Latino Voters

Latino voters consistently register stronger pro-conservation views than voters overall in six key Western states.
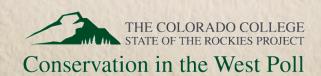
Across these states, the 14% of the electorate which identifies their ethnic background as Hispanic or Latino express support for an array of conservation policies related to energy, regulation, and public lands.

- 62% describe themselves as a conservationist

- 39% consider themselves to be a hunter or an angler

- Latino voters tend to be far younger than voters overall in the West and are more urban. More Latino voters reside in New Mexico than in any of the other states.

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GCa PUBLIC OPINION **STRATEGIES**

THE COLORADO COLLEGE
STATE OF THE ROCKIES PROJECT
Conservation in the West Poll

Fairbank, Maslin, Maullin, Metz & Associates
FM3
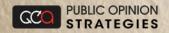*Public Opinion Research & Strategy*

On Jobs:

- 87% say that we can protect land and water and have a strong economy at the same time, compared to 78% of voters overall across the region.

- 94% agree that "Our national parks, forests, monuments, and wildlife areas are an essential part of their state's economy."

- When asked whether environmental regulations have a positive or negative impact on jobs in their state, Latinos are nearly three times more likely to say they have a positive impact (60%) rather than a negative impact (22%).
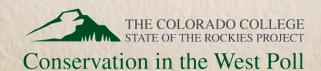
On Energy:

- 78% say increasing the use of renewable energy will create jobs in their state – ten points higher than among voters overall in the region.

- 80% say the higher priority for meeting America's energy needs is to reduce our need for more coal, oil and gas by expanding our use of clean, renewable energy that can be generated in the U.S. – 15 points higher than Western voters overall

- Latino voters say they would encourage the use of solar power (72%) and wind power (56%) than other sources of energy (responses are top two mentions combined). Conversely, 64% would discourage the use of coal and 56% the use of coal in their state (top two mentions combined).

- 60% say air pollution and smog is an extremely or very serious problem affecting their state.

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On Regulation:

- 66% of Latino voters say they view environmental laws more as "important safeguards to protect private property owners, public health and taxpayers from toxic pollution and costly clean-ups" than to view them as "burdensome regulations that tie up industry in red tape, hurt them too much financially, and cost jobs" (25%).

- 76% say that their state should maintain protections for land, air and water in the state rather than reduce them in an effort to create jobs as quickly as possible.

- Fewer than one-in-four Latino voters (23%) agree that "One of the best ways to create jobs is to cut back environmental regulations that are weighing down their state's businesses."

- Majorities of Latino voters ascribe positive benefits to environmental regulations for public safety (84% positive impact), the natural beauty of their state (82% positive impact), their quality of life (79% positive impact), public health (62% positive impact) and opportunities to engage in outdoor recreation (57% positive impact).

- 81% support the EPA "continuing to implement the Clean Air Act by updating the standards for air quality, including for smog, dust, and emissions from power plants, factories and cars," with over two-thirds (69%) strongly in support. This compares to 70% of all voters in the region who support EPA air quality updates.

- Views of the necessity of suspending environmental protections along the border in order to help stop the flow of illegal immigration are within margin of error of the broader electorate. Only 20% think suspension is necessary, while 74% of Latino voters do not.

On Prioritizing Conservation:

- 89% of Latino voters say that "even with state budget problems, we should still find money to protect and maintain" their state's "land, water and wildlife;" 86% say the same about state parks.

- 88% similarly consider cuts to funding for state parks, protection of natural areas and water quality as a serious problem.