



MOORE INFORMATION

OPINION RESEARCH • STRATEGIC ANALYSIS

May 15, 2012

TO: Interested Parties
FROM: Bob Moore
RE: Clark County Voter Survey

This memo includes results from a Moore Information Inc. telephone survey conducted April 21-22, 2012 among a representative sample of 325 likely voters in Clark County, Nevada. The potential sampling error is plus or minus 5.5% at the 95% confidence level.

Voter Attitudes about Gold Butte Protection

Clark County voters favor protecting additional public lands in Nevada as wilderness by a better than two-to-one margin (63% favor/27% oppose). Moreover, a specific proposal that would designate Gold Butte as a national conservation area is favored by a 66-20% margin when voters hear the following description:

"The Gold Butte proposal would change the way some public lands are managed in the Gold Butte region of Nevada near Valley of Fire State Park, south of Mesquite. The proposed changes in how these lands are managed, or overseen, include conserving the most pristine areas in the region as wilderness. The proposal would also create a national conservation area surrounding these wilderness areas. The non-wilderness lands within the broader national conservation area would be managed primarily for conservation but would allow for a wider range of recreational uses such as off-road vehicle and mountain biking use, without closing any roads."

This proposal, which would create a national conservation area with wilderness designation, is popular throughout the entire county, and among men and women of all ages. Further, it is favored by a wide margin of Republicans and Democrats alike, as well as Independent voters. In addition, the Gold Butte proposal finds majority support among those who utilize Nevada's public lands for recreational purposes such as hiking and camping, mountain and road biking, fishing and hunting and off-road vehicle recreation activities.

Majorities in all subgroups favor a national conservation area with wilderness designation for the Gold Butte area after hearing more about the proposal, including Republicans (57-29%), Democrats (72-15%) and Independents (69-16%). In addition, the proposal is more widely supported by voters age 18-54 (76-14%) than it is among voters age 55 and older (53-30%). Among voters who recreate on Nevada public lands, support for designating the Gold Butte area as a national conservation area with wilderness is also favored by wide margins, including voters who occasionally or frequently use Nevada public lands for hiking and camping (68-21%), mountain and road biking (75-18%), fishing and hunting (66-25%) and off-road vehicle recreation activities (73-23%).

Voters are also positive when asked if they would be more likely or less likely to vote for a candidate who supported the proposal to designate the Gold Butte area as a national conservation area with wilderness. By a two-to-one margin, voters are more likely to support a candidate who supports a proposal to designate the Gold Butte area as a national conservation area with wilderness, but for roughly a third, this information would not impact their vote today.