



National Latino Coalition  
on Climate Change



*Ensuring Latinos have an integral voice in the national dialogue on climate change*

**A Summary Of Key Data From  
Surveys of Latino Voters in  
Colorado, Nevada and Florida  
Conducted March 2010**

# METHODOLOGY:

**Public Opinion Strategies completed a total of 900 interviews with registered voters who identify as Latino or Hispanic in three states: Florida, Colorado and Nevada. The margin of sampling error for each statewide survey of 300 Latino voters is +/- 5.66%; margins of error for subgroups within the sample will be larger.**

**In each state we interviewed respondents both on traditional landline telephones and cell phones. Respondents were provided the opportunity to complete the survey in either Spanish or English. Interviews were completed March 3-4, 6-8, 2010.**



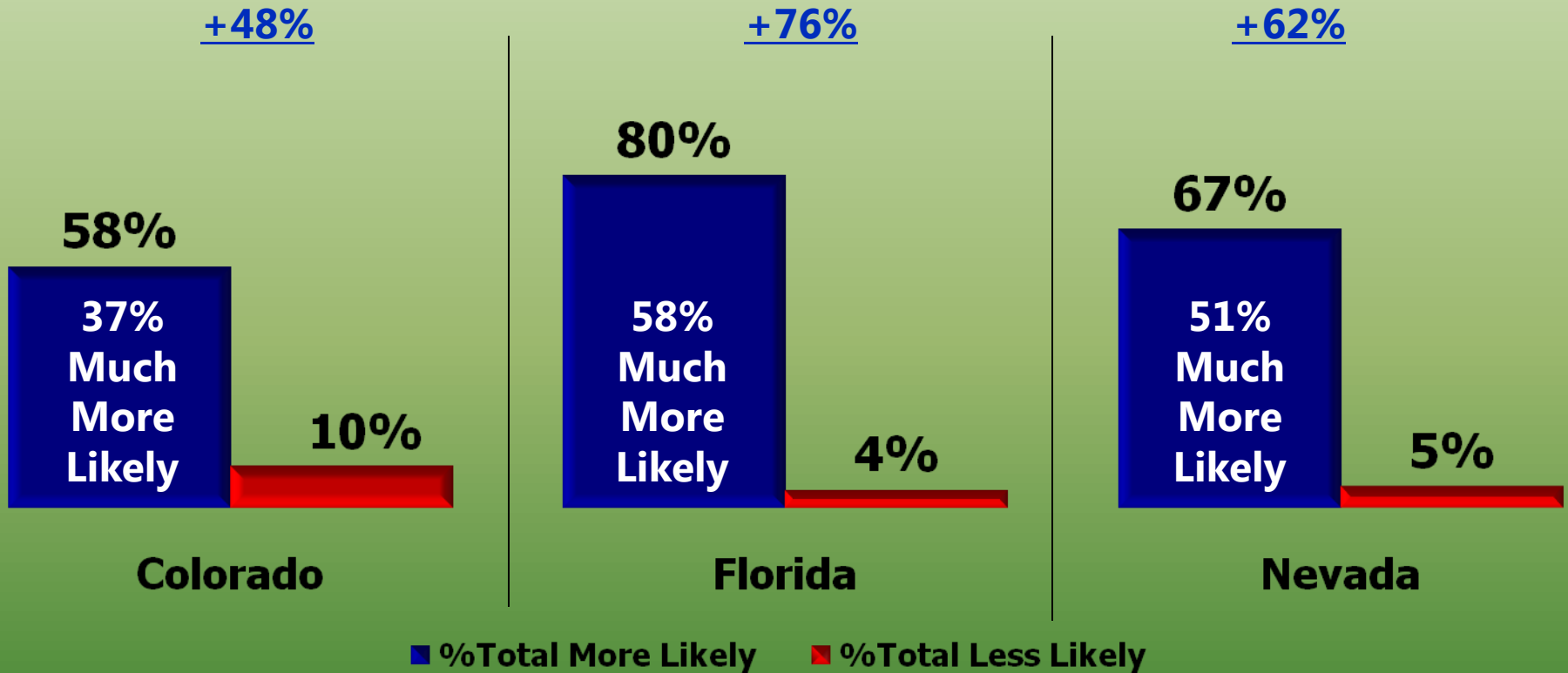
# WHO WE ARE

**As climate change poses significant challenges and opportunities for low-income and minority communities, three national Latino organizations have joined forces to launch the National Latino Coalition on Climate Change (NLCCC). The National Puerto Rican Coalition (NPRC), the Labor Council for Latin American Advancement (LCLAA) and the Hispanic Federation are working collaboratively to ensure that Latinos have an integral voice in the national dialogue on climate change.**



# Support for these types of energy proposals is actually a vote determining issue for Latinos in these states.

## Likelihood to Vote If Candidate Supports These Proposals

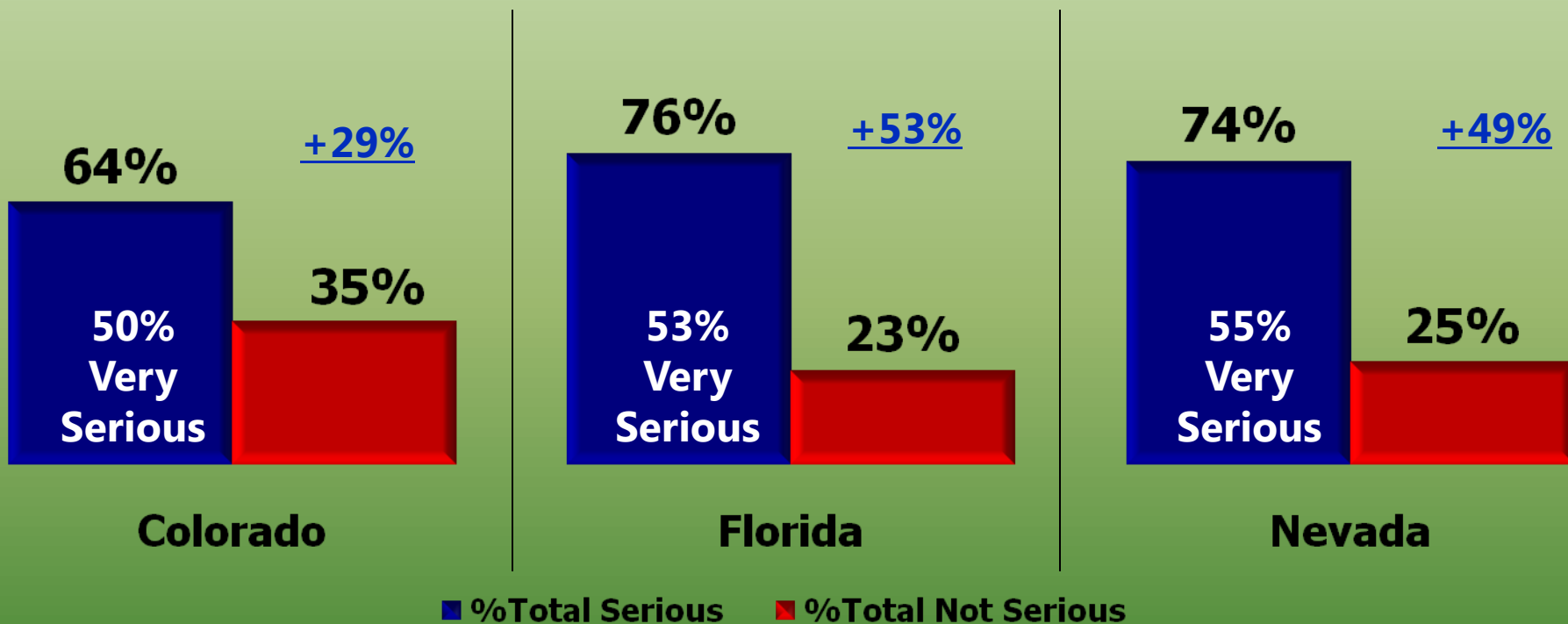


*Would you be more likely or less likely to vote for a U.S. Senate candidate if he or she supported these proposals to increase the use of renewable energy and reduce global warming pollution, or would it make no difference in how you would vote?*



# There is a shared sentiment that global warming is a serious problem.

## Perceived Seriousness of Global Warming

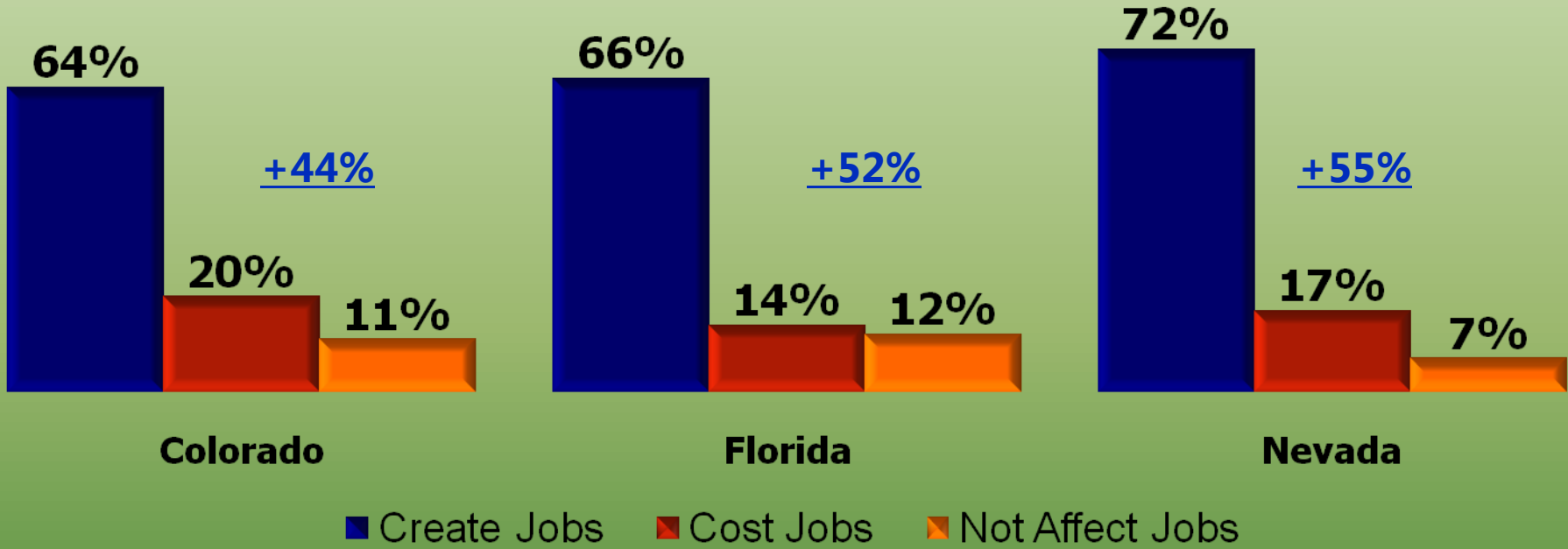


*How serious do you think the problem of global warming is – very serious, fairly serious, just somewhat serious, or not serious at all?*



# And, they view efforts to address the issue through a shift to clean energy as a job creator.

*Efforts to reduce global warming by switching to clean energy...*



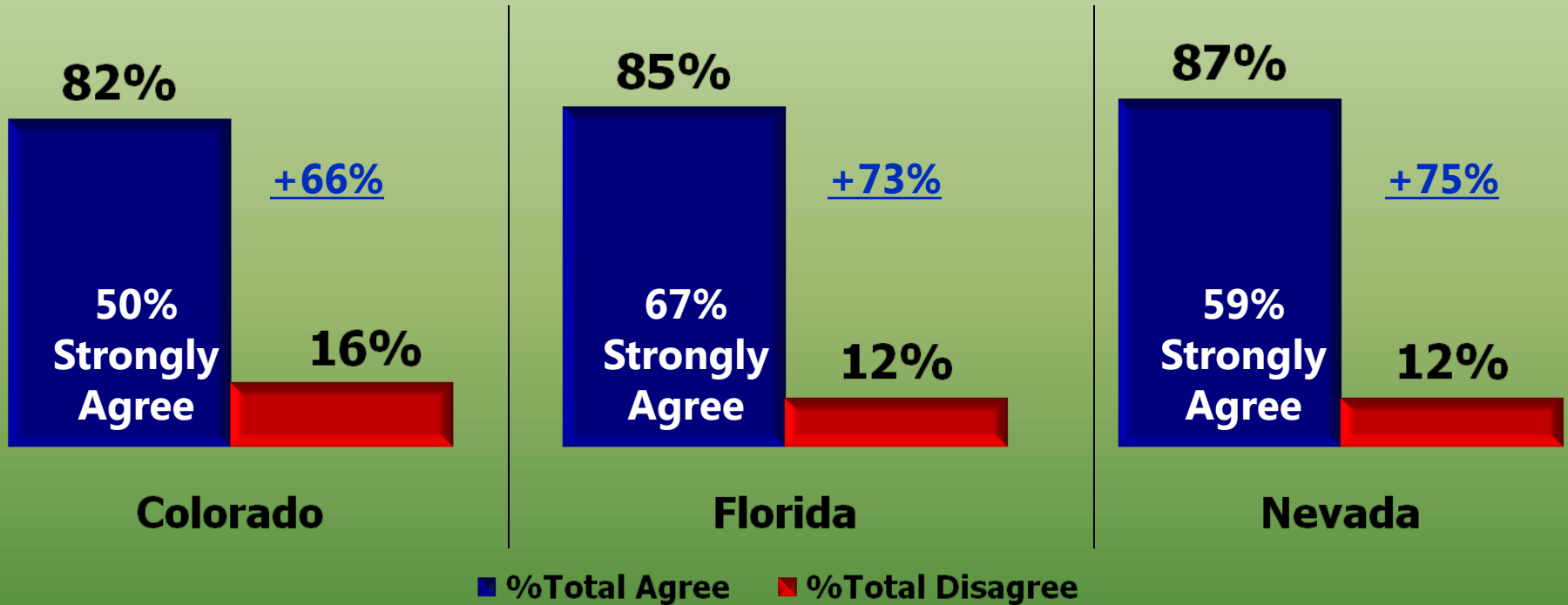
*Which comes closer to your point of view? Efforts to reduce global warming by switching to clean energy...*



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# Latino voters believe we can address global warming and have a strong economy.

*I believe (Colorado/Florida/Nevada) can reduce global warming pollution and expand jobs and economic prosperity at the same time.*



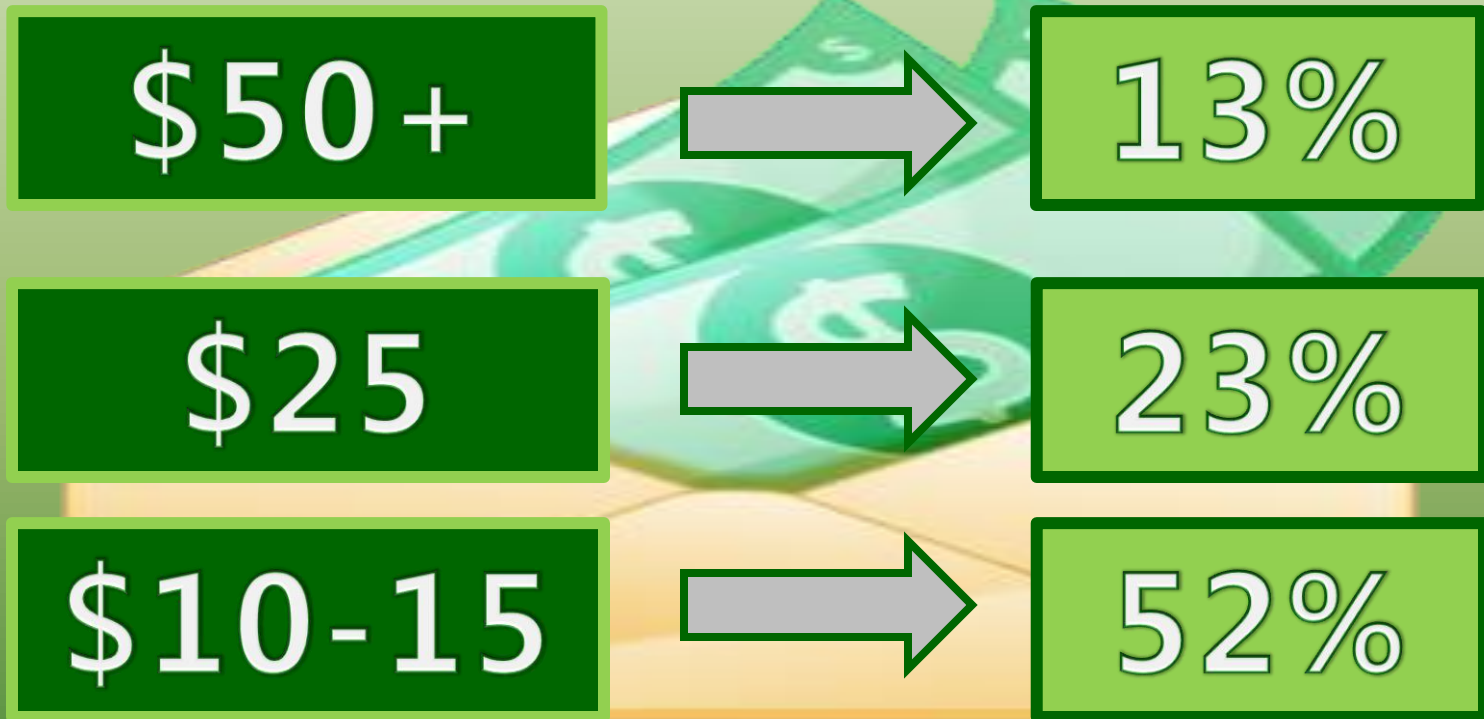
*I would like to read you a few statements about this issue. For each one, please tell me if you agree or disagree with that statement...And would you say you STRONGLY (agree/disagree) or just SOMEWHAT (agree/disagree)?*



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# Fully 88% of Latino voters across these states say they are willing to pay more in energy prices each month.

## Average Dollar Amount Latino Voters Willing to Pay per Month\*



*\*Average Across Colorado, Florida, and Nevada.*

*What is the most you would be willing to pay in higher energy prices per month to increase the amount of energy needs which are met by renewable energy sources like wind and solar power?*



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# LEADERSHIP CHAIR

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*(Hablamos Español)*



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[www.LatinoCoalitiononClimateChange.org](http://www.LatinoCoalitiononClimateChange.org)



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