

THINKING ABOUT CLIMATE CHANGE AS A PRIMARY LATINO ISSUE

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Latino Attitudes Toward Climate Change

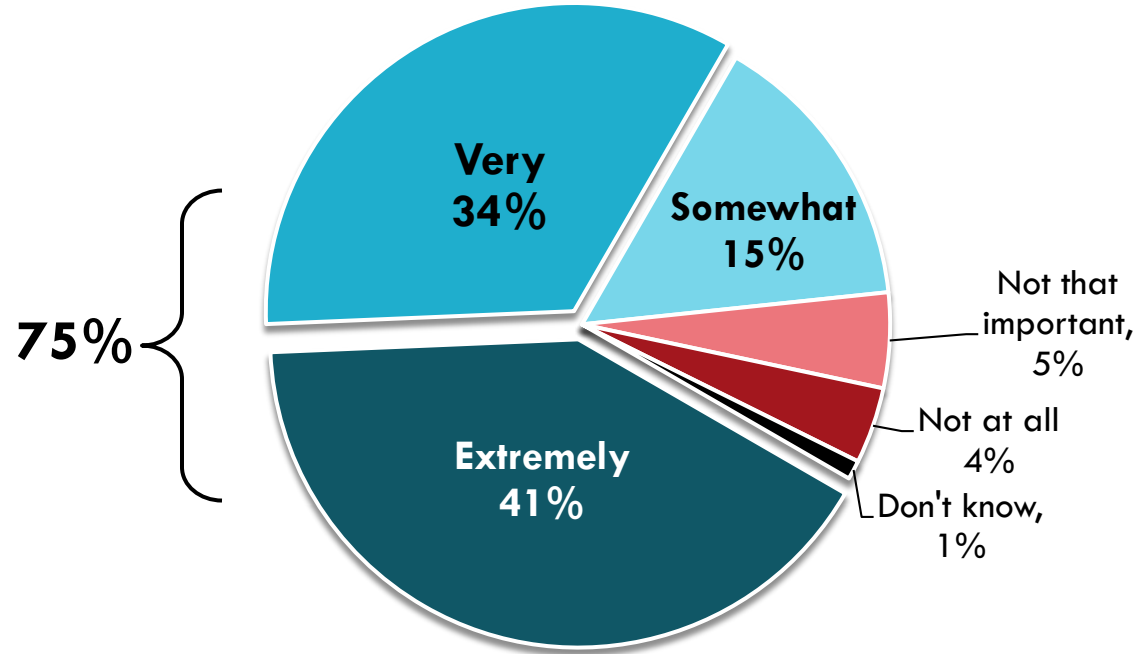
- Latinos want Government action on Climate Change
- Are there specific proposals Latinos support
- Climate is becoming a politically-motivating issue
- Why Latinos are such strong supporters for clean air and protecting our environment
- Latino vote will be felt in 2014

Quick over of the project

- Focus groups with a diverse set of Latinos to probe awareness and attitudes on climate change
- Fielded an extensive, nationwide survey of Latino registered voters
 - ▣ December 2013, n=800, +/- 3.5%
 - ▣ Interviews in English or Spanish, at their discretion by fully bilingual interviewers.
 - ▣ Respondents were reached using a blended sample of landline telephones, cell phones, and the Latino Decisions online web panel.

How important for government to address: Global Warming & Climate Change

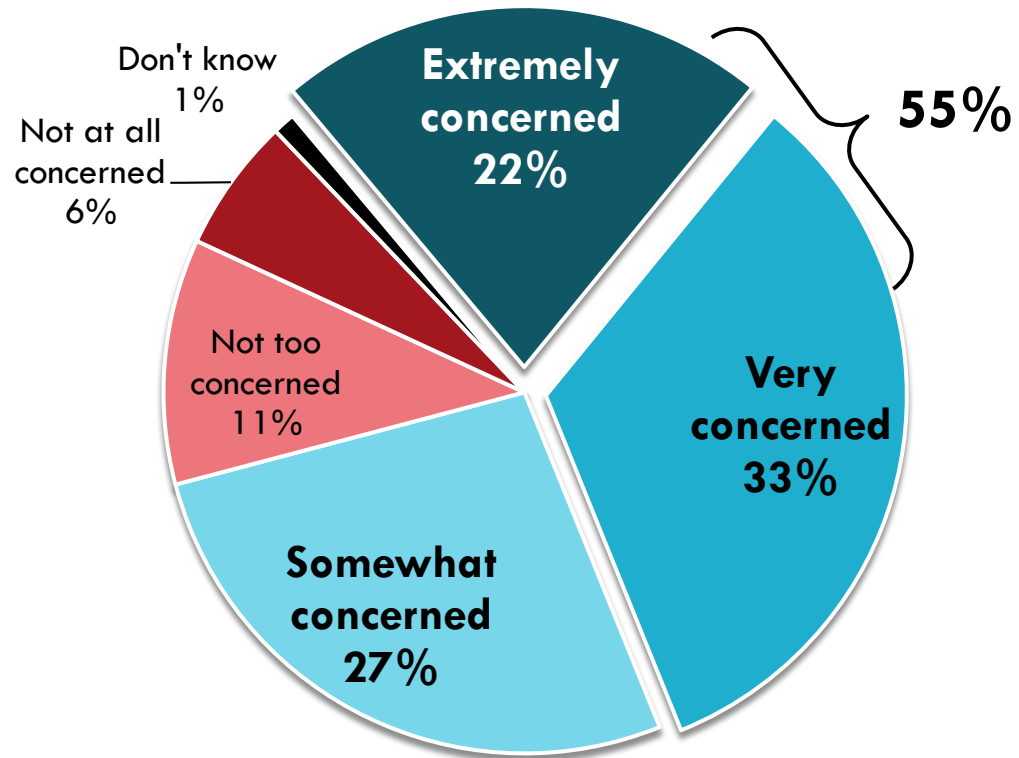
Overall, 90% of Latino registered voters said it was important for Government to address climate change



How concerned are you about Climate Change?

Over Half of Latinos are very concerned about climate change

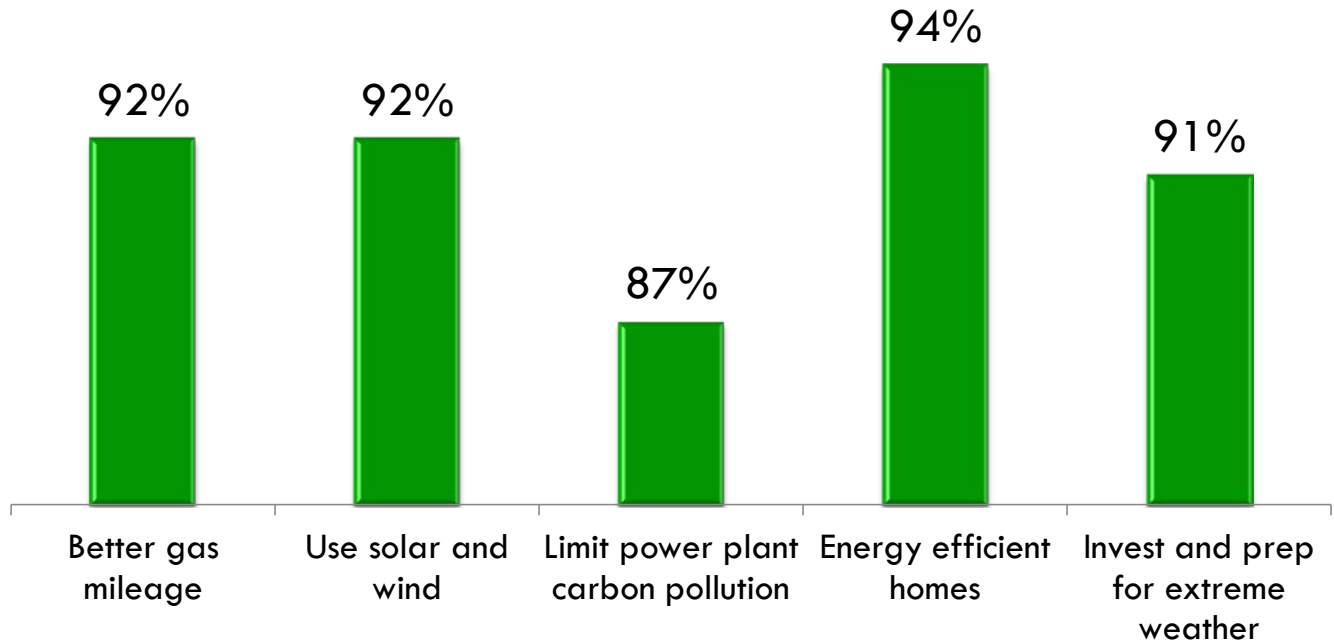
This is a very high level of intensity on this issue



Strategies for combating climate change

Large majorities are supportive of government-backed proposals to fight carbon pollution and climate change

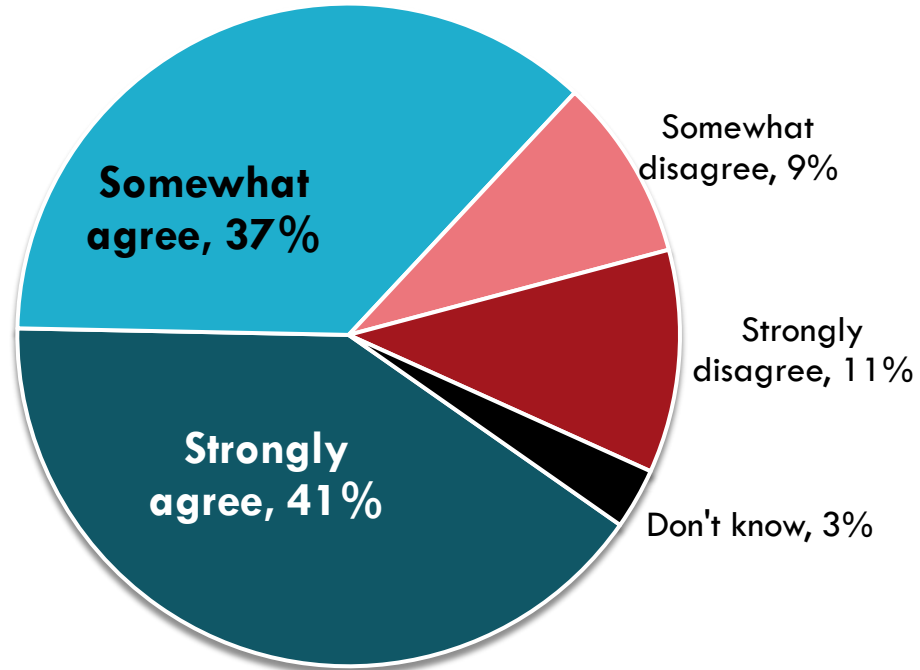
Proposals for fighting climate change



Latinos want strong government action to combat Global Warming & Climate Change

Do you agree or disagree that we need strong government actions to limit climate change?

78% AGREE



How does climate change rank as a Latino issue

Climate Change has quietly become a major issue of concern to Latinos

Very close to unified support for an increased government role

<u>Issue</u>	<u>% who support</u>
1. Immigration / DREAM	80s to 90s
2. Combat climate change	80s to 90s
3. Taxes on rich / stop budget cuts	70s to 80s
4. Background checks on gun	70s to 80s
5. Pro choice / abortion rights	60s to 70s
6. Government role in health access	60s to 70s
7. Limits on semi-automatic weapons	50s to 60s
8. Vouchers for private schools	mid 50s
9. Affordable Care Act	mid 50s

THE POLITICS OF CLIMATE CHANGE

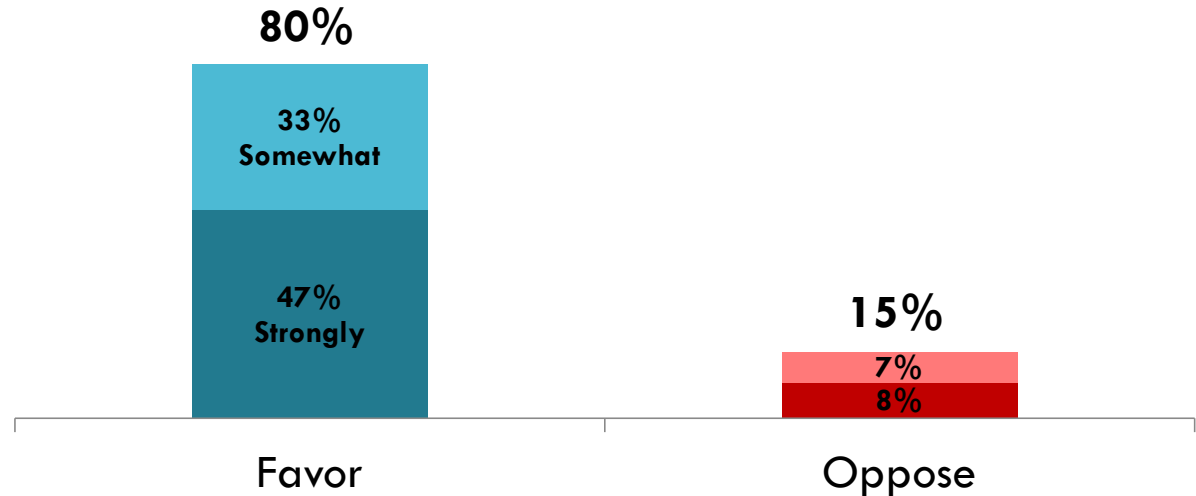


Latinos favor President taking action

4 of 5 Latinos favor President Obama taking action to fight climate change

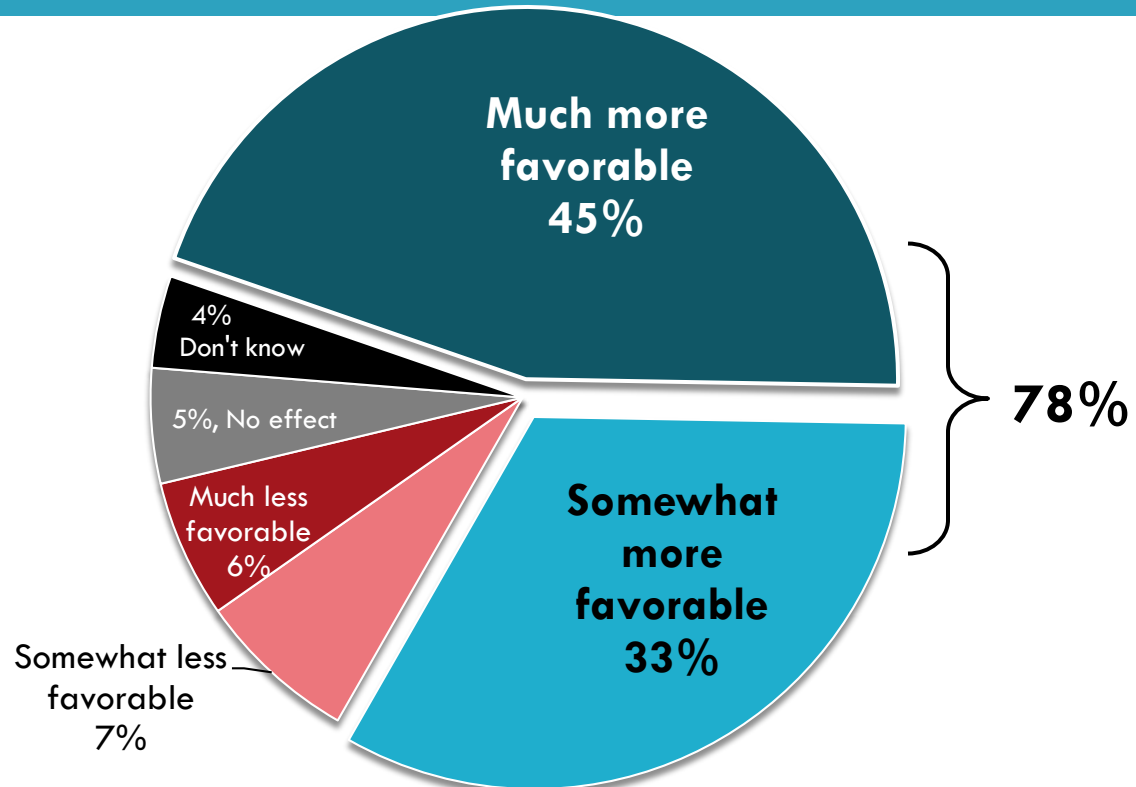
Latinos expect action to address this issue

Favor or oppose President taking action to fight the carbon pollution that causes climate change



Latinos support members of Congress who support carbon pollution limits

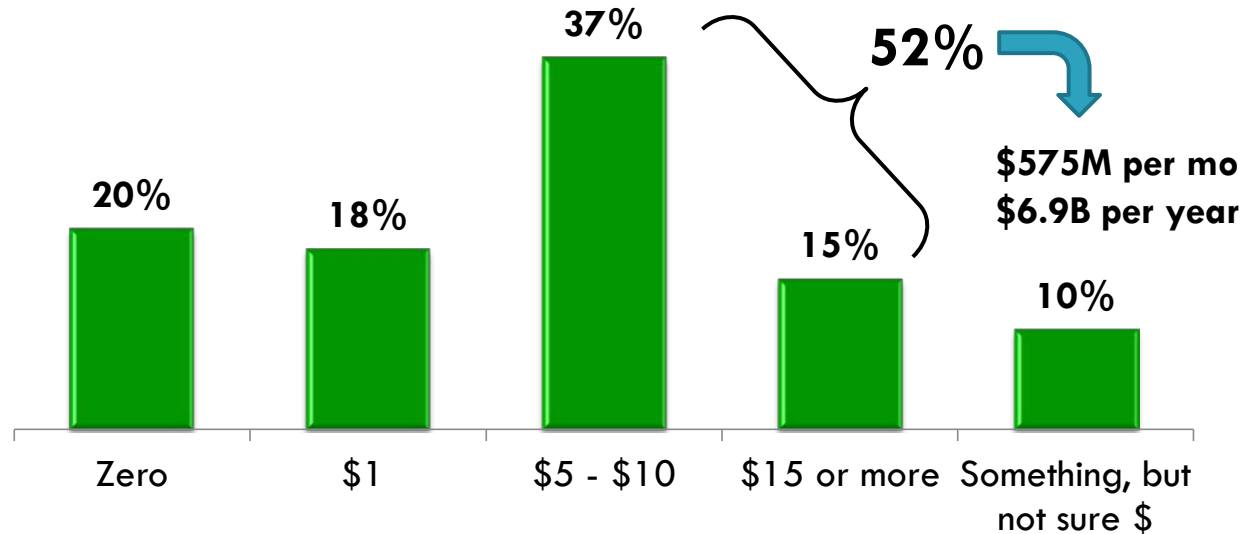
Voicing support for more limits on carbon pollution yields at **+65 favorability** for Members of Congress



Willing to pay more themselves

Would you be willing to pay more on your monthly electrical bill for cleaner energy to reduce carbon pollution?

Support for clean energy monthly tax



WHY? Motivators of Latino support

- By investing in our cities and communities, we are helping to leave our children a safe and clean planet?

90% Agree
▶62% Strongly◀

- We have a duty to give the next generation a better life than we have. We must act now to protect the well-being of our family members, young and old

90% Agree
▶69% Strongly◀

WHY? Motivators of Latino support

- So that **our children and grandchildren** will have safe and clean communities and a healthier planet
- Climate change is causing our communities in **Mexico, Central, South America and the Caribbean** to face more dangerous & extreme weather, who often have less resources to respond

89% Agree

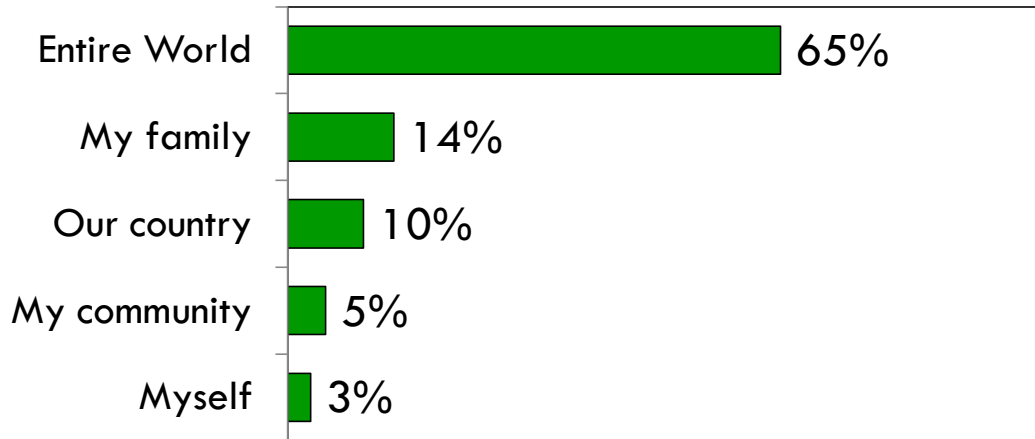
▶ **68% Strongly** ◀

82% Agree

▶ **57% Strongly** ◀

A Global Perspective

Think about the need to address climate change in terms of your concern for...



How worried are you about environmental problems any family living in Latin America may face?

- Very worried 33%
- Somewhat worried 30%
- Not very worried 15%
- Not at all worried 16%

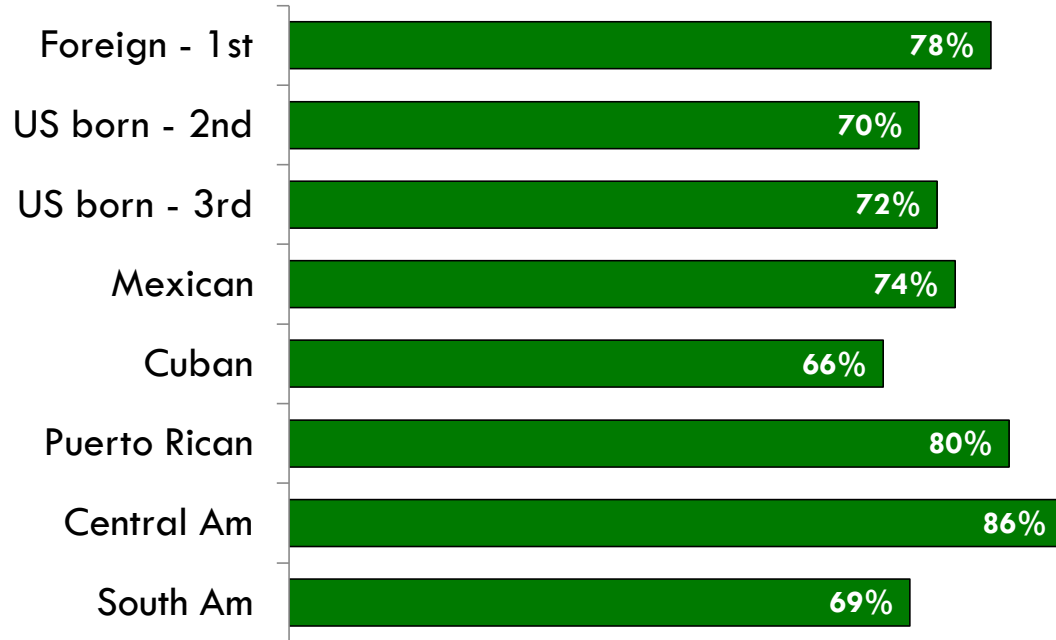
SUPPORT IS WIDESPREAD



Support is strong throughout Latino community

How important for our government to address global warming and climate change?

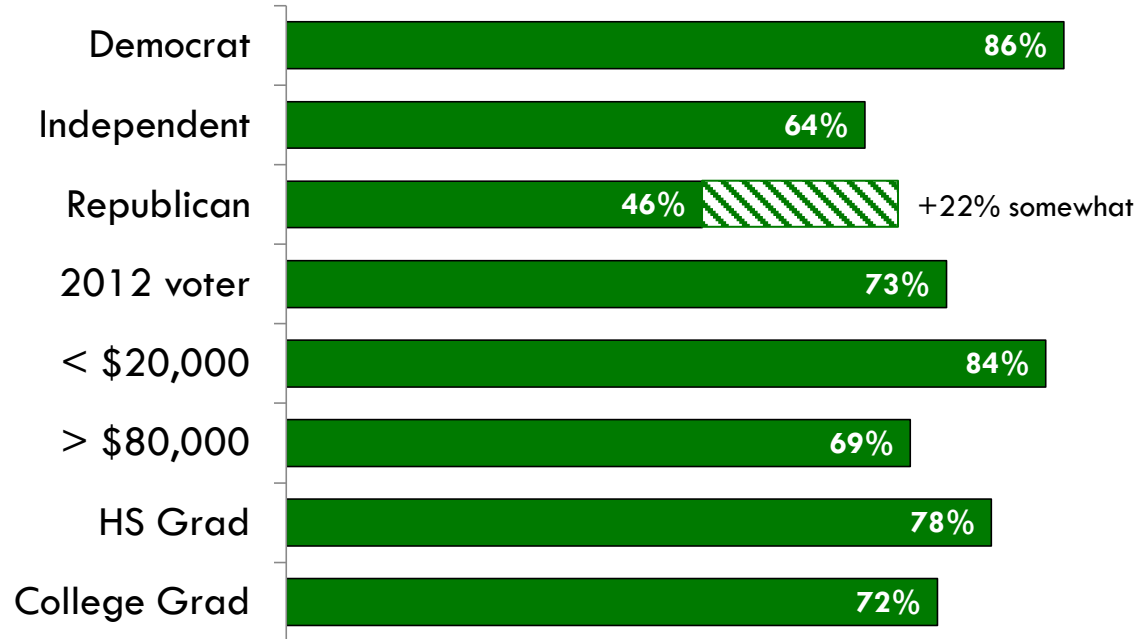
Percent who said very or extremely important



Support is strong throughout Latino community

How important for our government to address global warming and climate change?

Percent who said very or extremely important



Strong majorities of Latino sub-groups support President taking action to fight climate change

Foreign – 1 st	84%
US Born – 2 nd	81%
US Born – 3 rd	82%
Mexican	83%
Cuban	69%
Puerto Rican	87%
Central American	82%
South American	65%

Democrat	88%
Independent	85%
Republican	54%
2012 Voter	80%
< \$20,000	85%
> \$80,000	71%
HS Grad	76%
College Grad	80%

Latino vote will be influential in 2014

- 20 House seats, Latino vote will be decisive
 - ▣ 10 GOP-held seats (in CO, CA, FL, NV, NY, TX)
 - ▣ 10 DEM-held seats (in AZ, IL, CA, CT, TX)
- Beyond previous districts we identify as ‘decisive’
 - ▣ 24 additional GOP-held seats where Latino eligible population exceeds 2012 win margin
 - ▣ 18 additional Dem-held seats where Latino eligible population exceeds the 2012 win margin
 - ▣ All told, 20 are decisive and 42 are influential

THANK YOU

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Everything Latino Politics