

EARTHJUSTICE/GREENLATINOS/LATINO DECISIONS  
2015 ENVIRONMENTAL ATTITUDES SURVEY

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**Latino**  **Decisions**  
Everything Latino Politics

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# Background: Latinos and the Environment

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- Long-standing assumptions regarding disinterest in environmental issues among working class and communities of color;
- More recent research suggests just the opposite, that Latinos care deeply about the environment and specifically about its impact on their families;
- In this study, Earthjustice and GreenLatinos explore the depth of these concerns and support for policy action.

# About the survey...

- Latino Decisions conducted the survey on behalf of Earthjustice and GreenLatinos;
- 1200 complete interviews by landline, cell and on-line with Latino registered voters in English and Spanish at respondent's discretion;
- The survey was a national weighted sample, with a nominal margin-of-error of +/- 2.8% .
- Field Dates from June 24-July8.

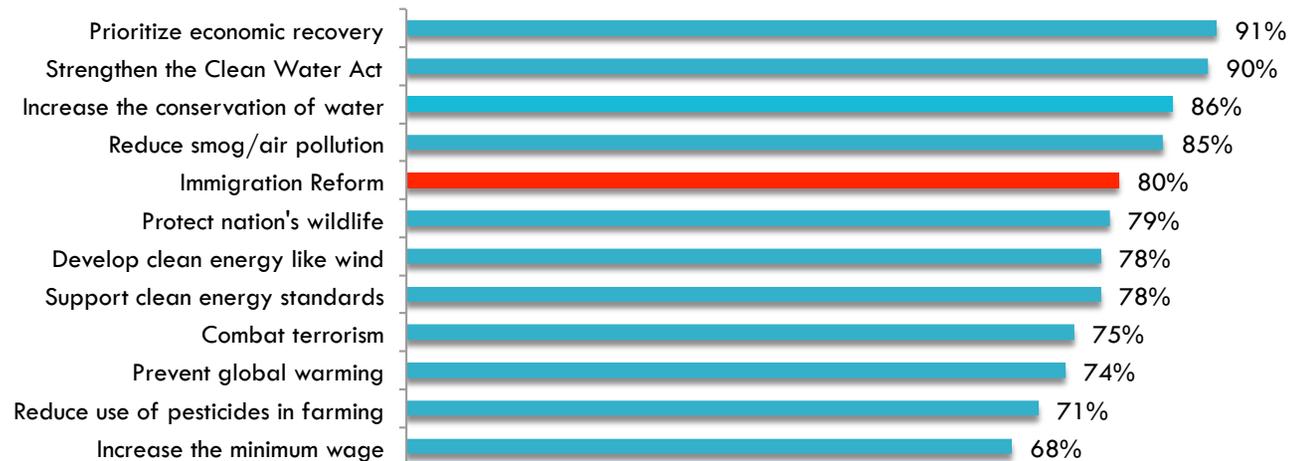
# Five Take-Aways from This Study

- Latino concern for climate change and environmental degradation is as high as other concerns
  - ▣ And willing to put their money where their mouth is...
- Latinos, more than other Americans, see climate change as a consequence of human activity;
- Latino concerns are transnational, include nations-of-origin;
- Latinos don't accept the jobs/environment trade-off;
- Latinos want to reward candidates and office-holders who address the problem.

# Environmental Issues Rival Other Concerns for Latino Voters

A wide-range of environmental issues are as important to Latino voters as the passage of comprehensive immigration reform

## Ranking Issues of Importance for the President and Congress to Address

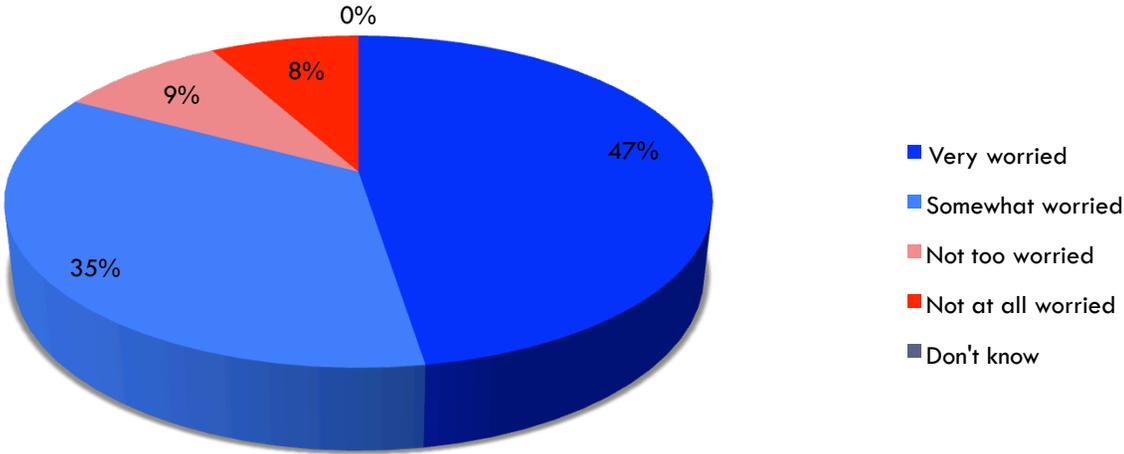


Note: Each issue asked as a separate question—R is comparing issues but, Rather, is assessing the importance of each on its own.

# Latinos are worried about global warming and climate change

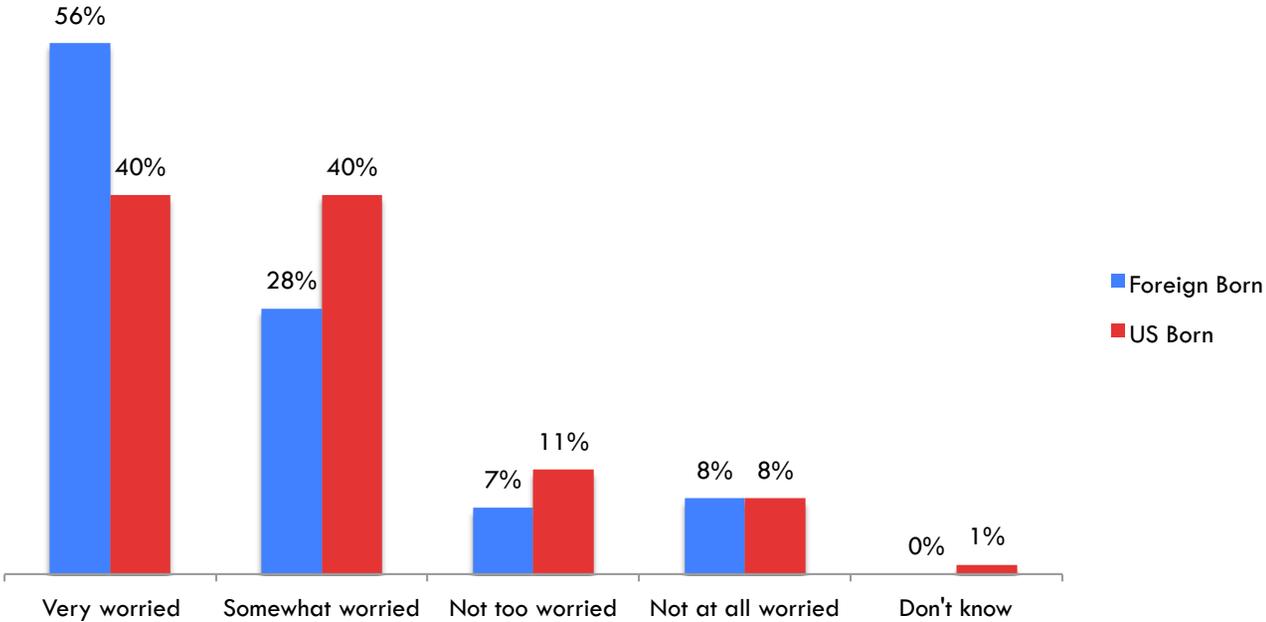
Among registered voters, 82% are somewhat to very worried about global warming and climate change

Concerns over global warming and climate change



# Concern over global warming is more pressing for Latino immigrants

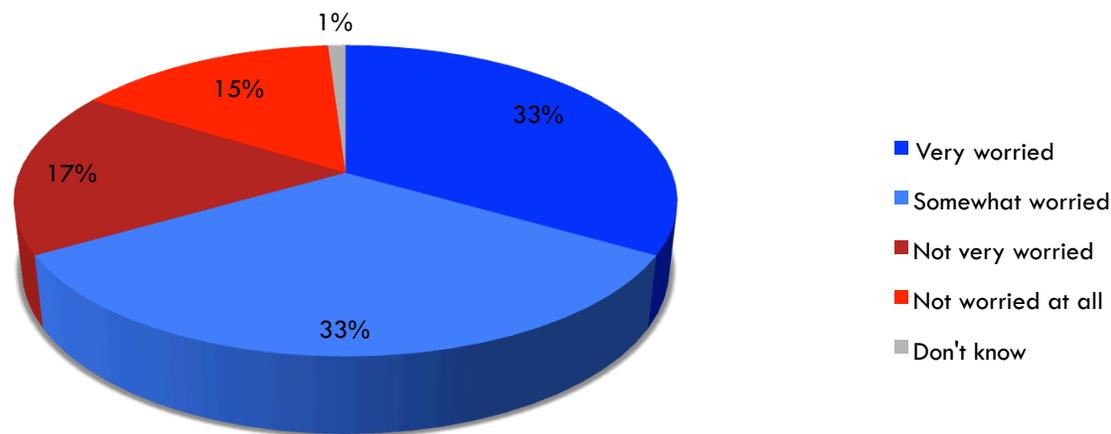
Immigrant connections to countries and regions under greater threat from climate change leads them to display higher levels of concern over a warming planet



# Latino transnational networks increases concerns about the consequences of climate change in Latin America

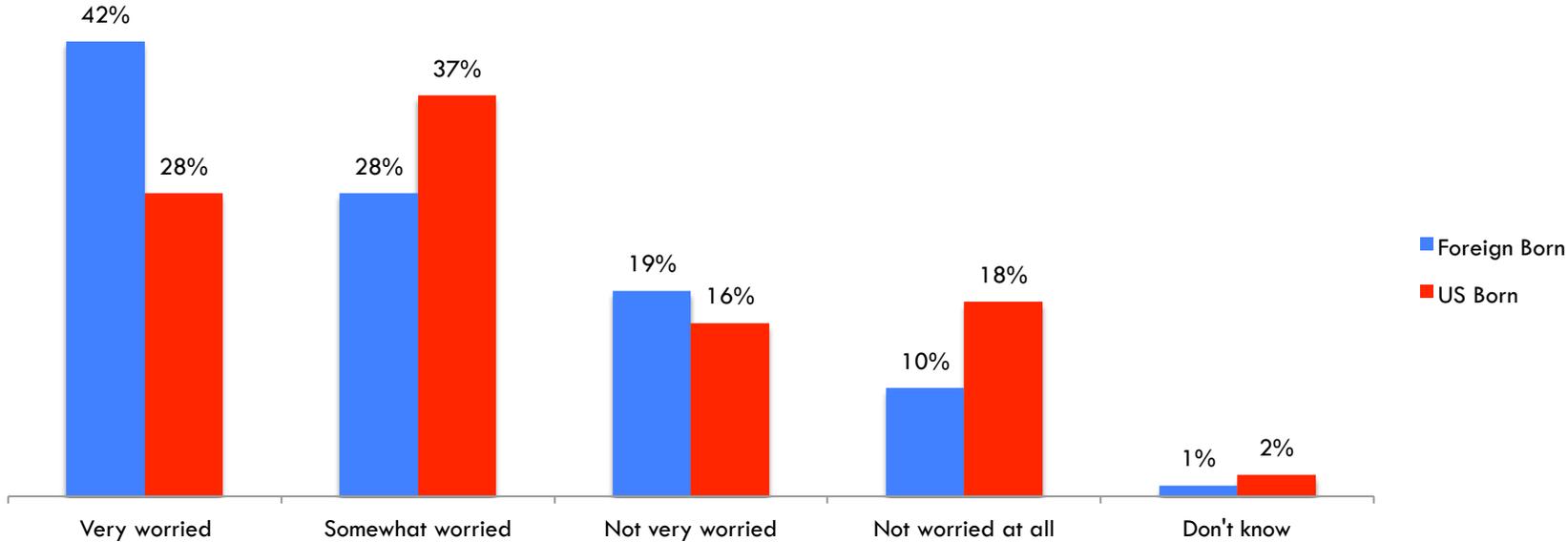
Two-thirds of Latinos are somewhat to very worried about the effects of climate change on family living in the ancestral homelands

Concerns over the impact of climate change on families living in the ancestral homeland



# Climate Concern Transcends Borders for Most Latino Voters, but Especially for Foreign Born Latinos...

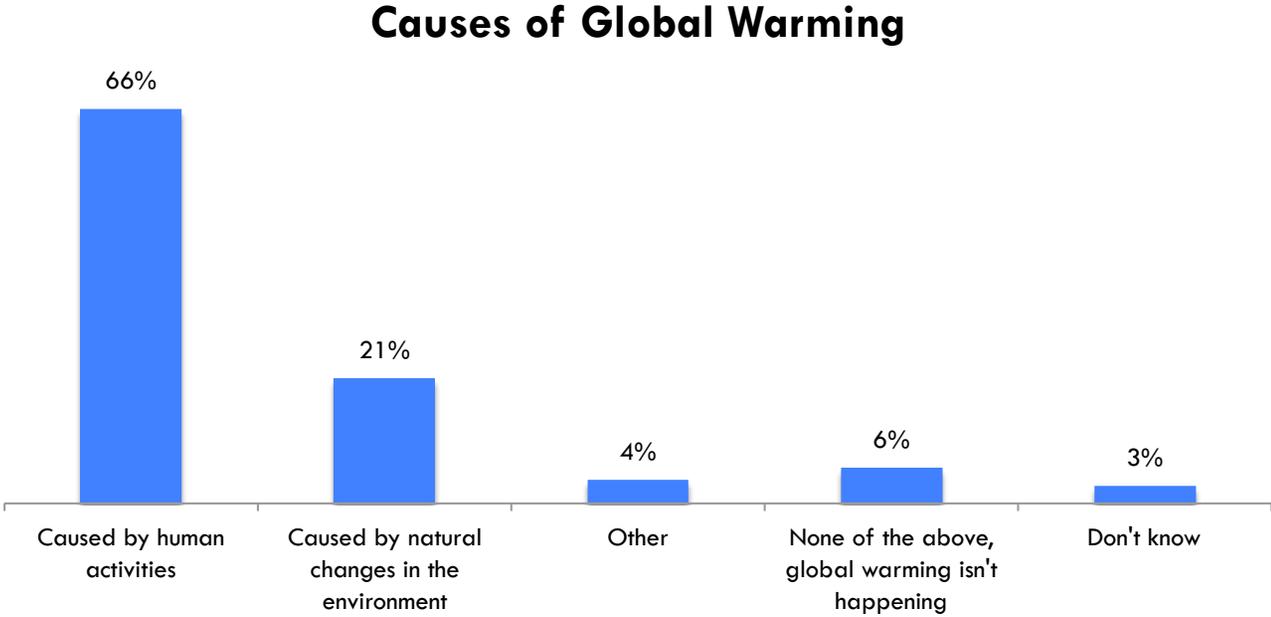
Concerns over the impact of climate change on families living in Latin America



Transnational connections lead immigrants to display higher levels of concern for how climate change impacts family living abroad

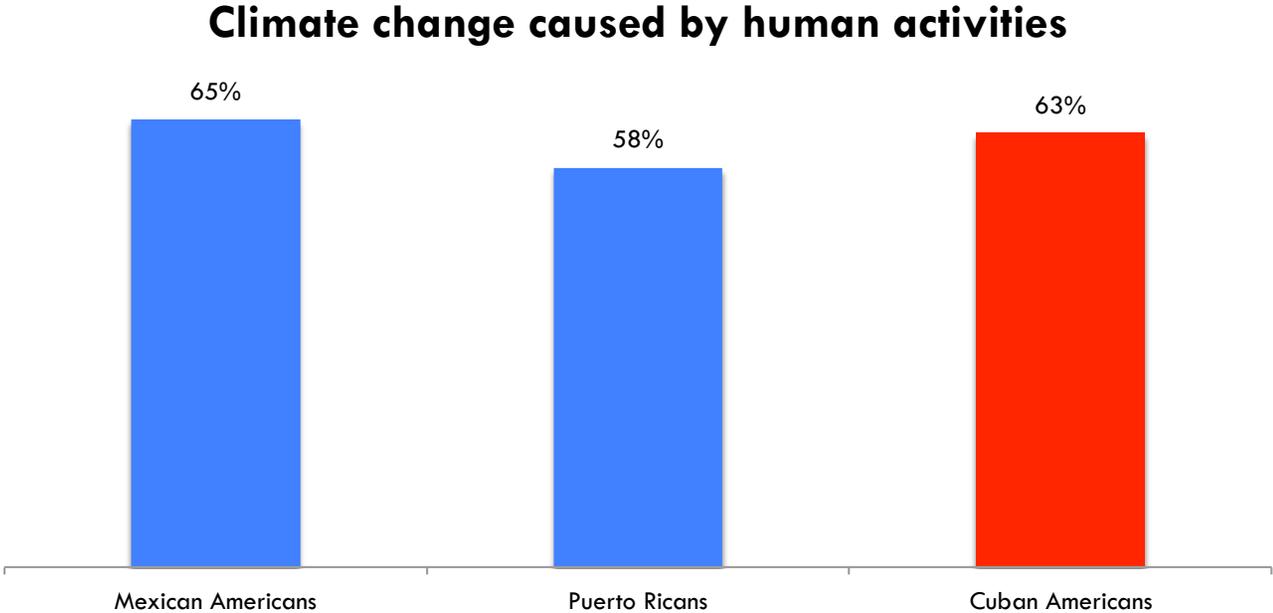
# Humans are the Cause of Global Warming

Two-thirds of Latinos say global warming is caused by human activities. In a 2014 national survey by Yale and George Mason universities, 52% of Americans believe climate change is caused by human activity



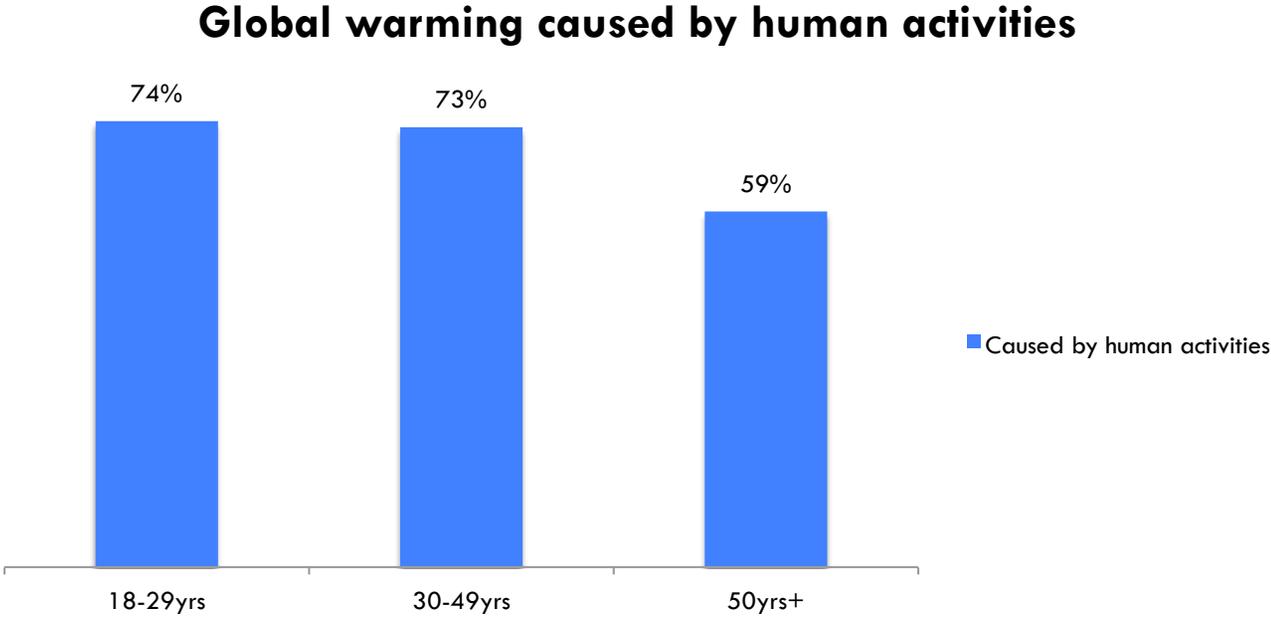
# Cuban Americans Believe in Human Origins of Climate Change at Rates Similar to Other Latino Groups

Though a majority of Cuban Americans are Republican, the partisan divisions on climate change have not impacted their beliefs



# Younger Latinos are more likely to attribute global warming to human causes than older Latinos

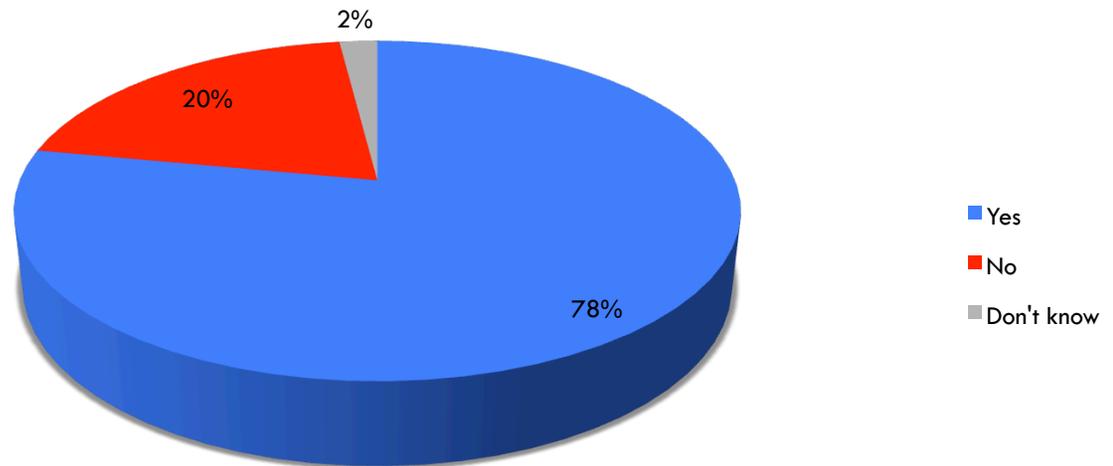
Given the median age of Latinos is 27yrs, it is not surprising that pro-environmental beliefs among Hispanics are being driven by its youth



# Climate Change is Real, not Abstract

Over three-quarters of Latinos say they have directly experienced the effects of climate change

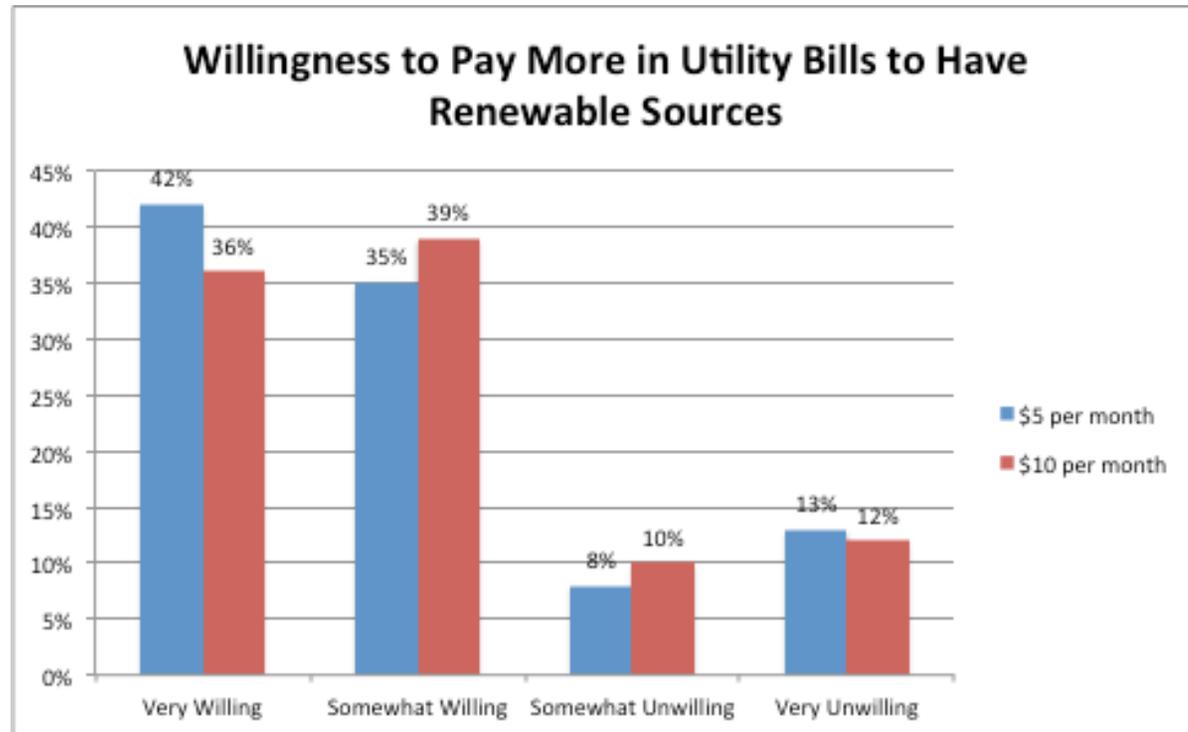
Experienced the effects of climate change in your state?



# Latinos Willing to Pay to Combat Warming

Would you say you are willing or unwilling to pay \$5/\$10 a month more for clean energy? Would that be...

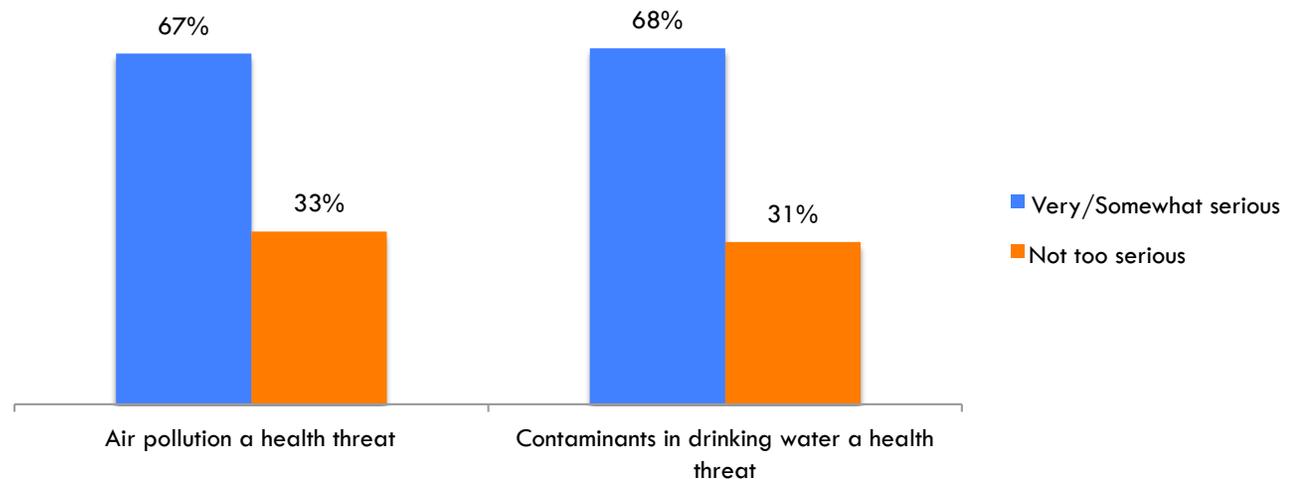
Latino▣Decisions



# Latinos See Air/Water Pollution as a Serious Threat

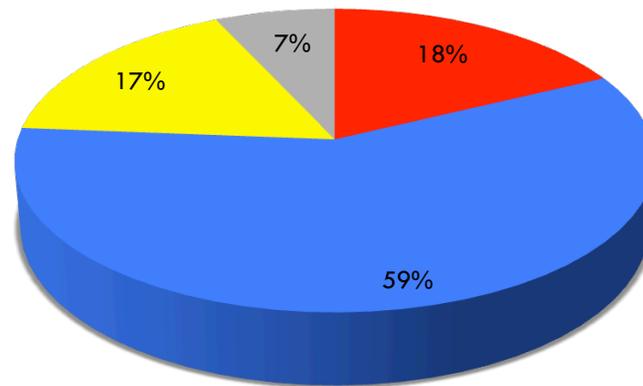
Over two-thirds of Latinos say air pollution and contaminants in drinking water is a somewhat to very serious threat to the health of their families

Concerns over health threats caused by air pollution and unsafe drinking water



# Latinos Reject the Jobs v Environment Claim

Six out of ten Latinos believe that enacting stronger environmental laws will improve economic growth and create new jobs

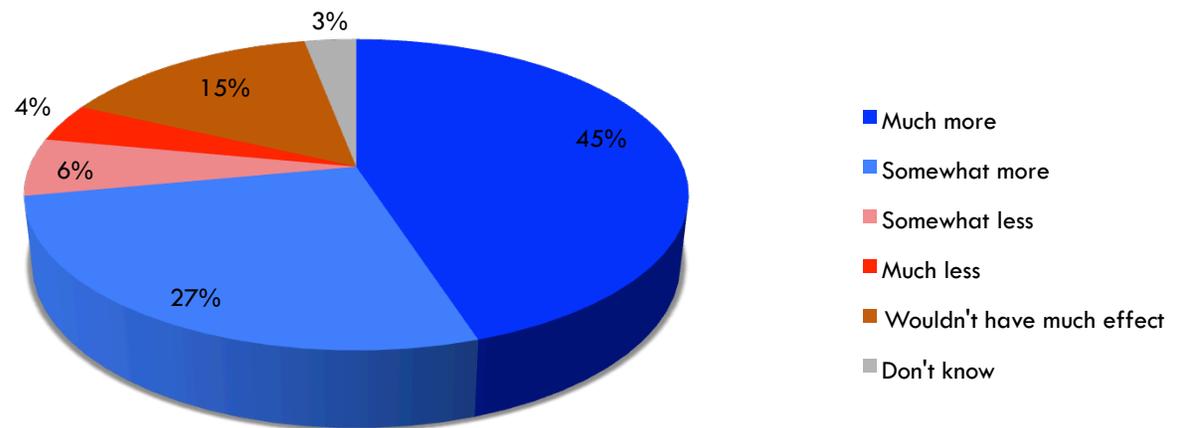


- Reduce economic growth and cost jobs
- Improve economic growth and create new jobs
- Have no impact on economic growth or jobs
- Don't know

# Latinos Prefer Pro-Environment Candidates

Latino voters are more likely to support policies and candidates that seek to protect the environment

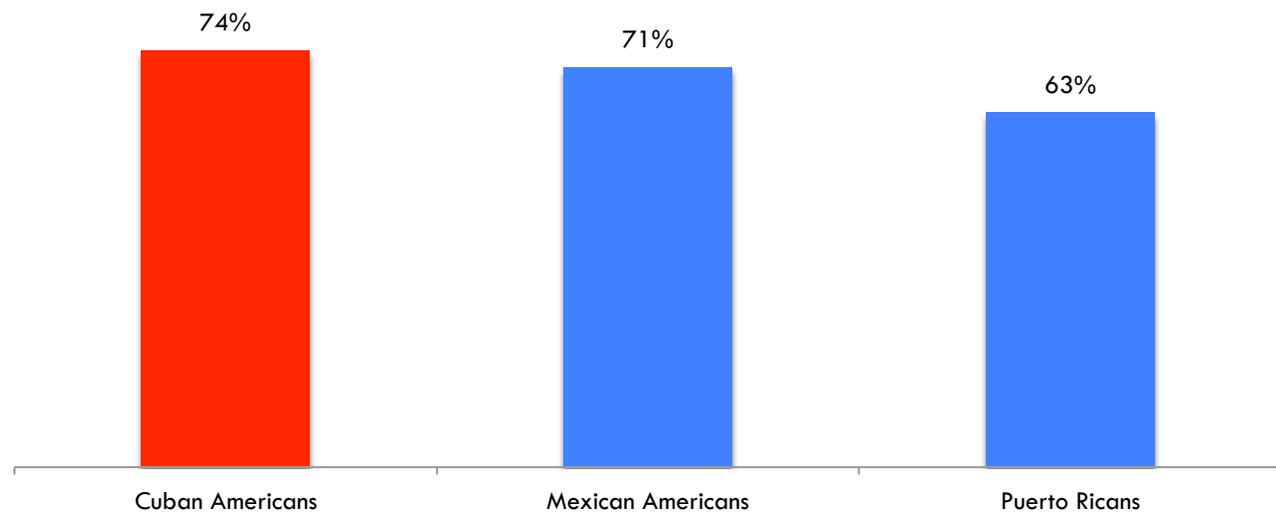
Would you be more likely to support policies and politicians that protect the environment?



# Latino Concern Transcends Political and National Origin Distinctions

Cuban American responses are similar to those of Mexican Americans and surpass those of Puerto Ricans

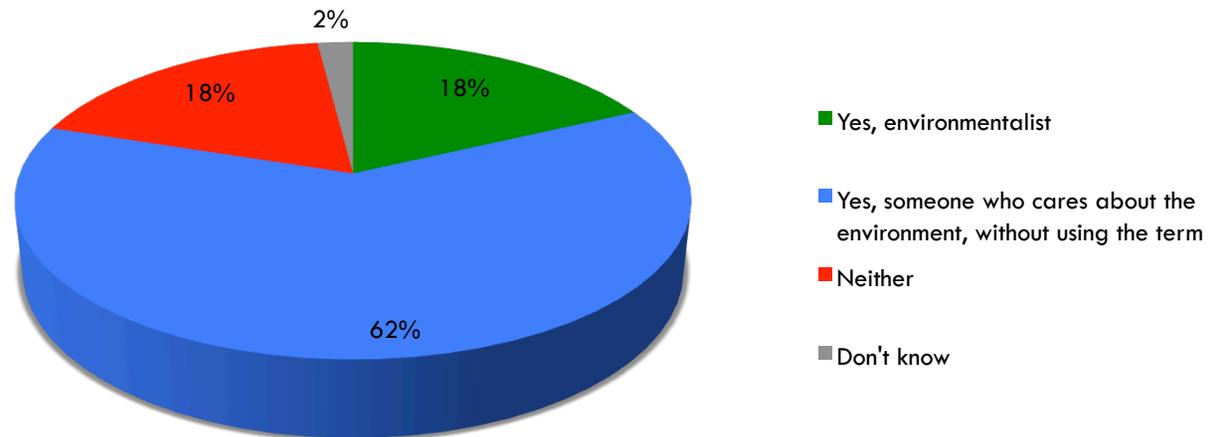
**Support pro-environmental policies and politicians (much/somewhat more response)**



# Latinos Care about the Environment, Even Without the Label “Environmentalist”

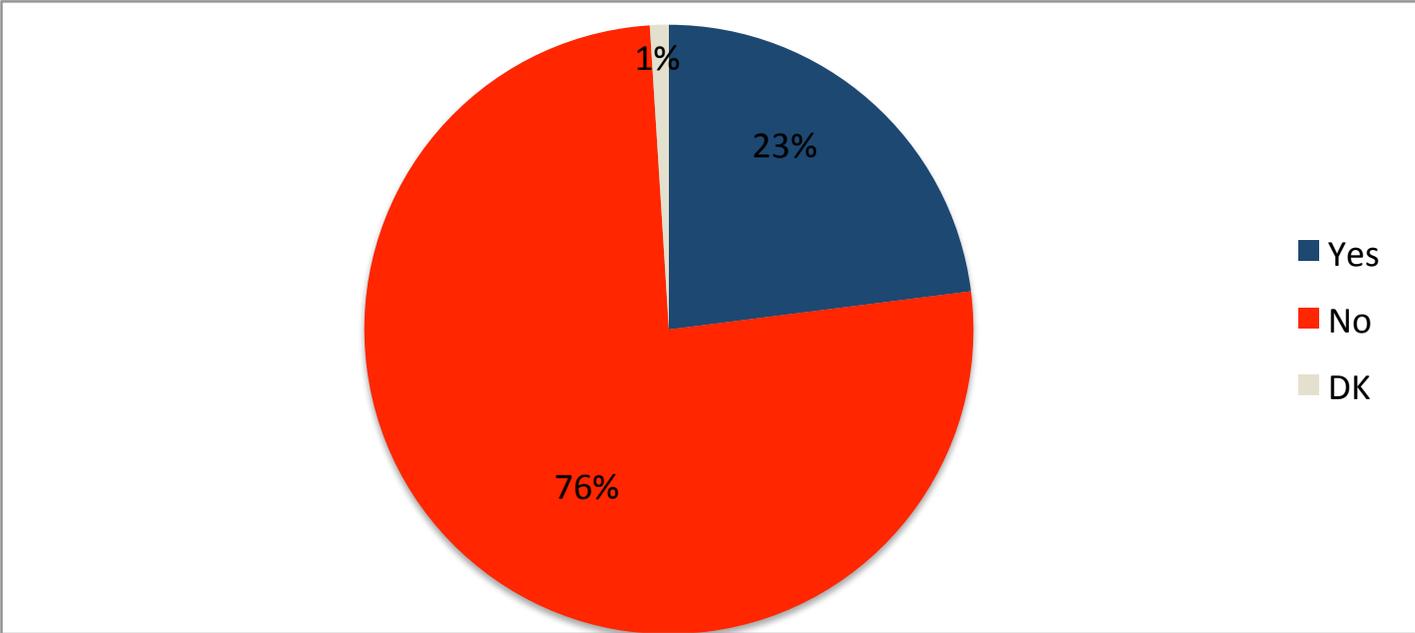
Thinking about your views of the environment, how would you describe yourself? Would you call yourself an environmentalist, call yourself someone who cares about the environment even if you don't think of yourself as an environmentalist or use that term, or would you not refer to yourself in this way at all?

Would you call yourself as environmentalist?



# Self-Reported Contact by Environmental Organizations, Latino Registered Voters

Has an environmental organization ever contacted you or encouraged you to engage in some action on behalf of the environment?



Despite strongly favorable policy views, few Latinos experience outreach from organizations.



Full toplines/results posted at our website: [www.latinodecisions.com](http://www.latinodecisions.com)

Thank You!

# Methodology



Latino Decisions interviewed 1,200 Latino registered voters between June 24<sup>th</sup> to July 8, 2015. California, Colorado and Florida were oversampled, with 300 interviews completed in each of those states. The sample interviewed is a blend of landlines, mobile numbers, and on-line, weighted to match known population characteristics from the Bureau of the Census. The overall nominal margin of error is +/- 2.8 percentage points.