



MOORE INFORMATION

OPINION RESEARCH • STRATEGIC ANALYSIS

**IDAHO VOTERS AND MANAGEMENT
OF THE BOULDER-WHITE CLOUD
MOUNTAINS**

SEPTEMBER 2005

Conducted for:

Idaho Conservation League and Campaign for America's Wilderness

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METHODOLOGY

This book contains the results of a survey of voters in the state of Idaho. It was conducted by Moore Information, Incorporated, an independent, public opinion research company located in Portland, Oregon.

Sample

A total of 400 interviews were conducted. Random digit dialing of telephone households statewide and probability sampling within those households were used to ensure a representative sample of voters was interviewed. Potential respondents were screened to include only those who are registered to vote.

Data Collection

The interviews were conducted September 8-10, 2005 by Moore Information personnel working from the company's phone bank in Portland, Oregon. Ten percent of each interviewer's work was monitored while in process and verified by Moore Information supervisory personnel.

Sampling Error

Readers of this book should be aware that surveys are designed to measure public opinion at a specific point in time, within defined statistical limits. This survey should not be used as a prediction of future public opinion or action.

Every sample is subject to ranges of variability, usually called sampling error. Sampling error refers to the difference between results obtained and the results that would have been obtained if every voter had been interviewed. The sampling error associated with this survey is +/- 5% at the 95% confidence level. Sampling error is

computed at the 95% confidence level. This means if the survey were repeated 100 times, in 95 of those cases the question response would not vary more than the sampling error. For purposes of determining statistical significance between two responses, the percentage difference must be greater than the sum of the sampling error from both responses.



MOORE INFORMATION
 OPINION RESEARCH • STRATEGIC ANALYSIS

IDAHO VOTERS (N=400)
SEPTEMBER 8-10, 2005

INT01:

Hello, this is (FIRST AND LAST NAME) of Moore Information, a public opinion research company. We are conducting a survey among voters in your area today. Let me assure you we are not selling anything. Could I speak to a member of the house who is registered to vote? (IF YES:) Could you spend a few minutes with me on the phone to discuss some issues in your area?

N =	400	100%
YES, CONTINUE	400	100%

Q1:

Next, would you please tell me if you believe things in Idaho are generally headed in the right direction, or do you think things are pretty much off on the wrong track?

N =	400	100%
right direction	238	60%
(DON'T READ) don't know	35	9%
wrong track	127	32%

Q2-Q6:

Now, here are the names of some people in the news. Please tell me if you have a favorable or unfavorable opinion of each. If you have no opinion or have never heard of the person, just say so. (IF FAVORABLE/UNFAVORABLE:) Is that very favorable/unfavorable, or somewhat favorable/unfavorable?

Q2:

Governor Kempthorne			
N =	400	100%	
Very favorable	102	26%	(60%)
Somewhat favorable	137	34%	
Somewhat unfavorable	55	14%	(27%)
Very unfavorable.....	51	13%	
No opinion.....	48	12%	
Never heard of.....	7	2%	

Q3:

Senator Mike Crapo (KRAY-PO)			
N =	400	100%	
Very favorable	108	27%	(62%)
Somewhat favorable	140	35%	
Somewhat unfavorable	32	8%	(12%)
Very unfavorable.....	16	4%	
No opinion.....	88	22%	
Never heard of.....	16	4%	

Q4:

Congressman Mike Simpson			
N =	400	100%	
Very favorable	63	16%	(42%)
Somewhat favorable	105	26%	
Somewhat unfavorable	35	9%	(12%)
Very unfavorable.....	12	3%	
No opinion.....	129	32%	
Never heard of.....	56	14%	

Q5:

Senator Larry Craig			
N =	400	100%	
Very favorable	107	27%	
Somewhat favorable.....	142	36%	(62%)
Somewhat unfavorable	37	9%	(19%)
Very unfavorable.....	40	10%	
No opinion.....	60	15%	
Never heard of.....	14	4%	

Q6:

Congressman Butch Otter			
N =	400	100%	
Very favorable	59	15%	
Somewhat favorable.....	114	29%	(43%)
Somewhat unfavorable	45	11%	(21%)
Very unfavorable.....	37	9%	
No opinion.....	106	27%	
Never heard of.....	39	10%	

Q7:

Now I want to change the subject and ask you about some issues related to management of federally owned land in Idaho. Have you heard of an area called the Boulder-White Cloud Mountains? (IF YES:) Just your best guess, what part of the state are those mountains in? (DON'T READ, RECORD CATEGORY/RESPONSE)

N =	400	100%	
no/not heard of.....	207	52%	
yes, heard of/don't know where	43	11%	(48%)
yes, heard of/Central Idaho.....	102	26%	
yes, heard of/other locations	48	12%	

Q8-Q15:

Recently, an Idaho Member of Congress introduced a bill to change the way federally owned land in the Boulder-White Cloud Mountains will be managed. Here are some of the possible components of the bill. Please tell me if you support or oppose each. (IF SUPPORT/OPPOSE:) Is that strongly support/oppose or somewhat support/oppose?

Q8:

About 300,000 acres of public lands would be designated wilderness. This wilderness designation would mean the area would remain open to most types of recreation, including hunting, camping, horseback riding and fishing, but new roads, mining and off-road vehicles would be prohibited

N =	400	100%	
Strongly support	170	43%	(69%)
Somewhat support	105	26%	
(DON'T READ) Don't know.....	31	8%	
Somewhat oppose	48	12%	(24%)
Strongly oppose	46	12%	

Q9:

162 acres of the Sawtooth National Recreation Area would be transferred to the City of Stanley and Custer County for eventual sale as home sites to increase the tax base and promote economic development

N =	400	100%	
Strongly support	59	15%	(37%)
Somewhat support	90	23%	
(DON'T READ) Don't know.....	49	12%	
Somewhat oppose	59	15%	(51%)
Strongly oppose	143	36%	

Q10:

Approximately 2,000 acres of federal land would be transferred to the local county government and \$8 million would be provided for economic development projects in Central Idaho

N =	400	100%	
Strongly support	78	20%	(47%)
Somewhat support	110	28%	
(DON'T READ) Don't know.....	63	16%	
Somewhat oppose	66	17%	(37%)
Strongly oppose	83	21%	

Q11:

Specific areas and routes, including the Germana Creek Trail, would be designated for dirt bikes and other off-road motorized vehicles

N =	400	100%	
Strongly support	74	19%	
Somewhat support	113	28%	(47%)
(DON'T READ) Don't know.....	87	22%	
Somewhat oppose	33	8%	(32%)
Strongly oppose	93	23%	

Q12:

Cross-country skiing and snowmobiling would be banned in some areas in order to protect mountain goat habitat

N =	400	100%	
Strongly support	126	32%	
Somewhat support	100	25%	(57%)
(DON'T READ) Don't know.....	37	9%	
Somewhat oppose	62	16%	(34%)
Strongly oppose	75	19%	

Q13:

Traditional uses, such as livestock grazing, will be allowed, and only ranchers who wish to sell will be bought out

N =	400	100%	
Strongly support	143	36%	
Somewhat support	138	35%	(70%)
(DON'T READ) Don't know.....	59	15%	
Somewhat oppose	18	5%	(15%)
Strongly oppose	42	11%	

Q14:

It may provide a new tourist destination in Custer County that could help improve the local economy without hurting existing businesses

N =	400	100%	
Strongly support	134	34%	(72%)
Somewhat support	152	38%	
(DON'T READ) Don't know	45	11%	
Somewhat oppose	36	9%	(17%)
Strongly oppose	33	8%	

Q15:

This legislation has been introduced by U.S. Representative Mike Simpson, it will have the support of the Idaho Congressional delegation, and also is supported by past Idaho leaders such as Cecil Andrus (SEE-SULL AN-DRUSS) and James McClure

N =	400	100%	
Strongly support	90	23%	(57%)
Somewhat support	136	34%	
(DON'T READ) Don't know	122	31%	
Somewhat oppose	27	7%	(13%)
Strongly oppose	25	6%	

Q16:

If all of the components you have just heard were included, would you support or oppose a bill specifying how federally owned lands in the Boulder-White Cloud Mountains should be managed? (IF SUPPORT/OPPOSE:) Is that strongly support/oppose or somewhat support/oppose?

N =	400	100%	
Strongly support	74	19%	(59%)
Somewhat support	163	41%	
(DON'T READ) don't know	65	16%	
Somewhat oppose	50	13%	(25%)
Strongly oppose	48	12%	

Q17:

(IF SUPPORT:) What is the major reason you would support this bill? (RECORD RESPONSE VERBATIM)

N =	237	100%
Protect/preserve land/wilderness/more wilderness	43	18%
Economy/increased economic development/benefits	39	16%
Smart use/balanced/mixed use	20	8%
Reduce/remove federal control/increase state/local control	18	8%
Good idea/plan	15	6%
Recreation/allows recreational uses	14	6%
Growth/development/progress	13	5%
Access/greater public access/use of land	11	5%
Protect/preserve wildlife/animals	6	3%
Needs to be managed	5	2%
Ban/restrictions on motorized/off-road vehicles	4	2%
Good for state/area/county	4	2%
Protect environment	3	1%
Maintains grazing rights	3	1%
More in hands/control of the people	3	1%
Need to change how it's managed now	2	1%
Preserves/allows hunting	2	1%
Minimal impact on land	2	1%
Promotes proper use of environment	1	*%
Promote tourism	1	*%
For future generations	1	*%
Support Congressman Simpson	1	*%
Respect/support people mentioned who favor bill	1	*%
Property rights/not required to sell	1	*%
To get something done about the roads	1	*%
Lands are overregulated now	1	*%
Protect/preserve habitat	1	*%
Don't know	21	9%

Q18:

(IF OPPOSE:) What is the major reason you would oppose this bill? (RECORD RESPONSE VERBATIM)

N =	98	100%
Want to preserve/protect land/wilderness/no more development	23	23%
Too much federal government control/want local/state control	17	17%
Access shouldn't be restricted	8	8%
Need more information/details	5	5%
Bad bill/idea/wording	5	5%

*less than one-half of one percent

Don't like ban on motorized vehicles/shouldn't be limited to foot traffic	4	4%
Against selling of public lands	4	4%
Against transfer of lands to state/county government	4	4%
Have enough wilderness already	2	2%
Don't need/want to see housing in area	2	2%
Federal government doesn't understand area/land	2	2%
Should allow multiple uses of land	2	2%
Support property rights.....	1	1%
Suspicious of sponsors.....	1	1%
Using federal lands for purposes not intended.....	1	1%
No need to change current recreational uses	1	1%
Too broad/too many issues in one bill	1	1%
Don't like way federal government does things	1	1%
Federal government should manage land better.....	1	1%
Winter usage has little/no impact on land/environment...	1	1%
Control by wealthy, not majority	1	1%
Will raise taxes	1	1%
Like how federal government is managing it.....	1	1%
Don't want Idaho to become California's playground.....	1	1%
Too many restrictions	1	1%
Don't want increased tourism	1	1%
Would create low paying jobs	1	1%
It's anti-grazing	1	1%
Government shouldn't be involved in business.....	1	1%
Would be a large influx of people	1	1%
Don't know.....	2	2%

Q19:

Next, are you more likely or less likely to vote for Mike Simpson for Congress because of his sponsorship of this legislation? (WAIT AND ASK:) Is that much more/less likely or somewhat more/less likely?

N =	400	100%	
Much more likely.....	42	11%	
Somewhat more likely	84	21%	(32%)
Somewhat less likely	33	8%	(17%)
Much less likely.....	36	9%	
(DON'T READ) no difference	127	32%	
(DON'T READ) don't know	78	20%	

Q20:

To the best of your knowledge, what percentage of the land in Idaho is currently set aside as wilderness and permanently protected from mining, logging, development, dirt bikes and other off-road vehicles? (RECORD NUMBER 000-100, DK=999)

25% or less.....	98	25%
26-50%	94	24%
51-75%	31	8%
76-100%	12	3%
Don't know.....	165	41%

Q21:

In your opinion, about what percentage of land in Idaho do you feel should be set aside as wilderness and permanently protected from mining, logging, development, dirt bikes and other off-road vehicles? (RECORD NUMBER 000-100, DK=999)

25% or less.....	114	29%
26-50%	125	31%
51-75%	31	8%
76-100%	12	3%
Don't know.....	118	30%

Q22:

It happens that about seven percent of all the land in Idaho has been permanently protected as wilderness. Do you believe that this is too much, too little, or just the right amount?

N =	400	100%
too much	30	8%
too little.....	182	46%
just the right amount.....	158	40%
(DON'T READ) don't know	30	8%

Q23:

Now a few questions for statistical purposes. Next, what is your approximate age?

N =	400	100%
18-34	65	16%
35-44	58	15%
45-54	103	26%
55-64	74	19%
65+.....	96	24%
NA.....	4	1%

Q24:

Which of the following best describes how you usually vote?

N =	400	100%	
mostly or only for Republicans	149	37%	(49%)
a few more Republicans than Democrats	48	12%	
(DON'T READ) the person/Independent.....	81	20%	
a few more Democrats than Republicans.....	61	15%	(30%)
mostly or only for Democrats.....	59	15%	
(DON'T READ) don't know	2	1%	

Q25:

When it comes to politics, do you generally consider yourself Liberal, Moderate or Conservative? (IF CONSERVATIVE:) Is that very Conservative or somewhat Conservative?

N =	400	100%	
very Conservative	76	19%	(45%)
somewhat Conservative	102	26%	
Moderate.....	147	37%	
Liberal	58	15%	
(DON'T READ) don't know	17	4%	

Q26:

Now I would like to ask you about recreational activities. Have you been hiking on outdoor trails in the past year?

N =	400	100%	
no	172	43%	
1-2 times	62	16%	
3-4 times	58	15%	
5 or more times	108	27%	
(DON'T READ) don't know	0	0%	

Q27:

Have you been mountain biking in the past year?

N =	400	100%	
no	339	85%	
1-2 times	19	5%	
3-4 times	13	3%	
5 or more times	29	7%	
(DON'T READ) don't know	0	0%	

Q28:

Have you been camping in the past year?

N =	400	100%
no	151	38%
1-2 times	76	19%
3-4 times	66	17%
5 or more times	106	27%
(DON'T READ) don't know	1	*%

Q29:

Have you ridden a dirt bike or ATV off-road in the past year?

N =	400	100%
no	277	69%
1-2 times	27	7%
3-4 times	27	7%
5 or more times	69	17%
(DON'T READ) don't know	0	0%

Q30:

Have you been horseback riding in the past year?

N =	400	100%
no	337	84%
1-2 times	24	6%
3-4 times	13	3%
5 or more times	25	6%
(DON'T READ) don't know	1	*%

Q31:

Have you been birding in the past year?

N =	400	100%
no	306	77%
1-2 times	23	6%
3-4 times	18	5%
5 or more times	48	12%
(DON'T READ) don't know	5	1%

*less than one-half of one percent

Q32:

Have you been hunting in the past year?

N =	400	100%
no	307	77%
1-2 times	27	7%
3-4 times	16	4%
5 or more times	49	12%
(DON'T READ) don't know	1	*%

Q33:

Have you been fishing in the past year?

N =	400	100%
no	201	50%
1-2 times	43	11%
3-4 times	45	11%
5 or more times	111	28%
(DON'T READ) don't know	0	0%

Q34:

Have you been snow mobiling in the past year?

N =	400	100%
no	351	88%
1-2 times	24	6%
3-4 times	2	1%
5 or more times	23	6%
(DON'T READ) don't know	0	0%

Q35:

What is the last grade of education you completed?

N =	400	100%
0-11 (high school or less).....	15	4%
12 (high school graduate)	91	23%
13-15 (some college/trade school)	142	36%
16 (college graduate)	95	24%
17+ (post-graduate education)	57	14%
NA.....	0	0%

*less than one-half of one percent

Q36:

Which of the following categories includes your annual household income?

N =	400	100%
less than \$25,000	46	12%
\$25,000-\$34,999	67	17%
\$35,000-\$49,999	69	17%
\$50,000-\$74,999	97	24%
\$75,000 or more	85	21%
NA.....	36	9%

Q37:

Gender (BY OBSERVATION)

N =	400	100%
male.....	192	48%
female	208	52%

Q38:

County (FROM LIST)



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OPINION RESEARCH • STRATEGIC ANALYSIS

September 22, 2005

TO: Ken Rait, Idaho Conservation League and Campaign for America's Wilderness
FROM: Bob Moore & Jeremy Deutsch
RE: Executive Summary: Idaho Voters Wilderness Poll

Overview

Most of the major components of the Boulder-White Cloud Mountains wilderness proposal meet with widespread support from Idaho voters today, and after hearing about these components, the proposal is favored by a margin of better than two to one. (59% favor, 25% oppose). Today, this bill receives majority support from Republicans, Democrats and Independents, alike, with support in excess of 60% among both Republicans and Democrats. Regionally, the proposed legislation also finds a minimum of 60% support throughout the state, with the exception of residents in the Boise TV market outside of Ada County, where support reaches a 50-29% margin. Additionally, the majority of both off-road vehicle and snowmobiling enthusiasts also support the proposed legislation.

Roughly half of the state's voters have heard of the Boulder-White Cloud Mountains, and only one in four know where the Boulder-White Cloud Mountain range is located. However, there does not appear to be any correlation between awareness of the range and support of the bill - those who are aware of the mountains are just as likely to support it as those who have not.

Of the eight specific components of the bill tested in the survey, the most popular are:

- 1) providing a new tourist destination in Custer County that could help improve the local economy without hurting existing businesses,
- 2) allowing traditional uses, such as livestock grazing, and
- 3) designating about 300,000 acres of public lands as wilderness.

Moreover, these three components have nearly universal appeal, as each receives majority support from Republicans, Democrats and Independents, alike. The only component in the current plan that meets with more negative than positive reaction is the transfer of 162 acres of the Sawtooth National Recreation Area to the City of Stanley and Custer County.

Finally, Idaho's congressional delegation and governor enjoy positive images among the state's voters.

More complete details follow.

Voter Mood

Today, the mood in Idaho is widely positive overall, with 60% of the state's voters believing things are headed in the "right direction," while 32% say things are off on the "wrong track," and the remaining 9% have no opinion. At the same time, however, there is a major division in sentiment when we look at partisan affiliation – Republicans are widely optimistic about the direction of the state (74% right direction, 16% wrong track), while Democrats are pessimistic (38% right direction, 53% wrong track). Independents are more positive (57% right direction, 37% wrong track). Looking back to June 2004, we find that the overall mood in the state is more positive today than it was at that time (54% right direction, 38% wrong track), although the partisan divide was also evident in that poll, with Republicans optimistic and Democrats pessimistic. However, the mood among Democrats has softened somewhat (from 65% wrong track to 53% wrong track today), and Independents are far more positive today than they were in 2004. Historically, pessimistic voters are more likely to take action and express their views on Election Day, while optimistic voters tend to be more complacent and content with the status quo. Today, Democrats would appear to be more energized to vote, given their pessimistic outlook.

Awareness and Perceptions of Elected Officials

The current "name ID" and image of five elected officials was explored in the poll. All five individuals enjoy a positive image today; however, voters are most impressed with Senators Mike Crapo (62% favorable, 12% unfavorable) and Larry Craig (62%/19%). Governor Dirk Kempthorne also yields a widely impressive ratio of 60% favorable, 27% unfavorable. The state's two members of Congress share similar overall name awareness (90% have heard of the 1st District's Butch Otter, and 86% have heard of Mike Simpson who represents the 2nd District). Both enjoy a positive image among those familiar enough to have an opinion, but there is still a significant percentage of voters who are not able to offer an opinion about these two (43% favorable 21% unfavorable, 27% no opinion of Otter, 42% favorable, 12% unfavorable, 32% no opinion of Simpson). Looking back to February 2004, we find that voters are more positive about Kempthorne and Crapo today than they were at that time. Voters' perceptions of Otter, Simpson and Craig are statistically unchanged.

Looking at perceptions of Kempthorne, his image is positive throughout the state, but residents of the Boise TV market, outside of Ada County, are most impressed. By party, Republicans are widely impressed (76%/12%) and Independents are also marginally positive (48%/33%), but Democrats are divided in their impressions of the Governor. Importantly, voters who support the Boulder-White Cloud wilderness proposal are widely positive about Kempthorne (63%/26%), and there is also positive sentiment about the Governor among both opponents and those who are undecided about this legislation.

Senators Craig and Crapo enjoy high favorable ratings across the state and among Republicans and Independents. Democrats have a marginally negative impression of Craig, but Crapo has a net positive rating among Democrats. Crapo's image among men age 55 and older is more positive than it is among younger men and women of all ages. Importantly, both Senators generate positive sentiment from a majority of both supporters and opponents of the Boulder-White Cloud Mountain wilderness proposal.

Congressmen Otter and Simpson both enjoy positive ratings among both Republicans and Independents, and while Democrats are positive about Simpson, their views of Otter are negative. Congressman Otter generates positive impressions from voters who support or are undecided about the Boulder-White Cloud Mountain proposal, but opponents of the plan have mixed feelings about him. At the same time, Simpson's image is positive among supporters, opponents and undecideds alike.

Awareness & Perceptions of Elected Officials

	Favorable	Unfavorable	No opinion/never heard of
Senator Mike Crapo			
2004	57%	17%	26%
2005	62%	12%	26%
Senator Larry Craig			
2004	63%	25%	12%
2005	62%	19%	19%
Governor Dirk Kempthorne			
2004	54%	35%	10%
2005	60%	27%	14%
Congressman Butch Otter			
2004	42%	24%	34%
2005	43%	21%	36%
Congressman Mike Simpson			
2004	43%	13%	44%
2005	42%	12%	46%

Management of Federally Owned Land in the Boulder-White Cloud Mountains

Nearly half (48%) of voters have heard of the Boulder-White Cloud Mountains and more than one in four (26%) know they are located in Central Idaho. These findings are similar to the 2004 survey, when 31% were aware of the location of this range.

Voters were asked about eight potential components of a bill that would change the way federally owned land in the Boulder-White Cloud Mountains will be managed. Today, there is majority support for five of the eight components tested. The most popular were:

- "It may provide a new tourist destination in Custer County that could help improve the local economy without hurting existing businesses" (72% support, 17% oppose).
- "Traditional uses, such as livestock grazing, will be allowed, and only ranchers who wish to sell will be bought out" (70% support, 15% oppose).
- "About 300,000 acres of public lands would be designated wilderness. This wilderness designation would mean the area would remain open to most types of recreation, but new roads, mining and off-road vehicles would be prohibited" (69% support, 24% oppose).

Two other components were less popular, but still generated majority support.

- The legislation, introduced by U.S. Representative Mike Simpson, will have support of the Idaho Congressional delegation, and also is supported by past Idaho leaders" (57% support, 13% oppose);
- "Cross-country skiing and snowmobiling would be banned in some areas in order to protect mountain goat habitat" (57% support, 34% oppose).

Two other messages generate approval from more than four in ten voters;

- "Specific areas and routes, including the Grand Prize Trail, would be designated for snowmobiles and other off-road motorized vehicles" (47% support, 32% oppose).
- "2,000 acres of federal land would be transferred to the local county government and \$8 million would be provided for economic development projects in Central Idaho" (47% support, 37% oppose).

Finally, one other component generates majority opposition today – only 37% would support, while 51% are opposed to transferring 162 acres of the Sawtooth National Recreation Area to the City of Stanley and Custer County.

Six of these eight components were also tested in the February 2004 survey. There has been an increase in support for continuing traditional uses of the land, such as livestock grazing (net shift in support of +8%). At the same time, there have been notable declines in support for two other components, including transfer of approximately 2,000 acres of federal land to local county government (net shift in support -16%) and designating specific areas and routes, including Germania Creek Trail, for dirt bikes and other off-road vehicles (net shift in support -12%. Note: the 2004 survey tested the "Grand Prize Trail" rather than the "Germania Creek Trail.")

After hearing about the eight potential components of the bill, the proposal is supported by a margin of better than two to one – 59% say they would support it, while 25% are opposed and 16% are undecided. Today, this bill garners support from nearly two in three voters age 18-64 (64% to 24%), while seniors are less supportive (46% to 26%). Support among both Republicans and Democrats exceeds 60% (61/20% among the GOP, 63/28% among Democrats), but Independents are less enthused (51/29%). Regionally, the proposed legislation finds a minimum of 60% support throughout the state, with the exception of voters in the Boise TV market outside of Ada County, where support reaches a 50-29% margin.

Today, support for this legislative proposal is fueled by voters who anticipate economic/jobs benefits (21%) and a desire to "protect/manage wilderness/wildlife" (21%). Others volunteered support for the bill because it allows public use/access/recreation (12%), is "fair to everyone/balanced" (8%), offers more local control (8%), and is a "good idea" (6%). Looking back to 2004, at that time, the leading reasons for support was also a desire to protect and manage wilderness/wildlife (28%), followed by public access/recreation (18%) and local control (8%). At that time, only 6% were supportive for economic-related reasons.

At the same time, opposition to the proposed legislation is driven primarily by voters' concerns about the environment and too much federal control. Indeed, 23% said they oppose the proposal because they "want to preserve/protect land/wilderness, no more development" (these people might not understand the purpose of the legislation) and 21% are concerned that this would result in too much control at the federal level. Another 8% oppose it because they perceive it will "tie up /close off land," and 5% each say they "need/want more information and think it's a "bad bill/bad idea."

Finally, Congressman Mike Simpson's sponsorship of the bill is more likely to have a positive than negative impact on his reelection to Congress next year, but this fact would have no

impact on the voting intentions for one third of the state's voters. Today, 32% statewide are more likely to vote for him based on this, while 17% are less likely and 32% say it would make no difference. Interestingly, reactions to Simpson's sponsorship of the bill doesn't find any more of a positive reaction in parts of the state he represents than it does outside his district – throughout the state, reactions are more positive than negative, with a significant portion in each region saying this would have no impact on their voting decision in 2006.

Current Perceptions of Wilderness in Idaho

Idaho voters' perceptions about the percentage of land already set aside as wilderness is right in line with their expectations of how much wilderness *should* be set aside. Specifically, 25% of voters believe that less than 25% of the state's land is designated wilderness, permanently protected from mining, logging, development, dirt bikes and other off-road vehicles. Similarly, 29% believe that less than 25% of the state's land *should* be set aside as wilderness. Another 34% believe the state has already set aside more than 25% of its land as protected wilderness, and 42% think the state should set aside more than 25%. Still, 41% of the state's voters don't know how much land is currently designated wilderness, and 30% don't have an opinion about how much land should be set aside.

Importantly, when informed that in reality, just 7% of all land in Idaho has been permanently protected as wilderness, only 8% believe this is too much, while fully 46% believe this level is too little, and 40% think 7% is just the right amount. The remaining 8% have no opinion. Not surprisingly, the majority of Ada County voters believe 7% is too little, compared to roughly four in ten throughout the rest of the state who feel this way. Additionally, 66% of voters age 18-34 believe 7% is too little, and a majority of voters age 35-44 also feel this way. For the 45-64 crowd, satisfaction with the current level of designated wilderness is equal to the percentage who believes there is too little, and for seniors, the plurality say 7% is just right. By party, fully 60% of Democrats and a plurality of Independents (47%) are not satisfied with current levels of wilderness designation, but among Republicans, the plurality is content with current levels.



MOORE INFORMATION

OPINION RESEARCH • STRATEGIC ANALYSIS

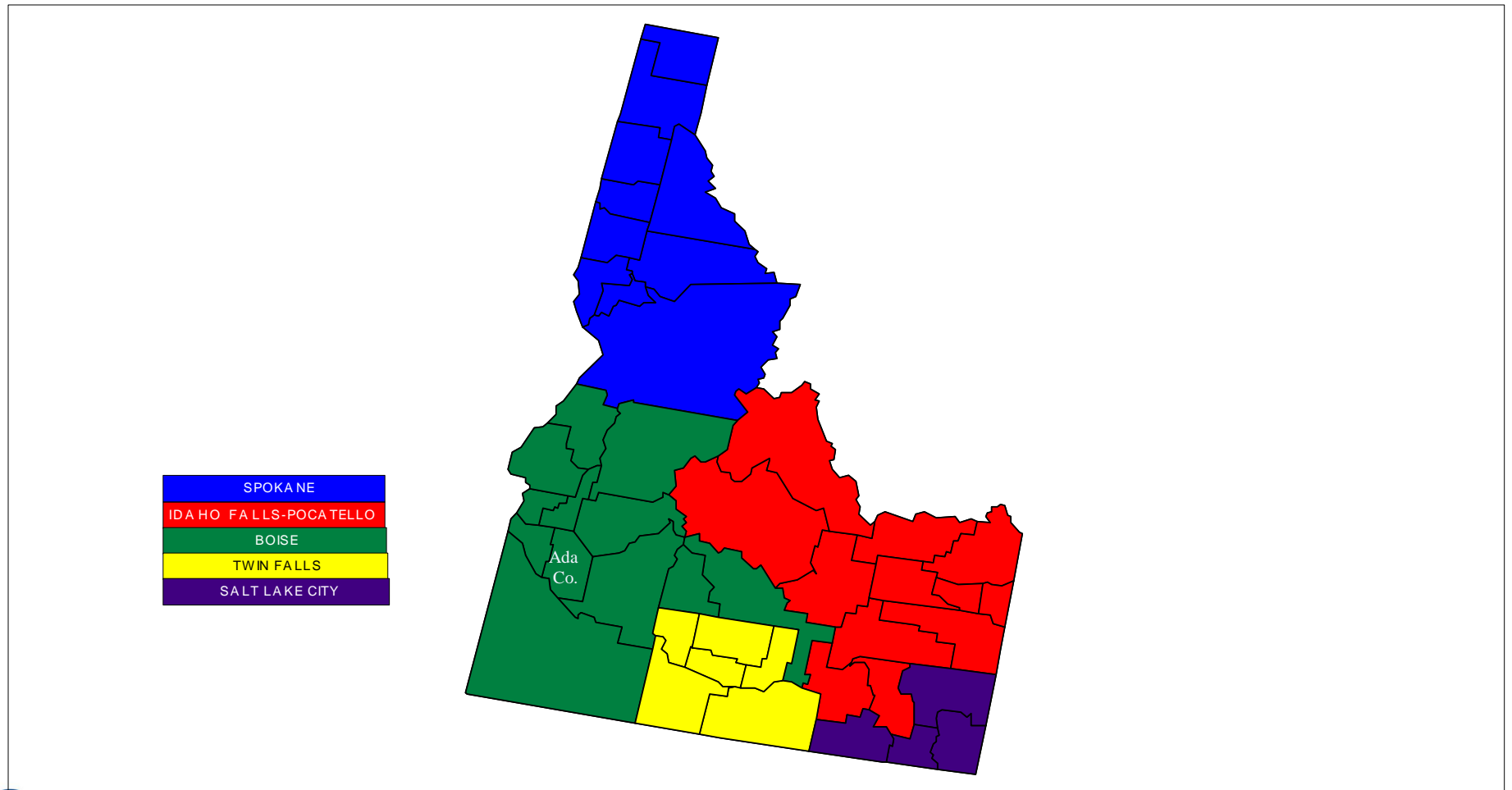
**Idaho Voters, Congressional Leaders
and Management of the
Boulder-White Cloud Mountains**

September 2005

Survey Methodology

- Sample
 - 400 interviews among a representative sample of voters in Idaho
- Method
 - Telephone interviews conducted September 8-10, 2005
- Margin of error
 - Plus or minus 5% at the 95% confidence level

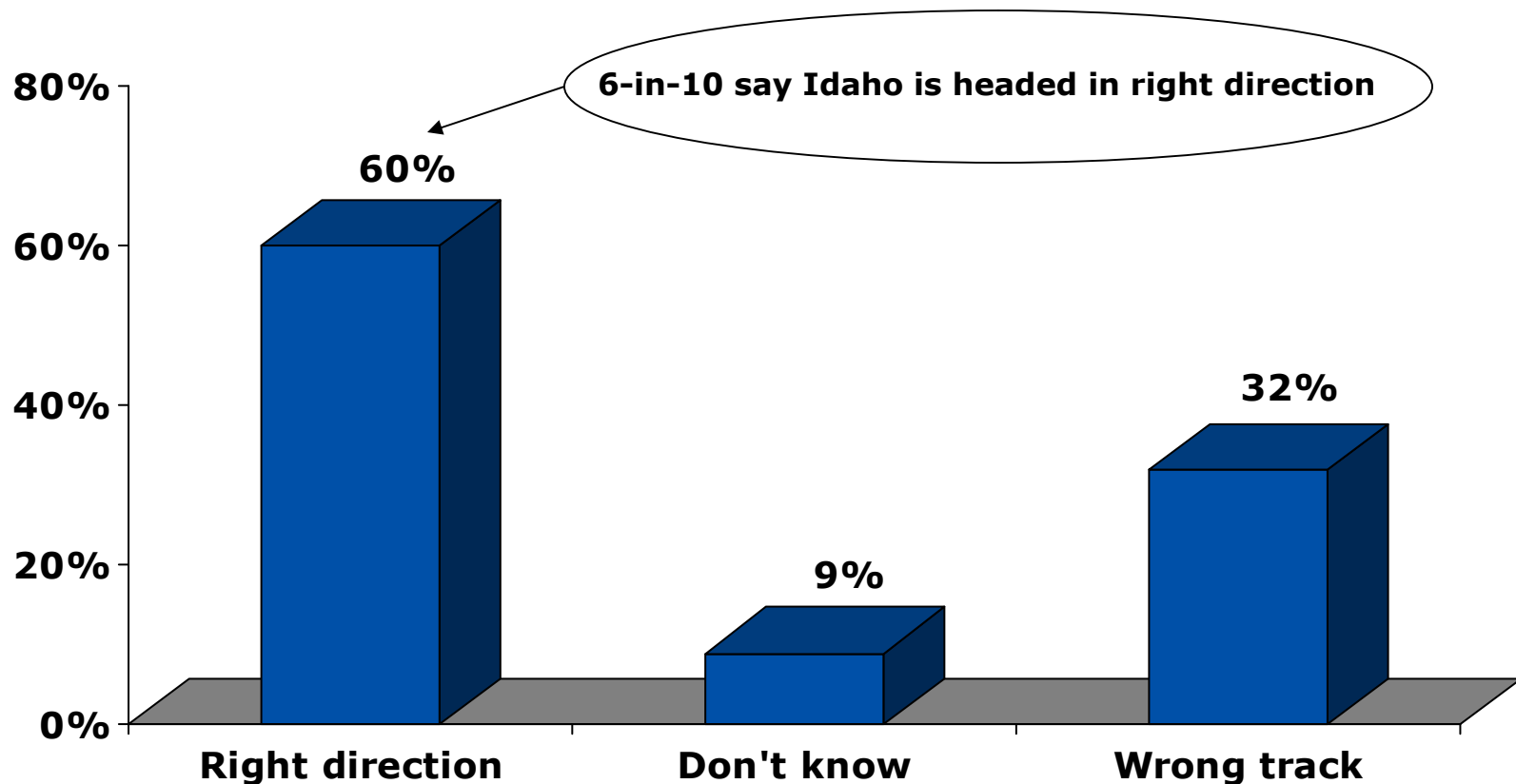
Idaho Television Markets



Voter Mood

Voters are Optimistic

"Would you please tell me if you believe things in Idaho are generally headed in the right direction, or do you think things are pretty much off on the wrong track?"



Awareness & Perceptions of Political Figures

Awareness & Perceptions of Political Figures

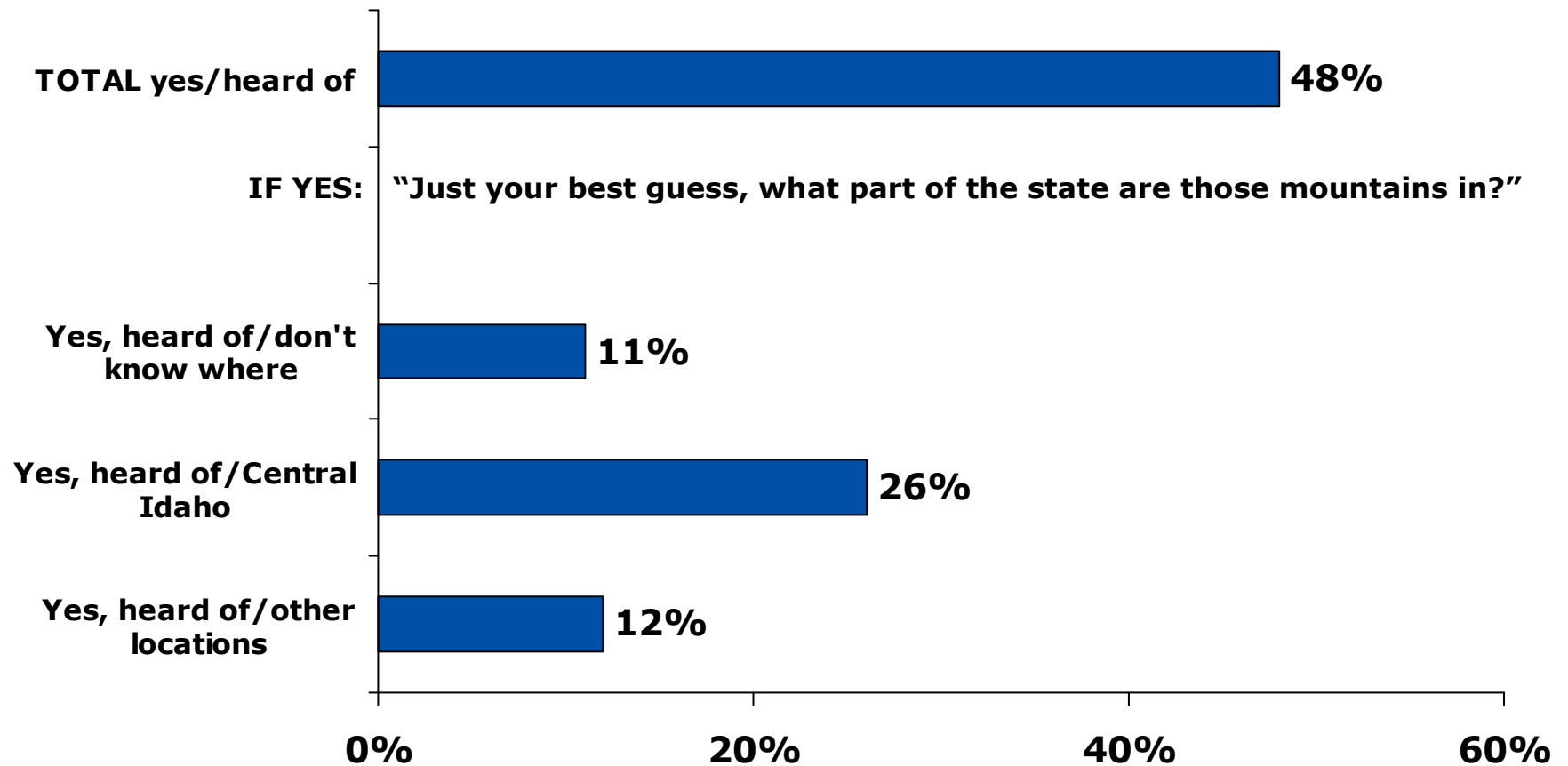
"Here are the names of some people in the news. Please tell me if you have a favorable or unfavorable opinion of each. If you have no opinion or have never heard of the person, just say so."

	<u>Favorable</u>	<u>Unfavorable</u>	<u>No opinion/ not aware</u>	<u>Net favorable</u>
Senator Mike Crapo	62%	12%	26%	+50%
Senator Larry Craig	62%	19%	19%	+43%
Governor Kempthorne	60%	27%	14%	+33%
Congressman Mike Simpson	42%	12%	46%	+30%
Congressman Butch Otter	43%	21%	36%	+22%

Management of Federally Owned Land in the Boulder-White Cloud Mountains

Roughly Half of Voters Have Heard of the Boulder-White Cloud Mountains

"Have you heard of an area called the Boulder-White Cloud Mountains?"



Boulder-White Cloud Legislation

“Recently, an Idaho Member of Congress introduced a bill to change the way federally owned land in the Boulder-White Cloud Mountains will be managed. Here are some of the possible components of the bill. Please tell me if you support or oppose each.”

Reactions to Components of Boulder-White Cloud Legislation

	<u>Support</u>	<u>Oppose</u>	<u>Net support</u>
May provide new tourist destination in Custer County that could help improve the local economy without hurting existing businesses	72%	17%	+55%
Traditional uses, such as livestock grazing will be allowed, and only ranchers who wish to sell will be bought out	70%	15%	+55%
About 300,000 acres of public land would be designated wilderness, open to most types of recreation	69%	24%	+45%
Simpson introduced legislation	56%	13%	+43%
Cross-country skiing and snowmobiling would be banned in some areas in order to protect mountain goat habitat	56%	34%	+22%
Specific areas and routes, including Germania Creek Trail, would be designated for dirt bikes and other off-road motorized vehicles	47%	32%	+15%
Approximately 2,000 acres of federal land would be transferred to the local county government and \$8 million would be provided for economic development projects in Central Idaho	47%	37%	+10%
162 acres of the Sawtooth National Recreation Area would be transferred to the City of Stanley and Custer County	37%	51%	-14%

Reactions to Boulder-White Cloud Mountains Legislation – 1:

Key Subgroups

- **New tourist destination in Custer County:**
No fewer than 58% support among all subgroups; support among Republicans, Independents and Democrats is similar
- **Traditional uses – livestock grazing allowed:**
No less than 55% support among all subgroups; support among Democrats and Independents exceeds 60%
- **300,000 acres of wilderness:**
Republicans support (60-31%), snowmobilers support (61-33%)
- **Support from Idaho Congressional Delegation:**
Majority support among most subgroups; support exceeds 50% among Republicans and Independents

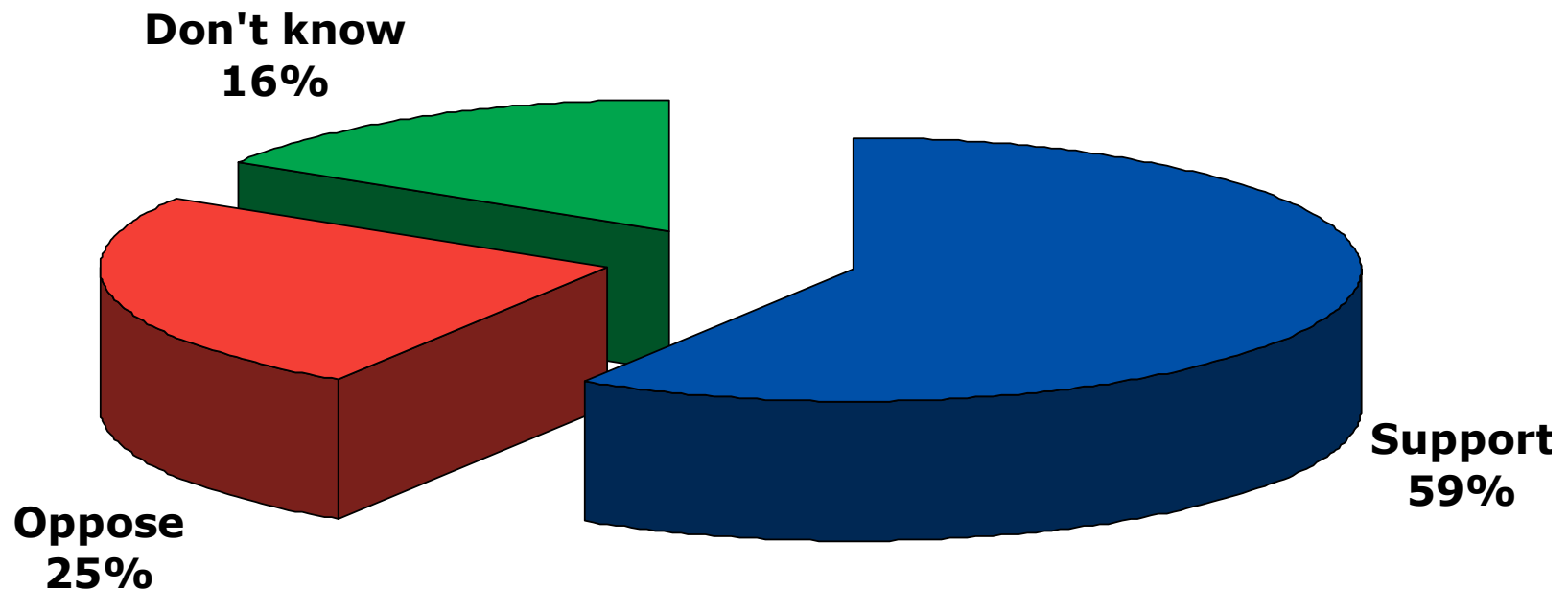
Reactions to Boulder-White Cloud Mountains Legislation – 2:

Key Subgroups

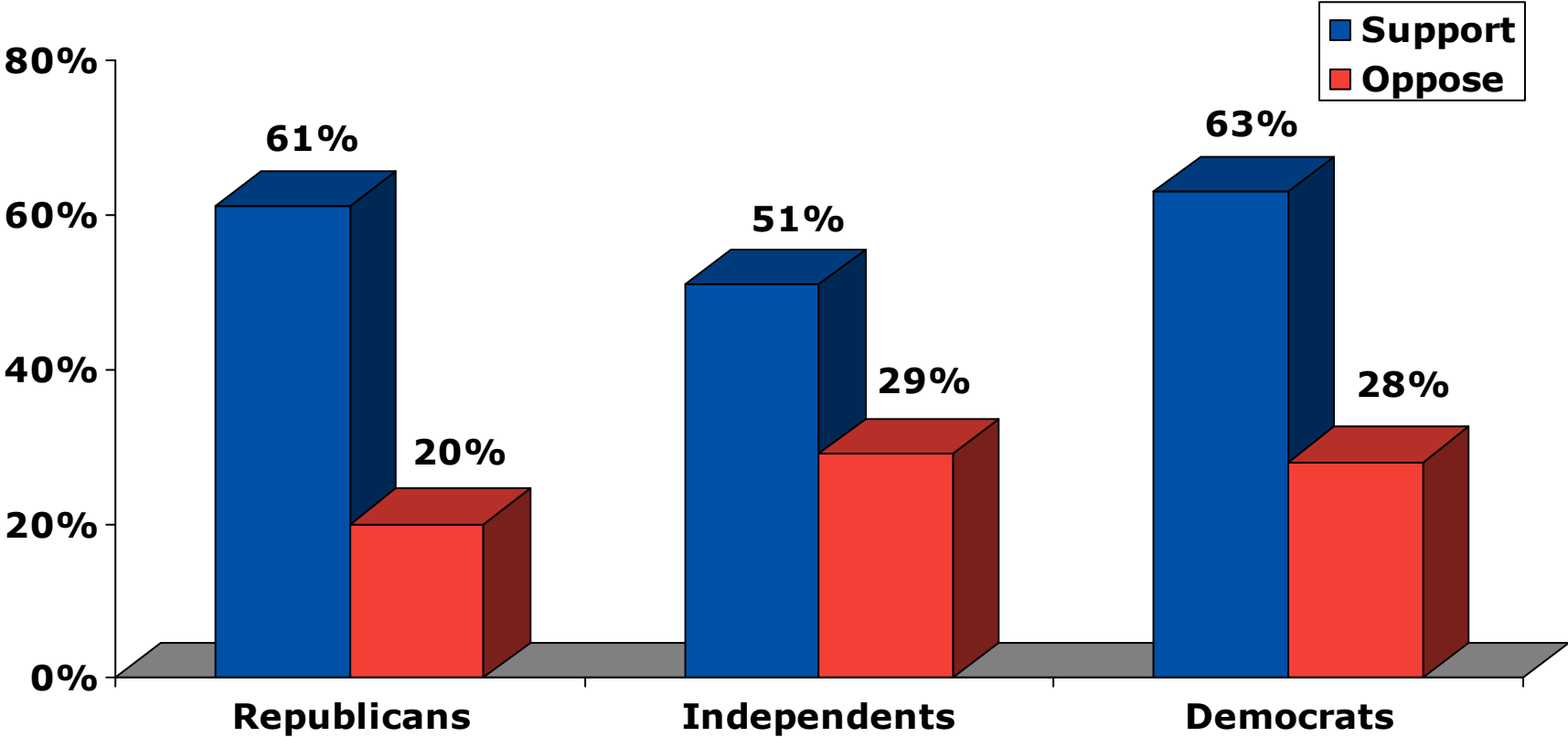
- **Banning cross-country skiing and snowmobiling to protect goat habitat:**
Republicans and Independents narrowly support; Democrats widely support; off-roaders are divided; snowmobilers widely oppose
- **Specific routes for off-road vehicles:**
Democrats and Independents are divided; Republicans age 18-54 widely support (63-22%), older GOPs marginally supportive (38-27%), GOP men are more supportive than GOP women; support declines with education; off-roaders and snowmobilers react positively
- **Transferring 2,000 acres of land:**
Democrats and Independents are divided; Republicans support (53-31%)
- **162 acres of Sawtooth National Recreation Area would be transferred:**
Republican men are the only subgroup who support this component

Supporters of the Boulder-White Cloud Bill Outnumber Opponents by More than Two-to-One if It Includes All Eight Components

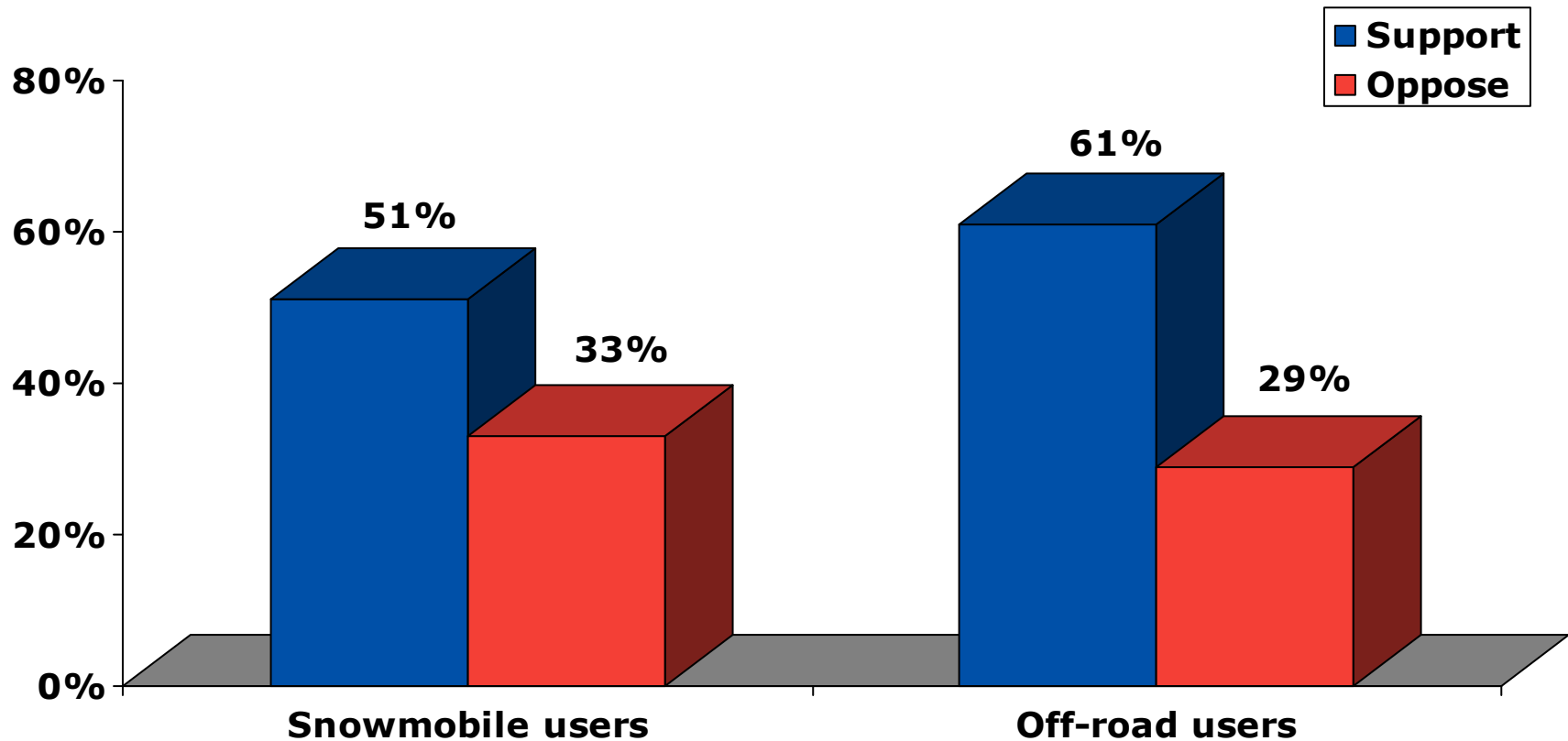
“If all of the components you have just heard were included, would you support or oppose a bill specifying how federally owned lands in the Boulder-White Cloud Mountains should be managed?”



Republicans & Democrats More Supportive than Independents

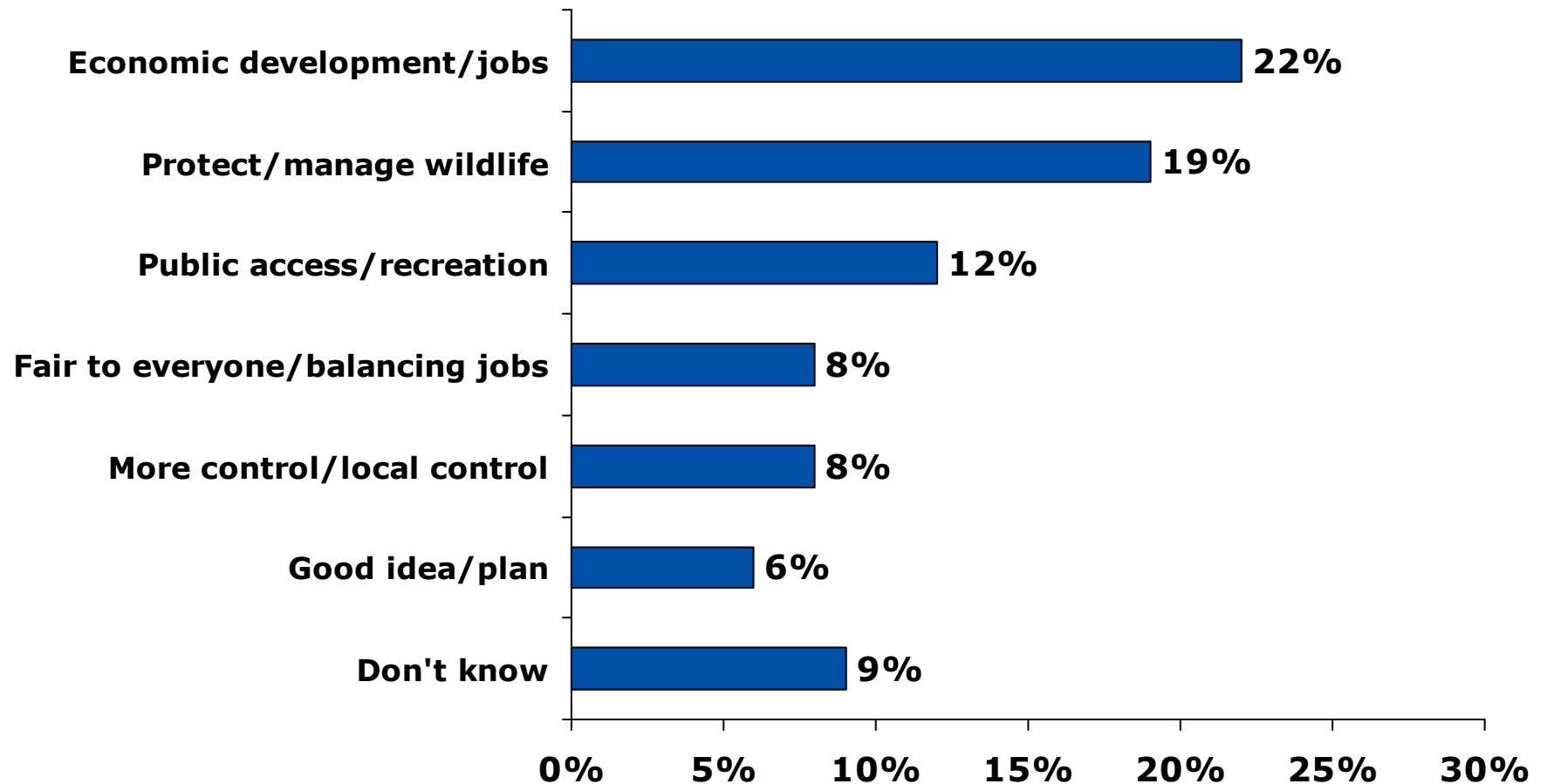


Snowmobile and Off-Road Users are Supportive



Support for Legislation Driven by Environmental & Economic Factors

IF SUPPORT: "What is the major reason you would support this bill?" (N=237)



Opposition to Legislation Based on Concerns About Protecting the Environment and Too Much Federal Control

IF OPPOSE: "What is the major reason you would oppose this bill?" (N=98)

