



The Nature Conservancy



SAVING THE LAST GREAT PLACES ON EARTH



WILDLIFE NATIONAL Survey



Data from a national survey of 1,000 registered voters conducted May 23-25, 2005.



PUBLIC OPINION STRATEGIES

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The bi-partisan research team of Public Opinion Strategies (R) and Fairbank, Maslin, Maullin and Associates (D) are pleased to present the key findings of a national telephone survey. The interviews were conducted May 23-25, 2005 among 1,000 registered voters. The survey has a margin of error of $\pm 3.1\%$.

In April and May, POS and FMMA conducted a series of focus groups in Nashville, TN among urban and suburban voters, Appleton, WI among rural and small town voters and Scottsdale, AZ among suburban and exurban voters.

THE BOTTOM LINE

- **Men have a greater connection and knowledge of wildlife, mostly due to higher rates of sportsmen activities. Rural voters are also “more connected” and more knowledgeable.**
- **Voters’ views of wildlife are very place-based. They view loss of habitat as a primary threat, and saving habitat rates as one of the most effective actions to take in helping conserve wildlife.**
- **For voters in even moderately urbanized areas, growth offers the most visible, immediate and easily comprehensible threat to wildlife. As it affects so many aspects of people’s lives, voters can easily understand how growth has had more impact on wildlife.**

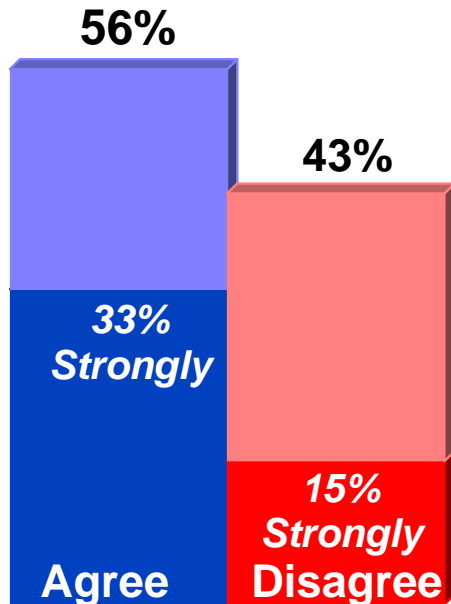
THE BOTTOM LINE

- **Voters strongly support conserving wildlife, but most (especially in urban areas) are ambivalent about having more wildlife in their immediate community. Voters do not necessarily want wildlife to be a greater part of their life than it already is.**
- **Voters react most positively to hearing the state strategies described as “action plans.”**
- **A plurality of voters say their state should do more to help wildlife, and should spend more to implement the state action plans.**
- **A solid majority support the state action plans in concept, and the pro-active nature of the plans resonates very well.**
- **By far the most persuasive message in favor of conserving wildlife is that the things that keep wildlife healthy – like clean air and water – will keep people healthy as well.**

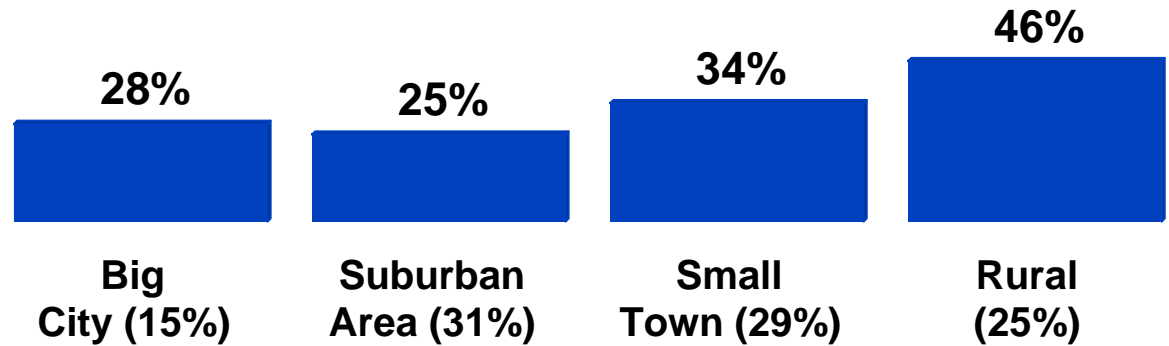
Two factors are more important than ANY other in determining a voter's connection to wildlife:

"Wildlife are an important part of my daily life."

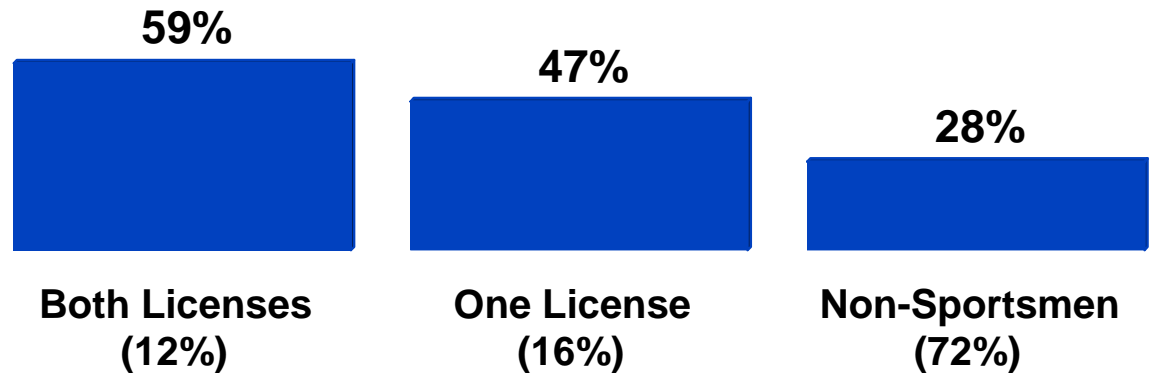
Overall



% Strongly Agree By Geography



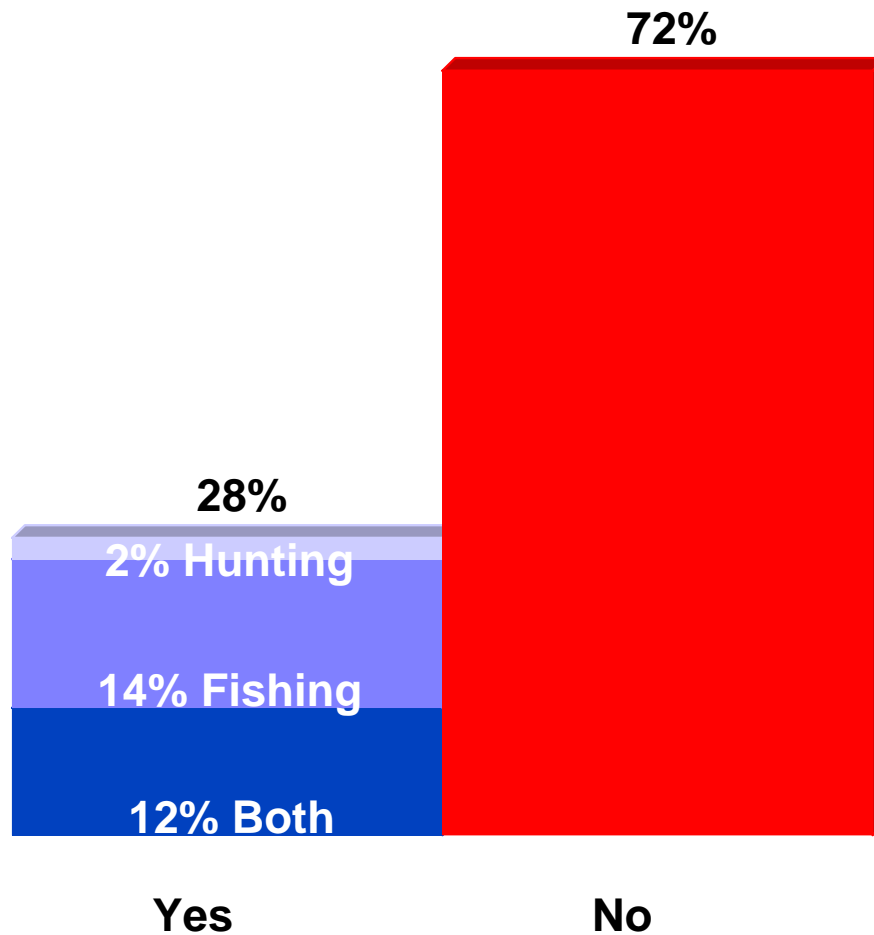
% Strongly Agree Among Sportsmen and Non-Sportsmen



■ % Strongly Agree

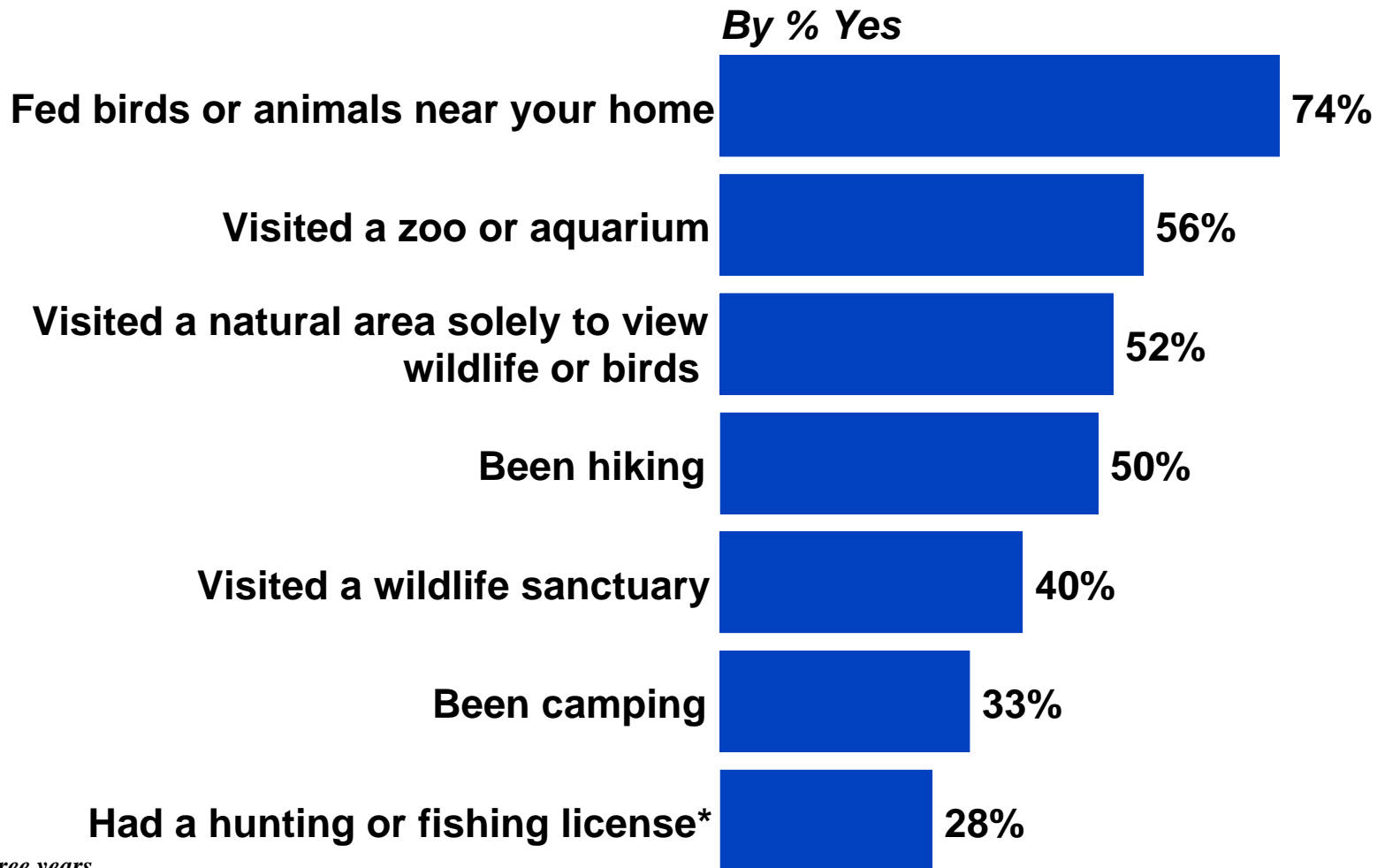
Overall, one-quarter of all voters are sportsmen.

"Have you had a hunting or fishing license in the past three years?"



The vast majority have had some wildlife experience.

"Some people we have talked to this evening have done some of the following activities, while others have not. So, in the last year have you..."

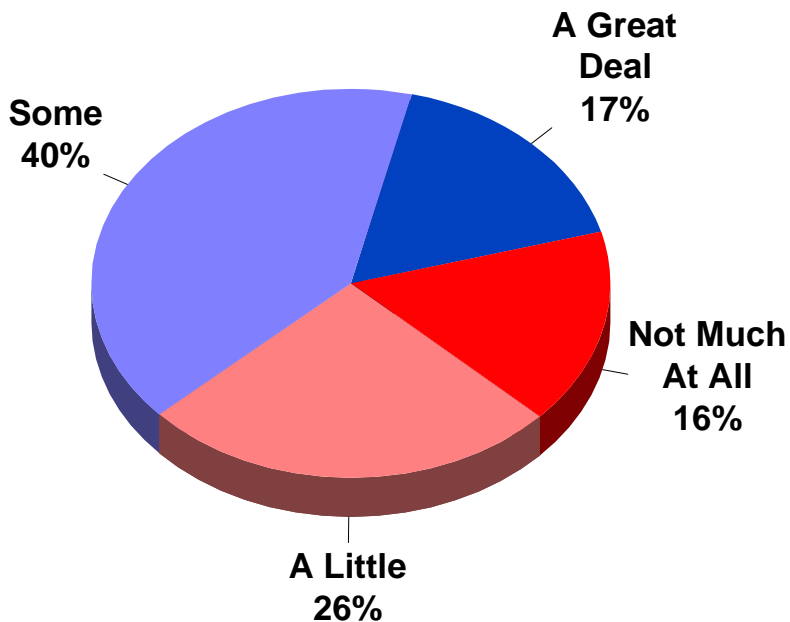


There is a gender distinction in perceived knowledge of wildlife.

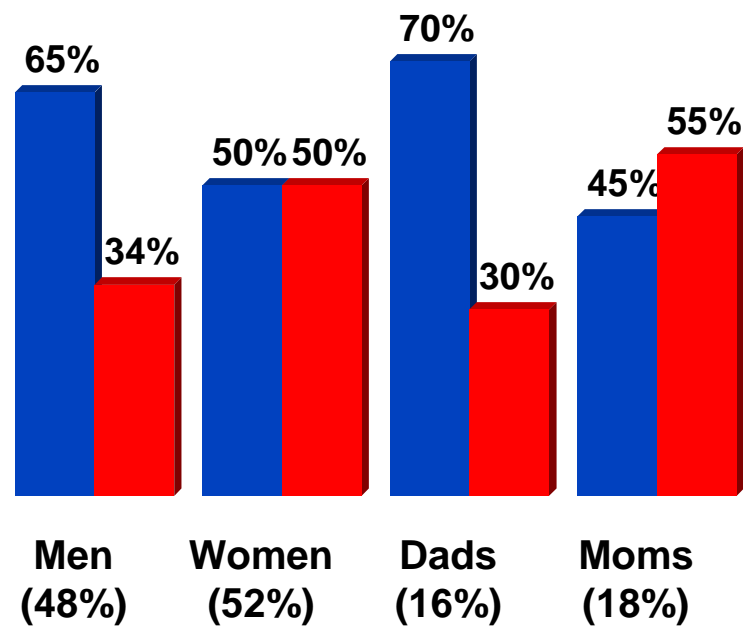
"I'd like to ask you some questions about wildlife in your state, and by wildlife I mean fish, birds and animals which are NOT pets like cats and dogs, or raised by people, like chicken or cattle --

How much would you say you know about wildlife in your state – a great deal, some, only a little or not much at all?"

Total A Lot/Some 57%
Total Little/Not Much 42%



By Gender and Parents

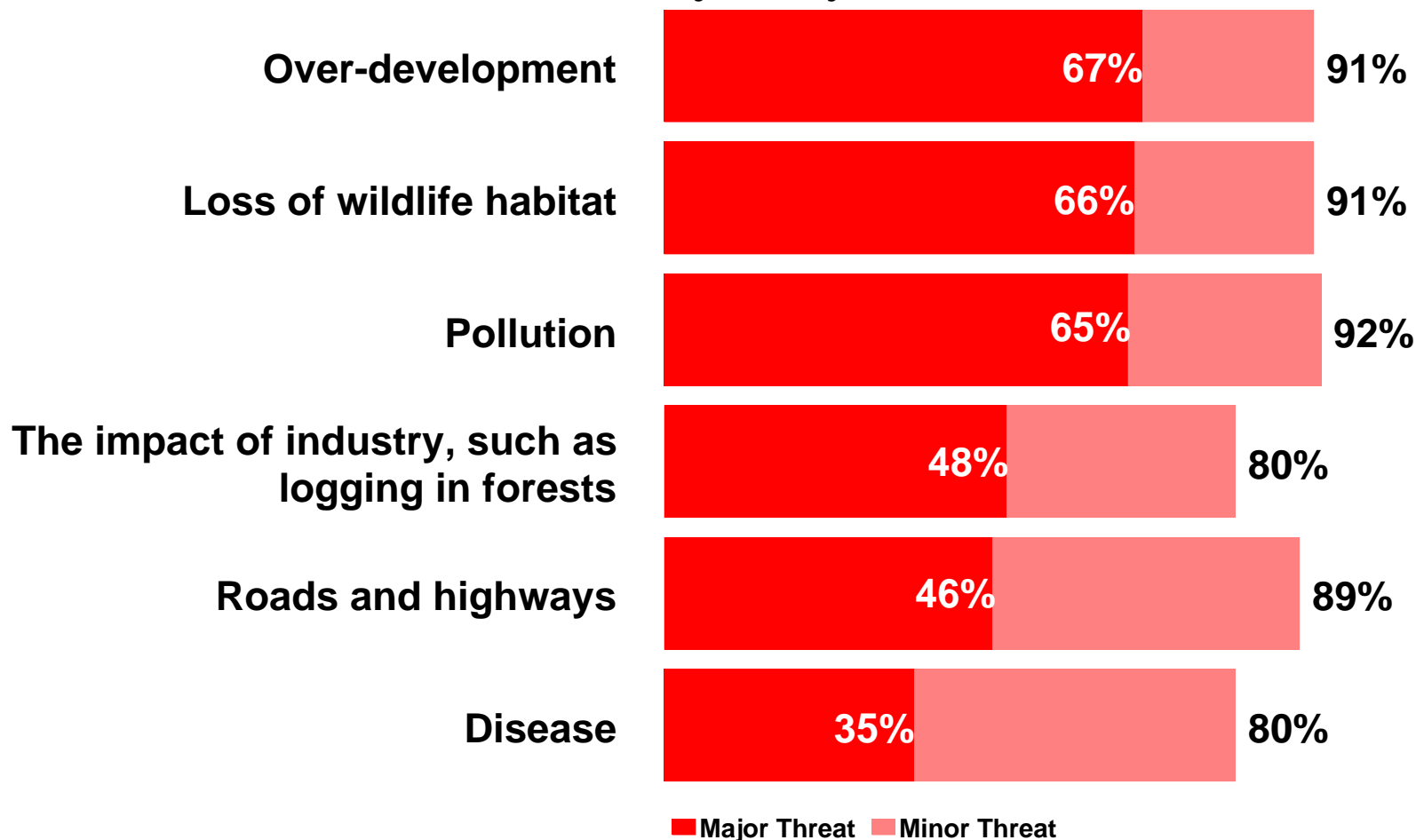


■ Total A Great Deal/Some ■ Total Little/Not Much At All

Concerns about wildlife are very much place-based.

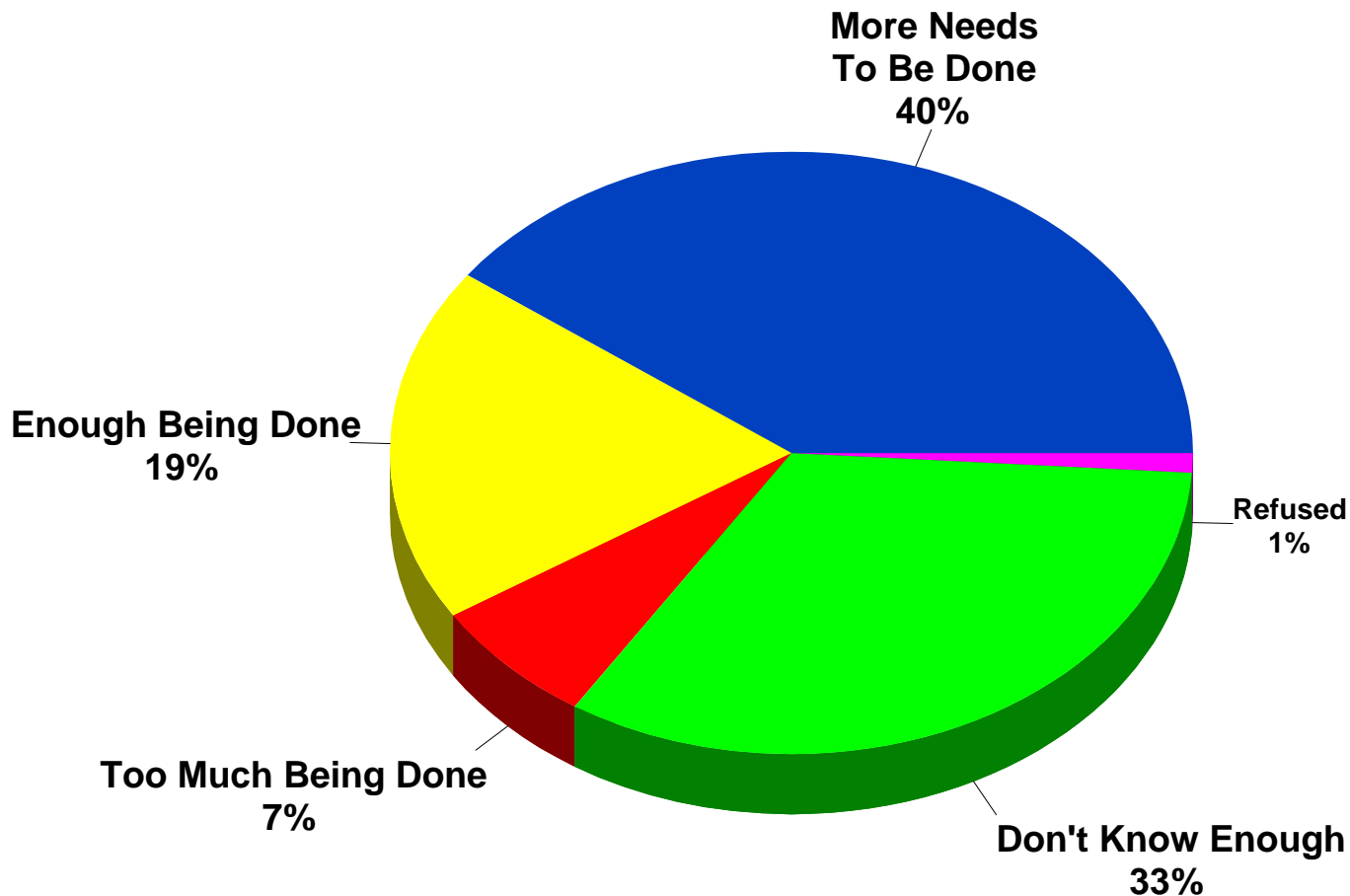
"Now, thinking about some problems which may or may not affect wildlife. I would like to read you some things which might affect wildlife negatively, and please tell me for each one whether you think that is a major threat, a minor threat or not a threat to wildlife in your state... "

By % Major Threat



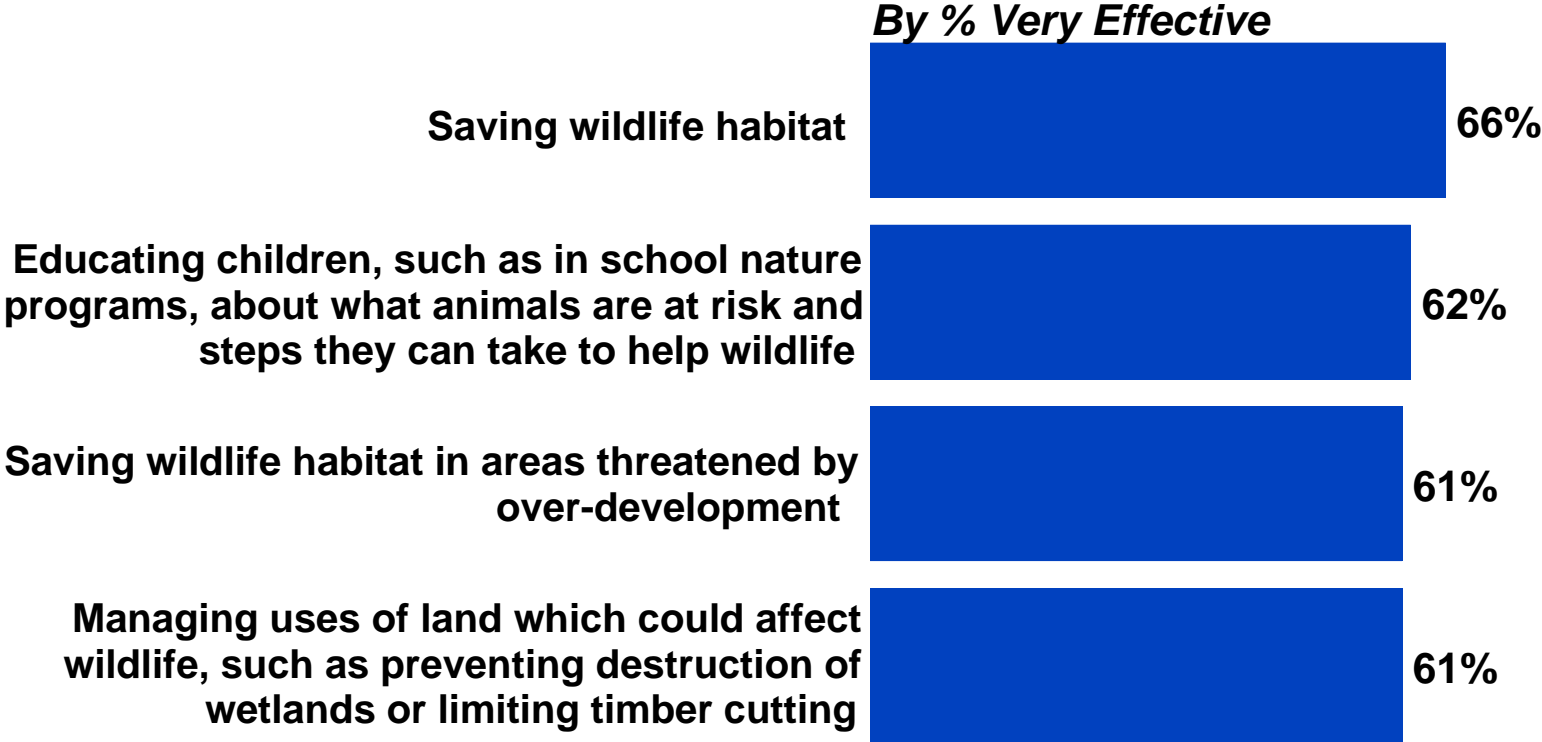
A majority of those with an opinion want more to be done to help wildlife.

"And, would you say – more needs to be done to help wildlife in your state or enough is being done to help wildlife in your state – or do you not feel you know enough to say one way or the other?"



Voters want "action" so we also tested a number of actions to conserve wildlife. The actions perceived as most effective focus on "place" and education/information.

"Now, I am going to read you some different actions which could be taken to help conserve wildlife in your state. After I read each one, please tell me how effective you believe that action would be to help conserve wildlife in your state, do you think it would be very effective, somewhat effective, not too effective or not effective at all."



Other actions are less visible and real to voters, although voters in specific states can have strong reactions to a concept like “controlled burns.”

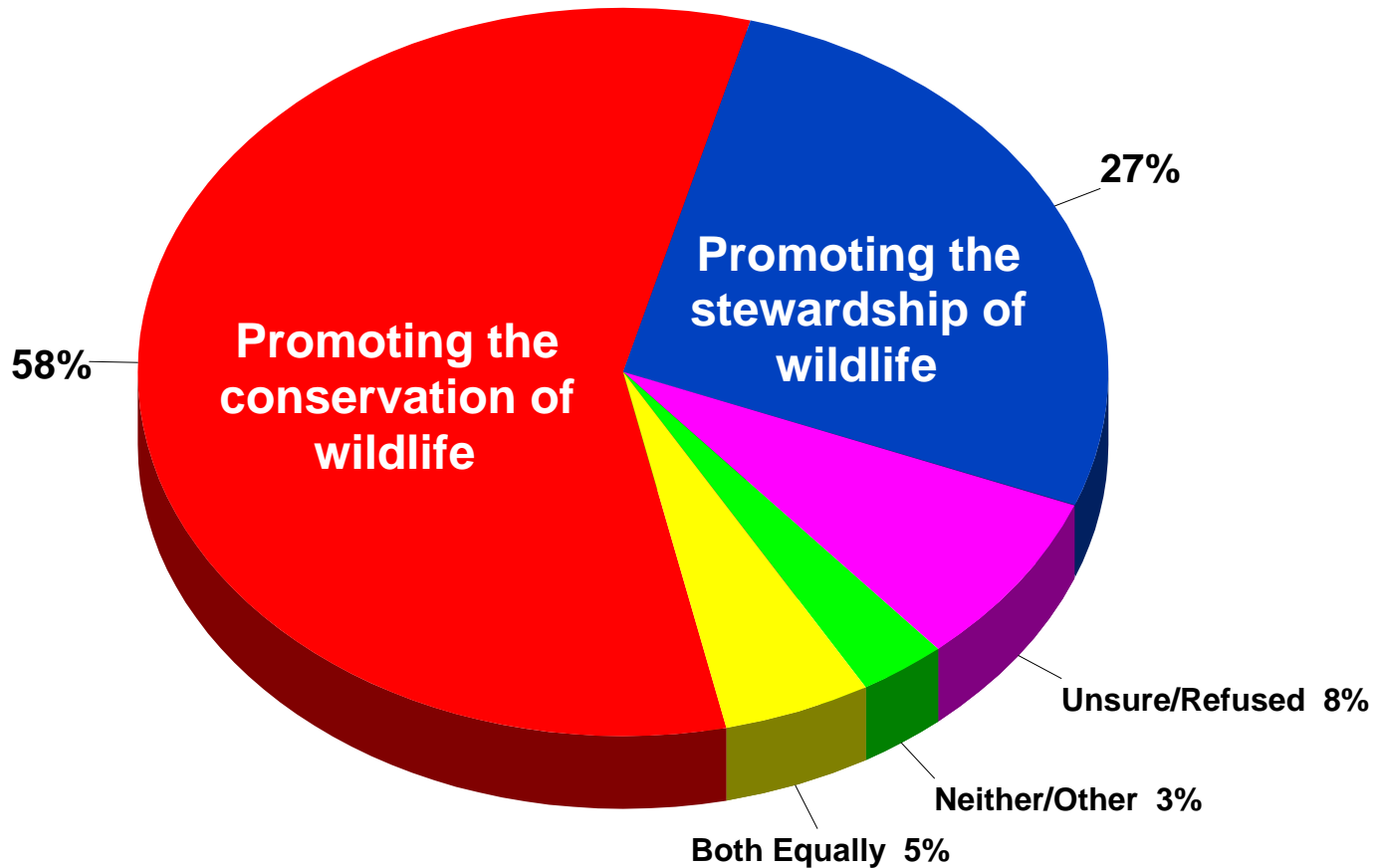
Actions Continued

By % Very Effective



There's a reason we say "conserving wildlife."

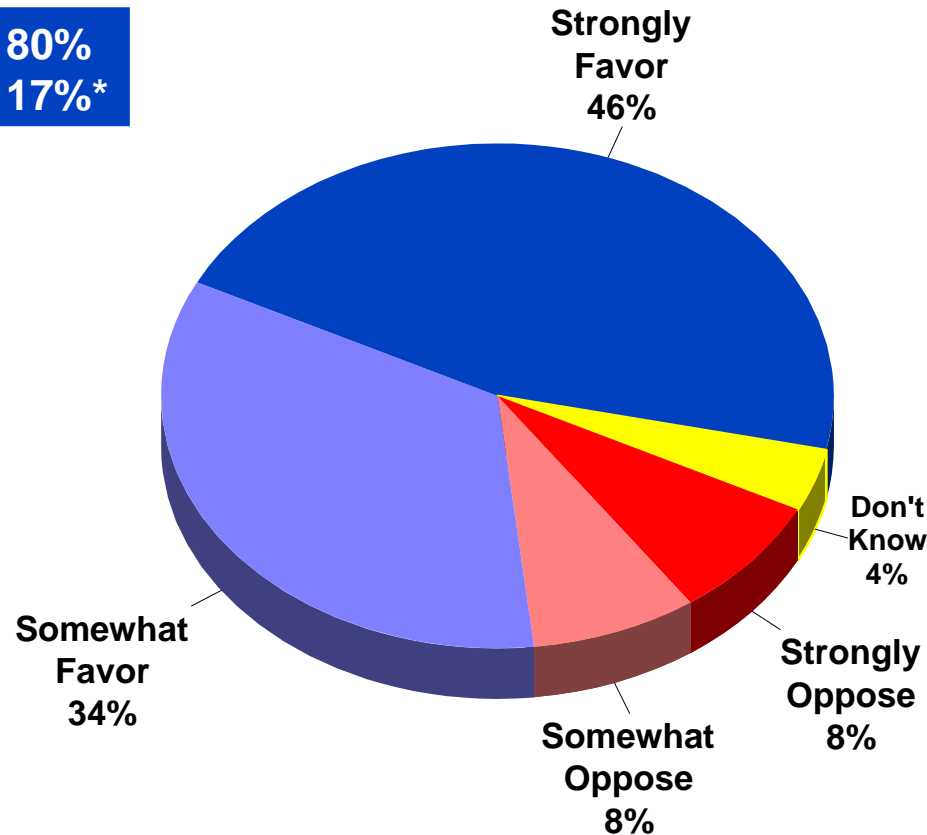
"Which ONE would give you a more favorable impression – if you heard your state's fish and wildlife agency was... "



There is strong support for the core concept of state action plans.

"Now, I'd like to read you a brief description of a project being undertaken in your state. State wildlife agencies in all fifty states are taking part in a major national project to conserve America's wildlife. Each state will examine the condition of its wildlife and create an action plan that outlines the full range of specific actions that need to be taken to help wildlife in that state. Knowing only this, do you favor or oppose creation of a state action plan to conserve wildlife?"

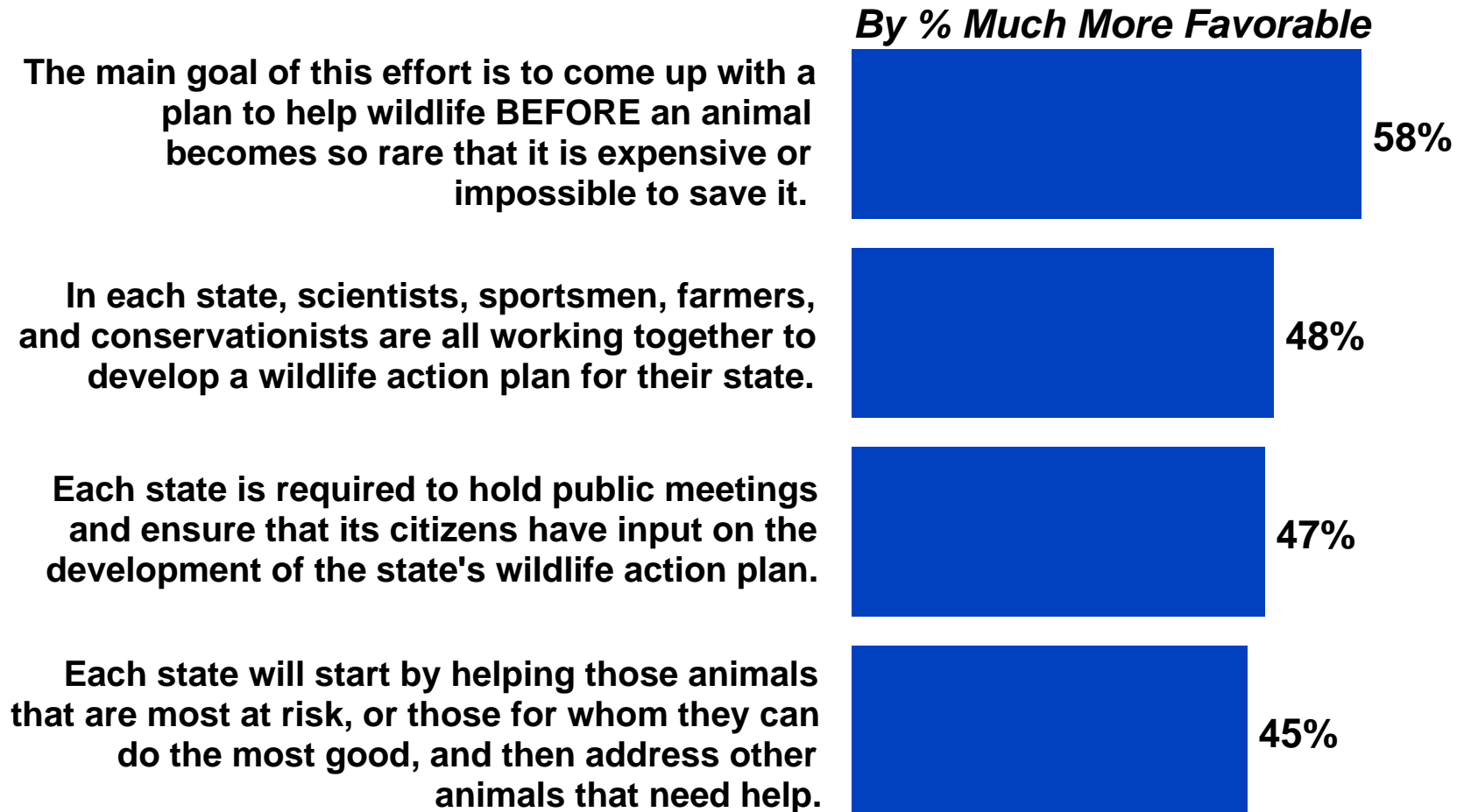
Total Favor	80%
Total Oppose	17%*



** Denotes Rounding*

The pro-active nature of the plans resonates well.

"Now, I am going to read you a list of statements regarding your state developing a wildlife action plan, and after I read each statement, please tell me whether it makes you feel – MORE FAVORABLE or LESS FAVORABLE – toward the state wildlife action plan or does it not make much difference in your opinion one way or the other?"





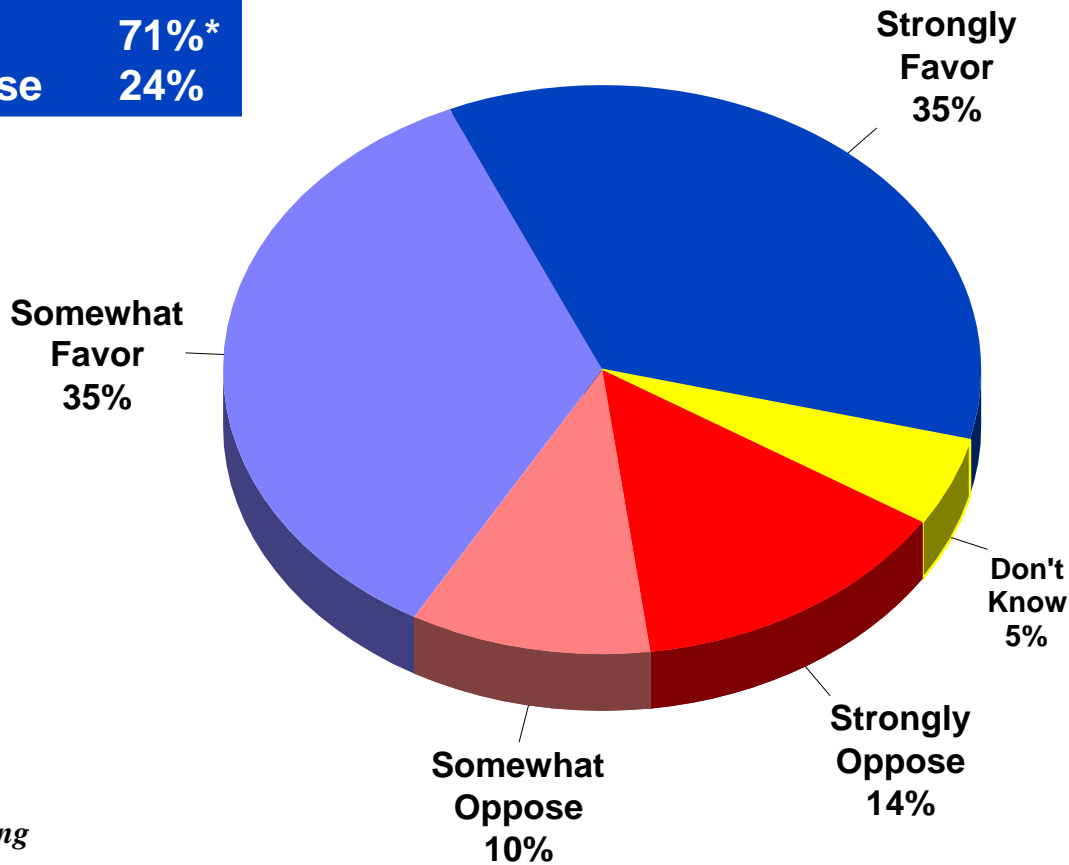
The quick checklist for communicating about the state wildlife action plans:

- ✓ **First, they are ACTION PLANS to CONSERVE wildlife. They are not a strategy, initiative, blueprint, etc.. In addition, “conserve” resonates more strongly than other terms like “protect” or “preserve.”**
- ✓ **They are PRO-ACTIVE - helping wildlife before they are too rare.**
- ✓ **Disparate groups are WORKING TOGETHER to create the action plans, with PUBLIC INPUT.**
- ✓ **Each state will start by helping the animals most at risk before addressing other animals. NEVER PRIORITIZE CERTAIN ANIMALS.**

Seven-in-ten American voters say their state should spend more in order to implement the state wildlife action plans.

"Do you favor or oppose your state government spending more to implement its action plan to conserve wildlife?"

Total Favor	71%*
Total Oppose	24%



** Denotes Rounding*

The top messages focus on self- benefit and children. Clean air and clean water is the top message with most voter groups.

"Now, I am going to read you some statements some people have given as reasons to support increasing taxes in order to implement your state's action plan to conserve wildlife. After I read each one, please tell me whether you find this statement... very convincing, somewhat convincing, not too convincing, ...or...not convincing at all as a reason to support increasing taxes in order to implement your state's action plan to conserve wildlife."

By % Very Convincing

Clean air and clean water are essential to the survival of wildlife, but are important to our health and our quality of life as well. Protecting wildlife and the clean air and water they need will also benefit people.



It is important to protect our wildlife for future generations, so that our children and grandchildren can enjoy wildlife and nature.



Taking care of our wildlife is taking care of ourselves. The poor health of animals is often an early indicator of problems like disease and pollution which eventually affect all of us.



In this age of too much TV and video games, it is important for our children that we renew our shared, outdoor pastimes and family traditions where wildlife is part of the enjoyment.

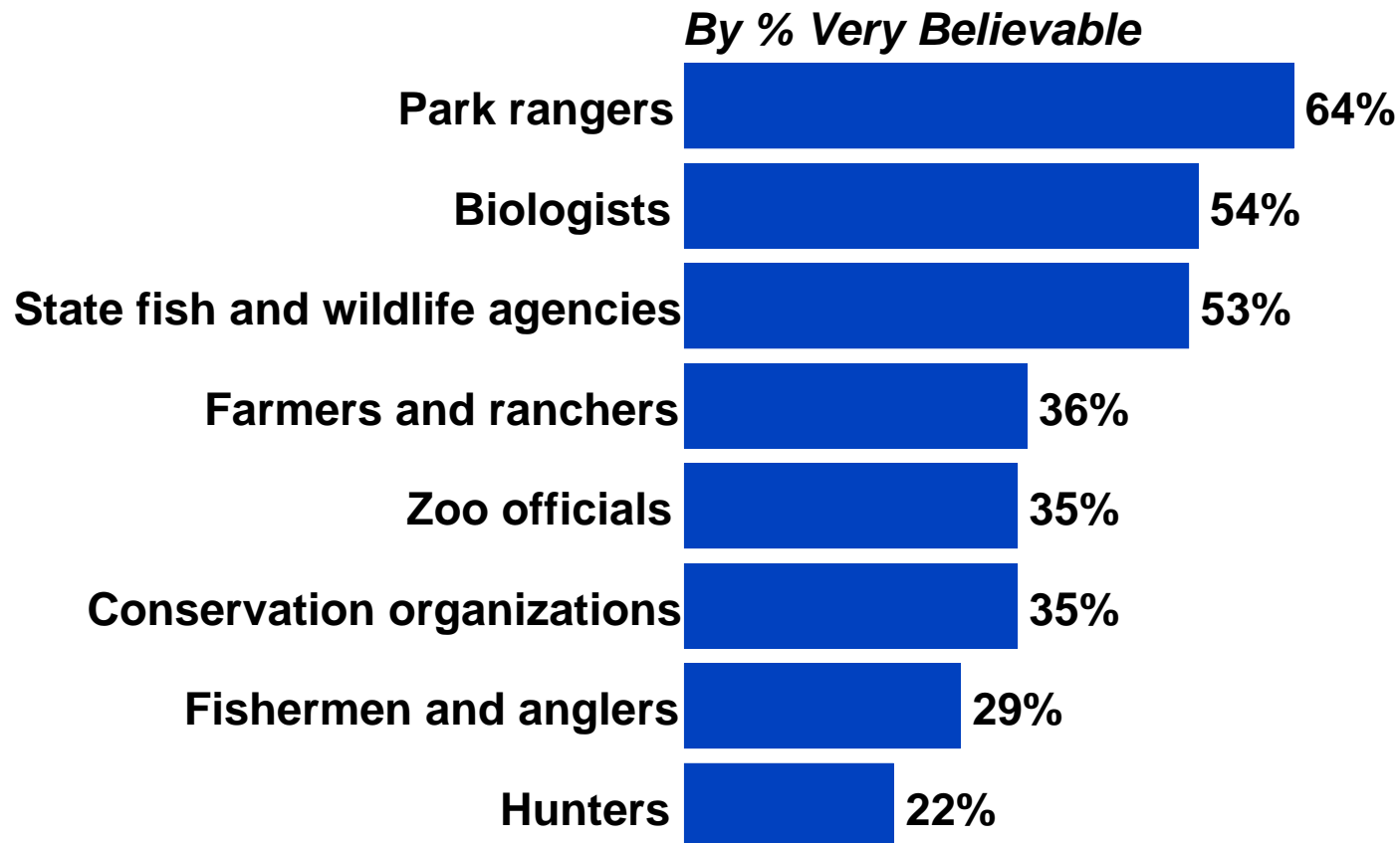


As growth and development continues in our state, we are taking up more and more of the space where wildlife live and placing many birds and animals at risk.



Finally, voters place the most credibility in those they perceive as not having a direct stake in wildlife.

"Next, I'm going to read the names of some people and organizations that might speak out about issues related to wildlife. After each one, please tell me whether or not you would consider those people or that organization to be a believable source of information about wildlife. If you have never heard of the people or organization, or have no opinion about them, please tell me that too."





PUBLIC OPINION
STRATEGIES

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