

# 2024 LATINO VOICES OF THE MISSISSIPPI RIVER POLL

## LATINO VOTER INSIGHTS

The 2024 Mississippi River Public Opinion Poll, commissioned by Hispanic Access in partnership with FM3 and New Bridge Strategy, has for the first time ever captured Latino perspectives on the challenges confronting the Mississippi River watershed. Conducted across all 10 states along the river—Arkansas, Illinois, Iowa, Kentucky, Louisiana, Minnesota, Mississippi, Missouri, Tennessee, and Wisconsin—the survey provides critical insights into Latino attitudes toward environmental issues and support for potential solutions, and its potential influence on the upcoming elections.

The findings underscore that Latinos, like many other communities, care deeply about the environment and strongly advocate for meaningful policy changes.

### WATER CONCERNS



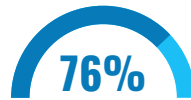
OF LATINOS BELIEVE THAT TRASH DUMPED IN RIVERS AND STREAMS IS A MAJOR THREAT TO THE MISSISSIPPI RIVER.



OF LATINOS THINK THAT PFAS, OR “FOREVER CHEMICALS,” ARE A MAJOR THREAT TO THE MISSISSIPPI RIVER.



OF THE GENERAL POPULATION IN THE POLLED STATES AND LATINOS THINK THAT CHEMICALS AND WASTE FROM INDUSTRY ARE A MAJOR THREAT TO THE MISSISSIPPI RIVER.



OF LATINOS CONSIDER PLASTIC POLLUTION IN THE OCEAN A VERY OR EXTREMELY SERIOUS PROBLEM.

### PROTECTING 30X30

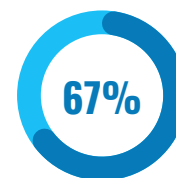


OF LATINOS SUPPORT THE 30X30 GOAL OF CONSERVING 30% OF AMERICA’S LANDS, FRESHWATER, AND OCEAN BY THE YEAR 2030.

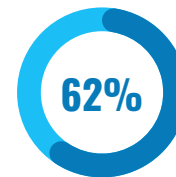


OF LATINOS SUPPORT POTENTIAL POLICIES THAT COULD BE PROPOSED IN CONGRESS THAT CREATE NEW NATIONAL PARKS, MONUMENTS, OR WILDLIFE REFUGES TO PROTECT AREAS FOR OUTDOOR RECREATION.

### CLIMATE CHALLENGES



OF LATINOS CONSIDER CLIMATE CHANGE A VERY OR EXTREMELY SERIOUS PROBLEM.



OF LATINOS CONSIDER AIR POLLUTION A VERY OR EXTREMELY SERIOUS PROBLEM.

### CONSERVATION



OF LATINOS CONSIDER POLLUTION OF RIVERS, LAKES, AND STREAMS A VERY OR EXTREMELY SERIOUS PROBLEM.

59%



OF LATINOS FEEL THAT TAKING ACTION TO RESTORE THE MISSISSIPPI RIVER SHOULD BE A VERY OR EXTREMELY HIGH PRIORITY FOR THE STATE.