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American Voter Attitudes Toward the Greater Grand Canyon National Heritage Monument

*Key Findings from a Nationwide Voter Survey Conducted
August 29 – September 8, 2016*

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

AMERICAN VIEWPOINT

220-4634

Methodology

- 800 telephone interviews with likely voters nationwide
- Conducted August 29 – September 8, 2016 via landline and cell phones
- Margin of error of +/-3.5% at the 95% confidence interval
- Due to rounding, some percentages do not add up to 100%
- Bipartisan research team of Fairbank, Maslin, Maullin, Metz & Associates (D) and American Viewpoint (R)

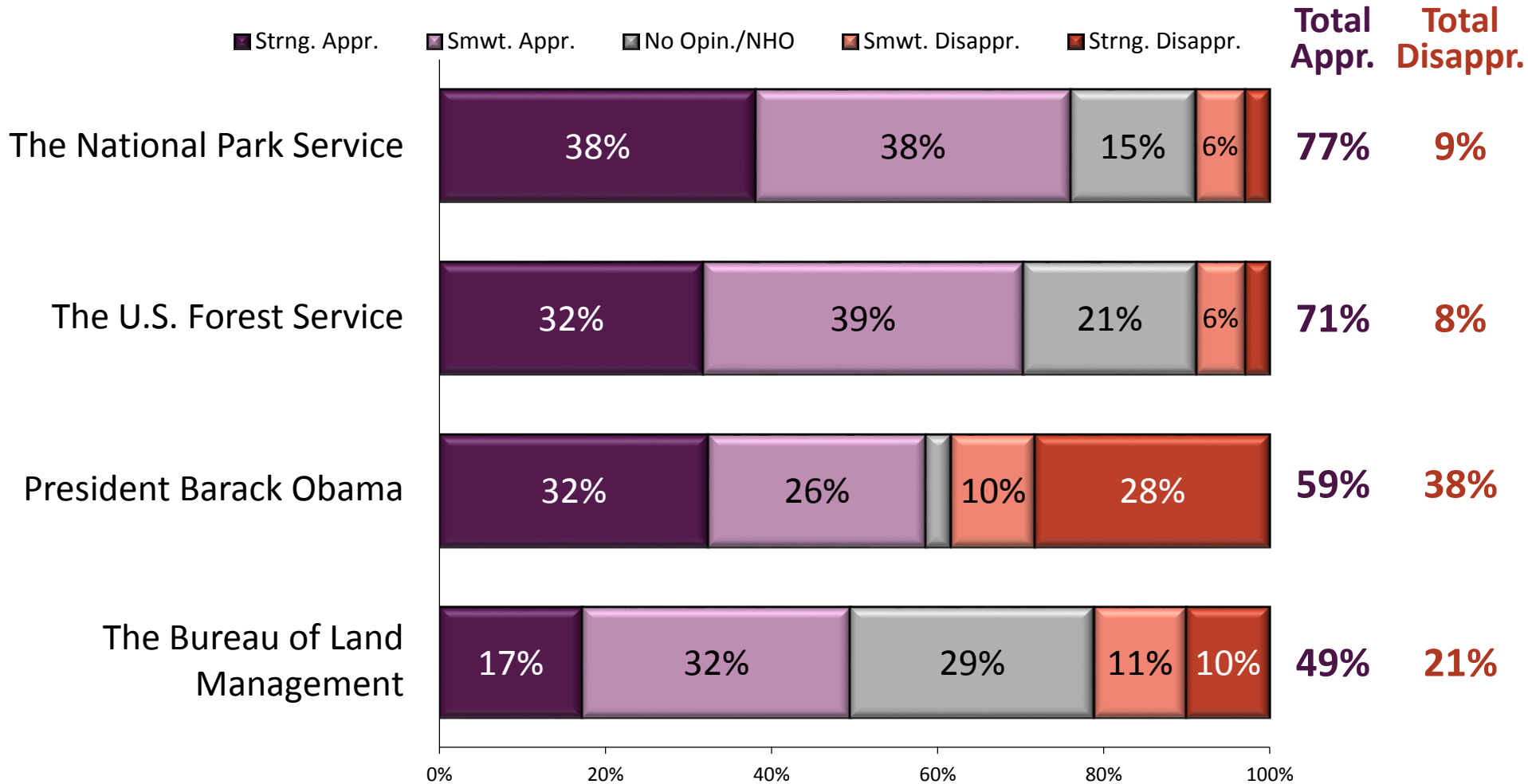




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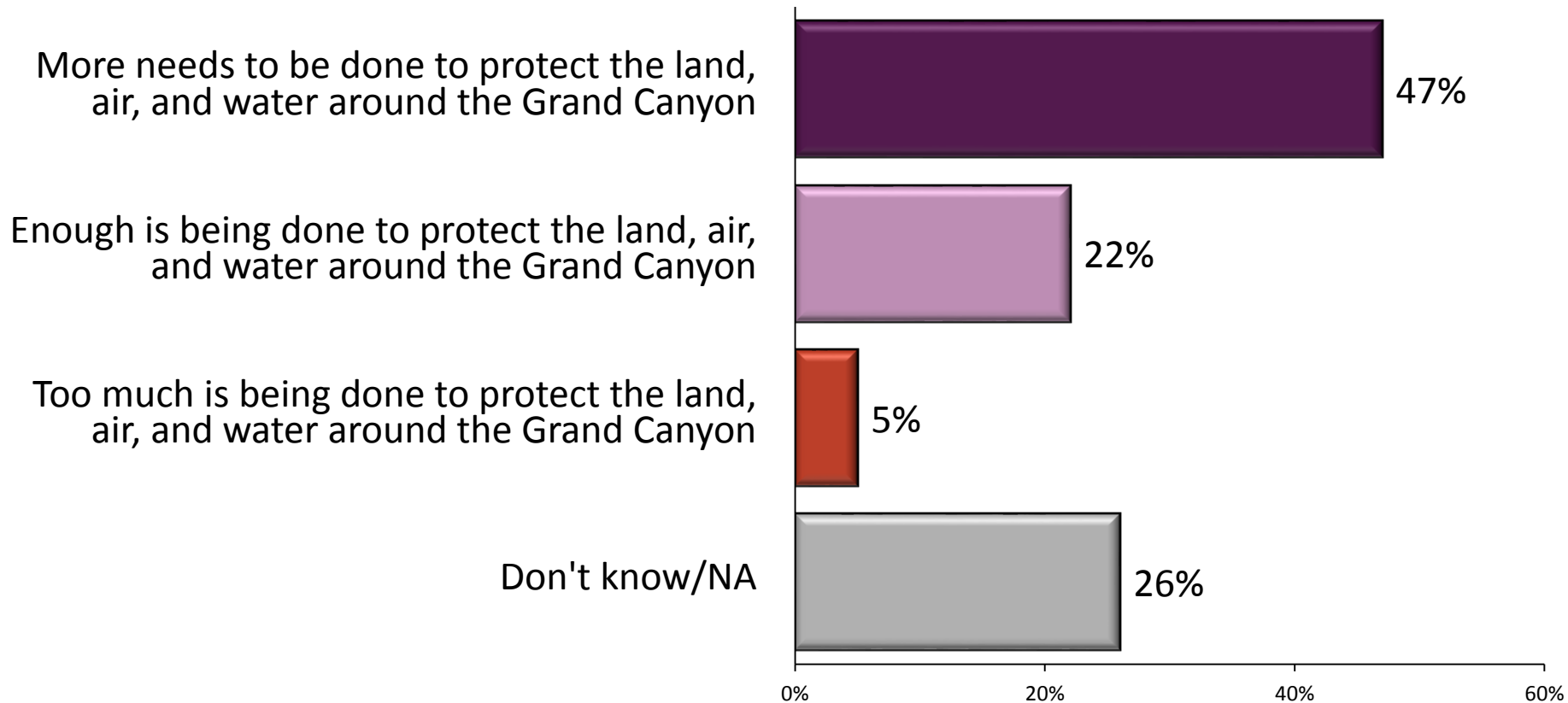
Issue Context

Voters have very positive views of NPS and USFS; fewer have opinions about BLM.

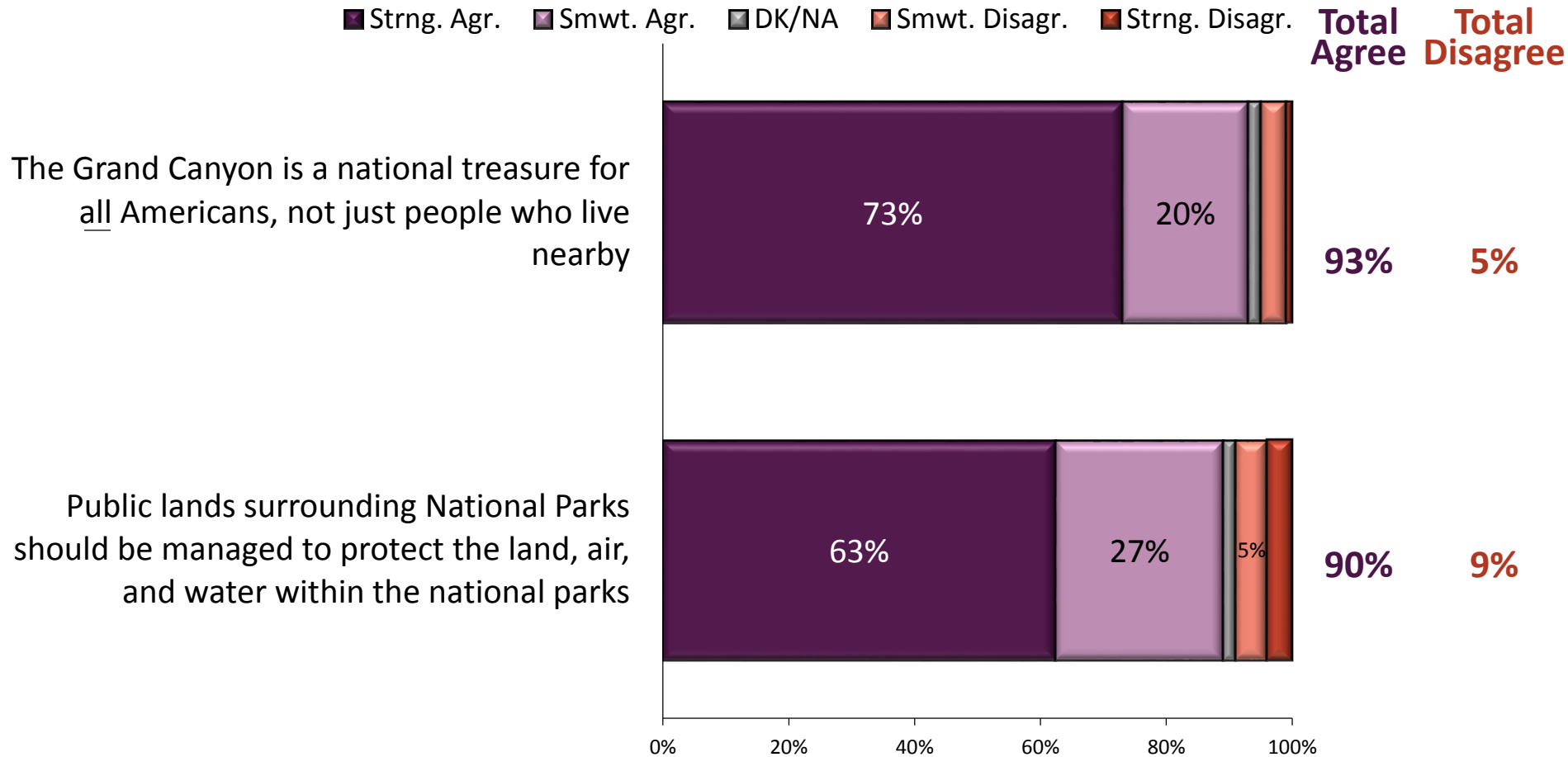


A clear plurality believes more needs to be done to protect the areas around the Grand Canyon.

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

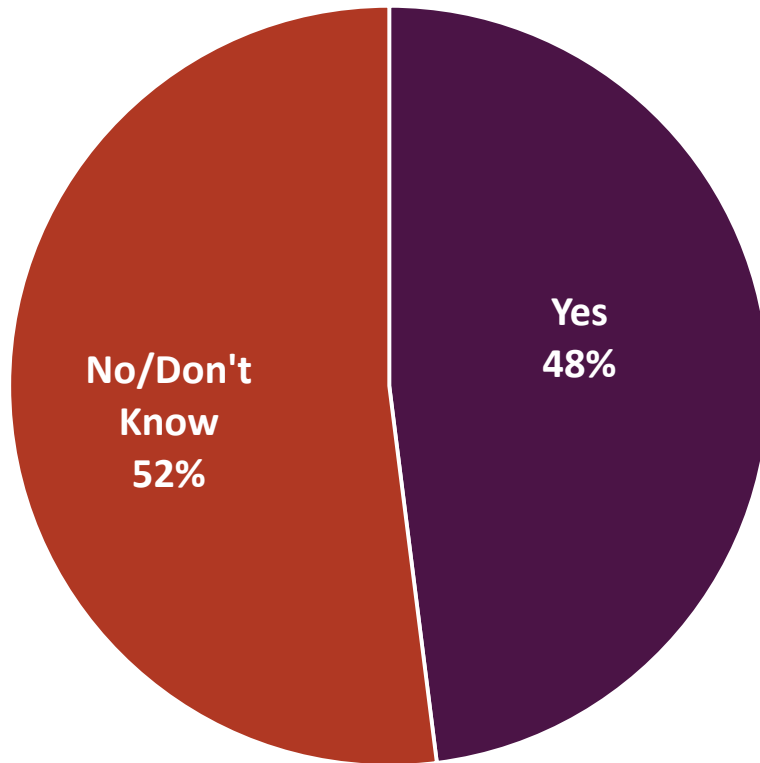


An overwhelming majority feels the Grand Canyon is a treasure for all Americans.



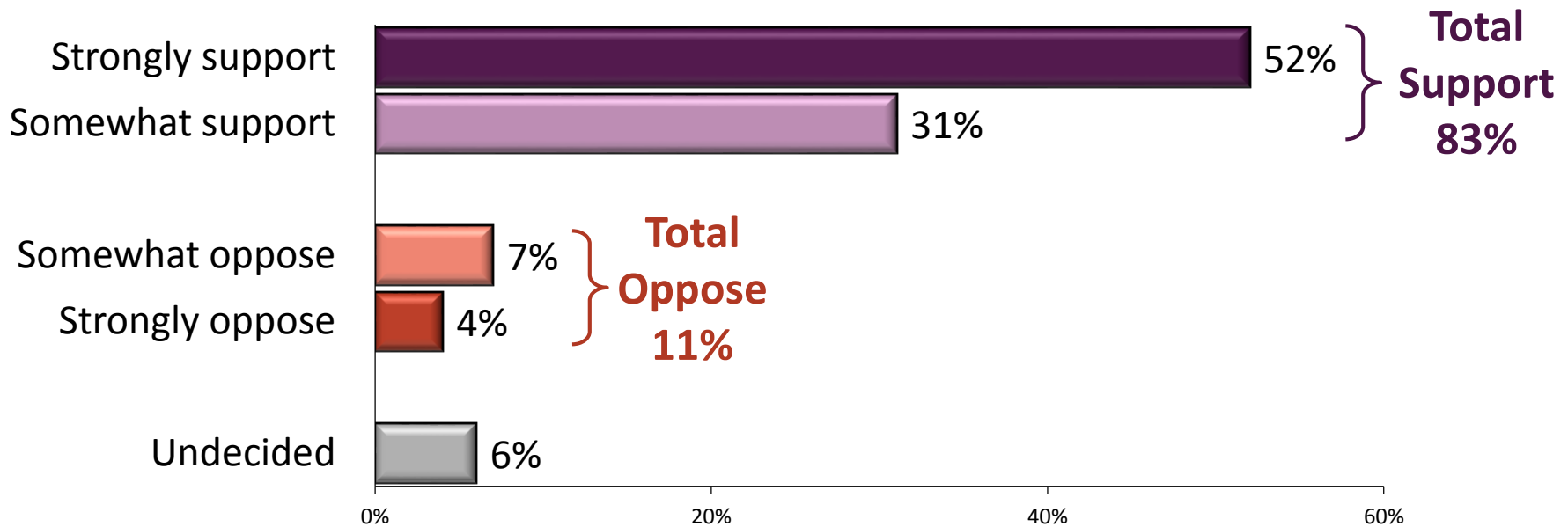
Nearly half have visited Grand Canyon National Park.

Have you ever visited Grand Canyon National Park?



More than four in five voters back the designation of National Monuments in principle.

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?





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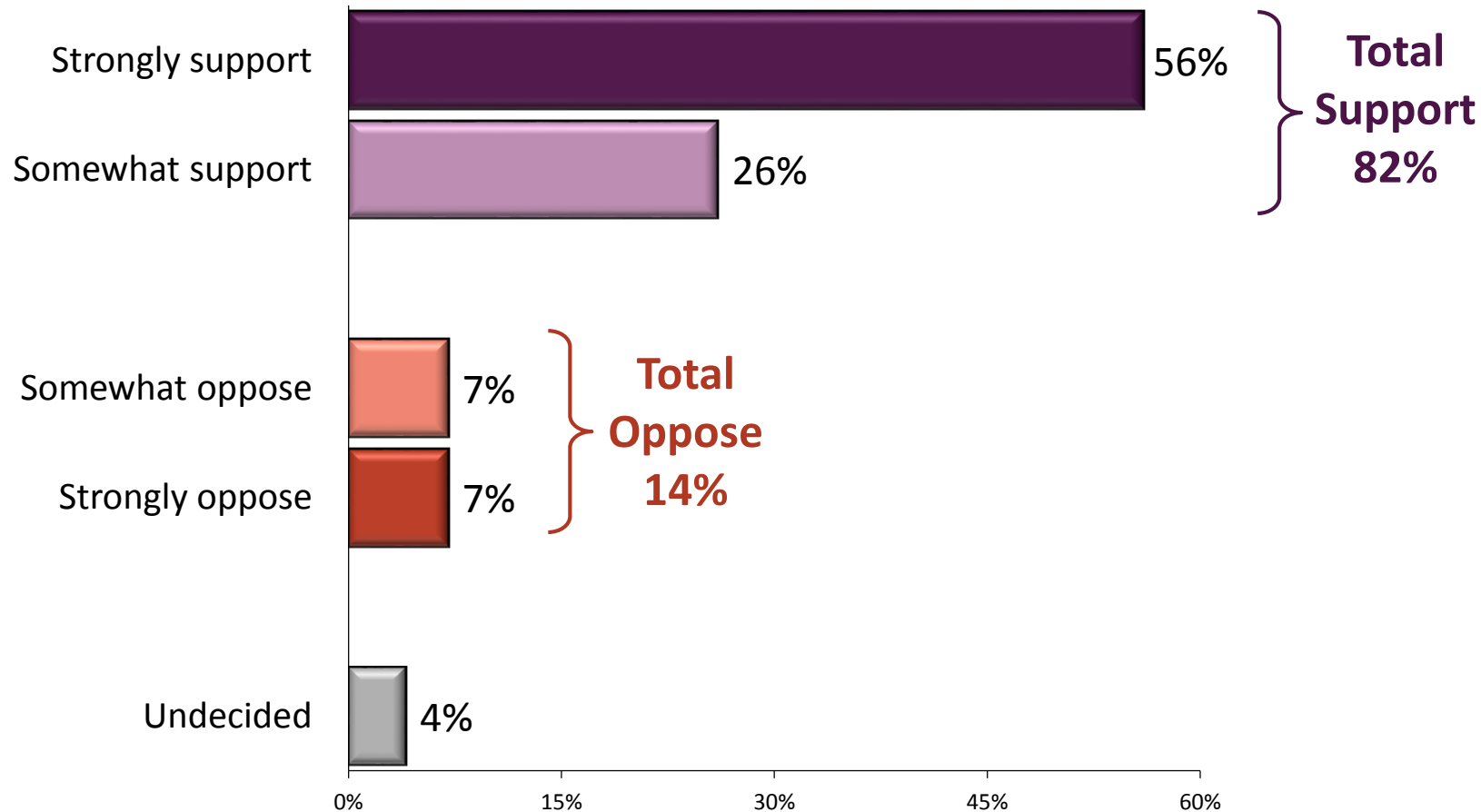
Support for the Greater Grand Canyon Heritage National Monument

Explaining the Proposal



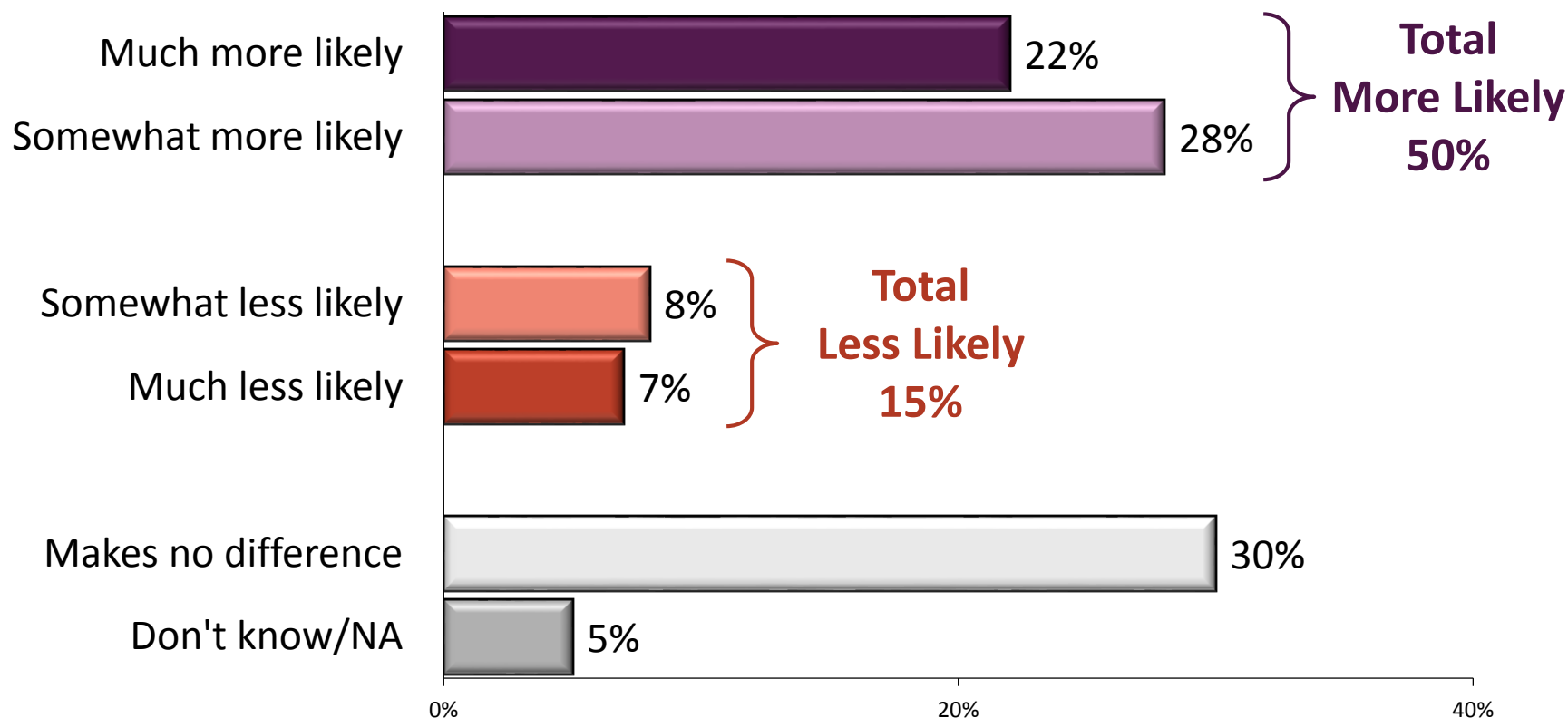
The Greater Grand Canyon Heritage National Monument would provide permanent federal protection for – and ban all new uranium mines on – more than a million acres of public land surrounding Grand Canyon National Park. It would also protect hundreds of springs near Grand Canyon that provide wildlife habitat, 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.

More than four in five back designation of the monument, with a majority offering "strong" support.



Fewer than one in six are *less likely* to support a Presidential candidate who backs the Monument.

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?





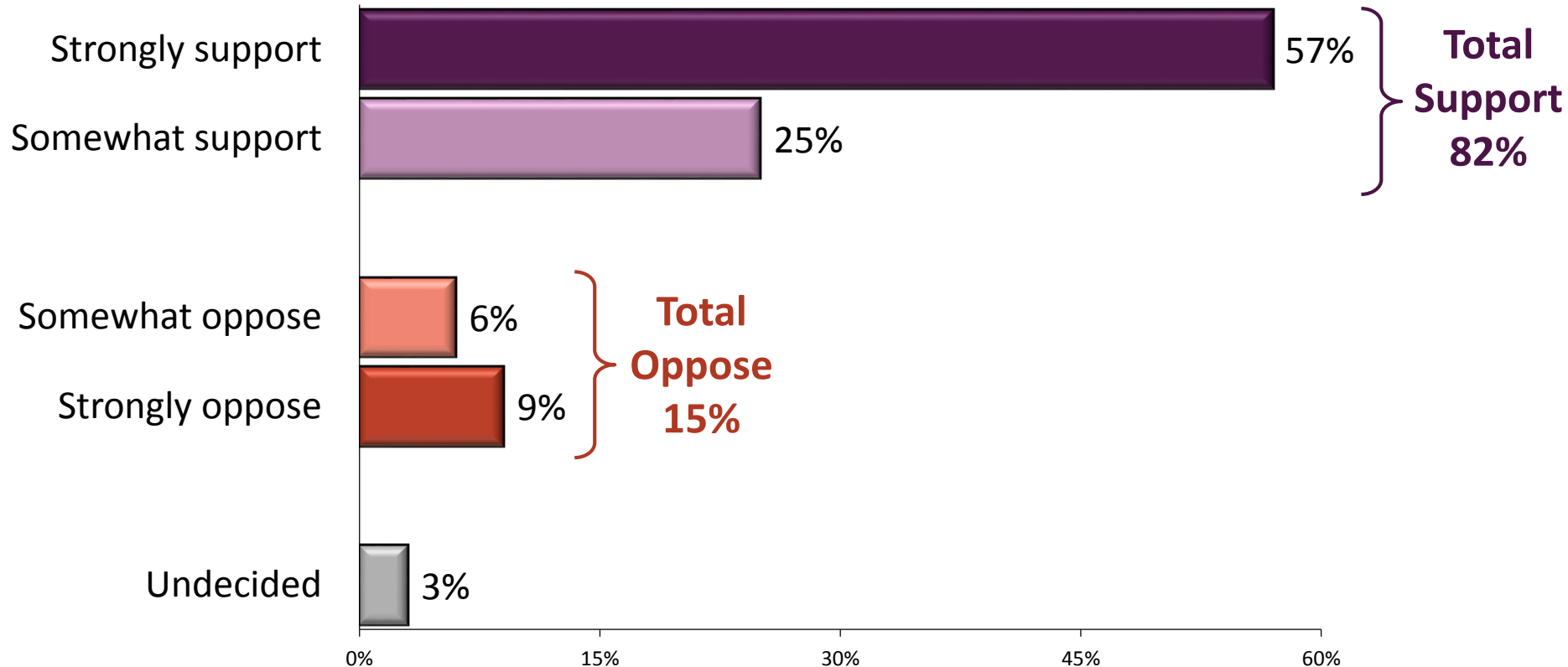
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Impact of Messaging

Statement from Supporters

The proposed Greater Grand Canyon Heritage National Monument lands are rich in both natural and cultural value. Located on existing public land near Grand Canyon National Park, the area covers 1.7 million acres of canyons, prairies, and streams that feed the Colorado River. It provides habitat for wildlife such as mule deer and bald eagles, and threatened species like the condor – and is home to several ancestral Native American archeological sites. Unless we take action now, new uranium mines could be opened on this land – creating a risk of radioactive, toxic contamination that could pollute soil and water as it has in other locations. Creating a National Monument will ensure that this land will be protected and enjoyed for generations to come.

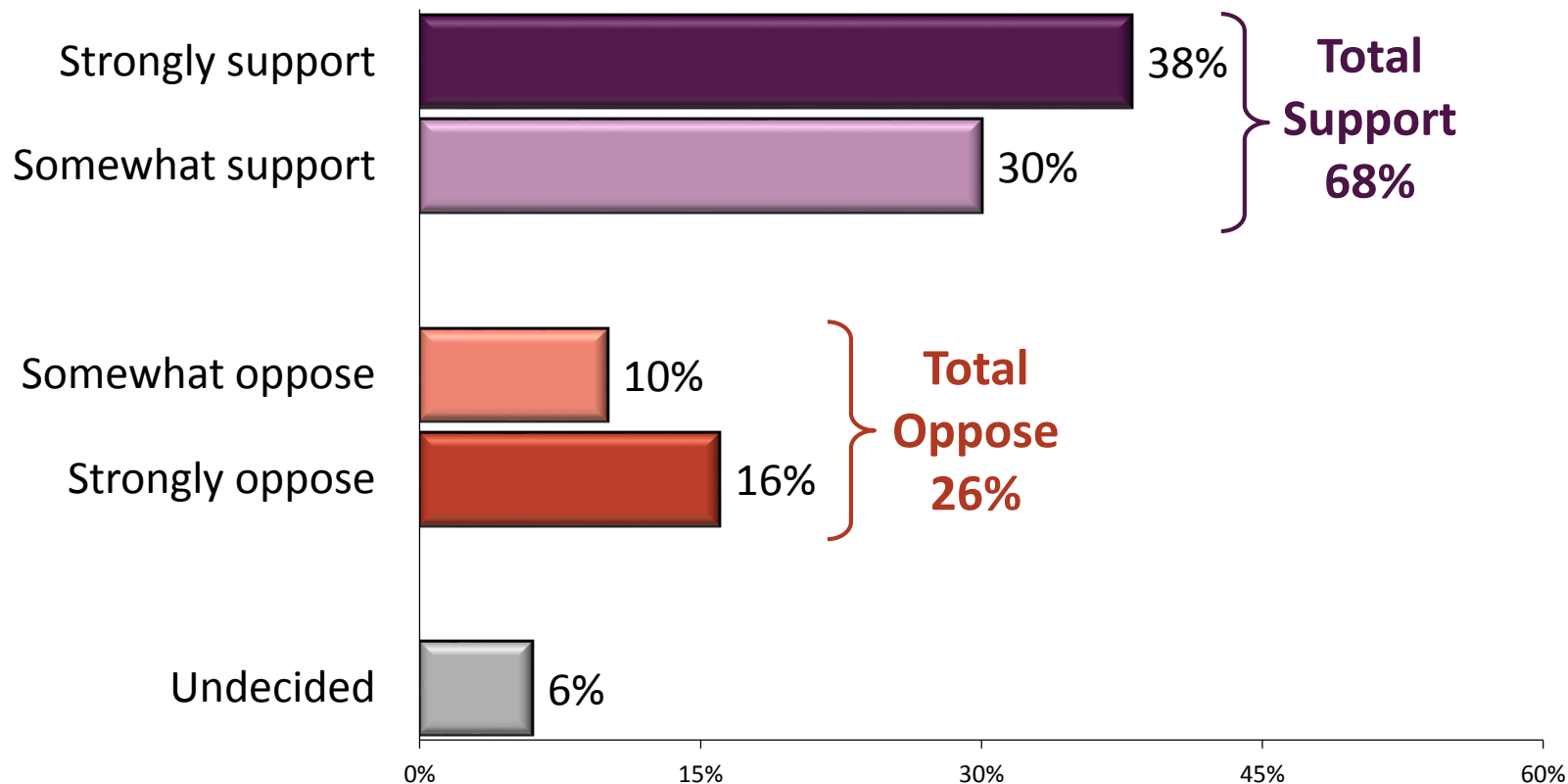
After hearing the argument in favor, nearly three in five offer “strong” support for the Monument.



Statement from Opponents

The federal, state, and tribal governments in Arizona already own 82% of all Arizona land, leaving just 18% open to private owners. The Monument is a special interest effort to lock up nearly 2 million more acres in Northern Arizona by Presidential executive order – which could kill jobs, harm tourism, agriculture and water rights, and prevent hunting and fishing.

More than two-thirds continue to back establishment of the Monument, even after an opposition argument.





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Conclusions

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- More than nine in ten American voters see the Grand Canyon as a national treasure that needs to be protected for all Americans.
- A sizable plurality of voters believe that more needs to be done to protect lands and waters around the Grand Canyon.
- More than four in five support the establishment of the Greater Grand Canyon Heritage National Monument to accomplish that goal.
- A majority of American voters say they are more likely to vote for a Presidential candidate who backs the Monument.
- Even after an exchange of pro and con arguments, the Monument still receives overwhelming public support.

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