



M E M O R A N D U M

TO: INTERESTED PARTIES

RE: COLORADO STATEWIDE RESEARCH ON DRILLING IN THE ARCTIC NATIONAL WILDLIFE REFUGE

DATE: JULY 7, 2017

Methodology

Public Opinion Strategies conducted a statewide survey of 500 registered voters in Colorado. The survey was conducted June 22-25 and has a margin of error of +4.38% in 95 out of 100 cases. Sixty percent (60%) of interviews were completed with landline respondents and 40% were conducted with cell phone only respondents.

Key Findings

1. ***Colorado voters are opposed to drilling in the Arctic National Wildlife Refuge.***

Thirty-four percent (34%) of Colorado voters favor drilling in the Arctic National Wildlife Refuge, while a majority (57%) are opposed. Intensity is strongly on the side of the opposition, as 44% of voters strongly oppose drilling, while just 16% strongly favor it.

By party, two-thirds of Republicans favor drilling (67% favor/20% oppose), but Democrats are united in their opposition to drilling (6% favor/89% oppose).

2. ***Key swing voter groups are opposed to drilling for oil in the Arctic National Wildlife Refuge.***

Independents, moderates, and seniors (age 65+) do not back drilling in the Arctic National Wildlife Refuge.

Swing Group	% Total Favor	% Total Oppose
Lean/Ind	30%	61%
Moderate	30%	63%
65+	40%	53%

3. ***The anti-drilling messages we tested appealed to voters across party lines.***

There are several very effective messages that can be used in opposition to drilling in the Arctic National Wildlife Refuge.

The top testing message focuses on the Arctic Refuge being both a sacred place for Native tribes, as well as a fragile habitat for numerous animals. This message tested best overall (72% convincing) and was tops among Independents (75% convincing).

The message that worked best among Republicans (54% convincing), centers on ninety percent of federal lands being already leased for drilling, including one million acres in Alaska that were just opened in December. This message was also the third-most effective with the overall electorate.

Among Democrats, the best performing message simply stated that the land in the Arctic Refuge deserves to be protected and preserved so that future generations are able to enjoy it. Ninety-one percent (91%) of Democrats said this message was convincing, as did 71% of the electorate as a whole.

The Bottom Line

Colorado voters are clearly opposed to drilling in the Arctic National Wildlife Refuge. Opposition comes not just from Democrats, but from key swing groups such as Independents, moderates, and seniors.