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February 18, 2011

TO: Interested Parties

FROM: Bob Moore, Moore Information and Lisa Grove, Grove Insight

RE: Arizona Voters Survey Highlights

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### **Methodology**

*This memo contains highlights from a telephone survey conducted among a representative sample of 500 voters in Arizona. The interviews were conducted February 2-5, & 7, 2011. The potential sampling error is plus or minus 4% at the 95% confidence level.*

Arizona voters believe that protecting and preserving the natural environment is important and, in light of the recent state budget cuts, want existing funding for the Land and Water Conservation Fund preserved. Among key findings from the survey;

- 92% rate protecting the quality of water "very important" (99% total important)
- 84% rate conserving lakes, rivers and streams "very important" (97% total important)
- 79% rate protecting the quality of air "very important" (95% total important)
- 76% rated preserving natural areas and parks for future generations of Arizonans "very important" (97% total important)
- 68% rate preserving habitat for fish, birds and wildlife "very important" (96% total important)
- 66% rate preserving historic sites and lands unique to Arizona's history and heritage "very important" (96% total important)
- 57% rate protecting recreational opportunities in natural areas and parks "very important" (94% total important)

Further, a majority of voters (68%) agree "we can protect land and water and have a strong economy with good jobs for Americans at the same time, without having to choose one over the other," while just 28% agree "sometimes protections for land and water and having a strong economy are in conflict, and we must choose jobs over protecting natural areas and parks." A majority of Democrats, Republicans and Independents alike agree we can protect land and water and have a strong economy without having to choose one over the other.

Finally, given the state's budget cuts, six-in-ten (61%) believe that it's "more important to preserve existing funding for national parks and monuments, like that from the Land and Water Conservation Fund." A majority of Democrats, Republicans and Independents agree it is more important to preserve existing funding now.

Please contact us if you have any questions.