

Climate Equity Action Fund

Key findings from fall 2026 poll among Black and Latino
registered voters in battleground states

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1

UNDERSTAND

Understand attitudes about climate change among Black and Latino registered voters in battleground states.

2

IDENTIFY

Identify the role climate change plays in political participation and mobilization among Black and Latino registered voters in battleground states.

3

MESSAGE

Test message frames that effectively integrate climate change with other top-of-mind issues to increase motivation to engage in political participation among Black and Latino registered voters in battleground states.

Methodology

Survey Universe

2,003 Black and Latino Registered Voters in Georgia, North Carolina, Michigan, Nevada, Pennsylvania, Ohio and Arizona

Methodology

Online panel: The survey was primarily conducted using an opt-in online panel in English. Each state was weighted individually to parameters derived from the voter file, the American Community Survey, and 2024 exit polling.

Due to the difficulty recruiting Latino respondents over 50, text messages were sent to modeled Latino voters based on the voter file to ensure adequate representation.

Margin of Error

Total: $\pm 2.53\%$

Field Dates

September 24 – October 10, 2026

© Overall Key Takeaways

1

While not top-of-mind for the upcoming midterm elections, Black and Latino voters find lowering energy costs, reducing air and water pollution, and addressing climate change important for candidates to prioritize.

- Cost of living is taking the front seat, but when probed, climate issues remain important. Lowering energy costs and reducing pollution are widely favored policy priorities, but when naming “climate change”, Latino Republicans drop off.

2

Black and Latino voters express a variety of climate-related concerns, especially those that influence their own basic needs like safe air, water, and food, and climate disasters.

- Data centers driving up utility costs, lack of accountability for polluting corporations, and extreme weather are also of concern.

3

Black and Latino voters don't need proof that climate change and pollution are real threats – they need encouragement that change is possible through the electoral system.

- Doubts that the political system can produce tangible change are barriers to actions on issues in general, including climate. Many still remain hopeful that collective action can reduce the harm of climate change.

4

Connecting climate goals with cost-of-living concerns, highlighting direct community impacts, and calling out politicians and corporations for prioritizing profit over people's health are motivating messages for Black and Latino voters.

- Our most successful message frames center on strongly held values, contrast them with the current reality of corruption, and call to vote for leaders that look out for communities by lowering energy costs with clean energy, creating jobs, and holding polluting corporations accountable.

Demographic Summaries & Distinctions



Black Voters

- For Black voters, climate change is an important issue across party identification - even Black Republicans find addressing climate change important (79% important).
- Black voters more readily recognize that Black and Latino communities face worse outcomes from climate change and pollution (48%).
- Black voters feel more strongly that reducing the harm of climate change is possible with collective action (45%).

Latino Voters

- For Latino voters, party identification creates more divide in perception of climate change, with Latino Republicans finding it much less important to prioritize than Latino Democrats and Independents. (59%, 91%, 82% important respectively).
- Conservative Latinos are won back when pollution language is used instead: 76% of Latino Republicans say reducing air and water pollution is important.
- Latino voters are less likely to associate race with climate change and pollution outcomes (48% say Latinos face the same outcomes as other communities).

Gender & Age Gaps

- Black and Latina women report more intensity of concern around addressing climate change and related issues compared to men.
- This gender gap is especially pronounced among Latino voters. For example, 59% of Latina women and 40% of Latino men say they are very concerned about climate disasters like droughts, wildfires, and hurricanes.
- Young Black and Latino voters report they will be more personally impacted from climate change policy (72% big/moderate impact, compared to 62% of voters over 50), but are less likely to think their vote has the power to make change (36% a lot of power, compared to 51% of voters over 50).



State Demographic & Summary Snapshots

AZ Demographic & Summary Snapshot

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Black & Latino Registered Voters in Arizona Survey Demographics		
Race and Ethnicity	86%	Latino
	14%	Black
Age	69%	Under 50
	31%	Over 50
Gender	49%	Men
	51%	Women+
Party ID	52%	Democrats*
	18%	Independents
	29%	Republicans*

**including Independent leaners*

Vote Power Rating (Q12)	1. High/Some (5-10): 66% 2. Little/None (0-4): 34%
Issue Priorities (Q17)	1. Cost of Living: 74% 2. Healthcare Access: 36% 3. Immigration: 26%, Taxes: 25%
Importance Candidate Priorities (Q25, Q28, Q29)	1. Lower energy costs: 87% important 2. Reduce pollution: 80% 3. Address climate change: 79%
Top Climate-Related Concerns (Q37)	1. Food that is safe to eat: 66% very concerned 2. Safe water to drink: 66% 3. Safe air to breathe: 64%
Top Messages (Q40)	1. [SSA] Corporations Targeting Black & Latino Communities: 54% very motivating (8-10) 2. Energy / Jobs: 54% 3. We All Deserve: 53%
Top Messengers (Q39)	1. Scientists: 51% 2. Climate Activists: 37% 3. The EPA: 34%

N = 276 interviews

GA Demographic & Summary Snapshot

7

Black & Latino Registered Voters in Georgia Survey Demographics		
Race and Ethnicity	82%	Black
	17%	Latino
Age	61%	Under 50
	39%	Over 50
Gender	46%	Men
	54%	Women+
Party ID	68%	Democrats*
	15%	Independents
	17%	Republicans*

*including Independent leaners

Vote Power Rating (Q12)	1. High/Some (5-10): 80% 2. Little/None (0-4): 20%
Issue Priorities (Q17)	1. Cost of Living: 77% 2. Healthcare Access: 45% 3. Racism and Discrimination: 31%
Importance Candidate Priorities (Q25, Q28, Q29)	1. Lower energy costs: 89% important 2. Reduce pollution: 85% 3. Address climate change: 80%
Top Climate-Related Concerns (Q37)	1. Food that is safe to eat: 74% very concerned 2. Safe water to drink: 73% 3. Safe air to breathe: 73%
Top Messages (Q40)	1. We All Deserve: 61% very motivating (8-10) 2. [SSB] [Black Respondents Only] Corporations Targeting Black Communities: 60% 3. Big Oil Corruption/ Clean Energy: 59%
Top Messengers (Q39)	1. Scientists: 42% 2. Climate Activists: 35% 3. The EPA: 30%

N = 292 interviews

MI Demographic & Summary Snapshot

8

Black & Latino Registered Voters in Michigan Survey Demographics		
Race and Ethnicity	75%	Black
	25%	Latino
Age	60%	Under 50
	40%	Over 50
Gender	47%	Men
	53%	Women+
Party ID	64%	Democrats*
	20%	Independents
	16%	Republicans*

*including Independent leaners

Vote Power Rating (Q12)	1. High/Some (5-10): 79% 2. Little/None (0-4): 20%
Issue Priorities (Q17)	1. Cost of Living: 70% 2. Healthcare Access: 42% 3. Taxes: 27%, Crime: 26%, Racism and Discrimination: 24%
Importance Candidate Priorities (Q25, Q28, Q29)	1. Lower energy costs: 92% important 2. Reduce pollution: 88% 3. Address climate change: 84%
Top Climate-Related Concerns (Q37)	1. Water Pollution: 63% very concerned 2. Safe air to breathe: 63% 3. Data center driving up energy costs: 63% 4. Food that is safe to eat: 61% 5. Lack of food safety regulations: 60%
Top Messages (Q40)	1. [SSA] Corporations Targeting Black & Latino Communities: 58% very motivating (8-10) 2. Jobs / Clean Energy: 53% 3. We All Deserve: 53%
Top Messengers (Q39)	1. Scientists: 45% 2. The EPA: 37% 3. Climate Activists: 34%

N = 284 interviews

© NC Demographic & Summary Snapshot

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Black & Latino Registered Voters in North Carolina Survey Demographics

Race and Ethnicity	75%	Black
	25%	Latino
Age	59%	Under 50
	41%	Over 50
Gender	47%	Men
	53%	Women+
Party ID	65%	Democrats*
	17%	Independents
	18%	Republicans*

*including Independent leaners

Vote Power Rating (Q12)	1. High/Some (5-10): 79% 2. Little/None (0-4): 21%
Issue Priorities (Q17)	1. Cost of Living: 74% 2. Healthcare Access: 45% 3. Racism and Discrimination: 36%
Importance Candidate Priorities (Q25, Q28, Q29)	1. Lower energy costs: 92% important 2. Reduce pollution: 88% 3. Address climate change: 82%
Top Climate-Related Concerns (Q37)	1. Lack of food safety regulations: 71% very concerned 2. Food that is safe to eat: 66% very concerned 3. Water pollution: 66% 4. Safe water to drink: 64% 5. Safe air to breathe: 62%
Top Messages (Q40)	1. We All Deserve: 66% very motivating (8-10) 2. Jobs / Clean Energy: 63% 3. VRA / Racism: 62% 4. [SSA] Corporations Targeting Black & Latino Communities: 61% 5. Big Oil Corruption / Clean Energy: 59%
Top Messengers (Q39)	1. Climate Activists: 42% 2. Scientists: 42% 3. The EPA: 34%

N = 286 interviews

NV Demographic & Summary Snapshot

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Black & Latino Registered Voters in Nevada Survey Demographics		
Race and Ethnicity	70%	Latino
	30%	Black
Age	66%	Under 50
	34%	Over 50
Gender	50%	Men
	50%	Women+
Party ID	47%	Democrats*
	23%	Independents
	29%	Republicans*

**including Independent leaners*

Vote Power Rating (Q12)	1. High/Some (5-10): 78% 2. Little/None (0-4): 22%
Issue Priorities (Q17)	1. Cost of Living: 70% 2. Healthcare Access: 38% 3. Racism and Discrimination: 28%, Taxes: 25%, Food Safety: 23%, AI & Data Centers: 23%, Immigration: 22%, Crime: 21%
Importance Candidate Priorities (Q25, Q28, Q29)	1. Lower energy costs: 90% important 2. Reduce pollution: 84% 3. Address climate change: 83%
Top Climate-Related Concerns (Q37)	1. Safe water to drink: 62% very concerned 2. Food that is safe to eat: 60% 3. Safe air to breathe: 60% 4. Lack of food safety regulations: 57%
Top Messages (Q40)	1. We All Deserve: 58% very motivating (8-10) 2. Jobs / Clean Energy: 55% 3. [SSA] Corporations Targeting Black & Latino Communities: 54% 4. Big Oil Corruption/ Clean Energy: 53% 5. Climate Disasters: 50%
Top Messengers (Q39)	1. Scientists: 47% 2. Climate Activists: 33% 3. The EPA: 30% 4. Nonprofit organizations: 23%

N = 280 interviews

OH Demographic & Summary Snapshot

Black & Latino Registered Voters in Ohio Survey Demographics		
Race and Ethnicity	76%	Black
	24%	Latino
Age	61%	Under 50
	39%	Over 50
Gender	47%	Men
	53%	Women+
Party ID	53%	Democrats*
	27%	Independents
	20%	Republicans*

*including Independent leaners

Vote Power Rating (Q12)	1. High/Some (5-10): 73% 2. Little/None (0-4): 27%
Issue Priorities (Q17)	1. Cost of Living: 66% 2. Healthcare Access: 42% 3. Racism and Discrimination: 32%, Crime: 30%
Importance Candidate Priorities (Q25, Q28, Q29)	1. Lower energy costs: 85% important 2. Reduce pollution: 87% 3. Address climate change: 84%
Top Climate-Related Concerns (Q37)	1. Food that is safe to eat: 77% very concerned 2. Safe air to breathe: 73% 3. Safe water to drink: 73%
Top Messages (Q40)	1. We All Deserve: 58% very motivating (8-10) 2. [SSB] [Black Respondents Only] Corporations Targeting Black Communities: 58% 3. Big Oil Corruption/ Clean Energy: 55% 4. VRA / Racism: 55% 5. Energy / Jobs: 53%
Top Messengers (Q39)	1. Scientists: 46% 2. Climate Activists: 36% 3. The EPA: 35%

N = 290 interviews

PA Demographic & Summary Snapshot

Black & Latino Registered Voters in Pennsylvania Survey Demographics

Race and Ethnicity	59%	Black
	41%	Latino
Age	63%	Under 50
	37%	Over 50
Gender	48%	Men
	52%	Women+
Party ID	61%	Democrats*
	17%	Independents
	22%	Republicans*

*including Independent leaners

Vote Power Rating (Q12)	1. High/Some (5-10): 73% 2. Little/None (0-4): 27%
Issue Priorities (Q17)	1. Cost of Living: 66% 2. Healthcare Access: 39% 3. Racism and Discrimination: 30%, Crime: 27%
Importance Candidate Priorities (Q25, Q28, Q29)	1. Lower energy costs: 90% important 2. Reduce pollution: 86% 3. Address climate change: 82%
Top Climate-Related Concerns (Q37)	1. Lack of food safety regulations: 66% very concerned 2. Safe water to drink: 65% 3. Food that is safe to eat: 62% 4. Safe air to breathe: 60% 5. Water pollution: 57%
Top Messages (Q40)	1. Big Oil Corruption / Clean Energy: 54% very motivating (8-10) 2. [SSA] Corporations Targeting Black & Latino Communities: 53% Energy / Jobs: 53% 3. We All Deserve: 51%
Top Messengers (Q39)	1. Scientists: 43% 2. The EPA: 34% 3. Climate Activists: 32%



Baseline Attitudes & Political Engagement

1. **Baseline**

2. Climate Attitudes

3. Messaging

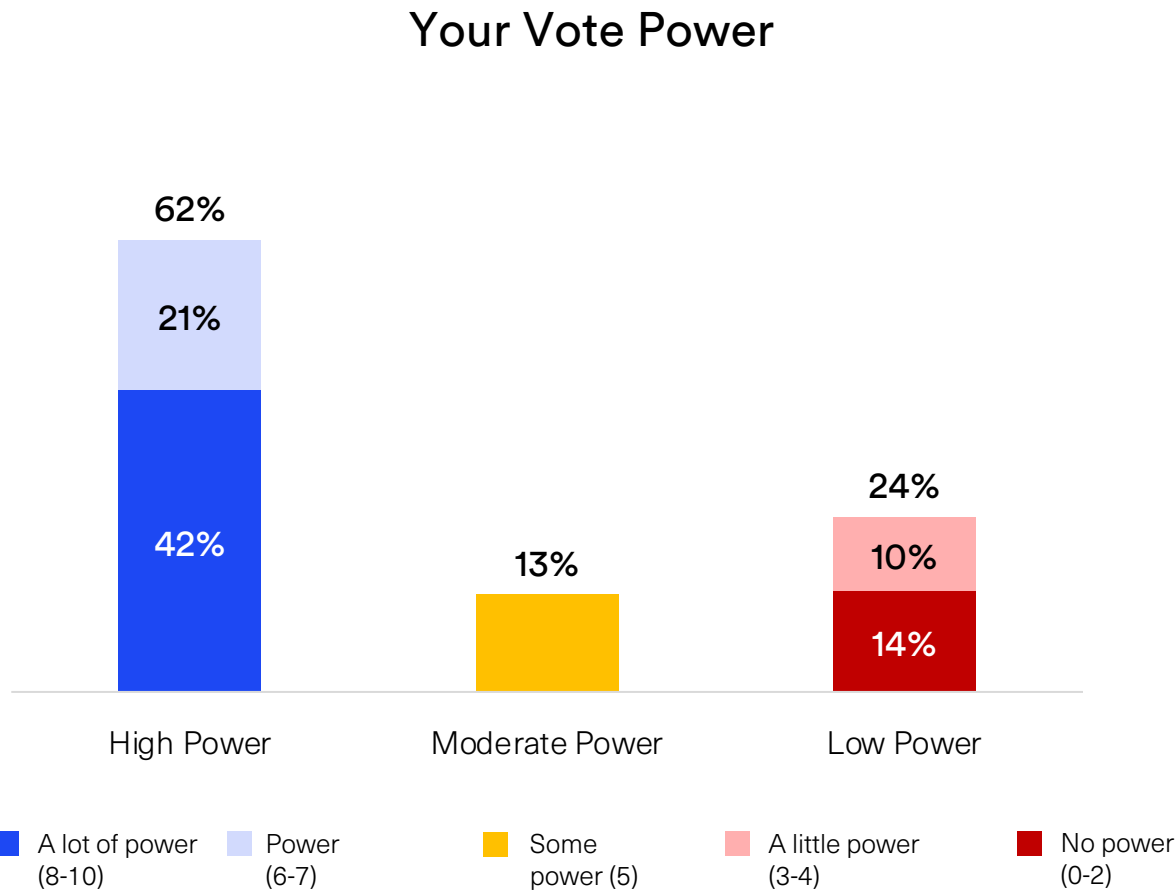
4. Shift

5. Conclusion

A majority of Black and Latino voters rate their vote power as high, especially Black voters, men, voters over 50, and those in GA and MI. Vote power is lower in AZ.

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Q12. No matter how frequently you vote in elections, how much power do you feel that your vote has to make change on issues that matter to you?
Please rate the amount of power you feel your vote has on a scale of 0 to 10, where a '0' means your vote has no power at all, and a '10' means that your vote has a lot of power to make change on issues that matter to you.



	Black	Latino	Men	Women	Under 50	Over 50
High Power (6-10)	64%	59%	66%	59%	59%	68%
Moderate Power (5)	13%	15%	12%	15%	15%	11%
Low to No Power (0-4)	23%	26%	21%	26%	26%	21%

	AZ	GA	MI	NC	NV	OH	PA
High Power (6-10)	56%	67%	67%	63%	63%	61%	58%
Moderate Power (5)	10%	13%	13%	16%	16%	12%	15%
Low to No Power (0-4)	34%	20%	20%	21%	22%	27%	27%

HIT insight: Vote power measurement often is an indicator of turnout in elections. The more power one perceives their vote to have, the more likely they are to vote.

Majorities of Black and Latino voters also rate their community’s power to make change on issues that matter to them highly – a positive indicator for engagement.

Q13. How much power do you feel that the {Black OR Latino} community has to make change on issues that matter most to your community?

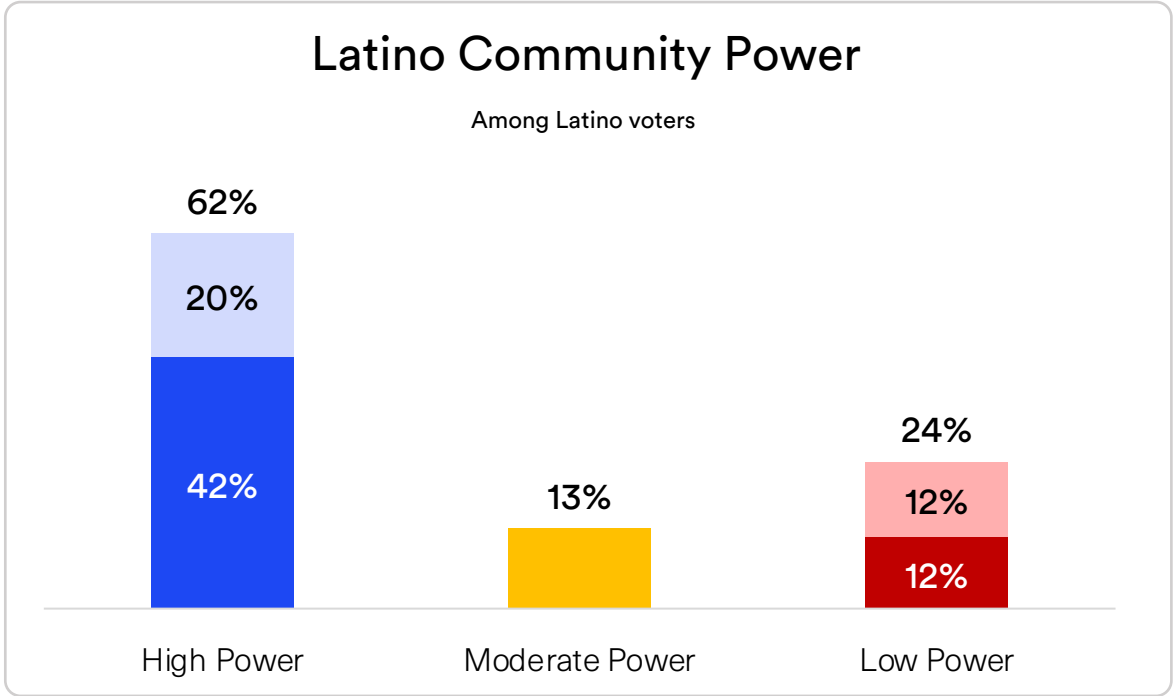
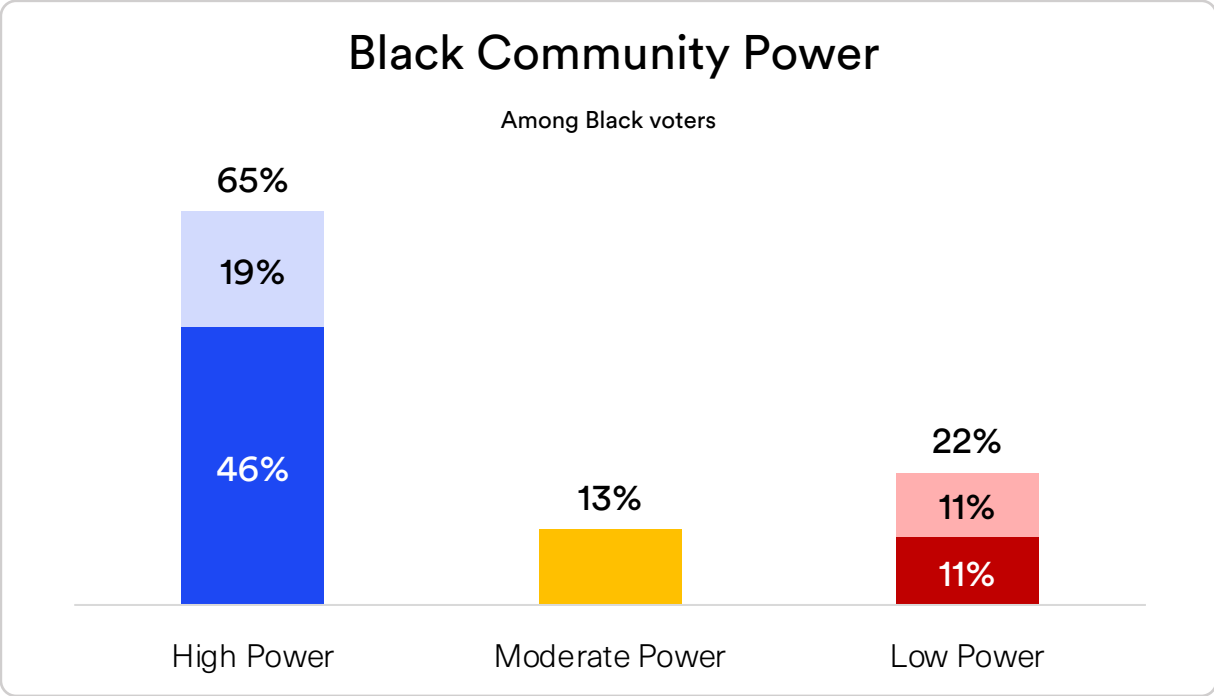
A lot of power
(8-10)

High power
(6-7)

Some power
(5)

A little power
(3-4)

No power
(0-2)



Among Black voters	Men	Women	Under 50	Over 50
High Power (6-10)	69%	63%	64%	68%
Moderate Power (5)	12%	13%	13%	12%
Low to No Power (0-4)	19%	24%	23%	20%

Among Latino voters	Men	Women	Under 50	Over 50
High Power (6-10)	67%	58%	57%	70%
Moderate Power (5)	12%	13%	17%	8%
Low to No Power (0-4)	20%	28%	26%	21%

However, there are mixed views on the extent to which actions like voting, signing petitions, and boycotting can impact issues in communities.



Q20. Which of the following comes closest to your view on taking action on issues that affect your community, like by voting, signing petitions, and boycotting?

COLLECTIVE ACTION

I feel a responsibility to participate in collective actions like voting, signing petitions, and boycotting to fight for change in my community and the country.

37%



Collective Action

Voters in Michigan (42%), Black voters in North Carolina (46%), Boomers (47%), college-educated voters (47%), and Democrats (42%) are more likely to believe in “Collective Action”.

SYSTEM LIMITS

I care about issues that affect my community, but taking actions like voting, signing petitions, and boycotting feels unlikely to change things given how the system works.

34%



System Limits

Those who did not vote in 2024 (43%) and Independents (43%), and voters in Ohio (38%) are more likely to doubt things will change because of “System Limits”.

PERSONAL ACTION

I focus on taking care of myself, my family and friends - that feels like my most important contribution to my community.

29%



Personal Action

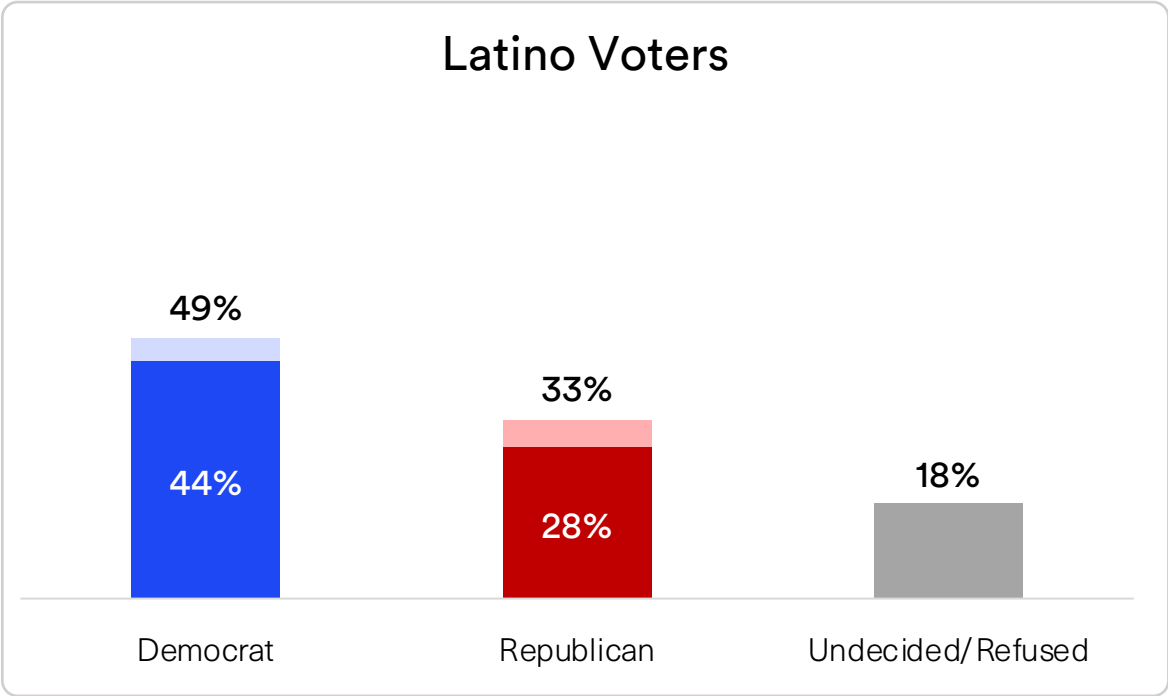
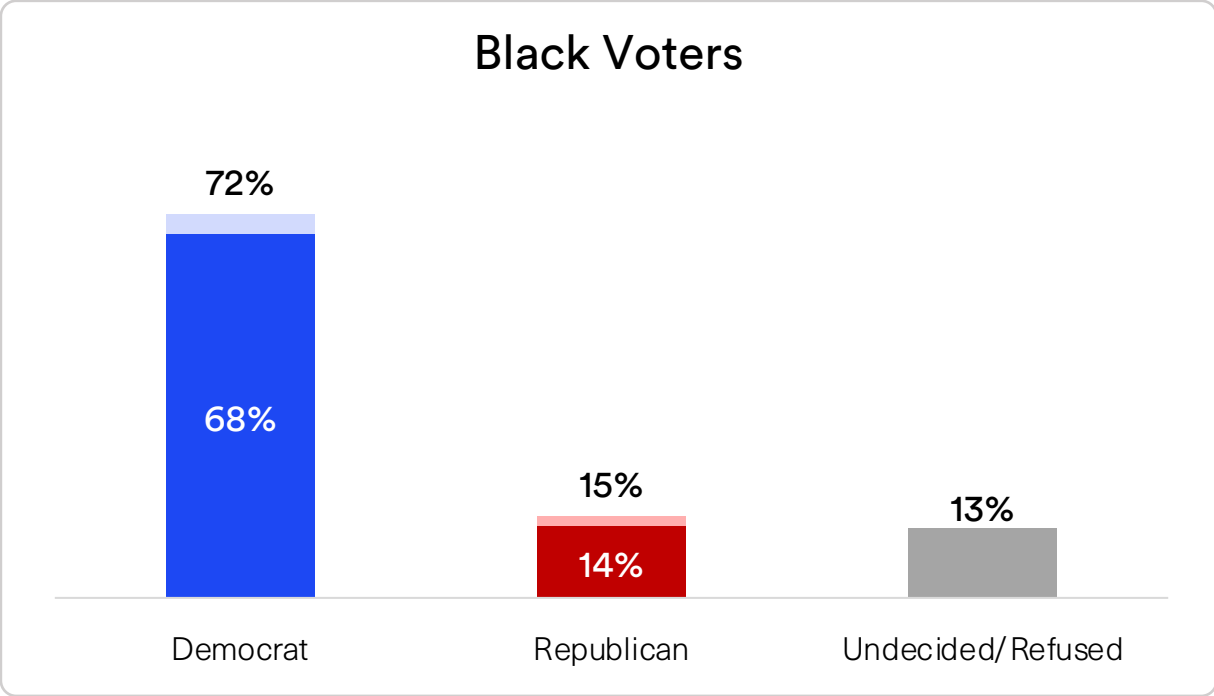
Voters who feel their vote doesn't have power (37%), those who did not vote in 2024 (36%), and voters in Nevada (34%), and voters in Arizona (33%) are more likely to focus on “Personal Action” compared to other states.

Black voters are more solidly planning to vote for Democrats compared to Latino voters. Latino men and those over 50 are evenly split between Democrats and Republicans.



Q15. If the midterm elections for House of Representatives were held today, for whom would you vote – The Democratic candidate, The Republican candidate, Other candidate or are you undecided? | Q16. But if you had to choose, for whom would you vote?

Democrat Democrat (lean) Republican Republican (lean) Undecided/Refuse



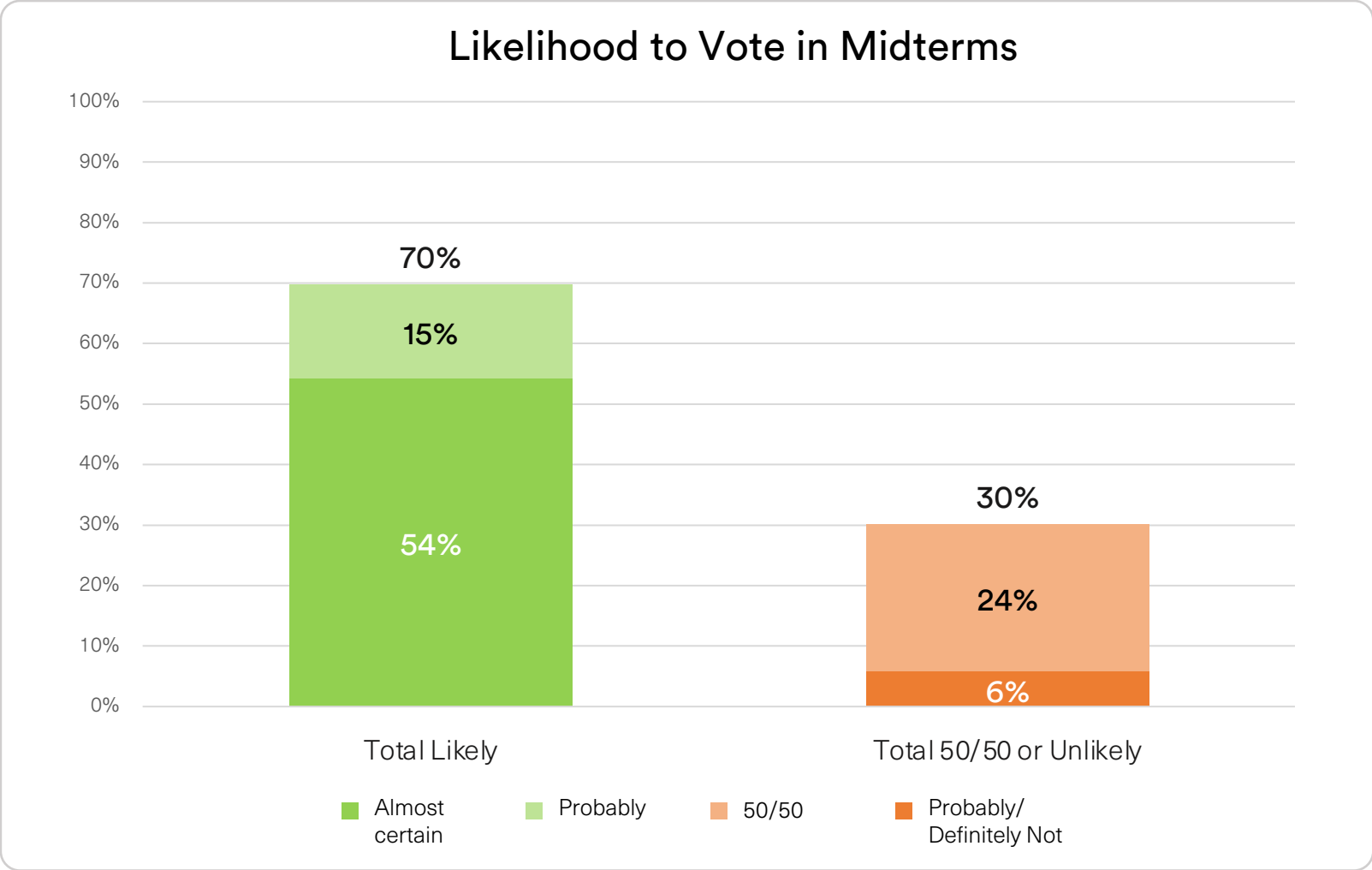
	Men	Women	Under 50	Over 50
Democrat	67%	77%	65%	83%
Republican	19%	12%	20%	8%
Undecided/Refused	15%	11%	15%	10%

	Men	Women	Under 50	Over 50
Democrat	43%	54%	53%	42%
Republican	40%	27%	27%	43%
Undecided/Refused	17%	19%	20%	15%

A strong majority of Black and Latino voters report being likely to vote in the midterms, but this is lower among voters under the age of 50 and Independents.



Q14. As you may know, there will be midterm elections for Congress and other offices in November. How likely are you to vote in the November elections - are you almost certain to vote, will you probably vote, are the chances 50/50, will you probably not vote, or will you definitely not vote?



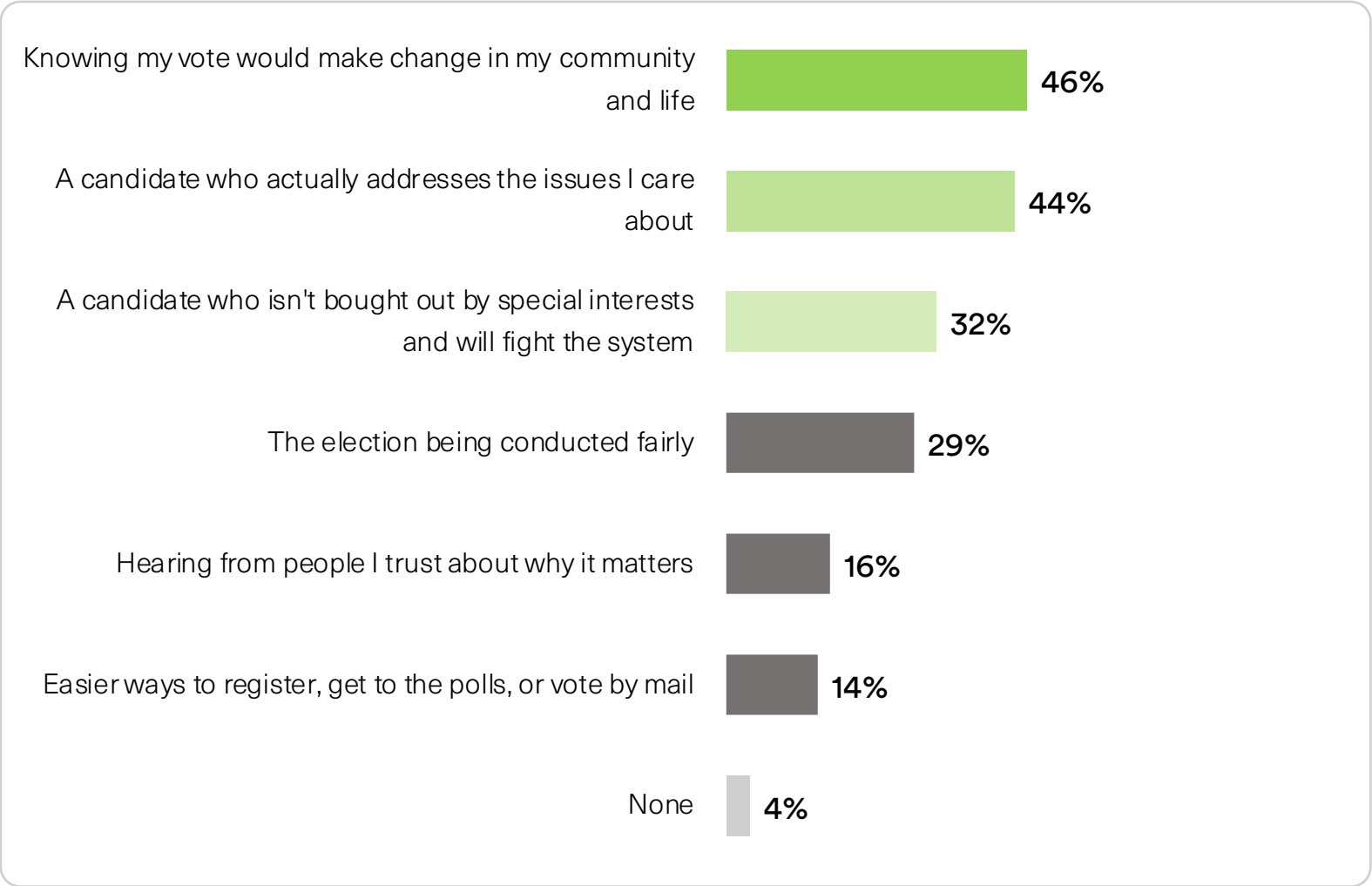
- Voters 50+ are more likely to plan to vote (83%).
- College-educated voters are more likely to plan to vote (81%).
- Those who believe their vote has a lot of power are most likely to plan to vote (87%).

- Three in ten voters under the age of 50 are 50/50 on whether they will vote (31%).
- A majority of Independents are less likely to vote (56%).
- A majority of those who do not think their vote has power are less likely to vote (54%).

Black and Latino voters would feel more motivated to vote knowing their vote would result in change in their community and life, and if the issues they care about are addressed.



Q21. Which TWO of the following makes voting feel worth your time? You may select up to two.

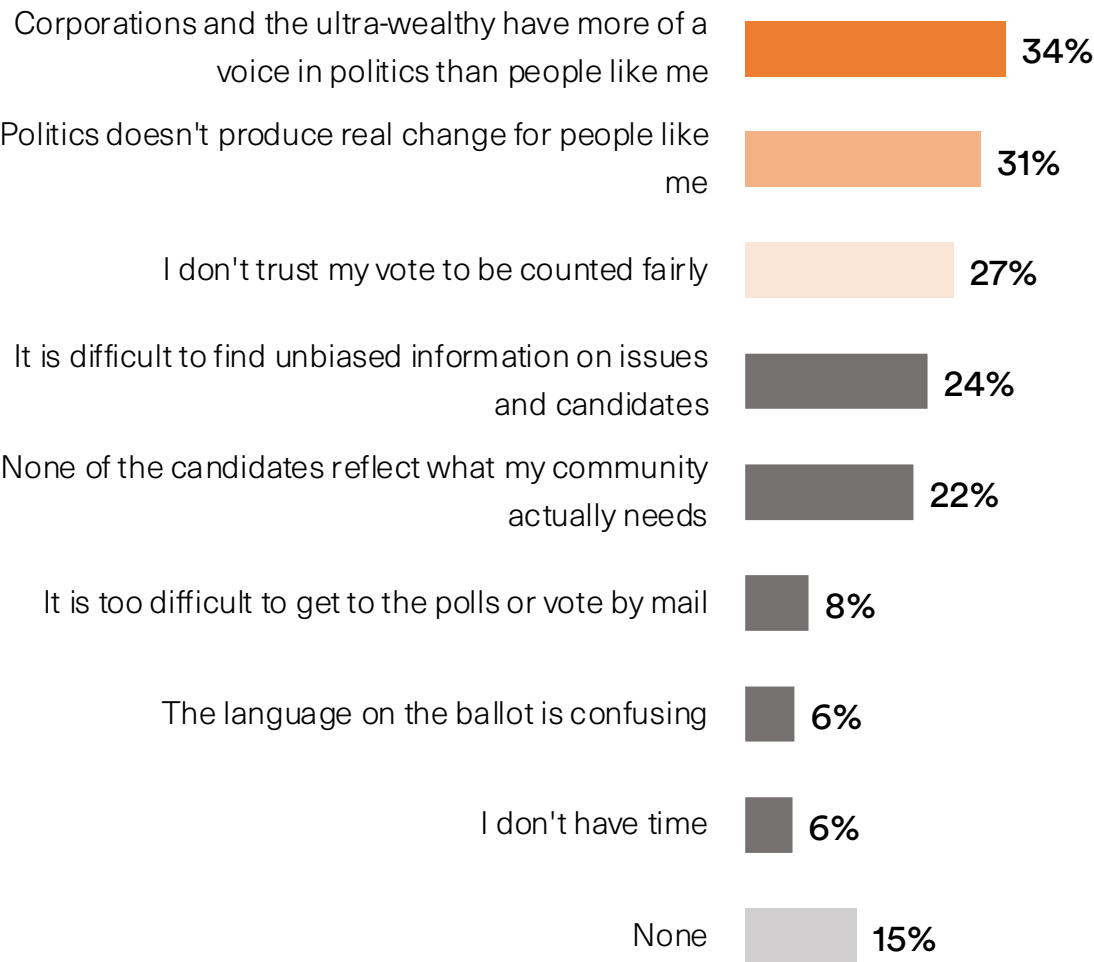


- Latino men are more likely to want a candidate that is not bought out by special interests (42%).
- Black voters over the age of 50 are more likely to say voting is worth their time if they knew it would make a change in their community/life (52%) and a candidate who addresses issues they care about (50%).
- Latinos in North Carolina and Pennsylvania are more likely to want a candidate not bought out by special interests (49% and 38%, respectively).
- Black voters in Georgia and Black men in Pennsylvania are more likely to want to know their vote would make change (53% and 55%, respectively).

Corporations’ influence, doubts that politics can produce personal change, and doubts about vote counting fairness reduce motivation to vote.



Q22. Many people do not vote for a variety of reasons. Which TWO best describe reasons you may feel less motivated to vote? You may select up to two.

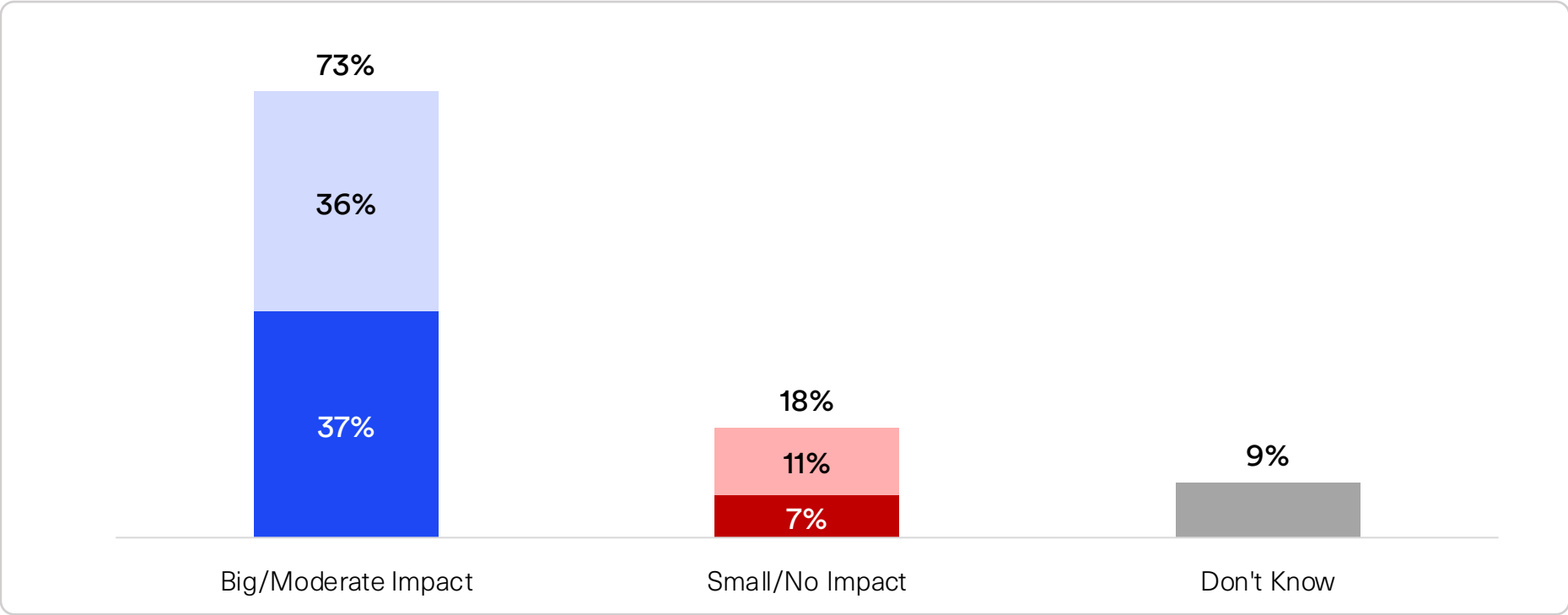


- Black women in Pennsylvania and Black men in Ohio are more demotivated by politics not actually producing change (53%* and 39%*, respectively).
- Latino voters in Arizona and North Carolina are more likely to say they feel less motivated by corporations and ultra-wealthy (42% and 44%, respectively).
- Democratic Latino voters and Latino voters over the age of 50 are also more demotivated by this (45% and 41%, respectively).

A strong majority of Black and Latino voters think the Supreme Court decision that weakens the VRA will have an impact on election outcomes, with almost 4 in 10 saying it will have a big impact on the midterms.



Q23. As you may know, in April of 2026, a Supreme Court decision weakened the Voting Rights Act of 1965, making it legal to draw electoral maps that dilute the power of votes in minority communities. How much of an impact do you think this decision will have on the outcomes of the 2026 midterm elections?



Black and Latino voters in southern states like Georgia and North Carolina were slightly more likely to think the rollback to the VRA would impact election outcomes (77% big/moderate impact, respectively)

Black and Latino voters in Rust Belt states like Michigan and Pennsylvania were less likely to think the rollback to the VRA would impact election outcomes, though a majority still felt it would have an impact (63% and 69%, respectively).

	Black	Latino	Men	Women	Under 50	Over 50
Big/Moderate Impact	73%	73%	76%	71%	73%	74%
Small/No Impact	18%	16%	17%	18%	18%	17%
Don't Know	9%	11%	7%	11%	9%	9%

The cost of living is by far the most important issue motivating Black and Latino voters to vote in the upcoming midterm elections. Climate change and pollution are lower tier.



Q17. Thinking about the upcoming midterm elections, what are the most important issues motivating you to vote this year? You may select up to THREE.

		Black	Latino	Men	Women	Under 50	Over 50
Cost of living	72%	74%	69%	70%	74%	70%	75%
Healthcare access	42%	46%	35%	38%	45%	39%	47%
Racism and discrimination	30%	34%	22%	29%	31%	28%	32%
Crime	24%	25%	20%	27%	21%	23%	24%
Taxes	24%	21%	29%	27%	21%	26%	22%
Food safety	22%	22%	20%	19%	25%	24%	18%
Artificial Intelligence (AI) and Data Centers	18%	17%	20%	18%	18%	17%	20%
Immigration	16%	11%	26%	16%	16%	16%	16%
Climate change	10%	9%	12%	12%	9%	10%	11%
Foreign policy	7%	5%	10%	9%	6%	6%	9%
Air and water pollution	7%	6%	9%	8%	7%	9%	5%
LGBTQ+ issues	5%	5%	5%	5%	5%	7%	2%

Cost-of-living is the top issue across states. Taxes and immigration are more important in AZ, MI, NV, and PA compared to other states.



Q17. Thinking about the upcoming midterm elections, what are the most important issues motivating you to vote this year? You may select up to THREE.

		AZ	GA	MI	NC	NV	OH	PA
Cost of living	72%	74%	77%	70%	74%	70%	66%	66%
Healthcare access	42%	36%	45%	42%	45%	38%	42%	39%
Racism and discrimination	30%	22%	31%	24%	36%	28%	32%	30%
Crime	24%	21%	20%	26%	24%	21%	30%	27%
Taxes	24%	25%	25%	27%	24%	25%	23%	22%
Food safety	22%	20%	25%	21%	20%	23%	23%	20%
Artificial Intelligence (AI) and Data Centers	18%	22%	18%	20%	17%	23%	18%	14%
Immigration	16%	26%	15%	11%	12%	22%	14%	18%
Climate change	10%	10%	8%	10%	16%	11%	11%	5%
Foreign policy	7%	9%	7%	7%	7%	7%	5%	8%
Air and water pollution	7%	5%	8%	9%	8%	7%	9%	6%
LGBTQ+ issues	5%	6%	4%	7%	3%	5%	5%	6%

Groceries are the most burdensome cost for most. Gas, housing, and utilities are also significant cost burdens, opening the door to clean energy solutions that also lower costs.



Q18. Which of the following costs are currently the biggest burden for you personally? You may select up to three.

		Black	Latino	Men	Women	Under 50	Over 50
Cost of groceries and food	67%	67%	66%	61%	72%	65%	69%
Cost of gas and transportation	50%	50%	49%	50%	50%	49%	51%
Housing costs like rent or mortgage	46%	47%	44%	44%	47%	51%	38%
Utilities costs like electricity and water	35%	34%	38%	34%	36%	33%	40%
Healthcare and medical costs	34%	34%	33%	31%	36%	30%	40%
Taxes	20%	19%	22%	25%	14%	21%	18%
Cost of education and student loans	11%	12%	11%	11%	12%	14%	8%
Childcare costs	8%	8%	7%	10%	6%	11%	3%

Black and Latino voters in AZ, MI, and PA are especially struggling with utility costs. Gas is an especially burdensome cost in GA and NC.



Q18. Which of the following costs are currently the biggest burden for you personally? You may select up to three.

		AZ	GA	MI	NC	NV	OH	PA
Cost of groceries and food	67%	71%	65%	65%	73%	68%	58%	65%
Cost of gas and transportation	50%	46%	58%	48%	55%	50%	42%	39%
Housing costs like rent or mortgage	46%	52%	39%	38%	51%	56%	47%	46%
Utilities costs like electricity and water	35%	42%	33%	40%	32%	25%	36%	38%
Healthcare and medical costs	34%	30%	37%	36%	35%	33%	29%	32%
Taxes	20%	19%	20%	19%	20%	16%	23%	19%
Cost of education and student loans	11%	9%	11%	11%	11%	13%	9%	17%
Childcare costs	8%	9%	8%	8%	6%	7%	9%	9%

Donald Trump is overwhelmingly the most to blame for high energy costs, offering an opportunity for an alternative on this issue in the midterms and the 2028 presidential election.



Q19. Who do you think is most to blame for high energy costs? You may select up to two.

		Black	Latino	Men	Women	Under 50	Over 50
President Donald Trump	48%	53%	39%	42%	53%	46%	50%
Republican elected officials	20%	23%	14%	18%	21%	16%	25%
The federal government	19%	20%	18%	20%	18%	21%	15%
Utility companies	15%	16%	15%	13%	17%	13%	20%
Politicians from both parties	15%	13%	18%	16%	14%	15%	15%
Oil and gas companies	14%	13%	16%	13%	15%	15%	12%
Data centers	12%	12%	13%	14%	10%	14%	9%
State governments	11%	11%	12%	13%	10%	13%	8%
Big Tech companies	10%	8%	12%	12%	8%	11%	8%
Democratic elected officials	7%	5%	10%	9%	5%	6%	8%
Foreign countries	5%	4%	7%	6%	4%	5%	5%

HIT Insight: Trump favorability is incredibly low among Black and Latino audiences on most issues. Blaming him on energy costs aligns with general sentiment.

Across states, Donald Trump is most to blame for high energy costs as well.

Q19. Who do you think is most to blame for high energy costs? You may select up to two.								
		AZ	GA	MI	NC	NV	OH	PA
President Donald Trump	48%	46%	53%	50%	50%	42%	42%	41%
Republican elected officials	20%	13%	19%	19%	27%	16%	19%	19%
The federal government	19%	15%	20%	22%	19%	13%	16%	23%
Utility companies	15%	13%	12%	19%	18%	13%	18%	16%
Oil and gas companies	14%	19%	14%	9%	16%	14%	16%	14%
Politicians from both parties	15%	15%	13%	13%	15%	14%	14%	15%
Data centers	12%	12%	12%	12%	11%	14%	13%	14%
State governments	11%	15%	10%	10%	9%	17%	15%	8%
Big Tech companies	10%	10%	10%	9%	8%	14%	9%	11%
Democratic elected officials	7%	8%	6%	6%	6%	9%	7%	7%
Foreign countries	5%	6%	4%	6%	3%	6%	6%	5%



Climate Attitudes & Priorities

1. Baseline

2. Climate Attitudes

3. Messaging

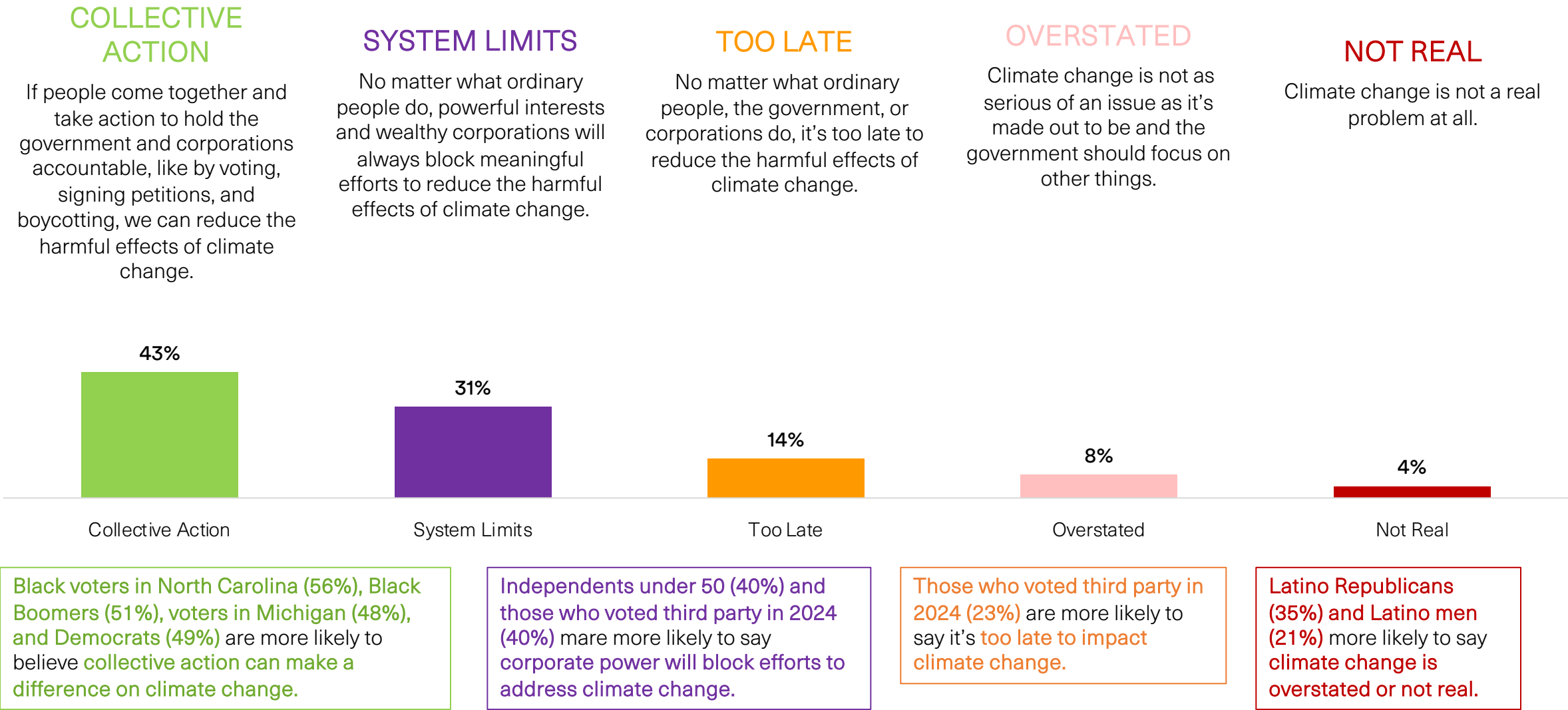
4. Shift

5. Conclusion

A plurality believe collective action can reduce the harmful effects of climate change, but 3 in 10 think powerful interests and corporations will block progress.



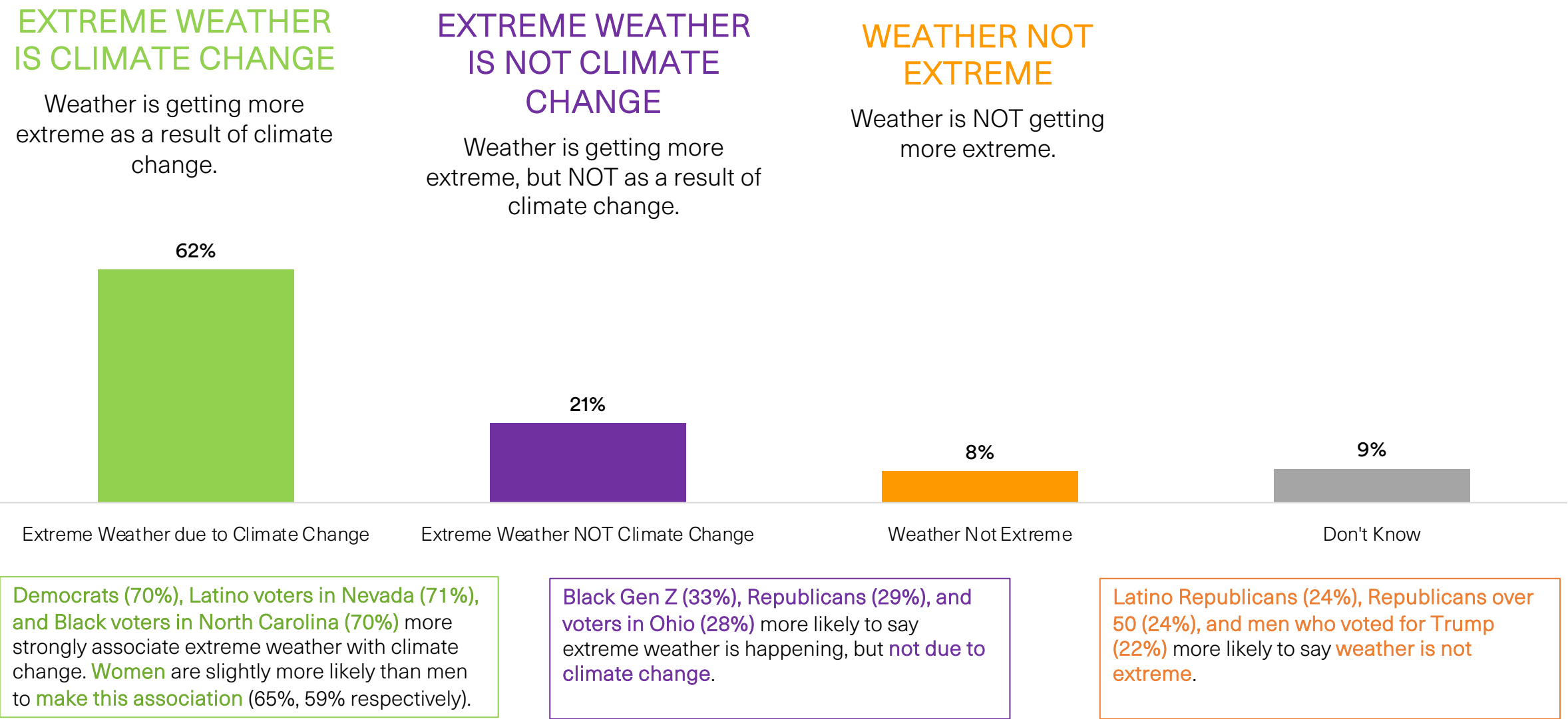
Q30. Please indicate which statement comes closer to your own view, even if neither is exactly right.



Majorities of Black and Latino voters associate worsening extreme weather with climate change.



Q34. On the subject of extreme weather, do you think...?

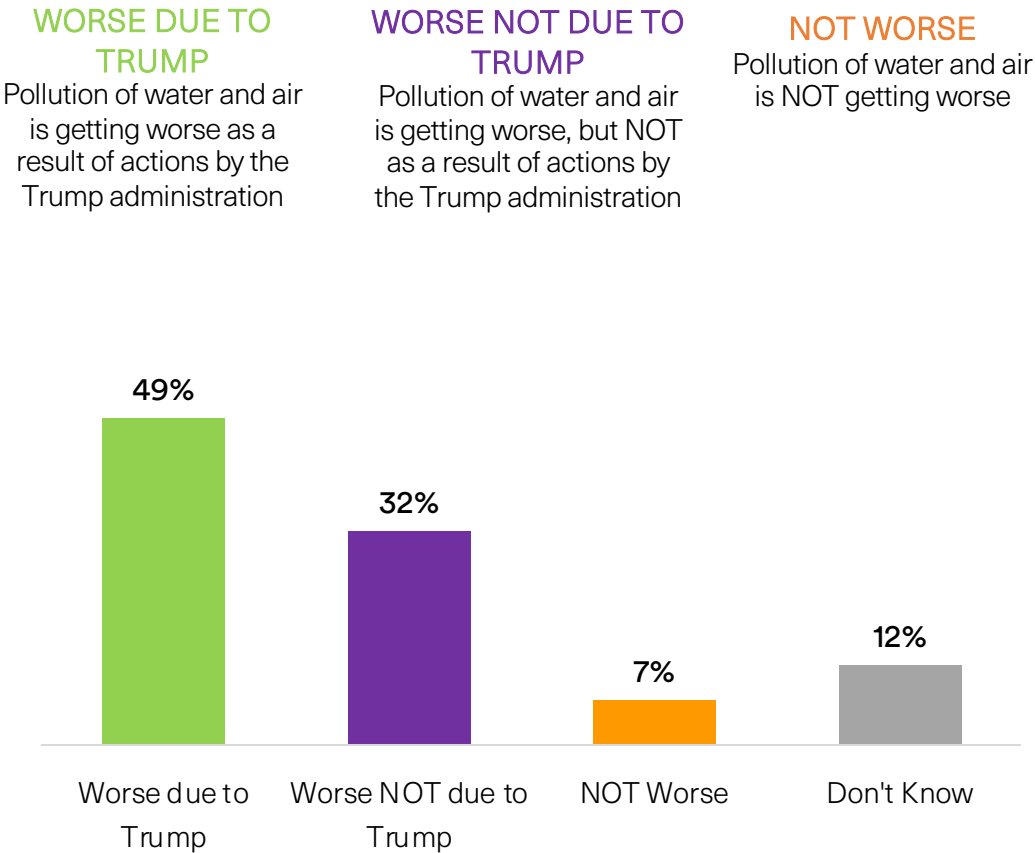
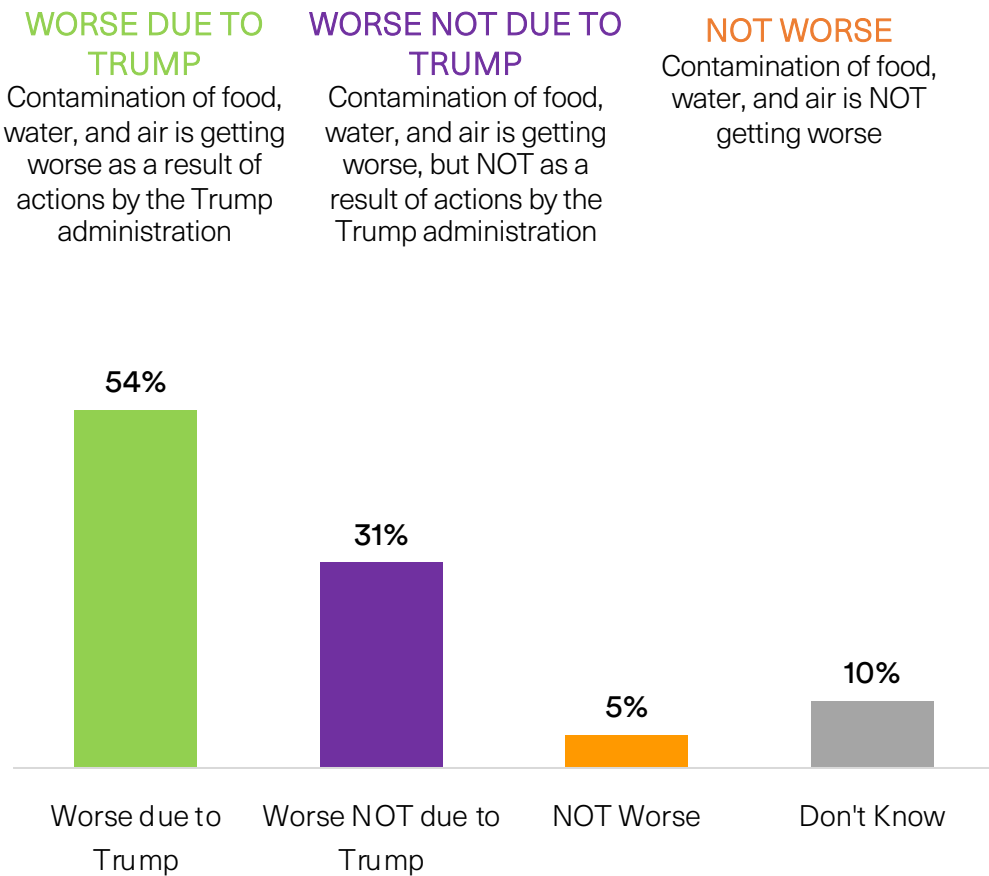


There is slightly more blame on Trump's actions contributing to worse outcomes when pollution is framed along with contamination of food.



Q35. [SSA] On the subject of contamination of food, water, and air do you think...?

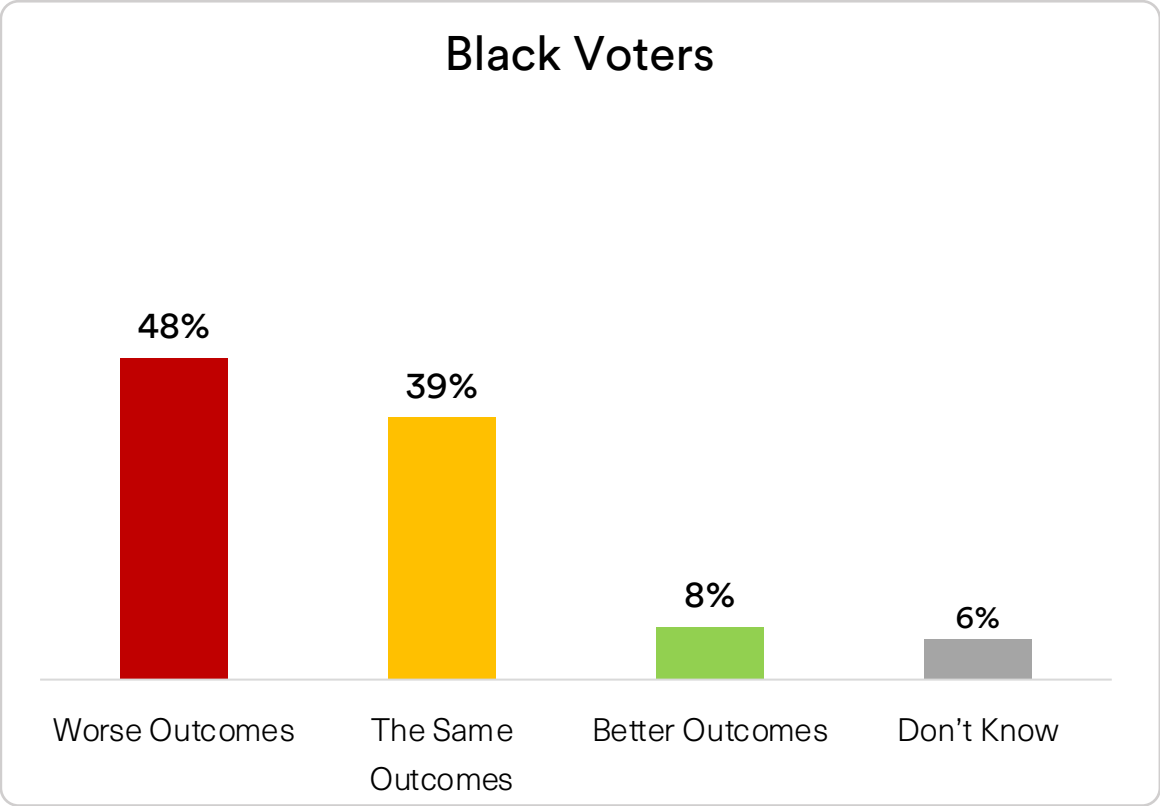
Q36. [SSB] On the subject of pollution of water and air, do you think...?



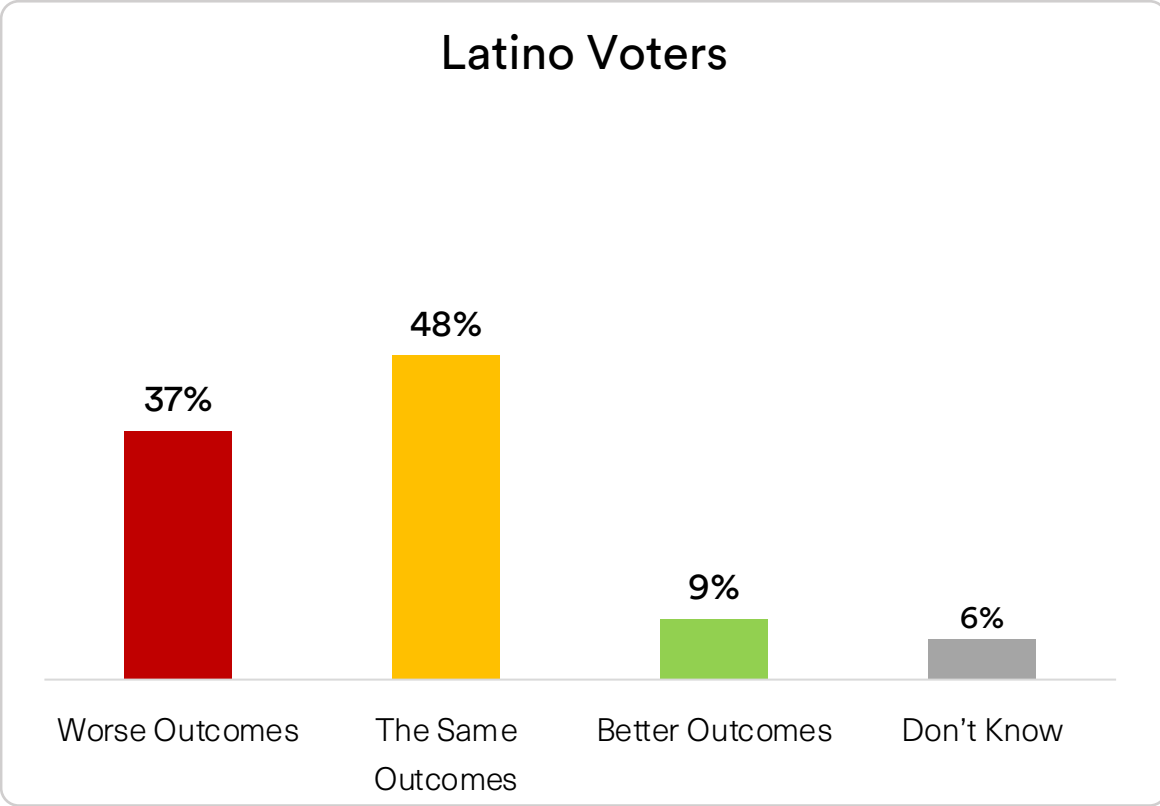
Black and Latino voters across party identification recognize contamination and pollution are getting worse – the difference is whether they blame it on Trump. Democrats and Independents blame increased contamination (66%, 44%) and pollution (60%, 42%) on Trump, while Republicans think they are getting worse but NOT due to Trump (54%, 49%).

Black and Latino voters view the way they are affected by climate change and pollution differently, with Black voters reporting they face worse outcomes and Latino voters reporting they face the same outcomes as other communities.

Q38. When it comes to harmful effects of climate change and pollution, compared to other communities across the country, do you think Black and Latino communities face...



	Men	Women	Under 50	Over 50
Worse Outcomes	44%	51%	44%	54%
Same Outcomes	42%	36%	42%	33%
Better Outcomes	8%	7%	9%	6%



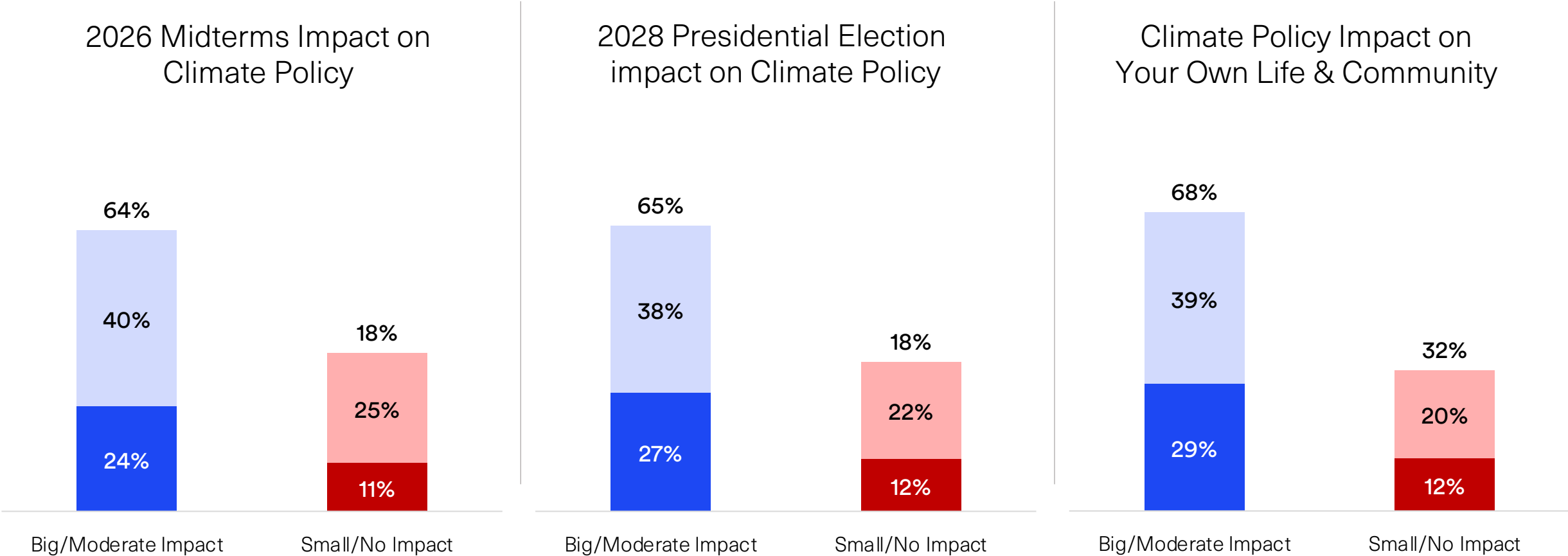
	Men	Women	Under 50	Over 50
Worse Outcomes	30%	44%	40%	31%
Same Outcomes	53%	43%	44%	53%
Better Outcomes	12%	6%	9%	10%

Majorities of Black and Latino voters believe upcoming midterm and presidential elections will impact climate change policy, and that this policy will impact their own life and community.

Q31. How much of an impact do you think the outcomes of the 2026 midterm elections will have on federal climate change policy?

Q32. It's a long way off, but how much of an impact do you think the outcome of the 2028 presidential election will have on federal climate change policy?

Q33. How much of an impact do you think federal climate change policy has on your own life and community?

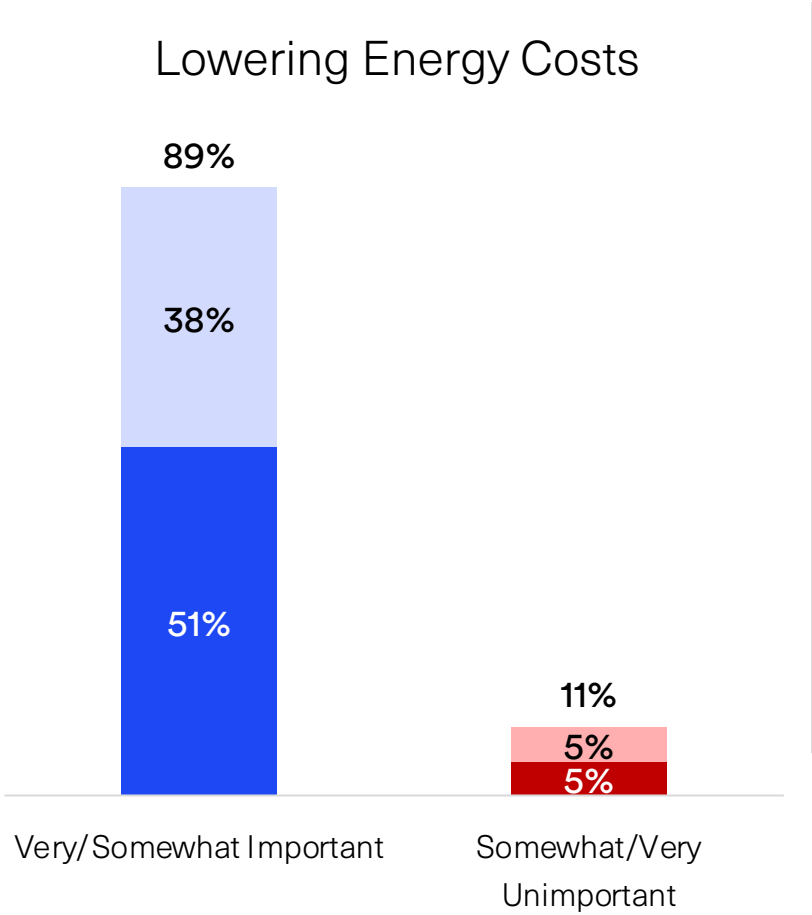


Voters under 50 more likely to see climate policy as impacting their own life and community (72%) compared to those over 50 (62%).

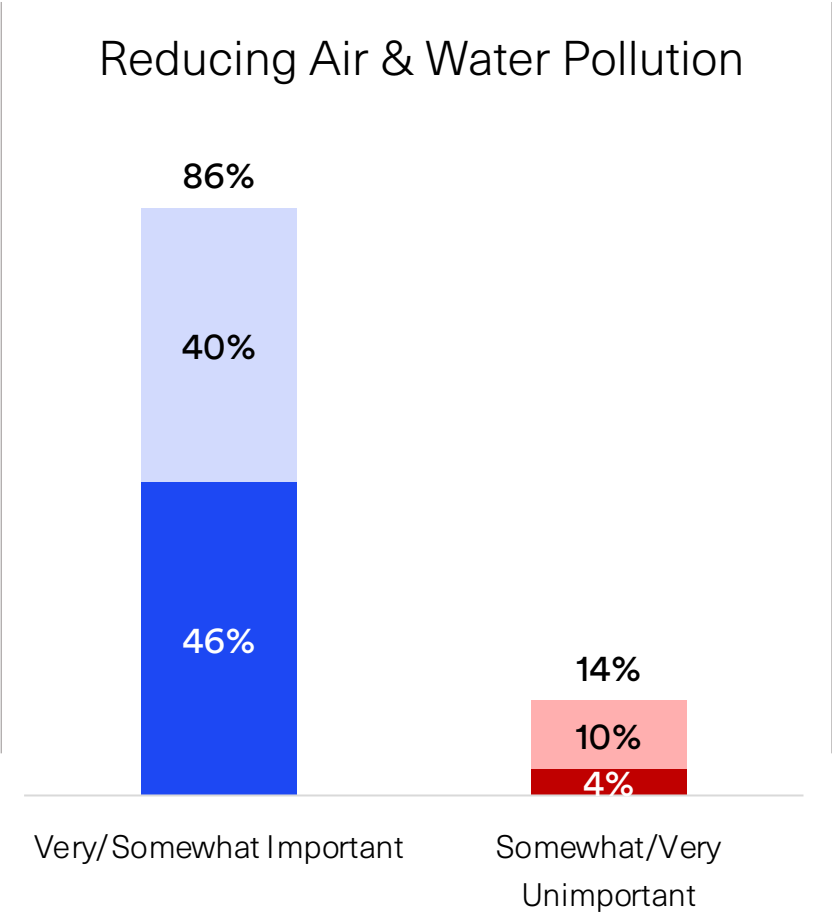
Strong majorities of Black and Latino voters want candidates to prioritize lowering energy costs, reducing pollution, and addressing climate change.



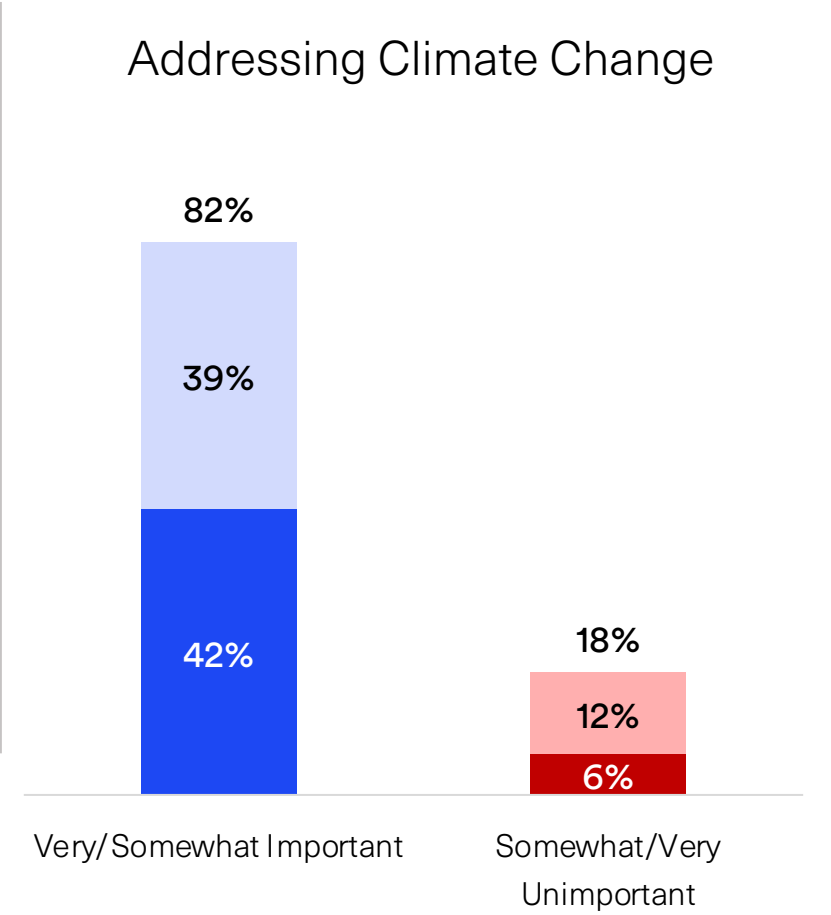
Q25. When considering who to vote for in the upcoming 2026 midterm elections, how important is it to you that a candidate prioritizes lowering energy costs?



Q28. When considering who to vote for in the upcoming 2026 midterm elections, how important is it to you that a candidate prioritizes reducing air and water pollution?



Q29. When considering who to vote for in the upcoming 2026 midterm elections, how important is it to you that a candidate prioritizes addressing climate change?

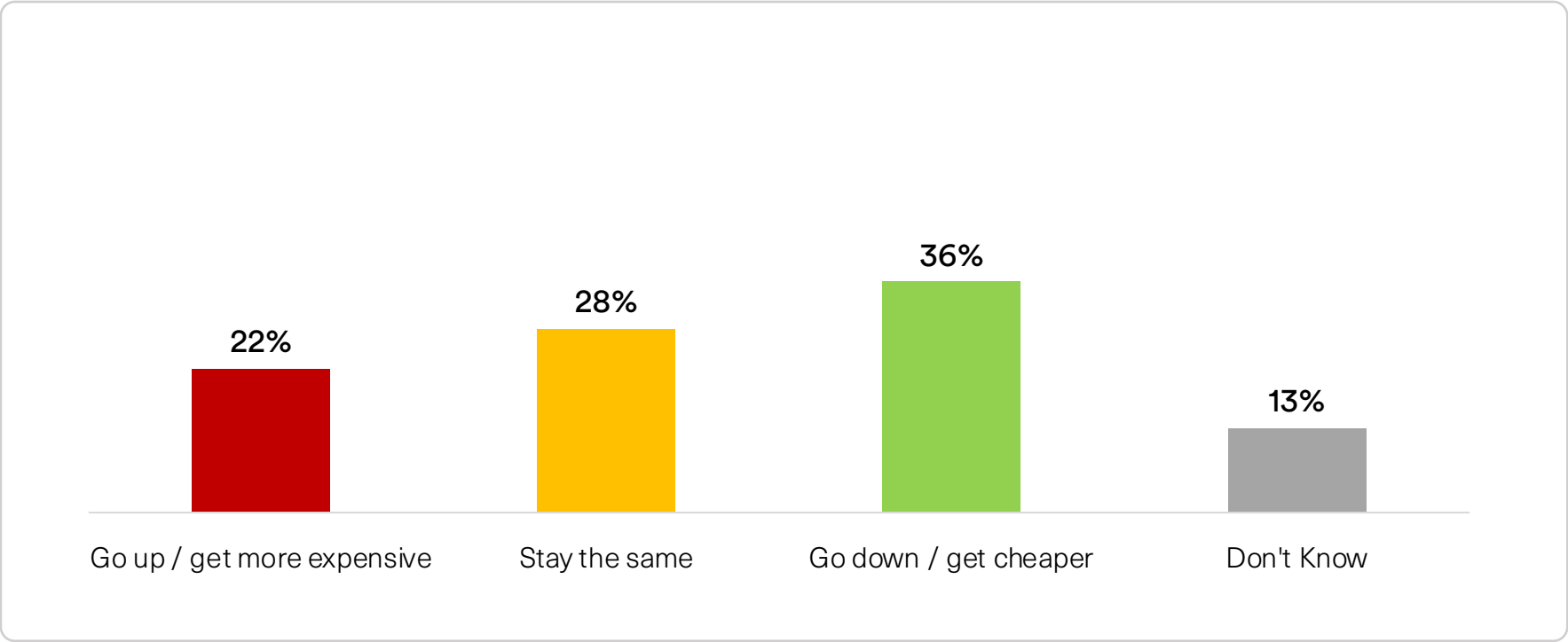


Women are slightly more likely than men to say candidates addressing climate change is important (84%, 79% respectively).

Trump voters over 50 (51%), Latino Republicans (41%), Latino Gen X (34%) more likely to say candidates addressing climate change is unimportant.

While more think producing clean energy will make their utilities bills go down than go up, Black and Latino voters need to hear more about the impact producing more clean energy will have on bills.

Q26. Do you think policies that promote producing more clean energy (like wind and solar power) will make your utility bills....



Black Republicans were more likely to think **utility bills would go up** with more clean energy production (32%).

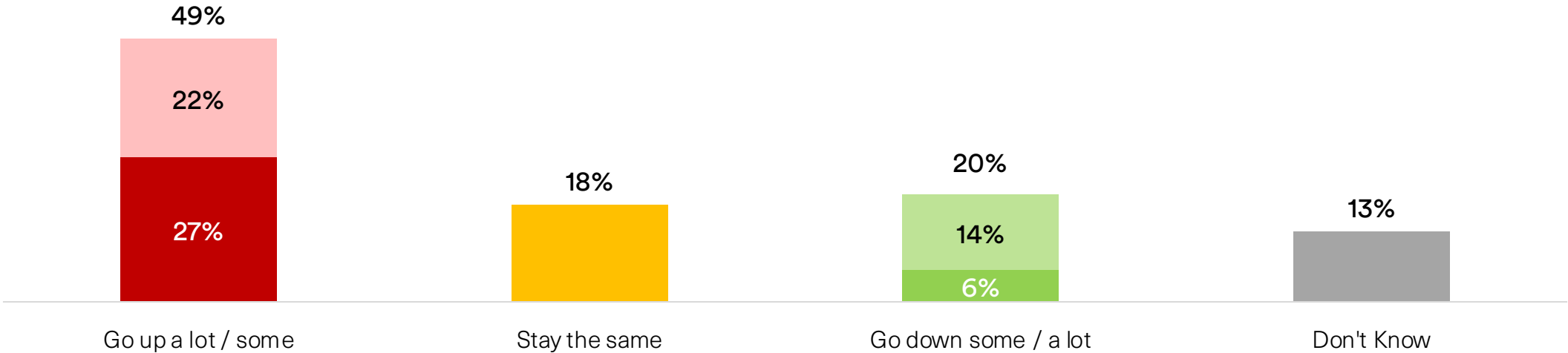
Latino Republicans were especially likely to say they think **utility bills will stay the same** with more clean energy production (39%).

Black Independents were especially likely to say they **don't know** the impact clean energy production would have on utility bills (27%)

	Black	Latino	Men	Women	Under 50	Over 50
Go Up	23%	22%	24%	21%	24%	19%
Stay the Same	27%	30%	32%	26%	27%	31%
Go Down	35%	37%	36%	36%	36%	36%
Don't Know	14%	11%	9%	17%	12%	14%

Regardless of whether the Ratepayer Protection Act is passed, half of Black and Latino voters still think data centers will make electricity costs go up.

Q24. As you may know, Congress is considering a policy that requires companies building data centers to pay for the electricity they use, rather than passing costs onto American consumers. If this policy is passed, how do you think data centers will affect electricity costs for everyday Americans?

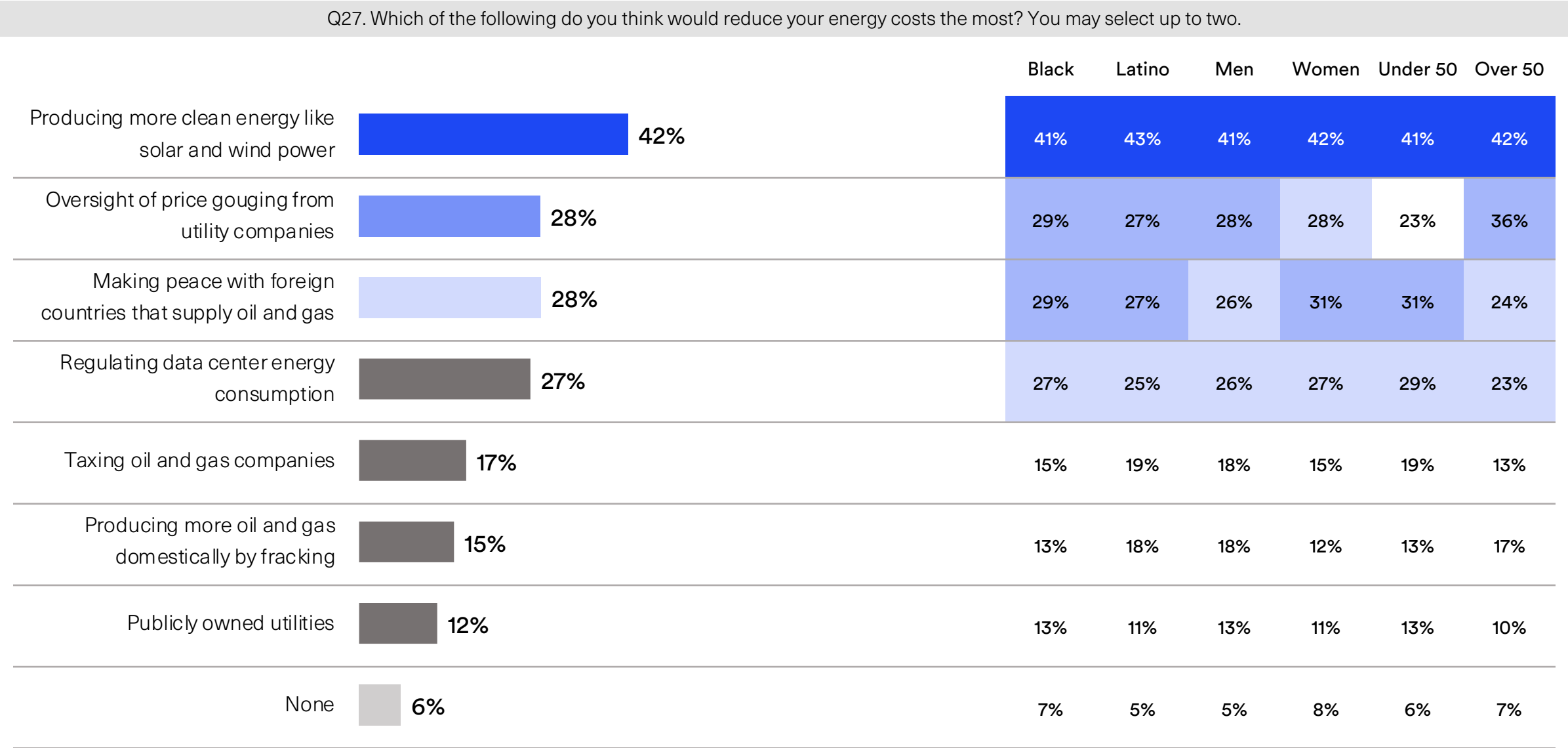


	Black	Latino	Men	Women	Under 50	Over 50
Go Up	52%	46%	48%	51%	48%	51%
Stay the Same	18%	18%	22%	15%	19%	17%
Go Down	18%	23%	21%	18%	22%	16%
Don't Know	13%	13%	9%	17%	11%	16%

Voters in Pennsylvania (57%), Democrats over 50 (55%), and Black women (54%) especially likely to think electricity costs will still go up.

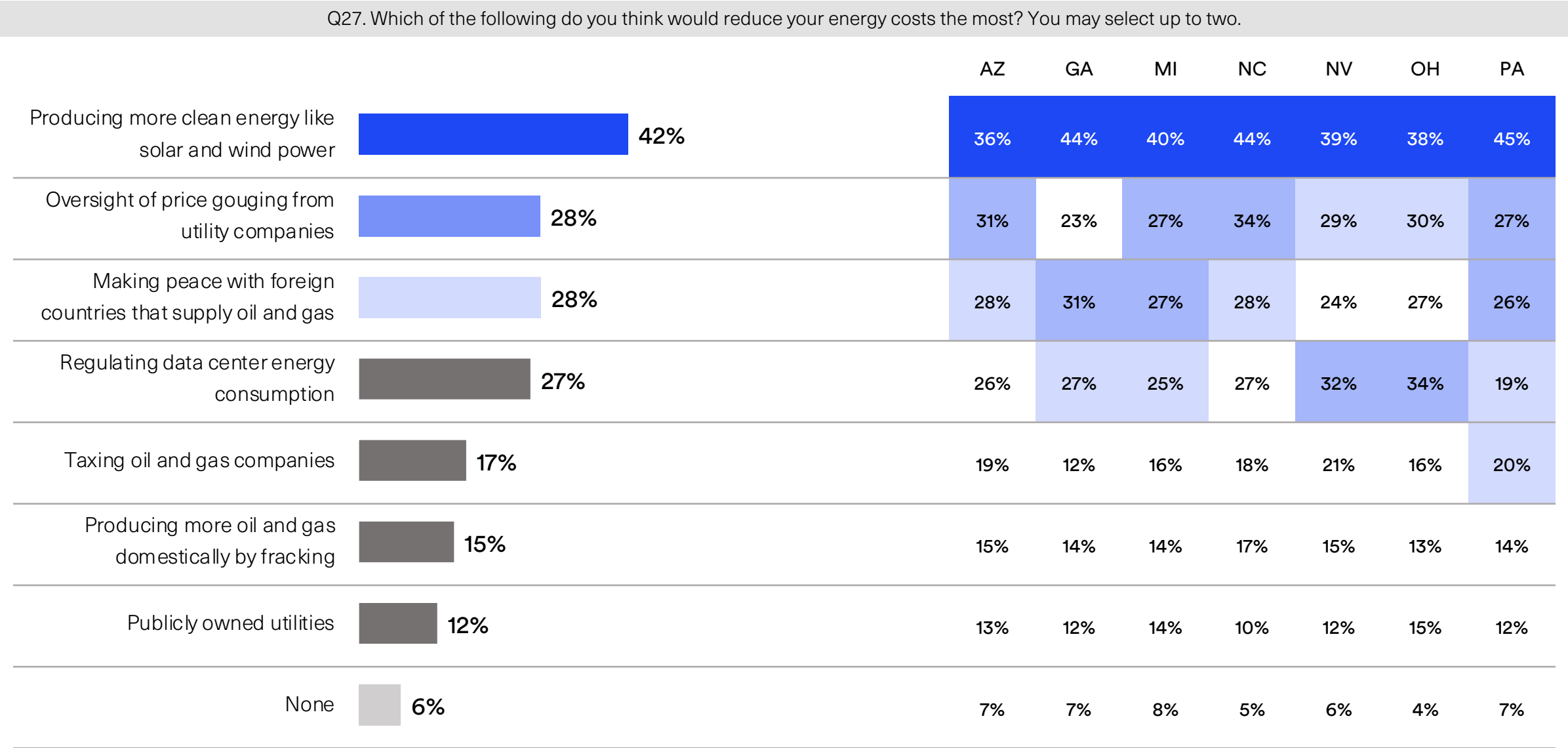
Of the list of solutions offered, clean energy is the solution Black and Latino voters think will most reduce their energy costs.





More clean energy is also the most effective solution for energy costs across states. Voters in Nevada and Ohio also think data center regulation would have a significant impact.

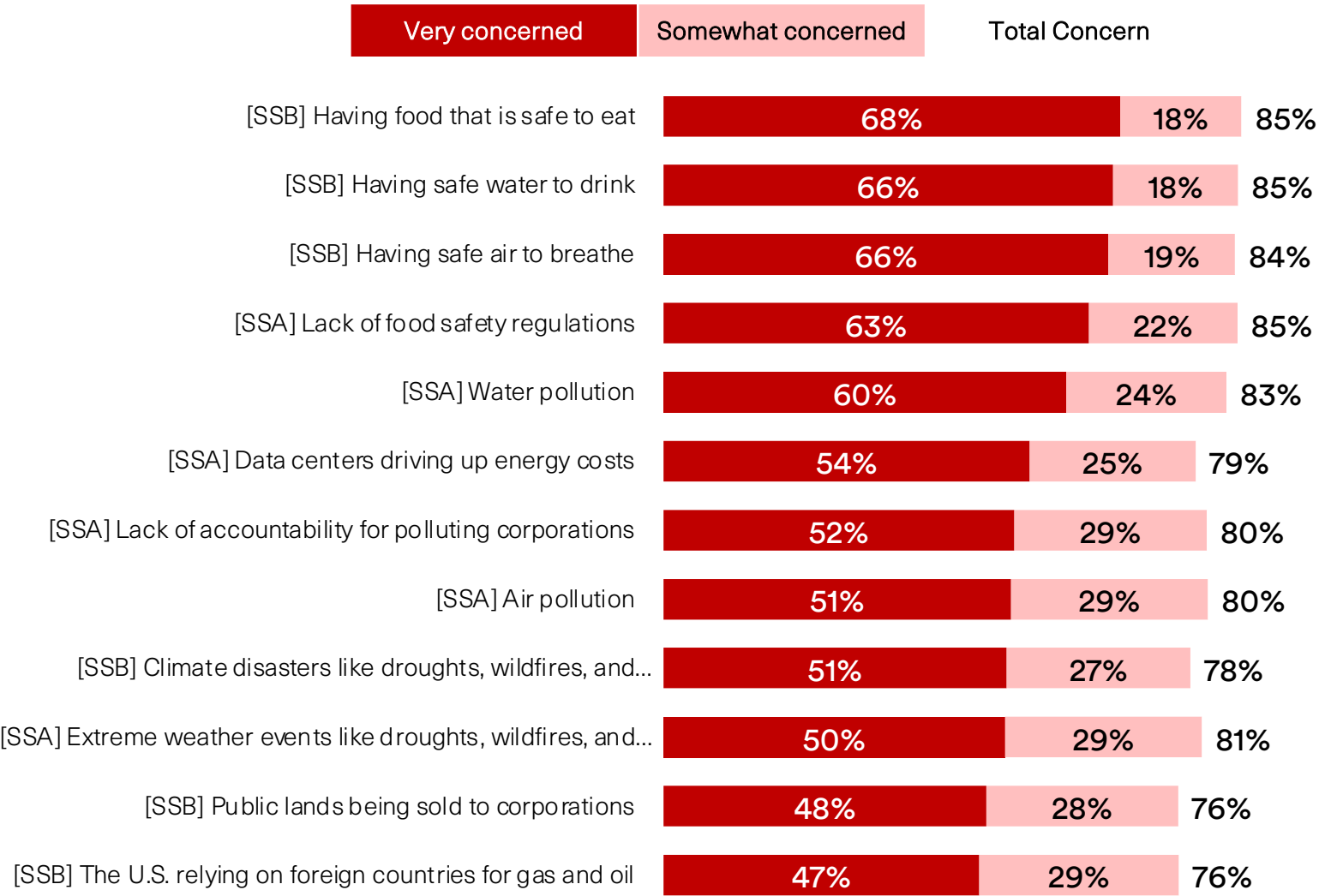




Concerns are amplified when framed in connection to people’s basic everyday needs like safe food, water, and air.



Q37. How concerned are you about the following issues? [SPLIT SAMPLE FOR EACH]



Climate Concerns

- **Women express higher intensity of concern** about most of these. For example, 72% of women say they have A LOT of concern about having safe air to breathe, while 59% of men express the same.
- **Language experiment:** Republicans express slightly more concern about extreme weather events (68%) compared to “climate disasters” (61%), but express lower concern about both of these overall than Democrats (85%, 83%) and Independents (74%, 81%).



Messaging

1. Baseline

2. Climate Attitudes

3. Messaging

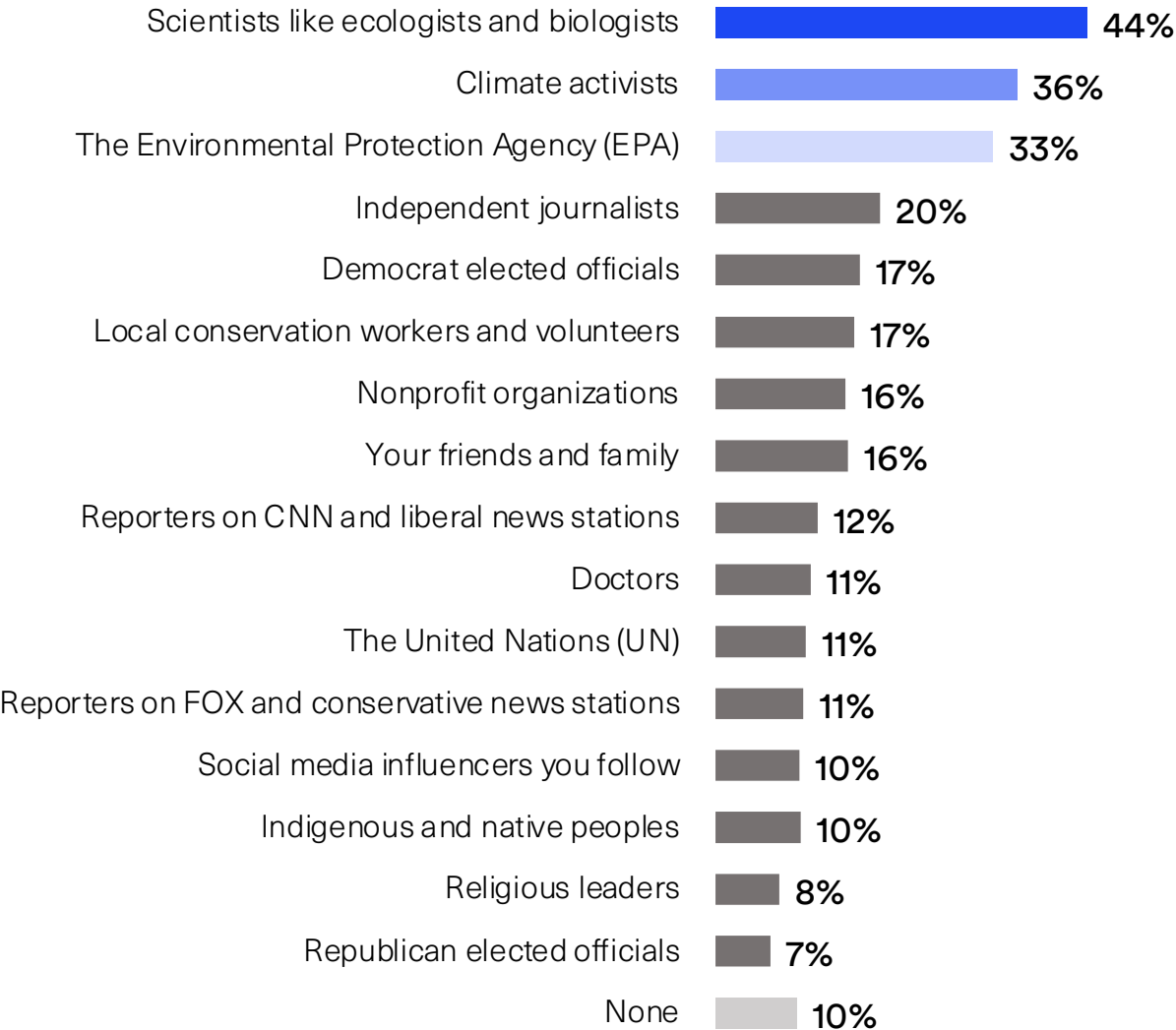
4. Shift

5. Conclusion

Black and Latino voters trust scientists, climate activists, and the EPA most to provide accurate information on climate topics.



Q39. Who do you trust most to provide accurate information on issues like climate change, pollution, and the environment? You may select three.



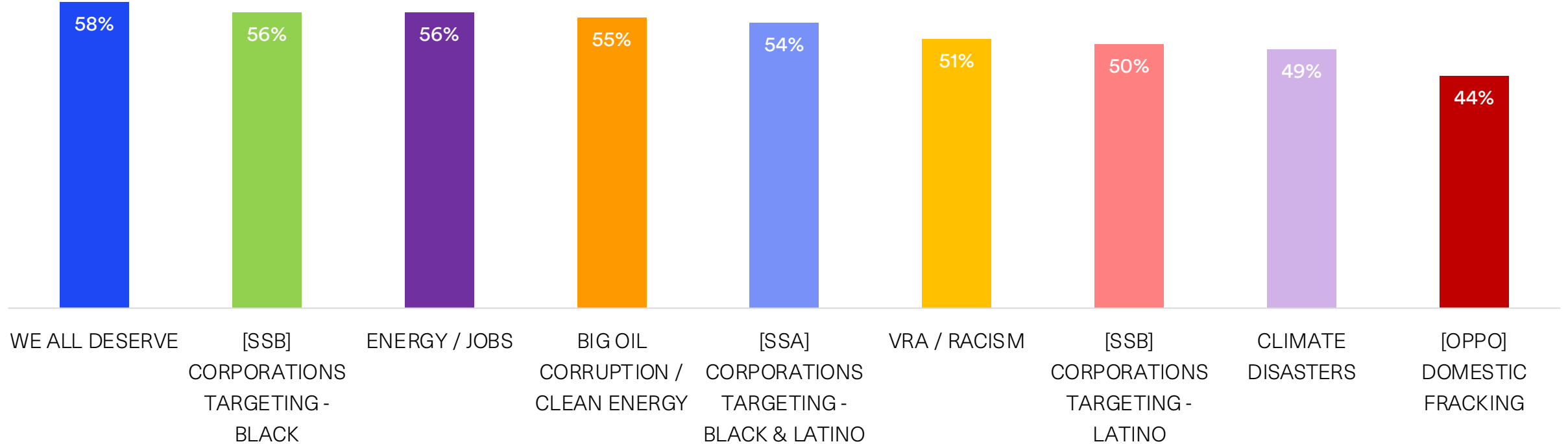
Messengers

- Independent journalists are more trusted than traditional news reporters across party identification.
- Voters in North Carolina especially want to hear from climate activists (42%).
- Voters in Arizona especially want to hear from scientists (51%).
- Voters in Nevada want to hear from nonprofit organizations (23%).
- Black Gen Z voters (26%) and Black men (21%) also want to hear from friends and family.

🎯 All of our messages land as motivating with Black and Latino voters.

Q40. On a 0 to 10 scale, please rate how motivating each of the following statements is to vote in the upcoming midterm elections, where a 0 means the statement is not motivating at all and a 10 means it is extremely motivating.

% Very Motivating (8-10)



🎯 Latino Voters: Top Messages

Q40. On a 0 to 10 scale, please rate how motivating each of the following statements is to vote in the upcoming midterm elections, where a 0 means the statement is not motivating at all and a 10 means it is extremely motivating.

WE ALL DESERVE

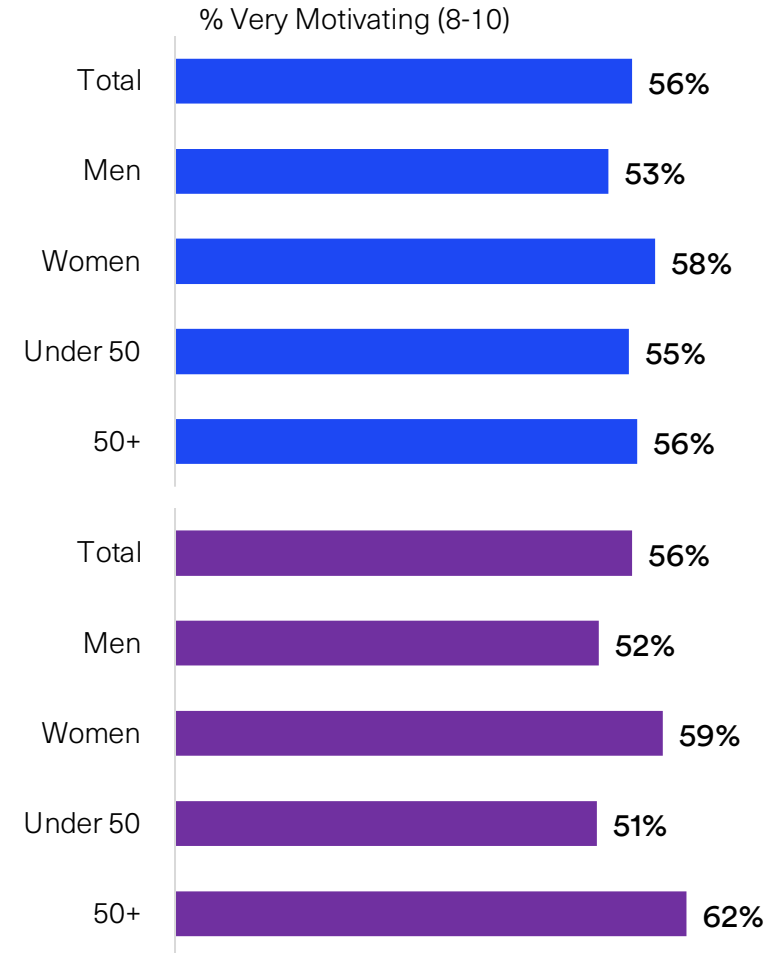
We all deserve clean and safe water to drink, food to eat, and air to breathe. But corrupt politicians are letting corporations pollute our air and water – poisoning us and our families. We need to vote for leaders who prioritize our health over their own power and profit.

This message is most successful among Latinos in **North Carolina (67% very motivating)** but slightly less effective in **Michigan (50%*)** and **Pennsylvania (50%)**.

ENERGY / JOBS

We're working hard and struggling to get by as costs keep soaring, while the rich are getting richer. It's time we elect leaders that prioritize what we actually need - lower energy costs and good-paying jobs.

This message is slightly more effective among Latinos in **North Carolina (61% very motivating)** and **Pennsylvania (61%)**. It resonates less with Latinos in **Ohio (49%*)**.



🎯 Black Voters: Top Messages

Q40. On a 0 to 10 scale, please rate how motivating each of the following statements is to vote in the upcoming midterm elections, where a 0 means the statement is not motivating at all and a 10 means it is extremely motivating.

WE ALL DESERVE

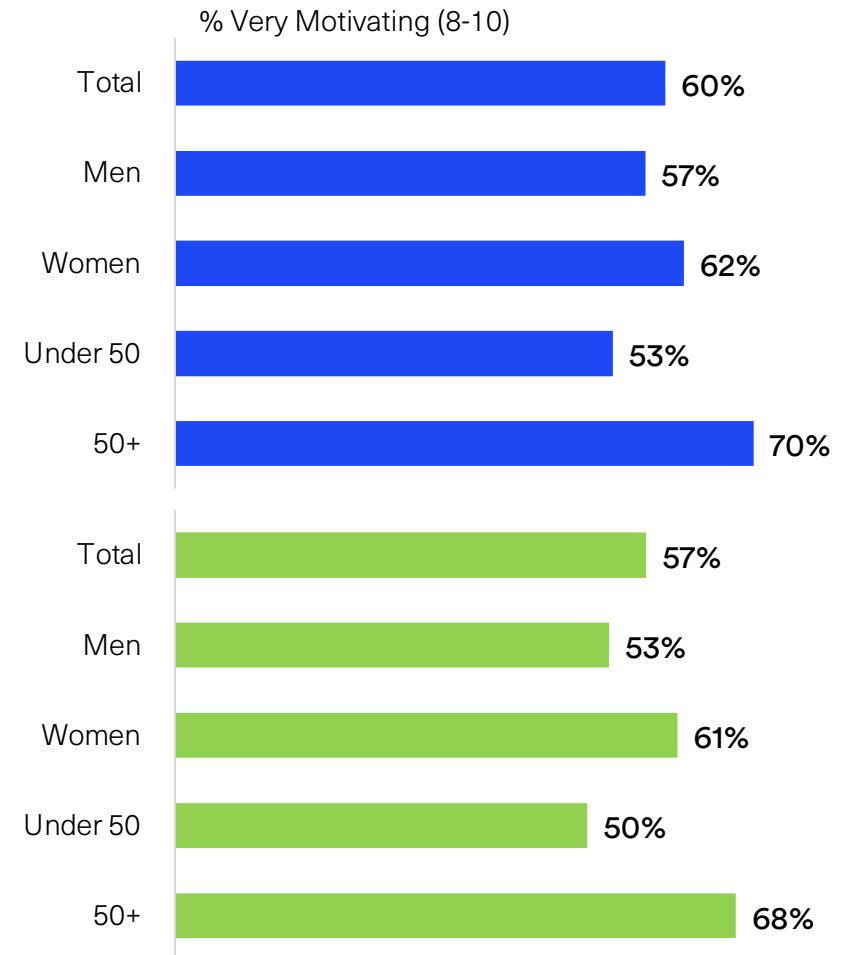
We all deserve clean and safe water to drink, food to eat, and air to breathe. But corrupt politicians are letting corporations pollute our air and water – poisoning us and our families. We need to vote for leaders who prioritize our health over their own power and profit.

This message is most successful among Black voters in **North Carolina (66% very motivating)** but slightly less effective in **Pennsylvania (52%)**.

CORPORATIONS TARGETING – BLACK*

Corporations shouldn't get away with targeting Black communities with pollution. It's time we come together and vote for leaders that will hold them accountable and fight for a safer future for us and the next generation.

This message is slightly more effective among Black voters in **North Carolina (64% very motivating)**. It resonates less with those in **Pennsylvania (49%)** and **Michigan (47%)**.



*Split sample message



VRA & Climate Messages: Messages that are explicit about racism and climate change are most motivating among Black voters, Democrats, and voters over the age of 50.

Q40. On a 0 to 10 scale, please rate how motivating each of the following statements is to vote in the upcoming midterm elections, where a 0 means the statement is not motivating at all and a 10 means it is extremely motivating.

VRA / RACISM

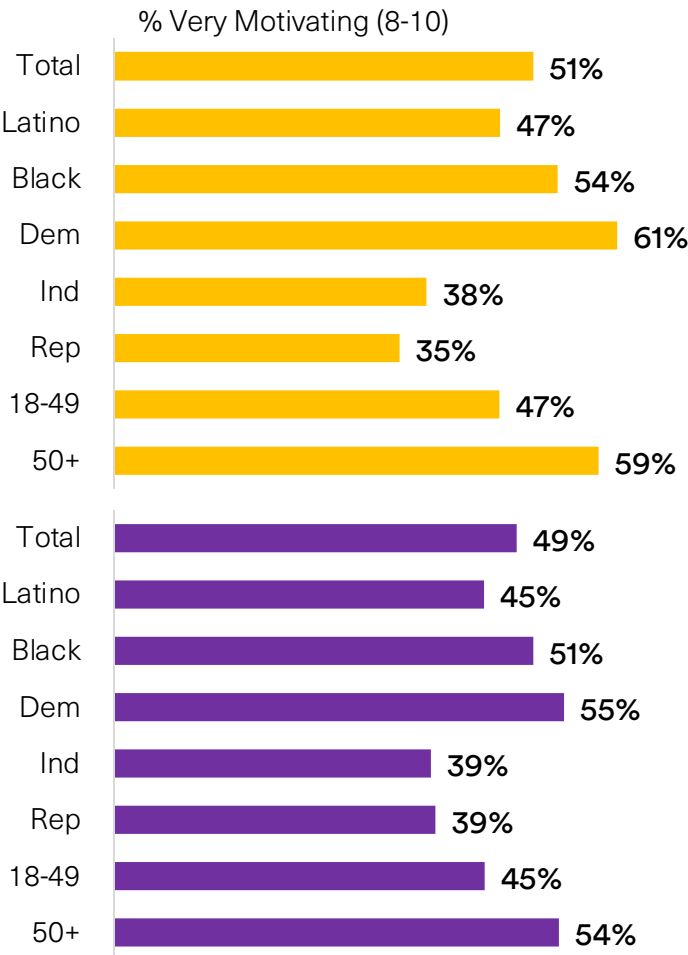
Racist politicians are trying to silence us yet again by gutting the Voting Rights Act and deporting our neighbors. We'll make it clear we won't let them tear our communities apart when we show up to vote for leaders that will stand with us in the fight for our rights and safety.

This message is most successful in **North Carolina (62% very motivating)** but slightly less effective in **Pennsylvania (42%)**.

CLIMATE DISASTERS

From hurricanes to wildfires and life-threatening temperatures, we're already facing the disastrous effects of climate change. It's time we take climate change seriously and elect leaders that will work to support communities in recovering from the impacts already felt, and use science-backed solutions to prevent as much harm as possible going forward.

This message is most successful among **college-educated women (58%)** and **Harris 2024 voters (58%)**.

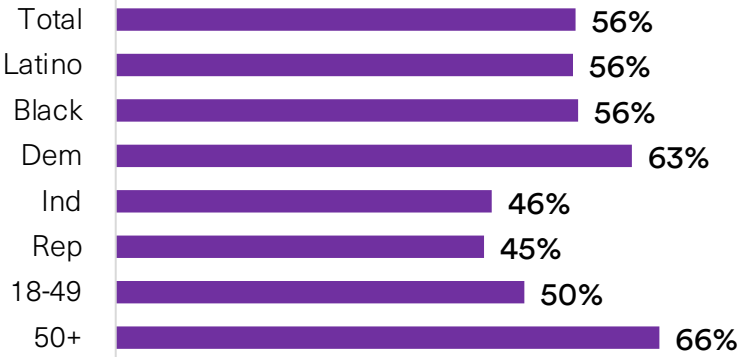


Energy Messages: Messages connecting clean energy with lower energy costs and good-paying jobs are more motivating than an opposition message promoting fracking.

Q40. On a 0 to 10 scale, please rate how motivating each of the following statements is to vote in the upcoming midterm elections, where a 0 means the statement is not motivating at all and a 10 means it is extremely motivating. *% Very Motivating (8-10)*

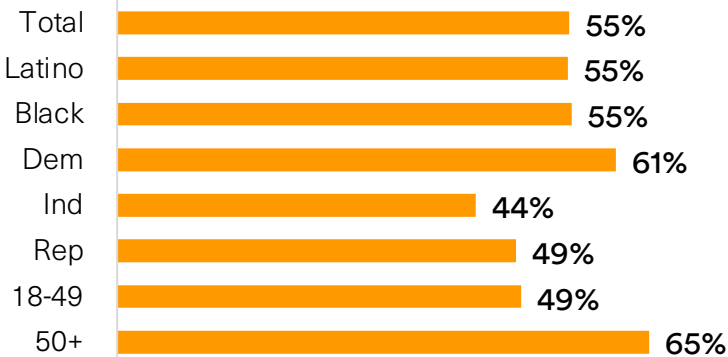
ENERGY / JOBS

We're working hard and struggling to get by as costs keep soaring, while the rich are getting richer. It's time we elect leaders that prioritize what we actually need - lower energy costs and good-paying jobs.



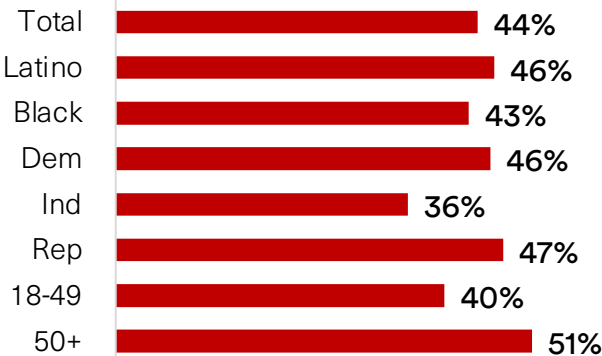
BIG OIL CORRUPTION / CLEAN ENERGY

Corrupt politicians are taking millions of dollars in donations from corporations and Big Oil while our energy costs soar. We need to elect leaders who will work for the people and bring down costs with American-made clean energy.



[OPPO] DOMESTIC FRACKING

With soaring energy costs and unrest globally, it's more important than ever that we free the United States from reliance on foreign energy. We must prioritize electing leaders that will expand fracking and oil production on U.S. land to lower our energy costs.





Pollution Targeting: Latino Republicans are less motivated by messaging that calls out polluters targeting Latino communities.

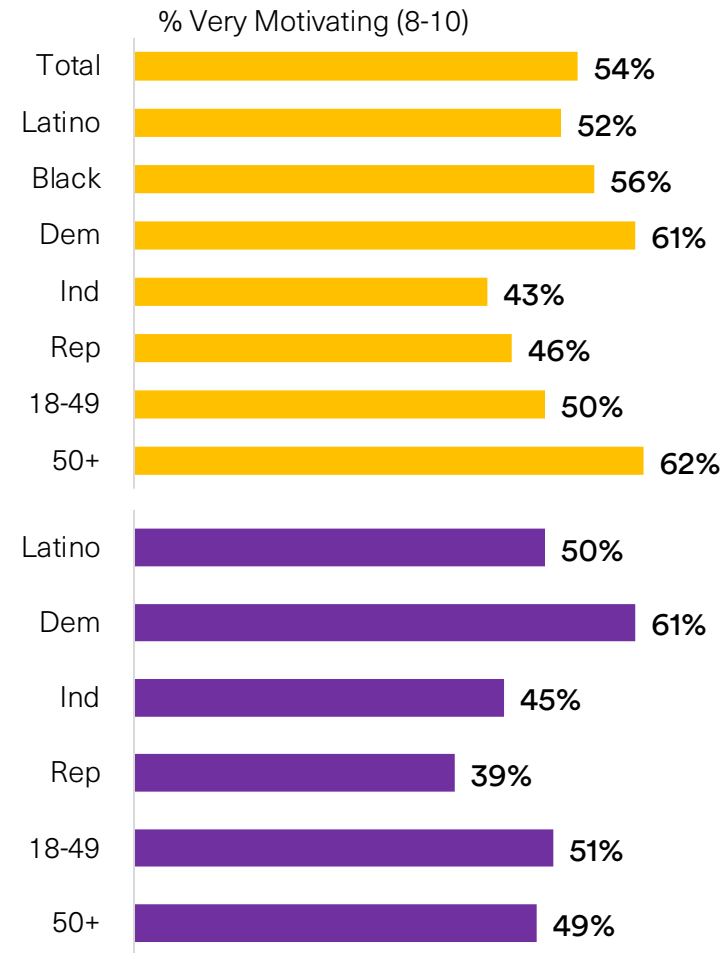
Q40. On a 0 to 10 scale, please rate how motivating each of the following statements is to vote in the upcoming midterm elections, where a 0 means the statement is not motivating at all and a 10 means it is extremely motivating.

CORPORATIONS TARGETING – BLACK & LATINO*

Corporations shouldn't get away with targeting Black and Latino communities with pollution. It's time we come together and vote for leaders that will hold them accountable and fight for a safer future for us and the next generation.

CORPORATIONS TARGETING – LATINO*

Corporations shouldn't get away with targeting Latino communities with pollution. It's time we come together and vote for leaders that will hold them accountable and fight for a safer future for us and the next generation.



*Split sample message



Shift

1. Baseline

2. Climate Attitudes

3. Messaging

4. Shift

5. Conclusion

Shift in Issue Priorities: There was some movement towards prioritizing climate change and pollution in upcoming elections after taking the survey.

49

Q17/Q41. Thinking about the upcoming midterm elections, what are the most important issues motivating you to vote this year? You may select up to THREE.

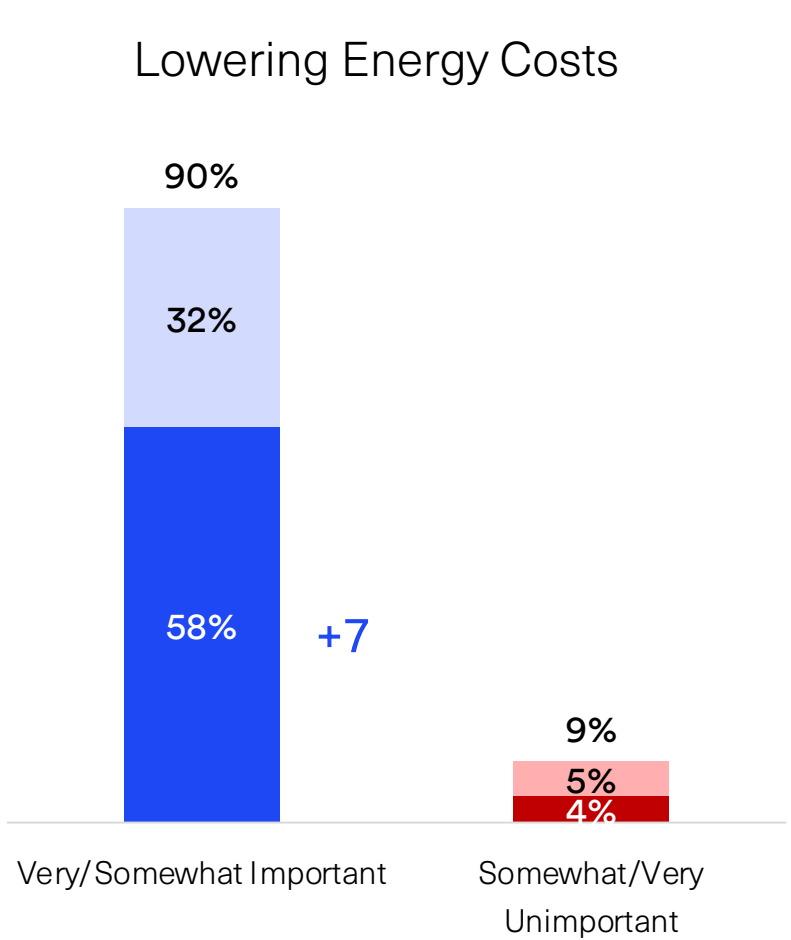
			Black	Latino
Cost of living	66%		68%	63%
Healthcare access	33%		36%	28%
Food safety	32%		36%	25%
Racism and discrimination	27%		30%	22%
Taxes	25%		22%	30%
Climate change	21% +11		20%	22%
Crime	20%		21%	18%
Air and water pollution	18% +11		17%	19%
Artificial Intelligence (AI) and Data Centers	16%		16%	16%
Immigration	15%		9%	25%
Foreign policy	8%		7%	10%
LGBTQ+ issues	4%		4%	4%

- 14% of respondents shifted to prioritize climate change in upcoming elections.
- 14% of respondents shifted to prioritize air and water pollution in upcoming elections.

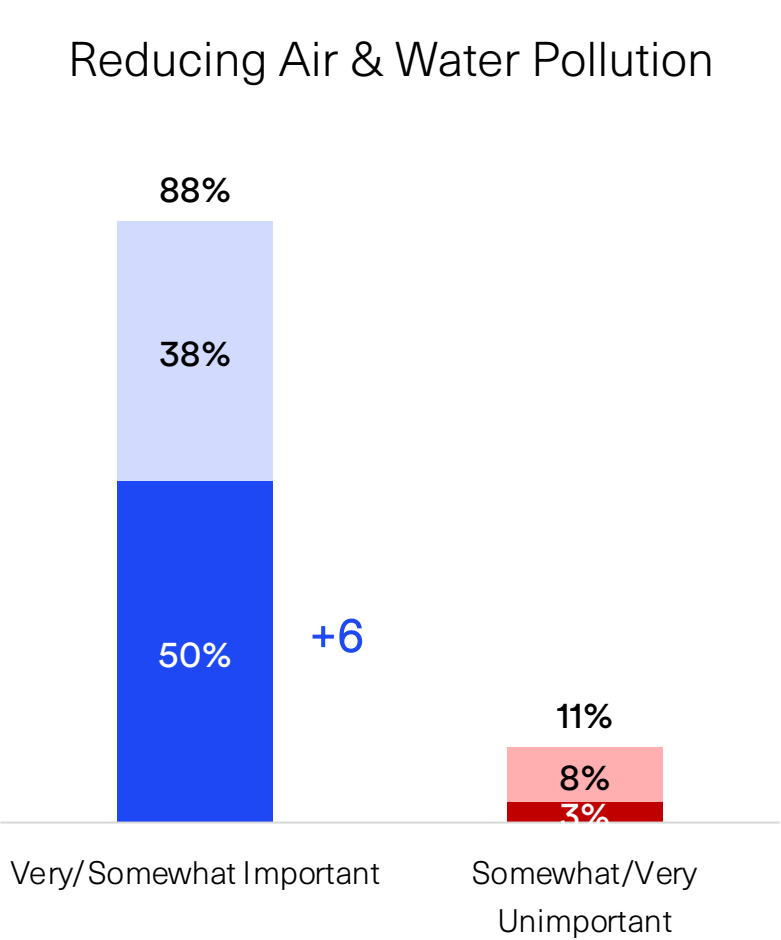
None and Refused not shown

Shift in Importance: After taking the survey, respondents increased the importance they place on candidates prioritizing lowering energy costs and reducing pollution. Climate change importance remains the same.

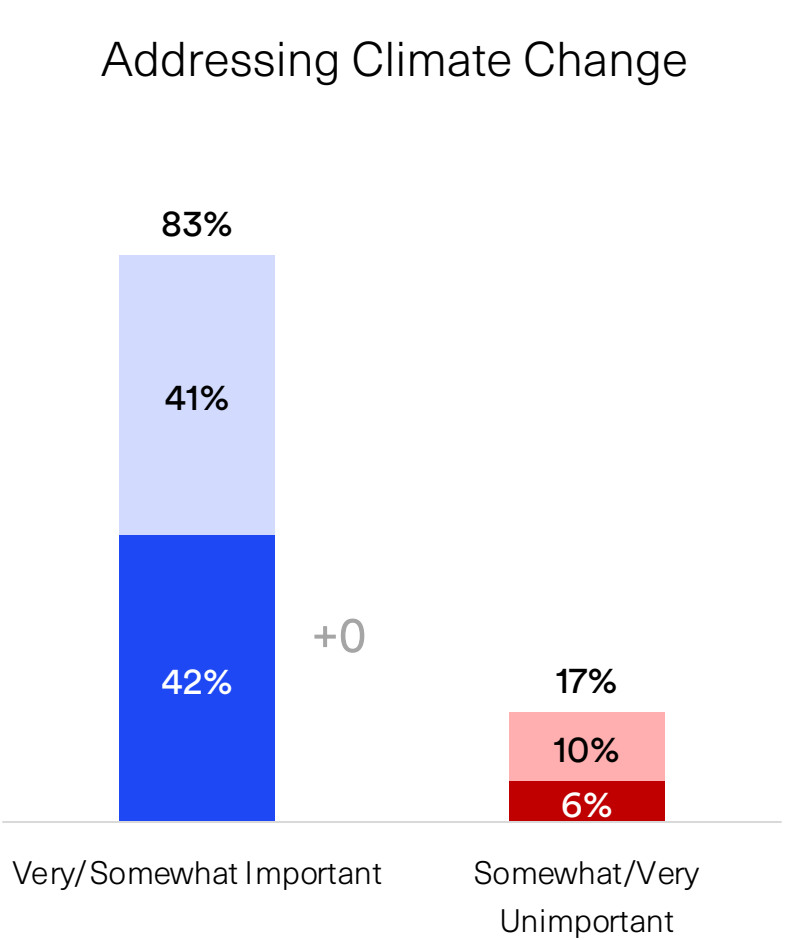
Q25/Q43. When considering who to vote for in the upcoming 2026 midterm elections, how important is it to you that a candidate prioritizes lowering energy costs?



Q28/Q44. When considering who to vote for in the upcoming 2026 midterm elections, how important is it to you that a candidate prioritizes reducing air and water pollution?



Q29/Q42. When considering who to vote for in the upcoming 2026 midterm elections, how important is it to you that a candidate prioritizes addressing climate change?





Conclusion

1. Baseline

2. Climate Attitudes

3. Messaging

4. Shift

5. Conclusion



Finding

Strategic Guidance

1

Climate issues not top-of-mind, but are important for candidates to prioritize and of concern when probed.



Connect climate issues to top-of-mind issues like energy costs, data centers, food safety, unchecked corporate power, and to personal impact like having safe water and air.

2

Doubts that politics can produce change in personal lives and corporate influence reduce motivation to vote.



Show examples of where people have played a role in securing climate wins. Connect upcoming elections to an opportunity to secure solutions that will lower energy costs, protect safe water and air, and hold polluting corporations accountable.

3

Strong blame on Donald Trump for high energy costs and worsening contamination of food, air, and water.



Speak to these pain points and offer alternative candidates with an agenda that will work towards solving these issues and prioritize people over profit.

🎯 Messaging Guidance: Connecting the Dots

STRATEGY	COMPONENTS	EXAMPLE	WHY?
Connect with voters	Open with strongly held value	"We all deserve clean and safe water to drink, food to eat, and air to breathe..."	These are Black and Latino voters' biggest climate-related concerns
State the problem	Describe villain and their actions in frame of personal and community impact	"But corrupt politicians are letting corporations pollute our air and water – poisoning us and our families..."	Speaks to pain-point of politicians neglecting community's needs + increases urgency around the issue
Offer election participation as a solution	Call to action centered on advancing issues they and we want prioritized	"We need to vote for leaders who prioritize our health over their own power and profit."	Connects voting for leaders who will reduce pollution as a way for change in own life and community



The Climate
**EQUITY
ACTION FUND**

Thank you

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