Methodology

Research Objectives: This research study was commissioned by conservation and wildlife organizations, including the New Mexico Audubon Council, Arizona Zoological Society and the Southwest Environmental Center to assess voter attitudes and opinions toward the Mexican Gray Wolf Recovery Program.

Data Collection Method: Telephone interviews

Total Sample Size: n=500 Arizona Registered Voters


Margin of Error: ± 4.4% at 95% confidence level
Arizona voters support wolf reintroduction by nearly a six-to-one margin. Over three-quarters (77%) of Arizona voters say they either *strongly support* (47%) or *somewhat support* (31%) the reintroduction of the Mexican gray wolf into the Apache and Gila National Forests, while just 13% are opposed to reintroduction in these areas. (Slide 12)

When asked in unaided, open-ended manner, the primary reasons that voters give for supporting reintroduction include: (Slide 13)

- belong in nature (21%)
- help balance nature (16%)
- are an endangered species (12%)
- beautiful animal (9%)
- part of the West (8%)
- right thing to do (8%)

*Those who are opposed are most apt to say wolves*
- kill/danger to livestock (5%)
- danger to humans (4%)

Two-thirds (67%) of Arizona voters support giving wolves more protection under the Endangered Species Act to ensure their population rebounds, while just 14% are opposed. (Slide 19)
Key Findings (continued)

- There is a moderate level of knowledge about the Wolf Recovery Program (Slide 11)
  - 25% have heard *a lot* about the project
  - 48% have heard *a little*
  - 26% have heard *nothing at all*

- When asked which of two statements they agree with more, just over three-quarters (76%) of Arizona voters more closely agree the wolf is a benefit to the West and helps maintain the balance of nature. In comparison just 13% feel the wolf kills too many elk, deer and livestock and does more harm than good. (Slide 14)

- When it comes to how taxpayer dollars should be spent in managing wolves, 79% of voters would prefer helping ranchers prevent or reduce conflicts with wolves, compared to just 11% who would prefer removing and killing wolves who come into conflict with livestock. (Slide 16)

- Less than one-third (28%) of Arizona voters statewide say they support requiring the killing or removal of wolves that prey on three or more head of livestock over the course of a year. The plurality of voters (44%) say they are opposed to this idea, while 24% have a neutral opinion. (Slide 17)
First Things That Come to Mind When Thinking About Wolves

When you think of wolves what is the first thing that comes to mind?

Top 10 Unaided Responses
Total Sample (n=500)

- Beautiful Animal: 21%
- Endangered Species: 14%
- Wild: 12%
- Wilderness: 8%
- Dangerous: 6%
- Wolf Pack: 5%
- Predators: 5%
- Wolf Recovery Program: 4%
- Kill Livestock: 4%
- Don’t Know/Won’t Say: 13%
Overall Feelings About Wolves

Using a 5-point scale where 5 is very positive and 1 is negative, how would you rate your overall feelings about wolves?

Total Sample (n=500)

- **Positive 4 & 5 Combined Score**: 60%
- **Neutral (3)**: 21%
- **Negative 1 & 2 Combined Score**: 13%

- 60% Very Positive
- 22% Neutral
- 13% Very Negative
- 4% Don't Know/Won't Say
Underlying Reasons for Feelings About Wolves

Why do you feel this way?

Among Those Who Have an Opinion About Wolves
Total Responses (n=480)

- Belong in Nature: 25%
- Beautiful Animal: 21%
- Unique Animal: 9%
- Part of the West: 9%
- Endangered Species: 8%
- Part of Our Culture/History: 7%
- Dangerous Animal: 6%
- Danger to Humans: 6%
- One of God's Creatures: 5%
- Don't Know/Won't Say: 16%
Need to Do More to Protect Endangered Species

I would like to read you several statements and for each one ask you to rate how strongly you either agree or disagree using a 5-point scale where 5 is strongly agree and 1 is strongly disagree: We need to do more to protect endangered species

Total Sample (n=500)

<table>
<thead>
<tr>
<th>Agree 4 &amp; 5 Combined Score</th>
<th>77%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree 1 &amp; 2 Combined Score</td>
<td>18%</td>
</tr>
<tr>
<td>Don't Know/Won't Say</td>
<td>4%</td>
</tr>
</tbody>
</table>

0% 10% 20% 30% 40% 50% 60% 70% 80%
Feel a Strong Emotional Bond with Animals

I would like to read you several statements and for each one ask you to rate how strongly you either agree or disagree using a 5-point scale where 5 is strongly agree and 1 is strongly disagree: I feel a strong emotional bond with animals.

<table>
<thead>
<tr>
<th>Agree 4 &amp; 5 Combined Score</th>
<th>Disagree 1 &amp; 2 Combined Score</th>
<th>Don’t Know/Won’t Say</th>
</tr>
</thead>
<tbody>
<tr>
<td>71%</td>
<td>17%</td>
<td>8%</td>
</tr>
<tr>
<td>53%</td>
<td>12%</td>
<td>4%</td>
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Total Sample (n=500)
Livestock Grazing is Good for the Environment

I would like to read you several statements and for each one ask you to rate how strongly you either agree or disagree using a 5-point scale where 5 is strongly agree and 1 is strongly disagree: Livestock grazing is good for the environment.
In 1998, wildlife officials began a project to restore Mexican gray wolves to the wild in the Southwest by releasing wolves in the Apache and Gila National Forests in southeastern Arizona and southwestern New Mexico respectively. Would you say you have heard a lot about this, a little about it, or nothing at all about the wolf recovery program?
Do you generally support or oppose the reintroduction of the Mexican gray wolf into these public lands in Arizona and New Mexico?

- Support: 77%
- Oppose: 31%
- Don't Know/Won't Say: 9%
Underlying Reasons for Supporting/Opposing Reintroduction

Why do you feel this way?

- Belongs in Nature: 21%
- Help Balance Nature: 16%
- Endangered Species: 12%
- Beautiful Animal: 9%
- Part of the West: 8%
- Right Thing To Do: 8%
- Good Idea: 7%
- Part of Our Culture/History: 5%
- One Of God's Creatures: 5%
- Don't Know/Won't Say: 13%

Total Sample (n=500)
Paired Statement About Wolves: Benefits to West vs. Does More Harm Than Good

I am going to read you a series of statements about Mexican gray wolves. Please tell me which of the two statements you agree with more:

- The wolf is a benefit to the West and helps the balance of nature.
- The wolf kills too many elk, deer, and livestock and does more harm than good.

Total Sample (n=500)

- Don't Know/Won't Say: 5%
- Neither: 2%
- Both: 3%
- The wolf kills too many elk, deer, and livestock and does more harm than good: 13%
- The wolf is a benefit to the West and helps the balance of nature: 76%
Paired Statement About Wolf Management:
Ensure Survival vs. Do What It Takes to Prevent Preying on Livestock

I am going to read you a series of statements about Mexican gray wolves. Please tell me which of the two statements you agree with more:

- The U.S. Fish and Wildlife Service should manage Mexican gray wolves to ensure their recovery and not risk extinction again. (73%)
- The U.S. Fish and Wildlife Service should do what it takes to prevent wolves from preying on livestock, including trapping and shooting them. (14%)
- Both (6%)
- Neither (5%)
- Don't Know/Won't Say (3%)
Paired Statement About Tax Dollars: Prevent/Reduce Conflict with Livestock vs. Kill or Remove Wolves

I am going to read you a series of statements about Mexican gray wolves. Please tell me which of the two statements you agree with more: When it comes to taxpayer money in managing wolves, which would you prefer more...

- Helping ranchers prevent or reduce conflicts with wolves.
- Removing and killing wolves that come into conflict with livestock.

Total Sample (n=500):

- 79% prefer helping ranchers prevent or reduce conflicts with wolves.
- 11% prefer removing and killing wolves that come into conflict with livestock.
- 4% prefer both.
- 4% prefer neither.
- 3% don't know or won't say.
Support or Oppose:
Require the Killing or Removal of Wolves That Prey on Three or More Head of Livestock Over the Course of a Year

Please rate how strongly you either support or oppose the following management strategies for the wolf population where 5 is strongly support and 1 is strongly oppose: Require the killing or removal of wolves that prey on three or more head of livestock over the course of a year.
Support or Oppose:
Allow Wolves to Migrate to Suitable Habitat in Arizona and New Mexico

Please rate how strongly you either support or oppose the following management strategies for the wolf population where 5 is strongly support and 1 is strongly oppose: **Allow wolves to migrate to suitable habitat in Arizona and New Mexico, even if it is outside of the zone where wolves are currently allowed**

- **Support (4 & 5 Combined Score): 62%**
- **Oppose (1 & 2 Combined Score): 19%**
- **Don't Know/Won't Say: 2%**

**Total Sample (n=500)**
Support or Oppose: Give Wolves Greater Protection Under the Endangered Species Act

Please rate how strongly you either support or oppose the following management strategies for the wolf population where 5 is strongly support and 1 is strongly oppose: **Give wolves greater protection under the Endangered Species Act to ensure the population rebounds**

Total Sample (n=500)

- **Support 4 & 5 Combined Score**: 67% (5 - Strongly Support)
- **Oppose 1 & 2 Combined Score**: 14% (1 - Strongly Oppose)
- **Don't Know/Won't Say**: 2%
- **Comprehensive Support**: 43% (4 & 5 Combined Score)
- **Opposing Combined Score**: 18% (1 & 2 Combined Score)
- **Caption**: 24%
Support or Oppose:
Give Mexican Gray Wolf Recovery Program Priority Over Livestock Grazing on Public Lands

Please rate how strongly you either support or oppose the following management strategies for the wolf population where 5 is strongly support and 1 is strongly oppose: **Give Mexican gray wolf recovery priority over livestock grazing on public lands to ensure wolf numbers rebound**

<table>
<thead>
<tr>
<th>Support (4 &amp; 5 Combined Score)</th>
<th>Oppose (1 &amp; 2 Combined Score)</th>
<th>Don't Know/Won't Say</th>
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<tbody>
<tr>
<td>43%</td>
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Total Sample (n=500)
Support or Oppose: Reimburse Ranchers Who Volunteer to Give Up Their Grazing Leases

Please rate how strongly you either support or oppose the following management strategies for the wolf population where 5 is strongly support and 1 is strongly oppose: Reimburse ranchers who volunteer to give up their grazing leases and permanently remove their cattle from public lands in the wolf recovery area to prevent conflicts between wolves and cattle.
Please rate how strongly you either support or oppose the following management strategies for the wolf population where 5 is strongly support and 1 is strongly oppose: **Require ranchers to remove or make inedible cattle that die of non-wolf causes, for example by applying lime, so wolves are not drawn to nearby live cattle**

**Total Sample (n=500)**

<table>
<thead>
<tr>
<th>Support 4 &amp; 5 Combined Score</th>
<th>Oppose 1 &amp; 2 Combined Score</th>
<th>Don't Know/Won't Say</th>
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<tr>
<td>60%</td>
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<tr>
<td>70%</td>
<td>60%</td>
<td>50%</td>
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5 - Strongly Support  4  3  2  1 - Strongly Oppose  Don't Know/Won't Say