Poll Shows San Diego’s Latino Voters Hold High Regard for the Environment

Latinos’ environmental values could create impacts in upcoming election

October 23, 2012 – San Diego, Calif. – San Diego’s Latinos care about the environment, says Environmental Health Coalition (EHC) after digging into recent statewide polling from the California League of Conservation Voters (CLCV). Statewide data show that a large majority of Latino voters support environmental initiatives including renewable energy and protecting the environment to create jobs. San Diego voters expressed more support for those environmental initiatives than the rest of California.

With census data showing a Latino or Hispanic population of 32.5 percent in San Diego County, the polling indicates a growing number of environmentally conscious voters could impact initiatives and candidates who are considered either “pro” or “anti” environment in the upcoming election. The statewide data show this about San Diego Latino voters:

- 94% agree that we can protect the environment while creating jobs
- 82% consider themselves “conservationists”
- Over 90% support energy conservation and renewable energy
- Over 80% feel that pollution is threatening their family’s health

“These results show that our communities will have an overwhelming voice in how the environment is considered at the polls this election,” said Diane Takvorian, executive director of EHC. “This is the message we’ve been working on for over 30 years - no matter where you live, how much you make or what color your skin is, we should all care about clean air, water and energy in our neighborhoods – especially at the ballot box.”

In addition to the regular education efforts of EHC, its affiliate organization, the Environmental Health and Justice Campaign, is out in South San Diego communities mobilizing 35,000 voters to support Proposition 39 and other initiatives, and to get them to the polls. Proposition 39 is a statewide initiative that will provide more funding to green energy and green jobs programs in California by closing an out-of-state corporate tax loophole.

Although Latinos don’t necessarily make up the entirety of those 35,000 voters, Takvorian said that she’s confident that the grassroots efforts will have an impact on ballot initiatives and candidates that will improve their communities and the environment because of the communities’ care for these issues. Support for renewable energy, energy conservation and green jobs polled the highest of most inquiries.
To discuss the poll results, EHC will be participating in a public community forum with the CLCV and other groups on October 24, 2012 at the New Children’s Museum at 200 West Island Avenue from 5:30-8:30 p.m. Registration for the event and more information on the poll can be found at the CLCV Educational Fund website at: http://www.clcvedfund.org/

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