Costs and Want Them to Be Held Accountable

Latino voters are feeling the pain of rising energy costs, and they blame oil and gas executives. Seventy-seven percent of Latino voters place “a great deal” or “some” blame on oil and gas CEOs and executives for higher energy prices. Sentiment against oil and gas executives is especially strong, with 42% of Latino voters placing “a great deal” of blame on CEOs. Similarly, 76% of voters also place “a great deal” or “some” blame on utility companies.

## Latino Voters Assign More Responsibility for Higher Energy Bills to Oil and Gas CEOs and Utility Companies Than Other Actors

How much, if at all, do you blame each of the following for higher energy prices:

Survey respondents who selected: *A great deal or Some*

	All likely voters	Democrat	Independent / Third party	Republican
Oil and gas CEOs/executives	77%	82%	77%	69%
Utility companies	76%	79%	78%	70%
International conflicts in Ukraine and the Middle East	66%	70%	59%	67%
Republicans in Congress	65%	77%	68%	40%
President Joe Biden	63%	48%	68%	86%
Democrats in Congress	63%	49%	64%	86%
Banks on Wall Street	63%	65%	66%	58%

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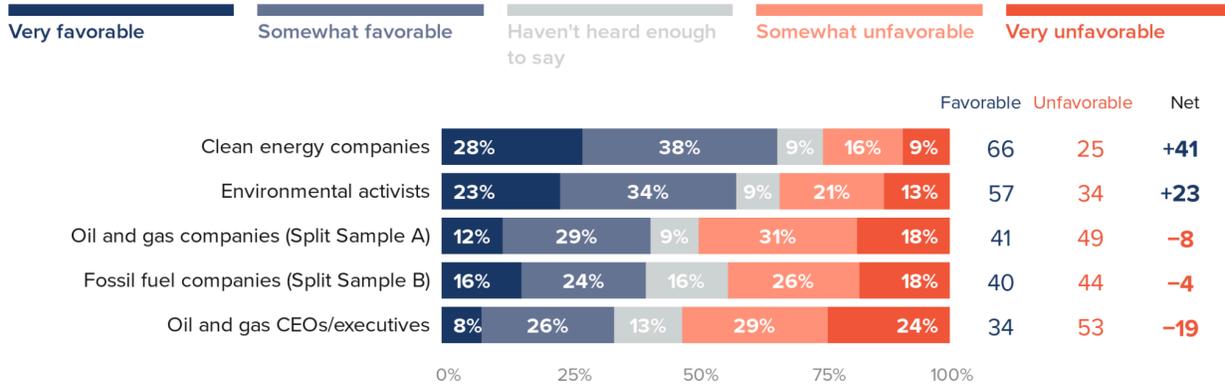
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Blame toward oil and gas companies and their CEOs for higher energy prices also extends to attitudes held about these groups. For instance, 53% of Latinos view oil and gas CEOs unfavorably, while 34% view them favorably. In contrast, two-thirds of Latino voters favorably view clean energy companies by a +41-point margin.

## Latino Voters View Clean Energy Companies Favorably, View Oil and Gas Companies and Their Executives Negatively

Do you have a favorable or unfavorable opinion of the following groups?

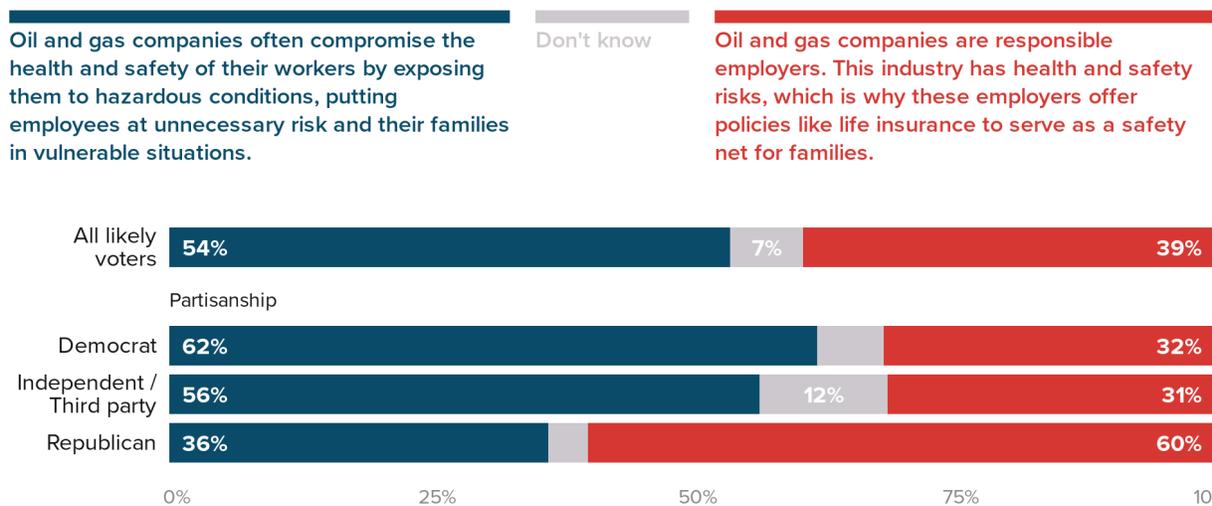


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We also find that a majority of Latino voters (54%) think that oil and gas companies compromise the health and safety of their workers, prioritizing profits over their own employees. This view is shared by 62% of Democrats, 56% of Independents, and over a third of Republicans (36%). We also find that 61% of Latinos under 45 think oil and gas companies compromise the health and safety of their workers, compared with only 46% of Latino voters 45 and over.

## A Majority of Latinos Think Oil and Gas Companies Often Compromise the Health and Safety of Their Workers

Which of these statements best describes your view, even if neither is exactly right?



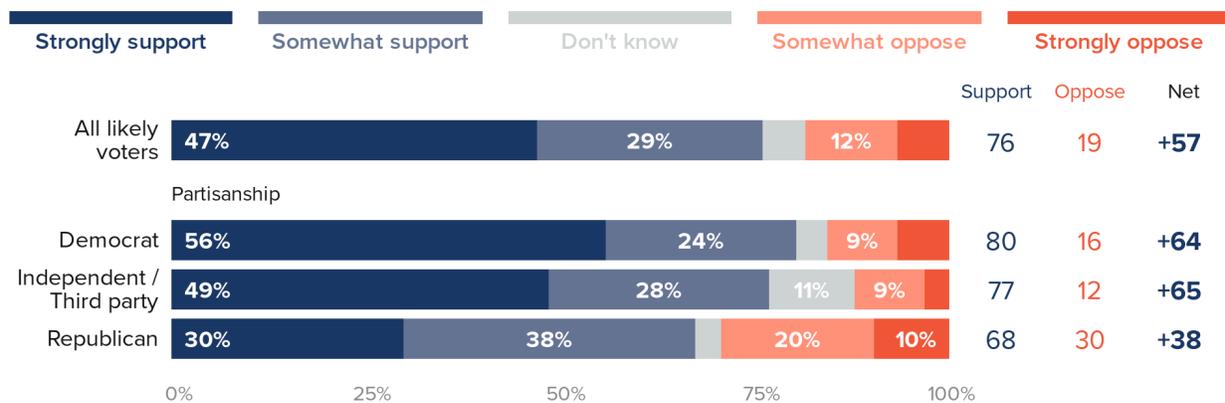
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To combat high prices and hold these oil and gas companies accountable, Latino voters support a tax on record oil and gas company profits by a +57-point margin, 5 points higher than a [similar](#) question asked following the 2022 midterm elections. The breadth of this sentiment extends across partisanship, as over two-thirds of Democrats (80%), Independents (77%), and Republicans (68%) support such a tax.

## About Three-Fourths of Latino Voters Support Taxing Oil and Gas Companies on Their Record Profits

Some lawmakers in Congress have proposed that oil and gas companies pay a tax on their record profits.

Would you support or oppose oil and gas companies paying a tax on their record profits?



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### Conclusion

Latino voters, including those under the age of 45, support bold climate action and see that the clean energy industry offers cost-saving opportunities for consumers, in addition to public health and economic benefits for workers. While climate change is not necessarily the first issue to come to mind when deciding whom to vote for, Latino voters nevertheless recognize the implicit connections between a changing climate and the other top concerns that impact their daily lives. They furthermore view holding companies accountable for their role in worsening climate change and related issues, like public health, as an important priority. Specifically, they view oil and gas executives as most responsible for the climate crisis and view it as important to hold these companies accountable for their actions. Taken together, these findings help explain why, despite feeling the bite of inflation and experiencing rising energy costs over the past year, a majority of the Latino electorate sees investing in clean energy as a pathway to American energy independence, providing families with sustainable and affordable energy options.

### **Survey Methodology**

*From January 24 to 30, 2024, Data for Progress and Climate Power conducted a [survey](#) of 1,251 Latino likely voters nationally using web panel respondents, including an oversample of Latino likely voters in Arizona, Georgia, Nevada, and Pennsylvania. The sample was weighted to be representative by age, gender, education, geography, and voting history. The survey was conducted in English and Spanish. The margin of error is  $\pm 3$  percentage points.*