

Memorandum

Date: November 21, 2016

To: Interested Parties

From: Andrew Myers and Lauren Spangler

Key Findings: National Survey Of 2016 Latino Voters

According to the results of our recent survey¹, Latino voters continue to place a broad emphasis on the environment and environmental impacts and recognize the clear connections between the environment, health, and family life. Importantly, Latino voters view renewable energy through an economic lens and see it as an engine for economic growth and job creation, in addition to noting the positive impacts it can have on the environment in both the short- and long-term.

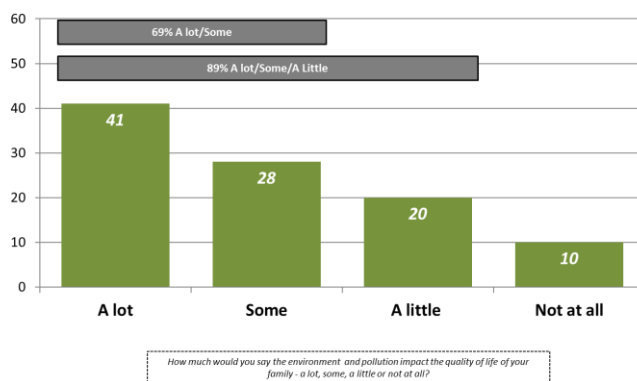
Critically, as Republicans begin to assemble their next Administration and debate future policies, they should understand that the growing segment of Latino voters is nearly universally concerned about climate change and its impacts, with 88 percent overall citing some level of concern over climate change and 53 percent reporting that they are *very* concerned. Even more notable is the fact that 71 percent of Latino voters believe it is *very* important for the U.S. to meet its commitment to the 2015 Paris Agreement to fight climate change (93 percent overall believe it is important). Priorities for the next Administration are firmly rooted in a focus on air and water quality and safety, as well as a commitment to expanding renewable energy, all of which clearly impact these voters' quality of life and the overall economy.

As research over the past several years has indicated, Latino voters' level of concern over environmental and conservation issues revolves around the fact that they feel a real connection to the outdoors and view taking care of the earth as a moral responsibility. Fully 94 percent of Latino voters say outdoor activities like picnics, fishing, camping, and visiting public parks and monuments are important to their family and an equal 94 percent agree with the statement that protecting the land and water protects their culture, their family and their community. An even larger bloc (97 percent) agree that they have a moral responsibility to take care of the earth - the wilderness and forests, the oceans, lakes, and rivers. Given the scope of this connection to the land

¹ These findings are based on a survey of 1000 Latino voters who indicated that they voted in the 2016 general election. Calling took place from November 9-13, 2016, and interviews were conducted by professional interviewers supervised by Myers Research | Strategic Services staff. The data were stratified by state to reflect the proportion of registered Latino voters to the overall number of registered Latino voters nationwide. Fifty-one percent of respondents were reached on landlines and 49 percent of interviews were conducted among those on cell phones. The margin of error associated with these data at a 95 in 100 percent confidence level is +/- 3.1 percent. The margin of error for subgroups is greater and varies.

and the outdoors, it comes as little surprise that Latino voters report that the environment and pollution impact their quality of life, with 89 percent indicating that it does so.

Latino Voters Almost Universally Say The Environment And Pollution Impact Their Quality of Life



Indeed, while the economy and jobs, education, and health care all emerge as top issues for Latino voters nationwide, concern over the environment has nearly tripled over the last four years in a closed-ended exercise. Today, 2-in-10 voters cite the environment broadly as a top concern, with another 9 percent mentioning pollution or energy.

Concern Over Pocketbook Issues, Education, and Immigration Remain, But Concern Over The Environment Has Nearly Tripled In The Last Four Years

	Pct 2012	Pct 2016
The economy and jobs	65	52
Education	41	42
Health Care	36	41
Immigration	17	27
Environment	8	20
Pollution	n/a	5
Energy	4	4
(Other)	1	1

Now, I am going to read you a list of concerns that many people have. Please tell me which TWO of these concerns are most important to you and your family.

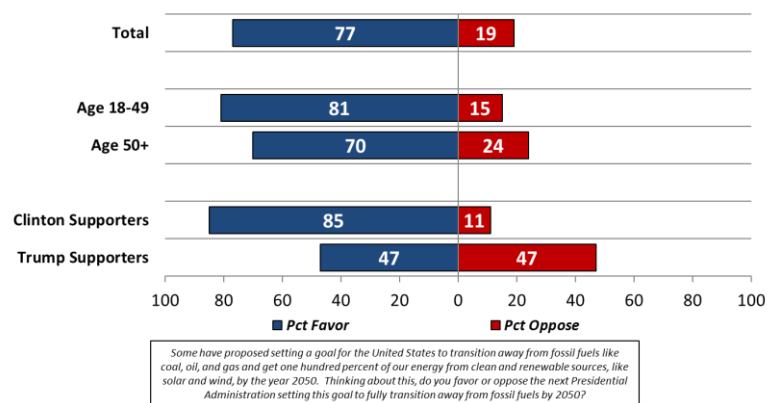
When probed specifically about the environment and what first comes to mind, pollution (32 percent) and global climate change (27 percent) simply dominate in an open-ended exercise in which voters' responses are recorded verbatim. In fact, no other issue ranks in double-digits and all pale in comparison to pollution and climate change, both of which have nearly doubled in the level of concern expressed toward them in the past four years.

As we saw four years ago, clean, renewable energy continues to be a point of focus among Latino voters. When asked about President Obama's Clean Power Plan, learning that the EPA has proposed the first-ever limits on the amount of carbon pollution that power plants can release, 8-in-10 Latino voters (82 percent) favor the next Administration's implementing the Clean Power Plan, with a broad majority (58 percent) **strongly** favoring it. Just 14 percent of Latino voters overall oppose implementation of the Clean Power Plan. In fact, a majority of Latino voters who supported Trump (54 percent) favor implementation of the Clean Power Plan, with support outpacing opposition among them by a double-digit margin (40 percent of Latino voters who backed Trump oppose it).

Looking forward and advancing a vision for the future that resonates with Latino voters, harnessing their concerns over environmental health factors, particularly air and water pollution, and advancing an economic vision for the future rooted in renewable energy development will be critical for any national leader. Latino voters view clean and renewable energy as an economic booster and a job creator, and 82 percent report that they would prefer that the U.S. invest more in clean, renewable energy sources than in more fossil fuels (just 13 percent prefer fossil fuel investment), comparable to trends observed in 2012. Even more compelling, however, is the fact that 77 percent of Latino voters favor setting a goal that all U.S. energy be produced from clean, renewable sources by 2050, with a majority (51 percent) **strongly** favoring this goal. While younger Latino voters help to drive this level of support for 100 percent renewable energy by 2050, it is important to note that Donald Trump supporters are evenly divided over this goal, not strongly opposed, a trend the next Administration would be wise to consider as it begins to develop energy goals and policies.

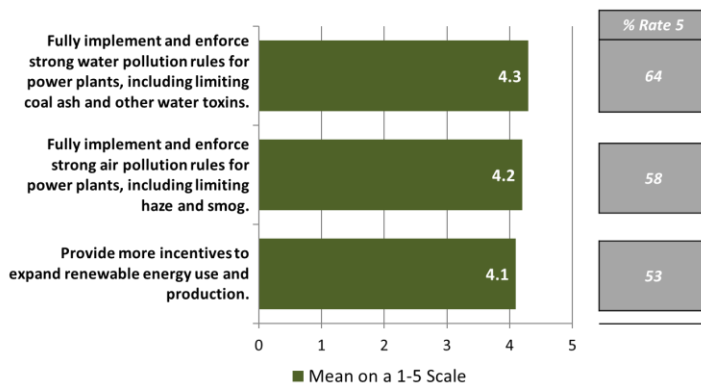
Younger Latino Voters Most Likely To Support 100% Renewables By 2050

Those Who Voted For Trump Are Evenly Divided, Not Broadly Opposed



Finally, with 88 percent of Latino voters expressing concern over global climate change, it is not surprising that the policy proposals that resonate deeply are centered on addressing not only health concerns but climate change and incentives for expanding renewable energy as well. Overall, 93 percent of Latino voters believe it is important for the U.S. to meet its commitments under the Paris Agreement to reduce emissions linked

Latino Voters Want An Administration To Focus On Combatting Air And Water Pollution And Expanding Renewables



to climate change. Enforcing strong air and water pollution rules, as well as expanding renewable energy production and use, are cited by broad majorities of Latino voters as being an important priority for the next President. It is important to note that support for these policies is steady across the board along gender, age, and geographic lines.