

Themes and Findings from the NRDC Survey

Latino  **Decisions**

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I. Climate Change and Environmental Protection

The data show very high levels of environmental concern and political support for addressing a wide range of related policy issues. The numbers are higher than most policy areas commonly associated with Latinos. Especially notable results are highlighted here.

- When presented with five ideas proposed by scientists to fight climate change, about 9 in 10 Latinos favored (somewhat/strongly):
 - better gas mileage for automobiles (92%)
 - use of renewable energy (92%)
 - limit power plant carbon pollution (87%)
 - build energy efficient homes/buildings (94%) and preparing communities for future weather events like storms, floods, and hurricanes (91%).
- Presidential action to fight carbon pollution that causes climate change is somewhat to strongly favored by 80% of Latino voters.
- Support for government action has electoral consequences as 78% would be more supportive of their member of congress if the representative issued a statement expressing favor for limiting pollution that causes climate change.
- Significant differences occur between younger Latinos (ages 18-39) and older Latinos, with the former displaying stronger pro-environmental beliefs. This younger generation will constitute a larger and important segment of the American electorate, eventually carrying considerable political weight as they become the next generation of American voters.
- Partisans gap between Democrats and Republicans occur with the former displaying higher levels of pro-environmental beliefs. Nonetheless, support for environmental conservation is still high among Republicans.
- Split-sample testing reveals the term "government" cues lower support among Republicans, a point to consider in messaging strategy targeting this group.

II. Comparing Latino Support for Climate and other issues

Notable about the NRDC survey findings is the intensity of support for action on climate. The survey yielded numbers higher than most policy areas commonly associated with Latinos. While the NRDC survey did not directly compare issues, when comparing the results and level of intensity of support in this survey to other surveys we have done in the past 12-18 months of similar sample size and characteristics, we found that only immigration stimulates a higher level of intensity of support among Latinos.

Examples of issue intensity

- 88% of Latinos said it was “extremely to very important” for the government to address air pollution
- 75% of Latinos said it was “extremely to very important” for the government to address climate change and global warming
- 78% of Latinos “somewhat to strongly agreed” with the statement: “We need strong government actions to limit climate change.”

Comparing issues on other surveys

- 78% of Latinos say it is “very to extremely important” for Congress to pass an immigration bill with a path toward citizenship in 2013 (Latino Decisions May 25-June 1 survey, national sample of 500 Latino registered voters).
- 54% of Latinos support a ban on semi-automatic weapons (Latino Decisions, February 2013 survey, national sample of 500 Latino registered voters)
- 75% of Latinos said the Affordable Care Act passed by Congress and signed by President Obama was “good” for Latinos (Latino Decisions April 2013 survey, national sample of 800 adult Latinos).
- 53% of Latinos said “create more jobs/fixing the economy” as the most important issue facing Latinos (Latino Decisions November 2012 election eve poll, national sample of 5,600 Latino registered voters)

III. Explaining Latino Support for Climate Policy

This survey breaks important new ground by investigating the factors that motivate Hispanic concern about climate change and support for environmental protections. Here we describe some of the most compelling findings unique to the Latino experience that account for these results.

Motivations

- Asked about the reasons people give for fighting climate change, factors that emphasize protecting the planet for the future of their children and future generations strongly resonate with Latino voters.
- Concerns over the health-effects of a worsening environment are a strong motivating factor.
- Economic and religious considerations do not drive environmental concerns.

Global and Local Perspectives

- When asked if they thought about these concerns in terms of themselves, their families, community, country, entire world, or something else; the most common response was out of a concern for the “entire world.”
- Transnational ties Latinos share with family and ancestral homeland account for this more global perspective, 63% were “somewhat to very worried” about environmental problems facing families abroad.
- Latinos maintain a global perspective while expressing concern over environmental issues in their local communities. Asked to assess air pollution in their city, 69% said it was “somewhat of a problem/a major problem.”
- A detailed analysis of “global motivators” and “local motivators” shows significant differences between Latinos who are globally and locally orientated relative to those who are not.
- Migration experiences and transnational ties keep Global Motivators connected with family outside of U.S. This group displays stronger concern about the overall well-being and environmental problems that families face abroad.
- Both global and local motivators drive pro-environment views. This combination makes sense as Latinos are often connected across borders or hemispheres.
- Transnational ties provide an added dimension of concern that is consistent with opinions on local environment issues.
- Similar to message testing, we find economic and religious considerations do not drive support for environmental concern.

Methodology

Latino Decisions interviewed 805 total Latino registered voters, nationwide from November 25-December 4, 2013. Respondents were interviewed in English or Spanish, at their discretion by fully bilingual interviewers. The overall survey contains a margin of error of +/- 3.5% and on split sample items, the margin of error is +/-4.9%. Respondents were reached using a blended sample of landline telephones, cell phones, and the Latino Decisions online web panel.