

# LATINO ATTITUDES ON CONSERVATION AND PUBLIC LANDS: HISPANIC VOTERS IN COLORADO AND NEW MEXICO

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



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# Views on Conservation and Public Lands

- Latinos have strong views on protecting public lands
- Public lands integral to daily life in the Southwest
- Conservation is a motivating issue
- There are specific policies that resonate
- Deep, long-standing ties to the region drive support for land and policies that protect it

# The Research

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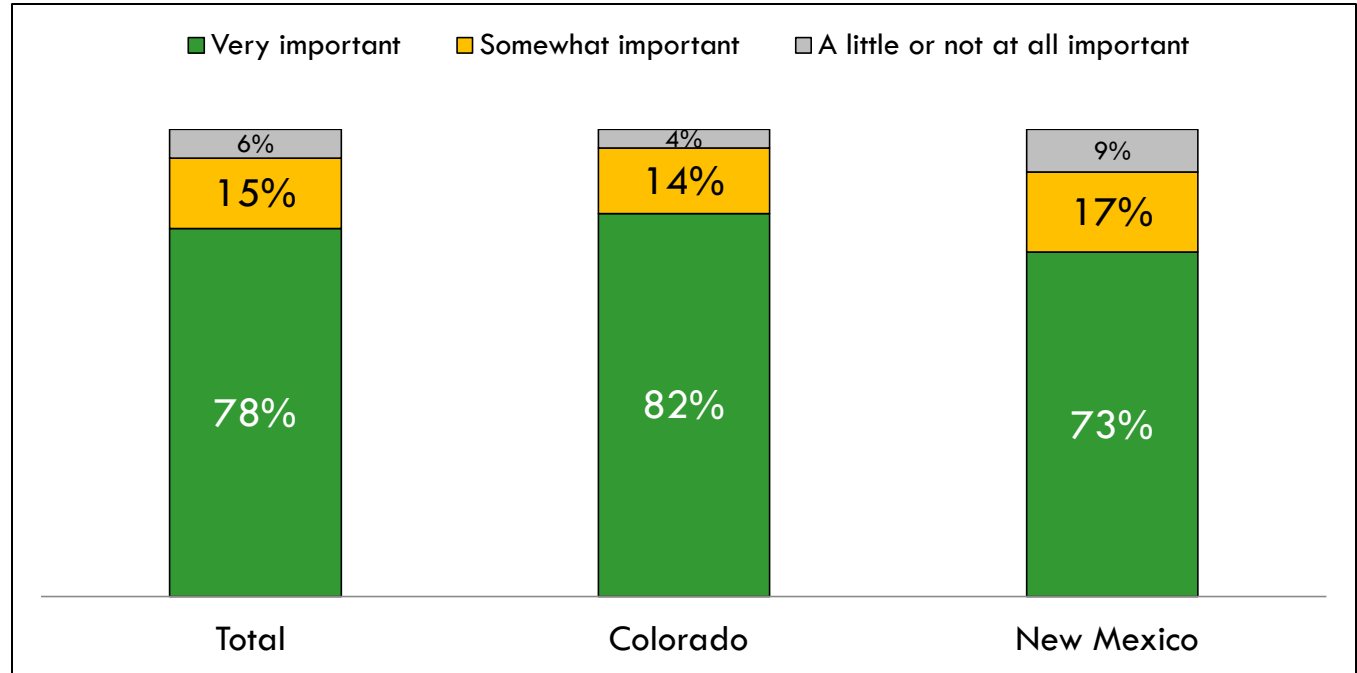


Implemented  
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Decisions

- Survey of Latino registered voters in Colorado and New Mexico
- May 27 – June 10, 2014
- N=400, 200 in each state, MOE +/-4.9
- Interviews in English or Spanish, at their discretion by fully bilingual interviewers
- Blended sample of landline telephones, cell phones, and the Latino Decisions online web panel

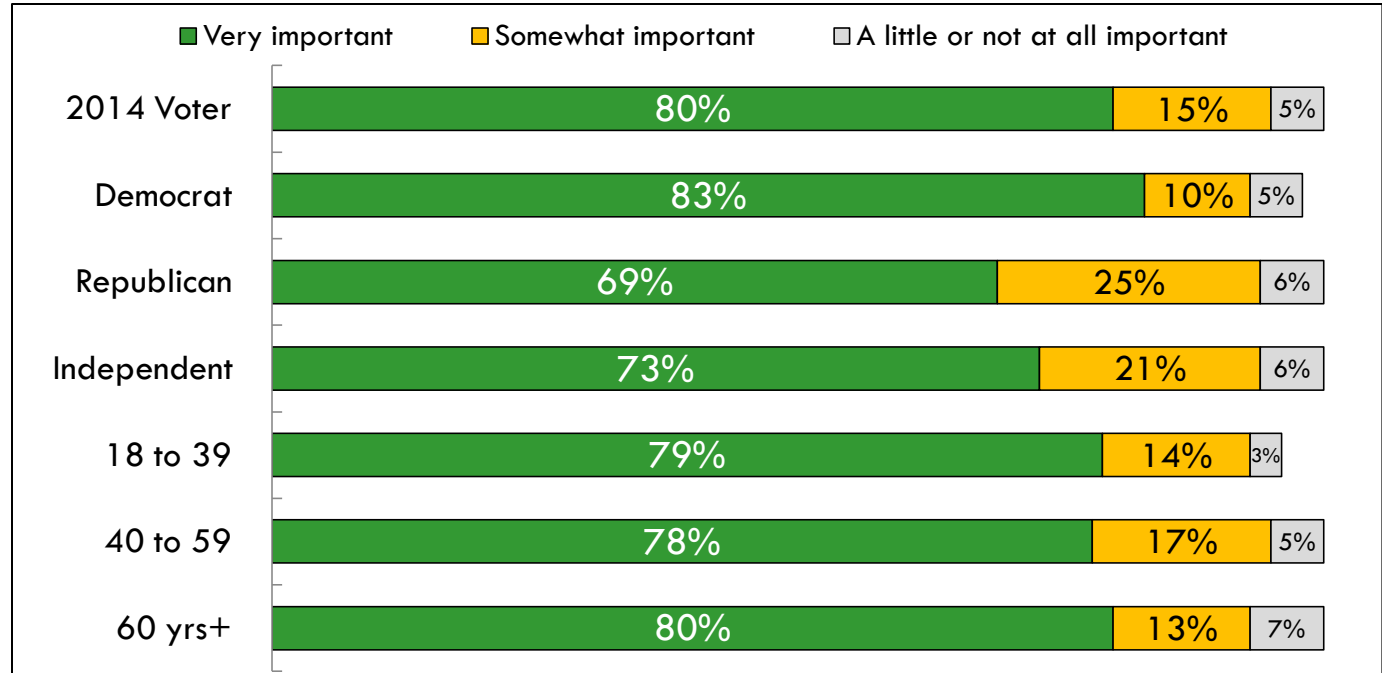
# Preserving public land is very important

How important is it for government to preserve and protect our community's public lands and open spaces for family recreation and the overall well-being of the environment?



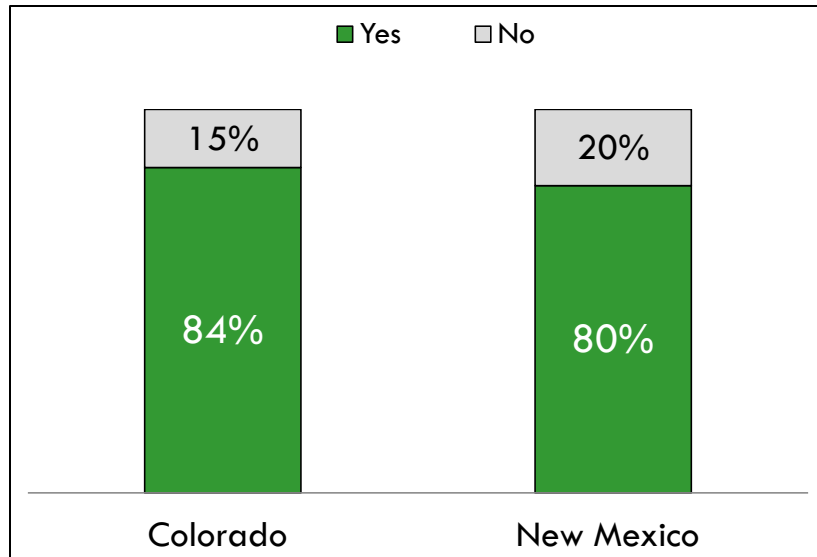
# Among voters, conservation is a bipartisan and cross-generational priority

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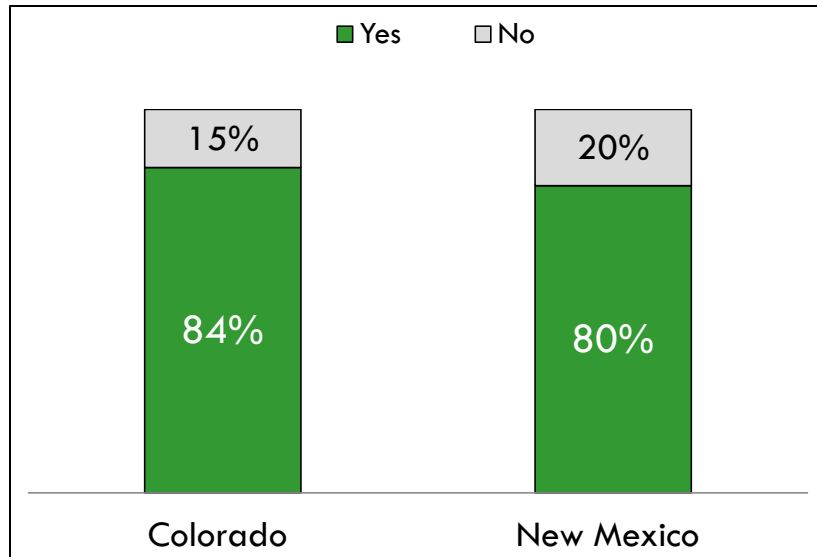
# Deep and enduring ties to the West

**Do you feel a familial connection to the land in Colorado (or) New Mexico?**

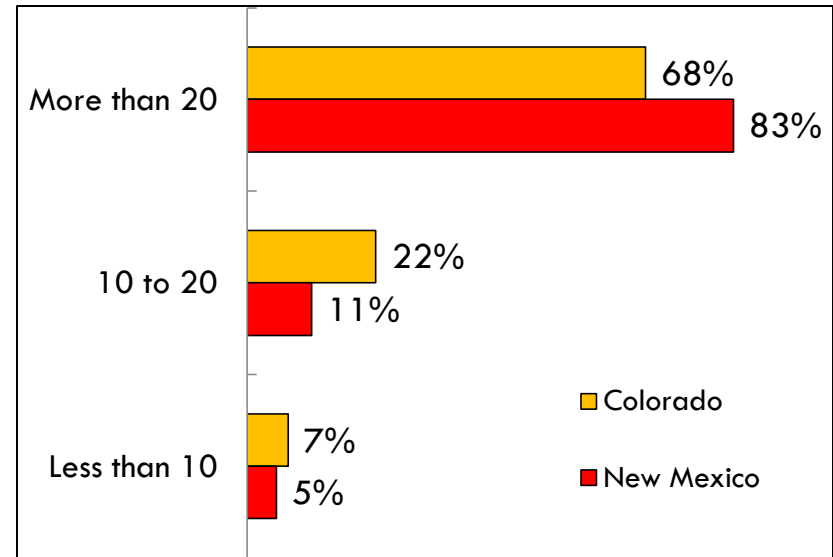


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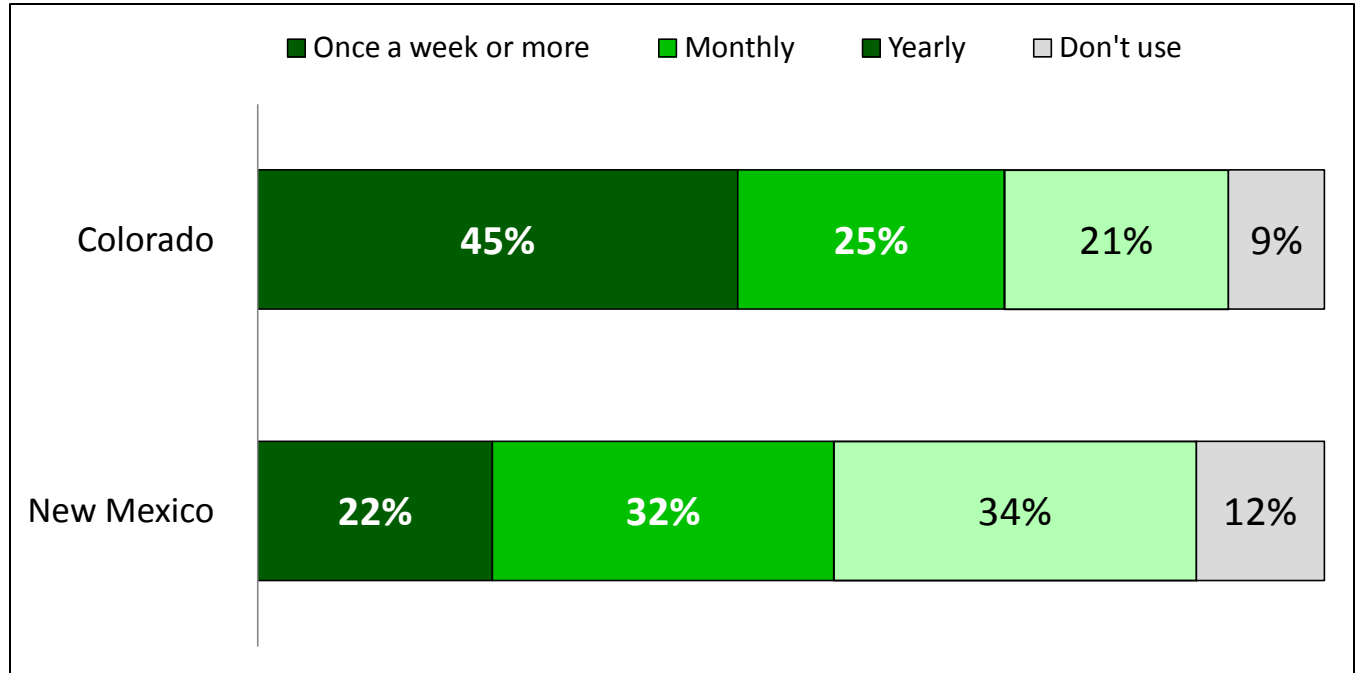


Years lived in Colorado (or) New Mexico



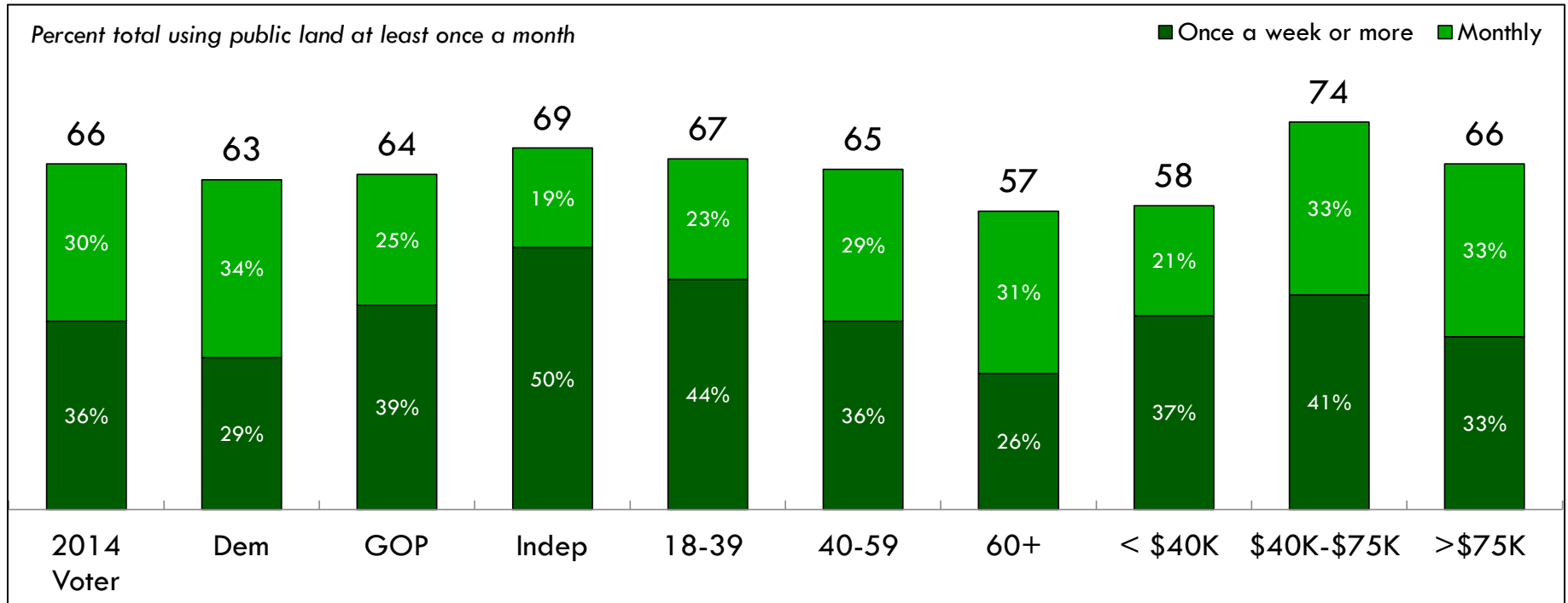
# Public lands are integrated in daily life

How often do you use public lands for recreation including: hiking, fishing, running, walking, hunting, camping?

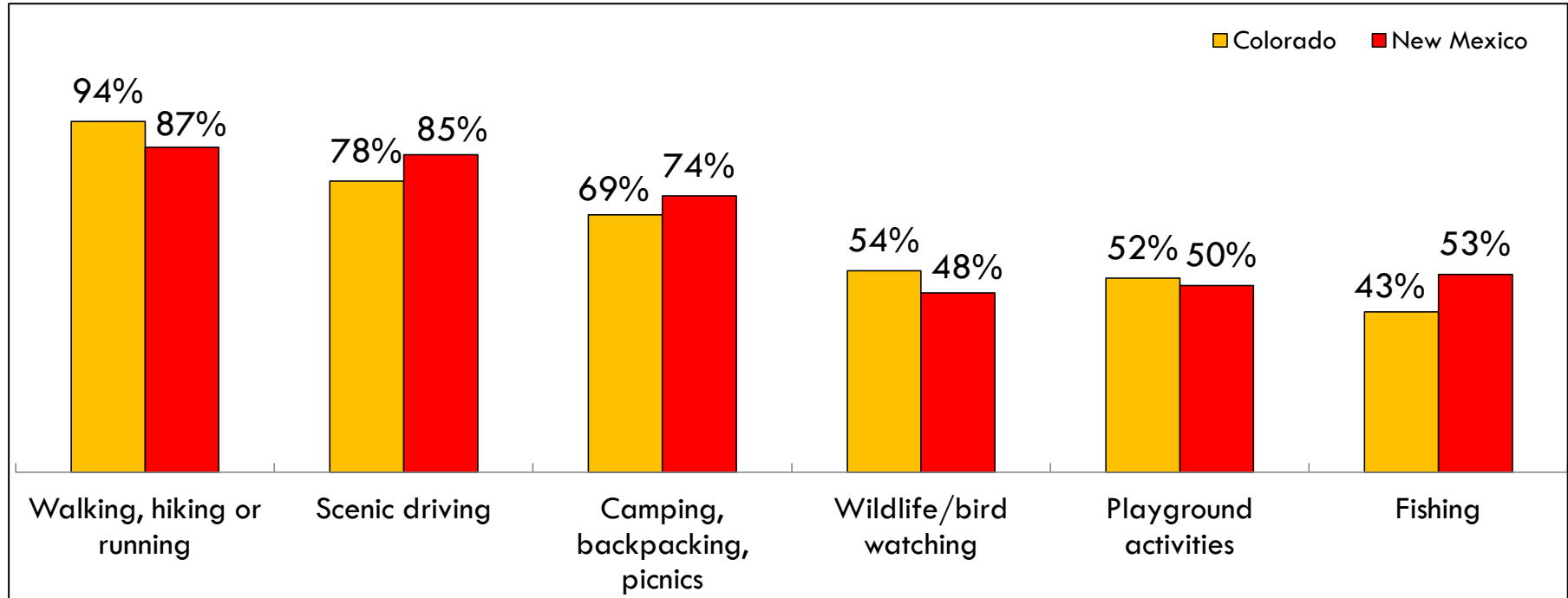




# Most voters regularly use public lands

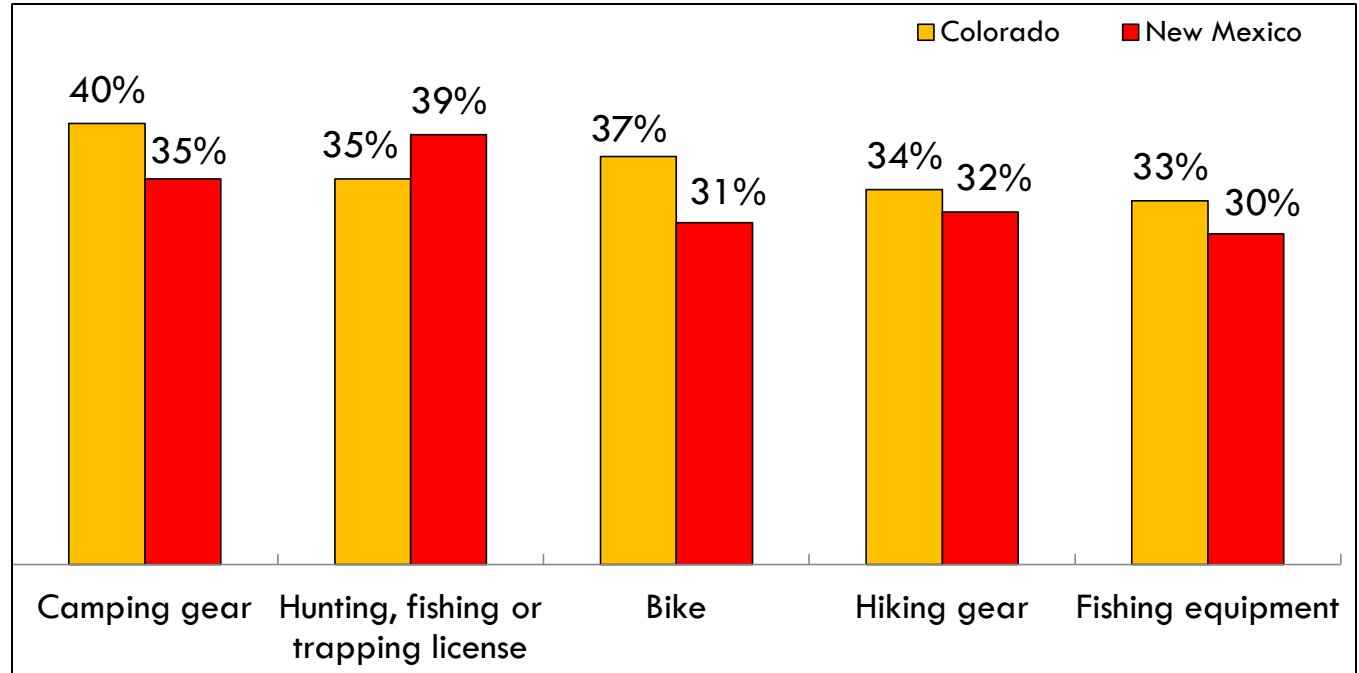


# Top activities using public lands



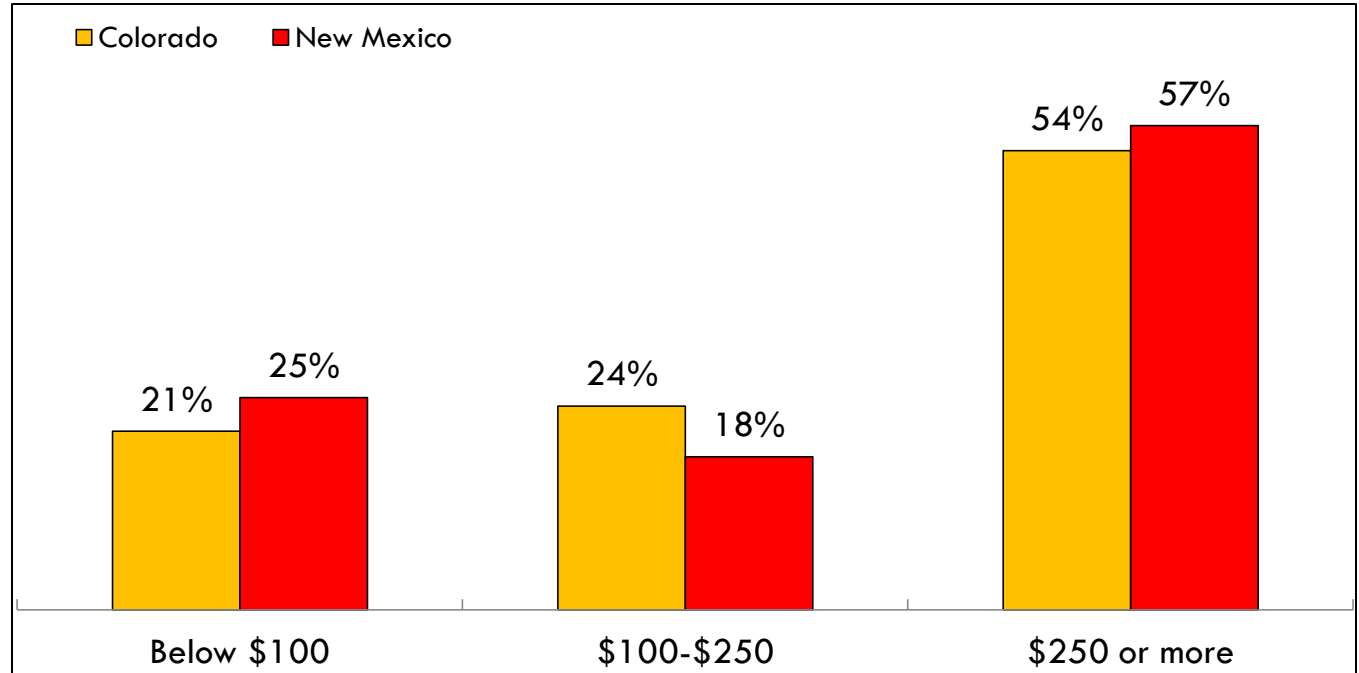
# Top purchases on outdoor equipment

In the last 12 months, 88% of Latino voters in these states purchased equipment for outdoor activities.



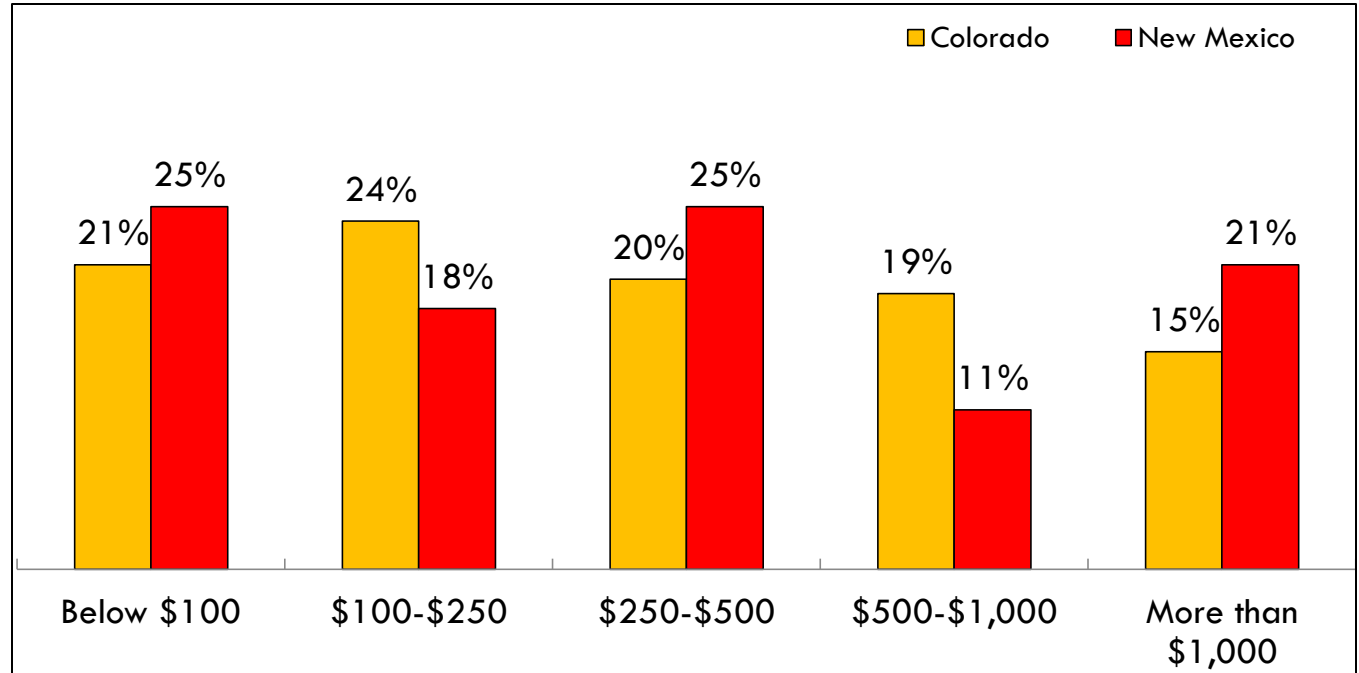
# Spending on outdoor equipment

Amount spent on outdoor equipment among those who made purchases in the last year.

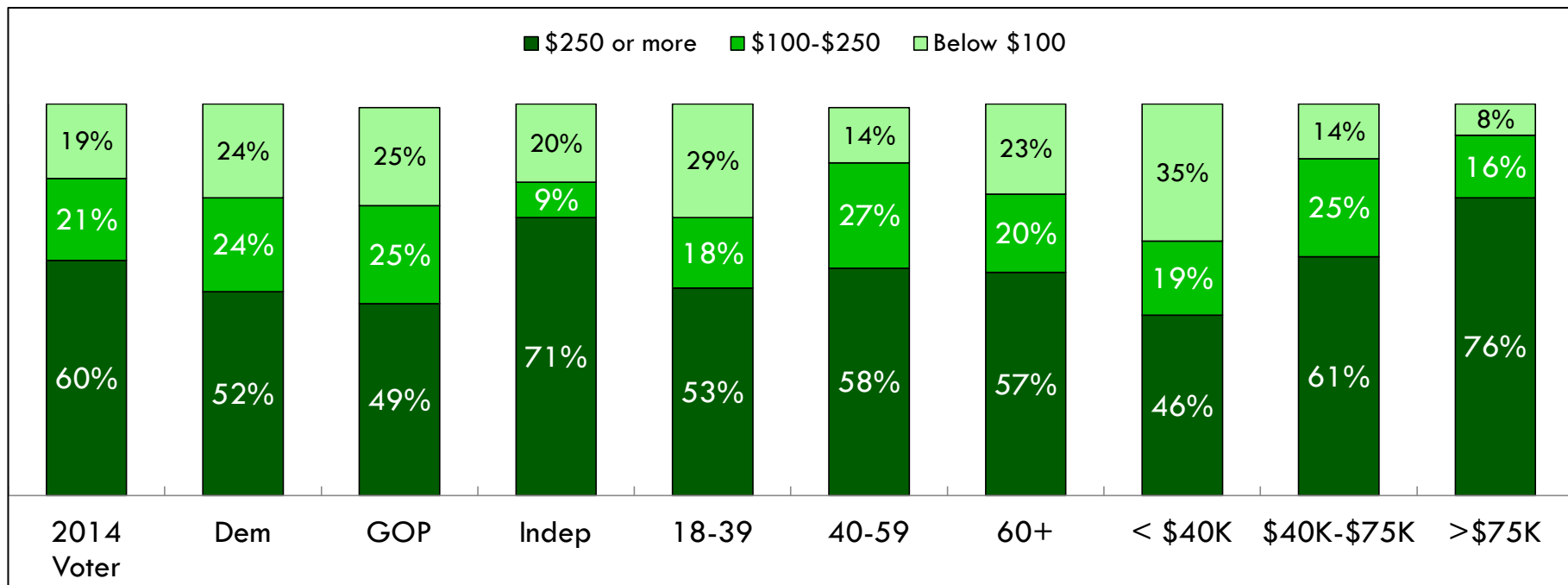


# Spending on outdoor equipment

More detailed view of spending reveals over 30% spent more than \$500.

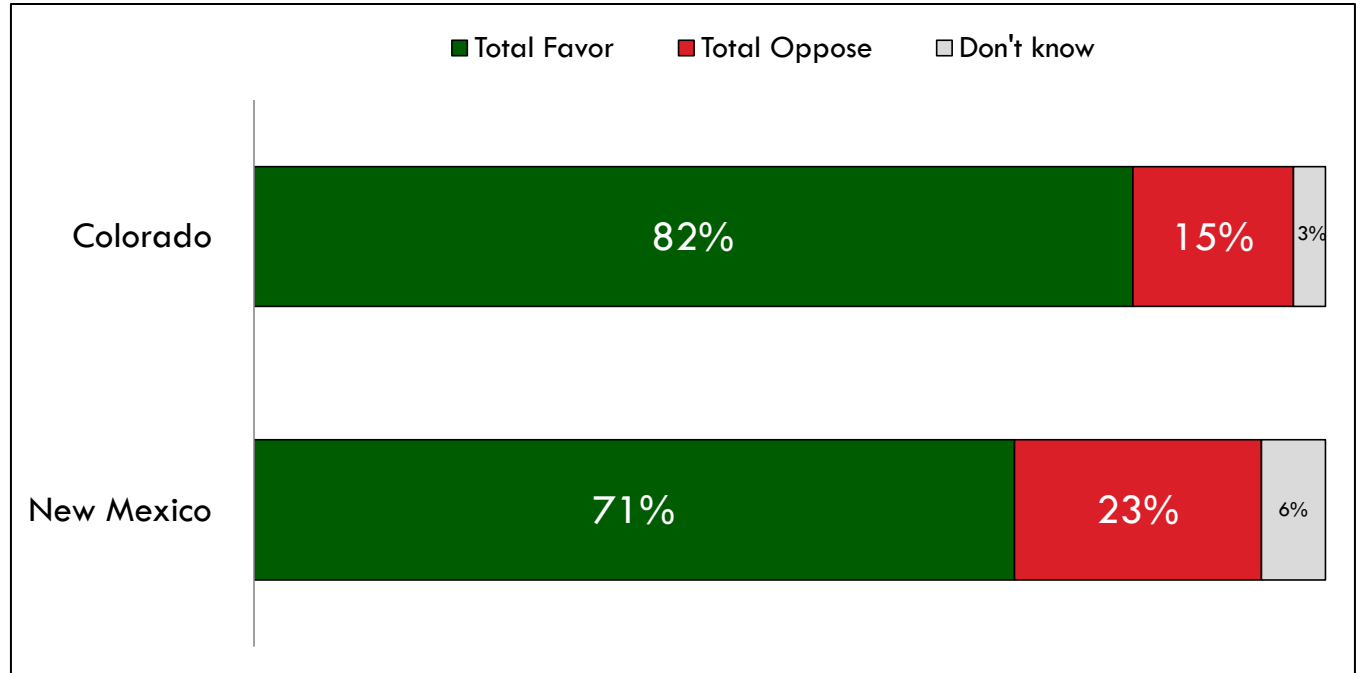


# All segments of the Latino electorate spent hundreds outdoor equipment last year



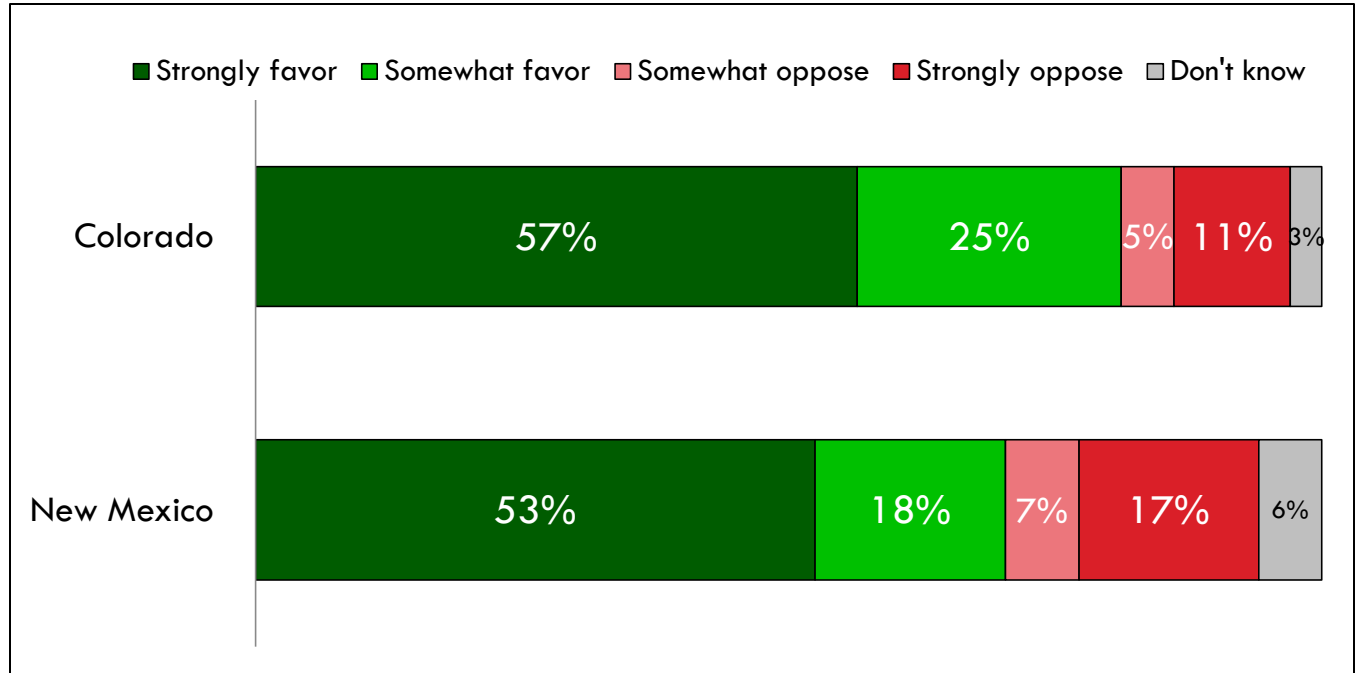
# Royalties should be paid on gas burned

Do you favor/oppose a plan to require oil companies to pay royalties on the gas they burn?



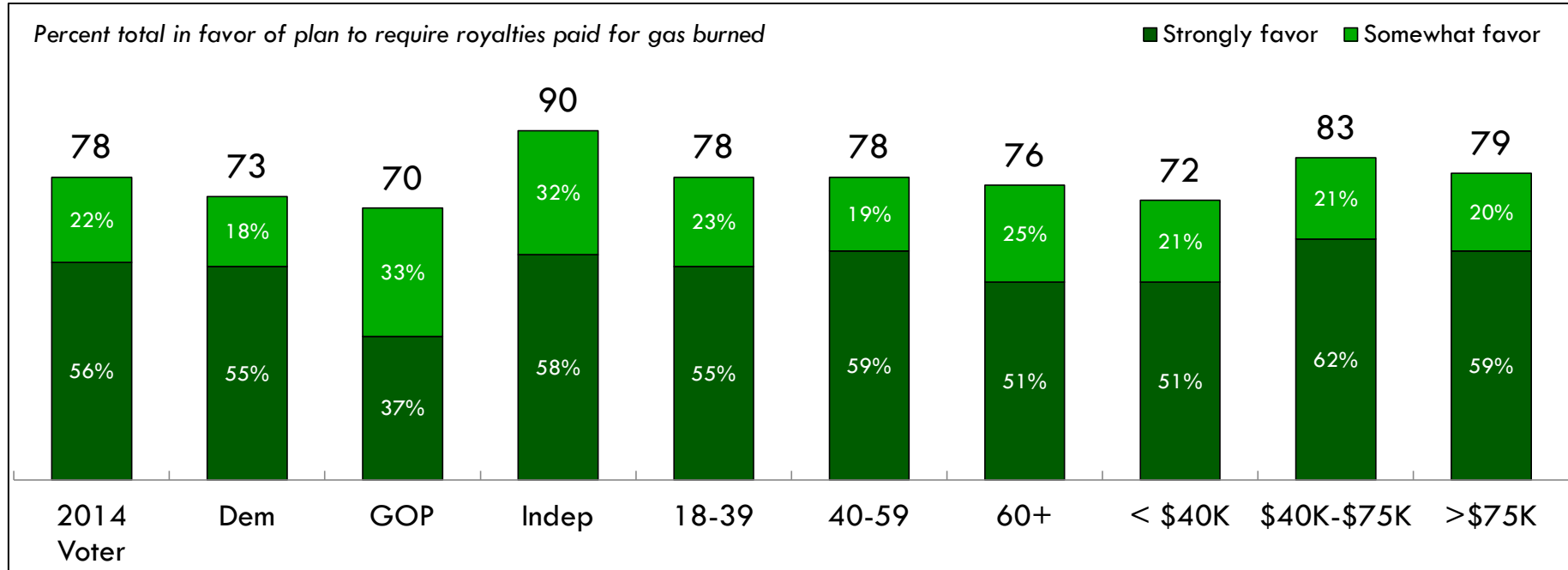
# The majority have strong views on royalties

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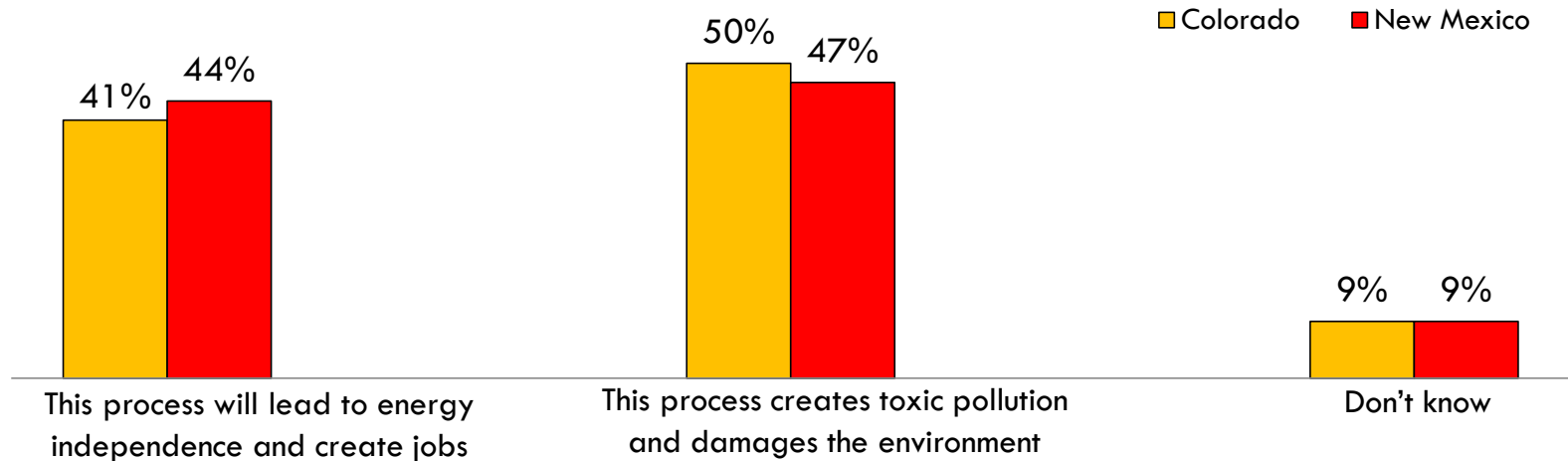


# Consistent views on royalties across the Latino electorate in these states



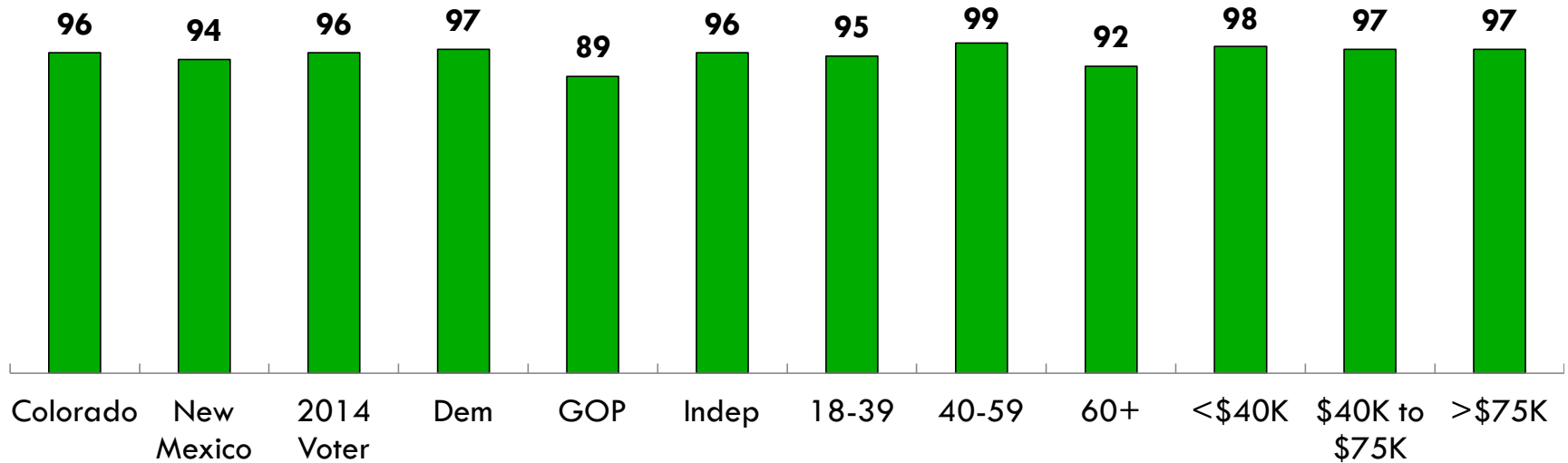
# Drilling damages environment

There is a debate regarding the environmental impact associated with the release, or burning, of natural gas during the drilling process. Which statements best reflects your view on this issue?



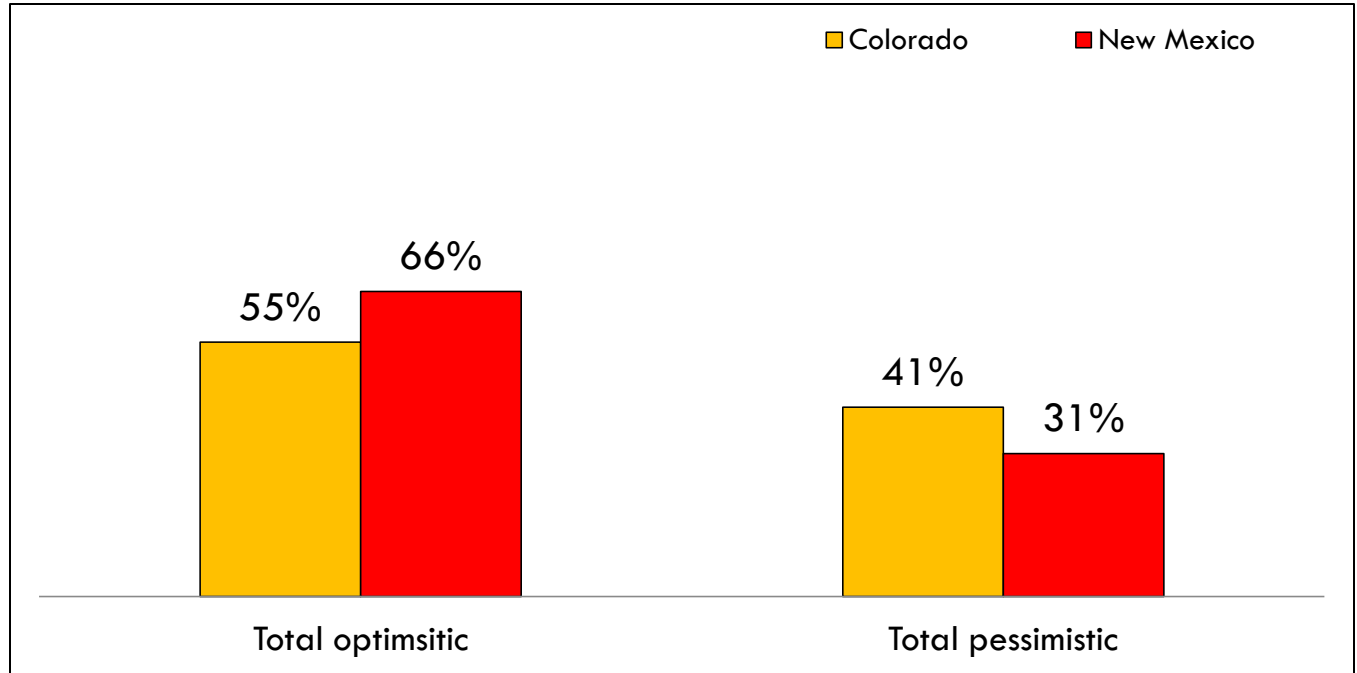
# A voice in public land use decisions

Before leasing public lands to oil and gas companies, should government consult with our communities to identify lands important to our heritage, potentially too valuable to drill? *(Percent responding "yes")*



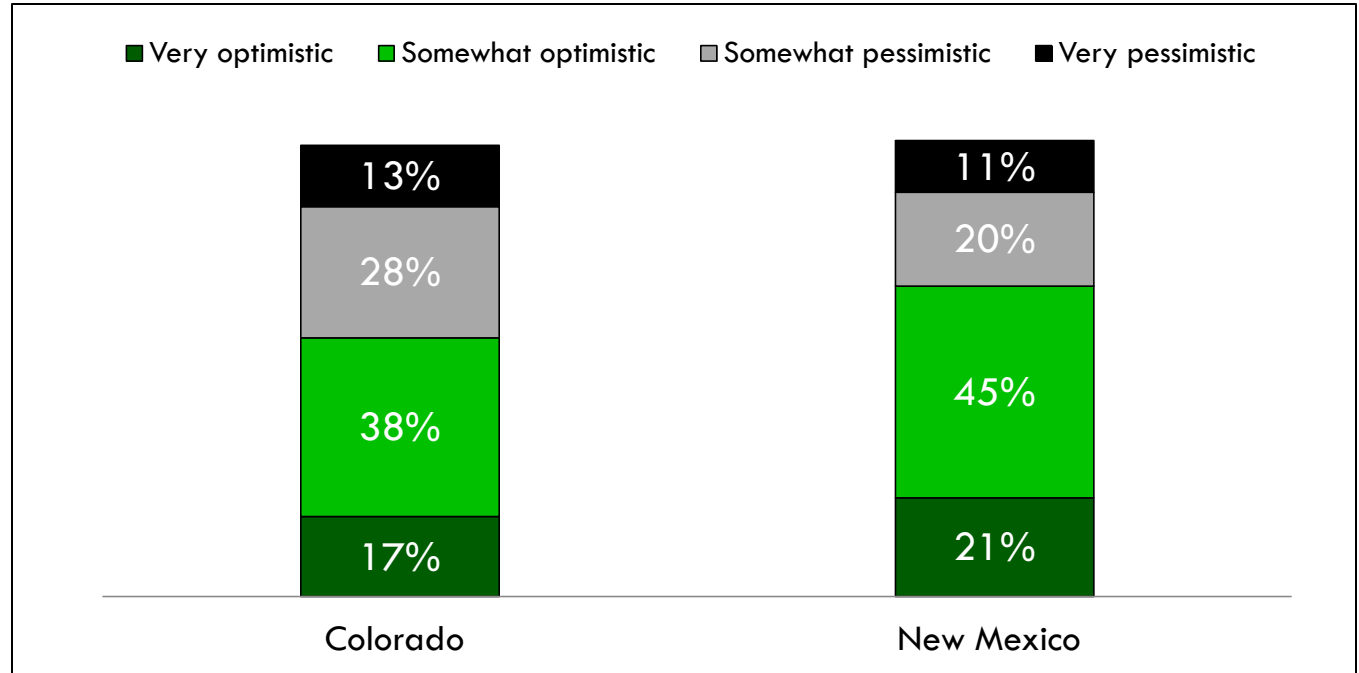
# Concern about future of public lands

Are you optimistic or pessimistic that grand/children will inherit quality and abundant public lands they can use for recreation?



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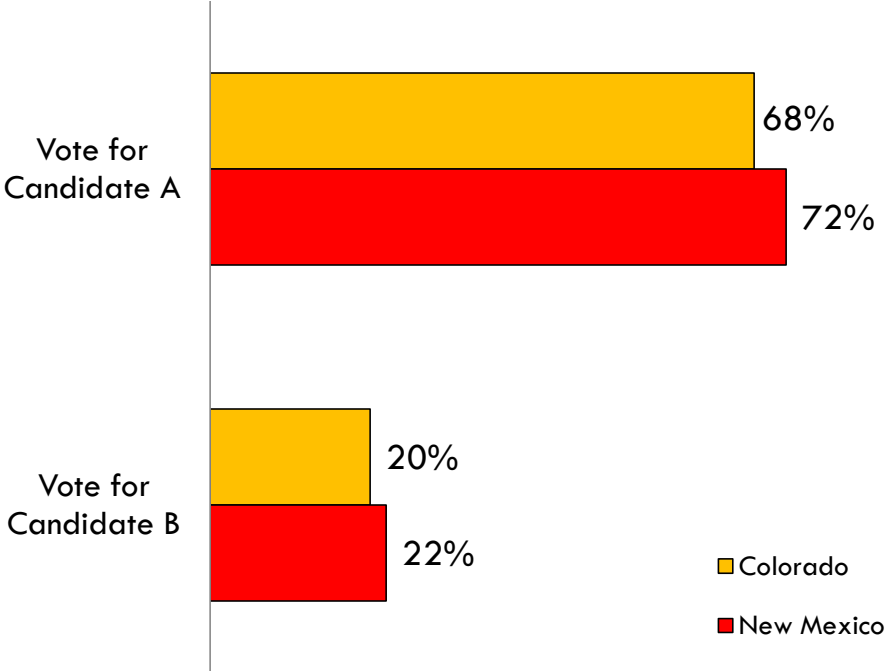
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# Public lands motivate voting decisions

**Candidate A:** Supports proposal to require oil and gas companies prove their development efforts would not harm environment or limit access to open spaces before commercial drilling occurs on public lands.

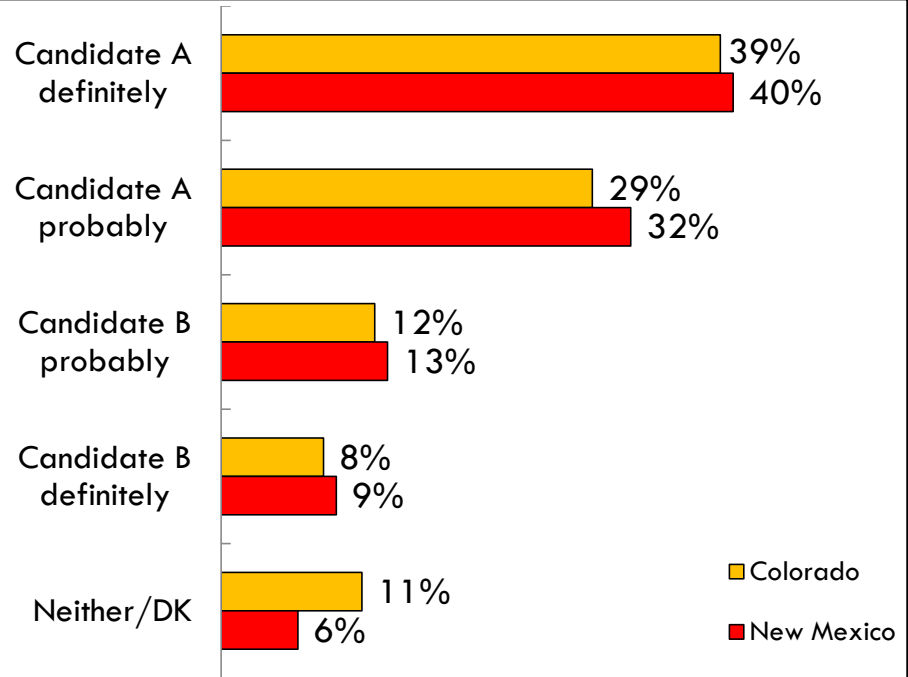
**Candidate B:** Says oil and gas companies should be able to get started developing right away to create jobs and energy.



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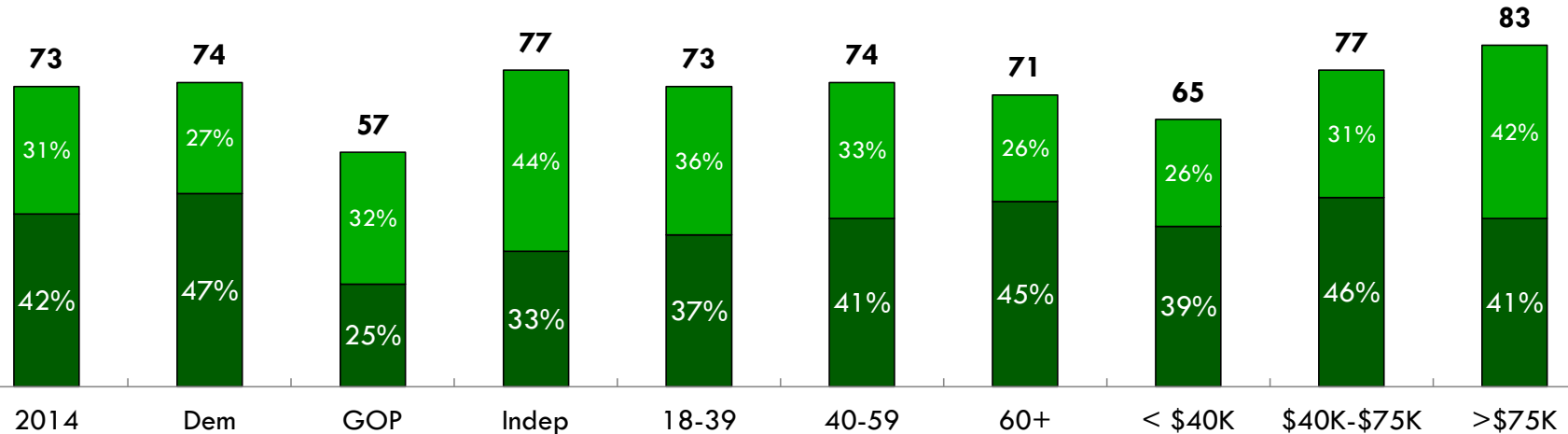


# Bipartisan support for candidate that supports conservation policy

Candidate A: Require oil/gas companies prove won't harm environment or limit open spaces before drilling on public land.  
Candidate B: Oil and gas companies should start developing right away to create jobs and energy.

## Percent Supporting Candidate A

■ Definitely ■ Probably





# Concluding Points of Consideration

- Enduring ties cannot be un-done. Concern for public land and the region runs deep because of family histories and individual years invested in their states.
- Latinos want their concerns taking into account when policy has a direct impact on public lands.
- Candidates gain and lose support across all segments (party, age, income) based on their efforts to conserve lands and respect Latino views on these issues.

# THANK YOU

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