



To: Interested Parties
From: Ruth Bernstein, EMC Research
Date: July 17, 2017
Re: Summary of findings from California Statewide Voters of Color Poll

With support from Resources Legacy Fund, EMC Research conducted a poll of 800 California voters of color regarding their perceptions and attitudes on climate change mitigation, adaptation, and resilience. The poll was conducted via landlines and mobile phones from April 19 through May 2, 2017. The sample was drawn from a Political Data Inc. (PDI) list of California voters flagged as likely to be voters of color based on a number of factors. Respondents self-identified as a non-white race or ethnicity, including Latino, Asian/Pacific Islander, African-American/Black, Native American, or bi-racial/multi-racial. The results have a margin of error of +/- 3.5 percentage points. The survey was conducted in English, Spanish, Chinese and Vietnamese .

Climate justice is an important issue to voters of color in California. They are very concerned about the impacts of climate change and understand that it is already having an impact.

- Most (79%) voters of color surveyed say *global warming* is a serious problem facing California today. 74% rate *climate change* as a serious problem.
- Two-thirds (66%) of voters of color believe that the effects of climate change have already begun to happen.
- Nearly three-quarters (73%) of voters of color believe that climate change poses a major threat to future generations.

California voters of color perceive climate change as a particular threat to low-income communities.

- 61% of CA voters of color say climate change poses a major threat to low-income communities, compared to only 29% who say that it poses a major threat to wealthy communities.

Frontline communities appear to be optimistic about the impact humans can have on addressing climate change.

- Most voters of color surveyed (85%) agree that humans are causing climate change. However, they are optimistic about the impact humans can have on reducing and reversing the effects: 89% of voters of color agree that humans can take steps to keep climate change from getting worse and to reduce its impacts.

Among California voters of color, there is a strong demand for action and policies to address climate change.

- There is a strong demand for action on the part of elected officials, government and the business community. 69% strongly agree (87% total agree) that our elected officials and government need to do more to address climate change. 63% strongly agree (88% total agree) that the business community needs to do more.
- The vast majority (85%) of CA voters of color surveyed say they support having their state and local elected officials enact stronger policies to help their community prepare for the impacts of climate change. Support for these policies is strong among voters of color throughout the state, especially among Millennials.
- A solid majority (61%) of CA voters of color surveyed say they would support a small tax increase to help their community prepare for the impacts of climate change.

Voters of color surveyed are especially concerned about how climate change will affect water supply, agriculture and future generations. Information about proactive preparation is very compelling.

- “Climate change puts California’s agriculture economy and food supply at risk. Our crops will suffer with less water, more pests, heat waves, and other impacts. We must find a way to manage these risks and protect our economy and food supply.” **(64% very convincing, 88% total)**
- “We have a moral responsibility to act now on climate change to protect the health, economy, and quality of life of our children, grandchildren, and future generations.” **(63% very convincing, 91% total)**
- “Climate change will mean a less reliable water supply and more frequent, longer droughts in California. We have to prepare by investing in new ways to increase our water supply, like water recycling and capturing storm water.” **(62% very convincing, 89% total)**
- “Addressing climate change is good for the economy. If we support new technologies to clean our air and water, produce clean energy and more efficient cars, we can boost our local economy and create new jobs for the 21st-century economy. Clean energy has already created nearly half a million jobs in California.” **(60% very convincing, 88% total)**
- “Climate change will mean a less reliable water supply and more frequent, longer droughts in California. We have to prepare by cutting back on water use over the long term so we don’t run out during dry years.” **(57% very convincing, 85% total)**