



M E M O R A N D U M

**TO:** INTERESTED PARTIES

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

**DATE:** JULY 7, 2017

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**Methodology**

*Public Opinion Strategies conducted a statewide survey of 500 registered voters in Arizona. 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. ***A clear majority of Arizona voters are opposed to drilling for oil in the Arctic National Wildlife Refuge.***

Just 32% of voters in Arizona favor drilling for oil in the Arctic National Wildlife Refuge while fully 61% are opposed, including 44% who are strongly opposed. Support for drilling is lukewarm among Republicans (53% favor/35% oppose), while Democrats are united against it (11% favor/86% oppose).

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

Soft Republicans, Independents, and moderate voters do not back drilling in the Arctic National Wildlife Refuge.

Swing Group	% Total Favor	% Total Oppose
Soft GOP	43%	48%
Lean/Ind	30%	65%
Moderate	26%	69%

3. ***Several of the messages we tested resonated very strongly with voters across the partisan spectrum.***

There is no shortage of effective messages in opposition to drilling in the Arctic National Wildlife Refuge.

The top message overall and with both Republicans and Democrats focuses on the land being preserved and protected so that future generations are able to enjoy it. This message was convincing to 78% of voters overall, including 66% of Republicans and 91% of Democrats. It was the second most effective message among Independents, with 77% of this swing group saying it was convincing.

A message highlighting the fragile animal habitats that could be affected by drilling in the Arctic National Wildlife Refuge was the second-most effective overall (77% convincing) and with Democrats (91% convincing), and the most effective with Independents (79% convincing). It did not work as well with Republican voters.

Respondents also reacted very positively to a message that detailed how ninety percent of federal lands are already leased for oil drilling, including one million acres in Alaska that were opened just last December. This was the number three message overall (76% convincing), the number two message with Republicans (66% convincing), and the third most effective among Democrats (88% convincing).

The fourth-strongest message with voters overall (71% convincing), and third strongest with Independents (75% convincing) mentions that with gas prices so low, and domestic oil production so high, now is simply not the time to allow drilling in the Arctic National Wildlife Refuge.

**The Bottom Line**

Arizona voters are opposed to drilling in the Arctic National Wildlife Refuge, and opposition is even stronger among key swing voter groups such as Independents and moderates. Even soft Republicans in the state are initially opposed to drilling in the Arctic National Wildlife Refuge.