Nationwide Study of Hispanic Voters & The Environment
Methodology

**Focus Groups – May 15–16, 2012**
Project New America conducted four focus groups among registered Hispanic voters age in Houston and Los Angeles. Each location had one group held in Spanish and one in English, with a bilingual moderator.

**National Survey – June 14-26, 2012**
Myers Research | Strategic Services, LLC designed and administered this telephone survey conducted by professional, bilingual interviewers in the respondent’s language of choice. The survey reached 1131 adults, 18 years of age or older, who indicated they consider themselves to be Hispanic, Latino or Spanish speaking Americans and indicated that they were registered to vote.

This survey reflects the proportion of registered Hispanic voters in each state.

The margin of error associated with these data at a 95 percent confidence level is +/- 3.1. The margin of error for subgroups is higher and varies.
Key Findings

- Though the economy and jobs is clearly the top issue for Hispanic voters nationwide, the public health impacts of environmental issues are certainly ripe in the community.
  - Notably, concern over the pollution of air and water has grown by 10 points since 2008 as has concern over toxic waste sites.

- Indeed, there is a clear connection between health and family -- many are aware they live near toxic sites, and reported incidents of negative health outcomes (asthma and cancer in particular) due to environmental factors are profound.
  - Nearly half of Hispanic voters (47%) report that they or someone in their family has faced asthma as a result of environmental factors.
  - And the number who say the same about cancer (41%) is also quite serious.

- Moreover, public health concerns are incredibly salient when raising the impacts of coal-fired power plants.
  - Hispanic voters find the fact that coal-burning plans produce air pollution that can lead to asthma and emissions that pollute rivers and contaminate the food supply most concerning.
Key Findings

• Hispanic voters are strongly pro-conservation and pro-renewable energy and rather than seeing it as a trade-off with economic growth, they view it as a job creator.
  ✓ Eighty-six percent of Hispanic voters report that they would prefer the U.S. to invest in clean, renewable energy sources rather than fossil fuels.
  ✓ Even more profound, when asked if they would rather work for the clean energy industry or the fossil fuel industry if all things were equal, Hispanic voters almost universally choose the clean energy job.

• Hispanic voters are willing to open up their pocketbooks when it comes to pro-conservation issues and specifically pay more to get energy from renewable sources.
  ✓ Indeed, 44% of Hispanic voters say they are willing to pay $20 or more each month on their electric bill to have their home’s electricity come from clean energy sources.
Connection to the Outdoors & Quality of Life
Nearly All Hispanic Voters View Outdoor Activities As Part of Community’s Way of Life

Hiking, camping, fishing, and other outdoor activities are part of my community's way of life; protecting land and water protects my culture, my family and my community.

Q.40 Switching gears a bit, now I’m going to read you some statements. For each please tell me whether you agree or disagree with that statement.
Outdoor Activities Remain Very Important to Hispanic Voters
Nearly 9-in-10 Continue to Say They Are Either Very or Somewhat Important to Them and Their Family

Q.19 How important are outdoor activities, like picnics, fishing, camping or visiting the national parks or monuments, to you and your family - are they very important, somewhat important or not important at all?

- **2008**
  - Very Important: 61%
  - Somewhat Important: 27%
  - Not Important: 11%

- **2012**
  - Very Important: 62%
  - Somewhat Important: 32%
  - Not Important: 5%
Community’s Connection to Outdoors Reinforced By Substantial Number That Take Advantage of Public Outdoor Spaces

Q.21 Within the past year, have you visited any of the following...

- A public beach: 59
- State or local parks: 56
- A national park: 39
- A national monument: 23
- A national forest: 22
- A wildlife preserve: 20
- (None): 11
Q.17 How much would you say energy and the environment impact the quality of life of your family - a lot, some, a little or not at all?

Broad Majority of Hispanic Voters Say Energy and the Environment Impact Their Quality of Life A Lot

- A lot: 58% (Pct 2008) vs. 62% (Pct 2012)
- Some: 25% vs. 23%
- A little: 11% vs. 12%
- Not at all: 4% vs. 3%

Pct 2008: Green
Pct 2012: Brown

Slide 9
Seven-in-Ten Hispanic Voters Favor Designating More Existing Public Lands as National Monuments

Q.22 Some public lands are designated as National Monuments. A President can designate new National Monuments on public land which would allow continued public use for recreation, including fishing and hunting, but prohibit new oil drilling, mining and other forms of development. Thinking about this, would you favor or oppose designating more of our existing public lands as National Monuments?
Perceptions of Family’s & Public’s Health
Q.33 Are you aware of any toxic sites close to your home or place of work, such as a refinery, a chemical plant, an incinerator, an agricultural field, a coal-burning power plant, a major highway, or a factory - yes OR no?

Significant Jump From 2008 in Awareness of Proximity to Toxic Sites

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<td>66</td>
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<tr>
<td>2012</td>
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+19 Net Shift
Are you aware of any toxic sites close to your home or place of work, such as a refinery, a chemical plant, an incinerator, an agricultural field, a coal-burning power plant, a major highway, or a factory - yes OR no?

Hispanic Voters in Texas and California Most Likely to Report Awareness of Proximity of Toxic Sites, As Are Multi-Generational Americans
Q.34 As you may know, sometimes some people have health concerns that can be caused by environmental factors. I’m going to read you a list of these concerns, and I’d like you to tell me whether you or anyone in your immediate family has faced that health concern.
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### Two Thirds of Voters Who Describe Their Family’s Origin as Puerto Rican Report Instances of Asthma

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<tr>
<td>Cuban</td>
<td>38</td>
<td>48</td>
<td>33</td>
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</tbody>
</table>
Q.39 Now I am going to read you a pair of statements, and I want you to tell me whether you agree more with the first statement or more with the second statement, even if neither is exactly right.

These Deep Concerns About Health Inform Broad Support for Environmental Regulations to Protect Health

Environmental regulations protect our health and our families by lowering toxic levels of mercury, arsenic, carbon dioxide, and other life-threatening pollution in our air and water.

Environmental regulations cost us jobs, are too expensive, and hurt America's competitiveness in the global economy.
Hispanic Voters Across the Partisan Spectrum Support Environmental Regulations to Protect Health

Q.39 Now I am going to read you a pair of statements, and I want you to tell me whether you agree more with the first statement or more with the second statement, even if neither is exactly right.
Q.16 And when you are asked about the environment, what comes to mind first?

When It Comes to the Environment, Pollution, Global Warming and Air Quality Are Top of Mind

![Bar Chart]

- **Pollution/toxicity**: 18
- **Global warming/climate change**: 17
- **Clear air/smog**: 15
- **General environmental damage**: 11
- **Clean water/oceans**: 10
- **Trees/plants/vegetation**: 7
- **Trash/garbage/dumping**: 7
- **Resources/oil/fossil fuels**: 6
- **Conservation/national parks**: 3
- **Alternative/renewable energy/green**: 3
- **Endangered species**: 2
- **Economic concerns**: 2
- **The ozone layer**: 2
- **Other**: 16

Focus Group Quotes

“The environment we should protect for the good of our health. To have a better life, to have less illness, we need to make ourselves responsible by better use of electricity plants so they pollute less than solar plants.”

“Taking care of the environment is taking care of our future, and our children’s and future generations. Because we have only one planet, which we contaminate daily without conscience.”
Polluted Air and Water Continues to Be Top Issue When it Comes to The Environment – Energy Has Lost Salience from 2008

Q.18 Still thinking about the environment, which of the following TWO are the most important issues to you and your family?

- Polluted air and water (51% in 2012, 51% in 2008)
- Global climate change (33% in 2012, 2008 - NA)
- The destruction of our wilderness and forests (33% in 2012, 2008 - NA)
- Toxic waste sites (24% in 2012, 14% in 2008)
- Energy (43% in 2012, 20% in 2008)
- Toxic lead and mercury poisoning (19% in 2012, 12% in 2008)
Hispanic Voters Broadly Believe Coal Plants and Oil Refineries Are a Thing of the Past

Coal plants and oil refineries are a thing of the past. We need to look toward the future and use more energy from clean sources.
Q.47 Now, let me read you a series of statements about coal-burning power plants. For each, please tell me whether that is very concerning, somewhat concerning, a little concerning, or not at all concerning to you.

Impacts on Public Health Resonate As Strongest Concerns About Coal-Burning Power Plants

The smog, soot and other air pollution produced by coal-fired power plants can cause asthma attacks, and one out of every ten children suffers from asthma, with the incidence rate sixty percent higher among Latino children.

When coal is burned, it creates toxic waste ash, which is dumped in thousands of sites across the country where it can spill or seep into the ground and contaminate drinking water.

Burning coal creates toxic mercury, a dangerous powerful toxin that particularly affects pregnant women and young children and leads to developmental problems and learning disabilities. This toxic mercury rains down onto rivers and streams and contaminates the fish that we eat.
Q.47 Now, let me read you a series of statements about coal-burning power plants. For each, please tell me whether that is very concerning, somewhat concerning, a little concerning, or not at all concerning to you.

(SPLIT A) Coal-burning power plants create carbon pollution which causes air pollution like the smog that causes asthma attacks, making it a serious threat to American's health and future.

(SPLIT B) Coal-burning power plants create carbon pollution, the main contributor to global climate change, and causes air pollution like the smog that causes asthma attacks, making it a serious threat to American's health and future.
Influence of Big Oil Companies and Impact on Health Care Costs Are Narrowly Lower As Concerns About Coal-Burning Plants

Every year, coal pollution is responsible for thousands of premature deaths, hundreds of thousands of asthma attacks, and over one hundred billion dollars in adverse health care costs.

Big oil and coal companies take billions of dollars in taxpayer-funded subsidies, make record profits, and spend millions on powerful lobbyists to influence government officials.
Attitudes Towards Conservation & Renewable Energy Inform Willingness to Take Action and Open Up the Pocketbook
Q.40 Switching gears a bit, now I’m going to read you some statements. For each please tell me whether you agree or disagree with that statement.

Near Unanimity Behind Beliefs in Moral Responsibility to Take Care of God’s Creations on Earth and Family’s Ability to Curb Pollution Through Energy Conservation

- **I have a moral responsibility to take care of God's creations on this earth - the wilderness and forests, the oceans, lakes, and rivers.**
  - **92% Total Agree**
  - **93% Agree - 4% Disagree**

- **My family can help curb toxic air and water pollution by being more conscious of conserving energy.**
  - **94% Total Agree**
  - **90% Agree - 7% Disagree**
Moral Responsibility, Better Future for Children Emerged in Focus Groups

For good physical health and to leave a better world for our children and to live in harmony with the gift God has given us.

We have to take care of the environment to maintain good health and for a better future for our children. For them we should inform people who live in our area so they are cognizant of this. It is a great problem carbon dioxide.

The most important reason to support our environment is for the “health of all earth’s inhabitants”. This is how we respect the creations of God. Every one of us should take care of our environment.
Q.40 Switching gears a bit, now I’m going to read you some statements. For each please tell me whether you agree or disagree with that statement.

**Protecting our land and water is critical to our economy and the ability to maintain and create jobs now and in the future.**

- **Total Agree:** 90%
- **Strongly Agree:** 63%
- **Total Disagree:** 9%

**National parks and monuments support millions of jobs across the United States. Protecting our public lands benefits the economy and creates jobs.**

- **Total Agree:** 86%
- **Strongly Agree:** 51%
- **Total Disagree:** 12%

**Developing a clean energy economy will spur economic growth and create jobs that can't be outsourced.**

- **Total Agree:** 79%
- **Strongly Agree:** 46%
- **Total Disagree:** 18%
9-in-10 Hispanic Voters Prefer That the United States Invest in Renewable Energy Sources Over Fossil Fuels

Q.28 As you may know, the United States gets its energy from many different sources. If the United States invested in clean renewable energy sources, like solar and wind, OR invested in fossil fuels, like coal, oil, and gas which would you prefer?

Focus Group Quote
“Renewable energy is the future, to contaminate less and to increase the percentage of renewable energy. To increase the investment in better technology and bust away pollution.”

- 86% TOTAL Rather Invest in Clean Energy
- 69% MUCH Rather Invest in Clean Energy
- 11% TOTAL Rather Invest in Fossil Fuels
Q.32 Switching gears a bit, if you had two job offers with equal salary and benefits, would you prefer to work in the clean energy industry, at a solar company for example OR the fossil fuel industry, at an oil company, for example?

- 87% TOTAL Rather Work in Clean Energy
- 69% MUCH Rather Work in Clean Energy
- 7% TOTAL Rather Work in Fossil Fuel Industry
Q.29 Thinking about clean energy sources like wind and solar, yes OR no, would you be willing to pay more each month on your electric bill to have your home’s electricity come from these clean energy sources?

Significant Majority of Hispanic Voters Willing to Pay More Each Month on Electric Bill to Have Home’s Electricity Come From Clean Sources - Majority of Republicans Say “Yes”

- Total: 58% Yes, 38% No
- Democrats: 63% Yes, 33% No
- Independents: 52% Yes, 45% No
- Republicans: 51% Yes, 45% No

**Source:** MYERS RESEARCH & STRATEGIC SERVICES

**Project:** NEW AMERICA

Slide 30
Younger Hispanic Voters and Those of Mexican Origin Most Likely to Be Willing to Pay More for Energy From Clean Sources

*Cubans Only Group to Be More Likely to Say “No” than “Yes*

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Q.29 Thinking about clean energy sources like wind and solar, yes OR no, would you be willing to pay more each month on your electric bill to have your home's electricity come from these clean energy sources?
Hispanic Voters Willing to Take Broad Array of Actions to Conserve Energy

Q.31 What are you and your family willing to do to conserve energy?

- Buy energy-efficient appliances and light bulbs: 71%
- Making sure that the next car you buy gets better gas mileage: 59%
- Use energy from clean sources like wind and solar: 42%
- Use public transportation, like buses and trains more often: 39%
- Carpool: 38%
- Use other forms of transportation like bikes: 33%

Pct Yes
Substantial Increase in Willingness to Take Actions to Conserve Energy Over the Course of the Last 4 Years

Q.31 What are you and your family willing to do to conserve energy?
Global Climate Change
Q.27 And, do you think global climate change is already happening, will happen sometime in the future, or will never happen?

9-in-10 Hispanic Voters Believe Global Climate Change is Already Happening or Will Happen in the Future

- Already Happening: 77%
- Will Happen in Future: 15%
- Will Never Happen: 5%
- DK/Refused: 3%

Already Happening + Will Happen = 92% !!!
Q.27 And, do you think global climate change is already happening, will happen sometime in the future, or will never happen?

8-in-10 Self-Identified Republican Voters Believe Climate Change is Either Already Happening or Will Happen.

- Total: 92% believe it is already happening or will happen, 5% believe it will never happen.
- Democrats: 95% believe it is already happening or will happen, 3% believe it will never happen.
- Independents: 94% believe it is already happening or will happen, 4% believe it will never happen.
- Republicans: 82% believe it is already happening or will happen, 11% believe it will never happen.
Three Quarters of Hispanic Voters Are Either Very or Somewhat Concerned About Global Climate Change

Very Concerned 41%

Somewhat Concerned 35%

A Little Concerned 13%

Not Concerned At All 10%

DK/Refused 1%

Q.26 How concerned are you about global climate change - are you very concerned, somewhat concerned, a little concerned, or not at all concerned about global climate change?
Q.23 As you may know, the issue of global climate change has been discussed in the media lately. How much information have you received on the issue of global climate change - a lot of information, some information, just a little information, or no information at all?

Six-in-Ten Hispanic Voters Say They Have Received A Lot or Some Information About Global Climate Change

Gender gap:
- Men 28% A lot
- Women 16% A lot
TV is Dominant Source for Information About Climate Change Though 1-in-3 Report Getting Information Online

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<td>Other</td>
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Those on Social Media More Likely to Get Info Online...
- On Facebook: 44% Internet/Email
- On Twitter: 59% Internet/Email

Q.24 And, where did you get that information about global climate change?