

October 4, 2012

To: Interested Parties
From: Ben Tulchin and Corey O’Neil, Tulchin Research
Re: **New California Statewide Survey Shows Conservation is a Core Latino Value**

Tulchin Research recently conducted an in-depth statewide survey among 500 Latino voters in California on behalf of the California League of Conservation Voters Education Fund. With Latinos increasing as a percentage of the electorate, the purpose of the public opinion survey was to better understand this growing segment of voters and their attitudes toward various conservation issues. The survey found Latinos care deeply about conservation issues and playing their part in preserving the environment.

We highlight the key findings below.

Key Findings

Overall, the statewide survey found Latino voters support “conservation” on a range of issues, believe we can both protect the environment and create jobs and do not view any conflict between those two objectives, and indicate a personal identification with conservation as a value. Notably:

- **Latino voters overwhelmingly agree (90 percent) that we can “protect the environment and create jobs at the same time”**, with 69 percent in *strong* agreement with that statement while only eight percent disagree and the remaining two percent are undecided.

Protect Environment and Create Jobs: Agree vs. Disagree

<i>Do you agree or disagree with the following statement: We can protect the environment and create jobs at the same time.</i>	
Total Agree	90%
Strong Agree	69%
Somewhat Agree	21%
Total Disagree	8%
Strong Disagree	3%
Somewhat Disagree	5%
Undecided	1%
Agree – Disagree	+82

- **Two-thirds of Latino voters (66 percent) consider themselves “conservationists”**, with nearly three out of 10 (28 percent) *strongly* self-identifying themselves this way. Only a quarter of Latinos (26 percent) don’t accept this label and eight percent are not sure.

Conservationist Consideration

<i>Do you consider yourself a conservationist?</i>	
Yes, strongly	28%
Yes, somewhat	38%
No	26%
Don't know	8%
Total Yes	66%
Yes - No	+40

- Latino voters have serious concerns about a variety of specific conservation issues, especially in relation to their health and the health of their families:
 - **Toxic pollution** (85 percent serious problem, 54 percent very serious problem), **water pollution** (80 percent serious problem, 43 percent very serious problem), and “**pollution threatening your family’s health and well being**” rate as the top environmental concerns among Latinos.
 - Interestingly, nearly two-thirds of Latino voters (65 percent) believe **conserving** our fish and wildlife habitats is a serious concern, which is noticeably higher than other groups of voters in California.
- Furthermore, **a quarter of Latinos (25 percent) have at least one household member suffering from Asthma**, and these voters are even more concerned about toxic pollution affecting their family’s health as well as other conservation issues.
- **There is overwhelming support in the Latino community for cleaner and safer sources of energy. Specifically:**
 - In continuing the strong support for conservation theme, nearly all Latinos support **energy conservation** (96 percent support, 65 percent strongly support);
 - **Renewable energy sources like solar and wind power** are also very popular (91 percent support, 68 percent strongly);
 - **Energy efficiency** (90 percent support, 67 percent strongly);
 - Nine out of ten Latino voters also support natural gas (90 percent), though intensity is much lower for this source of energy than the ones mentioned above (48 percent strongly);
- Conversely, Latinos show significantly less support for more polluting sources of energy:

- **A majority of Latinos oppose drilling off the California coast** (51 percent oppose);
- Latino voters are evenly divided on the use of **coal** (44 percent both support and oppose this form of energy).
- This general support for renewables translates into support for specific policies to increase renewable energy use. Notably, there is overwhelming support for the new renewable portfolio standards passed by lawmakers in Sacramento that requires a third of the state’s electricity come from renewable energy sources:
 - More than 8-in-10 voters (83 percent) favor the new law with 59 percent who strongly favor the law. Just 11 percent of voters oppose the law and 6 percent are undecided.

Renewable Energy Law: Favor vs. Oppose

As you may know, last year California passed a law requiring one third of the state’s electricity to come from renewable energy sources, such as wind and solar power by the year 2020. Do you favor or oppose this law?

Total Favor	83%
Strong Favor	59%
Somewhat Favor	24%
Total Oppose	11%
Strong Oppose	6%
Somewhat Oppose	5%
Undecided	6%
Favor – Oppose	+72

- We should note that support for this law remains strong even when voters are told their energy rates may increase.
- We also asked Latino voters to weigh in on what motivates them to vote. The idea of **“fulfilling their civic responsibility” and the feeling that their “vote can make a difference”** are the biggest motivators for Latinos to vote and sets them apart from other groups of voters who tend to link their interest in campaigns more directly with their interest in a specific candidate or ballot measure.

Survey Methodology: From September 5-13, 2012, Tulchin Research conducted a telephone survey among 500 likely Latino voters in California using live professional interviewers, conducting surveys in both English and Spanish, and calling both landlines and cell phones. The margin of error for this survey is +/- 4.38 percentage points.