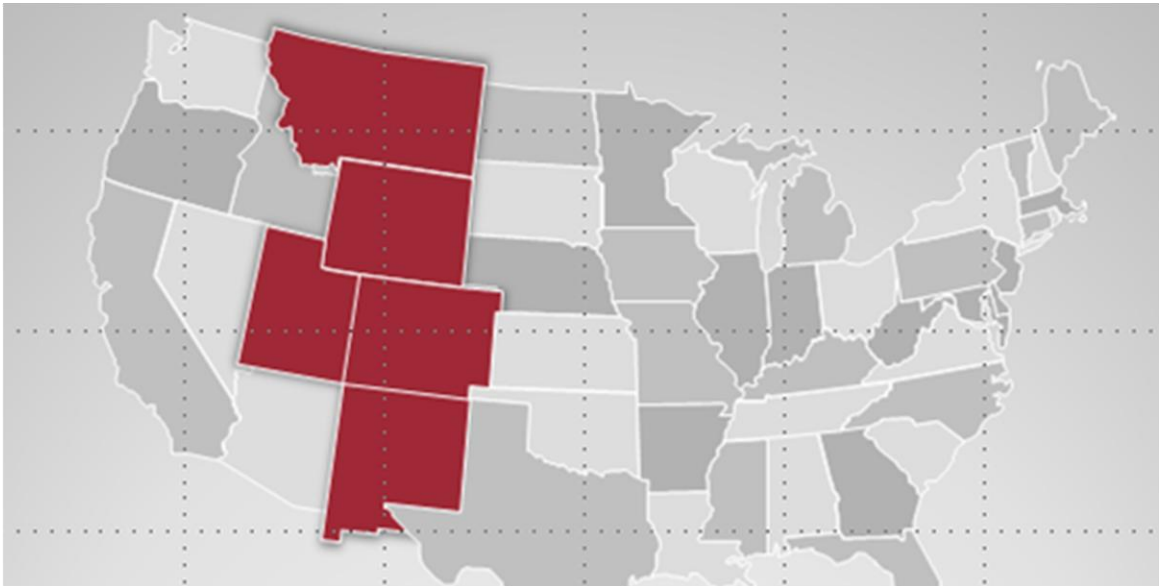


January 2011

Conservation in the West

*A survey of the
attitudes of voters in
five Western states*



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Conservation in the West

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OVERVIEW

This survey of 2200 voters throughout five Western states (Colorado, Montana, New Mexico, Utah and Wyoming) was conducted by the bipartisan research team of Lori Weigel at Public Opinion Strategies (R) and David Metz of Fairbank, Maslin, Maullin, Metz & Associates (D) in order to examine Western voters' attitudes toward a range of conservation and environmental issues. The survey explored how views of conservation relate to perceptions of state government, budget issues, and the economy in each state. The survey was designed to create a benchmark assessment of core beliefs and broad values that relate to conservation, although a handful of current policy questions and trade-offs were explored as well.

The results of the survey demonstrate that Western voters share broad values when it comes to the environment, despite differing views of state government, budgets, and state leadership. Voters in these five states are more likely to point to something related to the outdoors – be it mountains, wide open spaces, public lands, clean air, or other natural features -- as the thing they like most about living in their particular state or the West more broadly. This is followed closely by their ability to participate in outdoor recreational activities. In fact, nearly nine-in-ten say they would prefer spending a day outdoors to spending a day in a city.

Voters in these five states attach a great deal of importance to having clean water, clean air, natural areas and wildlife as a fundamental ingredient in the good quality of life in their state. Two-thirds of these Western voters view those things as an aspect of life that is fragile and needs to be cared for and protected, rather than as an enduring feature of life that is unlikely to change.

This underlying sense of guarding a fragile yet important part of their lives appears to play a role in how Western voters respond to a range of environmental issues. Two-thirds believe the current laws protecting land, air and water should be strengthened, or at least better enforced. Even when provided with an economic rationale for reducing some of these standards on major employers such as agriculture and construction, three-quarters of Western voters believe the current laws should stand as they are.

In fact, voters in these five states tend to reject the concept that the economy and the environment are in conflict with one another. They overwhelmingly believe that environmental standards and a strong economy are consistent with one another, rather than having to choose one over the other. One area where they see the potential for job growth is increasing the use of renewable energy sources, as two-thirds perceive this to be a job creator for their state. That said, two-in-five blame “too many” environmental regulations for costing their state jobs.

Overall, Western voters indicate more positive impressions of solar and wind power as energy sources than they do for coal or oil. However, this is one area where there is a notable exception: Wyoming residents are generally positive toward *all* energy sources tested. Across all five states, though, voters indicate that they would dramatically increase the amount of their state's electricity needs being produced by renewable sources. They reject the idea that these power sources are too unreliable, and a majority in every state says it is time to start replacing coal with these other energy sources. Once informed of the actual proportion of electricity generation coming from renewable sources in their

state, a majority would be willing to pay at least ten dollars more per month to increase the use of renewable energy in generating electricity.

Air quality ranks as a top tier environmental concern in all of these states, and particularly in Utah, where a majority of 52% volunteered the issue as the most pressing environmental concern in the state. Climate change and global warming, on the other hand, rank below 11 other issues as an environmental problem facing their state. The latter is the most politicized issue tested in the survey, with attitudes about whether to take action on global warming varying dramatically along party lines.

Voters are solidly in support of the EPA requiring reductions in carbon emissions from sources like power plants, cars and factories in an effort to reduce global warming. Our past research would lead us to conclude that voters see auxiliary benefits to addressing carbon emissions and a broader benefit to air quality from such a policy.

The political landscape in which voters are reacting to these issues is one of a unique combination of skepticism and optimism, which varies from state to state. Montana, Wyoming and Utah voters are more positive about the direction of their state, while Coloradans and New Mexicans are evenly divided over how things are going in their states. New Mexicans are the most likely to think their state government is run by a few big interests and are least trusting of state government, yet they express a great deal of confidence and optimism in Governor Martinez (slightly higher than the positive sentiment hovering around new Governors in Colorado and Wyoming).

While many of these states are more financially sound than their neighbors, budget deficits and cuts in funding to state parks and environmental protections are still viewed as serious problems. One of the most resounding affirmative responses in the survey is agreement that “even with state budget problems, we should still find the money to protect” their state’s land, air and water.

SURVEY METHODOLOGY

From January 23-27 2011, Public Opinion Strategies and FM3, a bi-partisan polling team, completed 2200 telephone interviews among a randomly selected sample of 600 registered voters throughout the state of Colorado, and 400 registered voters each in Montana, New Mexico, Utah and Wyoming, respectively. The margin of overall sampling error is +/- 2.08% at the 95% confidence interval for the total sample; +/- 4.0% in Colorado; and +/- 4.9% each for Montana, New Mexico, Utah and Wyoming. For results based on other subgroups, the margin of sampling error will differ.

The “total” numbers for the entire Western region represent numbers that have been statistically weighted to reflect each state’s true share of the regional electorate. Interviews within each state were distributed proportionally by geographic region. Quotas were set for some key demographic variables, and each sample is demographically representative of the electorate for that state.

Interviews were conducted on traditional land line (N=1696) and on cell phones (N=504). A Spanish interviewing option was provided to all respondents.

Percentages may not always add to 100, due to rounding or to the opportunity to offer multiple choices. Values less than 0.5% are indicated by an asterisk (*). “DNR” indicates that a response was not read to respondents, but rather was volunteered.

The survey was written and analyzed by Lori Weigel, partner with Public Opinion Strategies, and David Metz, partner with Fairbank, Maslin, Maullin, Metz & Associates. Additional project support was provided by Rebecca Kramer, Trip Mullen, and Scott Foster. The survey is being presented in collaboration with the Colorado College “State of the Rockies” project. In a couple of instances, comparisons are made to interviews in these five states from a national survey with Western states oversample conducted on behalf of The Nature Conservancy September 8-13, 2009.

Additional questions about the survey methodology or results may be directed to David Metz, partner with Fairbank, Maslin, Maullin, Metz & Associates: (510) 451-9521 or dave@fm3research.com ; or Lori Weigel, partner with Public Opinion Strategies: (303) 433-4424 or lori@pos.org.

THE ENVIRONMENT IN TODAY’S POLITICAL LANDSCAPE

The political landscape in these five states is one of a unique combination of skepticism and optimism, which varies from state to state. The survey found that...

- Voters in the states with new Governors at the helm are optimistic about how that individual will fare as their state’s leader. Respondents were asked “which of the following best describes” their feelings about how that person “will do as Governor.” New Mexicans are most likely to gravitate toward more positive terms in their assessment of Governor Susana Martinez, followed closely by Wyoming residents regarding Matt Mead and Colorado residents regarding John Hickenlooper.

Feelings Regarding New Governor

Feeling	New Mexico	Colorado	Wyoming
Optimistic	35%	35%	39%
Confident	26%	18%	19%
Uncertain	14%	22%	23%
Concerned	14%	13%	9%
Pessimistic	9%	8%	4%

- There is a significant difference in attitudes about the general direction of each of these states, as Wyoming and Utah residents are significantly more positive than voters elsewhere in the region.

Direction of the State	Colorado	Montana	New Mexico	Utah	Wyoming
Right Direction	48%	56%	49%	68%	71%
Wrong Track	41%	33%	36%	23%	18%

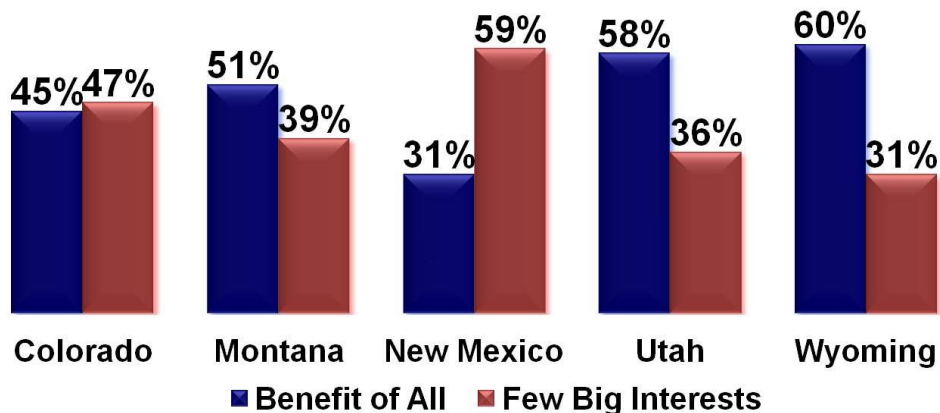
- This same state dynamic holds true for trust in state government as well. Voters were asked to think about how much of the time they think they can “trust the state government” in the capital city “to do what is right.” Majorities in Utah and Wyoming are more likely to place confidence in state government “just about always” or “most of the time,” rather than “only some of the time” or “never.”

Trust in State Government	Colorado	Montana	New Mexico	Utah	Wyoming
Always/Most of Time	41%	41%	33%	57%	62%
Only some of time/Never	58%	58%	65%	43%	36%

Distrust in state government in New Mexico cuts across demographic sub-groups, with majorities of all sub-groups indicating they only trust government some of the time or never. This sentiment is particularly pronounced among conservative Republicans (80%), Tea Party supporters (74%), self-described liberals (73%), and rural residents (70%).

- New Mexico also stands out as the only state in which a majority perceive state government as being run “by a few big interests looking out for themselves” rather than “for the benefit of all the people.” The clear contrast is significant. Interestingly, rural voters across all states are significantly more likely to perceive their state as being for a few big interests (53% few big interests).

Views of State Government by State



- Three-in-ten Western voters identify themselves as supporters of the Tea Party. While expressing strong support for renewable energy, concern about a variety of conservation problems, and a desire to maintain standards for land, air and water, these Tea Party Identifiers still tend to be more skeptical on global warming and a host of environmental issues than other voters.

THE ECONOMY & THE ENVIRONMENT

- Voters overwhelmingly believe that environmental standards and a strong economy are consistent with one another. This view has held strong throughout the economic recession, and is consistent with views expressed in a separate survey of voters in this region in 2009.

Views of Having a Good Economy and Protecting Land, Air and Water



- Across each state and key demographic group, we see a strong sense that choosing between protecting for land and water and having good jobs is a false choice that voters reject.

Views of Having a Good Economy and Protecting Land, Air and Water

	Sub-Group	Can do both	In conflict
Gender	Men	75%	21%
	Women	78%	18%
Ethnic Background	White	76%	20%
	Latino	83%	15%
	All Voters of Color	80%	17%
Party	GOP	75%	21%
	Independent	75%	21%
	Democrat	81%	16%
Key Voter Groups	Tea Party	71%	25%
	Sportsmen	76%	20%
	Environmentalist	78%	17%
	Not Environmentalist	75%	23%
State	Colorado	77%	20%
	Montana	75%	21%
	New Mexico	77%	20%
	Utah	76%	20%
	Wyoming	81%	16%

- There is a limited sense that too many environmental regulations are costing jobs. In Montana and New Mexico, 53% agree with a statement saying that “too many environmental regulations

are a major reason why companies here in (State name inserted) have eliminated jobs.” Agreement drops precipitously in Utah (31%), Colorado (37%), and Wyoming (43%).

- That said, when given an economic rationale for reducing the laws and regulations that are currently in place, the vast majority of voters opt for maintaining them. Voters were told that “as part of efforts to improve their state economy and generate jobs as quickly as possible, some people have proposed reducing protections on land, air and water that apply to major industries, including construction and agriculture,” and then asked whether they would prefer their state reduce those protections or maintain them. As the graph indicates, voters are not supportive of changing the standards in place in their state even to spur the economy:

Protections should be...	Colorado	Montana	New Mexico	Utah	Wyoming
Maintained	79%	73%	72%	78%	78%
Reduced	17%	20%	25%	16%	17%

There is a partisan distinction across the region, although two-thirds (67%) of Republicans, 78% of Independents, and 88% of Democrats say they would prefer to maintain current standards that apply to industries in their states, rather than reducing them in order to boost the economy.

- Three-quarters (76%) of voters in this region also agree with the idea that “we should ensure that undeveloped, public lands” in their state “are kept in their natural state.” Strong agreement stands at 43%, while 21% disagree (6% strongly). At least seven-in-ten voters in every state and of most key voter sub-groups agree with the idea of keeping undeveloped public lands in their natural state.

ENVIRONMENTAL LAWS

- The survey also demonstrates that voters in this region are more likely to opt for stronger laws as opposed to wanting to see them relaxed, but more voters gravitate toward better enforcement of the environmental laws already in place. Respondents were provided with four different statements about environmental laws and asked which came closest to their own view:

The laws protecting our land, air and water are not strong enough.	18%
The current laws are tough enough but should be better enforced.	48%
The current laws and enforcement of those laws should be left as they are.	20%
The current laws protecting our land, air and water and their enforcement are too strict and need to be relaxed.	11%

There is relatively little variation between states in desire for some sort of stepped up action (stronger laws/better enforcement) and those wanting the status quo or less (left as they are/need to be relaxed).

Environmental laws	Colorado	Montana	New Mexico	Utah	Wyoming
Action	65%	62%	66%	65%	62%
Status Quo/Relax	30%	35%	31%	31%	35%

- The desire to ensure enforcement of existing laws is even more strongly held when specifically applied to resource extraction industries. More than four-in-five voters across this region agree that “we need to do more to ensure oil, gas and mining companies follow laws protecting our land, air and water.” Fully 81% agree with this view (56% strongly agree), while 17% disagree. Agreement is statistically the same in every state except for Montana (76% agree, 22% disagree).
- The survey also demonstrates that voters are open to new regulatory initiatives. A solid majority of Western voters indicate support for the Environmental Protection Agency regulating carbon emissions. When asked whether they “support or oppose the U.S. Environmental Protection Agency requiring reductions in carbon emissions from sources like power plants, cars and factories in an effort to reduce global warming,” two-thirds (67%) of Western voters indicate support (43% strongly support). Three-in-ten (30%) oppose this initiative, although much of this is strong opposition (22% strongly oppose).

A majority of voters in every state support EPA requiring reductions in carbon emissions to reduce global warming:

EPA regulation of carbon	Colorado	Montana	New Mexico	Utah	Wyoming
Support	70%	62%	65%	63%	56%
Oppose	28%	34%	33%	34%	39%

There is a strong relationship between partisan and ideological affiliation and support for this policy:

EPA regulation of carbon	Conservative GOP	Mod/Liberal GOP	Independents	Conservative Democrats	Mod/Liberal Democrats
Support	42%	71%	65%	70%	89%
Oppose	54%	26%	32%	29%	10%

- While support for EPA regulation of carbon in order to reduce global warming is fairly high, there is a much more mixed response to global warming in general. Respondents were provided with a four different viewpoints about global warming and asked which one comes closest to their own opinion. As the following graph indicates, voters are about evenly split, with nearly half (48%) opting for a statement that action should be taken, and the other half either taking a wait and see approach or viewing concern about the issue as greatly exaggerated (51%).

Views of Global Warming

	<i>Total</i>	
Global warming has been established as a serious problem, and immediate action is necessary.	24%	48% Total Take Action Now
There is enough evidence that global warming is taking place that some action should be taken.	24%	
We don't know enough about global warming, and more research is necessary before we take action.	19%	51% Skeptical
Concern about global warming has been greatly exaggerated.	32%	

- Core attitudes toward global warming belie one of the most dramatic distinctions based on partisan affiliation and ideology of any issue tested. That distinction is more easily seen when dividing attitudes into a “take action” position (first two statements) or a “skeptical” position (second two statements). Other sub-groups closely related to partisan affiliation (such as main TV news information source) also demonstrate a significant divide in attitudes:

Global Warming View	Conservative GOP	Mod/Liberal GOP	Independents	Conservative Democrats	Mod/Liberal Democrats
Take Action	17%	41%	45%	42%	81%
Skeptical	82%	56%	54%	57%	18%

Global Warming View	Fox News	Broadcast	CNN	MSNBC	Other/None
Take Action	16%	57%	61%	71%	52%
Skeptical	83%	42%	38%	28%	46%

- Based on other research we have conducted on related topics, we could surmise that support for the EPA regulation of carbon emissions likely lies in perceived auxiliary benefits of addressing emissions from power plants, cars and factories. Indeed, air pollution is a prominent environmental concern among Westerners, just edging out water pollution as the most commonly volunteered environmental problem today – as seen in the following graph (percentages exceed 100% as respondents were allowed to volunteer up to three problems in an open-ended question).

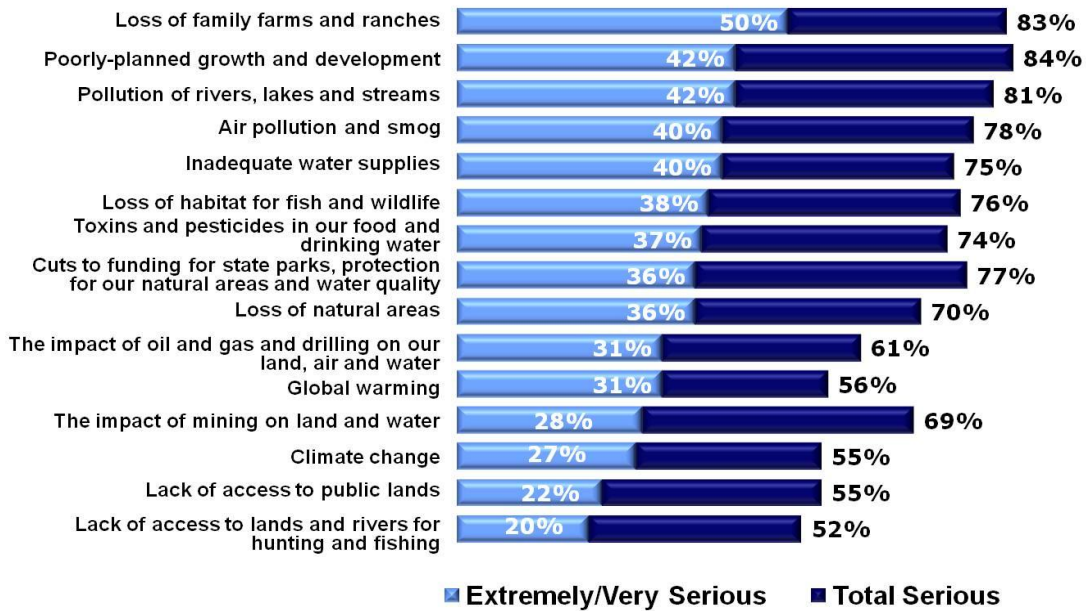
**Most Frequently Volunteered Environmental Problems
(Open-Ended Question – Responses Placed in Categories)**

<i>Problem</i>	<i>% Combined Choice</i>
Air / air pollution / clean air	32%
Water / water pollution / clean water	30%
Water supplies/drought	16%
Energy issues/general	7%
Federal government	7%
Oil/gas drilling	7%
Pollution (general)	7%
Wildlife	7%
Public lands/drilling/development on them	6%
Renewable energy/alternative fuels	5%

Air pollution is a top tier problem mentioned in every state, but stands out in one state: a majority of Utah voters (52%) volunteer air pollution or a similar phrase as the top environmental problem today – nearly double the next highest state (Colorado at 28%).

- Overall, majorities view a wide range of issues as serious problems in their state. Respondents were asked to consider each one and indicate whether they think it is an extremely serious problem, a very serious problem, a somewhat serious or not a problem in their state.

Seriousness of Environmental Problems (Rank Order by Extremely/Very Serious Problem)



ENERGY

- Western voters differentiate between energy sources, holding very positive impressions of solar and wind power, in particular. Respondents were asked to rate a number of different energy sources on a thermometer scale, where zero means they have a cold/very unfavorable feeling toward that energy source, 100 means they have a warm/very favorable feeling and 50 is neutral.

Feeling Toward Energy Source among Western Voters

Energy Source	%100	%76-100	Mean
Solar power	37%	63%	79
Wind power	35%	60%	76
Natural gas	21%	43%	73
Oil	13%	27%	58
Coal	9%	21%	52

- Wyoming voters are much more likely to view all energy sources in a positive light, rather than differentiating between them as is the case in the other four states.

Feeling Toward Energy Source among Wyoming Voters Only

Energy Source	%100	%76-100	Mean
Solar power	33%	58%	75
Wind power	33%	56%	73
Natural gas	28%	53%	78
Oil	24%	45%	72
Coal	21%	43%	71

- Western voters view renewable energy as job creators for their state’s economy. Two-thirds (67%) in this region say that “increasing the use of renewable energy sources like wind and solar power will create new jobs” in their state – five times more than believe it will cost their state jobs (12%). Another 17% think it will not affect jobs and 4% are unsure what impact that would have. The view of renewable energy as a jobs creator is consistent across all demographic, geographic, and partisan sub-groups, but is particularly pronounced among Latino voters (79% say it will create jobs), men in households with incomes under \$40,000 (76%), and those who have lived in their state fewer than 15 years (72%).

- Were it up to voters, the majority of their electricity needs would be met by renewable sources of energy. Respondents were asked “if it were up to you, what percentage of (their state’s) electricity needs would come from renewable sources like wind and solar power?” Notably 22% of respondents indicate that all of their electricity needs would come from renewable sources, while the mean percentage offered by voters across the region was 65%. There was little variation in the mean score by state: Colorado 64%; Montana 66%; New Mexico 68%; Utah 64%; and Wyoming 62%.
- In fact, there is broad agreement with the idea of “replacing coal with other energy sources like wind and solar power,” as seven-in-ten (70%) across the region agree with this concept (45% strongly agree). One-quarter (28%) disagree. A majority in every state agree with this statement.
- There are similar levels of agreement to the idea that “even with modern technology, coal-fired power plants pollute more than other energy sources.” Two-thirds (67%) of Western voters agree with this view (35% strongly agree). Again, one-quarter (27%) disagree.
- Voters tend to reject concerns about the reliability of wind and solar power. One-third (34%) agrees with a statement that “renewable energy like wind and solar power is too unreliable to be a significant part of our energy supply,” but two-thirds (65%) disagree with this view (39% strongly disagree).
- Across these states, the survey also found that voters say they would be willing to pay more per month in order to “increase the amount of our energy coming from renewable energy sources.” In fact, when provided with a range of amounts from 50 cents up to fifteen dollars, a majority of Western voters (54%) say they are willing to pay ten dollars or more per month toward meeting this goal.

Willingness to Pay to Increase Renewable Energy Use by State

Willing to pay...	Colorado	Montana	New Mexico	Utah	Wyoming
Some amount more	87%	88%	91%	89%	85%
\$10 per month or more	55%	52%	52%	53%	46%

There is some relationship between income and willingness to pay among Western voters overall, as higher income households are more likely to be willing to pay higher amounts per month. Overall willingness is well within margin of error across income sub-groups.

Willingness to Pay to Increase Renewable Energy Use by Household Income

Willing to pay...	Less than \$20k	\$20-39,999	\$40,-59,999	\$60-\$79,999	\$80k+
Some amount more	87%	91%	90%	89%	94%
\$10 per month or more	44%	51%	54%	57%	65%

- Finally, voters have a universally positive view of the concept of energy efficiency. Again, respondents were asked to rate their feelings toward the phrase “energy efficiency” on a thermometer scale, where zero means they have a cold/very unfavorable feeling toward that energy source, 100 means they have a warm/very favorable feeling and 50 is neutral. The average score for this phrase was 79, with 31% of respondents rating it the highest possible score of 100. There is little variation across geographic and demographic sub-groups.

THE CONTEXT FOR CONSERVATION

Voters’ views of these environmental policy decisions are grounded not only in their assessment of the problems facing their states and their view of government and the economy, but also in their personal experiences and interactions with the outdoors. The survey provides a great deal of context for these attitudes in this regard as well.

- There is a universal sense that “having clean water, clean air, natural areas, and wildlife” is very important to the quality of life in their state. Fully 87% of Western voters view these elements as extremely (47%) or very (40%) important to quality of life. There is little variation by state or other demographic sub-groups.
- In fact, when given the opportunity to name anything beyond the weather that they like best about living in the Western United States, voters tend to cite connections with the outdoors – be it recreation they engage in or natural features of the land from wide open spaces to mountains to forests. The following graph illustrates the prominence of key categories in what respondents mention, with the larger words more frequently cited concepts:

**Key Themes in Responses to Open-Ended Question
Asking What Voters Like Best About Living In The Western United States**



We present some of the examples of verbatim responses to this question which illustrate these prominent themes from a diverse set of respondents across these five states:

“The mountains. It's a very park oriented state and there's a lot of things to do whether you're seventy-four or seventeen.” – 65+ woman in Colorado

“Fishing, hunting, camping, and wide open spaces. I love to fish. I love to hunt. I enjoy the outdoor recreational opportunities.” – 55-64 year old man in Montana

“The scenery. Just the mountains and the deserts and stuff; I enjoy that. There's just a variety of activities to do; to ski, to hike, snowboarding and camping.” – 25-34 year old woman in Utah

“You have asked the wrong person, I am a writer and I specialize in the west. So, the beauty of the land. The desert. The sky. The colors. The starkness. The open spaces. The natural beauty.” – 55-64 year old woman in New Mexico

“I think the geological differences of Wyoming with the plains and mountains. The wildlife. Because I'm an outdoorsman and a hunter.” – 35-44 year old man in Wyoming

Participants offered similar responses when we asked about individual states, although other themes such as the friendliness of local people and the lack of people (as compared to other parts of the country or other states) also were frequently mentioned concepts.

- The survey also found that Western voters are near unanimous in preferring to spend a day of free time in the outdoors (88%) rather than in a city (9%). This preference for spending time in the outdoors was strong across every state: Colorado 89%; Montana 91%; New Mexico 87%; Utah 88%; and Wyoming 91%.
- There is broad consensus that clean air, clean water, natural areas and wildlife are things which are “fragile,” rather than enduring features of the West. Given two viewpoints about these features - whether they are “an enduring feature of life that that is unlikely to change” or whether they are “a fragile aspect of life here that could change if not cared for and protected,” nearly seven-in-ten opt for the latter viewpoint.

View of Natural Elements in the West by State

Characterization	Colorado	Montana	New Mexico	Utah	Wyoming
Fragile/could change	71%	64%	68%	70%	67%
Enduring/unlikely to change	26%	33%	26%	24%	30%

- This underlying view of nature in the West may be why there is overwhelming agreement that funding to protect land, water and wildlife should be maintained, despite difficult budget situations in many of these states. Fully 84% of voters agree with this sentiment (52% strongly agree). Only 14% disagree with this view. This view is held across the board. For example, 76% of Republicans, 84% of Independents and 93% of Democrats agree their state should still find the resources for these protections, even given difficult budget situations.

“Even with state budget problems, we should still find money to protect (state’s) land, water and wildlife.”

	Colorado	Montana	New Mexico	Utah	Wyoming
Agree	87%	81%	80%	81%	84%
Disagree	12%	16%	19%	17%	13%

- This view comes at a time when “cuts to funding for state parks, protection of our natural areas and water quality” is seen as an extremely or very serious problem by more than one-third (36%) across the region, with somewhat higher concern in Colorado (40%) and New Mexico (39%). Moreover, a 2009 survey found that 92% of voters in these five states indicated they had visited a state or local park in the last year.
- The rate of identification with sportsman activities varies significantly by state, with more than three in five residents in Montana (60%) and Wyoming (63%) indicating they consider themselves to be to a hunter, an angler or both. This self-identification is significantly lower in New Mexico (40%), Colorado (39%), and Utah (34%).
- There is a dramatic distinction in how voters identify themselves on another key attribute. Voters were split into two representative halves, with half being asked whether or not they consider themselves to be “an environmentalist” and the other half about being “a conservationist.” While nearly three-quarters (73%) say they consider themselves to be “a conservationist,” identification drops to 51% who consider themselves to be “an environmentalist.” This dynamic is evident in every single state.

Partisan affiliation appears to account for some of the distinction, as Republican and Independent voters are much more inclined to say they are a “conservationist” than “an environmentalist,” as indicated in the following graph.

Self-Identification as Conservationist or Environmentalist by Party/Ideology

	<i>% Yes Conservationist</i>	<i>% Yes Environmentalist</i>	<i>Difference Score</i>
Conservative Republican	70%	43%	+27%
Mod./Lib. Republican	74%	49%	+25%
Independent	74%	45%	+29%
Democrat	74%	64%	+10%
Tea Party	74%	47%	+27%
Non-Tea Party	71%	53%	+18%

Even with the partisan distinctions, significant proportions of every sub-group consider themselves to be an environmentalist, and majorities consider themselves to be a conservationist. For example, 69% of Latino voters, 69% of social media users, 80% of hunters, 79% of anglers, and 74% of Fox News viewers in this region consider themselves to be “a conservationist.”

THE BOTTOM LINE

- Voters in these five states attach great importance to having clean water, clean air, natural areas and wildlife. Two-thirds view those things as an aspect of life that is fragile and needs to be cared for and protected.
- Majorities believe current environmental laws should either be strengthened or better enforced. Even when provided with an economic rationale for reducing some of these environmental standards for major industries three-quarters believe the current laws should stand as they are.
- Voters overwhelmingly side with the idea that environmental standards and a strong economy are consistent with one another, and reject the assertion that we must choose one over the other.
- Overall, Western voters indicate more positive impressions of solar and wind power as energy sources than they do for coal or oil.
- Voters would dramatically increase the amount of their state's electricity needs being produced by renewable sources. They are willing to pay more in order to do so.
- Air quality ranks as a top tier environmental concern in all of these states, particularly Utah. Climate change ranks below eleven other issues, as it has become a highly politicized issue.
- Voters are solidly in support of the EPA requiring reductions in carbon emissions from sources like power plants, cars and factories in an effort to reduce global warming.
- Cuts in funding for state parks and environmental protections are viewed as serious problems. There is strong agreement that "even with state budget problems, we should still find the money to protect" land, air and water.
- There is a yawning gap in self-identification as a "conservationist" or an "environmentalist" among voters in this region, which is largely driven by a partisan reaction to the term "environmentalist."

Conservation in the West Survey

Questionnaire and Results



Fairbank,
Maslin,
Maulin,
Metz &
Associates
FM3

January 23-27, 2011

2,200 registered voters in the West

(N=600 in CO, and N=400 in MT, NM, UT, & WY)

Margin of Error: +4.0% in Colorado and 4.9% in all other states

* Denotes result less than 0.5%.

^ Denotes rounding. Due to rounding, some figures may be higher or lower by less than one-half of one percent.

C. Are you registered to vote in (STATE)?

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
100%	100%	100%	100%	100%	100%	YES

1. Would you say that things in (STATE) are going in the right direction, or have they gotten off on the wrong track?

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
55%	48%	56%	49%	68%	71%	RIGHT DIRECTION
34%	41%	33%	36%	23%	18%	WRONG TRACK
11%	11%	11%	15%	8%	11%	DON'T KNOW/REFUSED (DO NOT READ)

ASKED IN CO, NM & WY ONLY

Thinking about Governor (NAME) –

Colorado: John Hickenlooper

New Mexico: Susana Martinez

Wyoming: Matt Mead

2. Which of the following best describes your feeling about how (he/she) will do as Governor?

<u>TOT</u>	<u>CO</u>	<u>NM</u>	<u>WY</u>	
35%	35%	35%	39%	Optimistic
20%	18%	26%	19%	Confident
20%	22%	14%	23%	Uncertain
13%	13%	14%	9%	Concerned
8%	8%	9%	4%	Pessimistic
4%	4%	3%	8%	DON'T KNOW/REFUSED (DO NOT READ)

Switching topics...

SPLIT SAMPLED

3. Other than the weather, what do you like most about living in (STATE)? (**PROBE & CLARIFY:**) Is there anything else you can tell me about that?

SEE VERBATIM COMMENTS

SPLIT SAMPLED

4. Other than the weather, what do you like most about living in the Western United States? (**PROBE & CLARIFY:**) Is there anything else you can tell me about that?

SEE VERBATIM COMMENTS

5. How important are having clean water, clean air, natural areas, and wildlife to the quality of life in (STATE)? Is it ... (**ROTATE TOP TO BOTTOM / BOTTOM TO TOP**) extremely important, very important, somewhat important, or not that important?

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
47%	48%	49%	47%	42%	51%	EXTREMELY IMPORTANT
40%	39%	36%	36%	47%	41%	VERY IMPORTANT
11%	11%	12%	14%	9%	8%	SOMEWHAT IMPORTANT
1%	1%	2%	2%	1%	1%	NOT THAT IMPORTANT
1%	1%	*	1%	1%	–	DON'T KNOW/REFUSED (DO NOT READ)
87%	87%	85%	83%	89%	91%[^]	TOTAL IMPORTANT
12%	12%	14%	16%	10%	9%	TOTAL NOT IMPORTANT

6. And thinking about having clean water, clean air, natural areas, and wildlife in (STATE) - would you say it is - (ROTATE) - an enduring feature of life here that is unlikely to change OR a fragile aspect of life here that could change if not cared for and protected?

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
26%	26%	33%	26%	24%	30%	ENDURING FEATURE OF LIFE HERE
69%	71%	64%	68%	70%	67%	AN ASPECT OF LIFE HERE THAT IS FRAGILE
1%	*	1%	1%	3%	1%	BOTH (DO NOT READ) (Prompt: But if you had to choose which one would come closest to your view?)
3%	2%	2%	4%	3%	2%	NO OPINION/UNSURE (DO NOT READ)
1%	*	*	1%	*	*	REFUSED (DO NOT READ)

7. I'm going to read you a pair of statements, and please tell me which one comes closest to your own views, even if neither of the statements matches your views exactly. (ROTATE PUNCHES 1 AND 2)

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
77%	77%	75%	77%	76%	81%	We can protect land and water and have a strong economy with good jobs at the same time, without having to choose one over the other.
						... or ...
19%	20%	21%	20%	20%	16%	Sometimes protections for land and water and a strong economy are in conflict and we must choose one over the other.
1%	1%	2%	1%	2%	1%	BOTH (DO NOT READ) (Prompt: But if you had to choose which one would come closest to your view?)
2%	2%	3%	2%	2%	3%	NO OPINION/UNSURE (DO NOT READ)
*	*	—	*	*	*	REFUSED (DO NOT READ)

8. Changing topics, how much of the time do you think you can trust the state government in (CITY) to do what is right? (**ROTATE TOP TO BOTTOM, BOTTOM TO TOP**)

Colorado - Denver
Montana - Helena
New Mexico - Santa Fe
Utah - Salt Lake City
Wyoming - Cheyenne

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
5%	5%	4%	5%	6%	8%	Just about always
40%	37%	38%	29%	51%	54%	Most of the time
48%	48%	54%	59%	40%	34%	Only some of the time
						...or...
6%	9%	4%	6%	3%	2%	Never
1%	1%	1%	2%	*	2%	UNSURE/REFUSED (DO NOT READ)
45%	41%^	41%^	33%^	57%	62%	TOTAL ALWAYS/MOST
54%	58%^	58%	65%	43%	36%	TOTAL SOME/NEVER

9. Would you say the state government is pretty much run by a few big interests looking out for themselves, or that it is run for the benefit of all of the people?

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
45%	47%	39%	59%	36%	31%	Few big interests
46%	45%	51%	31%	58%	60%	Benefit of all
9%	9%	10%	11%	6%	9%	UNSURE/REFUSED (DO NOT READ)

10. What would you say are the top two or three most important environmental problems or issues today? **(DO NOT READ, CODE TO CATEGORY. ALLOW MULTIPLE RESPONSES)**

First Choice - Ranked By Total

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
22%	17%	13%	16%	42%	12%	Air / air pollution / clean air
14%	15%	15%	19%	8%	14%	Water / water pollution / clean water
9%	12%	1%	12%	3%	6%	Water supplies/drought
4%	4%	5%	7%	3%	5%	Federal government
4%	4%	3%	3%	3%	10%	Oil/gas drilling
4%	4%	3%	5%	3%	3%	Pollution (general)
3%	4%	4%	2%	2%	3%	Energy issues/general
3%	2%	5%	3%	3%	5%	Environmentalists/ anti-environmental comment
3%	2%	8%	2%	1%	6%	Wildlife
2%	2%	—	3%	*	*	Drought/lack of water
2%	3%	2%	1%	2%	4%	Global warming
2%	2%	2%	1%	2%	1%	Loss of open spaces/natural areas/etc.
2%	2%	3%	1%	3%	3%	Public lands/drilling/development on them
2%	2%	2%	1%	1%	1%	Renewable energy/alternative fuels
1%	1%	1%	—	1%	1%	Automobile pollution/emissions
1%	1%	3%	*	*	3%	Beetle kill
1%	*	1%	2%	1%	1%	Climate change
1%	1%	1%	—	1%	1%	Development/too much
1%	*	1%	1%	*	1%	Forests/threatened by development/drilling
1%	1%	3%	*	—	1%	Mining
1%	2%	2%	1%	1%	2%	Natural resources/loss of
1%	*	—	—	2%	*	Nuclear waste/Rocky Flats
1%	1%	1%	1%	1%	*	Overpopulation
1%	1%	1%	*	1%	*	Recycling
1%	1%	*	—	1%	1%	Smog
1%	1%	—	*	1%	—	Traffic/transportation issues
1%	*	*	1%	1%	1%	Trash/solid waste/landfills
1%	*	*	*	1%	1%	Wilderness
*	1%	—	—	—	—	Brown cloud
*	*	1%	*	*	1%	Emissions from industrial sites / power plants
*	*	1%	—	—	—	Forest fires
*	*	*	—	1%	*	Growth/too much
*	*	*	1%	*	*	Light pollution
*	*	2%	1%	—	*	Logging
*	—	—	—	*	—	Mass transit/not enough/RTD issues
*	—	—	1%	*	—	Noise/noise pollution
*	*	—	—	—	—	Ozone layer
*	—	—	—	*	*	Parks
*	—	*	—	—	—	Rivers
*	*	*	*	—	*	Sprawl
*	*	*	*	1%	*	Toxic substances/chemicals
*	—	—	—	1%	—	Wet lands
*	—	2%	—	*	1%	Wildfire threat
—	—	—	—	—	—	Roadless areas
1%	1%	*	1%	—	*	OTHER (SPECIFY:)
5%	5%	6%	5%	2%	5%	NOTHING
5%	4%	7%	7%	4%	7%	UNSURE

10C. What would you say are the top two or three most important environmental problems or issues today? (**DO NOT READ, CODE TO CATEGORY. ALLOW MULTIPLE RESPONSES**)

Combined Choices - Ranked By Total

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
32%	28%	19%	26%	52%	20%	Air / air pollution / clean air
30%	31%	28%	34%	26%	27%	Water / water pollution / clean water
16%	20%	4%	17%	11%	10%	Water supplies/drought
7%	10%	5%	4%	4%	6%	Energy issues/general
7%	6%	7%	9%	5%	10%	Federal government
7%	7%	6%	7%	6%	16%	Oil/gas drilling
7%	8%	6%	9%	6%	6%	Pollution (general)
7%	6%	13%	7%	5%	12%	Wildlife
6%	7%	5%	5%	9%	5%	Public lands/drilling/development on them
5%	5%	7%	3%	4%	3%	Renewable energy/alternative fuels
4%	3%	8%	4%	4%	6%	Environmentalists/ anti-environmental comment
4%	5%	4%	2%	2%	6%	Global warming
4%	4%	5%	3%	5%	4%	Loss of open spaces/natural areas/etc.
3%	4%	5%	*	1%	4%	Beetle kill
3%	4%	3%	1%	3%	2%	Development/too much
3%	3%	1%	5%	1%	1%	Drought/lack of water
3%	4%	7%	2%	1%	3%	Mining
3%	3%	5%	2%	3%	5%	Natural resources/loss of
2%	1%	3%	3%	1%	3%	Forests/threatened by development/drilling
2%	3%	1%	2%	3%	2%	Overpopulation
2%	2%	2%	2%	3%	1%	Recycling
2%	1%	*	1%	3%	1%	Smog
2%	3%	—	1%	3%	—	Traffic/transportation issues
2%	1%	1%	3%	2%	3%	Trash/solid waste/landfills
2%	2%	3%	1%	3%	1%	Wilderness
1%	1%	2%	1%	2%	1%	Automobile pollution/emissions
1%	1%	2%	2%	1%	1%	Climate change
1%	1%	2%	1%	1%	2%	Emissions from industrial sites / power plants
1%	1%	3%	1%	*	*	Forest fires
1%	1%	1%	*	1%	1%	Growth/too much
1%	1%	1%	1%	1%	1%	Light pollution
1%	*	3%	1%	—	1%	Logging
1%	*	—	1%	5%	1%	Nuclear waste/Rocky Flats
1%	1%	*	*	1%	*	Sprawl
1%	1%	1%	*	1%	*	Toxic substances/chemicals
1%	1%	3%	1%	1%	2%	Wildfire threat
*	1%	—	—	—	—	Brown cloud
*	*	1%	—	1%	—	Mass transit/not enough/RTD issues
*	*	—	1%	*	*	Noise/noise pollution
*	*	—	*	—	—	Ozone layer
*	*	—	—	1%	*	Parks
*	—	1%	1%	*	—	Rivers
*	*	—	—	—	—	Roadless areas
*	—	—	—	1%	1%	Wet lands
1%	2%	*	1%	*	*	OTHER (SPECIFY:)
5%	5%	6%	5%	2%	5%	NOTHING
5%	4%	7%	7%	4%	7%	UNSURE

Next, I'm going to read you a list of issues some people say are problems in (STATE). For each one, please tell me if you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not a problem in (STATE).

The first/next one is... (RANDOMIZE)

	EXTR/ VERY SERIOUS	EXTR SERIOUS	VERY SERIOUS	SMWT SERIOUS	NOT A PROBLEM	DK/REF (DNR)
QUESTION 11-18 SPLIT SAMPLED: CO - 304, MT - 200, NM - 199, UT - 200, WY - 194						
11.	Loss of family farms and ranches					
TOT	50%	23%	27%	33%	12%	5%
CO	49%	21%	28%	32%	14%	5%
MT	63% ^	34%	30%	29%	5%	2%
NM	44% ^	21%	22%	34%	16%	6%
UT	49%	24%	25%	37%	10%	4%
WY	47%	18%	29%	33%	18%	3%
12.	Loss of habitat for fish and wildlife					
TOT	38%	15%	23%	38%	23%	2%
CO	41%	17%	24%	38%	20%	1%
MT	35%	14%	21%	37%	27%	*
NM	35%	15%	20%	37%	26%	2%
UT	36% ^	11%	24%	41%	21%	2%
WY	31% ^	8%	22%	35%	32%	3%
13.	Pollution of rivers, lakes and streams					
TOT	42%	19%	23%	39%	18%	1%
CO	44%	20%	24%	40%	15%	1%
MT	38%	16%	22%	39%	22%	1%
NM	47%	24%	23%	31%	20%	2%
UT	38% ^	16%	23%	40%	20%	1%
WY	25%	9%	16%	47%	27%	1%
14.	Poorly-planned growth and development					
TOT	42%	21%	21%	42%	14%	2%
CO	43%	24%	19%	44%	11%	2%
MT	41%	20%	21%	42%	14%	2%
NM	49%	24%	25%	34%	15%	1%
UT	38%	14%	24%	43%	16%	3%
WY	29%	13%	16%	41%	26%	3%

	EXTR/ VERY SERIOUS	EXTR SERIOUS	VERY SERIOUS	SMWT SERIOUS	NOT A PROBLEM	DK/REF (DNR)
15.	Cuts to funding for state parks, protection of our natural areas and water quality					
TOT	36%[^]	14%	23%	40%	21%	3%
CO	40%	15%	25%	41%	16%	3%
MT	28%[^]	13%	16%	43%	25%	4%
NM	39%	16%	23%	30%	30%	2%
UT	32%	10%	22%	46%	20%	2%
WY	28%	9%	19%	38%	29%	5%
16.	The impact of oil and gas drilling on our land, air and water					
TOT	31%	15%	16%	30%	35%	3%
CO	35%[^]	17%	19%	31%	31%	3%
MT	26%	15%	11%	30%	42%	2%
NM	29%	15%	14%	29%	39%	4%
UT	27%	12%	15%	28%	43%	3%
WY	28%	12%	16%	38%	33%	1%
17.	Lack of access to public lands					
TOT	22%[^]	8%	13%	33%	41%	4%
CO	16%	6%	10%	33%	46%	5%
MT	24%	9%	15%	39%	35%	2%
NM	23%[^]	11%	13%	34%	39%	4%
UT	29%	10%	19%	30%	38%	2%
WY	27%	7%	20%	31%	40%	2%
18.	Climate change					
TOT	27%	11%	16%	28%	43%	2%
CO	29%	10%	19%	31%	38%	2%
MT	26%	12%	14%	30%	43%	2%
NM	27%	11%	16%	24%	46%	2%
UT	23%	11%	12%	25%	49%	3%
WY	17%[^]	7%	9%	25%	56%	2%
QUESTION 19-26 SPLIT SAMPLED: CO - 296, MT - 200, NM - 201, UT - 200, WY - 206						
19.	The impact of mining on land and water					
TOT	28%[^]	11%	18%	40%	27%	4%
CO	33%	13%	20%	39%	23%	4%
MT	25%	7%	18%	37%	36%	2%
NM	31%	10%	21%	35%	29%	5%
UT	18%	7%	11%	47%	29%	6%
WY	25%	8%	17%	40%	32%	3%

	EXTR/ VERY SERIOUS	EXTR SERIOUS	VERY SERIOUS	SMWT SERIOUS	NOT A PROBLEM	DK/REF (DNR)
20.	Loss of natural areas					
TOT	36%	15%	21%	35%	27%	2%
CO	40%	15%	25%	33%	25%	2%
MT	26%	7%	19%	33%	40%	1%
NM	30%	17%	13%	36%	31%	3%
UT	36%	16%	20%	37%	24%	2%
WY	21%	9%	12%	41%	36%	2%
21.	Toxins and pesticides in our food and drinking water					
TOT	37%	17%	20%	37%	24%	2%
CO	40%	21%	19%	35%	23%	3%
MT	26%	9%	17%	40%	34%	1%
NM	42%[^]	19%	24%	33%	22%	2%
UT	34%[^]	11%	22%	43%	23%	1%
WY	24%	9%	15%	35%	39%	2%
22.	Air pollution and smog					
TOT	40%	16%	24%	38%	22%	*
CO	40%	17%	23%	44%	16%	*
MT	14%	4%	10%	35%	51%	–
NM	29%[^]	12%	18%	37%	33%	*
UT	68%	26%	42%	27%	5%	–
WY	12%[^]	4%	7%	27%	61%	–
23.	The state budget deficit					
TOT	60%	31%	29%	27%	10%	3%
CO	74%[^]	42%	33%	20%	3%	2%
MT	33%	13%	20%	34%	30%	3%
NM	73%	40%	33%	22%	3%	2%
UT	42%	18%	24%	38%	14%	5%
WY	14%	2%	12%	28%	49%	9%
24.	Inadequate water supplies					
TOT	40%	15%	25%	35%	24%	1%
CO	46%	17%	29%	35%	19%	1%
MT	21%	7%	14%	29%	47%	3%
NM	51%	23%	28%	31%	17%	1%
UT	30%	9%	21%	43%	25%	2%
WY	24%[^]	10%	15%	31%	42%	2%

	EXTR/ VERY SERIOUS	EXTR SERIOUS	VERY SERIOUS	SMWT SERIOUS	NOT A PROBLEM	DK/REF (DNR)
25. Global warming						
TOT	31%[^]	14%	18%	25%	41%	3%
CO	36%	17%	19%	24%	39%	1%
MT	26%[^]	10%	15%	26%	47%	1%
NM	34%[^]	14%	19%	23%	38%	5%
UT	22%	9%	13%	30%	44%	4%
WY	18%	8%	10%	24%	55%	3%
26. Loss of property rights						
TOT	34%	16%	18%	36%	23%	8%
CO	36%[^]	21%	16%	36%	18%	10%
MT	35%	11%	24%	34%	28%	3%
NM	31%	13%	18%	31%	30%	9%
UT	33%[^]	11%	21%	40%	20%	7%
WY	30%	12%	18%	34%	32%	4%
ASKED OF ALL						
27. Lack of access to lands and rivers for hunting and fishing						
TOT	20%	8%	12%	32%	45%	4%
CO	16%	6%	10%	32%	48%	4%
MT	26%	10%	16%	37%	34%	2%
NM	20%	9%	11%	30%	45%	5%
UT	22%	9%	13%	31%	45%	3%
WY	21%	10%	11%	33%	45%	2%

TOTAL SAMPLE: Summary of Problems - Ranked By % Extremely/Very Serious

Problems	% Extremely/ Very Serious	% Total Serious
The state budget deficit	60%	87%
Loss of family farms and ranches	50%	83%
Poorly-planned growth and development	42%	84%
Pollution of rivers, lakes and streams	42%	81%
Air pollution and smog	40%	78%
Inadequate water supplies	40%	75%
Loss of habitat for fish and wildlife	38%	76%
Toxins and pesticides in our food and drinking water	37%	74%
Cuts to funding for state parks, protection of our natural areas and water quality	36%	77%
Loss of natural areas	36%	70%
Loss of property rights	34%	70%
The impact of oil and gas drilling on our land, air and water	31%	61%
Global warming	31%	56%
The impact of mining on land and water	28%	69%
Climate change	27%	55%
Lack of access to public lands	22%	55%
Lack of access to lands and rivers for hunting and fishing	20%	52%

28. Now let me read you four statements, and please tell me which comes closest to your own view.
(READ AND ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
18%	16%	15%	20%	20%	13%	The laws protecting our land, air and water are not strong enough
48%	49%	47%	46%	45%	49%	The current laws are tough enough but should be better enforced
20%	20%	23%	14%	21%	25%	The current laws and enforcement of those laws should be left as they are.
11%	10%	12%	17%	10%	10%	The current laws protecting our land, air and water and their enforcement are too strict and need to be relaxed.
3%	4%	1%	2%	3%	3%	DON'T KNOW/UNSURE (DO NOT READ)
*	*	1%	—	1%	—	REFUSED (DO NOT READ)

29. As part of efforts to improve the state economy and generate jobs as quickly as possible, some people have proposed reducing protections on land, air and water that apply to major industries, including construction and agriculture. Would you prefer that: **(ROTATE)**

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
18%	17%	20%	25%	16%	17%	(STATE) reduce protections for land, air and water that apply to major industries
						...or...
77%	79%	73%	72%	78%	78%	(STATE) maintain protections for land, air and water that apply to major industries
1%	1%	2%	*	2%	1%	BOTH (DON'T READ) (Prompt: but if you had to choose which one would you prefer?)
3%	2%	6%	3%	4%	4%	UNSURE/DON'T KNOW (DO NOT READ)
*	*	1%	—	—	*	REFUSED (DO NOT READ)

For each of the following, please tell me if you agree or disagree with that particular statement.

(IF AGREE/DISAGREE:) And do you **STRONGLY** (agree/disagree) with that or just **SOMEWHAT** (agree/disagree) with that?

The (first/next) one is... **(RANDOMIZE)**

	TOTAL AGREE	TOTAL DISAGREE	STRONG AGREE	SMWT AGREE	SMWT DISAGREE	STRONG DISAGREE	DK ----DNR----	REF
30. Even with state budget problems, we should still find money to protect (STATE) 's land, water and wildlife.								
TOT	84%	14% ^	52%	32%	9%	6%	1%	*
CO	87% ^	12%	55%	31%	7%	5%	1%	—
MT	81%	16%	47%	34%	9%	7%	2%	*
NM	80%	19%	52%	28%	10%	9%	1%	1%
UT	81%	17%	43%	38%	11%	6%	2%	—
WY	84%	13%	54%	30%	8%	5%	2%	1%

QUESTION 31 SPLIT SAMPLED: CO - 304, MT - 200, NM - 199, UT - 200, WY - 194

31. We should ensure that undeveloped, public lands in **(STATE)** are kept in their natural state.

TOT	76%	21% ^	43%	33%	14%	6%	3%	*
CO	81%	17%	47%	34%	12%	5%	2%	—
MT	75% ^	20%	44%	32%	13%	7%	4%	*
NM	70% ^	25%	43%	28%	16%	9%	4%	—
UT	70%	27%	33%	37%	20%	7%	3%	—
WY	78% ^	19%	47%	32%	12%	7%	2%	*

QUESTION 32 SPLIT SAMPLED: CO - 296, MT - 200, NM - 201, UT - 200, WY - 206

32. We have enough public land, and do not need to protect additional land in its natural state.

TOT	44% ^	53%	20%	23%	21%	32%	3%	*
CO	41%	55%	19%	22%	22%	33%	4%	—
MT	48%	50%	28%	20%	18%	32%	1%	*
NM	50%	47%	20%	30%	17%	30%	3%	—
UT	48% ^	49%	23%	24%	21%	28%	3%	—
WY	43%	52%	25%	18%	24%	28%	4%	1%

QUESTION 33 SPLIT SAMPLED: CO - 418, MT - 400, NM - 324, UT - 314, WY - 326

33. Too many environmental regulations are a major reason why companies here in **(STATE)** have eliminated jobs.

TOT	40% ^	53% ^	24%	17%	24%	28%	7%	*
CO	37%	58% ^	21%	16%	25%	34%	4%	*
MT	53% ^	41%	34%	18%	21%	20%	6%	*
NM	53% ^	40% ^	35%	17%	17%	22%	7%	*
UT	31% ^	58% ^	17%	15%	30%	29%	11%	—
WY	43%	52% ^	23%	20%	25%	26%	5%	*

TOTAL TOTAL STRONG SMWT SMWT STRONG DK REF
AGREE DISAGREE AGREE AGREE DISAGREE DISAGREE ----DNR----

QUESTION 34 SPLIT SAMPLED: CO - 296, MT - 200, NM - 201, UT - 200, WY - 206

34. We need to do more to ensure oil, gas and mining companies follow laws protecting our land, air and water.

TOT	81%	17%	56%	25%	9%	8%	1%	*
CO	80%^	19%	58%	21%	9%	10%	1%	*
MT	76%	22%	51%	25%	10%	12%	2%	-
NM	81%^	16%	55%	27%	7%	9%	3%	-
UT	82%	17%	53%	29%	13%	4%	1%	*
WY	82%	15%^	54%	28%	9%	7%	1%	2%

TOTAL SAMPLE: Summary of Statements - Ranked By % Strongly Agree

Statements	% Strongly Agree	% Total Agree
We need to do more to ensure oil, gas and mining companies follow laws protecting our land, air and water.	56%	81%
Even with state budget problems, we should still find money to protect (STATE)'s land, water and wildlife.	52%	84%
We should ensure that undeveloped, public lands in (STATE) are kept in their natural state.	43%	76%
Too many environmental regulations are a major reason why companies here in (STATE) have eliminated jobs.	24%	40%
We have enough public land, and do not need to protect additional land in its natural state.	20%	44%

Now, switching topics, I am going to read you some different energy sources.

Please rate your feelings toward each energy source using a zero to one hundred scale, where zero means you have a cold/very unfavorable feeling toward that energy source and one hundred means you have a warm/very favorable feeling toward that energy source, and fifty is neutral. Of course, you can choose any number between zero and one hundred.

(IF NOT SURE, CODE AS: DON'T KNOW/REFUSED, 999)

The (first/next) energy source is... **(RANDOMIZE Q35-39)**

	<u>100</u>	<u>76-100</u>	<u>51-75</u>	<u>50</u>	BELOW <u>50</u>	<u>MEAN</u>
35. Natural gas						
TOT	21%	43%	31%	18%	8%	72.7
CO	18%	38%	33%	18%	10%	70.8
MT	21%	41%	31%	20%	7%	72.3
NM	23%	44%	28%	20%	8%	72.3
UT	22%	52%	29%	14%	4%	76.2
WY	28%	53%	25%	16%	5%	77.5
36. Coal						
TOT	9%	21%	18%	27%	34%	51.9
CO	9%	20%	18%	25%	37%	50.4
MT	11%	24%	25%	25%	25%	57.1
NM	7%	19%	14%	32%	34%	49.7
UT	7%	18%	20%	26%	36%	51.2
WY	21%	43%	24%	22%	10%	71.2
37. Solar power						
TOT	37%	63%	16%	12%	9%	78.9
CO	38%	64%	15%	12%	9%	79.0
MT	37%	60%	16%	13%	11%	76.3
NM	41%	63%	15%	12%	10%	78.9
UT	35%	64%	19%	10%	7%	80.1
WY	33%	58%	14%	14%	13%	75.1
38. Wind power						
TOT	35%	60%	17%	11%	12%	76.2
CO	34%	61%	16%	10%	13%	75.7
MT	35%	60%	15%	12%	13%	75.2
NM	38%	59%	18%	11%	11%	77.1
UT	34%	60%	18%	10%	11%	77.5
WY	33%	56%	15%	11%	17%	72.6

	<u>100</u>	<u>76-100</u>	<u>51-75</u>	<u>50</u>	BELOW <u>50</u>	<u>MEAN</u>
39. Oil						
TOT	13%	27%	22%	23%	27%	58.3
CO	10%	23%	21%	23%	33%	54.6
MT	17%	30%	24%	25%	20%	62.0
NM	17%	34%	21%	21%	24%	62.0
UT	11%	26%	24%	25%	24%	59.2
WY	24%	45%	25%	17%	11%	71.8

ASKED LAST

Thinking about one phrase associated with energy, please rate your feelings toward...

40. Energy efficiency						
TOT	31%	57%	20%	12%	6%	78.7
CO	30%	56%	20%	13%	7%	78.1
MT	32%	58%	18%	13%	7%	78.3
NM	36%	58%	19%	12%	7%	78.9
UT	30%	61%	21%	10%	6%	79.8
WY	28%	55%	19%	16%	6%	76.9

TOTAL SAMPLE: Summary of Energy Sources - Ranked By %100

Energy Source	%100	%76-100	Mean
Solar power	37%	63%	78.9
Wind power	35%	60%	76.2
Energy efficiency	31%	57%	78.7
Natural gas	21%	43%	72.7
Oil	13%	27%	58.3
Coal	9%	21%	51.9

41. If it were up to you, what % of (STATE)'S electricity needs would come from renewable sources like wind and solar power?

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
21%	24%	20%	17%	18%	25%	BELOW 50
17%	15%	18%	15%	21%	18%	50
21%	21%	22%	21%	22%	20%	51-75
38%	38%	39%	44%	33%	34%	76-100
22%	23%	22%	22%	20%	20%	100
65.1	64.0	65.8	68.3	64.4	62.1	MEAN

42. Which of the following comes closer to your point of view: Increasing the use of renewable energy sources like wind and solar power... (ROTATE TOP TO BOTTOM/BOTTOM TO TOP)

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
67%	69%	64%	75%	57%	63%	Will create new jobs in (STATE)
17%	15%	18%	12%	24%	18%	Will not affect jobs in (STATE)
12%	14%	14%	11%	11%	15%	Will cost jobs in (STATE)
4%	2%	4%	2%	7%	3%	UNSURE/REFUSED (DO NOT READ)

Today, renewable energy sources, like wind, solar, and hydroelectric power, contribute **(XX)** percent of **(STATE)**'s energy needs.

Colorado - 10%
New Mexico - 5%
Montana - 36%
Utah - 2%
Wyoming - 4%

43. How much more would you be willing to pay per month to increase the amount of our energy coming from renewable energy sources? **(READ IN ORDER - STOP AT AMOUNT)**

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
29%	30%	30%	28%	27%	26%	15 dollars
23%	23%	21%	22%	24%	20%	10 dollars
15%	14%	12%	15%	17%	11%	5 dollars
8%	6%	10%	11%	8%	7%	1 dollar
						<i>...or...</i>
10%	10%	12%	11%	9%	16%	50 cents
2%	2%	1%	2%	1%	1%	MORE THAN \$15 (DO NOT READ)
2%	2%	2%	2%	3%	4%	LESS THAN 50 CENTS (DO NOT READ)
11%	12%	9%	7%	10%	12%	NONE/OPPOSE INCREASE (DO NOT READ)
1%	1%	3%	1%	*	3%	UNSURE/REFUSED (DO NOT READ)
54%	55%	52%	52%	53%[^]	46%[^]	TOTAL \$10+
45%[^]	44%	45%	47%[^]	47%	51%[^]	TOTAL LESS THAN \$10/NOTHING

Now I would like to read you a few statements about energy. For each one, please tell me if you agree or disagree with that statement...

(IF AGREE/DISAGREE, ASK:) And would you say you **STRONGLY** (agree/disagree) or just **SOMEWHAT** (agree/disagree)?

The (first/next) one is...(RANDOMIZE)

	TOTAL AGREE	TOTAL DISAGREE	STRONG AGREE	SMWT AGREE	SMWT DISAGREE	STRONG DISAGREE	DK ----DNR----	REF
44. Renewable energy like wind and solar power is too unreliable to be a significant part of our energy supply.								
TOT	34%	65%	16%	18%	26%	39%	2%	*
CO	31%	68%	15%	16%	25%	43%	1%	*
MT	32%	67%	17%	15%	29%	38%	1%	—
NM	36%^	63%	18%	17%	22%	41%	2%	—
UT	38%^	59%	14%	23%	29%	30%	3%	*
WY	42%^	55%	21%	20%	22%	33%	3%	*
45. Even with modern technology, coal-fired power plants pollute more than other energy sources.								
TOT	67%	27%	35%	32%	15%	12%	5%	*
CO	65%^	29%^	36%	30%	15%	15%	5%	—
MT	61%	30%^	25%	36%	17%	14%	8%	1%
NM	72%	24%	42%	30%	12%	12%	4%	*
UT	70%^	24%	33%	36%	16%	8%	6%	*
WY	51%	41%	19%	32%	19%	22%	8%	*
46. We should start replacing coal with other energy sources like wind and solar power.								
TOT	70%	28%^	45%	25%	11%	18%	1%	*
CO	71%	28%	49%	22%	9%	19%	*	*
MT	62%	35%	37%	25%	14%	21%	2%	1%
NM	72%	26%	50%	22%	8%	18%	1%	1%
UT	72%	25%	40%	32%	13%	12%	2%	*
WY	53%	44%	25%	28%	16%	28%	2%	*

47. Switching topics, from what you know about global warming, which of the following four statements is closest to your opinion? **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
24%	28%	22%	25%	17%	15%	Global warming has been established as a serious problem, and immediate action is necessary.
24%	26%	23%	20%	20%	22%	There is enough evidence that global warming is taking place that some action should be taken.
19%	16%	17%	21%	24%	21%	We don't know enough about global warming, and more research is necessary before we take action.
32%	29%	37%	32%	37%	40%	Concern about global warming has been greatly exaggerated.
1%	*	1%	1%	1%	2%	DON'T KNOW (DNR)
*	1%	*	*	*	*	REFUSED (DNR)
48%	55%^	45%	45%	37%	37%	TOTAL TAKE ACTION
51%	45%	54%	53%	61%	61%	TOTAL DO NOT TAKE ACTION

48. Do you support or oppose the U.S. Environmental Protection Agency requiring reductions in carbon emissions from sources like power plants, cars and factories in an effort to reduce global warming?

(IF SUPPORT/OPPOSE) And, do you **STRONGLY** (support/oppose) or **SOMEWHAT** (support/oppose) requiring reductions in carbon emissions?

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
43%	48%	38%	43%	35%	28%	STRONGLY SUPPORT
24%	22%	24%	22%	27%	28%	SOMEWHAT SUPPORT
8%	6%	8%	11%	12%	11%	SOMEWHAT OPPOSE
22%	22%	25%	22%	22%	28%	STRONGLY OPPOSE
3%	2%	5%	2%	4%	5%	DON'T KNOW/REFUSED (DO NOT READ)
67%	70%	62%	65%	63%^	56%	TOTAL SUPPORT
30%	28%	34%^	33%	34%	39%	TOTAL OPPOSE

Thinking about you -

49. If you had a day where you could spend some free time having fun, would you prefer to spend it -
(ROTATE)

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
88%	89%	91%	87%	88%	91%	In the outdoors
						...or...
9%	9%	8%	11%	9%	8%	In a city?
2%	2%	1%	2%	3%	1%	DON'T KNOW/REFUSED (DO NOT READ)

QUESTION 50 SPLIT SAMPLED: CO - 304, MT - 200, NM - 199, UT - 200, WY - 194

50. Do you consider yourself an environmentalist?

(IF YES, ASK:) Would you say you are a strong environmentalist, or just a moderate environmentalist?

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
16%	18%	16%	16%	12%	18%	STRONG ENVIRONMENTALIST
35%	37%	34%	38%	30%	35%	MODERATE ENVIRONMENTALIST
48%	44%	48%	45%	56%	46%	NOT AN ENVIRONMENTALIST
1%	1%	2%	1%	2%	1%	DON'T KNOW/REFUSED (DO NOT READ)
51%	55%	50%	54%	42%	53%	TOTAL ENVIRONMENTALIST
48%	44%	48%	45%	56%	46%	NOT AN ENVIRONMENTALIST

QUESTION 51 SPLIT SAMPLED: CO - 296, MT - 200, NM - 201, UT - 200, WY - 206

51. Do you consider yourself a conservationist?

(IF YES, ASK:) Would you say you are a strong conservationist, or just a moderate conservationist?

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
24%	26%	22%	25%	22%	27%	STRONG CONSERVATIONIST
48%	46%	54%	45%	50%	50%	MODERATE CONSERVATIONIST
25%	26%	21%	27%	27%	19%	NOT A CONSERVATIONIST
2%	2%	3%	4%	2%	3%	DON'T KNOW/REFUSED (DO NOT READ)
73%[^]	72%	76%	69%	72%	77%	TOTAL CONSERVATIONIST
25%	26%	21%	27%	27%	19%	NOT A CONSERVATIONIST

52. Do you consider yourself to be a supporter of the Tea Party?

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
30%	29%	29%	32%	33%	38%	YES
61%	64%	61%	61%	57%	49%	NO
9%	7%	10%	8%	10%	13%	DON'T KNOW/REFUSED (DO NOT READ)

53. From which ONE of the following television news sources do you receive MOST of your information about current and political events? If you do not watch any of these, please just say so. (**RANDOMIZE**)

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
36%	35%	34%	35%	39%	29%	Broadcast network news, such as NBC, ABC, or CBS
23%	21%	23%	24%	25%	31%	Fox News
12%	11%	13%	15%	9%	15%	CNN
6%	8%	5%	6%	3%	9%	MSNBC
22%	23%	22%	17%	23%	14%	None of these
2%	2%	3%	3%	2%	2%	UNSURE/REFUSED (DO NOT READ)

54. Are you on Facebook, Twitter or another social media site?

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
48%	52%	45%	35%	51%	48%	YES
52%	48%	55%	64%	48%	52%	NO
*	—	*	1%	*	1%	DON'T KNOW/REFUSED (DO NOT READ)

And for statistical purposes only --

D1. First, in what year were you born?

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
21%	21%	19%	20%	26%	18%	18 - 34
20%	18%	21%	15%	26%	22%	35 - 44
19%	22%	14%	18%	16%	16%	45 - 54
23%	23%	24%	24%	19%	27%	55 - 64
17%	16%	21%	22%	13%	16%	65 AND ABOVE
1%	1%	1%	1%	*	*	REFUSED

D2. How would you describe the area where you currently live?

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
20%	25%	8%	24%	13%	7%	A big city
32%	39%	14%	13%	46%	8%	A suburban area
26%	19%	40%	33%	25%	51%	A small town
20%	16%	37%	29%	14%	34%	A rural area
1%	1%	1%	1%	*	1%	DON'T KNOW/NOT SURE (DO NOT READ)
*	*	-	*	*	-	REFUSED (DO NOT READ)
52%	64%	22%	37%	60%[^]	14%[^]	TOTAL BIG CITY/SUBURBS
47%[^]	35%	77%	62%	40%[^]	85%	TOTAL SMALL TOWN/RURAL

D3. Do you consider yourself a hunter, an angler or both?

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
6%	7%	9%	4%	4%	9%	HUNTER ONLY
12%	13%	12%	10%	12%	13%	ANGLER ONLY
23%	19%	39%	26%	18%	41%	BOTH
58%	60%	40%	59%	66%	37%	NO/NEITHER
1%	1%	*	1%	1%	*	UNSURE/REFUSED (DO NOT READ)
41%	39%	60%	40%	34%	63%	TOTAL YES
58%	60%	40%	59%	66%	37%	NO/NEITHER

D4. How long have you lived in (STATE)? (DO NOT READ CHOICES)

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
6%	7%	4%	4%	3%	6%	LESS THAN 5 YEARS
7%	7%	5%	6%	6%	9%	FIVE TO NINE YEARS
11%	13%	8%	9%	10%	8%	TEN TO FIFTEEN YEARS
49%	49%	55%	44%	50%	53%	MORE THAN FIFTEEN YEARS
28%	24%	28%	36%	30%	24%	NATIVE/BORN HERE
*	-	-	*	*	-	DON'T KNOW (DO NOT READ)
*	-	-	*	-	-	REFUSED (DO NOT READ)
23%^	27%	17%	20%^	20%^	23%	LESS THAN 15 YEARS
49%	49%	55%	44%	50%	53%	15+ YEARS
28%	24%	28%	36%	30%	24%	NATIVE

D5. **IN COLORADO, NEW MEXICO, WYOMING**

No matter how you feel today, are you registered to vote as(ROTATE)
a Republican, a Democrat, or something else?

IN MONTANA & UTAH

And, in politics today, do you consider yourself to be(ROTATE)
a Republican, a Democrat, or something else?

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
37%	34%	30%	36%	47%	60%	REPUBLICAN
34%	36%	28%	52%	18%	23%	DEMOCRAT
27%	27%	38%	10%	34%	15%	SOMETHING ELSE/INDEPENDENT
3%	3%	4%	2%	2%	2%	REFUSED (DO NOT READ)

D6. Generally speaking, do you consider yourself to be (ROTATE TOP TO BOTTOM, BOTTOM TO TOP) conservative, moderate ...or... liberal on most issues?

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
40%	35%	38%	44%	50%	48%	CONSERVATIVE
37%	38%	37%	33%	37%	37%	MODERATE
19%	24%	19%	18%	11%	12%	LIBERAL
2%	2%	4%	2%	1%	3%	DON'T KNOW (DO NOT READ)
1%	1%	2%	3%	1%	1%	REFUSED (DO NOT READ)

D7. What is your main ethnic or racial heritage? (**READ CHOICES**)

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
1%	2%	1%	2%	–	*	AFRICAN AMERICAN OR BLACK
81%	85%	92%	52%	95%	93%	WHITE
13%	8%	1%	38%	3%	1%	HISPANIC AMERICAN OR LATINO
3%	3%	4%	7%	1%	3%	NATIVE AMERICAN
*	*	–	–	*	*	OTHER (DO NOT READ)
2%	2%	2%	2%	1%	2%	REFUSED (DO NOT READ)

D8. Is your total annual household income greater or less than \$60,000 dollars?

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
11%	12%	14%	12%	7%	8%	UNDER \$20,000
16%	14%	22%	18%	17%	16%	BETWEEN \$20,000 - \$40,000
16%	15%	16%	17%	19%	14%	BETWEEN \$40,000 - \$60,000
13%	10%	17%	15%	17%	15%	BETWEEN \$60,000 - \$80,000
16%	17%	13%	12%	16%	16%	BETWEEN \$80,000 - \$100,000
18%	22%	9%	14%	14%	22%	OVER \$100,000
11%	11%	10%	11%	9%	10%	REFUSED (DO NOT READ)
27%	26%	35%[^]	30%	24%	24%	UNDER \$40,000
29%	25%	33%	32%	37%[^]	28%[^]	\$40,000-\$80,000
33%[^]	39%	22%	26%	30%	38%	OVER \$80,000

D9. Gender (**BY OBSERVATION**)

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
48%	48%	48%	48%	48%	48%	MALE
52%	52%	52%	52%	52%	52%	FEMALE

Phone Type

<u>TOT</u>	<u>CO</u>	<u>MT</u>	<u>NM</u>	<u>UT</u>	<u>WY</u>	
23%	26%	22%	21%	20%	13%	Cell Phone
77%	74%	78%	79%	80%	87%	Land line