

DECISION RESEARCH
CALIFORNIA ■ WASHINGTON DC

MEMORANDUM

To: Interested Parties

From: Bob Meadow

Date: May 9, 2001

Subject: Wolf Restoration Issues

We completed our research and we wanted to provide you with a brief statement of our key findings and their implications. These findings are based on 1,300 completed interviews with random samples of voters in Arizona (400), New Mexico (400) and Colorado (500). Interviews were conducted from March 6-16, 2001. Sampling error is +/- 5% in each state, and +/- 2.7% for the tri-state area as a whole weighted for the population of each state in the region.

Summary Conclusion:

Voters in the Southern Rockies states are strongly supportive of restoring wolves into wilderness areas. They see wolves as essential to the balance of nature. Voters in these states want to be seen as good stewards of the environment, and want to be sure that native wildlife are alive and thriving for generations to come.

Other Key Findings:

☛ **Voters are familiar with restoration issues:** Across all three Southern Rockies states, about three-fourths of the voters have heard or read about plans for reintroduction of native species.

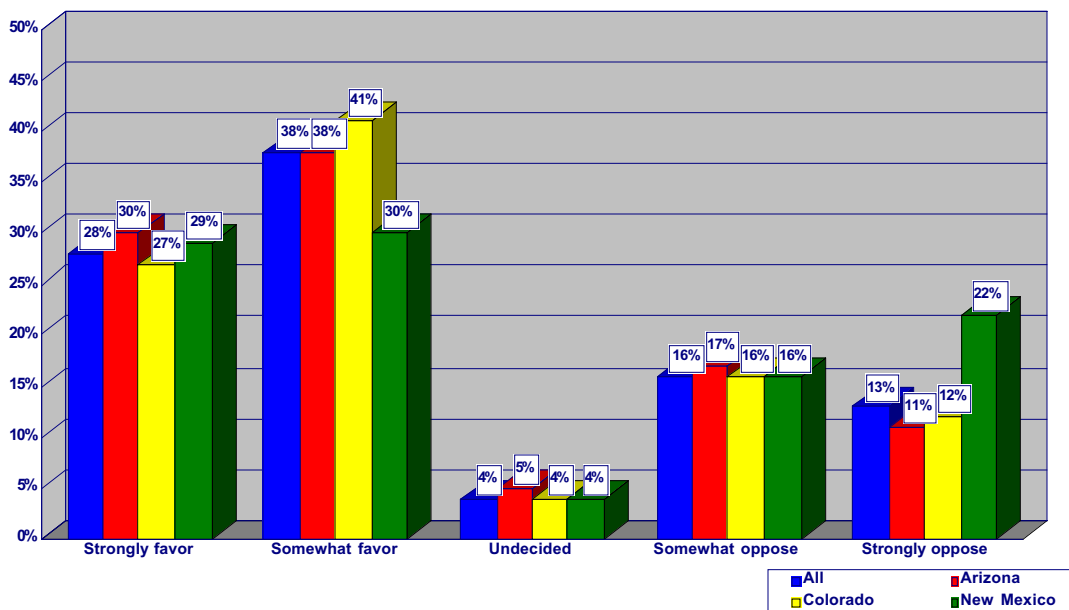
☛ **There is strong support for wolf restoration:** In each of the states, voters favor restoring endangered wolves into National Forests and wilderness areas. Support ranges from a margin of 68% favoring and 28% opposed in Arizona and Colorado, to 59% favoring and 38% opposing in New Mexico. At the conclusion of the survey, when voters have heard arguments both for and against restoration, support increases.

☛ **Majorities describe wolves as essential to the balance of nature:** Majorities of voters in each state describe wolves as an essential part of the ecological system whose numbers should increase and whose protection should be assured. Fewer than 15% in each state indicate they should be kept out of all public and private lands in the region.

Voters want wildlife restoration to be based on science: Wildlife biologists and other scientists are trusted by voters, and want decisions concerning native wildlife reintroduction to be based on science rather than for other reasons. There is strong support for assuring that large, interconnected lands, rather than small isolated areas, are protected as wildlife habitat.

Decision Research, with offices in Washington, D.C. and San Diego, CA, is a national polling firm which has conducted research for political candidates, ballot measure committees, governments, public agencies and advocacy groups in 41 states since the firm's founding in 1984.

INITIAL POSITION ON RESTORING ENDANGERED WOLVES INTO NATIONAL FORESTS AND WILDERNESS AREAS IN SOUTHERN ROCKIES



INITIAL POSITION ON RESTORING WOLVES DEMOGRAPHICS

