



The Context for Conservation

More Westerners identify as a “conservationist” than with other social movements.



Conservationist

65%



Tea Party Supporter

29%

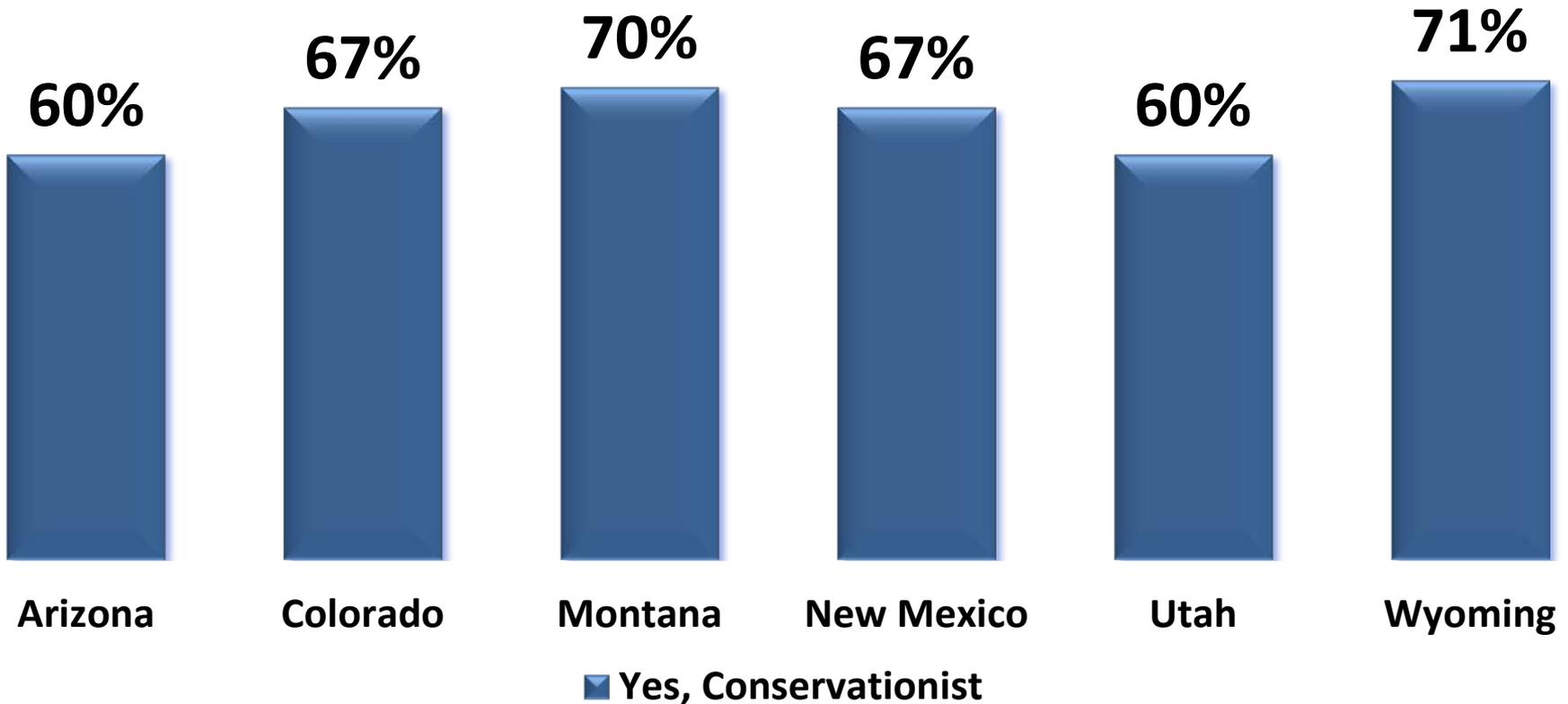


Occupy Wall Street Supporter

25%

More than three-in-five in every state view themselves as a conservationist.

“Do you consider yourself to be a conservationist?”



The label “conservationist” bridges many diverse groups – irrespective of where you live, or your background.



Angler

Hunter

Identify as Conservationist

69%

66%



White/Anglo

Hispanic

66%

62%



City

Suburbs

Town

Rural

67%

62%

64%

67%

The label “conservationist” bridges many diverse groups – irrespective of political views or other factors.



Tea Party Supporter
Not Tea Party Supporter

Identify as Conservationist

67%

63%



Active Military
Veteran Household

62%

66%



Fox News
Broadcast
CNN or MSNBC
John Stewart/Colbert

59%

66%

71%

67%

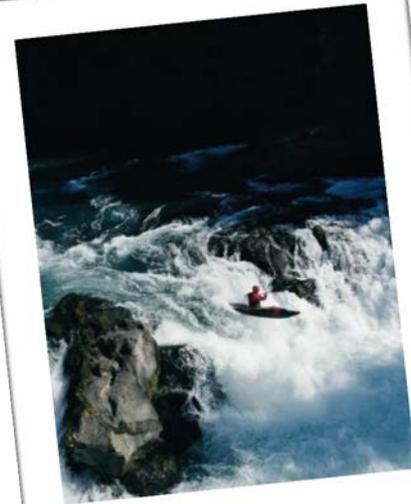
Sportsmen represent significant proportions of the electorate in most Western states.

"Do you consider yourself a hunter, an angler or both?"

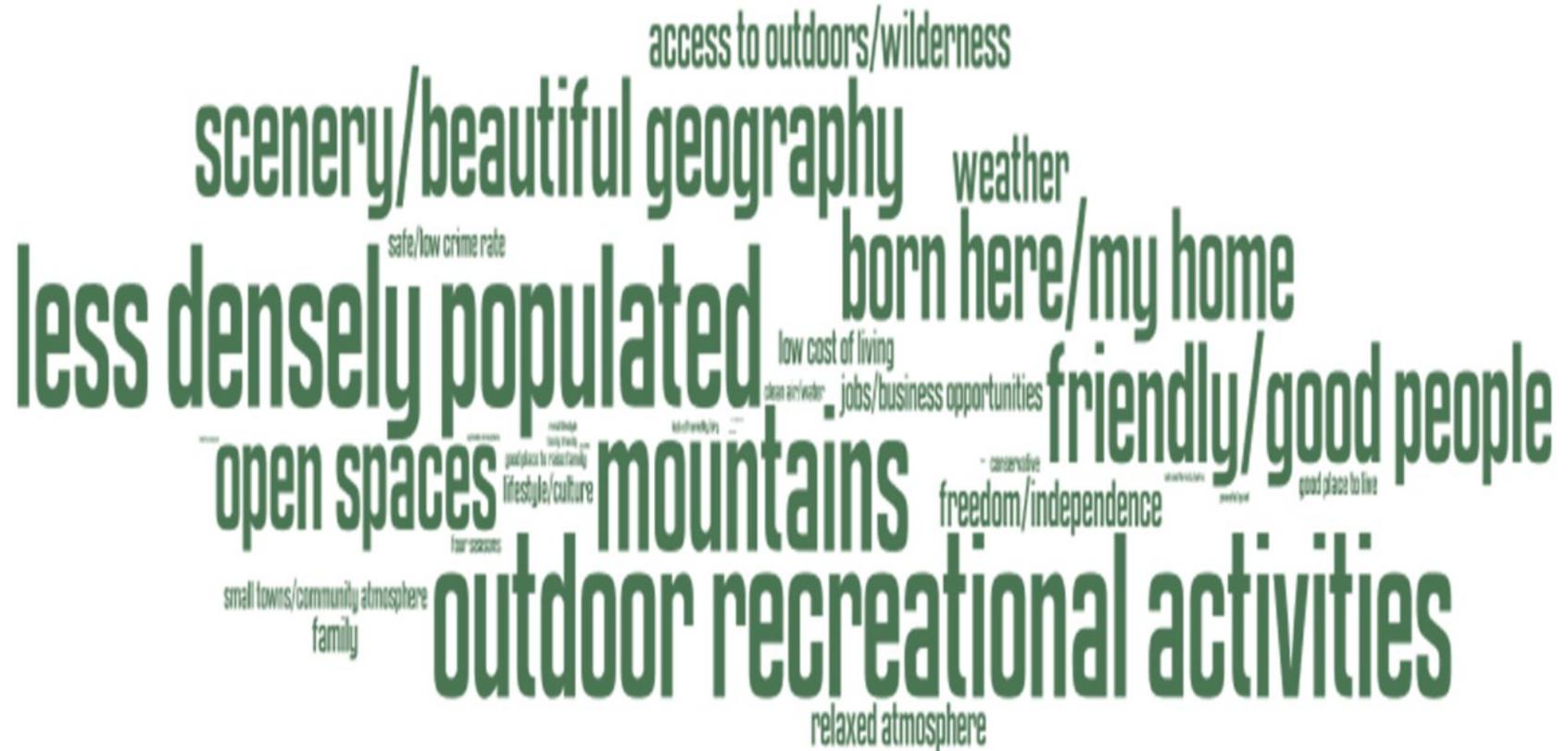


	<i>Total Hunter</i>	<i>Total Angler</i>
Arizona	22%	30%
Colorado	25%	33%
Montana	49%	53%
New Mexico	33%	35%
Utah	25%	35%
Wyoming	47%	54%

We asked Western voters last year what they liked most about living in the West. More voters pointed to something related to the outdoors than any other feature of life in the West.



“Other than the weather, what do you like most about living in the Western United States?”*



*2011 survey question asked in five states