



# Hispanics and Energy: An Insight into Beliefs and Behaviors

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# Agenda

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Hispanic Facts and Figures

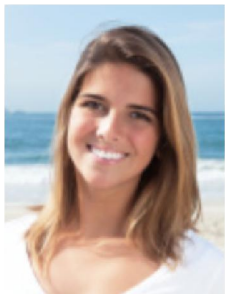
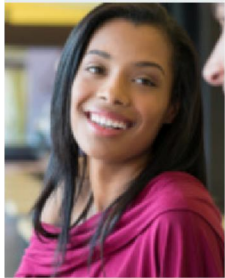
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Culture and Beliefs

③

Takeaways

# Who are Hispanics?



Hispanic or Latino refers to a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin **regardless of race**.

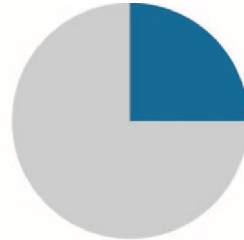
Origin can be viewed as the **heritage, nationality group, lineage, or country of birth** of the person or the person's parents or ancestors before their arrival in the United States.

U.S. Census



**50.5**

Million  
Hispanics



**16.3%**

of the Population  
in 2013



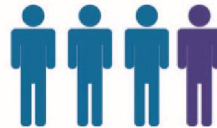
Of the population  
growth from  
2000 to 2010

**27 years**

Median age of Hispanics  
vs. 37 for all US population



1 in 6 residents are Hispanic



1 in every 4  
children

**40%**

Share of Hispanics  
new to the U.S.  
between 2000-2010



**75%**

Speak Spanish  
at home

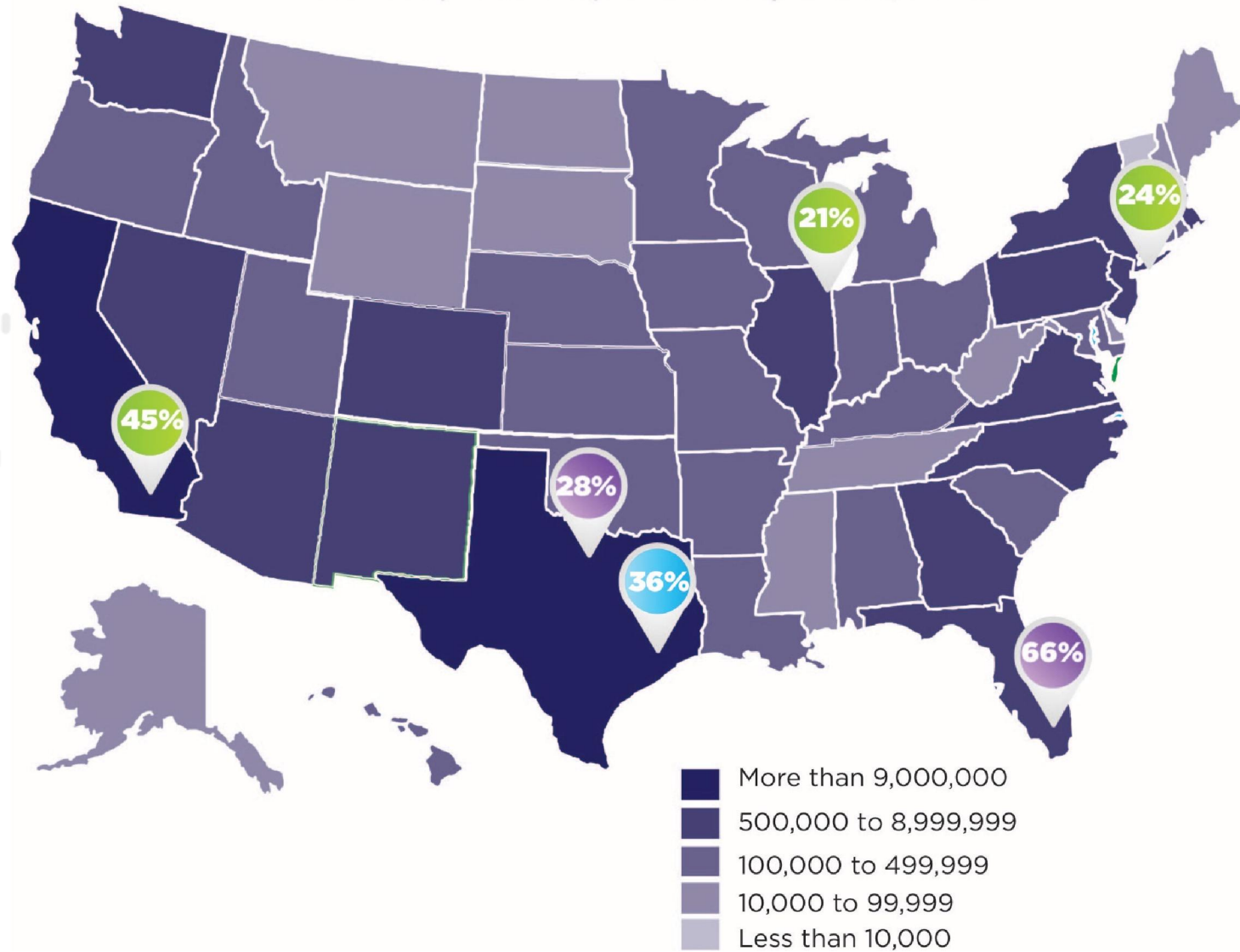
**\$1 Trillion**

In buying power

65.5%	Mexican
9.1%	Puerto Rican
3.6%	Salvadoran
3.5%	Cuban
2.8%	Dominican
2.3%	Guatemalan
1.9%	Colombian



U.S. Hispanic Population by State, 2012

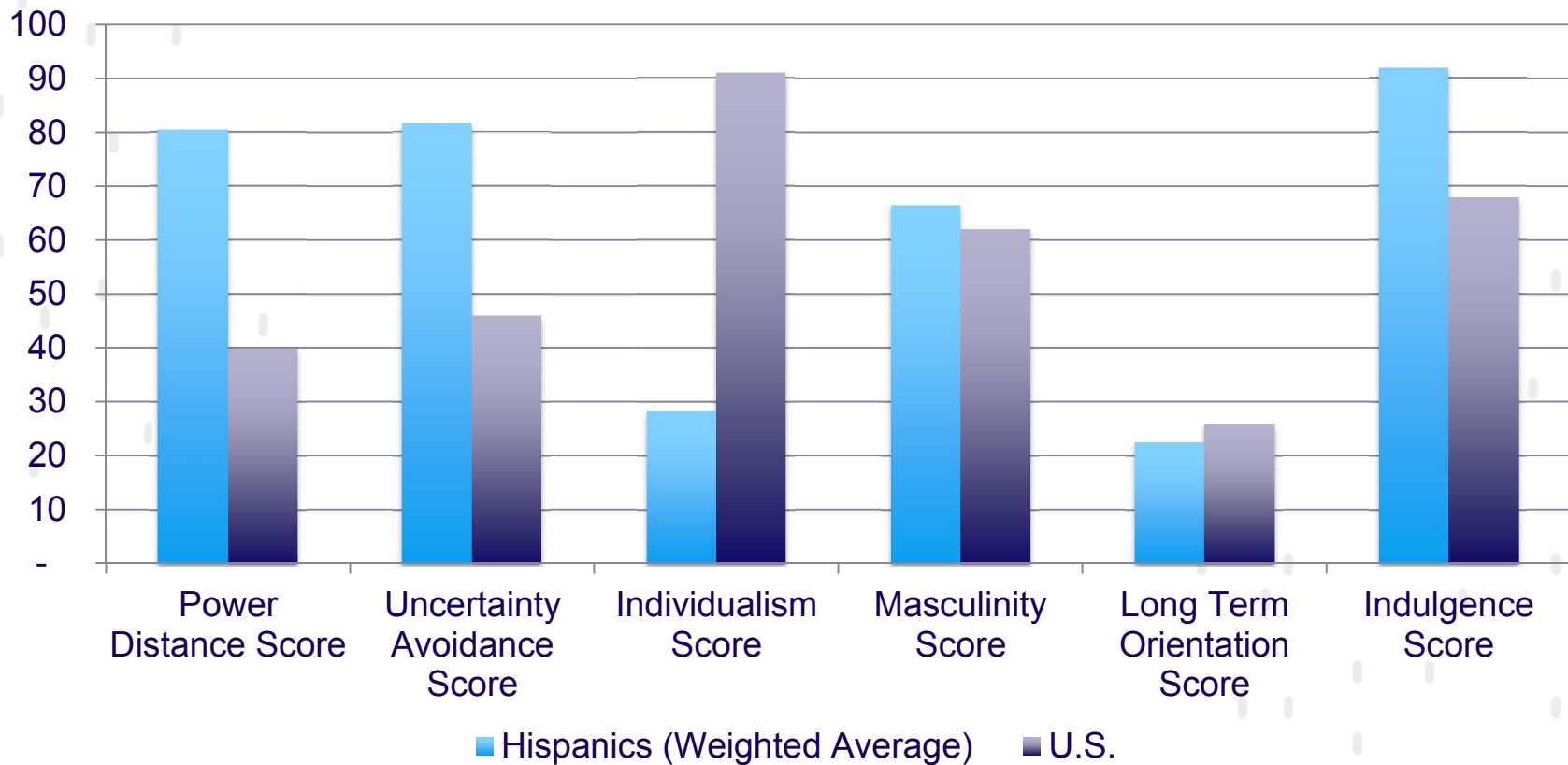


# Culture and Beliefs



# Culture and Beliefs

**Hofstede Cultural Dimension Scores**



# Hispanics Relationship with Energy

## Electric Power Sector in Latin America



- Few options: single government-owned utility, monopoly, few competitors.
- Coverage varies.
- Limited interaction with utility.
- Customer service culture practically non-existent.
- Subsidized residential rates but high industrial rates (primarily Mexico).
- Zero to limited energy efficiency programs.




# Hispanics Relationship with Energy

- Leaving lights on – SAFETY
- Washing clothes with hot water – TRADITION AND COMFORT
- Televisions and Set Top Boxes – STATUS
- Keep using appliances until they break – EFFICIENT BEHAVIOR



# Hispanic Opinions – Climate Change



Believe in  
climate change  
and attribute it  
to human  
activity.

70% of Hispanics say the Earth is warming because of human activity, vs. 44% among whites.

Source: [Pew Research Center survey, 2014](#).

77% of Latino voters believe that global climate change is already happening vs. 52% of all Americans

Source: [National Council of La Raza, 2012](#) and [Gallup poll, 2012](#).


54% of Hispanics say global warming is an extremely or very important issue to them personally, compared with 37% of whites.

Source: [New York Times survey, 2015](#).

54% of Hispanics called climate change a critical threat to U.S. vital interests in the next 10 years, compared with 32% of non-Hispanics.

Source: [Chicago Council on Global Affairs, 2015](#).

# Hispanic Opinions - The Environment



Feel a moral  
responsibility  
and a greater  
sense of  
connectivity

92% of Latino voters agree that they have a moral responsibility to take care of God's creations on this earth.

Source: [National Council of La Raza, 2012](#)


86% are convinced that we have a moral duty to give our children a clean planet.

83% believe that climate change is causing communities in Mexico, Central and South America, and the Caribbean to face more dangerous and extreme weather.

65% say they think about environmental concerns in terms of the entire world, rather than in terms of themselves, their family or their community.

Source: [NRDC, 2014](#)

# Hispanic Opinions - Clean Energy



Are pro-  
conservation  
and pro-  
renewable  
energy

42% of Hispanics are very interested in making their homes more energy efficient vs. 25% of Caucasians.  
[Source: KSV Survey, 2015.](#)

86% of Latinos prefer that the government invest in clean energy while 11% prefer investments in fossil fuels.

Source: [National Council of La Raza, 2012](#)

94% of Latino voters believe that they and their families can help curb toxic air and water pollution by conserving energy.

Source: [NRDC, 2014](#)

85% of Latino voters say they would be willing to pay higher energy prices for clean energy.

[Source: National Latino Coalition on Climate Change, 2010](#)

# How can we use this Information?

- Program and Education Approaches
- Marketing and Outreach
- Customer Engagement





# Program and Education Approaches



- Understand behaviors and develop strategies for modification.
- Coordinate education activities through trusted organizations.
- Plan for enhancement of Hispanic trade ally networks.

**DIFFERENT  
BEHAVIORS**

**TRUSTED  
SOURCES**

**TRADE ALLY  
NETWORKS**

## Marketing and Outreach



- Develop profiles and customize language and approach.
- Develop culturally relevant marketing strategies and tactics.

**LANGUAGE**

**CULTURAL  
RELEVANCE**

# Customer Engagement



- Focus on personal contact and relationship building.
- Follow-up with Hispanic callers and recognize that decision-making will take time.

**RELATIONSHIP  
BUILDING**

**LONGER  
DECISION-MAKING**

# THANK YOU

## Questions?

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