



2024 National Azul Poll



Making Waves for Ocean Justice: Data to Policy Roundtable

BSPresearch

January 24, 2025

ABOUT



Azul is a grassroots organization working to advance ocean justice and conserve our marine resources.

We treasure the life-sustaining force of the ocean, as well as the physical and spiritual nourishment it provides us. We are a Gente powered and led effort, focused first on celebrating our rich Latino conservation traditions and connecting them to current solutions.

The VISION?

Latinos are long term conservationists, we believe our culture can lead the way and inspire our conservation efforts and strive to highlight and amplify this while connecting to other Latinos to further our collective impact in caring for the environment.



2024 National Azul Poll

The 2024 National Azul Poll: Latinos and the Ocean is the **second-ever nationwide poll on Latino viewpoints on ocean protection, policies and recreation**. The latest poll dives deeper into critical issues affecting our ocean and communities, offering new insights into voter priorities and policy solutions.

2024 National Azul Poll

Latino communities are not a monolith, but the results are clear: **Latino voters want governments to invest more in protecting our ocean, and they are willing to pay more out of their own pocket to advance ocean justice.**



Methodology

2024 National Azul Poll

- Total N=2,500 Latino registered voters (+/-2.0%)
 - Oversamples
 - N=200 per: Boston+NE, Chicago, Georgia, NC+SC, Pennsylvania, PAC NW, Texas
 - N=225 per: Florida, New Jersey+New York
 - N=300 California
 - N=350 All other US
- Field Dates: May 8-22, 2024
- English or Spanish, according to preference
- Mixed mode: 75% online, 25% live telephone interview



2024 National Azul Poll

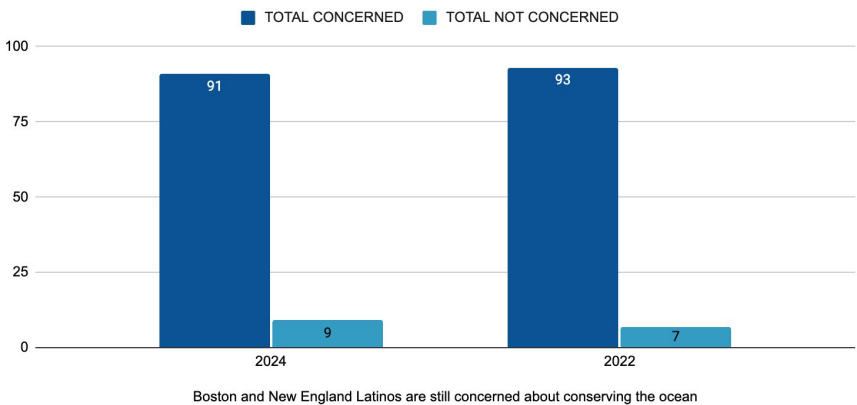


OCEAN AND COASTAL ISSUES

BSPresearch

5

Latino Support For Protecting The Ocean Remains Strong



May 8-22, 2024 N=2,500 (+/-2.0%); May 26-June 7 2022 N=1,900 (+/- 2.3%)

2024 National Azul Poll

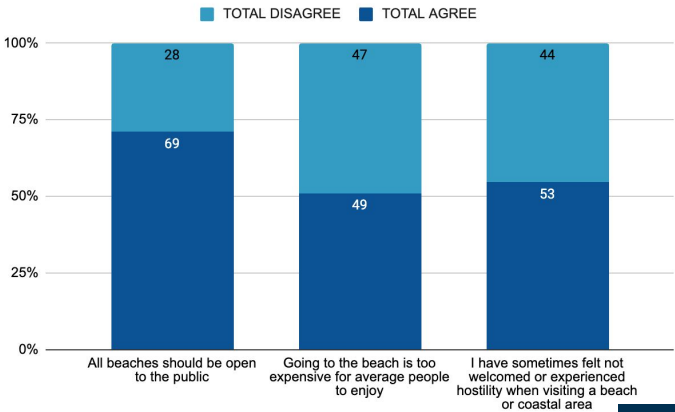


7

Increasing Access To The Ocean Is A Priority

While Latinos strongly believe the ocean should be open to everyone, a high share (49%) say it is too expensive for the average person to enjoy and (53%) claimed to have not felt welcomed and experienced hostility.

Across the three questions, the total agree responses remain the majority since the 2022 survey.



May 8-22, 2024 N=2,500, N=200 per: Boston+NE (+/-2.0%)

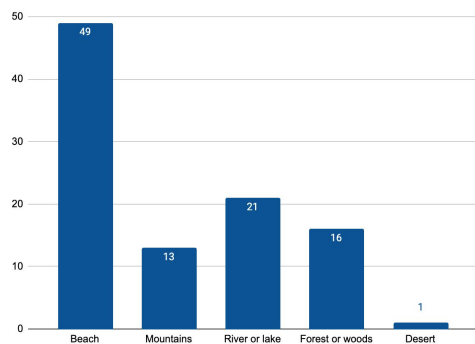
2024 National Azul Poll



8

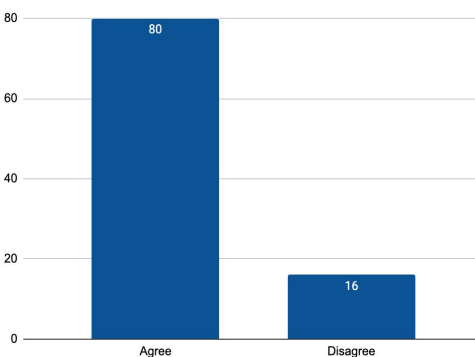
The Ocean As A Source Of Recreation And Identity

When your family or group of friends wants to spend time together outdoors, which of the following is your first-choice place to go?



May 8-22, 2024 N=2,500, N=200 per: Boston+NE (+/-2.0%)

The ocean is important to maintaining my family's traditions and culture



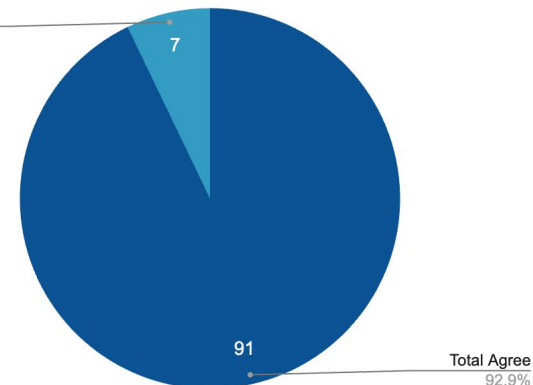
2024 National Azul Poll

9

The Coast and Ocean As A Source Of Economic and Personal Vitality

Large majorities of Latinos, regardless of geographic region, regard the beach and ocean as essential to the economy and quality of life.

Total Disagree
7.1%



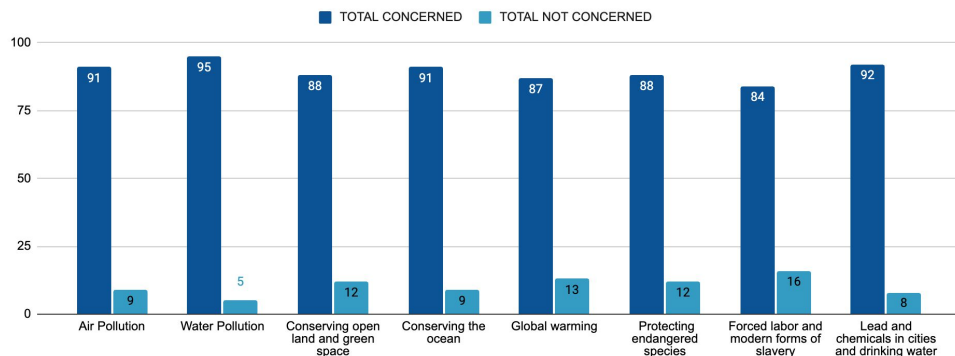
May 8-22, 2024 N=2,500, N=200 per: Boston+NE (+/-2.0%)

2024 National Azul Poll

10

Pollution in the Water, Air, and Ocean Strongly Concern The Latino Community

How concerned are you about the following issues?



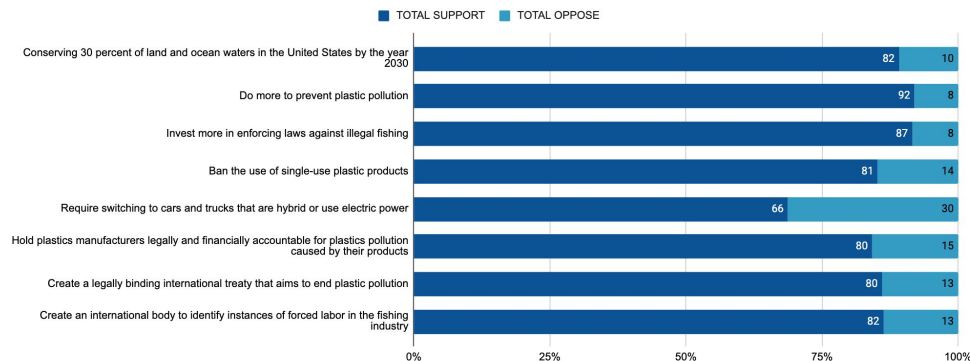
May 8-22, 2024 N=2,500, N=200 per: Boston+NE (+/-2.0%)

2024 National Azul Poll

11

Latino Support Ending Plastic Pollution and Illegal Fishing

How much do you support or oppose each of the following policy proposals?

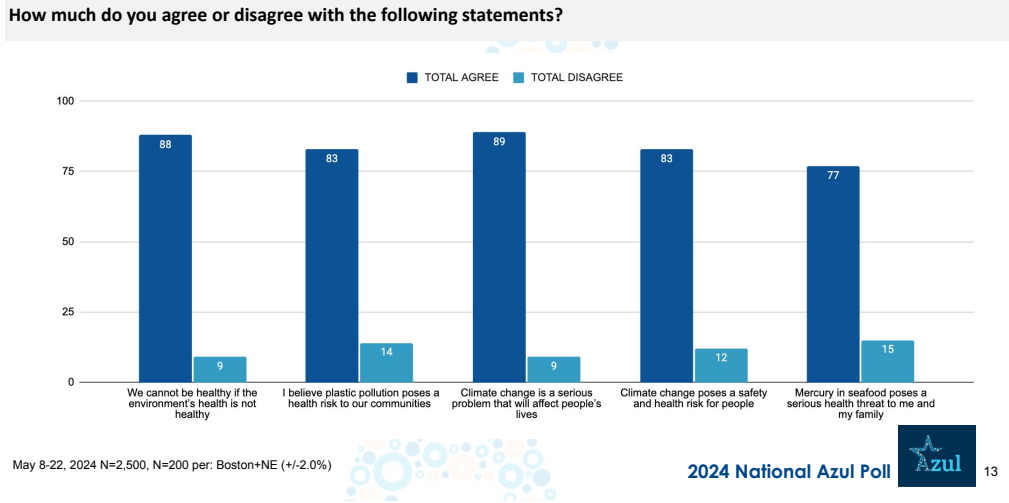


May 8-22, 2024 N=2,500, N=200 per: Boston+NE (+/-2.0%)

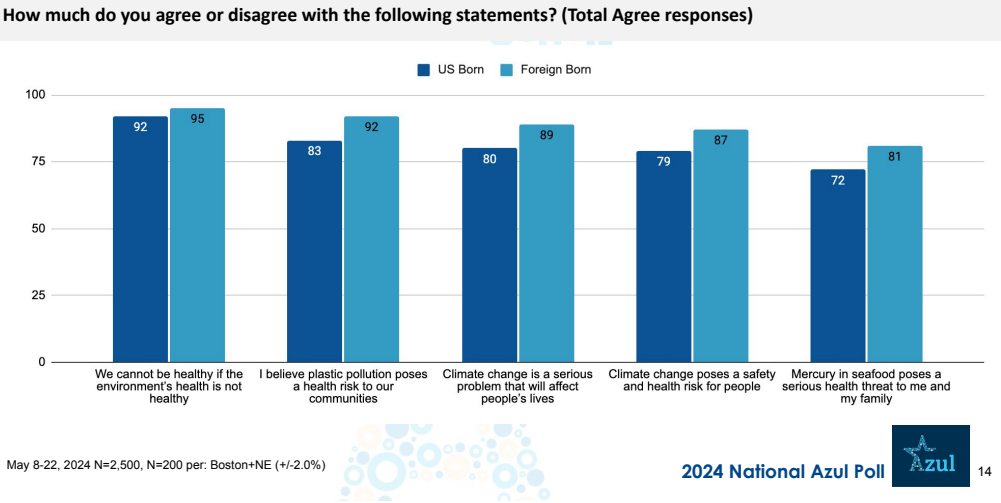
2024 National Azul Poll

12

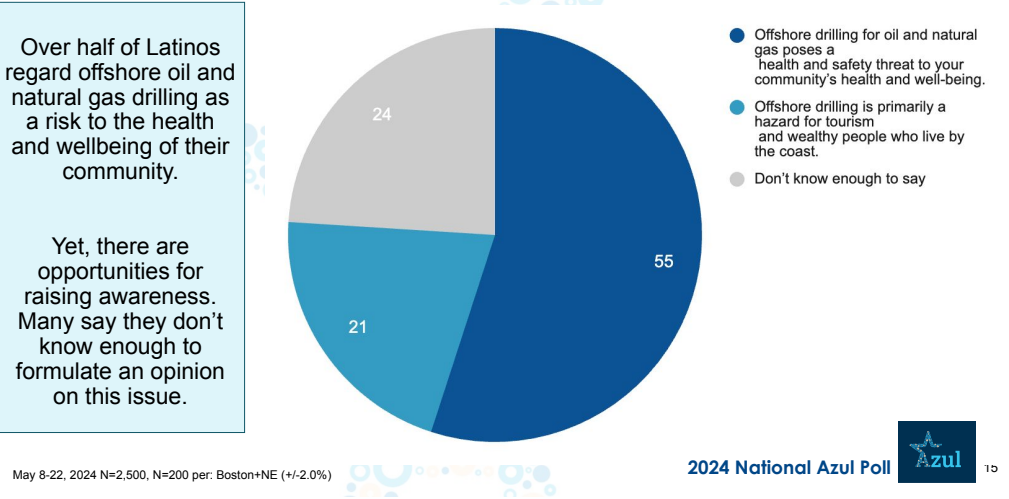
Latino Conservationism Is Tied To Environmental Health Risk Perceptions



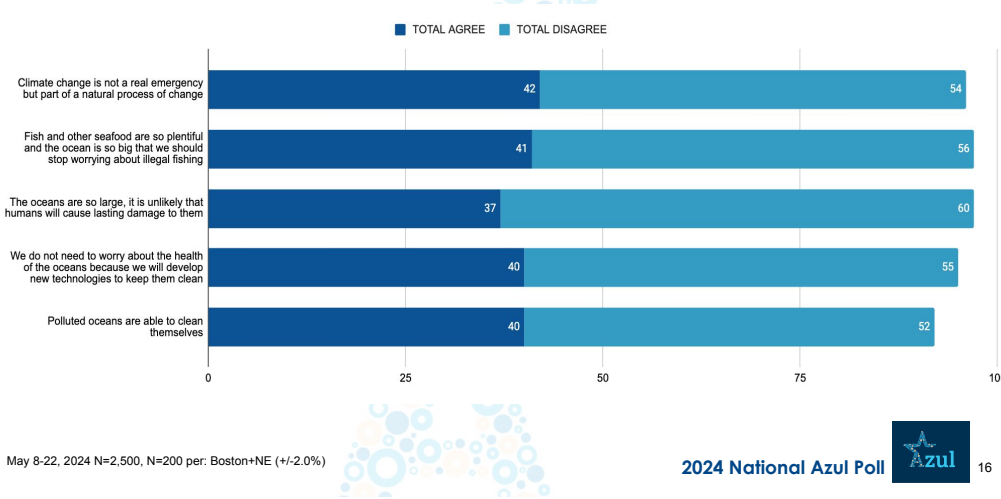
Environmental Health Risk Perceptions Are Higher Among Foreign-born Latinos



Offshore Drilling Threatens Community Health

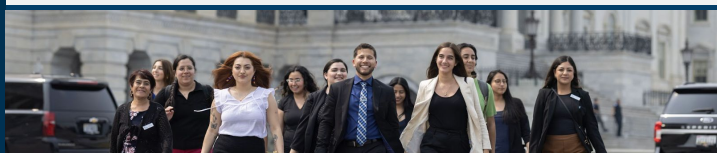


The Public Agrees That The Environment/Ocean Is In Crisis, Disagree with Inaction





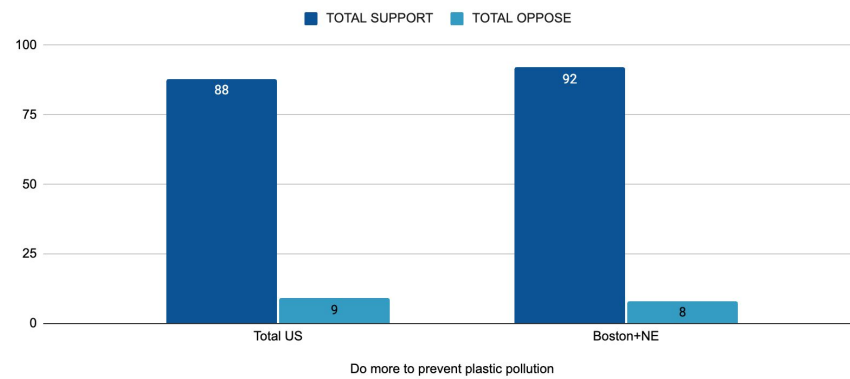
2024 National Azul Poll



POLICY ISSUES

BSPresearch

Regardless of Region, Latinos Support Azul's Ocean Justice Policy Goals: Ending Plastic Pollution



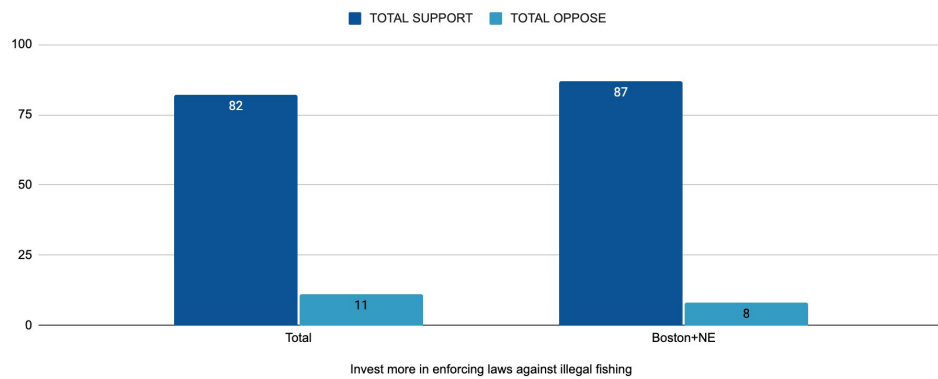
May 8-22, 2024 N=2,500, N=200 per: Boston+NE (+/-2.0%)

2024 National Azul Poll



18

Regardless of Region, Latinos Support Azul's Ocean Justice Policy Goals: Ending Illegal Fishing



May 8-22, 2024 N=2,500, N=200 per: Boston+NE (+/-2.0%)

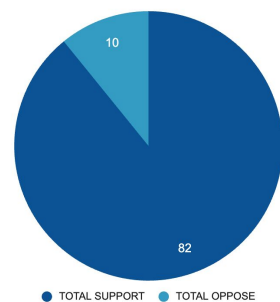
2024 National Azul Poll



19

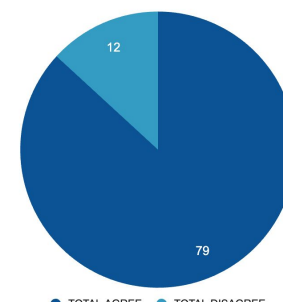
Increase Ocean Protections / Switching To Renewable Energy

Conserving 30 percent of land and ocean waters in the United States by the year 2030



May 8-22, 2024 N=2,500, N=200 per: Boston+NE (+/-2.0%)

% who would: support actions to ban offshore drilling for oil and natural gas, and replacing them with renewable fuels like solar and wind.



2024 National Azul Poll

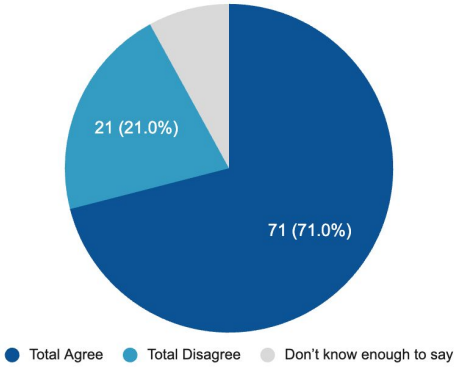


20

Latinos Support Drilling Ban, Even If It Means Paying More At The Pump

Latinos in New England and Boston are willing to take action to protect the environment. 71% support banning offshore oil and natural gas drilling, even if it means paying more for gasoline and household gas.

I would support actions to ban offshore drilling for oil and natural gas, even if it meant paying more per month for gasoline and household gas



May 8-22, 2024 N=2,500, N=200 per: Boston+NE (+/-2.0%)

2024 National Azul Poll

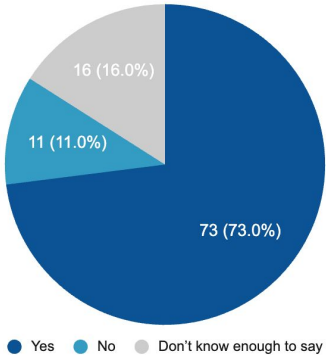


21

Latinos Support Efforts to Combat Illegal Fishing, Even If It Means Paying More For Fish

73% of Latino Voters in New England and Boston support national and international efforts to combat illegal fishing, even if it means paying more for fish at the grocery store or restaurants.

Would you support greater efforts to combat illegal, unreported, and unregulated fishing activities, even if it means paying more for fewer fish?



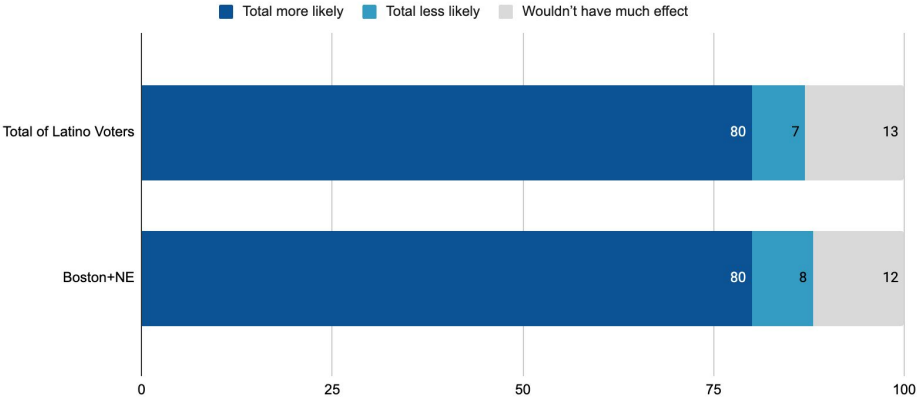
May 8-22, 2024 N=2,500, N=200 per: Boston+NE (+/-2.0%)

2024 National Azul Poll



22

Latinos Will Vote For Candidates That Protect the Coastline and Ocean



May 8-22, 2024 N=2,500, N=200 per: Boston+NE (+/-2.0%)

2024 National Azul Poll



23

iMil Gracias!

Find out more...



hola@azul.org



[@azuldotorg](https://twitter.com/azuldotorg)



[azul.org](https://www.azul.org)

