

# Poll Findings About Hispanic/Latino Americans & Climate/Environment

---

Poll Findings About Hispanic/Latino Americans & Climate/Environment	1
Attitudes About Climate and Environmental Issues	2
<b>Latino voters are a climate-conscious audience.</b>	2
<b>Hispanic/Latino Americans care strongly about pollution, which they see as a day-to-day issue in their own communities.</b>	2
<b>Pollution of drinking water is a particularly salient issue for Hispanic Americans.</b>	2
<b>Hispanic/Latino Americans recognize the disproportionate impacts of climate change on communities of color, and tend to support the government addressing environmental inequities.</b>	2
<b>Latino voters widely support the clean energy transition.</b>	3
Climate and the Environment in the 2024 Election	3
<b>Latino voters tend to believe that President Biden is doing too little on climate change.</b>	3
<b>Latino voters show an overwhelming preference for candidates who will take action on climate change.</b>	3
<b>Latino voters in battleground states aren't convinced about which presidential candidate will better handle climate change and clean energy issues.</b>	4
<b>Hispanic/Latino voters support the Inflation Reduction Act (IRA) by wide margins, but aren't hearing much about it.</b>	4
<b>Messaging about climate change and clean energy boosts President Biden's standing with Latino voters.</b>	4
<b>Latino voters in battleground states overwhelmingly side with Biden over Trump in simulated debates on climate and energy issues.</b>	4
Messaging	5
<b>Latino voters recognize the benefits of the clean energy transition for the economy and jobs.</b>	5
<b>Health, cost savings, and climate benefits stand out as the most salient benefits of the clean energy transition for Hispanic/Latino voters.</b>	5
Charts	6
Additional Resources	8

## Attitudes About Climate and Environmental Issues

### Latino voters are a climate-conscious audience.

- Three-quarters of Latino voters (77%) say that they are least “somewhat” concerned about climate change, including nearly half (47%) who are “very” concerned about the issue. [[Climate Power en Acción + Data for Progress](#), Jan. 2024]

### Hispanic/Latino Americans care strongly about pollution, which they see as a day-to-day issue in their own communities.

- The overwhelming majority of Latino voters (85%) say that they are least “somewhat” concerned about air and water pollution, including 51% who are “very” concerned. [[Climate Power en Acción + Data for Progress](#), Jan. 2024]
- Compared to the national average, Hispanic Americans are much more likely to say that each of the following are “big” or “moderate” problems in their local communities: [[Pew](#), June 2023]
  - Air pollution (68%, compared to 51% of all U.S. adults)
  - Pollution of lakes, rivers and streams (64%, compared to 54% of all U.S. adults)
  - Safety of drinking water (59%, compared to 43% of all U.S. adults)

### Pollution of drinking water is a particularly salient issue for Hispanic Americans.

- Seven in ten Hispanic Americans (70%) said that they worried “a great deal” about pollution of drinking water in Gallup surveys conducted between 2019 and 2023, compared to 56% of all U.S. adults. [[Gallup](#), May 2023]

### Hispanic/Latino Americans recognize the disproportionate impacts of climate change on communities of color, and tend to support the government addressing environmental inequities.

- More than three-fifths of Latino Americans (63%, compared to 56% of all Americans) agree that communities of color “are often disproportionately impacted by climate disasters, experiencing higher rates of pollution and negative health outcomes.” [[We Make the Future](#), Aug. 2023]
- The majority of Hispanic Americans (55%, compared to 46% of all U.S. adults) say that the federal government should have a “major role” in addressing differences across communities in their health risks from pollution and other environmental problems. [[Pew](#), June 2023]

### Latino voters widely support the clean energy transition.

- Four in five Latino voters (80%) say that it's important for the United States to increase its use of clean and renewable energy sources like wind power and solar energy, including a majority (56%) who say that it's "very important." [[LCV Victory Fund + Climate Power](#), Sep. 2023]
  - Further, seven in ten Latino voters (72%) say that the United States should be *speeding up* rather than *slowing down* the country's transition to using more clean and renewable energy sources.

### Climate and the Environment in the 2024 Election

#### Latino voters tend to believe that President Biden is doing too little on climate change.

- Most Hispanic Americans (60%) say that they've heard "not much" or "nothing at all" about what the Biden administration has done to deal with climate change. [[CBS News + YouGov](#), Apr. 2024]
- In a poll of Latino voters in battleground states, 60% said that President Biden was doing "too little" to address climate change while only 16% said that he was doing too much on the issue. [[Climate Power](#), May 2023]

#### Latino voters show an overwhelming preference for candidates who will take action on climate change.

- By a 56-point margin, Latino voters say that they prefer a candidate "who supports following the recommendations of scientists to sharply reduce carbon pollution so we can avoid the worst effects of climate change" (72%) over a candidate "who does not believe climate change is a serious threat and does not want to burden the American economy with lots of climate change regulations" (16%). [[LCV Victory Fund + Climate Power](#), Sep. 2023]
- By a 49-point margin, Latino voters say that they prefer a candidate "who believes climate change is making extreme weather events more frequent and more severe so we must act quickly to address it" (72%) over a candidate "who believes the weather isn't getting worse and that the country should focus more on economic growth and less on regulation" (23%). [[LCV Victory Fund + Climate Power](#), Sep. 2023]

## Latino voters in battleground states aren't convinced about which presidential candidate will better handle climate change and clean energy issues.

- Less than half of Latino voters in battleground states say that Biden would do a better job handling climate change (47% Biden / 31% Trump), clean air and water (47% Biden / 33% Trump), and clean energy (46% Biden / 34% Trump) than Trump, though they lean toward trusting Biden more. [[Climate Power](#), Jan. 2024]
- In focus groups, Latino voters in battleground states tended to underestimate the amount of contrast between Biden and Trump on climate and clean energy issues. After hearing about Biden's climate and clean energy accomplishments, Latino voters agreed more with Biden on these issues. Messaging on these accomplishments also "improved perceptions of [Biden's] *effectiveness* and *positive economic impact* under his administration." [[Climate Power](#), May 2024]

## Hispanic/Latino voters support the Inflation Reduction Act (IRA) by wide margins, but aren't hearing much about it.

- Hispanic voters support the IRA by an overwhelming margin (77% support / 14% oppose) after reading a brief, one-sentence description of it. [[Navigator](#), Apr. 2024]
  - Only about half (51%) of Hispanic voters say that they've heard "some" or "a lot" about the Inflation Reduction Act. [[Navigator](#), Apr. 2024]

## Messaging about climate change and clean energy boosts President Biden's standing with Latino voters.

- Latino voters in battleground states shift 13 points in Biden's favor - from Biden +7 (48% Biden / 41% Trump) to Biden +20 (56% Biden / 36% Trump) - after seeing messaging contrasting his record and stances on climate change and the environment with Trump's. [[Climate Power](#), Jan. 2024]

## Latino voters in battleground states overwhelmingly side with Biden over Trump in simulated debates on climate and energy issues.

- When presented with contrasting statements about the candidates' approaches, Latino voters in battleground states overwhelmingly agree more with Biden's approaches to climate change (Biden +34), clean energy (Biden +29), reducing energy costs (Biden +28), and Big Oil (Biden +28). [[Climate Power](#), Jan. 2024]
  - On reducing energy costs, for example, 59% of battleground Latino voters side more with Biden's approach of "increasing the use of homegrown clean energy sources, like wind and solar power, to reduce energy costs" while 31% side more with Trump's approach of "increasing oil and gas production and building more pipelines to reduce energy costs."

## Messaging

### Latino voters recognize the benefits of the clean energy transition for the economy and jobs.

- Nearly three-quarters of Latino voters (73%) agree with the following statement about the economic benefits of clean energy: [[Climate Power en Acción + Data for Progress](#), Jan. 2024]
  - *“To grow good-paying, stable jobs for working class Americans, we need to turn our attention to the clean energy industry. The oil and gas industry is not going to last forever. We can lower energy costs for everyone while building good jobs if we prioritize investing in this fast-growing industry.”*
- By a 55%-32% margin, Latino voters say that the clean energy industry (55%) is more likely to create more jobs in the United States over the next several decades than the oil and gas industry (32%). [[Climate Power + Data for Progress](#), July 2022]

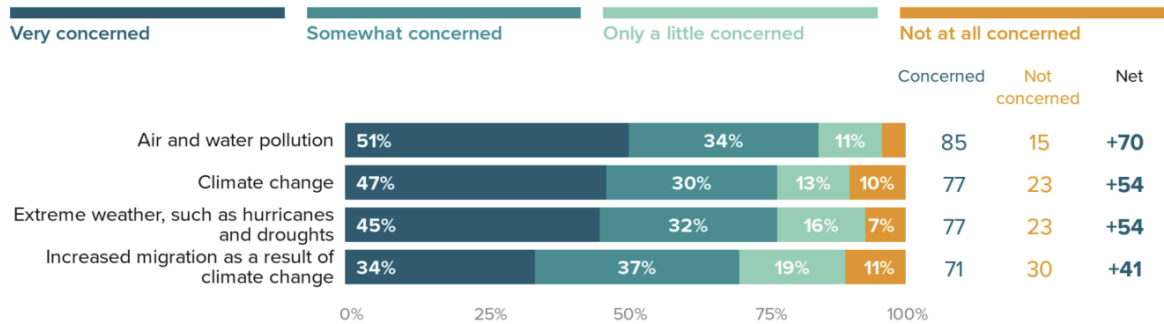
### Health, cost savings, and climate benefits stand out as the most salient benefits of the clean energy transition for Hispanic/Latino voters.

- In a test of seven positive messages about the federal clean energy plan, Hispanic voters selected the following health-focused message as the “most important” benefit of the plan: [[LCV + Climate Power](#), Jan. 2023]
  - *“Using more clean sources to produce energy means using less dirty energy sources that give off pollution in the air and water, which in turn means fewer health problems like asthma and heart disease that come from toxic pollution.”*
- When asked to choose the most important impacts of President Biden’s clean energy plan, Latino voters in battleground states were most likely to select the following proof points: [[Climate Power](#), May 2023]
  - It can save consumers tens of thousands of dollars for making their homes more energy efficient, and for many working families the improvements will be free
  - It will help cut climate pollution by 40% by the end of the decade
  - It will help avoid up to 3,900 premature deaths and up to 100,000 asthma attacks by the end of the decade

## Charts

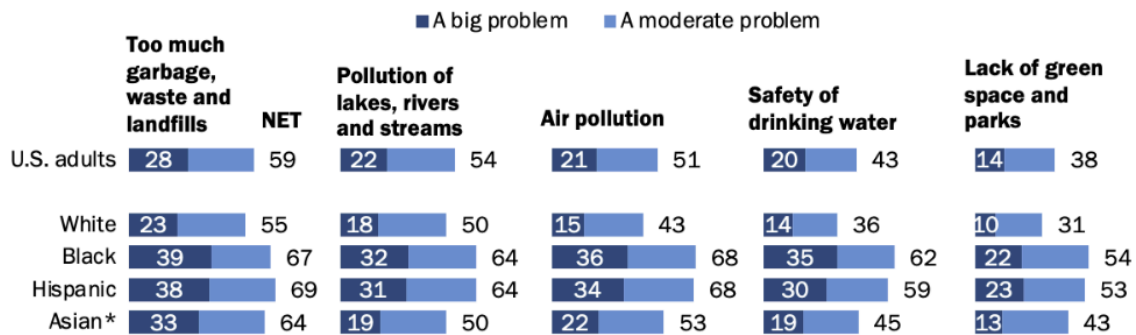
### Latino Voters Are Extremely Concerned About Pollution, Climate Change, and Extreme Weather Events

How concerned or not concerned are you about each of the following?



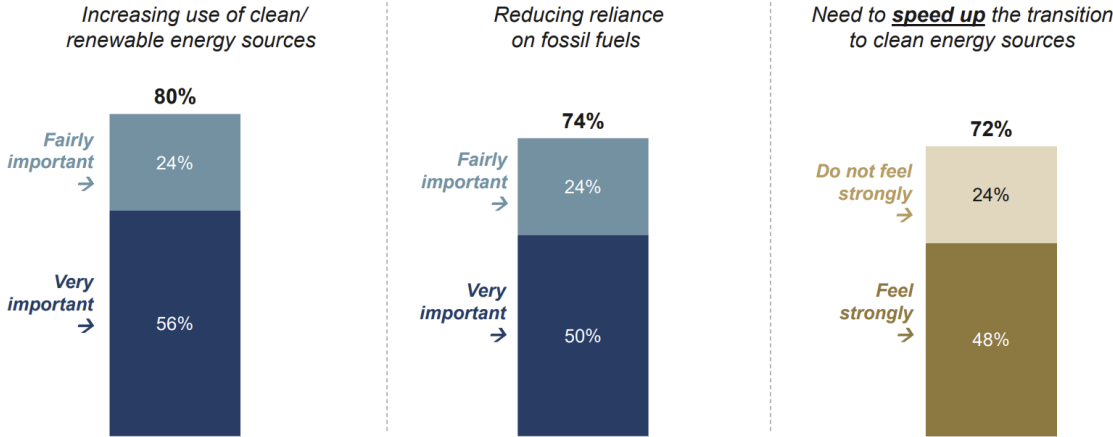
[Climate Power en Acción + Data for Progress](#), Jan. 2024

% of U.S. adults who say \_\_\_ is a **big/moderate problem** in their local community



[Pew](#), June 2023

## We can be very confident in promoting clean energy with Latino voters.

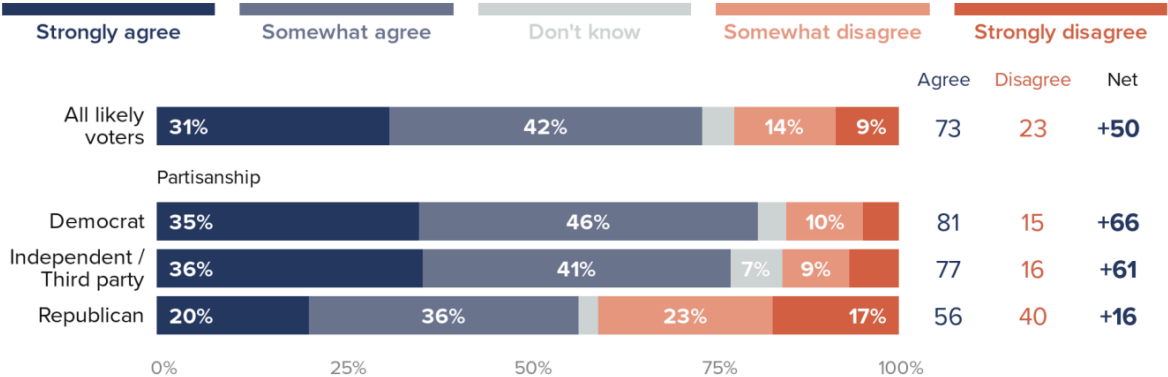


[LCV Victory Fund + Climate Power](#), Sep. 2023

## Nearly Three-Fourths of Latino Voters Think We Need to Prioritize Investments in the Clean Energy Sector

Do you agree or disagree with the following statement:

To grow good-paying, stable jobs for working class Americans, we need to turn our attention to the clean energy industry. The oil and gas industry is not going to last forever. We can lower energy costs for everyone while building good jobs if we prioritize investing in this fast-growing industry.



[Climate Power en Acción + Data for Progress](#), Jan. 2024

## Additional Resources

[\*Latinos in Battleground States Must Be Reminded of Biden-Trump Climate Contrast\*](#)  
Climate Power, May 2024

[\*More Than Seven in Ten Americans Support the Inflation Reduction Act\*](#)  
Navigator, Apr. 2024

[\*Few Have Heard About Biden's Climate Policies, Even Those Who Care Most About Issue — CBS News poll\*](#)  
CBS News + YouGov, Apr. 2024

[\*MEMO: Latino Voters Support Clean Energy Investments and Climate Accountability\*](#)  
Climate Power en Acción + Data for Progress, Mar. 2024

[\*Latino Electoral Power: The Climate Case Against Trump\*](#)  
Climate Power, Mar. 2024

[\*The Climate and Clean Energy Case Against Trump\*](#)  
Climate Power, Jan. 2024

[\*How to Call out the GOP on Energy and the Environment\*](#)  
LCV Victory Fund + Climate Power, Sep. 2023

[\*Research Slides: Mobilizing Toward Climate Justice\*](#)  
We Make the Future, Aug. 2023

[\*Majorities of Americans Prioritize Renewable Energy, Back Steps to Address Climate Change\*](#)  
Pew, June 2023

[\*Messaging the Clean Energy Plan to Latino Voters\*](#)  
Climate Power, May 2023

[\*Most Black, Hispanic Adults Very Worried About Tainted Water\*](#)  
Gallup, May 2023

[\*Voters' Attitudes about Clean Energy Policy, Development, and Expansion\*](#)  
LCV + Climate Power, Feb. 2023

[\*Nationwide Voters of Color Polling Results on Climate Change\*](#)  
Green 2.0, Oct. 2022

[\*Latino Voters Support Holding Oil and Gas Companies Accountable for High Prices and Taking Action on Climate Change\*](#)  
Climate Power + Data for Progress, July 2022

Prepared by the Environmental Polling Consortium, June 2024  
[environmentalpollingconsortium.org](https://environmentalpollingconsortium.org)