

AMERICAN VIEWPOINT

TO: Interested Parties

FROM: Dave Metz & Miranda Everitt
Fairbank, Maslin, Maullin, Metz & Associates

Randall Gutermuth
American Viewpoint

RE: Results of a Nationwide Survey on Establishment of the Greater Grand Canyon
Heritage National Monument

DATE: September 15, 2016

The bipartisan polling team of Fairbank, Maslin, Maullin, Metz & Associates (D) and American Viewpoint (R) recently completed a survey of registered voters likely to participate in the November 2016 election in order to assess their views on protection of lands around the Grand Canyon.¹

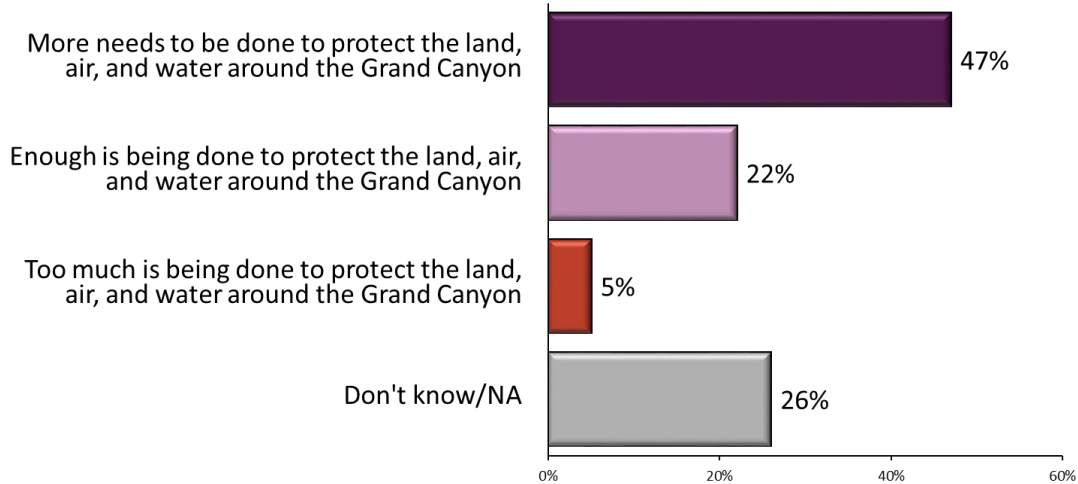
The survey found overwhelming voter support for establishing the Greater Grand Canyon Heritage National Monument, with 82 percent saying they back its creation. This support is strong across political party, demographic group, and geography, with majority support in every major subgroup of the American electorate. This support stems from a widespread belief that more needs to be done to protect the land, air and water around Grand Canyon National Park. Half (50%) say they would be “more likely” to vote for a Presidential candidate who supported the creation of the Greater Grand Canyon National Heritage Monument.

Among the key specific findings of the survey are the following:

- **By a 42-point margin, voters say more needs to be done to conserve lands around the Grand Canyon.** As shown in **Figure 1** on the next page, nearly half of American voters (47%) say *more needs to be done to protect the land, air and water around Grand Canyon National Park*. Just five percent say that “too much” is being done. In many cases, those sentiments are based on personal experience: nearly half of all American voters (48%) say that they have visited the Grand Canyon National Park. More than nine in ten (93%) agree that “*the Grand Canyon is a national treasure for all Americans, not just people who live nearby.*”

**Figure 1:
Support for Protection of Areas Around the Grand Canyon**

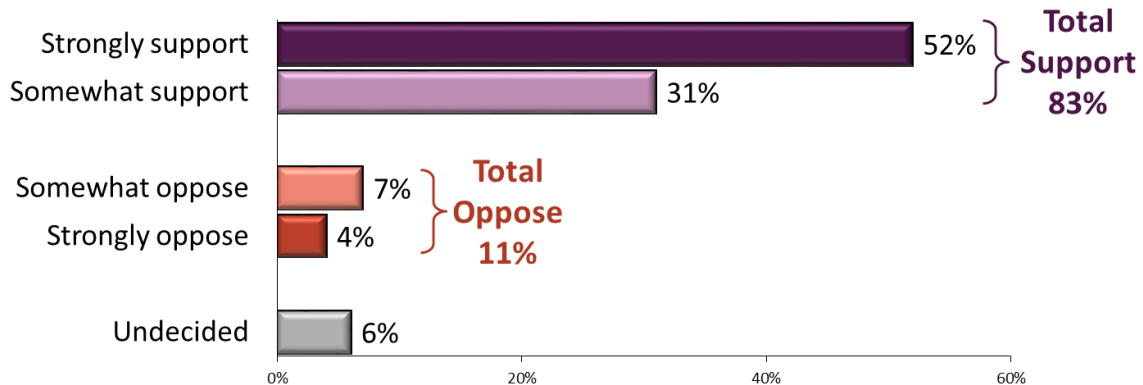
Thinking about the land, air and water around Grand Canyon National Park, would you say that ...



- **Americans overwhelmingly support the idea of National Monuments generally.** After a brief description, 83% of voters across the country say they support the idea of designating protected lands as National Monuments – including 61 percent who feel that way “strongly.” Just one voter in ten (11 percent) objects to the practice.

**Figure 2:
Support for Creating National Monuments**

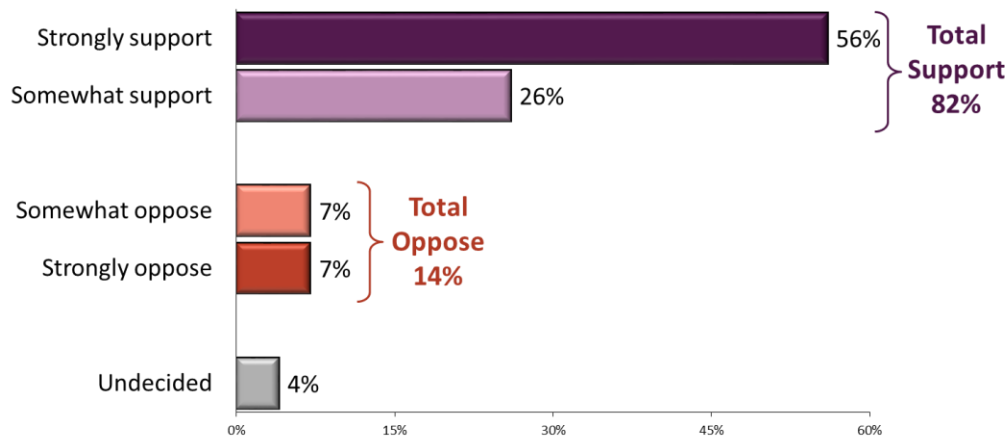
A national monument is protected public land that is designated by the president or congress to preserve its natural, cultural, and historic features. This designation means these places get special care and protection. They are open to the public for recreational use but cannot be developed nor used for mining or extraction. The federal government currently manages and owns 117 national monuments for the public. Do you generally support or oppose the idea of designating public lands as national monuments?



- **More than four in five American voters support the establishment of the Greater Grand Canyon National Heritage Monument.** In fact, four times as many voters “strongly” support the monument (56%) as offer any opposition at all (14%), as shown in **Figure 3**.

Figure 3:
Support for a Greater Grand Canyon Heritage National Monument

The Greater Grand Canyon Heritage National Monument would provide permanent federal protection for – and ban all new uranium mines on – more than a million acres of public land surrounding Grand Canyon National Park. It would also protect hundreds of springs near Grand Canyon that provide wildlife habitat, contribute to the Grand Canyon watershed, and feed the Colorado River. This land is home to more than three-thousand ancient Native American sites. National Monument status would allow public use for hiking, photography, school trips, some biking, and grazing on these lands, while prohibiting mining. Having heard this, would you say that you support or oppose the establishment of the Greater Grand Canyon Heritage National Monument?

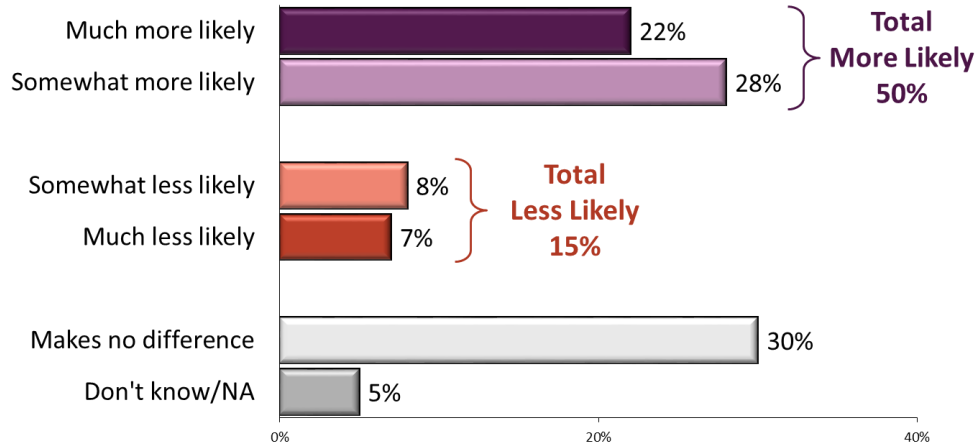


Support for establishment of the Monument is robust across all major segments of the American electorate, including:

- ✓ *More than four in five men (80%) and women (83%);*
 - ✓ *Seventy-eight percent of Republicans, 73 percent of independents and nearly all Democrats (89%);*
 - ✓ *More than four in five white voters (82%), and 79% of all voters of color;*
 - ✓ *Nearly three-quarters (73%) of hunters and anglers; and*
 - ✓ *Sizable majorities of those who live in big cities (86%), suburbs (86%), small towns (72%) and rural areas (81%).*
- **By more than three-to-one, voters are more likely to back a Presidential candidate who supports the Greater Grand Canyon Heritage National Monument.** As shown in **Figure 4** on the next page, half of Americans (50%) say they would be “more likely” to vote for a candidate who supported the creation of the Monument.

Figure 4:
Impact of a Presidential Candidate’s Support for the Monument on Likelihood to Vote for Them

Suppose that a presidential candidate supported the creation of this National Monument. Would that make you more likely or less likely to vote for them?



Overall, **these findings demonstrate the strong and broad appeal of the proposed Greater Grand Canyon Heritage National Monument.** Americans believe the land, air and water around the Grand Canyon need more protection; support the creation of National Monuments in principle; and strongly back establishing the potential Greater Grand Canyon National Heritage Monument specifically. American voters are also likely to carry those feelings over to Election Day – with half of all voters “more likely” to vote for a Presidential candidate who supports the establishment of the Monument.

ⁱ **Methodology:** From August 29 – Sept. 8, 2016, the bipartisan research team of FM3 (D) and American Viewpoint (R) completed 800 telephone interviews (on both landlines and cell phones) with likely November 2016 voters throughout the United States. The margin of sampling error for the study is +/-3.5% at the 95% confidence level; margins of error for population subgroups within the sample will be higher. Due to rounding, not all totals will sum to 100%.