

National Study of Hispanics on Environmental Issues

June 2011

**BENDIXEN
& AMANDI**
INTERNATIONAL

Methodology

<i>Sample size</i>	1,000 Hispanics nationally Over-samples in Florida, Colorado, New Mexico, and Nevada
<i>Dates of interviews</i>	March 20-30, 2008
<i>Margin of error</i>	+/- 3 percentage points
<i>Languages of interviews</i>	English, Spanish

Major Findings

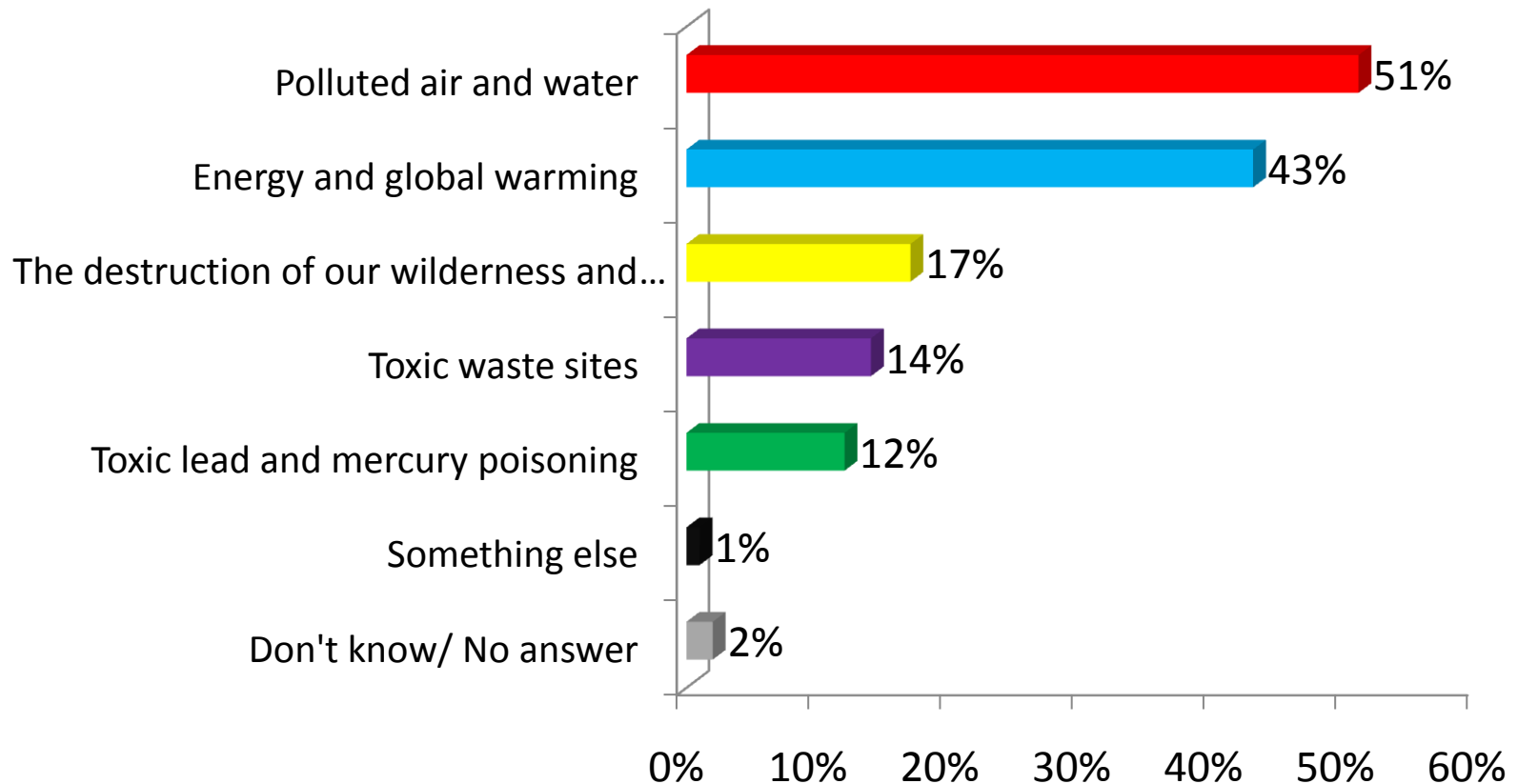
Major Findings

- When it comes to the environment, most Hispanics think air and water pollution is the most important problem for them and their family.
- Most Hispanics are not aware of any toxic sites close to their home or workplace.
- Almost all Hispanics interviewed believe that outdoor activities are important to them and their families.

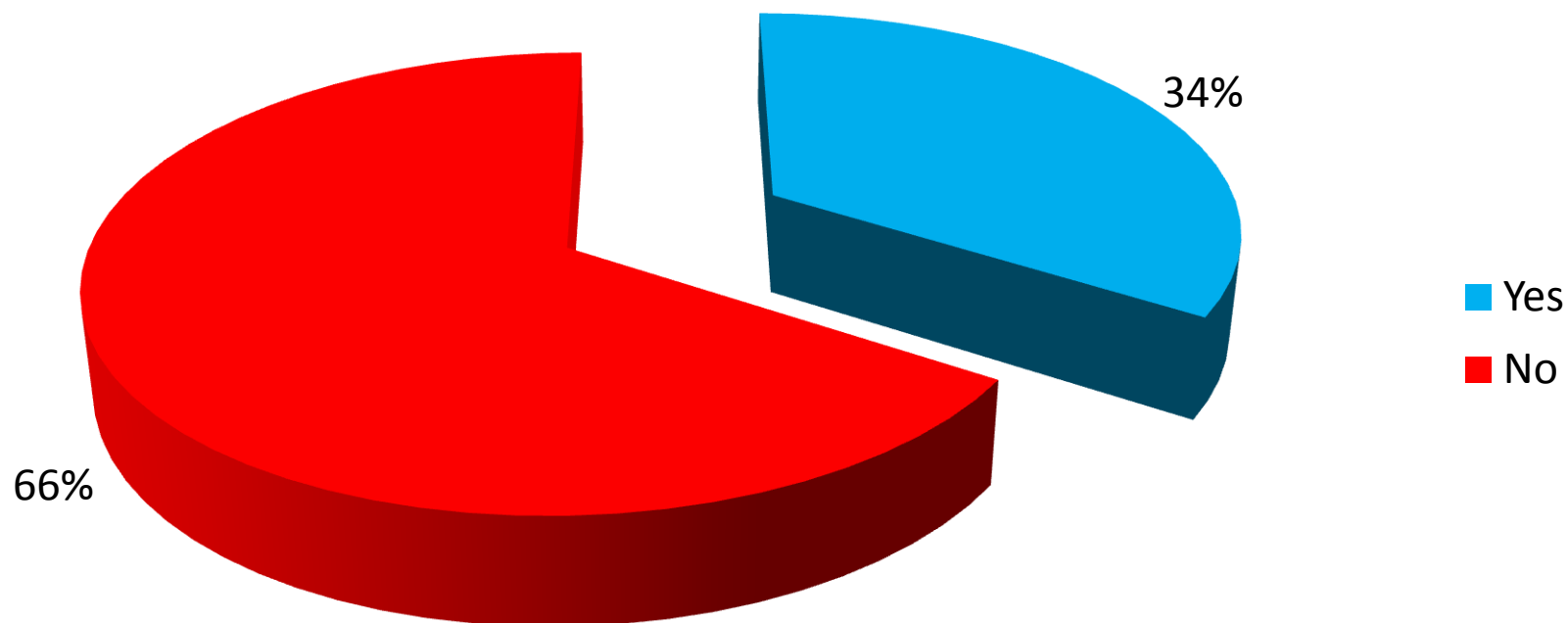
Major Findings

- The most popular outdoor activities among Hispanics are going to the beach and exploring national parks.
- Almost one-third of Hispanics say they prefer to go fishing in lakes, and most of them prefer to go with a family member instead of friends or co-workers. Hispanics also have a tendency to eat what they catch.

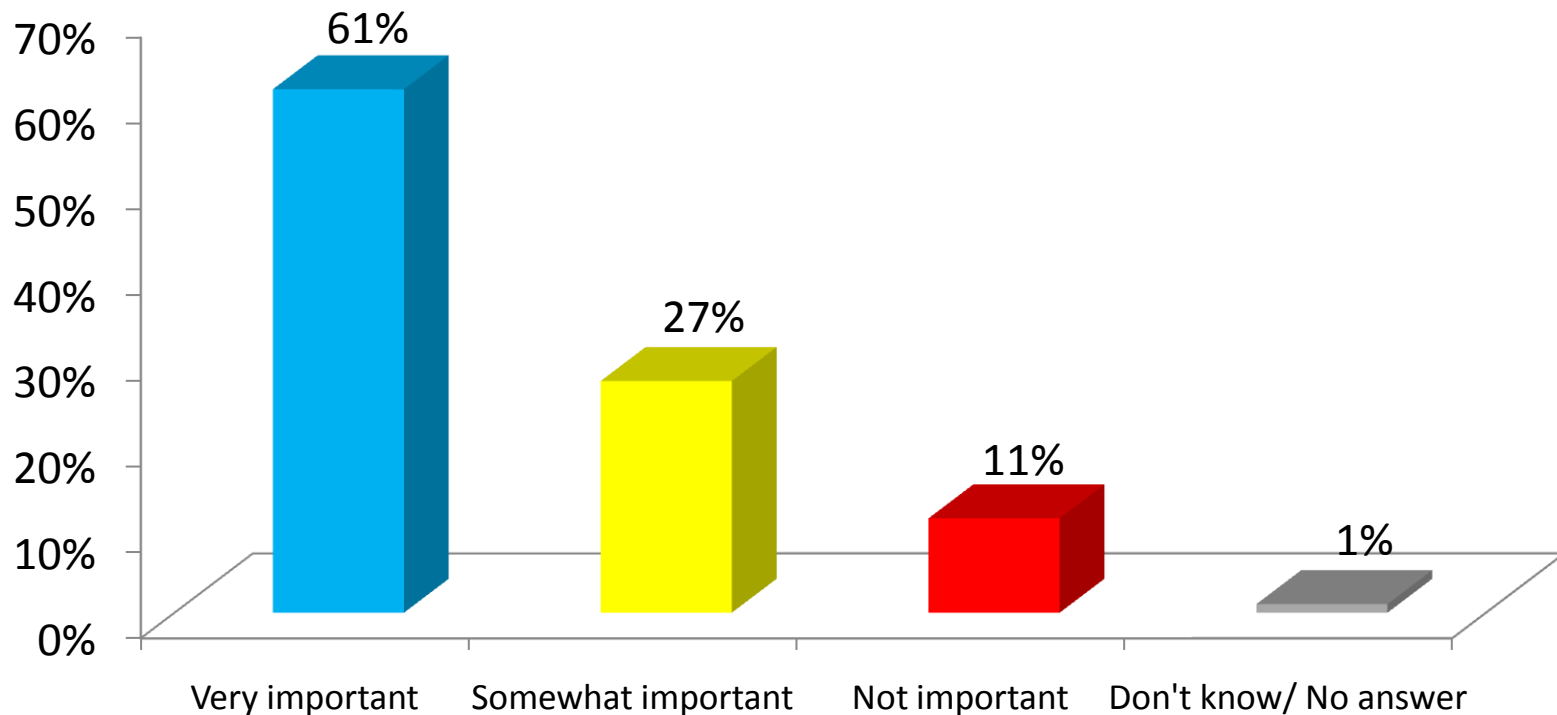
When it comes to the environment, which are the two most important problems to you and your family?
(Allow for two choices)



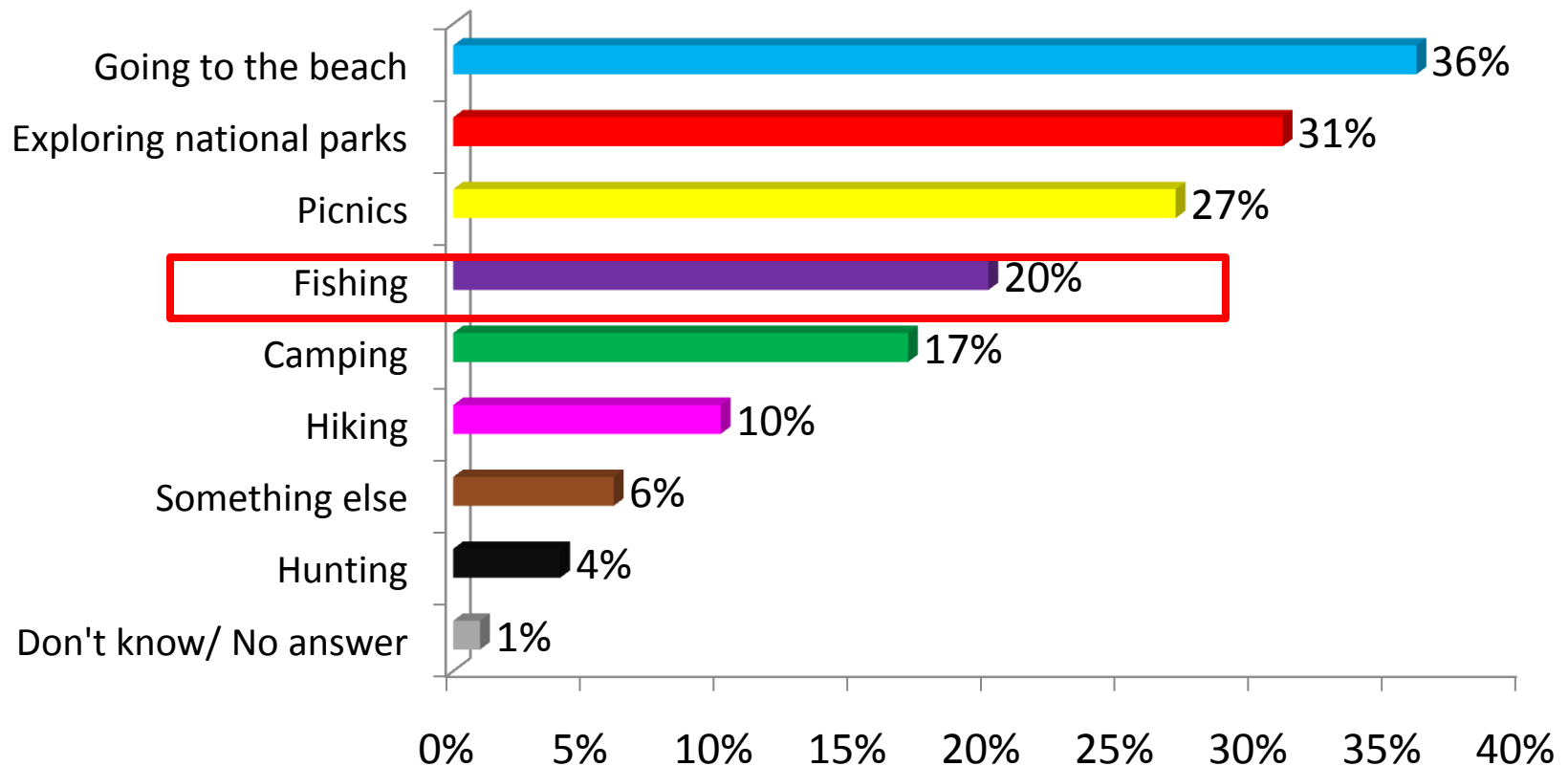
Are you aware of any toxic sites close to your home or place of work, such as a refinery, a chemical plant, an incinerator, an agricultural field, a major highway, or a factory?



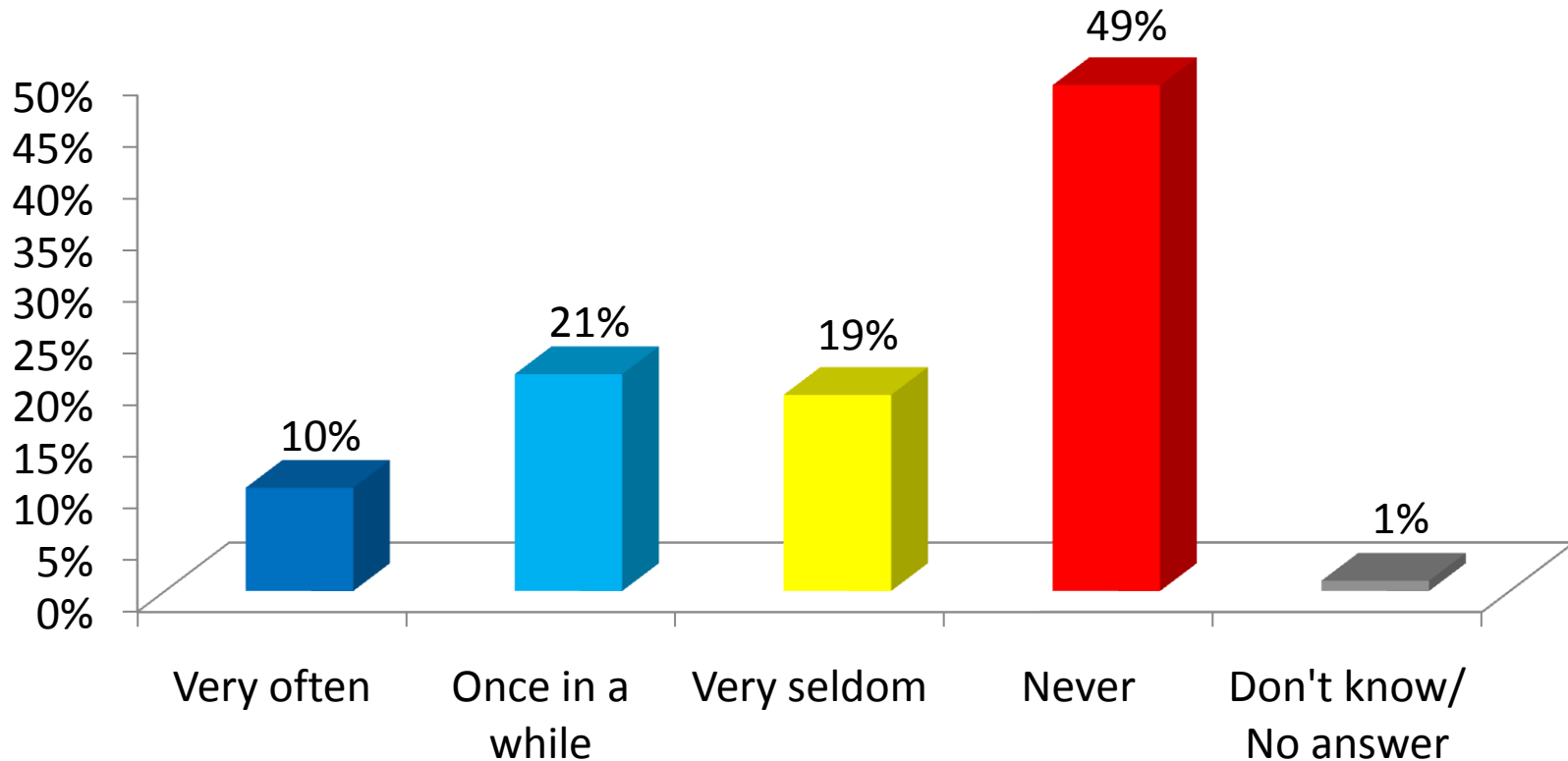
How important are outdoor activities – like fishing, hunting, camping or visiting national parks – to you and your family?



Which are the two most popular outdoor activities of your family?
(Allow for two choices)

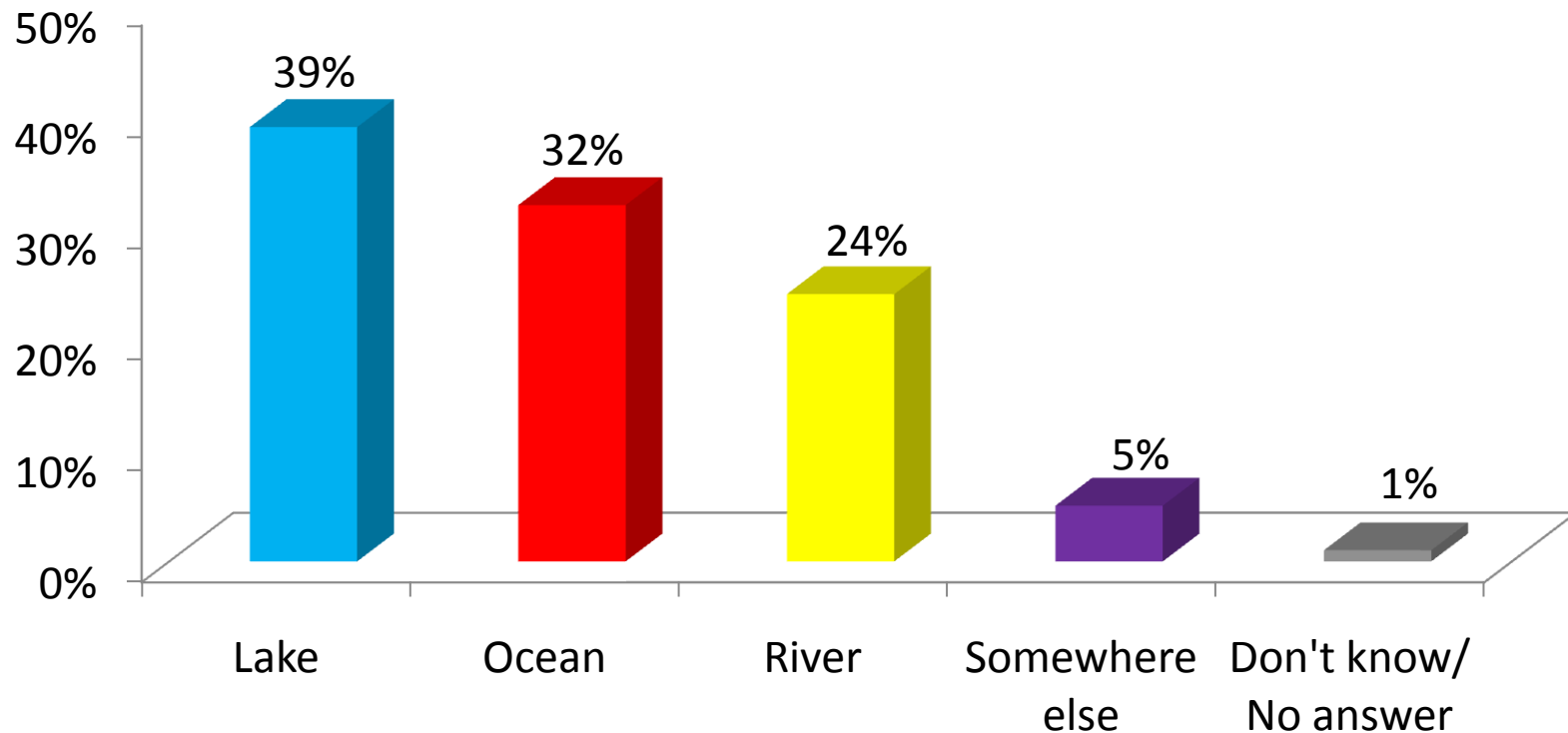


How often do you go fishing?



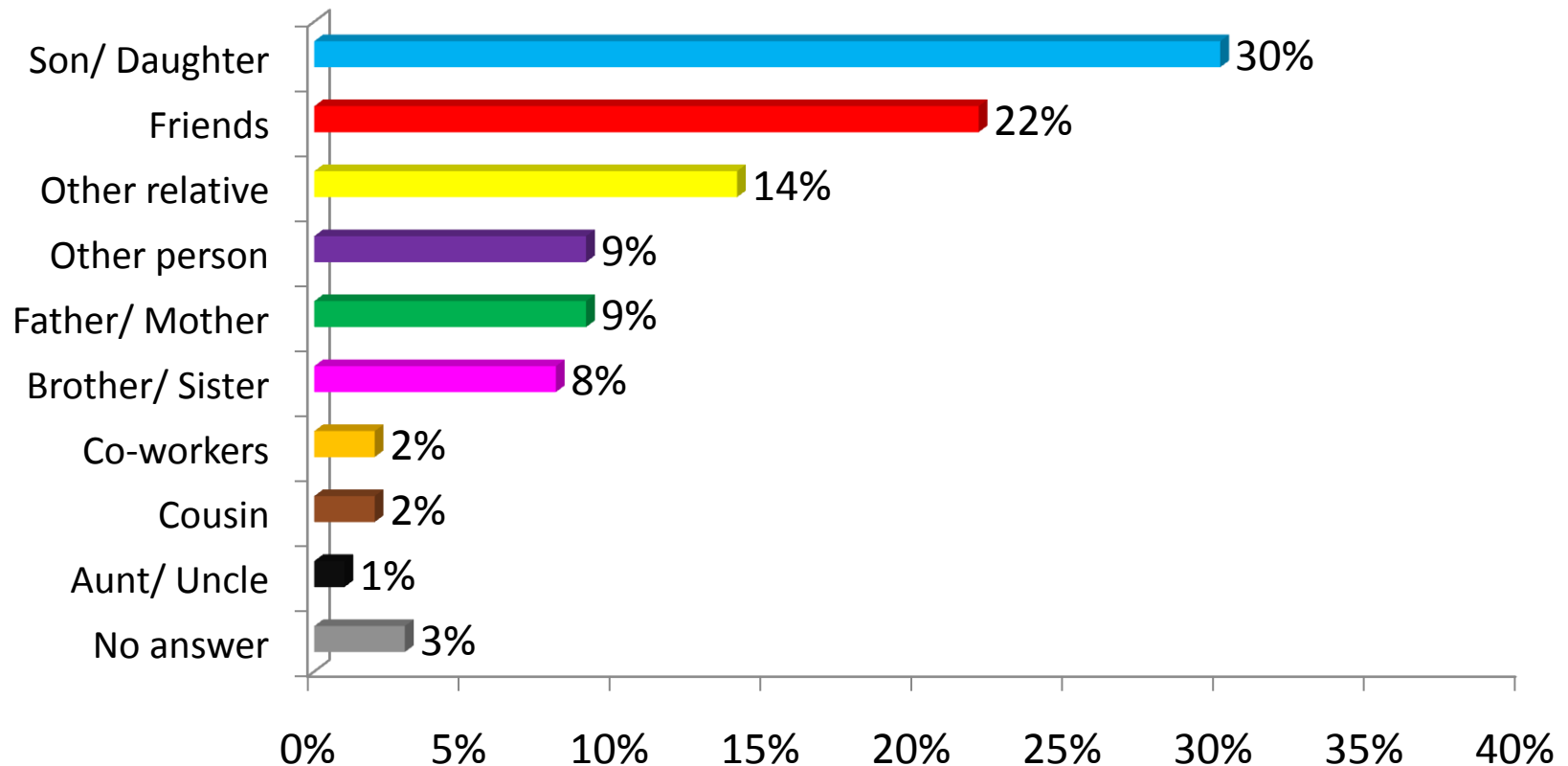
Where do you fish?

(Asked only of respondents who fish “very often” or “once in a while”)



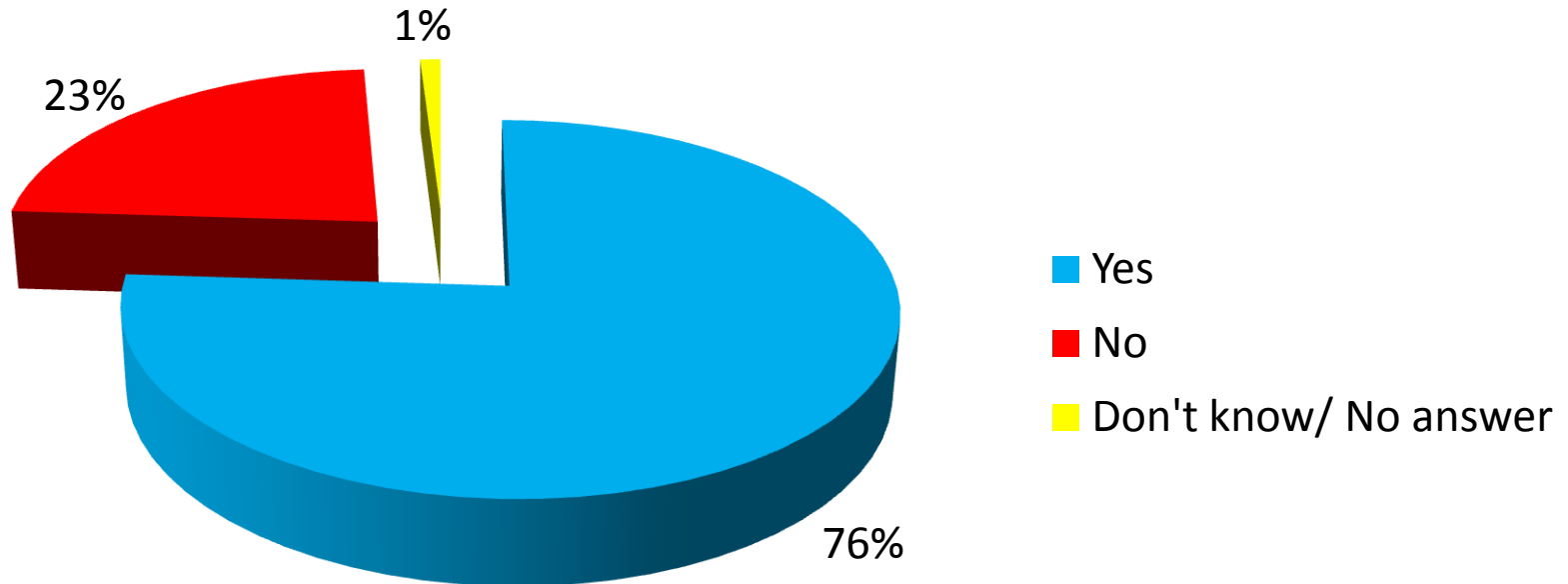
Who do you go fishing with?

(Asked only of respondents who fish "very often" or "once in a while")



Do you eat the fish that you catch?

(Asked only of respondents who fish "very often" or "once in a while")



Why This is Significant

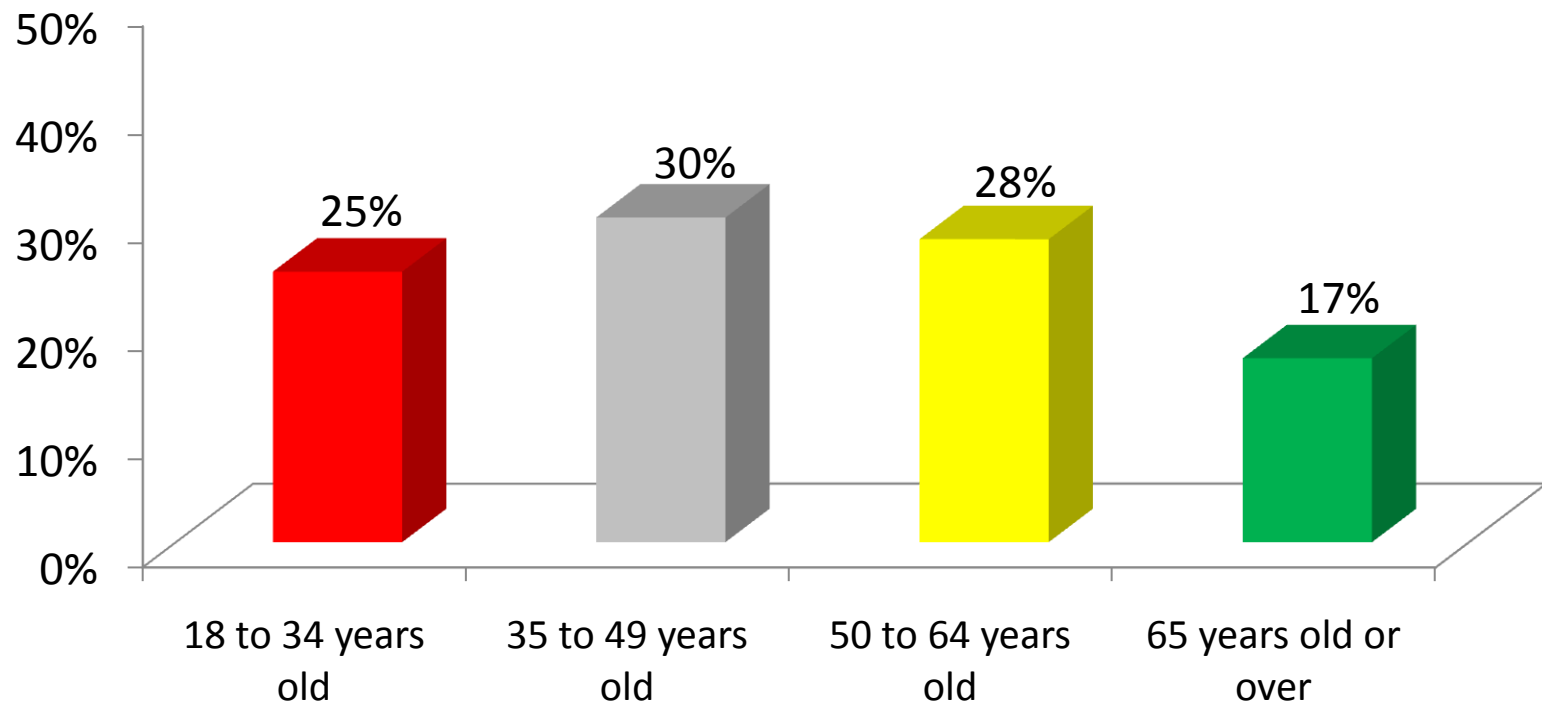
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Why This is Significant

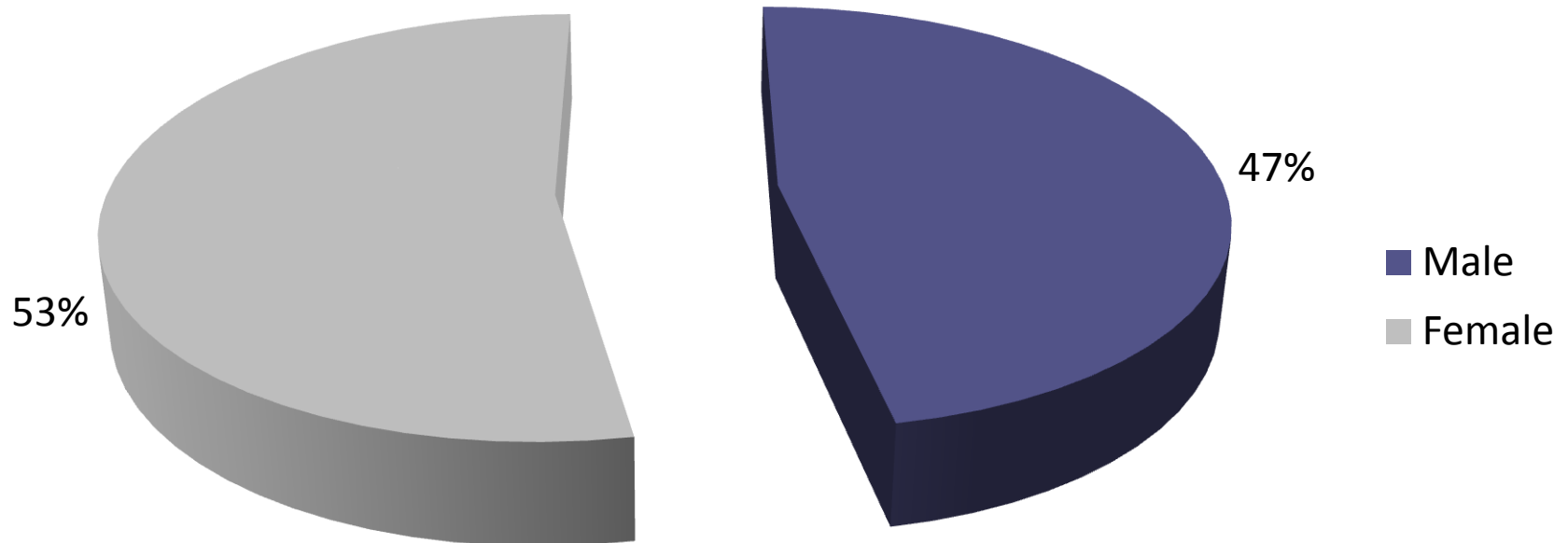
- The EPA's proposed strong new air quality standards for life-threatening hazardous air pollution from power plants, including mercury, is progress, however, there is still not much signage in waterways advising fishermen of these new standards. The survey demonstrates the need for signs in English and Spanish to warn Hispanics of this potential hazard, since one-third of them fish on a regular basis, and the vast majority of those eat what they catch. Even though the survey was taken in 2008, the findings remain accurate because they measured habits which rarely change over such a short period of time.

Demographics

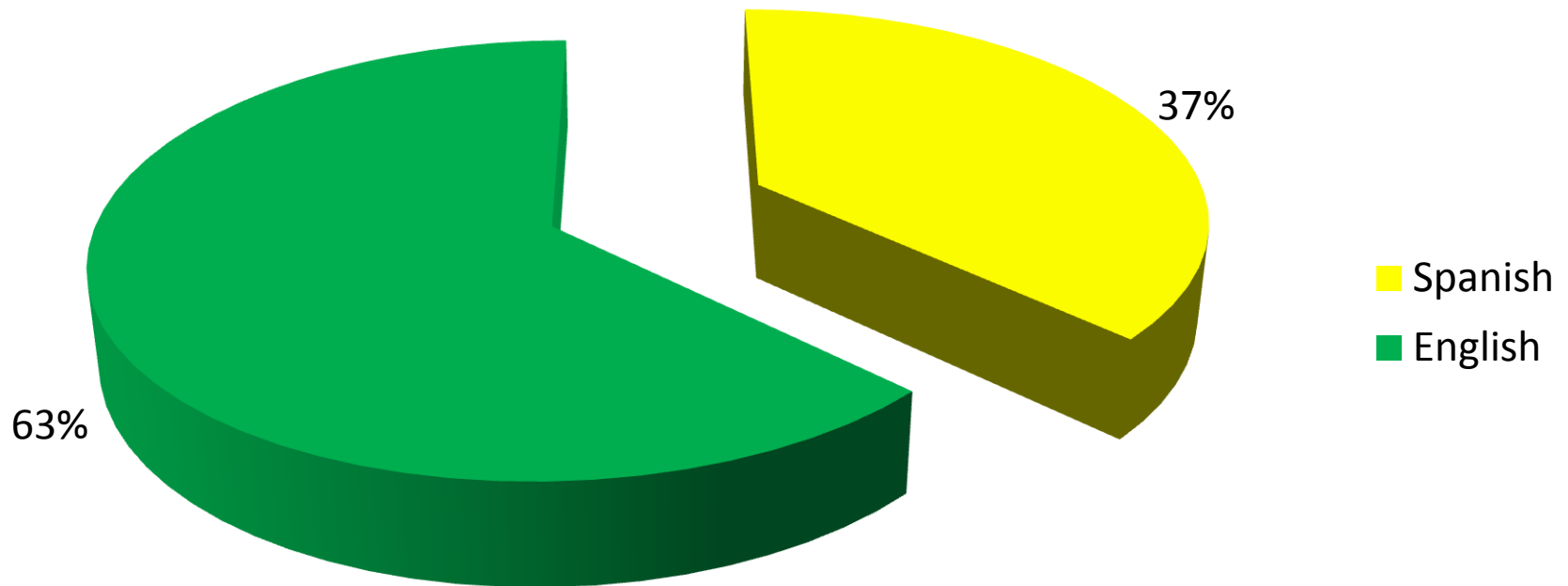
Age



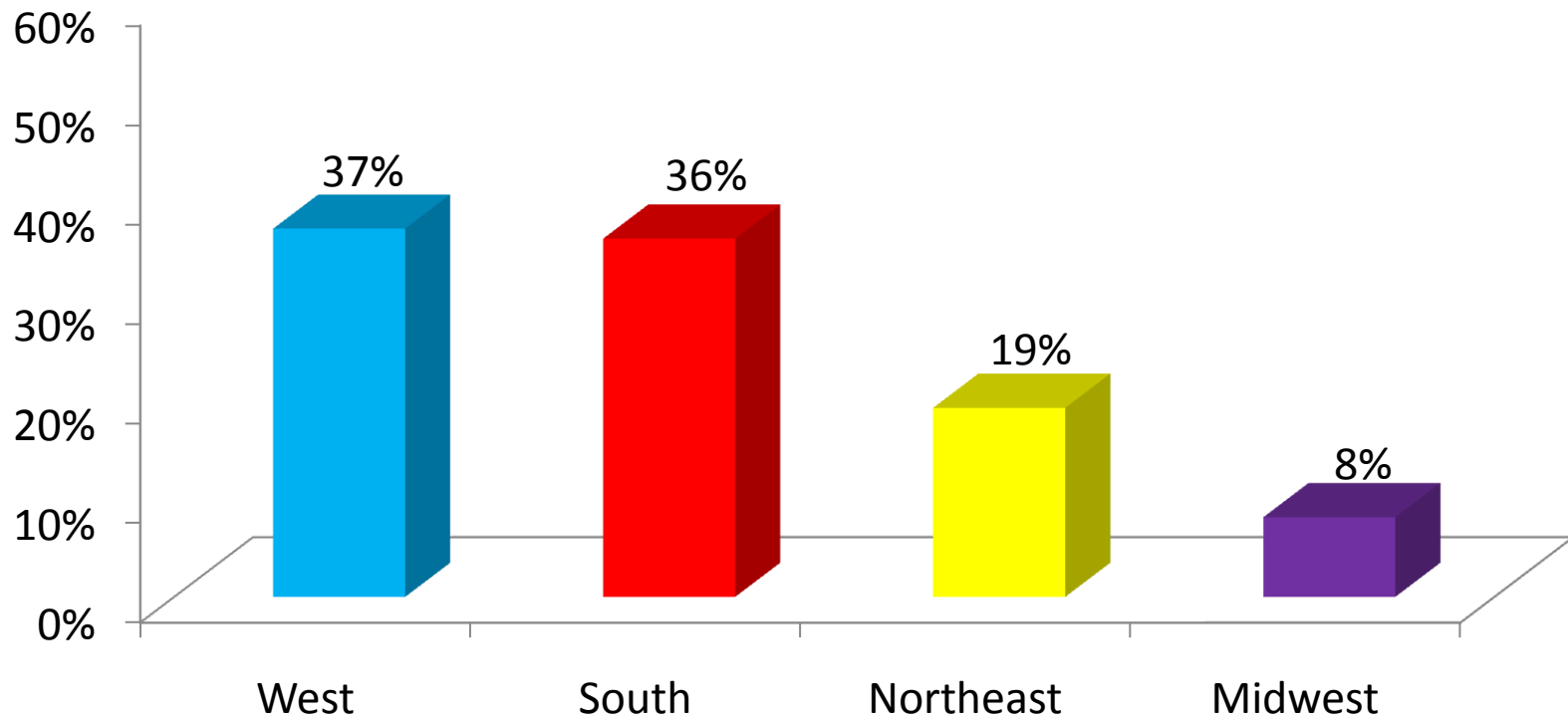
Gender



Language of Interview



Region



Annual Household Income

