

CLIMATE CHANGE IN THE LATINO MIND



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Introduction

This report is based on findings from two surveys conducted concurrently in the Unites States:

Results for Latinos (including both English- and Spanish-language Latinos) are based on a nationally representative survey of Latinos in the U.S. conducted by the Yale Program on Climate Change Communication (climatecommunication.yale.edu). For the purposes of this study, Latinos are defined as individuals living in the United States who self-identify as a member of one of the following groups: Mexican, Mexican-American, Chicano, Puerto Rican, Cuban, Cuban American, or "some other Spanish, Hispanic, or Latino group." Interview dates: May 18 – June 8, 2017. Interviews: 2,054 Latino adults (18+). Respondents chose whether to take the survey in English or Spanish. Results are reported for English- and Spanish-language preference according to respondents' survey language choice. Average margins of error at the 95% confidence level: All Latinos +/- 2 percentage points; English-Language Latinos (1,256) +/- 3 percentage points; Spanish-Language Latinos (798) +/- 4 percentage points. The research was funded by the Heising-Simons Foundation.

Results for non-Latinos are based on findings from a nationally representative survey of U.S. adults – <u>Climate Change in the American Mind</u> – conducted by the <u>Yale Program on Climate Change</u>

<u>Communication (climatecommunication.yale.edu)</u> and the <u>George Mason University Center for Climate Change Communication (climatechangecommunication.org)</u>. Interview dates: May 18 – June 6, 2017. Interviews: 1,266 adults (18+), including the 1,140 non-Latinos used in this report. Average margin of error for non-Latinos +/- 3 percentage points at the 95% confidence level. This study was funded by the 11th Hour Project, the Energy Foundation, the Grantham Foundation, and the MacArthur Foundation.

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Executive Summary

This report focuses on a critical demographic in the United States – Latinos. Currently 17% of the U.S. population (more than 58 million people) and the second-largest racial/ethnic group in the nation, Latinos are a fast-growing demographic projected to reach 24% of the population by 2065, while non-Latino whites will decrease from 62% of the current population to 46% in 2065. Currently, nearly two out of three Latinos were born in the U.S. (65%), 68% speak English well, while 73% speak Spanish at home (e.g., many are bilingual). Politically, more than 27 million Latinos are currently eligible to vote, and Latinos are already a critical block of voters in local, state, and national elections, especially in swing states such as Colorado, Florida, and Nevada (Pew Research Center).

In May 2017, we conducted a nationally representative survey of 2,054 English and Spanish-speaking Latinos to investigate their current climate change knowledge, risk perceptions, policy support, behaviors, motivations, and barriers to political action.

Key Findings

Overall, we find a very consistent pattern: Latinos are much more engaged with the issue of global warming than are non-Latinos. Latinos are more convinced global warming is happening and human-caused, more worried about it, perceive greater risks, are more supportive of climate change policies, and are more willing to get involved politically. Within the Latino community, we find another consistent pattern: while Latinos, generally, are more engaged with the issue of global warming than are non-Latinos, Spanish-language Latinos are even more engaged than English-language Latinos.

Beliefs & Attitudes

- More than eight in ten Latinos **(84%) think global warming is happening**, including nearly nine in ten Spanish-language Latinos **(88%)**.
- Six in ten Latinos (63%) are "very" or "extremely" sure global warming is happening, including seven in ten Spanish-language Latinos (70%).
- Seven in ten Latinos **(70%) understand global warming is mostly human caused**, including three-quarters of Spanish-language Latinos (76%). By contrast, only about two in ten Latinos (21%) think it is caused mostly by natural changes in the environment.
- Three in four Latinos (78%) are worried about global warming; one in three (35%) are "very worried", including 43% of Spanish-language Latinos, who are "very worried".
- Half of Latinos (50%) think people in the U.S. are being harmed by global warming "right now," including nearly two in three Spanish-language Latinos (63%).
- A majority of Latinos think global warming will cause "a great deal" of harm to plant and animal species (68%), future generations of people (64%), the world's poor (61%), people in developing countries (55%), or their grandchildren (54%).
- More than half of Latinos (53%) say they have personally experienced the effects of global warming.



- About half of Latinos (48%) discuss global warming with family and friends "often" or "occasionally," including 58% of Spanish-language Latinos.
- Fewer than half of Latinos (41%) hear about global warming in the media at least once a month or more frequently.
- Eight in ten Latinos (83%), including nine in ten Spanish-language Latinos (90%), say that global warming is at least "somewhat" important to them.
- A large majority of Latinos (85%) support schools teaching children about global warming, including more than half (57%) who "strongly agree" that schools should teach children about it.
- Nearly one in four Latinos say either providing a better life for our children and grandchildren or preventing the destruction of most life on the planet are the most important reasons to reduce global warming (each 23%).

Policy & Politics

- Three in four Latinos want corporations and industry (77%), citizens themselves (74%), President Trump (74%), and the U.S. Congress (73%) to do more to address global warming.
- A large majority of Latinos (68%) think the U.S. should reduce its greenhouse gas emissions "regardless of what other countries do."
- Eight in ten Latinos (81%) support requiring fossil fuel companies to pay a carbon tax.
- Half of Latinos "strongly support" funding more research into renewable energy (55%), regulating carbon dioxide as a pollutant (50%), or providing tax rebates for people who purchase energy-efficient vehicles or solar panels (48%).
- Many Latinos are willing to take political action on global warming, including a majority who would vote for a candidate for public office because of their position on global warming (60%). A majority are also willing to join a campaign to convince elected officials to take action to reduce global warming (51%), including 61% of Spanish-language Latinos.
- Seven in ten Latinos (71%) have never been contacted by an organization working to reduce global warming.
- Latinos face different barriers to contacting elected officials about global warming, including about three in four (73%) who say nobody has ever asked them, and more than six in ten (64%) say they do not know which elected officials to contact.

Actions & Behaviors

- One in three Latinos (35%) have rewarded companies for taking steps to reduce global warming by buying their products. Similarly, about one in three Latinos (31%) have punished companies that oppose steps to reduce global warming by not buying their products.
- A majority of Latinos (57%) intend to buy the products of companies that are taking steps to reduce global warming. Likewise, a majority of Latinos (55%) would punish companies for opposing steps to reduce global warming by not buying their products.



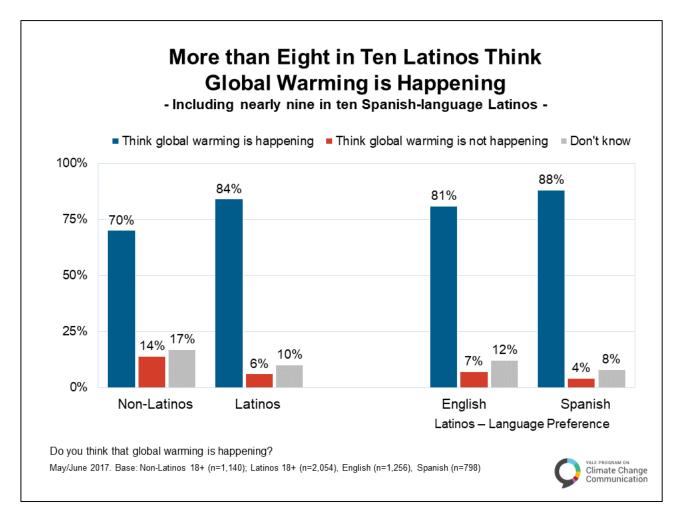
A. Global Warming Beliefs & Attitudes

A.1. Global Warming Beliefs

A.1.1. More than eight in ten Latinos think global warming is happening.

Overall, more than eight in ten Latinos (84%) think global warming is happening, including nearly nine in ten Spanish-language Latinos (88%). By contrast, only six percent of Latinos think global warming is not happening.

Fewer non-Latinos think global warming is happening (70%).

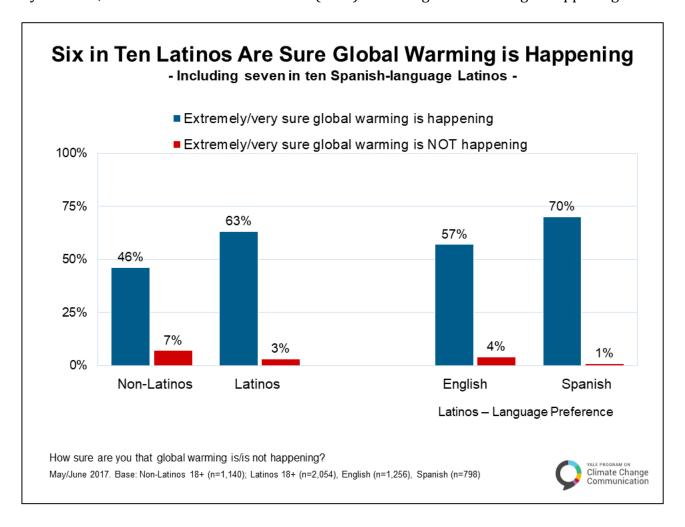




A.1.2. Six in ten Latinos are extremely or very sure global warming is happening.

Sixty-three percent of Latinos are either "extremely" or "very" sure global warming is happening. Far fewer – only 3% – are sure global warming is not happening. Seven in ten Spanish-language Latinos (70%) are sure global warming is happening, as are more than half of English-language Latinos (57%).

By contrast, fewer than half of non-Latinos (46%) are sure global warming is happening.



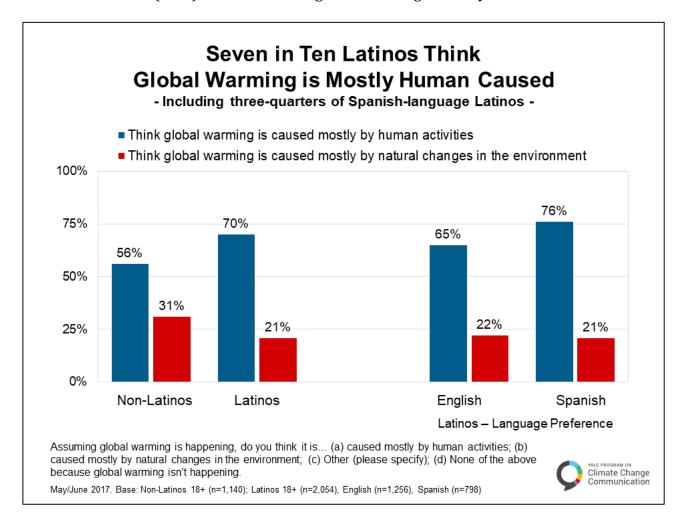


A.1.3. Seven in ten Latinos think global warming is mostly human caused.

The 2014 U.S. National Climate Assessment (written and reviewed by hundreds of climate experts over the course of four years) states: "The global warming of the past 50 years is primarily due to human activities, predominantly the burning of fossil fuels. Many independent lines of evidence confirm that human activities are affecting climate in unprecedented ways" (p. 15).¹

A large majority of Latinos (70%) understand that global warming is mostly human caused. By contrast, about two in ten (21%) say it is caused mostly by natural changes in the environment.

Fewer non-Latinos (56%) understand that global warming is mostly human caused.



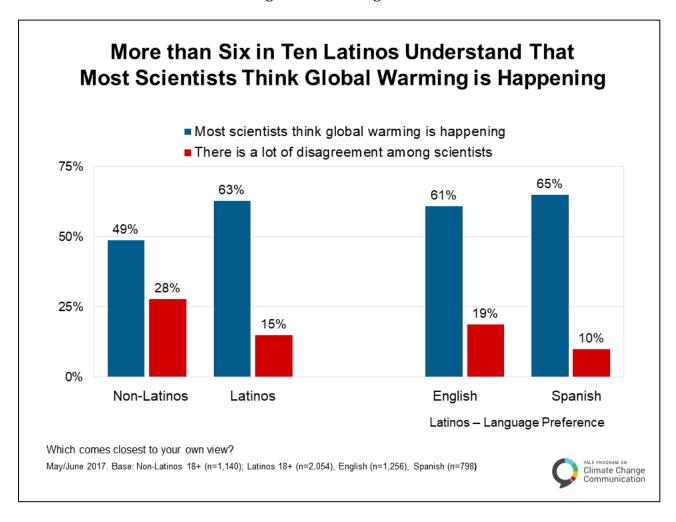


¹ http://nca2014.globalchange.gov/report

A.1.4. More than six in ten Latinos understand that most scientists think global warming is happening.

Sixty-three percent of Latinos (63%) understand that most scientists think global warming is happening. By contrast, fewer than one in six Latinos (15%) think "there is a lot of disagreement among scientists" about whether or not global warming is happening.

Half of non-Latinos (49%) understand that most scientists think global warming is happening, while 28% think there is a lot of disagreement among scientists.



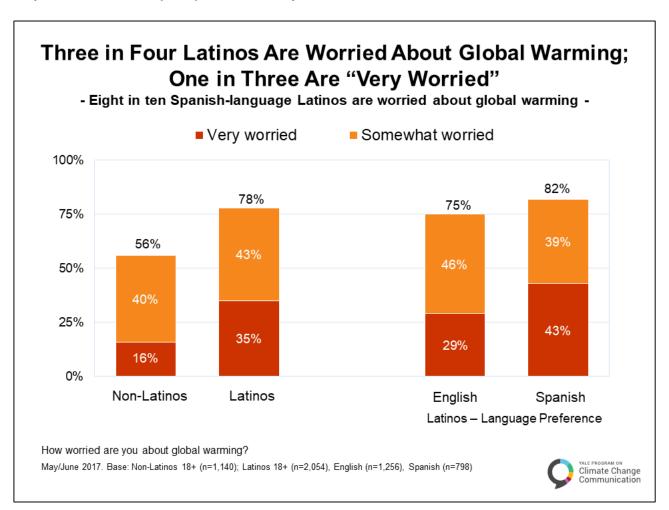


A.2. Worry About Global Warming

Three in four Latinos are worried about global warming; one in three are "very worried."

More than three in four Latinos (78%) say they are at least "somewhat worried" about global warming, including about eight in ten Spanish-language Latinos (82%). About one in three Latinos (35%) are "very worried."

By contrast, a smaller majority of non-Latinos (56%) are worried about global warming, including only about one in six (16%) who are "very worried."





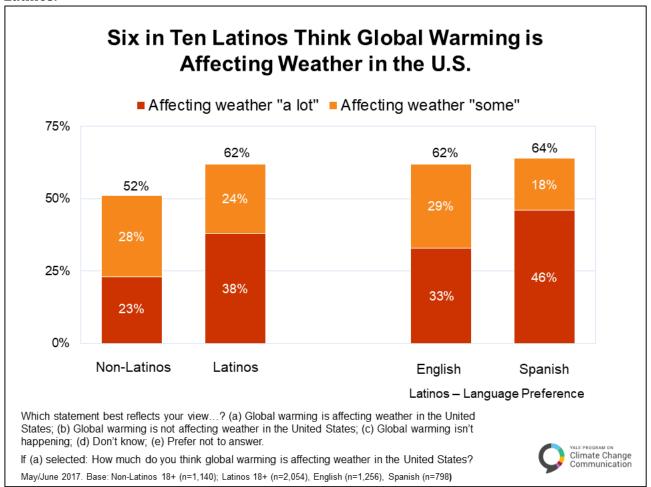
A.3. Perceived Risks of Global Warming

A.3.1. Six in ten Latinos think global warming is affecting weather in the United States.

The impacts of global warming are starting to be felt in the United States. According to the 2014 U.S. National Climate Assessment:²

"Residents of some coastal cities see their streets flood more regularly during storms and high tides. Inland cities near large rivers also experience more flooding, especially in the Midwest and Northeast. Insurance rates are rising in some vulnerable locations, and insurance is no longer available in others. Hotter and drier weather and earlier snow melt mean that wildfires in the West start earlier in the spring, last later into the fall, and burn more acreage. In Arctic Alaska, the summer sea ice that once protected the coasts has receded, and autumn storms now cause more erosion, threatening many communities with relocation."

In line with this assessment, six in ten Latinos (62%) think global warming is affecting weather in the United States either "a lot" (38%) or "some" (24%). Nearly half of Spanish-language Latinos (46%) think global warming is affecting the weather "a lot," compared with only 23% of non-Latinos.



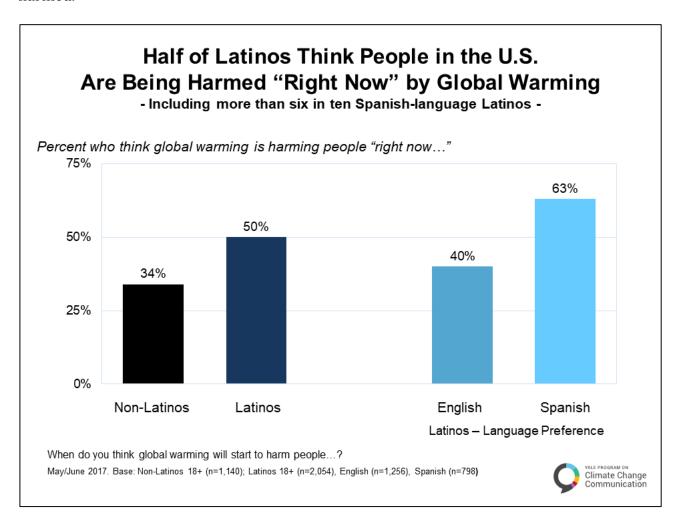
² http://nca2014.globalchange.gov/highlights/overview/overview



A.3.2. Half of Latinos think people in the U.S. are being harmed "right now" by global warming.

Half of Latinos (50%) think people in the U.S. are being harmed by global warming "right now," including nearly two in three Spanish-language Latinos (63%).

By contrast, only one in three non-Latinos (34%) think people in the U.S. are currently being harmed.





A.3.3. Latinos are more likely than non-Latinos to think global warming will cause "a great deal" of harm.

Six in ten or more Latinos think that plant and animal species (68%), future generations of people (64%), or the world's poor (61%) will be harmed a "great deal" by global warming. A majority also think people in developing countries (55%), or their grandchildren (54%) will experience a great deal of harm.

Four in ten or more think family members outside the U.S. (48%), their children (46%), or people in the U.S. (44%) will be harmed a great deal. They are less likely to think that people in close proximity – their family (38%), people in their community (37%), or themselves (34%) will be harmed a great deal.

Non-Latinos are much less likely to think global warming will cause a great deal of harm to each group.

Latinos are More Likely than Non-Latinos to Think Global Warming Will Cause "A Great Deal" of Harm

Percent who think global warming will cause	Non-Latinos		Latinos – Language Preference		
		Latinos	English	Spanish	
"a great deal" of harm to	%	%	%	%	
Plant and animal species	48	68	63	74	
Future generations of people	51	64	60	71	
The world's poor	38	61	56	68	
People in developing countries	36	55	52	60	
Your grandchildren	34	54	47	64	
Family members outside the U.S.	21	48	39	61	
Your children	22	46	38	57	
People in the U.S.	24	44	37	54	
Your family	14	38	30	48	
People in your community	16	37	30	46	
You personally	13	34	26	46	

How much do you think global warming will harm...?

May/June 2017. Base: Non-Latinos 18+ (n=1,140); Latinos 18+ (n=2,054), English (n=1,256), Spanish (n=798)

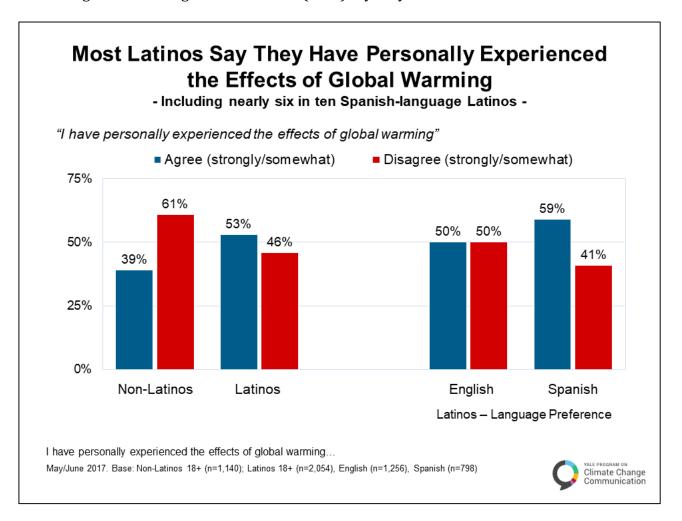




A.3.4. Most Latinos say they have personally experienced the effects of global warming.

A majority of Latinos (53%) say they have personally experienced the effects of global warming. Fewer than half (46%) say they have not. Nearly six in ten Spanish-language Latinos (59%) say they have personally experienced the effects of global warming.

By contrast, only about four in ten non-Latinos (39%) say they have personally experienced the effects of global warming, while six in ten (61%) say they have not.





A.3.5. Twice as many Latinos as non-Latinos have been harmed by extreme heat waves, drought, or polluted air.

About twice as many Latinos as non-Latinos say they have been harmed at least "a moderate amount" in the past year by extreme heat waves (22% vs. 11%), drought (18% vs. 10%), or polluted air (13% vs. 6%). More than one in four Spanish-language Latinos (26%) say they have been harmed by an extreme heat wave.

Twice as Many Latinos as Non-Latinos Have Been Harmed by Extreme Heat Waves, Drought, or Polluted Air

- One in five Latinos have been harmed by extreme heat waves -

Percent who were			Latinos – Language Preference		
	Non-Latinos	Latinos	English	Spanish	
narmed a great dear or "a moderate amount"	harmed "a great deal" or "a moderate amount" %	%	%	%	
Extreme heat wave	11	22	19	26	
Drought	10	18	17	19	
Polluted air	6	13	14	12	

In the past year, have you personally experienced... (a) extreme heat; (b) drought; (c) polluted air? If "yes" selected: In the past year, how much were you harmed by... (a) extreme heat; (b) drought; (c) polluted air? (1) A great deal; (2) A moderate amount; (3) Only a little; (4) Not at all.

May/June 2017. Base: Non-Latinos 18+ (n=1,140); Latinos 18+ (n=2,054), English (n=1,256), Spanish (n=798)



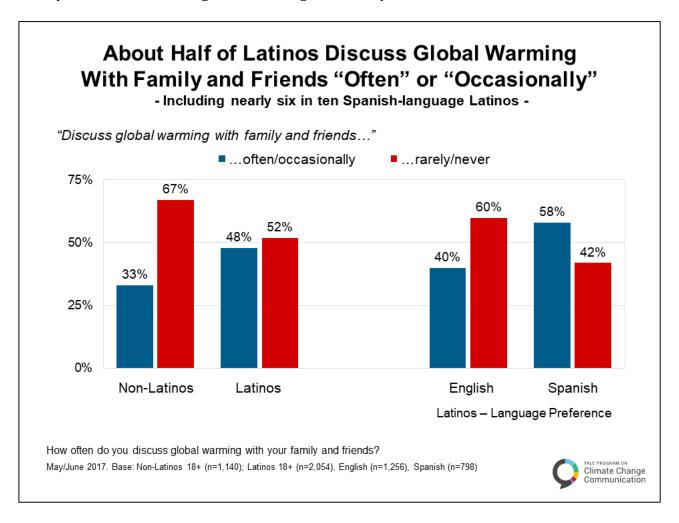


A.4. Personal and Social Engagement with Global Warming

A.4.1. About half of Latinos discuss global warming with family and friends "often" or "occasionally."

Nearly half of Latinos (48%) say they discuss global warming with family and friends at least occasionally, while more (52%) say they rarely or never discuss it. A majority of Spanish-language Latinos (58%) say they discuss global warming with family and friends at least occasionally.

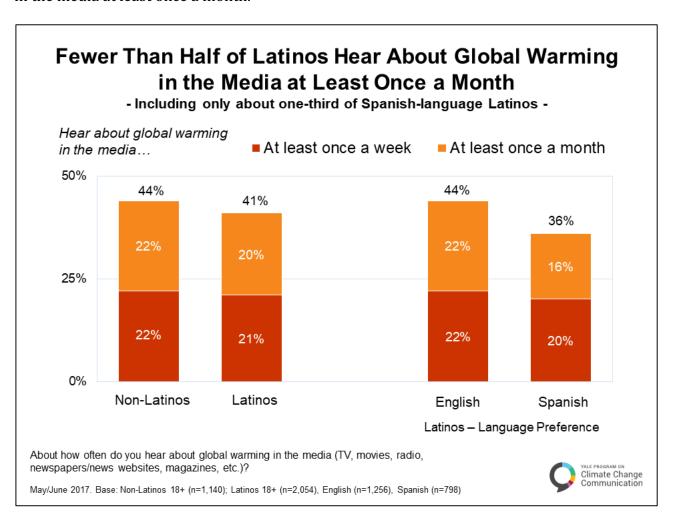
By contrast, two in three non-Latinos (67%) and six in ten English-language Latinos (60%) say they "rarely" or "never" discuss global warming with family and friends.





A.4.2. Fewer than half of Latinos hear about global warming in the media at least once a month.

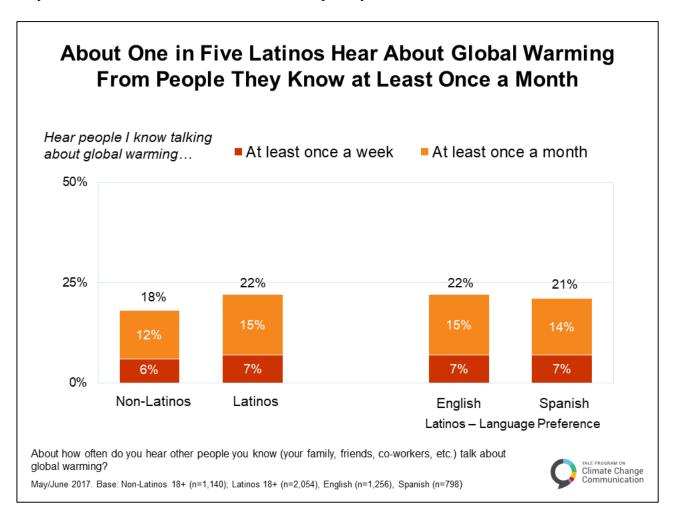
Only about four in ten Latinos (41%) hear about global warming in the media once a month or more frequently. About the same number of non-Latinos (44%) hear about global warming in the media once a month or more. Spanish-language Latinos (36%) are less likely to hear about global warming in the media at least once a month.





A.4.3. About One in Five Latinos hear about global warming from people they know at least once a month.

About one in five (22%) Latinos hear about global warming from people they know at least once a month or more frequently. Slightly fewer non-Latinos (18%) hear about global warming from people they know at least once a month or more frequently.

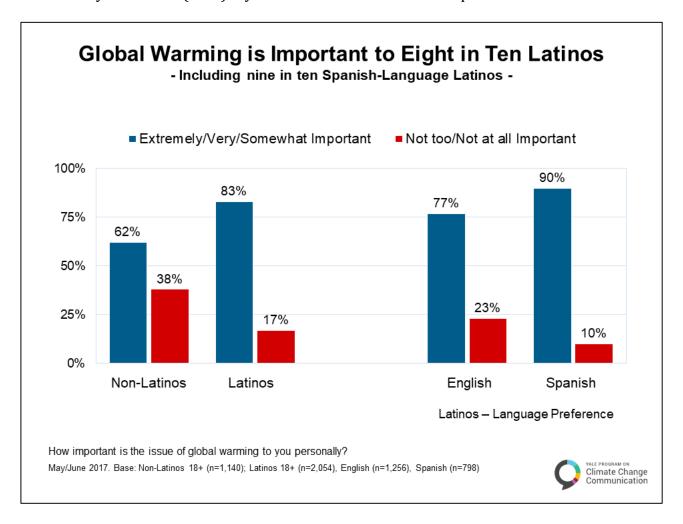




A.4.4. Global warming is important to eight in ten Latinos.

A large majority of Latinos (83%) say that global warming is at least "somewhat" important to them. Nine in ten Spanish-language Latinos (90%) say global warming is important to them. Fewer than one in five (17%) say that global warming is "not too" or "not at all" important to them.

By contrast, fewer non-Latinos (62%) say global warming is at least "somewhat" important to them, while nearly four in ten (38%) say it is "not too" or "not at all" important.

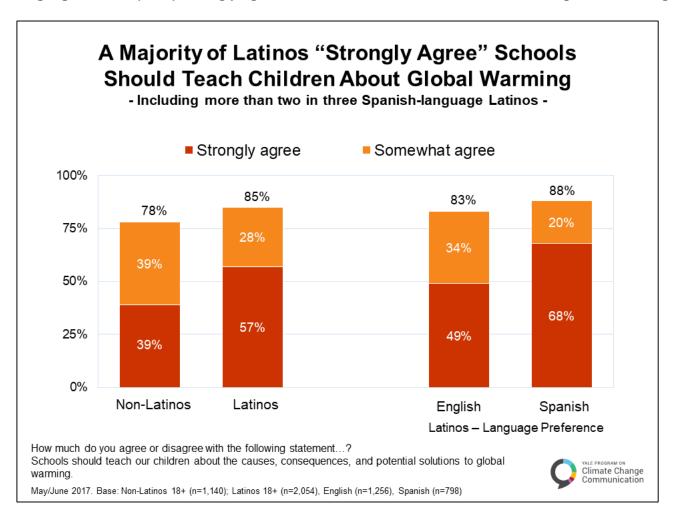




A.4.5. A majority of Latinos "strongly agree" schools should teach children about global warming.

The Next Generation Science Standards³ for K-12 STEM (Science, Technology, Engineering and Mathematics) education in the U.S. require that climate change be included in the curriculum, a mandate that is controversial in some parts of the country.

A large majority of Latinos (85%), however, support teaching about global warming in schools, including more than half (57%) who "strongly agree" that schools should teach children about the causes, consequences, and potential solutions to global warming. More than two in three Spanishlanguage Latinos (68%) strongly agree that schools should teach children about global warming.



³ The Next Generation Science Standards were developed by a collaboration of scientists and educators at the National Research Council of the National Academy of Sciences; the American Academy for the Advancement of Science; the National Teacher's Association; 26 states; and Achieve (a non-profit organization). Released in 2013, the standards represent the most current, research-based method of educating K-12 students in STEM and preparing them for STEM careers. See: http://www.nextgenscience.org/

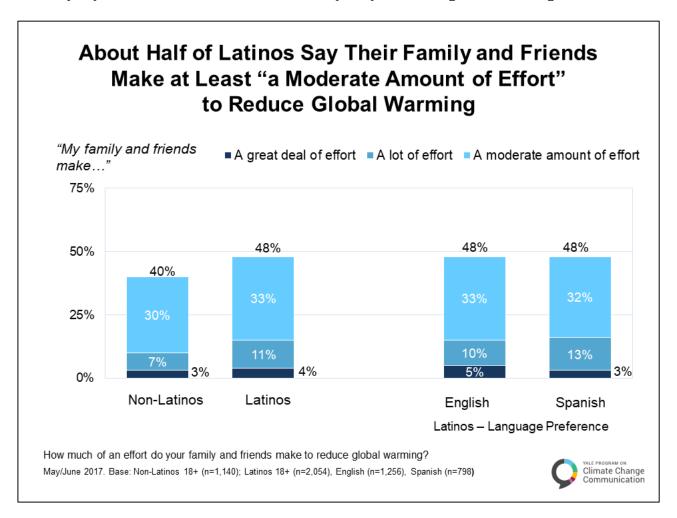


A.5. Motivations to Take Action to Reduce Global Warming

A.5.1. About half of Latinos say their family and friends make at least "a moderate amount of effort" to reduce global warming.

The belief that people similar to you are taking action to reduce global warming can be an important motivator for taking action oneself.^{4,5} About half of Latinos (48%) say their family and friends make either "a great deal of effort" (4%), "a lot of effort" (11%), or "a moderate amount of effort" (33%) to reduce global warming.

Fewer non-Latinos (40%) say their family and friends make "a great deal effort" (3%), "a lot of effort" (7%), or "a moderate amount of effort" (30%) to reduce global warming.



⁴ Cialdini, R. B. (2003). Crafting normative messages to protect the environment. <u>Current Directions in Psychological Science</u>, 12(4), 105-109.

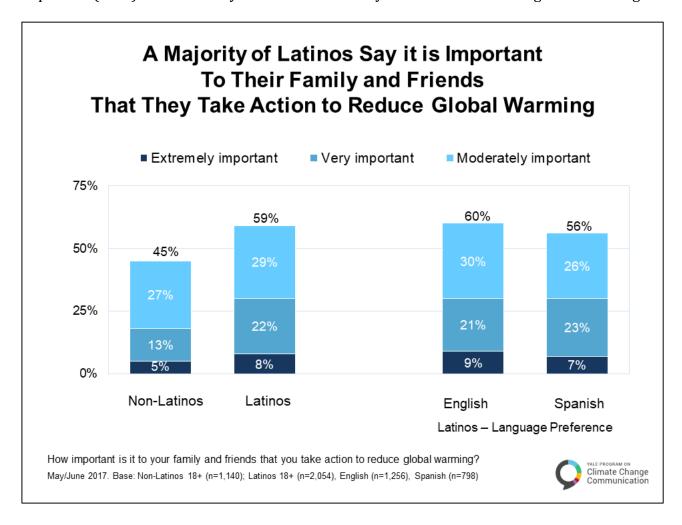
⁵ Doherty, K. L., & Webler, T. N. (2016). Social norms and efficacy beliefs drive the Alarmed segment's public-sphere climate actions. *Nature Climate Change, 6,* 879-884. doi: 10.1038/nclimate3025



A.5.2. A majority of Latinos say it is important to their family and friends that they take action to reduce global warming.

The belief that people want or expect you to take action to reduce global warming can also provide motivation to take action oneself.⁶ Nearly six in ten Latinos (59%) say it is either "extremely" (8%), "very" (22%), or "moderately" important (29%) to their family and friends that *they* take action to reduce global warming.

By contrast, fewer non-Latinos (45%) say it is "extremely" (5%), "very" (13%), or "moderately" important (27%) to their family and friends that they take action to reduce global warming.



⁶ Schultz, P. W., Nolan, J. M., Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2007). The constructive, destructive, and reconstructive power of social norms. *Psychological Science*, *18*(5), 429-434. doi: 10.1111/j.1467-9280.2007.01917.x



A.5.3. Latinos prioritize their children and grandchildren and preventing the destruction of most life on the planet as reasons to reduce global warming.

Nearly one in four Latinos say either providing a better life for our children and grandchildren or preventing the destruction of most life on the planet are the most important reasons to reduce global warming (each 23%). One in ten Latinos (10%) say protecting God's creation is the most important reason.

Fewer say their most important reason to reduce global warming is saving many plant and animal species from extinction (8%), preventing extreme weather (8%), saving many people around the world from poverty and starvation (7%), improving people's health (5%), protecting one's own health and wellbeing (3%), creating green jobs and a stronger economy (3%), freeing us from dependence on foreign oil (2%), or improving national security (1%). Six percent either said this was not applicable because global warming isn't happening (5%) or did not choose a reason (1%).

Non-Latinos are less likely than Latinos to prioritize preventing the destruction of most life on the planet or saving many people around the world from poverty and starvation, but are more likely to prioritize protecting God's creation. Non-Latinos are also more likely to say global warming isn't happening.

Latinos Prioritize Their Children and Grandchildren and Preventing the Destruction of Most Life on the Planet as Reasons to Reduce Global Warming

	Non-Latinos Latinos	Latinos – Language Preference		
The most important reason to		Latinos	English	Spanish
reduce global warming is	%	%	%	%
Provide a better life for our children and grandchildren	24	23	21	26
Prevent the destruction of most life on the planet	16	23	25	
Protect God's creation	14	10	10	11
Save many plant and animal species from extinction	7	8	8	
Help prevent extreme weather	6	8	7	
Save many people around the world from poverty and starvation	4	7	7	
Not applicable because global warming isn't happening	10	5	7	
Improve people's health	5	5	5	
Protect my own health and wellbeing	3	3	3	
Create green jobs and stronger economy	3	3	2	
Help free us from dependence on foreign oil	4	2	3	
None chosen	3	1	1	
Improve national security	2	1	2	

⁽a) Which of the following reasons to reduce global warming, if any, are most important to you? (Please select up to <u>three</u> reasons). (b) [If applicable] Of the reasons you selected, which <u>one</u> is <u>most</u> important to you?

May/June 2017. Base: Non-Latinos 18+ (n=1,140); Latinos 18+ (n=2,054), English (n=1,256), Spanish (n=798)





A.5.4. A Majority of Latinos think humans can reduce global warming, but few are optimistic that we will.

Forty-four percent of Latinos say humans could reduce global warming, but it's unclear at this point whether we will do what is necessary, and 31% say humans won't reduce global warming because people aren't willing to change their behavior. Thirteen percent of Latinos say humans can and will reduce global warming successfully – almost twice the number of non-Latinos who say this (7%). Only 8% of Latinos say humans can't reduce global warming even if it is happening.

Latinos are more optimistic than non-Latinos that humans can and will reduce global warming (13% vs. 7%), but are also more likely to think that humans could reduce global warming, but won't (31% vs. 23%).

A Majority of Latinos Think Humans Can Reduce Global Warming

	Non Letinos	Latinos	Latinos – Language Preference		
	Non-Latinos		English	Spanish	
	%	%	%	%	
Humans could reduce global warming, but it's unclear at this point whether we will do what's necessary	49	44	45	44	
Humans could reduce global warming, but people aren't willing to change their behavior, so we're not going to	23	31	28	34	
Humans can reduce global warming and we are going to do so successfully	7	13	11	15	
Humans can't reduce global warming, even if it is happening	13	8	10	5	
Global warming isn't happening	7	3	5	2	

Which of the following statements comes closest to your own view?

May/June 2017. Base: Non-Latinos 18+ (n=1,140); Latinos 18+ (n=2,054), English (n=1,256), Spanish (n=798)





B. Global Warming Policy & Politics

B.1. Should the U.S. Act on Global Warming?

B.1.1. A large majority of Latinos think the U.S. should reduce its greenhouse gas emissions "regardless of what other countries do."

Nearly seven in ten Latinos (68%) think the U.S. should reduce its greenhouse gas emissions "regardless of what other countries do." About the same number of non-Latinos (66%) also think the U.S. should reduce its greenhouse gas emissions regardless of other countries' actions.

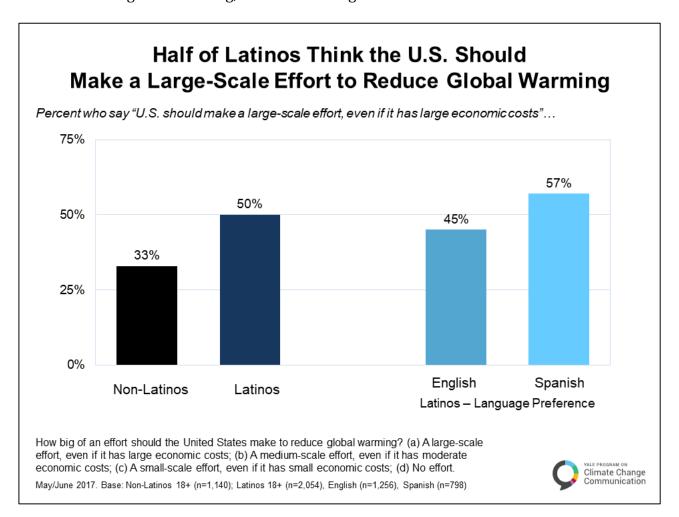
A Large Majority of Latinos Think the U.S. **Should Reduce its Greenhouse Gas Emissions** "Regardless of What Other Countries Do" Percent who think U.S. should reduce its emissions "regardless of what other countries do"... 100% 75% 69% 68% 67% 66% 50% 25% 0% Non-Latinos Latinos Spanish Latinos - Language Preference The United States should reduce its greenhouse gas emissions...(a) regardless of what other countries do; (b) only if other industrialized countries reduce their emissions; (c) only if other industrialized and Climate Change developing countries reduce their emissions; (d) The U.S. should not reduce its emissions; (e) don't know May/June 2017. Base: Non-Latinos 18+ (n=1,140); Latinos 18+ (n=2,054), English (n=1,256), Spanish (n=798)



B.1.2. Half of Latinos think the U.S. should make a large-scale effort to reduce global warming.

Half of Latinos (50%) think the U.S. should make a large-scale effort to reduce global warming, even if it has large economic costs. A majority of Spanish-language Latinos (57%) think the U.S. should make a large-scale effort.

By contrast, only about one in three non-Latinos (33%) think the U.S. should make a large-scale effort to reduce global warming, even if it has large economic costs.





B.2. Who is Responsible to Act on Global Warming?

B.2.1. Three in four Latinos want corporations and industry, Congress, and the president to do more to address global warming.

Seven in ten or more Latinos want corporations and industry (77%), the U.S. Congress (73%), President Trump (74%), citizens themselves (74%), and their member of Congress (72%) to do more to address global warming.

Fewer non-Latinos want more action from citizens, the Congress, President Trump, or their own member of Congress. But nearly as many non-Latinos (72%) as Latinos want more action from corporations and industry.

Three in Four Latinos Want Corporations and Industry, Congress, and the President to Do More to Address Global Warming

- About eight in ten Spanish-Language Latinos want all to do more -

	Non-Latinos	Latinos	Latinos – Language Preference		
Percent who say should be doing "more" or "much			English	Spanish	
more"	%	%	%	%	
Corporations and industry	72	77	75	80	
Citizens themselves	67	74	71	78	
President Trump	60	74	70	78	
U.S. Congress	61	73	70	79	
Your member of Congress	58	72	67	78	

Do you think each of the following should be doing more or less to address global warming? May/June 2017. Base: Non-Latinos 18+ (n=1,140); Latinos 18+ (n=2,054), English (n=1,256), Spanish (n=798)

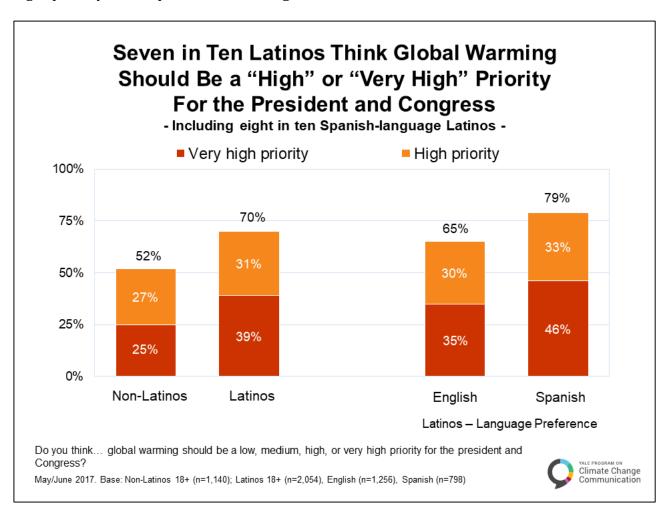




B.2.2. Seven in ten Latinos think global warming should be a "high" or "very high" priority for the president and Congress.

Seventy percent of Latinos think global warming should be at least a "high" priority for the president and Congress, including four in ten (39%) who think it should be a "very high" priority. Eight in ten Spanish-language Latinos (79%) think global warming should be at least a "high" priority and 46% think it should be a "very high" priority.

By contrast, only about half of non-Latinos (52%) think global warming should be a "high" or "very high" priority for the president and Congress.



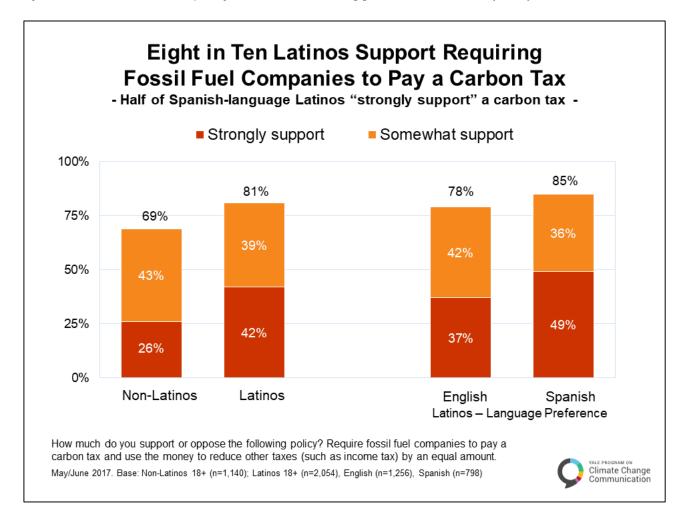


B.3. Support for Policies to Address the Pollution that Causes Global Warming

B.3.1. Eight in ten Latinos support requiring fossil fuel companies to pay a carbon tax.

About eight in ten Latinos (81%) either "strongly support" (42%) or "somewhat support" (39%) requiring fossil fuel companies to pay a carbon tax and use the money to reduce other taxes (such as income tax) by an equal amount. About half of Spanish-language Latinos (49%) "strongly support" requiring fossil fuel companies to pay such a tax.

By contrast, a smaller majority of non-Latinos supports a carbon tax (69%).





B.3.2. Half of Latinos "strongly support" diverse climate-friendly energy policies.

A majority of Latinos say they "strongly support" funding more research into renewable energy sources, such as solar and wind power (55%). About half "strongly support" regulating carbon dioxide, the primary greenhouse gas, as a pollutant (50%) or providing tax rebates for people who purchase energy-efficient vehicles or solar panels (48%).

Non-Latinos are less likely to strongly support these policies.

Half of Latinos "Strongly Support" Diverse Climate-Friendly Energy Policies

	Non-Latinos	Non-Latinos Latinos		Latinos – Language Preference		
Percent who say "strongly			English	Spanish		
support" policy	%	%	%	%		
Fund more research into renewable energy sources, such as solar and wind power	42	55	50	62		
Regulate carbon dioxide (the primary greenhouse gas) as a pollutant	30	50	43	59		
Provide tax rebates for people who purchase energy-efficient vehicles or solar panels	38	48	46	49		

How much do you support or oppose the following policies?

May/June 2017. Base: Non-Latinos 18+ (n=1,140); Latinos 18+ (n=2,054), English (n=1,256), Spanish (n=798)





B.4. Individual and Collective Action to Reduce Global Warming

B.4.1. Many Latinos are willing to take political action on global warming.

Most Latinos say they "definitely" or "probably" would sign a petition about global warming either online or in person (65%) or vote for a candidate for public office because of their position on global warming (60%). About half of Latinos would volunteer their time to an organization working on global warming (50%), donate money to an organization working on global warming (48%), or write letters, email, or phone government officials about global warming (48%).

Non-Latinos are less likely to say they are willing to take political action on global warming.

Many Latinos are Willing to Take Political Action on Global Warming

			Latinos – Language Preference		
Percent who say "probably" or	Non-Latinos	Latinos	English	Spanish	
"definitely" would	%	%	%	%	
Sign a petition about global warming, either online or in person	54	65	64	66	
Vote for a candidate for public office because of their position on global warming	47	60	59	62	
Volunteer your time to an organization working on global warming	29	50	45	56	
Donate money to an organization working on global warming	34	48	45	52	
Write letters, email, or phone government officials about global warming	29	48	42	56	
Meet with an elected official or their staff about global warming	28	43	37	51	
Attend a political rally, speech, or organized protest about global warming	23	42	37	49	
Write a letter to the editor of a newspaper or magazine or call a live radio or TV show to express an opinion about global warming	21	41	33	52	

How likely would you be to do each of the following things if a person you like and respect asked you to? May/June 2017. Base: Non-Latinos 18+ (n=1,140); Latinos 18+ (n=2,054), English (n=1,256), Spanish (n=798)

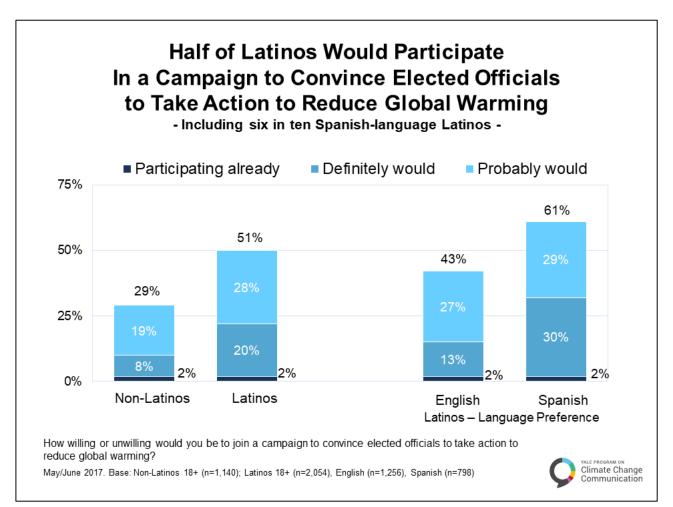




B.4.2. Half of Latinos would participate in a campaign to convince elected officials to take action to reduce global warming.

Half of Latinos (51%) say they "definitely" or "probably" would participate, or already are participating, in a campaign to convince elected officials to take action to reduce global warming. Six in ten Spanish-language Latinos (61%) say they would participate or already are participating.

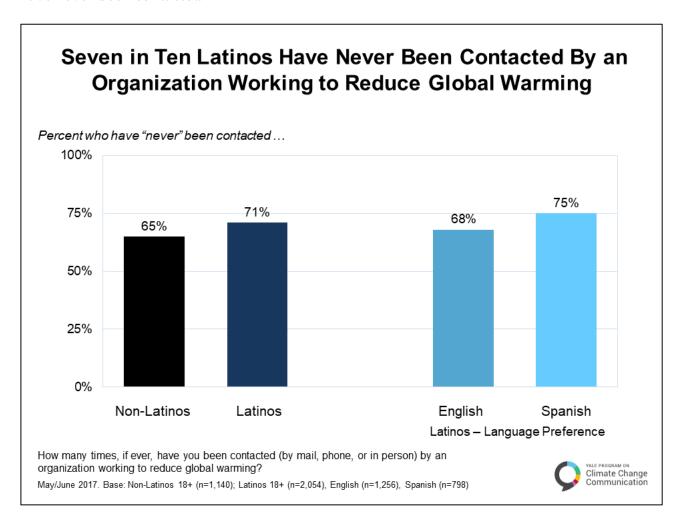
By contrast, just three in ten non-Latinos (29%) say they would participate or are already participating in such a campaign.





B.4.3. Seven in ten Latinos have never been contacted by an organization working to reduce global warming.

Seven in ten Latinos (71%) say they have "never" been contacted (by mail, phone, or in person) by an organization working to reduce global warming. Three in four Spanish-language Latinos (75%) have never been contacted.





B.4.4. Latinos face different barriers to contacting elected officials about global warming.

Latinos face different barriers than non-Latinos to contacting their elected officials about global warming. About three in four Latinos (73%) say nobody has ever asked them, and more than six in ten (64%) say they do not know which elected officials to contact. A majority of Latinos also say they are not activists (55%), they wouldn't know what to say (54%), it would be too much effort (54%), it wouldn't make any difference (53%), or they wouldn't feel comfortable contacting elected officials about global warming (52%). More than one in three Spanish-language Latinos (37%) say they might attract unwanted attention from immigration authorities if they contacted elected officials about global warming.

Latinos Face Different Barriers to Contacting Elected Officials About Global Warming

- Thirty-seven percent of Spanish-language Latinos think it might attract unwanted attention from immigration authorities -

Percent who "somewhat" or "strongly"	N 1 -4:	1 -4:	Latinos – Language Preference		
	Non-Latinos	Latinos	English	Spanish	
agree	%	%	%	%	
Nobody has ever asked me to	77	73	72	76	
I don't know which elected officials to contact	55	64	58	73	
I am not an activist	62	55	52	58	
I wouldn't know what to say	53	54	54	54	
It's too much effort	45	54	46	64	
It wouldn't make any difference	63	53	53	53	
I would feel uncomfortable	44	52	49	56	
I'm too busy	46	47	43	52	
I don't think it's important	40	35	30	41	
I don't need to because I'm already taking other actions	28	33	28	41	
People will criticize or make fun of me	16	29	19	42	
I might attract unwanted attention from immigration authorities	14	26	18	37	

How strongly do you agree or disagree with each of the following statements regarding contacting elected officials about global warming?

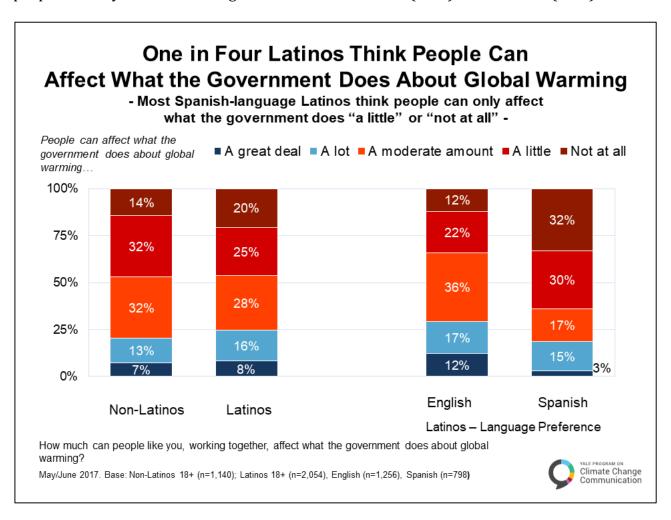
May/June 2017. Base: Non-Latinos 18+ (n=1,140); Latinos 18+ (n=2,054), English (n=1,256), Spanish (n=798)





B.4.5. One in four Latinos think people can affect what the government does about global warming.

About one in four Latinos (24%) think people can affect what the government does about global warming either "a great deal" (8%) or "a lot" (16%). A majority of Spanish-language Latinos think people can only affect what the government does "a little" (30%) or "not at all" (32%).





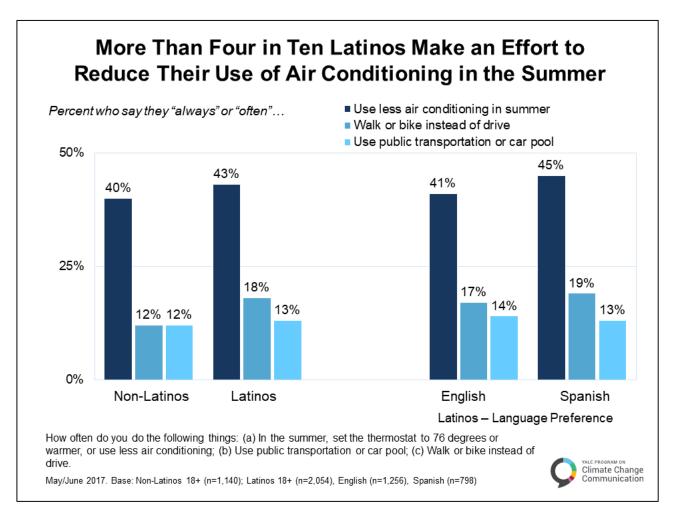
C. Global Warming Actions & Behaviors

C.1. Energy Use

C.1.1 About four in ten Latinos make an effort to reduce their use of air conditioning in the summer.

Forty-three percent of Latinos say they either "always" or "often" use less air conditioning in the summer.

Roughly the same proportion of non-Latinos (40%) say they make an effort to reduce their use of air conditioning in the summer.





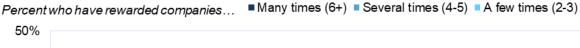
C.2. Consumer Activism

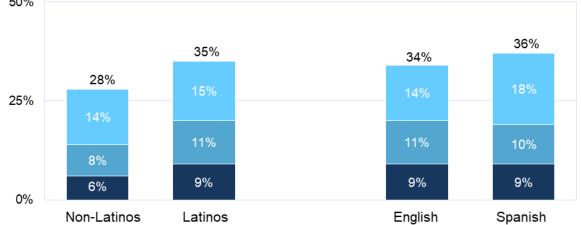
C.2.1. One in three Latinos have rewarded companies for taking steps to reduce global warming by buying their products.

About one in three Latinos (35%) have rewarded companies for taking steps to reduce global warming by buying their products "a few times (2-3)" (15%), "several times (4-5)" (11%), or "many times (6+)" (9%) over the past year.

One in Three Latinos Have Rewarded Companies For Taking Steps to Reduce Global Warming by Buying Their Products

- One in five Latinos have rewarded companies "several times" or more often -





Latinos - Language Preference

Over the past 12 months, how many times have you done the following? Rewarded companies that are taking steps to reduce global warming by buying their products.

May/June 2017. Base: Non-Latinos 18+ (n=1,140); Latinos 18+ (n=2,054), English (n=1,256), Spanish (n=798)

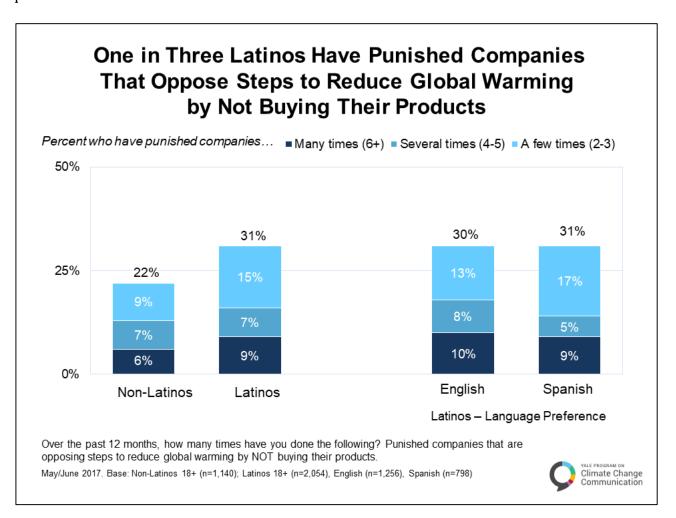




C.2.2. One in three Latinos have punished companies that oppose steps to reduce global warming by not buying their products.

About one in three Latinos (31%) say they have punished companies that are opposing steps to reduce global warming by not buying their products "a few times (2-3)" or more.

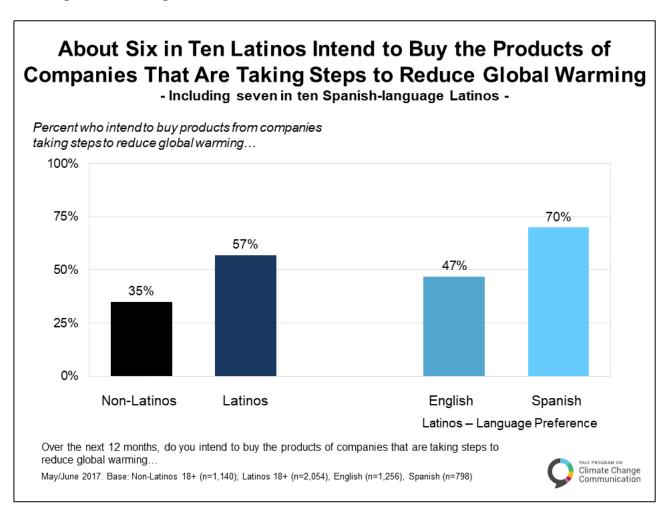
By comparison, fewer non-Latinos (22%) say they have punished companies by not buying their products.





C.2.3. A majority of Latinos intend to buy the products of companies that are taking steps to reduce global warming.

A majority of Latinos (57%) say they intend to buy the products of companies that are taking steps to reduce global warming, including seven in ten Spanish-language Latinos (70%). By contrast, only thirty-five percent non-Latinos (35%) intend to buy products of companies that are taking steps to reduce global warming.





C.2.4. A majority of Latinos would punish companies for opposing steps to reduce global warming by not buying their products.

More than half of Latinos (55%) say they would punish companies for opposing steps to reduce global warming by not buying their products, including nearly seven in ten Spanish-language Latinos (69%).

By contrast, only 37% of non-Latinos would punish companies for opposing steps to reduce global warming by not buying their products.

A Majority of Latinos Would Punish Companies For Opposing Steps to Reduce Global Warming by Not Buying Their Products - Including seven in ten Spanish-language Latinos -Percent who would like to punish companies more frequently for opposing steps to reduce global warming... 100% 75% 69% 55% 50% 45% 37% 25% 0% Non-Latinos Latinos English Spanish Latinos - Language Preference Over the next 12 months, would you like to punish companies that are opposing steps to reduce global warming by NOT buying their products... Climate Change May/June 2017. Base: Non-Latinos 18+ (n=1,140); Latinos 18+ (n=2,054), English (n=1,256), Spanish (n=798) Communication



Appendix I: Data Tables

(Base: Americans 18+)

Recently, you may have noticed that *global warming* has been getting some attention in the news. Global warming refers to the idea that the world's average temperature has been increasing over the past 150 years, may be increasing more in the future, and that the world's climate may change as a result.

What do you think: Do you think that global warming is happening?

	Non-Latinos	Latinos	Latinos – Language Preference	
	IVOII Latinos		English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Yes	70	84	81	88
No	14	6	7	4
Don't know	17	10	12	8

(Base: Americans 18+ who say global warming is happening) How sure are you that global warming is happening?

	Non-Latinos	Latinos	Latinos – Lar	nguage Preference
	Non-Latinos	Latinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Extremely sure	23	29	33	25
Very sure	23	33	25	45
Somewhat sure	22	20	22	17
Not at all sure	1	2	2	1



(Base: Americans 18+ who say global warming is <u>not</u> happening) How sure are you that global warming is not happening?

	Non-Latinos	Latinos	Latinos – Language Preference		
	Non-Latinos	Latinos	English	Spanish	
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)	
	%	%	%	%	
Extremely sure	3	1	1	*	
Very sure	3	2	3	1	
Somewhat sure	6	2	2	2	
Not at all sure	1	1	1	1	

(Base: Americans 18+) Assuming global warming is happening, do you think it is...

	Non-Latinos	Latinos	Latinos – Lar	nguage Preference
		Eutinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Caused mostly by human activities	56	70	65	76
Caused mostly by natural changes in the environment	31	21	22	21
Neither because global warming isn't happening	6	4	6	1
Other (please specify), caused by human activities and natural changes	6	3	4	*
Other (please specify), unclassified	1	1	2	1



(Base: Americans 18+)
Which comes closest to your own view?

	Non-Latinos	Latinos	Latinos – Lar	iguage Preference
		Latinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Most scientists think global warming is happening	49	63	61	65
There is a lot of disagreement among scientists about whether or not global warming is happening	28	15	19	10
Most scientists think global warming is not happening	2	3	3	3
Don't know enough to say	20	19	18	22

(Base: Americans 18+) How worried are you about global warming?

	Non-Latinos	Latinos	Latinos – Language Preference		
	Non Latinos	Latinos	English	Spanish	
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)	
	%	%	%	%	
Very worried	16	35	29	43	
Somewhat worried	40	43	46	39	
Not very worried	27	15	17	13	
Not at all worried	17	7	8	5	



Which statement below best reflects your view? Global warming is/is not affecting weather in the United States.

[If response is "global warming \underline{is} affecting weather in the United States"] How much do you think global warming is affecting weather in the United States?

	Non-Latinos	Latinos	Latinos – Lar	nguage Preference
			English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Global warming is affecting the weather in the United States (Total)	58	70	70	70
A lot	23	38	33	46
Some	28	24	29	18
A little	6	2	5	4
Don't know	1	5	2	2
Global warming is not affecting weather in the United States	5	5	5	5
Global warming isn't happening	11	5	7	2
Don't know	22	14	14	15
Prefer not to answer	5	6	5	8



(Base: Americans 18+) When do you think global warming will start to harm people in the United States?

	Non-Latinos Latinos	Latinos	Latinos – Lar	iguage Preference
		Eutilios	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
They are being harmed right now	34	50	40	63
In 10 years	10	13	15	11
In 25 years	13	13	15	11
In 50 years	14	10	12	7
In 100 years	13	6	8	4
Never	16	7	9	3

How much do you think global warming will harm...?

Plant and animal species

	Non-Latinos	Latinos	Latinos – Language Preference	
		Eutilios	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
A great deal	48	68	63	74
A moderate amount	23	15	18	11
Only a little	11	6	6	5
Not at all	10	4	6	2
Don't know	8	7	7	8



Future generations of people

	Non-Latinos	Latinos	Latinos – Language Preference	
	Tron Edinos		English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
A great deal	51	64	60	71
A moderate amount	21	17	20	12
Only a little	10	6	6	5
Not at all	11	4	6	2
Don't know	8	9	8	11

The world's poor

	Non-Latinos	on-Latinos Latinos	Latinos – Language Preference	
	Tron Eurnos		English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
A great deal	38	61	56	68
A moderate amount	24	18	21	14
Only a little	16	7	8	5
Not at all	13	5	7	3
Don't know	9	8	7	10



People in developing countries

	Non-Latinos	Latinos	Latinos – Language Preference	
	Tron Edinos		English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
A great deal	36	55	52	60
A moderate amount	25	22	23	20
Only a little	16	7	9	6
Not at all	13	5	7	2
Don't know	9	10	9	13

Your grandchildren

	Non-Latinos	Latinos	Latinos – Language Preference		
	Tron Edinos	Latillos	English	Spanish	
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)	
	%	%	%	%	
A great deal	34	54	47	64	
A moderate amount	21	15	17	12	
Only a little	12	5	6	4	
Not at all	16	5	7	3	
Don't know	4	10	10	10	
Does not apply	12	10	13	7	



Members of your extended family living outside the U.S.

	Non-Latinos Lat	Latinos	Latinos – Lar	nguage Preference
		Eutilios	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
A great deal	21	48	39	61
A moderate amount	18	18	20	15
Only a little	13	6	7	5
Not at all	15	5	7	3
Don't know	7	14	13	15
Does not apply	26	8	13	1

Your children

	Non-Latinos	Latinos	Latinos – Lar	nguage Preference
	Non-Latinos	Lacinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
A great deal	22	46	38	57
A moderate amount	26	22	23	21
Only a little	20	8	10	5
Not at all	17	6	8	3
Don't know	4	9	10	9
Does not apply	10	8	11	4



People in the United States

	Non-Latinos	Latinos	Latinos – Language Preference	
	Tron Edinos		English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
A great deal	24	44	37	54
A moderate amount	33	30	34	24
Only a little	20	10	12	6
Not at all	15	6	9	2
Don't know	8	10	8	13

Your family

	Non-Latinos	Latinos	Latinos – Lar	nguage Preference
	Tron Eurnos	Eutilios	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
A great deal	14	38	30	48
A moderate amount	32	30	34	25
Only a little	26	15	18	11
Not at all	20	8	11	4
Don't know	8	9	7	12



People in your community

	Non-Latinos	Non-Latinos Latinos	Latinos – Language Preference		
	Tron Eacinos		English	Spanish	
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)	
	%	%	%	%	
A great deal	16	37	30	46	
A moderate amount	33	31	33	28	
Only a little	25	14	19	8	
Not at all	19	7	10	3	
Don't know	9	11	9	15	

You personally

	Non-Latinos	Latinos	Latinos – Lar	iguage Preference
	Tron Edinos	Eutilios	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
A great deal	13	34	26	46
A moderate amount	29	31	34	27
Only a little	27	17	21	12
Not at all	23	9	12	4
Don't know	8	9	8	11



(Base: Americans 18+) How much do you agree with the following statements?

I have personally experienced the effects of global warming.

	Non-Latinos	Latinos	Latinos – Language Preference		
		Eutilios	English	Spanish	
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)	
	%	%	%	%	
Strongly/ Somewhat Agree	39	53	50	59	
Strongly Agree	5	11	8	15	
Somewhat Agree	33	43	42	44	
Strongly/ Somewhat Disagree	61	46	50	41	
Somewhat Disagree	29	27	29	26	
Strongly Disagree	32	19	21	15	



In the past year, have you personally experienced...

(Base: Americans 18+ who have personally experienced...)

In the past year, how much were you harmed by each of the following? Please consider all types of harm, including harm to your property (such as your home, garden, or car), finances (such as lost income or time at work), and physical or mental health (such as an injury or prolonged anxiety).

Extreme heat wave

	Non-Latinos	Latinos Latinos	Latinos – Lar	guage Preference
	Non Latinos		English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Yes	37	52	50	54
A great deal	2	8	6	11
A moderate amount	9	14	14	16
Only a little	14	18	17	19
Not at all	11	12	14	9
No	62	48	50	45

Drought

	Non-Latinos	Latinos	Latinos – Lar	nguage Preference
	Non-Launos	Lacinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Yes	29	36	38	34
A great deal	3	5	4	7
A moderate amount	7	12	13	12
Only a little	12	12	14	10
Not at all	6	6	8	5
No	71	62	61	63



In the past year, have you personally experienced... (Cont'd.)

(Base: Americans 18+ who have personally experienced...) (Cont'd.)

In the past year, how much were you harmed by each of the following? Please consider all types of harm, including harm to your property (such as your home, garden, or car), finances (such as lost income or time at work), and physical or mental health (such as an injury or prolonged anxiety).

Polluted air

	Non-Latinos	Latinos	Latinos – Lan	guage Preference
	Non-Latinos Latinos	English	Spanish	
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Yes	21	30	35	23
A great deal	1	3	3	2
A moderate amount	4	11	11	10
Only a little	11	11	13	9
Not at all	4	5	7	2
No	78	68	65	73

(Base: Americans 18+)

How often do you discuss global warming with your family and friends?

	Non-Latinos	Latinos	Latinos – Lar	nguage Preference
	Non-Latinos	Latinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Often	5	8	6	11
Occasionally	28	40	35	47
Rarely	37	32	36	27
Never	30	20	24	15



(Base: Americans 18+) About how often do you hear about global warming in the media (TV, movies, radio, newspapers/news websites, magazines, etc.)?

	Non-Latinos	Latinos	Latinos – Language Preference		
	Hon Edinos	Latinos	English	Spanish	
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)	
	%	%	%	%	
At least once a week	22	21	22	20	
At least once a month	22	20	22	16	
Several times a year	27	28	28	29	
Once a year or less often	8	11	9	13	
Never	9	8	8	9	
Not sure/No answer	12	13	11	14	

(Base: Americans 18+) About how often do you hear other people you know (your family, friends, co-workers, etc.) talk about global warming?

	Non-Latinos	Latinos	Latinos – Language Preference		
	Tron Edinos	Eutilios	English	Spanish	
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)	
	%	%	%	%	
At least once a week	6	7	7	7	
At least once a month	12	15	15	14	
Several times a year	22	22	22	22	
Once a year or less often	23	20	20	19	
Never	28	25	25	26	
Not sure/No answer	11	11	10	11	



(Base: Americans 18+) How important is the issue of global warming to you personally?

	Non-Latinos	Latinos	Latinos – Language Preference		
	Non Eatinos	Eutinos	English	Spanish	
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)	
	%	%	%	%	
Extremely important	9	17	14	22	
Very important	15	29	22	39	
Somewhat important	38	36	41	30	
Not too important	23	10	13	6	
Not at all important	15	7	10	3	

(Base: Americans 18+) How much do you agree or disagree with the following statement(s)? "Schools should teach our children about the causes, consequences, and potential solutions to global warming."

	Non-Latinos	Latinos	Latinos – Language Preference		
	Non-Latinos	Latinos	English	Spanish	
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)	
	%	%	%	%	
Strongly agree	39	57	49	68	
Somewhat agree	39	28	34	20	
Somewhat disagree	11	9	10	6	
Strongly disagree	11	6	7	6	



(Base: Americans 18+) How much of an effort do your family and friends make to reduce global warming?

	Non-Latinos	Latinos	Latinos – Language Preference		
	Non Eatinos	Eutinos	English	Spanish	
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)	
	%	%	%	%	
A great deal of effort	3	4	5	3	
A lot of effort	7	11	10	13	
A moderate amount of effort	30	33	33	32	
A little effort	30	29	27	32	
No effort	18	11	13	8	
Don't know	11	11	11	11	

(Base: Americans 18+) How important is it to your family and friends that you take action to reduce global warming?

	Non-Latinos	Latinos	Latinos – Language Preference		
	Non Latinos	Latinos	English	Spanish	
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)	
	%	%	%	%	
Extremely important	5	8	9	7	
Very important	13	22	21	23	
Moderately important	27	29	30	26	
Not too important	23	16	15	17	
Not at all important	21	10	13	6	
Don't know	12	16	12	20	



Which of the following reasons to reduce global warming, if any, are most important to you? Please select up to three reasons.

(If applicable) Of the reasons you selected, which one is most important to you?

	Non-L	atinos	Latinos _		L	atinos – Lan	iguage Prefere	ence
	ITOIT E				English		Spanish	
Unweighted Base	(1,1	140)	(2,0	054)	(1,2	56)	(79	98)
	9	6	9	6	9	6	9	6
	Top 1	Тор 3	Top 1	Тор 3	Top 1	Top 3	Top 1	Top 3
Provide a better life for our children and grandchildren	24	45	23	44	21	45	26	43
Prevent the destruction of most life on the planet	16	34	23	46	25	44	20	48
Protect God's creation	14	22	10	18	10	17	11	20
Save many plant and animal species from extinction	7	30	8	41	8	38	9	46
Help prevent extreme weather	6	26	8	30	7	29	9	31
Save many people around the world from poverty and starvation	4	16	7	18	7	19	7	17
Not applicable because global warming isn't happening	10	10	5	5	7	7	3	3
Improve people's health	5	23	5	23	5	23	4	22
Protect my own health and well being	3	13	3	14	3	13	4	15
Create green jobs and a stronger economy	3	16	3	16	2	13	4	19
Help free us from dependence on foreign oil	4	18	2	9	3	12	1	4
None chosen	3	3	1	1	1	1	1	1
Improve national security	2	4	1	4	2	4	1	4



(Base: Americans 18+)
Which of the following statements comes closest to your view?

	Non-Latinos Latinos		Latinos – Language Preference		
			English	Spanish	
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)	
	%	%	%	%	
Humans can reduce global warming, and we are going to do so successfully	7	13	11	15	
Humans could reduce global warming, but it's unclear at this point whether we will do what's needed	49	44	45	44	
Humans could reduce global warming, but people aren't willing to change their behavior, so we're not going to	23	31	28	34	
Humans can't reduce global warming, even if it is happening	13	8	10	5	
Global warming isn't happening	7	4	5	2	

People disagree whether the United States should reduce greenhouse gas emissions on its own, or make reductions only if other countries do so. Which of the following statements comes closest to your own point of view?

The United States should reduce its greenhouse gas emissions...

	Non-Latinos	Latinos	Latinos – Language Preference		
			English	Spanish	
Unweighted Base					
	%	%	%	%	
Regardless of what other countries do	66	68	69	67	
Only if other industrialized countries (such as England, Germany, and Japan) reduce their emissions	2	4	4	5	
Only if other industrialized countries and developing countries (such as China, India, and Brazil) reduce their emissions	7	5	6	5	
The U.S. should not reduce its emissions	7	3	4	3	
Don't know	18	19	18	21	



(Base: Americans 18+) How big of an effort should the United States make to reduce global warming?

	Non-Latinos	nos Latinos	Latinos – Language Preference		
	., 2001105		English	Spanish	
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)	
	%	%	%	%	
A large-scale effort, even if it has large economic costs	33	50	45	57	
A medium-scale effort, even if it has moderate economic costs	36	34	36	31	
A small-scale effort, even if it has small economic costs	18	10	11	7	
No effort	12	6	8	4	

(Base: Americans 18+)
Do you think each of the following should be doing more or less to address global warming?

Corporations and industry

	Non-Latinos	Latinos	Latinos – Lar	guage Preference
	Non Eatinos	Eutinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Much more/More	72	77	75	80
Much more	40	53	47	61
More	32	24	27	19
Currently doing the right amount	17	12	14	10
Much less/Less	11	11	12	10
Less	8	7	6	8
Much less	4	4	6	2



(Base: Americans 18+) Do you think each of the following should be doing more or less to address global warming? (Cont'd.)

Citizens themselves

	Non-Latinos	Latinos	Latinos – Lar	iguage Preference
	Non Latinos	Latillos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Much more/More	67	74	71	78
Much more	26	41	35	50
More	41	32	36	28
Currently doing the right amount	22	15	18	11
Much less/Less	11	11	11	11
Less	7	8	8	9
Much less	4	3	3	3

U.S. Congress

	Non-Latinos Latinos	Latinos	Latinos – Language Preference	
		Lacinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Much more/More	61	73	70	79
Much more	33	46	42	51
More	28	28	28	27
Currently doing the right amount	21	13	15	10
Much less/Less	18	14	16	11
Less	10	9	9	8
Much less	8	5	6	3



(Base: Americans 18+) Do you think each of the following should be doing more or less to address global warming? (Cont'd.)

President Trump

	Non-Latinos	Latinos Latinos	Latinos – Lar	guage Preference
	Non-Latinos	Latillos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Much more/More	60	74	70	78
Much more	38	55	51	61
More	22	19	19	18
Currently doing the right amount	26	11	14	6
Much less/Less	14	15	15	15
Less	7	7	7	8
Much less	8	8	9	7

Your member of Congress

	Non-Latinos	Latinos	Latinos – Lar	nguage Preference
	Non-Latinos	Latinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Much more/More	58	72	67	78
Much more	28	43	38	49
More	30	29	29	29
Currently doing the right amount	25	15	18	11
Much less/Less	17	13	15	11
Less	10	9	9	8
Much less	7	5	6	3



(Base: Americans 18+)
Do you think...global warming should be a low, medium, high, or very high priority for the president and Congress?

	Non-Latinos	Latinos	Latinos – Language Preference		
	Non-Latinos	Latinos	English	Spanish	
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)	
	%	%	%	%	
Low	23	12	16	6	
Medium	25	18	19	15	
High	27	31	30	33	
Very high	25	39	35	46	

How much do you support or oppose the following policies?

Require fossil fuel companies to pay a carbon tax and use the money to reduce other taxes (such as income tax) by an equal amount.

	Non-Latinos	Latinos	Latinos – Lar	iguage Preference
	Non-Latinos	Lacinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Strongly/Somewhat support	69	81	78	85
Strongly support	26	42	37	49
Somewhat support	43	39	42	36
Strongly/Somewhat oppose	30	17	20	13
Somewhat oppose	18	11	13	9
Strongly oppose	12	6	7	4



(Base: Americans 18+) How much do you support or oppose the following policies? (Cont'd.)

Fund more research into renewable energy sources, such as solar and wind power.

	Non-Latinos	Latinos	Latinos – Lan	guage Preference
		Latillos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Strongly/Somewhat support	85	87	86	89
Strongly support	42	55	50	62
Somewhat support	42	32	36	27
Strongly/Somewhat oppose	14	11	12	10
Somewhat oppose	4	7	8	6
Strongly oppose	1	4	4	4

Regulate carbon dioxide (the primary greenhouse gas) as a pollutant.

	Non-Latinos	Latinos	Latinos – Lar	iguage Preference
	Non-Latinos	Eutilios	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Strongly/Somewhat support	75	84	83	86
Strongly support	30	50	43	59
Somewhat support	45	34	40	27
Strongly/Somewhat oppose	24	14	16	11
Somewhat oppose	16	9	11	7
Strongly oppose	7	5	5	4



How much do you support or oppose the following policies? (Cont'd.)

Provide tax rebates for people who purchase energy-efficient vehicles or solar panels.

	Non-Latinos	Latinos	Latinos – Lan	guage Preference
	Non-Latinos	Latillos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Strongly/Somewhat support	83	86	86	86
Strongly support	38	48	46	49
Somewhat support	46	38	40	37
Strongly/Somewhat oppose	16	13	13	13
Somewhat oppose	10	9	9	9
Strongly oppose	6	4	4	3

(Base: Americans 18+) How willing or unwilling would you be to join a campaign to convince elected officials to reduce global warming?

	Non-Latinos	Latinos	Latinos – Language Preference	
	Tion Edinos	Eutilios	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
I am participating in a campaign like this now	2	2	2	2
I definitely would do it	8	20	13	30
I probably would do it	19	28	27	29
I probably would not do it	19	8	11	3
I definitely would not do it	20	9	13	4
Not sure	22	22	23	20
Prefer not to answer	9	10	10	11



(Base: Americans 18+)

How likely would you be to do each of the following things if a person you like and respect asked you to?

Sign a petition about global warming, either online or in person

	Non-Latinos	tinos Latinos	Latinos – Language Preference	
	IVOIT Editios	Latillos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Definitely would	23	33	33	34
Probably would	31	31	31	32
Probably would not	14	7	9	6
Definitely would not	16	9	11	7
Don't know	10	11	10	13
Prefer not to answer	4	5	4	7

Vote for a candidate for public office because of their position on global warming

	Non-Latinos	Latinos	Latinos – Lar	guage Preference
		Lacinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Definitely would	18	30	29	32
Probably would	29	30	29	31
Probably would not	16	10	12	7
Definitely would not	16	10	12	7
Don't know	15	14	13	16
Prefer not to answer	4	5	5	6



How likely would you be to do each of the following things if a person you like and respect asked you to? (Cont'd.)

Volunteer your time to an organization working on global warming

	Non-Latinos	Latinos	Latinos – Language Preference	
	Hon Edinos	<u> </u>	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Definitely would	6	15	13	18
Probably would	23	35	32	38
Probably would not	27	17	21	11
Definitely would not	24	12	14	9
Don't know	14	15	13	18
Prefer not to answer	5	5	5	5

Donate money to an organization working on global warming

	Non-Latinos	Latinos _	Latinos – Language Preference	
	Tron Edinos		English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Definitely would	8	14	12	16
Probably would	25	34	33	36
Probably would not	21	16	19	12
Definitely would not	25	13	16	8
Don't know	14	16	13	19
Prefer not to answer	5	6	6	8



How likely would you be to do each of the following things if a person you like and respect asked you to? (Cont'd.)

Write letters, email, or phone government officials about global warming

	Non-Latinos	Latinos	Latinos – Lan	iguage Preference
	Hon Edinos		English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Definitely would	9	16	13	21
Probably would	20	32	29	35
Probably would not	28	18	22	12
Definitely would not	25	14	18	8
Don't know	12	14	12	18
Prefer not to answer	5	5	5	5

Meet with an elected official or their staff about global warming

	Non-Latinos	Latinos	Latinos – Lan	iguage Preference
	Non-Latinos	Eutilios	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Definitely would	9	15	11	20
Probably would	19	28	25	32
Probably would not	30	20	25	14
Definitely would not	23	13	17	8
Don't know	13	18	16	20
Prefer not to answer	5	5	5	7



How likely would you be to do each of the following things if a person you like and respect asked you to? (Cont'd.)

Attend a political rally, speech, or organized protest about global warming

	Non-Latinos Lat	Latinos	Latinos – Lar	guage Preference
	Non Eatinos	Lacinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Definitely would	7	15	12	18
Probably would	17	27	25	30
Probably would not	28	20	24	14
Definitely would not	30	14	18	9
Don't know	13	16	13	20
Prefer not to answer	4	6	5	7

Write a letter to the editor of a newspaper or magazine or call a live radio or TV show to express an opinion about global warming

	Non-Latinos	Latinos	Latinos – Language Preference	
	Non Eatinos	Latinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Definitely would	6	12	9	16
Probably would	15	28	23	35
Probably would not	32	23	29	13
Definitely would not	28	14	19	8
Don't know	13	16	13	20
Prefer not to answer	4	5	5	6



(Base: Americans 18+) How many times, if ever, have you been contacted (by mail, phone, or in person) by an organization working to reduce global warming?

	Non-Latinos	Latinos	Latinos – Lar	nguage Preference
	Non Latinos	Latinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Four or more times	4	3	3	2
Two or three times	7	6	7	5
Once	4	5	4	6
Never	65	71	68	75
Not sure	20	15	17	11

How strongly would you agree or disagree with each of the following statements regarding contacting elected officials about global warming?

Nobody has ever asked me to

	Non-Latinos	Latinos	Latinos – Lar	guage Preference
	Tron Buenios	Lacinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Strongly/Somewhat agree	77	73	72	76
Strongly agree	42	38	37	39
Somewhat agree	35	35	35	36
Strongly/Somewhat disagree	21	24	26	22
Somewhat disagree	14	15	17	12
Strongly disagree	7	9	9	9
Refused	3	2	2	3



How strongly would you agree or disagree with each of the following statements regarding contacting elected officials about global warming? (Cont'd.)

I don't know which elected officials to contact

	Non-Latinos	Latinos	Latinos – Lar	nguage Preference
		Latinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Strongly/Somewhat agree	55	64	58	73
Strongly agree	17	24	19	31
Somewhat agree	38	40	39	42
Strongly/Somewhat disagree	43	33	40	24
Somewhat disagree	25	20	24	16
Strongly disagree	18	13	16	9
Refused	2	3	2	3

I don't contact elected officials about global warming because I am not an activist

	Non-Latinos	Non-Latinos Latinos	Latinos – Lar	nguage Preference
	Non Eatinos	Eutinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Strongly/Somewhat agree	62	55	52	58
Strongly agree	23	20	18	24
Somewhat agree	40	34	34	34
Strongly/Somewhat disagree	35	43	45	39
Somewhat disagree	24	28	30	25
Strongly disagree	11	15	15	14
Refused	2	3	3	3



How strongly would you agree or disagree with each of the following statements regarding contacting elected officials about global warming? (Cont'd.)

If I contacted an elected official about global warming, I wouldn't know what to say

	Non-Latinos	Latinos	Latinos – Lar	nguage Preference
		Latinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Strongly/Somewhat agree	53	54	54	54
Strongly agree	16	16	15	17
Somewhat agree	37	38	39	37
Strongly/Somewhat disagree	45	43	44	43
Somewhat disagree	27	26	25	27
Strongly disagree	18	17	18	15
Refused	2	3	3	3

It's too much effort to contact elected officials about global warming

	Non-Latinos	Latinos	Latinos – Lar	nguage Preference
		Latinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Strongly/Somewhat agree	44	54	46	64
Strongly agree	11	15	10	22
Somewhat agree	34	39	36	42
Strongly/Somewhat disagree	53	42	51	31
Somewhat disagree	35	29	36	19
Strongly disagree	18	14	15	12
Refused	3	4	3	5



How strongly would you agree or disagree with each of the following statements regarding contacting elected officials about global warming? (Cont'd.)

It wouldn't make any difference if I contacted elected officials about global warming

	Non-Latinos	Non-Latinos Latinos	Latinos – Lar	nguage Preference
	Non-Latinos	Latinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Strongly/Somewhat agree	63	53	53	53
Strongly agree	20	15	15	16
Somewhat agree	44	38	38	37
Strongly/Somewhat disagree	35	45	45	44
Somewhat disagree	27	32	34	29
Strongly disagree	8	13	12	15
Refused	2	2	2	2

I would feel uncomfortable contacting elected officials about global warming

	Non-Latinos	Latinos	Latinos – Language Preference	
			English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Strongly/Somewhat agree	44	52	49	56
Strongly agree	12	14	13	16
Somewhat agree	32	38	36	40
Strongly/Somewhat disagree	53	45	49	40
Somewhat disagree	31	28	30	25
Strongly disagree	23	17	19	15
Refused	2	3	2	4



How strongly would you agree or disagree with each of the following statements regarding contacting elected officials about global warming? (Cont'd.)

I'm too busy to contact elected officials about global warming

	Non-Latinos	Latinos	Latinos – Lar	nguage Preference
		Latinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Strongly/Somewhat agree	46	47	43	52
Strongly agree	12	11	10	12
Somewhat agree	34	36	33	40
Strongly/Somewhat disagree	52	50	54	45
Somewhat disagree	33	34	37	31
Strongly disagree	19	16	18	14
Refused	3	3	3	3

I don't think it's important to contact elected officials about global warming

	Non-Latinos	Latinos	Latinos – Lar	nguage Preference
	Non Latinos	Latinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Strongly/Somewhat agree	40	35	30	41
Strongly agree	13	10	9	12
Somewhat agree	27	24	20	29
Strongly/Somewhat disagree	58	63	68	56
Somewhat disagree	39	38	42	31
Strongly disagree	19	25	25	25
Refused	2	2	2	3



How strongly would you agree or disagree with each of the following statements regarding contacting elected officials about global warming? (Cont'd.)

I feel I don't need to contact elected officials about global warming, because I'm already taking other actions

	Non-Latinos	Latinos	Latinos – Lar	nguage Preference
		Latinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Strongly/Somewhat agree	28	33	28	41
Strongly agree	4	7	6	10
Somewhat agree	23	26	23	31
Strongly/Somewhat disagree	70	64	70	57
Somewhat disagree	40	39	43	33
Strongly disagree	30	25	26	24
Refused	3	2	2	2

People will criticize or make fun of me if I contact elected officials about global warming

	Non-Latinos	Latinos	Latinos – Lar	nguage Preference
	Non-Latinos	Latinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Strongly/Somewhat agree	16	29	19	42
Strongly agree	2	5	2	9
Somewhat agree	14	23	17	33
Strongly/Somewhat disagree	81	69	79	56
Somewhat disagree	33	32	37	25
Strongly disagree	48	37	42	31
Refused	2	2	2	2



How strongly would you agree or disagree with each of the following statements regarding contacting elected officials about global warming? (Cont'd.)

I'm concerned that if I contacted elected officials about global warming, I might attract unwanted attention from immigration authorities

	Non-Latinos	Latinos	Latinos – Lar	nguage Preference
	Non-Launos	Latinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Strongly/Somewhat agree	14	26	18	37
Strongly agree	3	6	3	10
Somewhat agree	11	20	15	27
Strongly/Somewhat disagree	83	71	80	60
Somewhat disagree	16	21	21	21
Strongly disagree	67	50	58	39
Refused	2	3	2	3

(Base: Americans 18+) How much can people like you, working together, affect what the government does about global warming?

	Non-Latinos	Latinos	Latinos – Lar	nguage Preference
		Latinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Not at all	14	20	12	32
A little	32	25	22	30
A moderate amount	32	28	36	17
A lot	13	16	17	15
A great deal	7	8	12	3



(Base: Americans 18+) How often do you do the following things?

In the summer, set the thermostat to 76 degrees or warmer, or use less air conditioning.

	Non-Latinos	Latinos	Latinos – Lar	nguage Preference
	Non-Latinos	Latinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Never	17	14	15	12
Rarely	14	11	14	7
Sometimes	20	22	21	25
Often	19	20	20	20
Always	21	23	21	24
Doesn't apply	9	10	10	11

Walk or bike instead of drive

	Non-Latinos	Latinos	Latinos – Lar	nguage Preference
	Non-Latinos Latinos	Latillos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Never	35	31	32	28
Rarely	26	25	27	22
Sometimes	20	23	20	27
Often	9	12	12	13
Always	3	5	5	5
Doesn't apply	7	4	4	4



(Base: Americans 18+) How often do you do the following things? (Cont'd.)

Use public transportation or car pool

	Non-Latinos	Latinos	Latinos – Language Preference	
	Non-Latinos Latinos	English	Spanish	
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
Never	47	44	43	45
Rarely	22	23	24	21
Sometimes	9	15	13	17
Often	7	7	8	7
Always	6	6	6	7
Doesn't apply	9	5	6	5

(Base: Americans 18+)

Over the past 12 months, how many times have you done the following?

Rewarded companies that are taking steps to reduce global warming by buying their products.

	Non-Latinos	Latinos	Latinos – Language Preference		
	Non-Latinos	Latillos	English	Spanish	
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)	
	%	%	%	%	
Never	47	35	37	31	
Once	2	5	5	5	
A few times (2-3)	14	15	14	18	
Several times (4-5)	8	11	11	10	
Many times (6+)	6	9	9	9	
Don't know	23	25	23	28	



Over the past 12 months, how many times have you done the following?

Punished companies that are opposing steps to reduce global warming by NOT buying their products.

	Non-Latinos	Latinos	Latinos – Language Preference		
	Non Latinos	Latinos	English	Spanish	
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)	
	%	%	%	%	
Never	55	38	42	33	
Once	2	4	3	5	
A few times (2-3)	9	15	13	17	
Several times (4-5)	7	7	8	5	
Many times (6+)	6	9	10	9	
Don't know	21	28	25	31	

(Base: Americans 18+)

Over the next 12 months, do you intend to buy the products of companies that are taking steps to reduce global warming...

	Non-Latinos	Latinos	Latinos – Lar	iguage Preference
	Non-Latinos	Latinos	English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
More frequently than you are now?	35	57	47	70
Less frequently than you are now?	10	11	11	11
About the same as you are now?	55	32	43	19

(Base: Americans 18+)

Over the next 12 months, would you like to punish companies that are opposing steps to reduce global warming by NOT buying their products... $\,$

	Non-Latinos	Latinos	Latinos – Language Preference	
			English	Spanish
Unweighted Base	(1,140)	(2,054)	(1,256)	(798)
	%	%	%	%
More frequently than you are now?	37	55	45	69
Less frequently than you are now?	10	11	11	10
About the same as you are now?	53	34	43	21



Appendix II: Survey Method

The data in this report are based on two nationally representative surveys conducted concurrently in the United States. The survey of Latinos was conducted using GfK's KnowledgePanel Latino®, an online panel of Latino adults (18+), and the survey of non-Latinos was conducted as part of a general-population survey (i.e., a survey that included both non-Latinos and Latinos) using GfK's KnowledgePanel®, an online panel of U.S. adults (18+). Both panels use probability sampling methods.

The survey of Latinos (including both English- and Spanish-language Latinos) was conducted May 18 – June 8, 2017. Interviews: 2,054 Latino adults. All questionnaires were self-administered by respondents in a web-based environment. Respondents chose whether to take the survey in English or Spanish. The survey took, on average, 27 minutes to complete.

The survey of non-Latinos was conducted May 18 – June 6, 2017. Interviews: 1,266 American adults, 1,140 of whom were non-Latino. All questionnaires were self-administered by respondents in a web-based environment. The survey took, on average, 24 minutes to complete. Only responses from non-Latinos are included in this report.

GfK's KnowledgePanel® and KnowledgePanel Latino® are online panels of members drawn using probability sampling methods. Prospective panel members are recruited using a combination of random digit dial and address-based sampling techniques that cover virtually all (non-institutional) resident phone numbers and addresses in the United States. Those contacted who would choose to join the panel but do not have access to the Internet are loaned computers and given Internet access so they may participate.

The samples therefore include a representative cross-section of adults in the U.S., irrespective of whether they have Internet access, use only a cell phone, etc. Key demographic variables were weighted, post survey, to match U.S. Census Bureau norms.

The Latino survey instrument was designed by Anthony Leiserowitz, Seth Rosenthal, and Matthew Cutler of Yale University. The general U.S. population-based survey instrument was designed by Anthony Leiserowitz, Seth Rosenthal, and Matthew Cutler of Yale University, and Edward Maibach and Connie Roser-Renouf of George Mason University.

Sample details and margins of error

All samples are subject to some degree of sampling error – that is, statistical results obtained from a sample can be expected to differ somewhat from results that would be obtained if every member of the target population were interviewed. At the 95% confidence level, average margins of error for all Latinos is plus or minus 2 percentage points; English-Language Latinos, plus or minus 3 percentage points; Spanish-Language Latinos, plus or minus 4 percentage points; and non-Latinos, plus or minus 3 percentage points.

Rounding error

For tabulation purposes, percentage points are rounded off to the nearest whole number. As a result, percentages in a given chart may total slightly higher or lower than 100%. Summed response categories (e.g., "strongly agree" + "somewhat agree") are rounded after sums are calculated (e.g., 1.3% + 1.3% = 2.6%, which, after rounding = 3%).



Appendix III: Sample Demographics

Latinos (All)

Total	N (unweighted) 2,054	% (weighted) 100
Men	1,066	50
Women	988	50
Millennial (18-36)	592	40
Generation X (37-52)	686	33
Baby Boomer (53-71)	656	24
Silent Generation (72+)	120	4
Less than high school	382	28
High school graduate	462	31
Some college/Associate degree/Technical degree College graduate	634 355	25 10
Post graduate	221	5
<\$25K	566	20
\$25K - <\$50K	496	26
\$50K - <\$75K	340	20
\$75K - <\$100K	254	13
\$100K - <\$125K	170	8
\$125K+	228	13
Catholic	1,099	56
Protestant (non-Evangelical)	55	2
Evangelical/Born-Again	321	14
Other Christian Other, non-Christian	142 54	7 2
Agnostic/Atheist	129	6
None of the above/Refused	254	12
Democrat (including Independent "leaners")	1,072	54
Independent (not including "leaners")	185	8
Republican (including Independent "leaners")	405	16
No party/Not interested in politics	392	22
Liberal	581	28
Moderate	917	48
Conservative	523	23
Born in U.S.	953	41
Born outside U.S.	1,101	59
Urban	925	44
Suburban	796	38
Rural	315	17
Northeast	254	13
Midwest	150	9
South	785	38
West	865	40





Latinos (English Language Survey)

Total	N (unweighted) 1,256	% (weighted) 100
Men	668	54
Women	588	46
Millennial (18-36)	422	47
Generation X (37-52)	353	25
Baby Boomer (53-71)	413	24
Silent Generation (72+)	68	4
Less than high school	83	12
High school graduate	252	33
Some college/Associate degree/Technical degree	463	33
College graduate	288	14
Post graduate	170	7
<\$25K	217	12
\$25K - <\$50K	254	20
\$50K - <\$75K	224	20
\$75K - <\$100K	208	17
\$100K - <\$125K	142	11
\$125K+	211	20
Catholic	586	48
Protestant (non-Evangelical)	47	3
Evangelical/Born-Again	193	14
Other Christian	99	9
Other, non-Christian	41	3
Agnostic/Atheist	108	8
None of the above/Refused	182	14
Democrat (including Independent "leaners")	656	55
Independent (not including "leaners")	127	9
Republican (including Independent "leaners")	308	21
No party/Not interested in politics	165	15
Liberal	400	32
Moderate	526	46
Conservative	311	21
Born in U.S.	875	65
Born outside U.S.	381	35
Urban	413	33
Suburban	650	52
Rural	181	14
Northeast	172	16
Midwest	126	11
South	457	38
West	501	36



Latinos (Spanish Language Survey)

Total	N (unweighted) 798	% (weighted) 100
Men	398	44
Women	400	56
Millennial (18-36)	170	29
Generation X (37-52)	333	44
Baby Boomer (53-71)	243	23
Silent Generation (72+)	52	4
Less than high school	299	51
High school graduate	210	28
Some college/Associate degree/Technical degree	171	14
College graduate	67	4
Post graduate	51	3
<\$25K	349	33
\$25K - <\$50K	242	34
\$50K - <\$75K	116	19
\$75K - <\$100K	46	8
\$100K - <\$125K	28	4
\$125K+	17	3
Catholic	513	66
Protestant (non-Evangelical)	8	1
Evangelical/Born-Again	128	14
Other Christian	43	5
Other, non-Christian	13	2
Agnostic/Atheist	21	3
None of the above/Refused	72	9
Democrat (including Independent "leaners")	416	52
Independent (not including "leaners")	58	7
Republican (including Independent "leaners")	97	9
No party/Not interested in politics	227	32
Liberal	181	23
Moderate	391	50
Conservative	212	25
Born in U.S.	78	9
Born outside U.S.	720	91
Urban	512	60
Suburban	146	19
Rural	134	21
Northeast	82	10
Midwest	24	5
South	328	38
West	364	46



Non-Latinos

Total	N (unweighted) 1,140	% (weighted) 100
Men	560	47
Women	580	53
Millennial (18-36)	245	33
Generation X (37-52)	234	23
Baby Boomer (53-71)	502	35
Silent Generation (72+)	159	10
Less than high school	72	9
High school graduate	330	29
Some college/Associate degree/Technical degree	317	29
College graduate	234	18
Post graduate	187	14
<\$25K	164	15
\$25K - <\$50K	258	20
\$50K - <\$75K	209	17
\$75K - <\$100K	165	13
\$100K - <\$125K	135	13
\$125K+	209	22
White, non-Hispanic	932	77
Black, African-American non-Hispanic	123	14
Other non-Hispanic	85	9
Catholic Protestant (non-Evangelical) Evangelical/Born-Again Other Christian Other, non-Christian Agnostic/Atheist None of the above/Refused	216 229 292 88 56 118 141	18 19 26 8 5 11
Democrat (including Independent "leaners")	448	40
Independent (not including "leaners")	129	11
Republican (including Independent "leaners")	448	36
No party/Not interested in politics	115	13
Liberal	285	25
Moderate	452	40
Conservative	388	33
Urban	223	19
Suburban	576	50
Rural	330	29
Northeast	231	18
Midwest	273	23
South	373	38
West	263	21



