October 14, 2014
To: Interested Parties
From: Ben Tulchin, Ben Krompak, and Kiel Brunner; Tulchin Research
Re: New Poll Finds Strong Support for Protecting Greater Sage-Grouse, Including Listing As An Endangered Species

Tulchin Research recently conducted a survey on issues relating to the protection and conservation of greater sage-grouse in the western United States. We interviewed 800 likely November 2014 voters across Colorado, Montana, Nevada, and Wyoming. Our research finds large majorities of voters in these states support efforts to protect sage-grouse in this region, including listing this native western bird under the Endangered Species Act, if necessary.

Voters Hold Sage-Grouse in High Esteem, Strong Majorities Would Support Listing the Species under the Endangered Species Act to Prevent Extinction

Our polling finds broad awareness of and very positive feelings towards sage-grouse – an icon of the American West – among voters in all four states. Sage-grouse are viewed favorably by Colorado voters by a 39-point margin (44% favorable to 5% unfavorable), by Montana voters by a 57-point margin (67% favorable to 10% unfavorable), by Nevada voters by a 35-point margin (42% favorable to 7% unfavorable), and by Wyoming voters by a 68-point margin (77% favorable to 9% unfavorable).

<table>
<thead>
<tr>
<th>“Are you familiar with the species of bird known as sage-grouse? Do you have a favorable or unfavorable opinion about it?”</th>
<th>Overall</th>
<th>Colorado Voters</th>
<th>Montana Voters</th>
<th>Nevada Voters</th>
<th>Wyoming Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, Favorable</td>
<td>54%</td>
<td>44%</td>
<td>67%</td>
<td>42%</td>
<td>77%</td>
</tr>
<tr>
<td>Yes, Unfavorable</td>
<td>7%</td>
<td>5%</td>
<td>10%</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>Not Familiar / Don’t Know</td>
<td>38%</td>
<td>51%</td>
<td>24%</td>
<td>51%</td>
<td>14%</td>
</tr>
<tr>
<td>Favorable – Unfavorable</td>
<td>+47</td>
<td>+39</td>
<td>+57</td>
<td>+35</td>
<td>+68</td>
</tr>
</tbody>
</table>

Additionally, voters overwhelmingly support increased protections for sage-grouse. Strong majorities in all four states indicated they would support listing sage-grouse under the Endangered Species Act if necessary to prevent extinction, including:

- 75 percent of voters in Colorado;
- 67 percent of voters in Nevada;
- 62 percent of voters in Montana; and
- 57 percent of voters in Wyoming.
“If current state and local conservation plans are inadequate and fail to protect the species from the threat of extinction, would you support or oppose placing the sage-grouse on the Endangered Species list to prevent it from going extinct?”

<table>
<thead>
<tr>
<th></th>
<th>All Voters</th>
<th>Colorado Voters</th>
<th>Montana Voters</th>
<th>Nevada Voters</th>
<th>Wyoming Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Support</strong></td>
<td>67%</td>
<td>75%</td>
<td>62%</td>
<td>67%</td>
<td>57%</td>
</tr>
<tr>
<td><strong>Total Oppose</strong></td>
<td>28%</td>
<td>21%</td>
<td>33%</td>
<td>25%</td>
<td>39%</td>
</tr>
<tr>
<td><strong>Don’t Know</strong></td>
<td>6%</td>
<td>4%</td>
<td>3%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Support – Oppose</strong></td>
<td>+39</td>
<td>+54</td>
<td>+29</td>
<td>+42</td>
<td>+18</td>
</tr>
</tbody>
</table>

Support for listing sage-grouse under the Endangered Species Act if necessary to prevent extinction extends across age, gender, and ethnic lines and across the political spectrum. Additionally, listing to prevent extinction is supported by majorities of both urban and rural voters and by majorities of hunters and anglers.

“If current state and local conservation plans are inadequate and fail to protect the species from the threat of extinction, would you support or oppose placing the sage-grouse on the Endangered Species list to prevent it from going extinct?”

<table>
<thead>
<tr>
<th></th>
<th>Total Support</th>
<th>Total Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Voters</td>
<td>67%</td>
<td>28%</td>
</tr>
<tr>
<td>Democrats</td>
<td>90%</td>
<td>6%</td>
</tr>
<tr>
<td>Independents</td>
<td>55%</td>
<td>35%</td>
</tr>
<tr>
<td>Republicans</td>
<td>50%</td>
<td>45%</td>
</tr>
<tr>
<td>White Voters</td>
<td>66%</td>
<td>28%</td>
</tr>
<tr>
<td>Latino Voters</td>
<td>76%</td>
<td>21%</td>
</tr>
<tr>
<td>Men</td>
<td>62%</td>
<td>33%</td>
</tr>
<tr>
<td>Women</td>
<td>71%</td>
<td>23%</td>
</tr>
<tr>
<td>Age 18-39</td>
<td>82%</td>
<td>14%</td>
</tr>
<tr>
<td>Age 40-64</td>
<td>65%</td>
<td>30%</td>
</tr>
<tr>
<td>Age 65+</td>
<td>61%</td>
<td>31%</td>
</tr>
<tr>
<td>Urban Counties</td>
<td>69%</td>
<td>26%</td>
</tr>
<tr>
<td>Rural Counties</td>
<td>62%</td>
<td>32%</td>
</tr>
<tr>
<td>Anglers</td>
<td>62%</td>
<td>32%</td>
</tr>
<tr>
<td>Hunters</td>
<td>51%</td>
<td>44%</td>
</tr>
</tbody>
</table>
**Voters More Likely to Support Candidates Who Support Protecting Sage-Grouse**

Our research also finds a significant political upside for candidates for public office who back stronger protections for sage-grouse. A majority (51%) of voters surveyed across all four states indicate they would be more likely to vote for a candidate who supports protecting sage-grouse. This includes majorities of voters in Colorado (55% more likely to 29% less likely) and Nevada (52% more likely to 30% less likely) and pluralities in Montana (48% more likely to 27% less likely) and Wyoming (48% more likely to 39% less likely).

<table>
<thead>
<tr>
<th>“Would you be more likely or less likely to vote for a candidate for office who supports protecting the sage-grouse?”</th>
<th>Overall</th>
<th>Colorado Voters</th>
<th>Montana Voters</th>
<th>Nevada Voters</th>
<th>Wyoming Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>More Likely</td>
<td>51%</td>
<td>55%</td>
<td>48%</td>
<td>52%</td>
<td>48%</td>
</tr>
<tr>
<td>Less Likely</td>
<td>31%</td>
<td>29%</td>
<td>27%</td>
<td>30%</td>
<td>39%</td>
</tr>
<tr>
<td>More Likely – Less Likely</td>
<td>+20</td>
<td>+26</td>
<td>+21</td>
<td>+22</td>
<td>+9</td>
</tr>
</tbody>
</table>

**Conclusion**

In conclusion, our polling clearly demonstrates that voters in Colorado, Montana, Nevada, and Wyoming hold sage-grouse in high esteem and support taking steps to better protect them, including listing the bird under the Endangered Species Act if necessary to prevent their extinction. Additionally, voters are more likely to support a candidate for office who favors protecting sage-grouse.

**Survey Methodology:** From August 17-25, 2014, Tulchin Research conducted a telephone survey using professional interviewers calling both landlines and cell phones among 800 registered voters. The sample included 250 voters in Colorado, 150 voters in Montana, 250 voters in Nevada, and 150 voters in Wyoming. The margins of error for this survey are as follows:

- +/- 3.5 percentage points for the 800 voters region-wide;
- +/- 6.2 percentage points for the Colorado and Nevada statewide samples of 250 voters; and
- +/- 8.0 percentage points for the Montana and Wyoming statewide samples (150 voters).
Appendix: Support for Listing Sage-Grouse under the Endangered Species Act in Colorado among Key Demographic Groups

“If current state and local conservation plans are inadequate and fail to protect the species from the threat of extinction, would you support or oppose placing the sage-grouse on the Endangered Species list to prevent it from going extinct?”

<table>
<thead>
<tr>
<th>Demographic Group</th>
<th>Colorado Total Support</th>
<th>Total Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Colorado Voters</td>
<td>75%</td>
<td>21%</td>
</tr>
<tr>
<td>Democrats</td>
<td>95%</td>
<td>2%</td>
</tr>
<tr>
<td>Independents</td>
<td>68%</td>
<td>26%</td>
</tr>
<tr>
<td>Republicans</td>
<td>59%</td>
<td>37%</td>
</tr>
<tr>
<td>White Voters</td>
<td>76%</td>
<td>19%</td>
</tr>
<tr>
<td>Latino Voters</td>
<td>80%</td>
<td>19%</td>
</tr>
<tr>
<td>Men</td>
<td>74%</td>
<td>24%</td>
</tr>
<tr>
<td>Women</td>
<td>76%</td>
<td>19%</td>
</tr>
<tr>
<td>Age 18-39</td>
<td>89%</td>
<td>11%</td>
</tr>
<tr>
<td>Age 40-64</td>
<td>74%</td>
<td>22%</td>
</tr>
<tr>
<td>Age 65+</td>
<td>65%</td>
<td>28%</td>
</tr>
<tr>
<td>Anglers</td>
<td>72%</td>
<td>24%</td>
</tr>
<tr>
<td>Hunters</td>
<td>58%</td>
<td>36%</td>
</tr>
<tr>
<td>Urban Counties 1</td>
<td>75%</td>
<td>22%</td>
</tr>
<tr>
<td>Rural Counties 2</td>
<td>74%</td>
<td>19%</td>
</tr>
<tr>
<td>Denver/Fort Collins/Front Range Region 3</td>
<td>85%</td>
<td>12%</td>
</tr>
<tr>
<td>Plains/Western Slope Region 4</td>
<td>61%</td>
<td>35%</td>
</tr>
</tbody>
</table>

2. Rural Counties: All other Colorado counties.
3. Denver/Fort Collins/Front Slope Region: Congressional Districts 1, 2, 6 and 7.
4. Plains/Western Slope: Congressional Districts 3, 4 and 5.
Appendix: Support for Listing Sage-Grouse under the Endangered Species Act in Montana among Key Demographic Groups

“If current state and local conservation plans are inadequate and fail to protect the species from the threat of extinction, would you support or oppose placing the sage-grouse on the Endangered Species list to prevent it from going extinct?”

<table>
<thead>
<tr>
<th>Montana</th>
<th>Total Support</th>
<th>Total Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Montana Voters</td>
<td>62%</td>
<td>33%</td>
</tr>
<tr>
<td>Democrats</td>
<td>85%</td>
<td>8%</td>
</tr>
<tr>
<td>Independents</td>
<td>57%</td>
<td>37%</td>
</tr>
<tr>
<td>Republicans</td>
<td>45%</td>
<td>53%</td>
</tr>
<tr>
<td>White Voters</td>
<td>63%</td>
<td>31%</td>
</tr>
<tr>
<td>Latino Voters</td>
<td>69%</td>
<td>31%</td>
</tr>
<tr>
<td>Women</td>
<td>70%</td>
<td>22%</td>
</tr>
<tr>
<td>Age 18-39</td>
<td>77%</td>
<td>15%</td>
</tr>
<tr>
<td>Age 40-64</td>
<td>58%</td>
<td>41%</td>
</tr>
<tr>
<td>Age 65+</td>
<td>62%</td>
<td>31%</td>
</tr>
<tr>
<td>Anglers</td>
<td>60%</td>
<td>34%</td>
</tr>
<tr>
<td>Hunters</td>
<td>52%</td>
<td>44%</td>
</tr>
<tr>
<td>Urban Counties¹</td>
<td>68%</td>
<td>32%</td>
</tr>
<tr>
<td>Rural Counties²</td>
<td>60%</td>
<td>33%</td>
</tr>
<tr>
<td>East³</td>
<td>62%</td>
<td>30%</td>
</tr>
<tr>
<td>West⁴</td>
<td>63%</td>
<td>35%</td>
</tr>
</tbody>
</table>

1. Urban Counties: Butte-Silver Bow, Cascade, Flathead, Gallatin, Lake, Lewis & Clark, Lincoln, Missoula, Park, Ravalli and Yellowstone.
2. Rural Counties: All other Montana counties.
3. East: Billings, Denver, Glendive, Great Falls, Minot-Bismarck-Dickinson and Rapid City media markets.
Appendix: Support for Listing Sage-Grouse under the Endangered Species Act in Nevada among Key Demographic Groups

“If current state and local conservation plans are inadequate and fail to protect the species from the threat of extinction, would you support or oppose placing the sage-grouse on the Endangered Species list to prevent it from going extinct?”

<table>
<thead>
<tr>
<th>Nevada</th>
<th>Total Support</th>
<th>Total Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Nevada Voters</td>
<td>67%</td>
<td>25%</td>
</tr>
<tr>
<td>Democrats</td>
<td>87%</td>
<td>8%</td>
</tr>
<tr>
<td>Independents</td>
<td>65%</td>
<td>26%</td>
</tr>
<tr>
<td>Republicans</td>
<td>52%</td>
<td>40%</td>
</tr>
<tr>
<td>White Voters</td>
<td>66%</td>
<td>27%</td>
</tr>
<tr>
<td>Latino Voters</td>
<td>73%</td>
<td>22%</td>
</tr>
<tr>
<td>Men</td>
<td>63%</td>
<td>29%</td>
</tr>
<tr>
<td>Women</td>
<td>71%</td>
<td>21%</td>
</tr>
<tr>
<td>Age 18-39</td>
<td>84%</td>
<td>9%</td>
</tr>
<tr>
<td>Age 40-64</td>
<td>67%</td>
<td>27%</td>
</tr>
<tr>
<td>Age 65+</td>
<td>60%</td>
<td>29%</td>
</tr>
<tr>
<td>Anglers</td>
<td>61%</td>
<td>31%</td>
</tr>
<tr>
<td>Hunters</td>
<td>46%</td>
<td>38%</td>
</tr>
<tr>
<td>Urban Counties(^1)</td>
<td>68%</td>
<td>24%</td>
</tr>
<tr>
<td>Rural Counties(^2)</td>
<td>58%</td>
<td>30%</td>
</tr>
<tr>
<td>Clark County</td>
<td>65%</td>
<td>26%</td>
</tr>
<tr>
<td>Washoe County</td>
<td>79%</td>
<td>17%</td>
</tr>
<tr>
<td>Congressional District 1</td>
<td>66%</td>
<td>25%</td>
</tr>
<tr>
<td>Congressional District 2</td>
<td>73%</td>
<td>21%</td>
</tr>
<tr>
<td>Congressional District 3</td>
<td>71%</td>
<td>22%</td>
</tr>
<tr>
<td>Congressional District 4</td>
<td>57%</td>
<td>32%</td>
</tr>
</tbody>
</table>

1. Urban Counties: Clark and Washoe.
2. Rural Counties: All other Nevada counties.
Appendix: Support for Listing Sage-Grouse under the Endangered Species Act in Wyoming among Key Demographic Groups

"If current state and local conservation plans are inadequate and fail to protect the species from the threat of extinction, would you support or oppose placing the Sage-Grouse on the Endangered Species list to prevent it from going extinct?"

<table>
<thead>
<tr>
<th></th>
<th>Wyoming</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Support</td>
<td>Total Oppose</td>
</tr>
<tr>
<td>All Wyoming Voters</td>
<td>57%</td>
<td>39%</td>
</tr>
<tr>
<td>Democrats</td>
<td>91%</td>
<td>9%</td>
</tr>
<tr>
<td>Independents</td>
<td>57%</td>
<td>42%</td>
</tr>
<tr>
<td>Republicans</td>
<td>40%</td>
<td>54%</td>
</tr>
<tr>
<td>Men</td>
<td>49%</td>
<td>46%</td>
</tr>
<tr>
<td>Women</td>
<td>64%</td>
<td>33%</td>
</tr>
<tr>
<td>Age 18-39</td>
<td>53%</td>
<td>42%</td>
</tr>
<tr>
<td>Age 40-64</td>
<td>54%</td>
<td>36%</td>
</tr>
<tr>
<td>Age 65+</td>
<td>59%</td>
<td>38%</td>
</tr>
<tr>
<td>Anglers</td>
<td>53%</td>
<td>42%</td>
</tr>
<tr>
<td>Hunters</td>
<td>46%</td>
<td>52%</td>
</tr>
<tr>
<td>Urban Counties(^1)</td>
<td>60%</td>
<td>34%</td>
</tr>
<tr>
<td>Rural Counties(^2)</td>
<td>52%</td>
<td>48%</td>
</tr>
<tr>
<td>North(^3)</td>
<td>50%</td>
<td>45%</td>
</tr>
<tr>
<td>South(^4)</td>
<td>65%</td>
<td>33%</td>
</tr>
</tbody>
</table>

2. Rural Counties: All other Wyoming counties.