HART RESEARCH

TO: **Interested Parties**
FROM: **Jay Campbell, Aileen Cardona, and Corrie Hunt, Hart Research**
DATE: **November 10, 2026**
RE: **How Energy Costs Shaped the 2026 Midterms with Latino Voters**

Hart Research was retained by Climate Power, EDF Action, League of Conservation Voters, and NRDC Action Fund to conduct a survey to understand how energy costs affected voters' thinking and behavior in the 2026 election. We interviewed Latino voters* across 62 House districts which the *Cook Political Report* rated as Lean D, Toss Up, Lean R, or Likely R.

THE BOTTOM LINE: Latino voters overwhelmingly report that electricity and heating costs have increased over the past year. They largely blame Trump and Republicans' push to expand fossil fuel production over clean energy, which they believe is driving utility bills higher. They now expect Congress to take action, including investing in American-made clean energy solutions that can lower utility costs for Latino families.

KEY FINDINGS

The 2026 midterm election saw a striking reversal of GOP gains with Latino voters since the 2024 presidential election. Affordability, including concerns about utility prices, played a pivotal role in Democrats' historic margins among this group.

- While Harris has a 17-point lead (52% Harris to 36% Trump) in the 2024 presidential recall with Latino voters in the poll, these same voters supported Democrats by 30 points (64% DEM to 34% REP) in 2026.
- Democrats made inroads with both Latino men and women, including a notable and crucial improvement with Latino men who supported Democrats by 13 points (55% DEM to 42% REP) despite backing Trump by 2 points (43% Harris to 45% Trump) in 2024.
- Democrats enjoyed an even wider 44-point advantage (71% DEM to 27% REP) among the 53% of Latino voters who say utility bills were the top/an important voting priority.

Energy costs were a top concern and a voting priority for Latino voters in 2026, with Trump and Republicans receiving most of the blame for high utility bills.

- The rise of utility costs is ubiquitous. A full 80% say their household's utility costs like electricity and heating have gone up in the past year.
- Concerns about energy-related costs were near the top of the list of electoral issues this November, with 46% identifying the cost of gasoline and 34% pointing to the cost of utilities as their most important issues when deciding their congressional vote (food costs were at 64%).
- A large majority (68%), including 86% of Latino voters who voted for Democratic candidates for Congress, believe the policies of Trump and Republicans to expand the production of fossil fuels like oil, coal, and gas over clean energy have done more to increase energy costs (only 16% say they have done more to bring energy prices down).

Latino voters expect real solutions to the affordability crisis. Bringing down electricity costs through expanded clean energy is a crucial part of what voters want Democrats to prioritize.

- Sixty-eight percent of Latino voters say that lowering electricity prices should be one of the top or a high priority for Congress.
- Sixty-four percent of Latino voters, including 67% of Latino men, believe producing and using more energy from clean sources like wind and solar in the United States will make electricity more affordable.
- Across multiple entities in the energy space, Latino voters are most likely to cite energy from wind and solar (54%, including 61% of men) and clean energy companies (50%, including 57% of men) as those that are making things better for consumers on energy prices.

* Online survey of n=427 Latino individuals who reported either casting a vote or being certain to vote, credibility interval of ±4.7 percentage points; data collected October 26-November 6, 2026