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# KEY FINDINGS

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**THE 2012 SURVEY OF THE ATTITUDES OF VOTERS IN SIX WESTERN STATES**



CONDUCTED BY: LORI WEIGEL / PUBLIC OPINION STRATEGIES    DAVE METZ / FAIRBANK, MASLIN, MAULLIN, METZ  
& ASSOCIATES

**JANUARY 2012**



# METHODOLOGY

- ❖ 2,400 telephone (cell and landline) interviews with 400 registered voters in each of 6 states: Arizona, Colorado, Montana, New Mexico, Utah, and Wyoming; total of 336 Latino voters in these states.
- ❖ Interviews conducted January 2-7, 2012, in Spanish and English.
- ❖ The margin of overall sampling error is  $\pm 2.08\%$  at the 95% confidence interval for the total sample; and  $\pm 5.35\%$  for the Latino sample.
- ❖ The total numbers for voters overall have been statistically weighted to reflect the true geographic distribution of voters throughout the region. Interviews within each state were distributed proportionally by region and each sample is demographically representative of their electorate.
- ❖ Bi-partisan research team of Public Opinion Strategies and Fairbank, Maslin, Maullin, Metz & Associates.





# Jobs and Conservation

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# Voters continue to view a good economy and environmental protections as not in conflict.

*"I'm going to read you a pair of statements, and please tell me which one comes closest to your own views, even if neither of the statements matches your views exactly."*

**We can protect land and water and have a strong economy with good jobs at the same time, without having to choose one over the other.**

Latino Voters

87%

All

78%

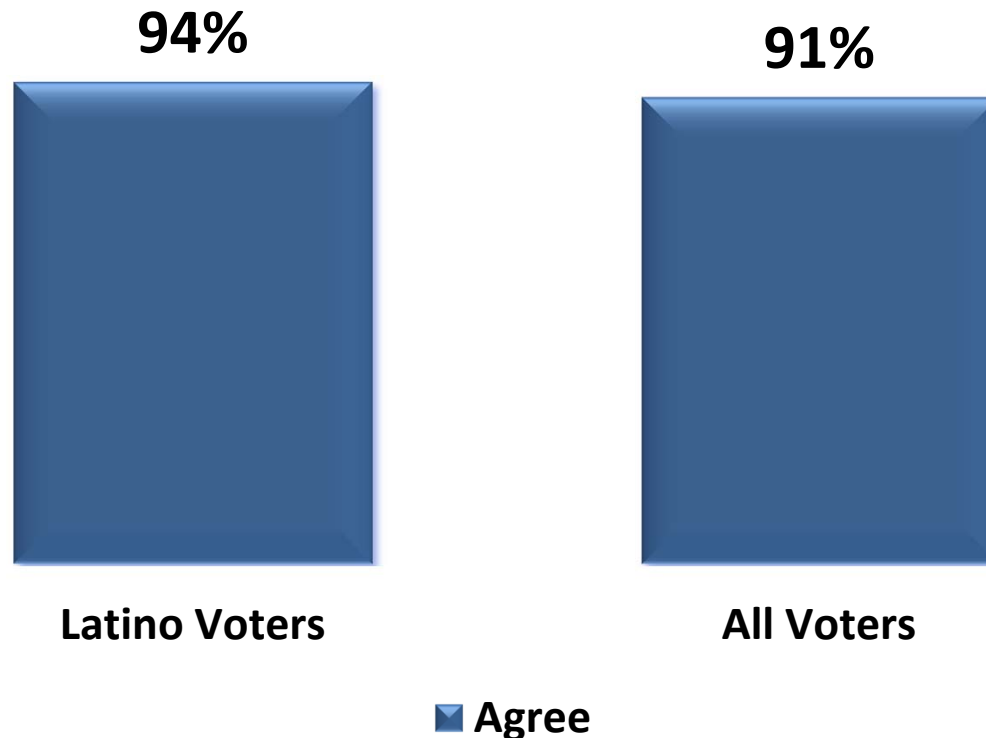
**Sometimes protections for land and water and a strong economy are in conflict and we must choose one over the other.**

12%

19%

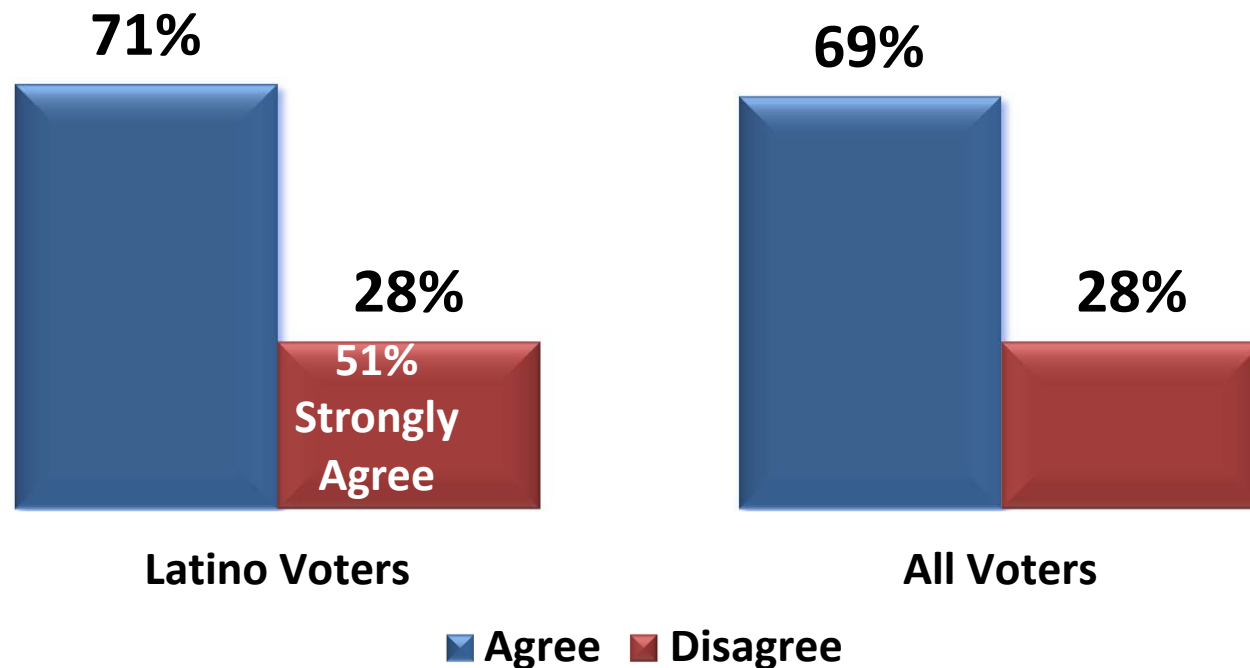
# There is near unanimity that public lands are essential to their state's economy.

*"Our national parks, forests, monuments, and wildlife areas are an essential part of your state's economy."*



# Voters do not like the idea of private companies' activities on public lands affecting their ability to recreate or access these areas.

*We should NOT allow private companies to develop our public lands when their doing so would limit the public's enjoyment of - or access to - these lands.*



# Latino voters overwhelmingly believe that their state should continue to fund conservation.

% Strongly Agree

% Total Agree

Even with state budget problems, we should still find money to protect your state's land, water and wildlife.

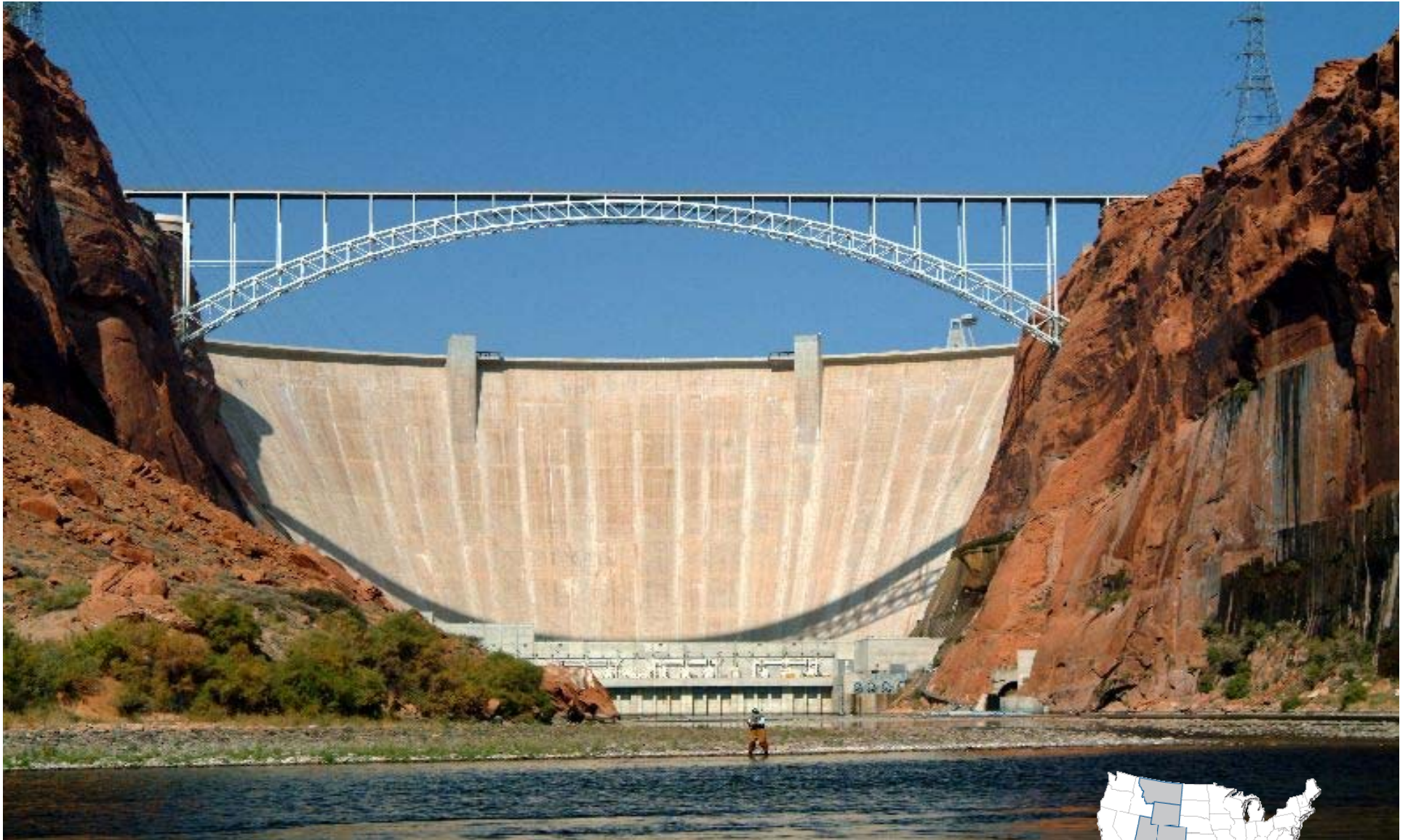
62%

89%

Even with state budget problems, we should still find money to protect and maintain state parks.

59%

86%



# Environmental Regulations



# By greater than a two-to-one margin, Latino voters in the West perceive environmental standards positively.

*“And when you hear about the laws that govern industry's responsibility for your state's clean water, clean air, natural areas and wildlife do you think those are more likely to be...”*

**Important safeguards to protect private property owners, public health and taxpayers from toxic pollution and costly clean-ups**

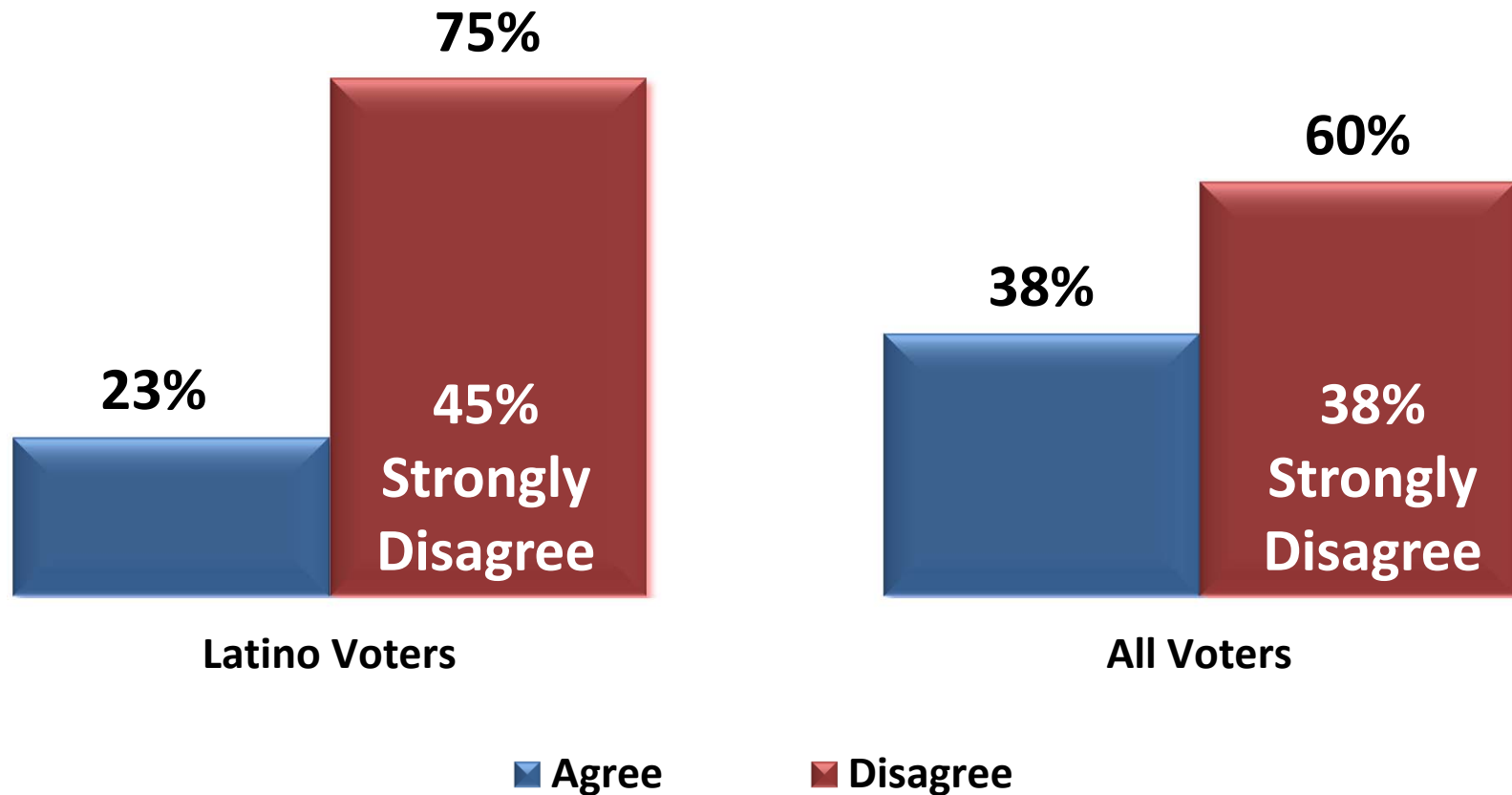
**66%**

**Burdensome regulations that tie up industry in red tape, hurt them too much financially, and cost jobs**

**25%**

# Three-quarters of Latino voters reject the idea that cutting back environmental regulations is one of the best ways to create jobs.

*“One of the best ways to create jobs is to cut back environmental regulations that are weighing down your state’s businesses.”*



# In fact, Latino voters ascribe a number of positive outcomes to environmental regulations – including saying it has a positive impact on jobs.

*“Thinking some more about regulations on industry that are designed to protect land, air, water and wildlife here in your state. For each of the following, please tell me if you think these regulations have a positive impact, negative impact, or almost no impact on that.”*

## Ranked by Difference Score

	Positive	Negative	No Impact	Difference Score
Natural beauty of our state	82%	4%	14%	+78
Public safety	84%	6%	8%	+78
Quality of life	79%	4%	15%	+75
Public health	62%	9%	23%	+53
Hunting and fishing	56%	14%	24%	+42
Jobs	60%	22%	13%	+38
Outdoor recreation	57%	20%	20%	+37

**Both Latino voters and voters overall reject the idea that a suspension of environmental protections is a necessary step in reducing illegal immigration along the borders.**

	<i>Latino Voters</i>	<i>All Voters</i>
<b>Necessary</b>	<b>20%</b>	<b>21%</b>
<b>Unnecessary</b>	<b>74%</b>	<b>71%</b>

*“Some members of Congress have said that, in order to help stop the flow of illegal immigrants into the US, it is necessary to suspend all environmental protections within one hundred miles of the US-Mexico and US-Canadian border, including in National Parks and other protected public lands. Would you say it is necessary or unnecessary to suspend environmental protections in order to help stop the flow of illegal immigrants into the US?”*



Energy

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# Meeting America's energy needs with clean, renewable energy sources is chosen by a majority of Latino voters over resource extraction.

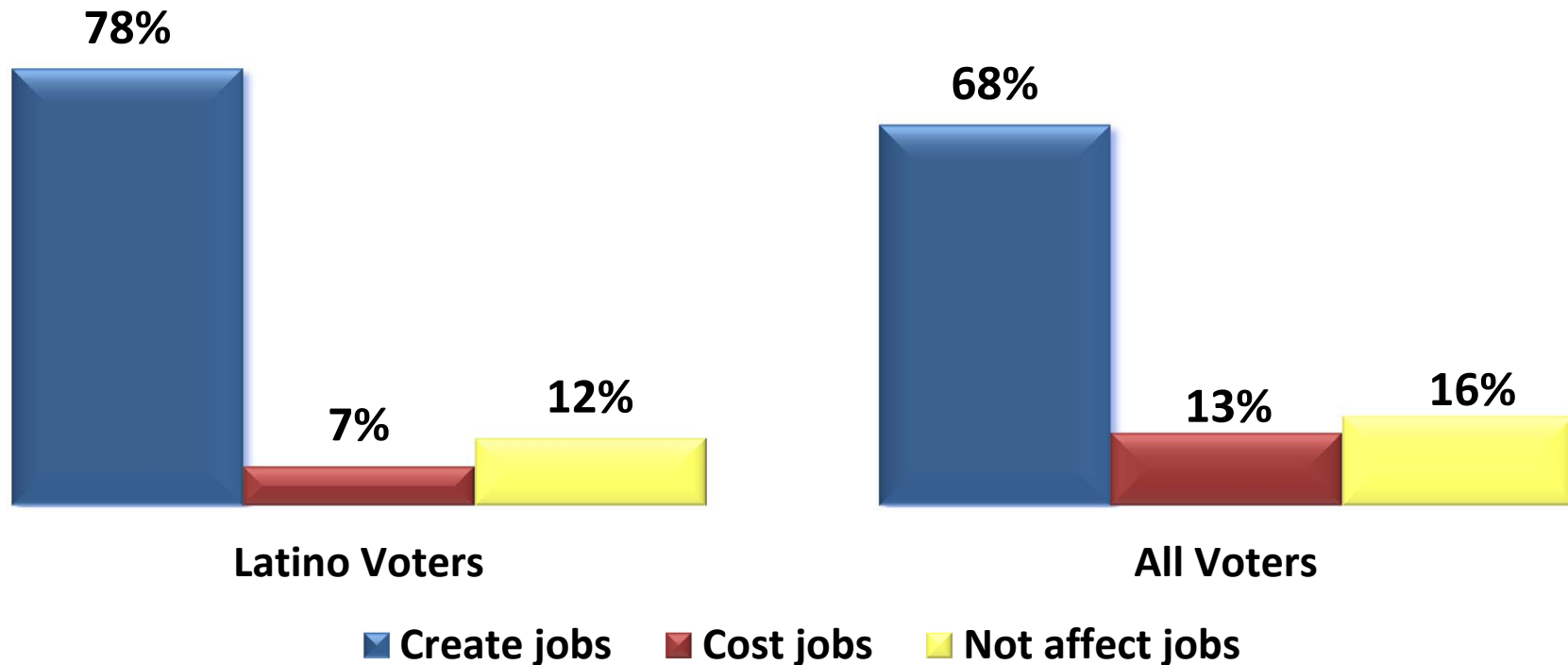
*“Next, which of the following do you think should be the highest priority for meeting America's energy needs?”*

	<i>Latino Voters</i>	<i>All Voters</i>
<b>Reducing our need for more coal, oil and gas by expanding our use of clean, renewable energy that can be generated in the US</b>	<b>80%</b>	<b>65%</b>
<b>Drilling and digging for more coal, oil and gas wherever we can find it in the US</b>	<b>18%</b>	<b>30%</b>

# Increasing the use of renewable energy is perceived as a job creator throughout the West.

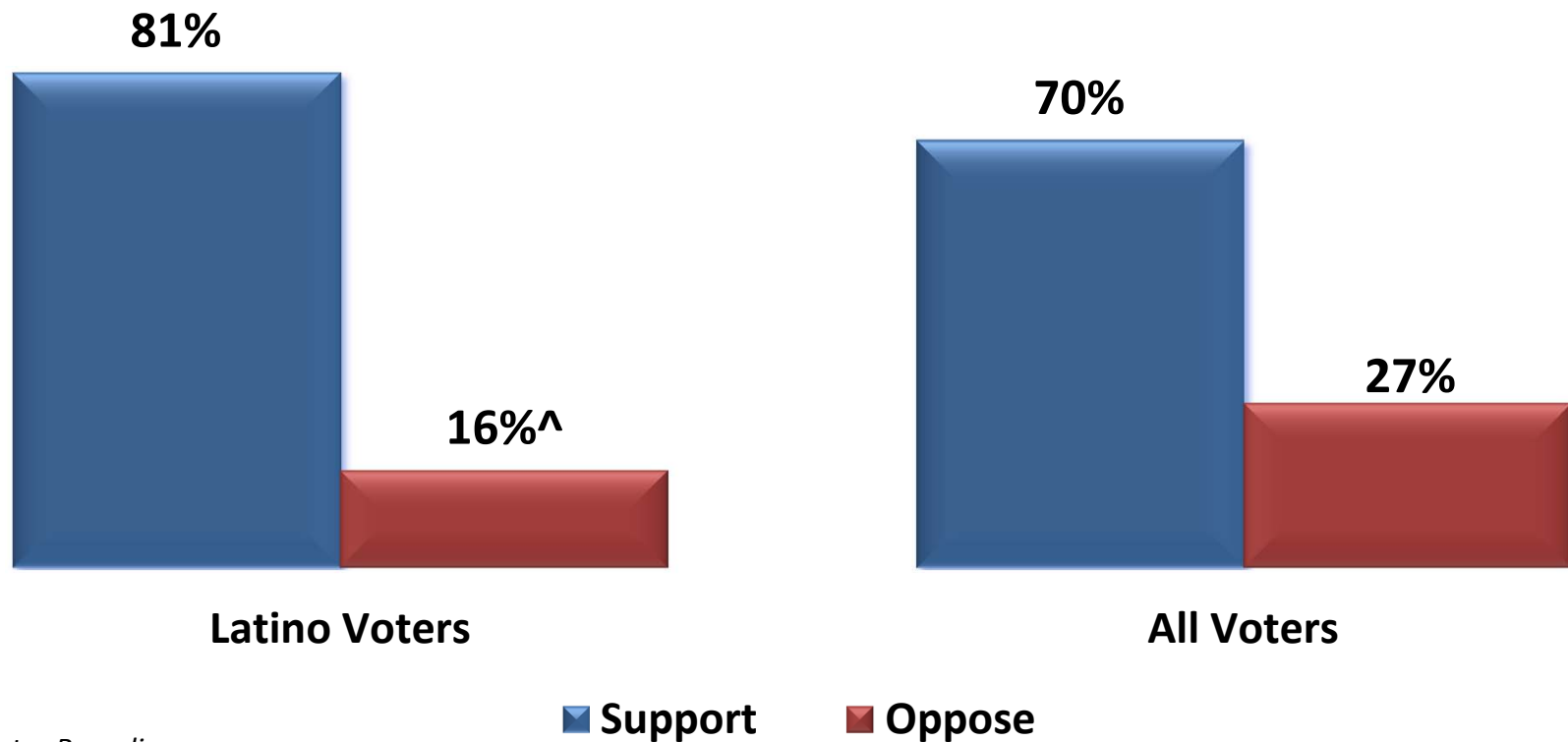
*“Which of the following comes closer to your point of view: Increasing the use of renewable energy sources like wind and solar power..”*

## Increasing Renewable Energy Sources by Ethnicity



# Latino voters overwhelmingly express support for the EPA continuing to implement the Clean Air Act by updating standards.

*“Do you support or oppose the U.S. Environmental Protection Agency 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, based on the latest science?”*



*^ Denotes Rounding*




# THE BOTTOM LINE

- ❖ Latino voters in the interior West consistently express even stronger pro-conservation positions than voters overall in these six Western states.
- ❖ There is a strong view among Latino voters that having a good economy and protecting the environment is compatible with each other. Public lands are seen as essential to their state's economy.
- ❖ Latino voters are more likely to perceive environmental laws as important protections, rather than burdensome regulations. They strongly reject the idea that one of the best ways to create jobs is to reduce these types of regulations.
- ❖ Four-in-five Latino voters support the EPA implementing the Clean Air Act and updating those standards. Latinos in these states – like other voters in the West - reject suspensions of environmental laws along the border as a means to reduce illegal immigration.
- ❖ Latinos express a strong preference for renewable energy use, which is strongly perceived as creating jobs.





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