



The Nature  
Conservancy 

**Conservation polling results for  
2019 Nonpoint Source Pollution  
Stakeholder Meeting**





**GILMORE  
STRATEGY  
GROUP**



**Arkansas Statewide Likely Voter  
Survey  
June 11-12, 2018**

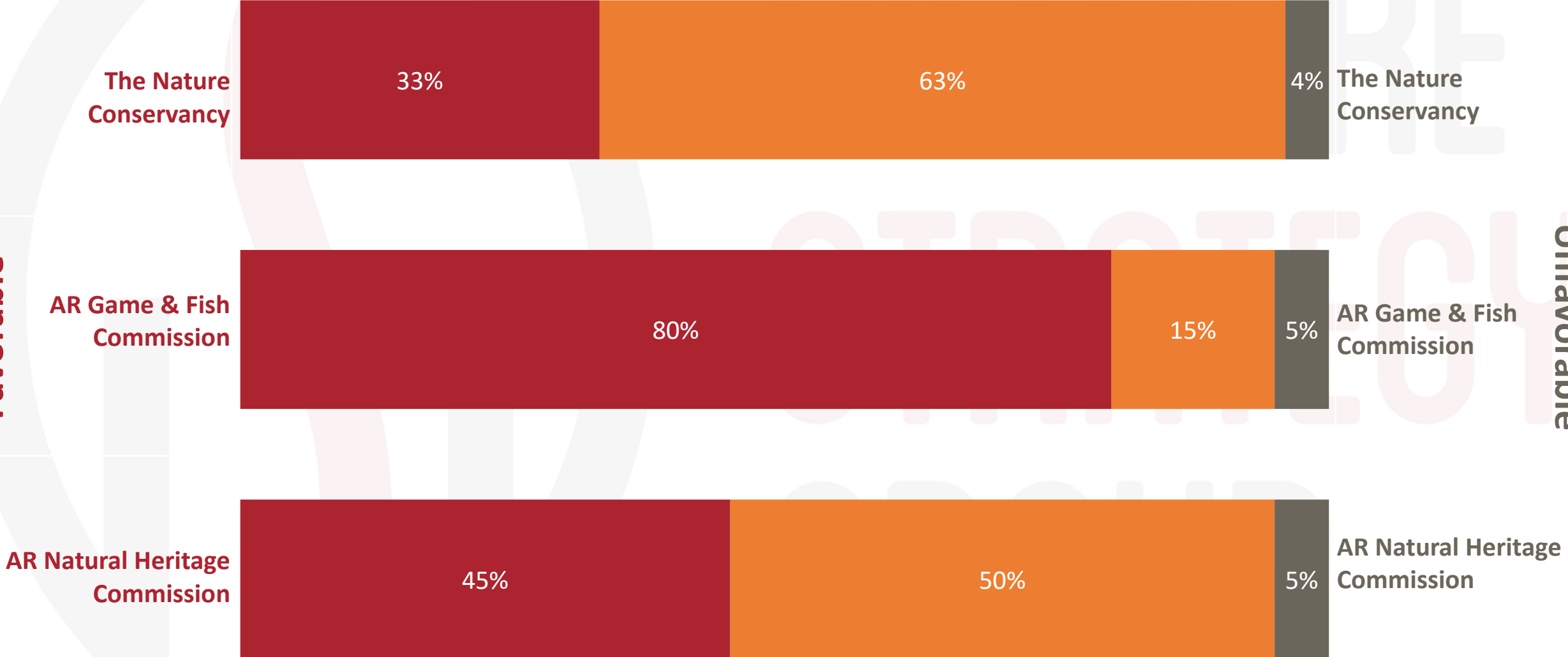
## Methodology

The following statewide survey was conducted by Gilmore Strategy Group within the state of Arkansas. Live telephone interviews were conducted June 11-12, 2018. This survey consists of 600 likely voter interviews (70% landline and 30% cell phone) and was stratified by county to reflect historic voter trends. The margin of error for this survey is  $\pm 4.0\%$ .

# Views of Organizations

Favorable

Unfavorable

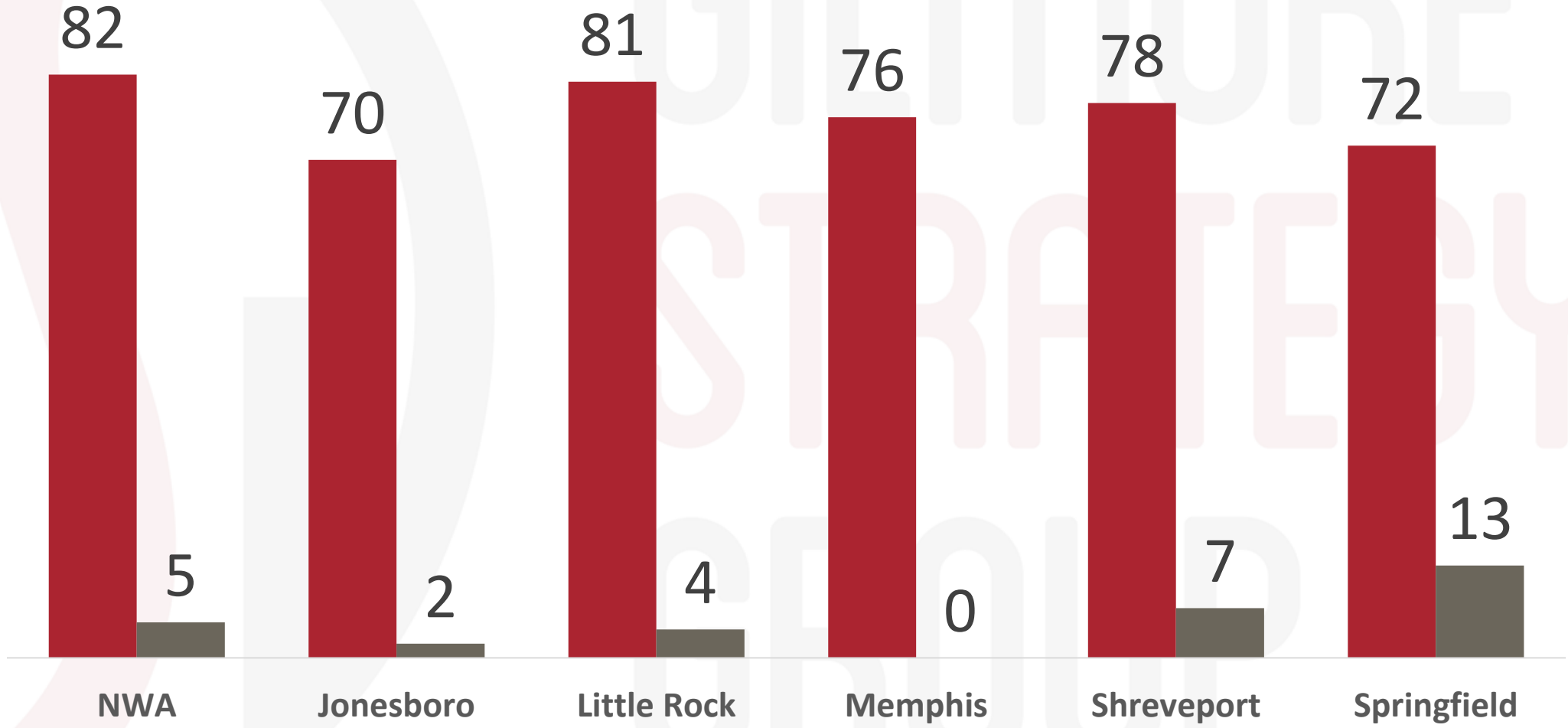


Unknown/No Opinion

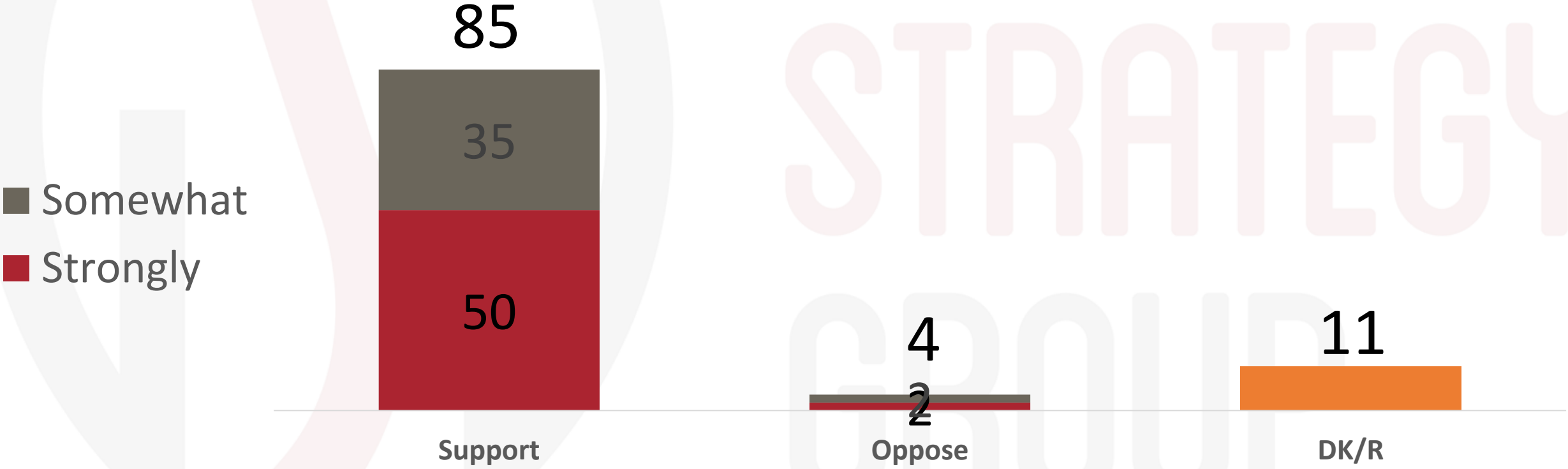
# AGFC

## Media Market

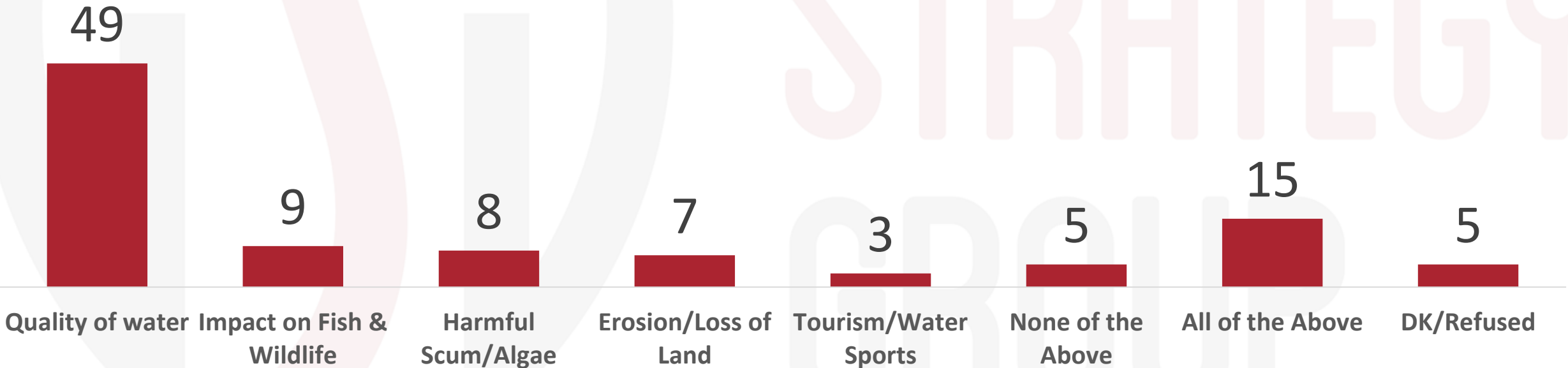
Fav Unfav



**As you may know, the Arkansas Natural Heritage Commission was created in 1973 to preserve examples of Arkansas' original natural habitats and rare species. Would you say you support or oppose this mission?**

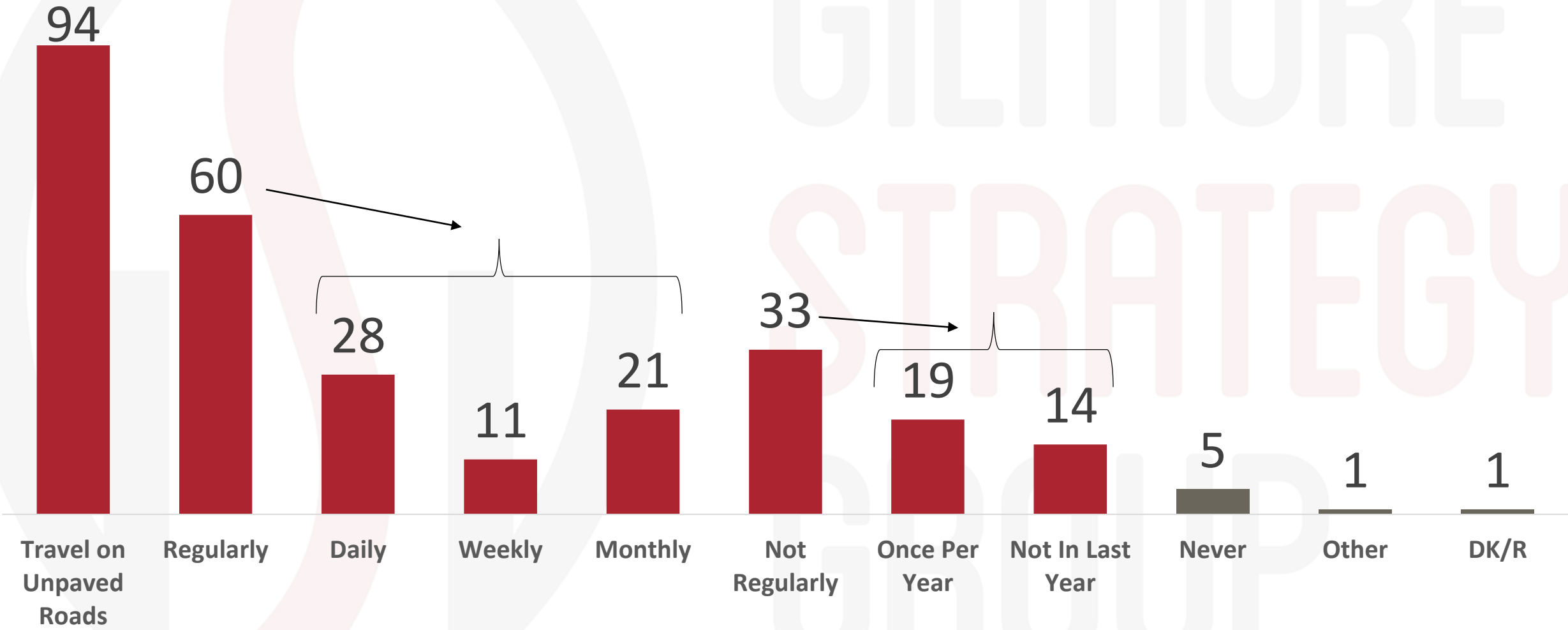


# From the following list, what concerns you most about the health of our water in Arkansas?

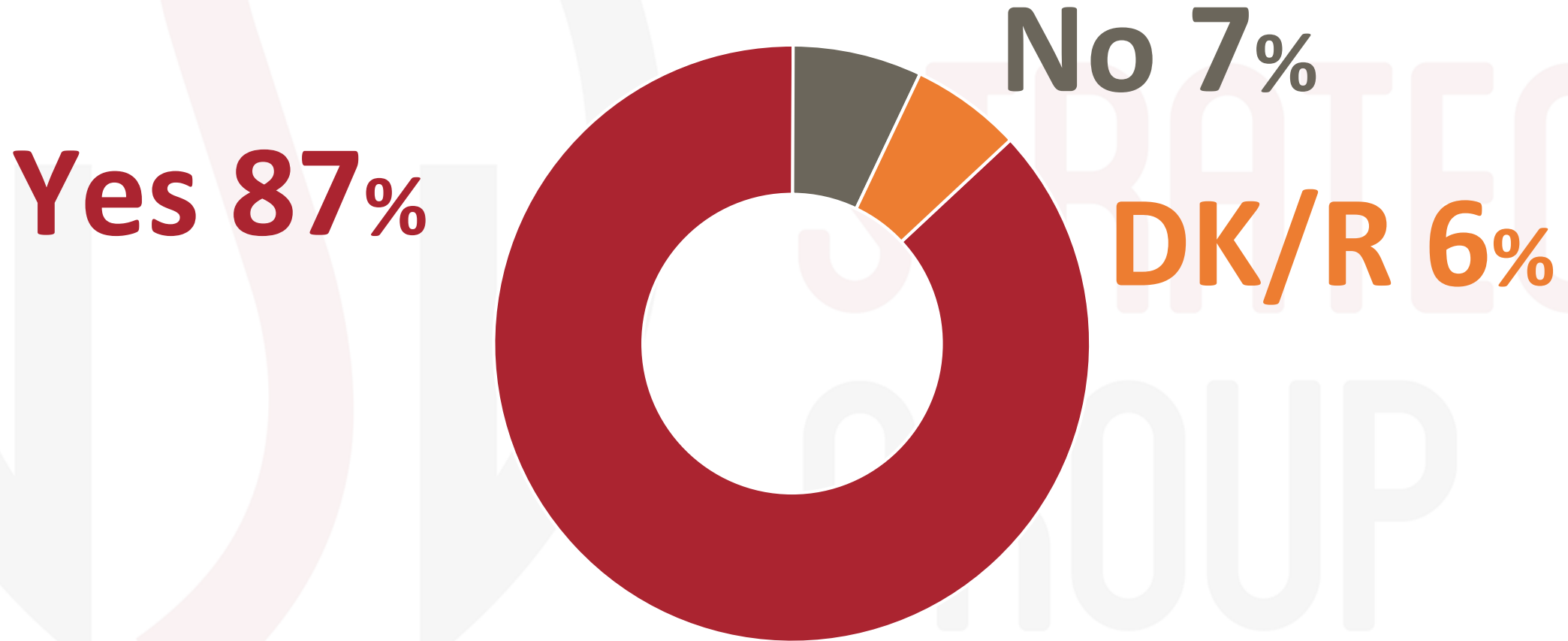




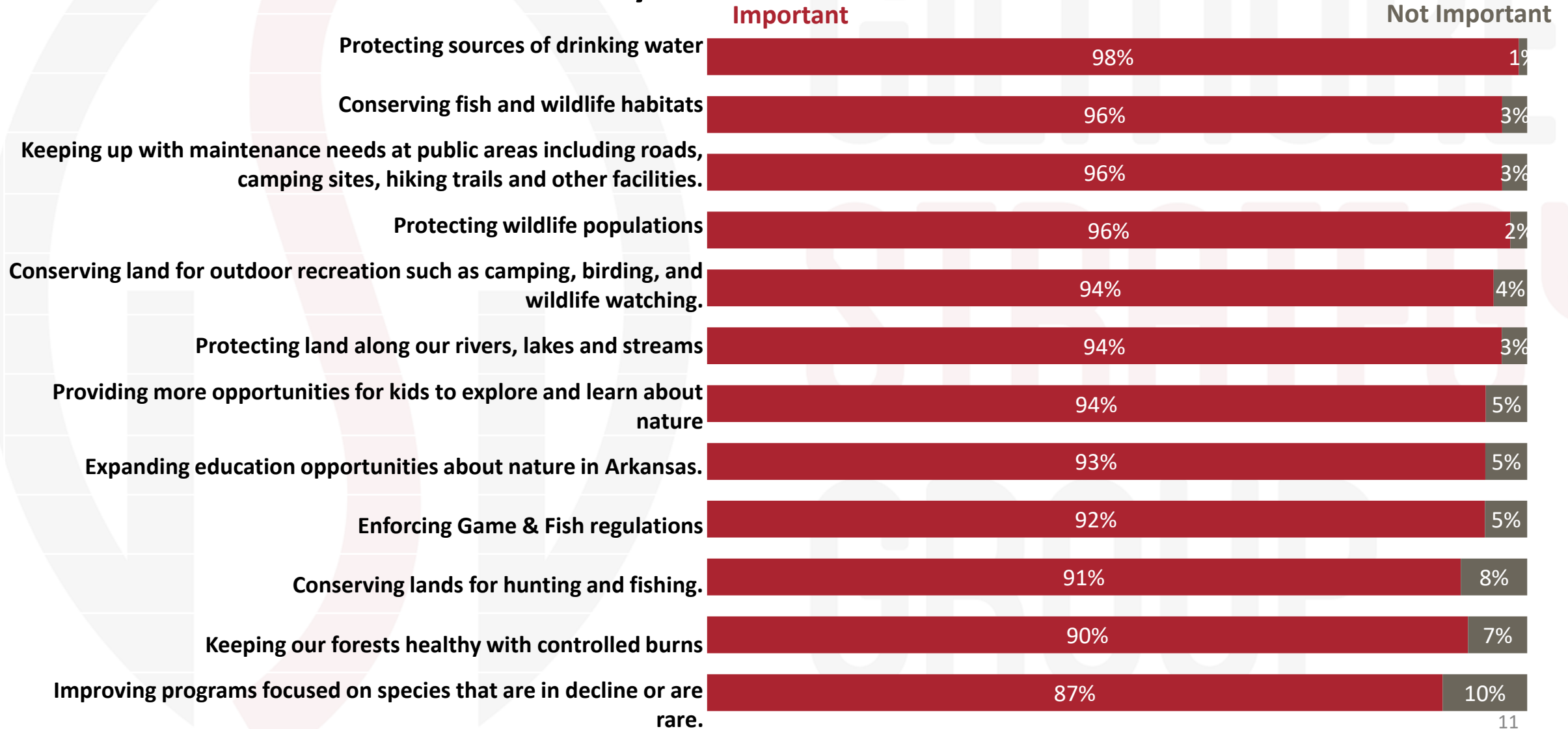
# How often would you say you travel on unpaved roads?



**Runoff from dirt and gravel roads is a leading contributor of pollution to water in Arkansas. Would you support efforts to reduce pollution in our streams, rivers and lakes?**



I'm now going to read a list of issues impacting conservation here in Arkansas. For each one, please tell me how important you believe the issue is to you as it relates to conservation.

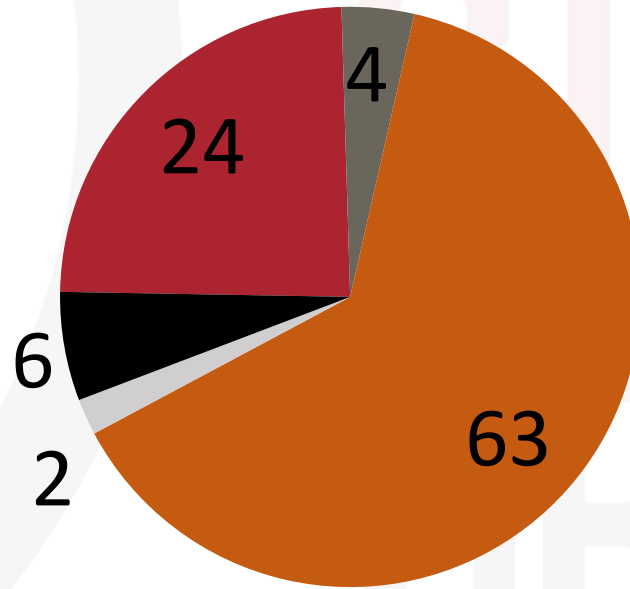


The Arkansas Natural and Cultural Resources Council also known as the NCRC receives a majority of the fees collected from real-estate transfers in Arkansas. How do you believe the Arkansas Natural and Cultural Resources Council should spend the money collected knowing that their mission is for both natural heritage like preservation of natural outdoor spaces and cultural heritage like preservation of historic sites?

Spend more on natural heritage

Spend more on cultural heritage

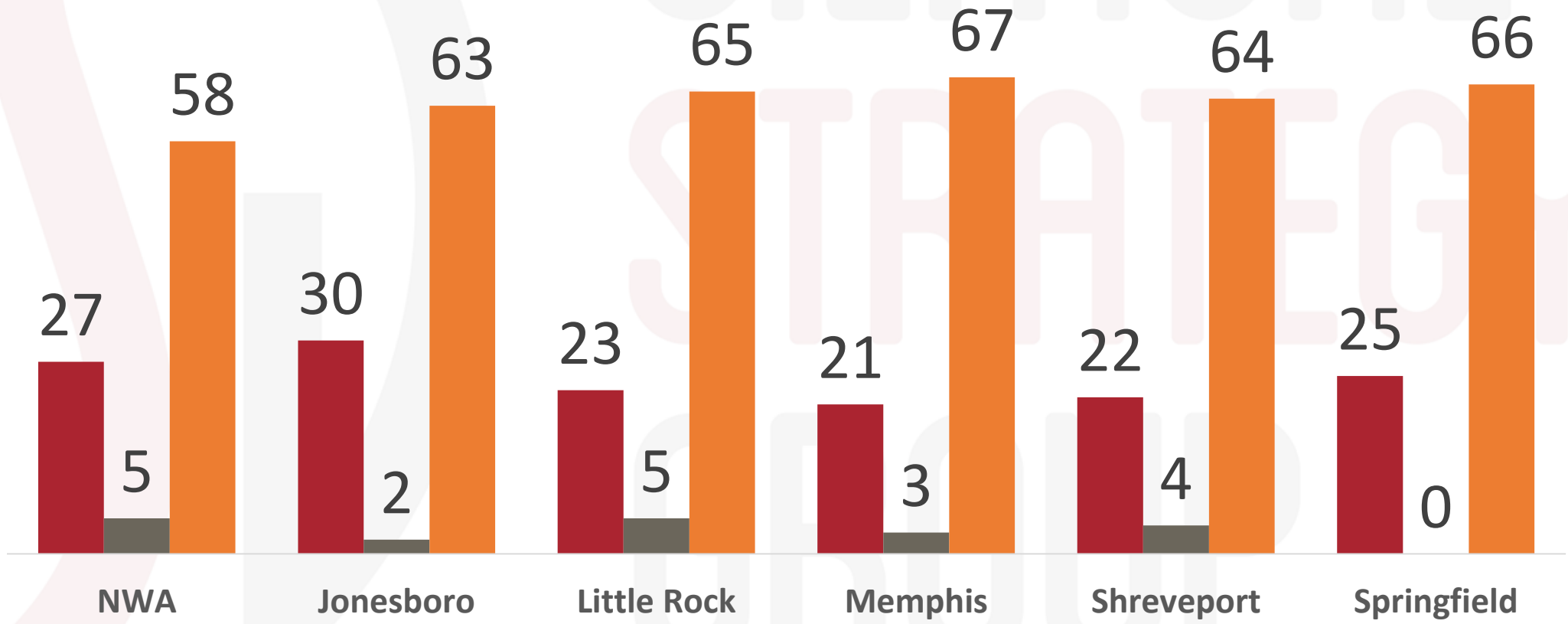
- Natural
- Cultural
- Equally on Both
- Neither
- Don't Know/Refused



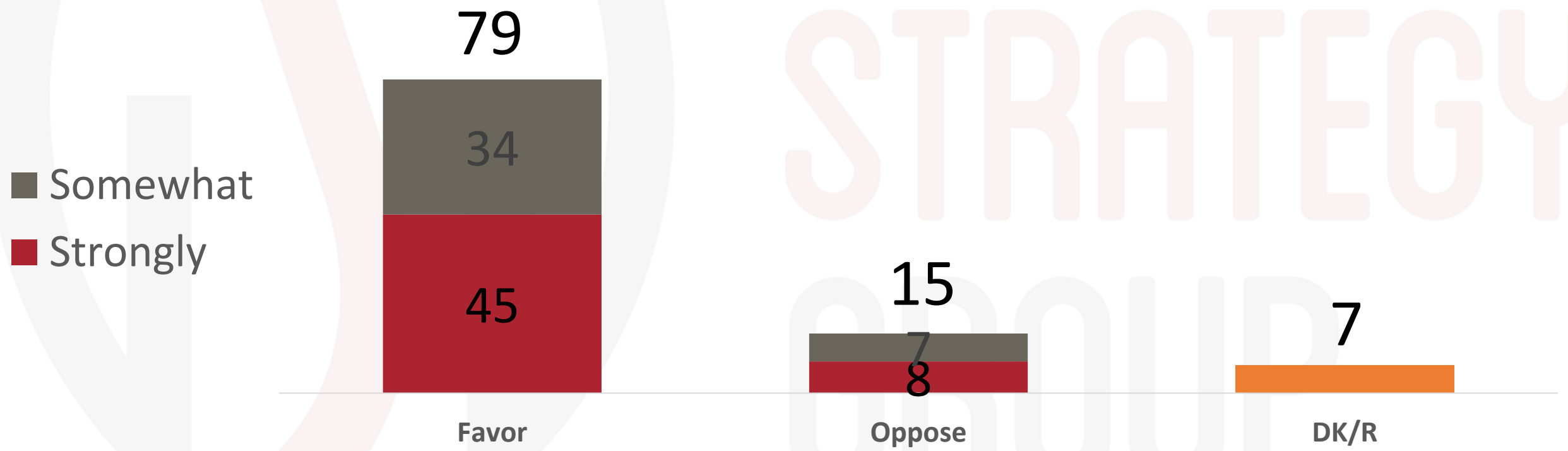
# Spend Dollars

## Media Market

■ Natural ■ Cultural ■ Both



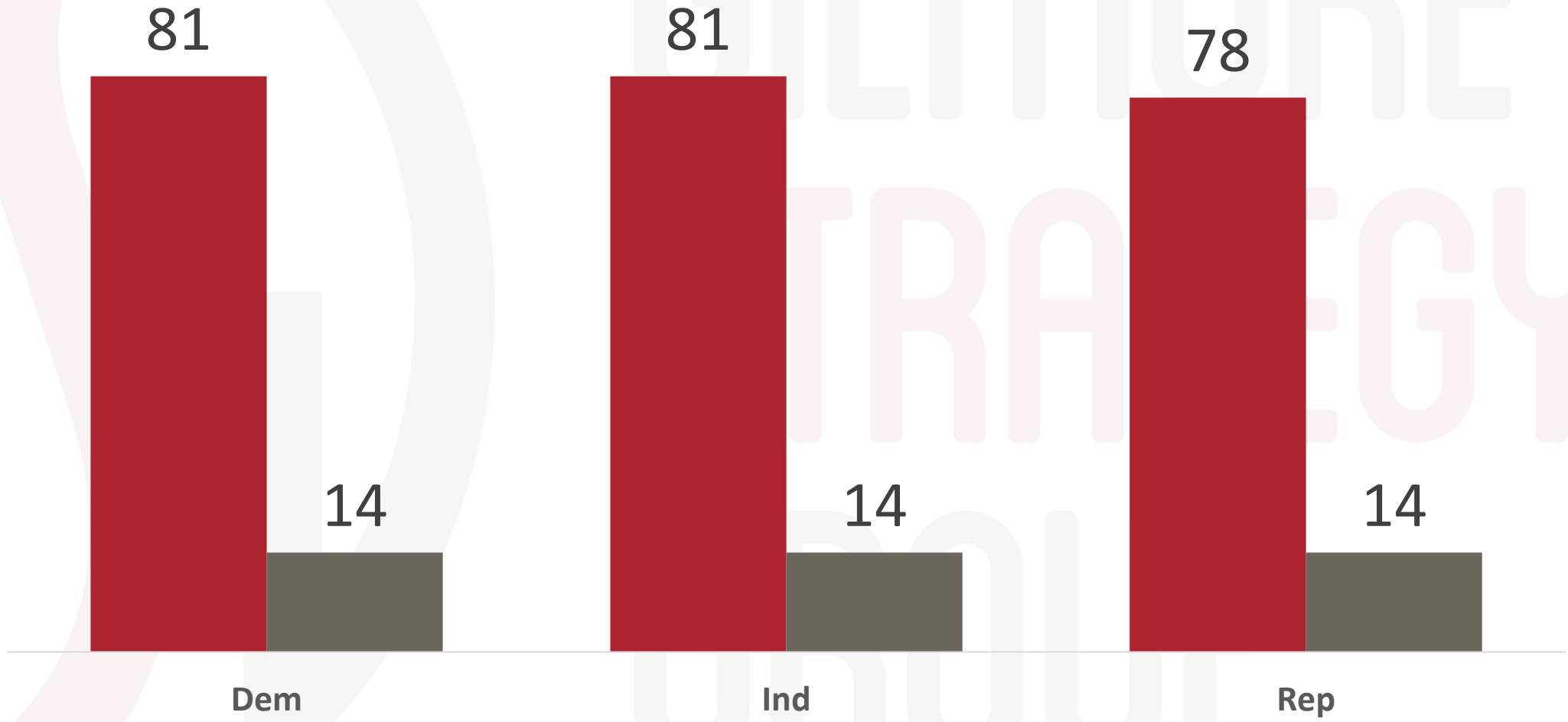
**In 1996 the voters of Arkansas passed a one-eighth cent conservation sales tax to provide funding for fish and wildlife conservation, state parks, litter prevention and protection of natural and cultural heritage. Would you say you favor or oppose this one-eighth cent conservation sales tax?**



# Conservation Tax

Party

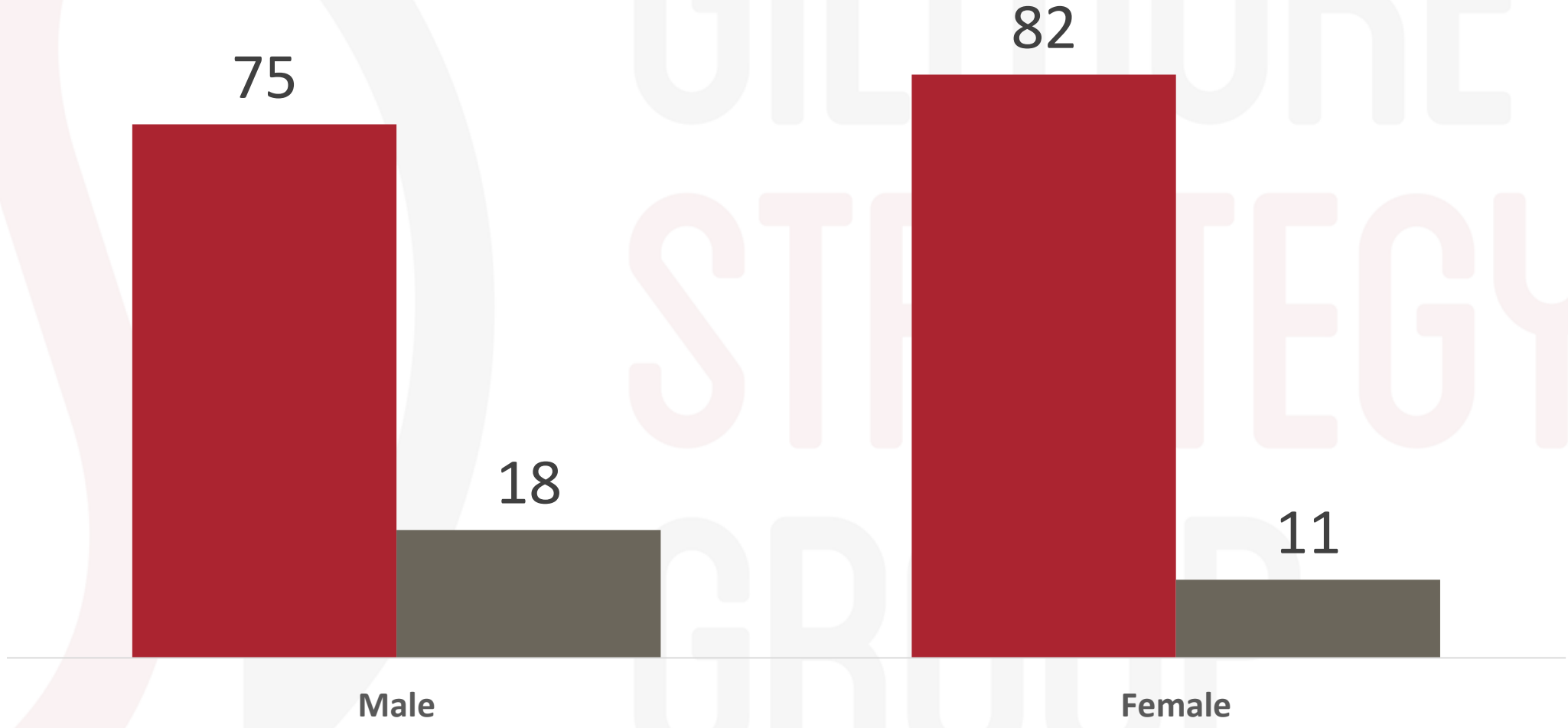
Favor Oppose



# Conservation Tax

Gender

Favor Oppose

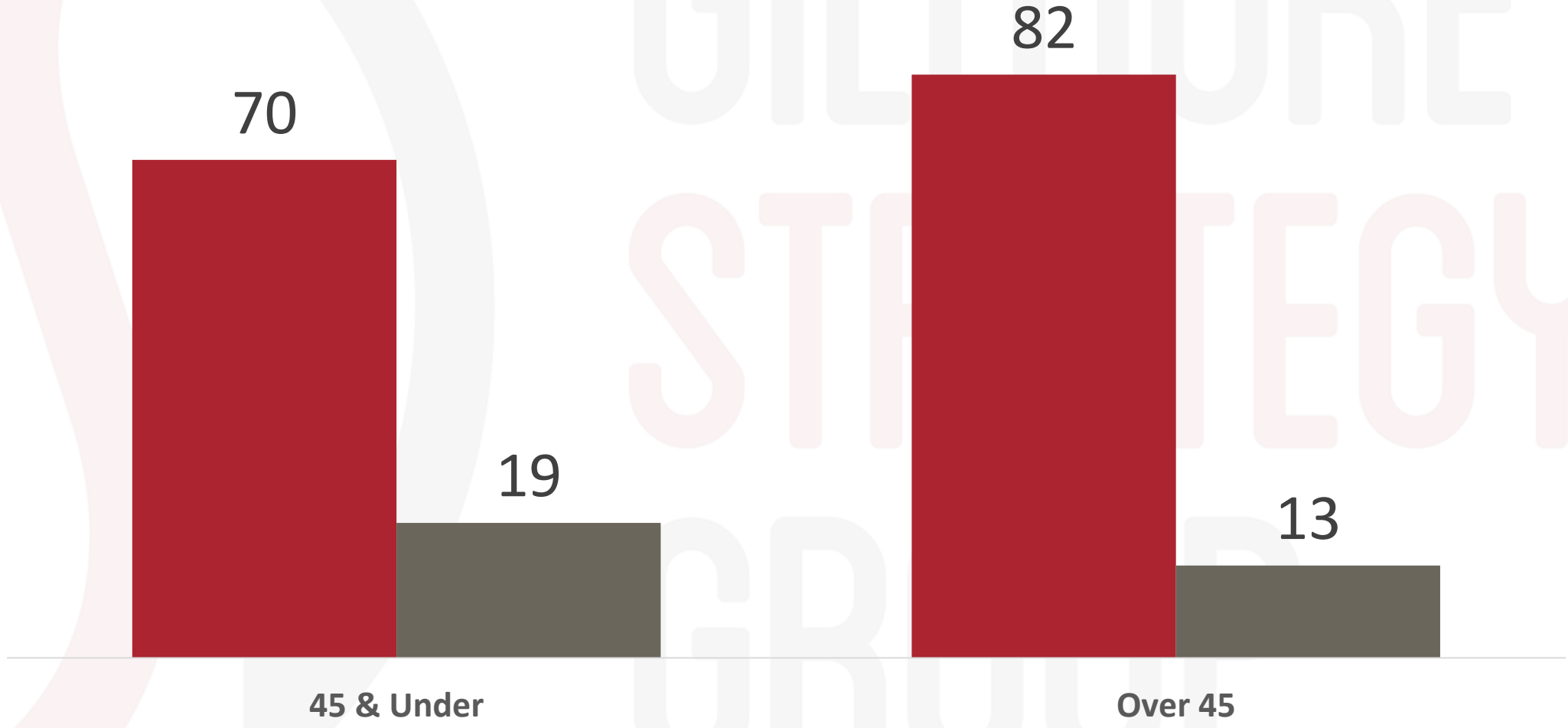




# Conservation Tax

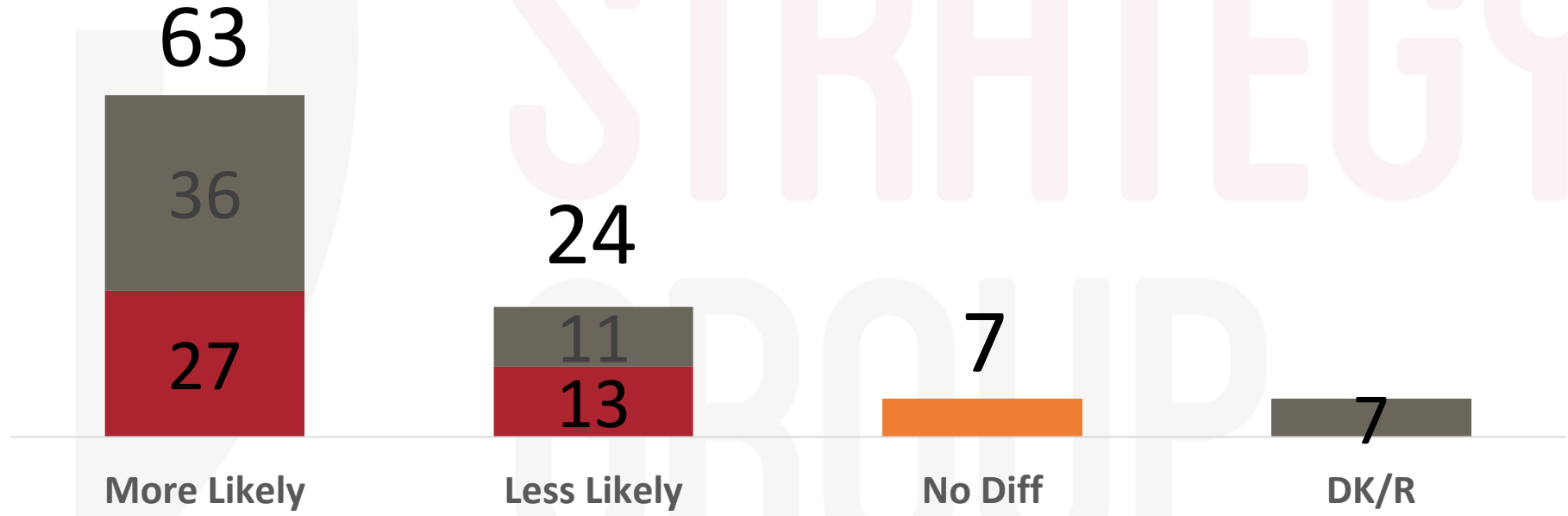
Age

Favor Oppose



# Would you be more or less likely to support an elected official who voted to increase funding for highways and interstates, including unpaved roads and stream crossings in rural areas, with a tax increase?

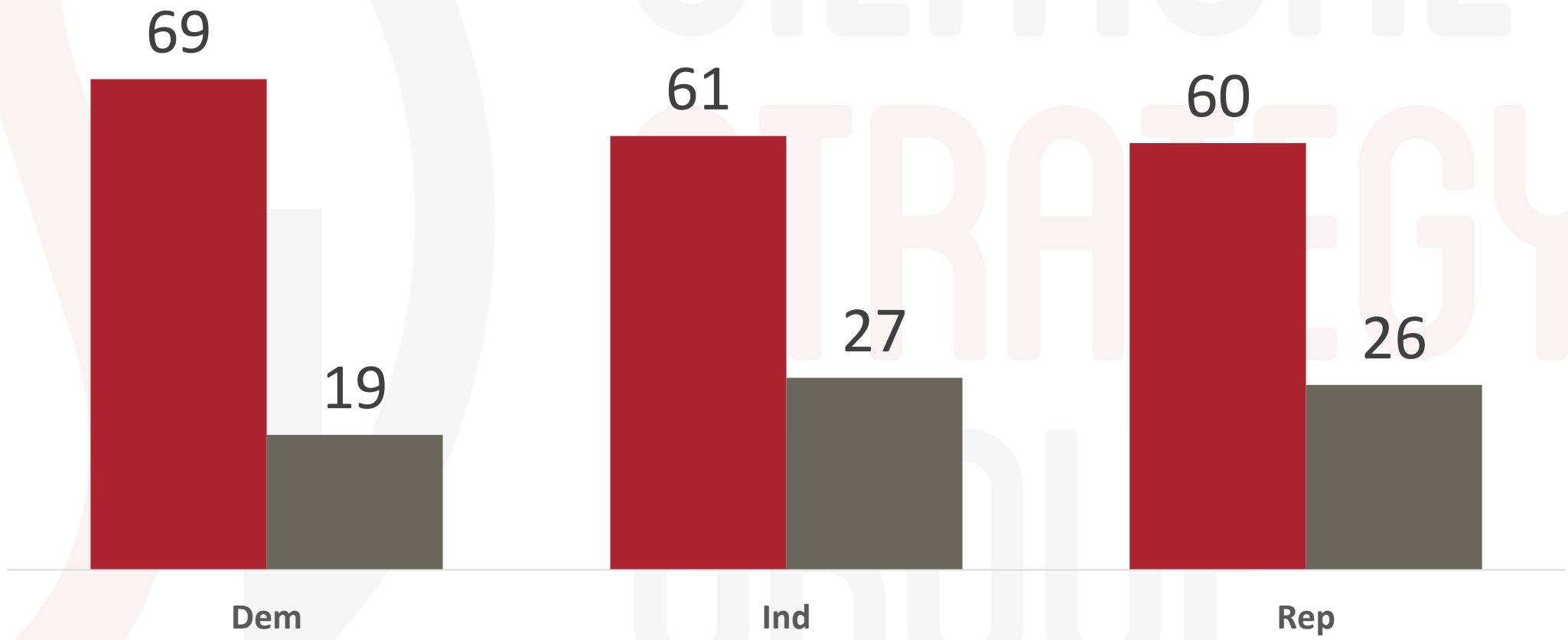
■ Somewhat  
■ Much More / Less



# Increase Funding

Party

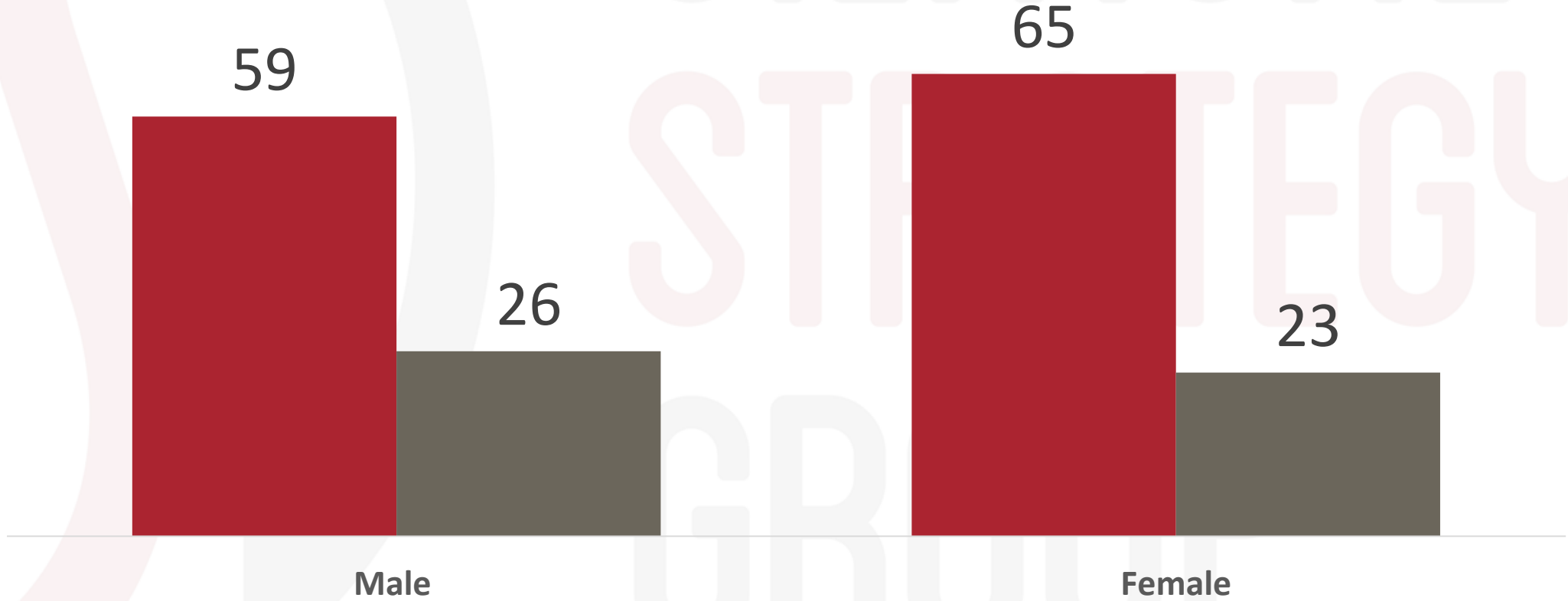
More Likely Less Likely



# Increase Funding

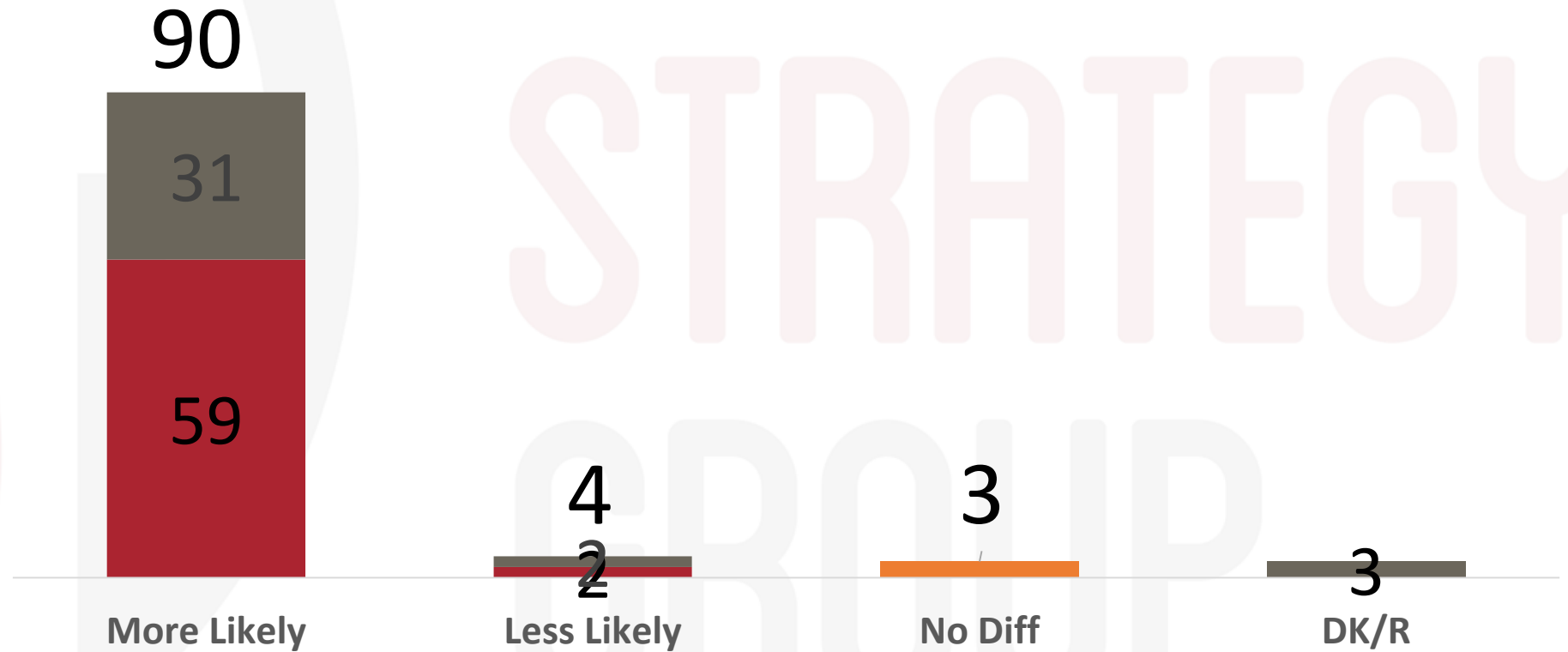
## Gender

More Likely Less Likely

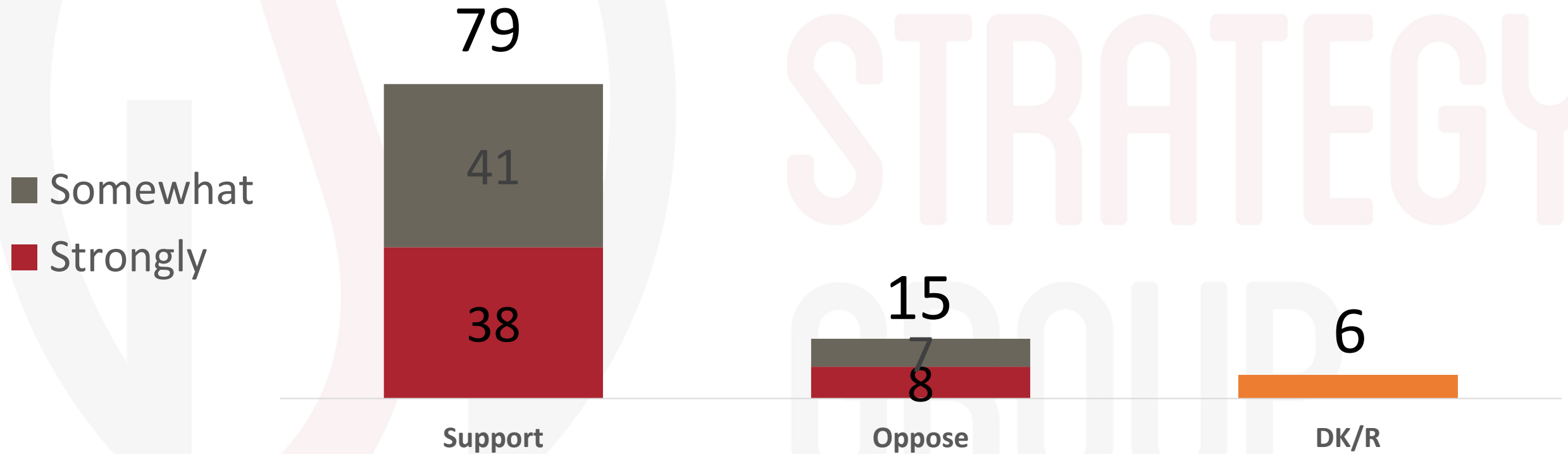


# Would you be more or less likely to vote for an elected official who supports conservation including improving the quality of our water for drinking and recreation?

- Somewhat
- Much More / Less



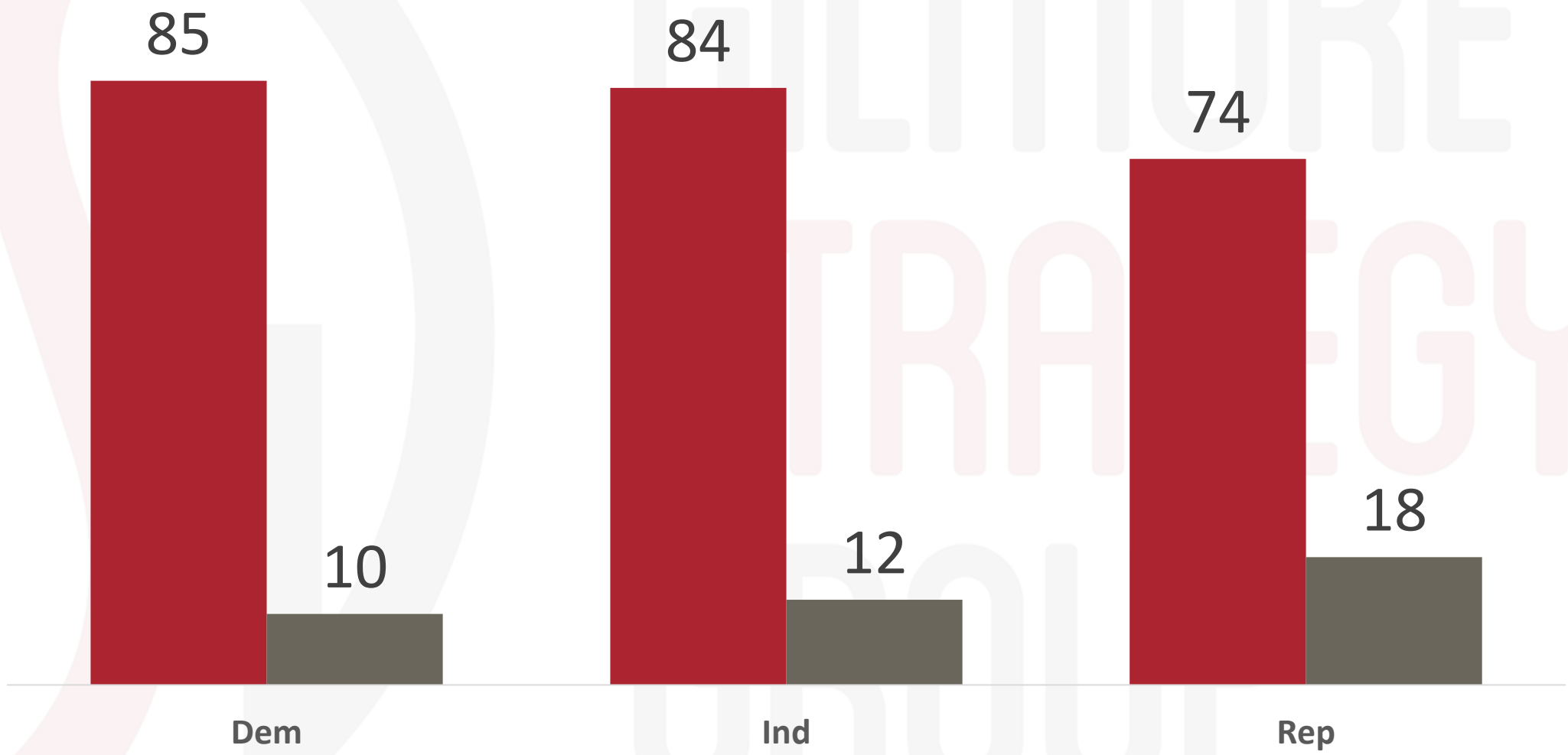
# Would you say you support or oppose public taxpayer funds being used for conservation and outdoor recreation activities?



# Taxpayer Funds

Party

■ Support ■ Oppose



# Have you personally participated in hunting or fishing in Arkansas in the past year?

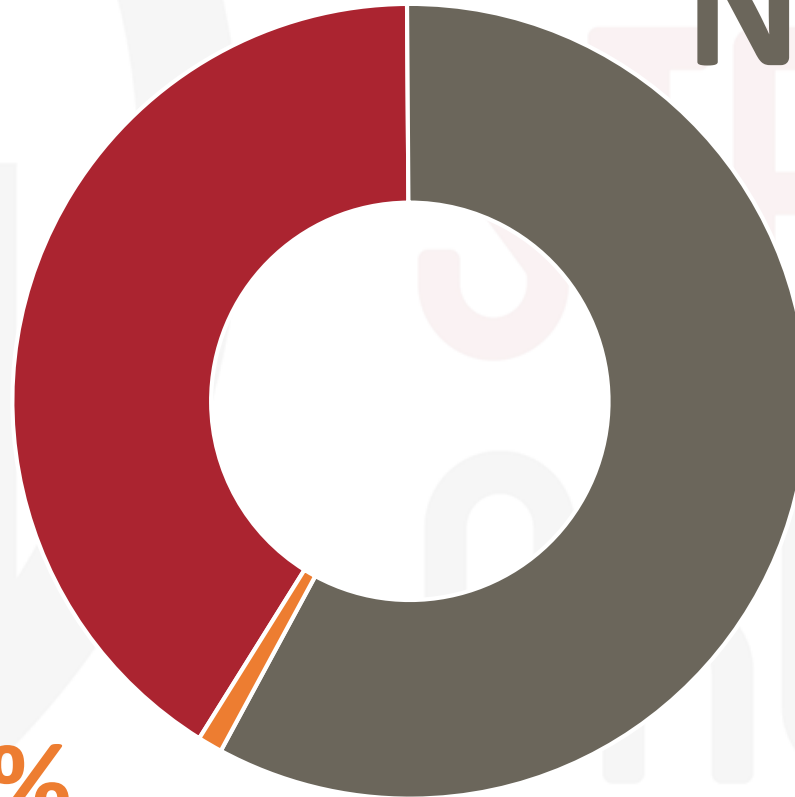
**Yes 41%**

**Hunt, Fish or Both:**

- Hunt: 12%
- Fish: 41%
- Both: 47%

**DK/R 1%**

**No 58%**

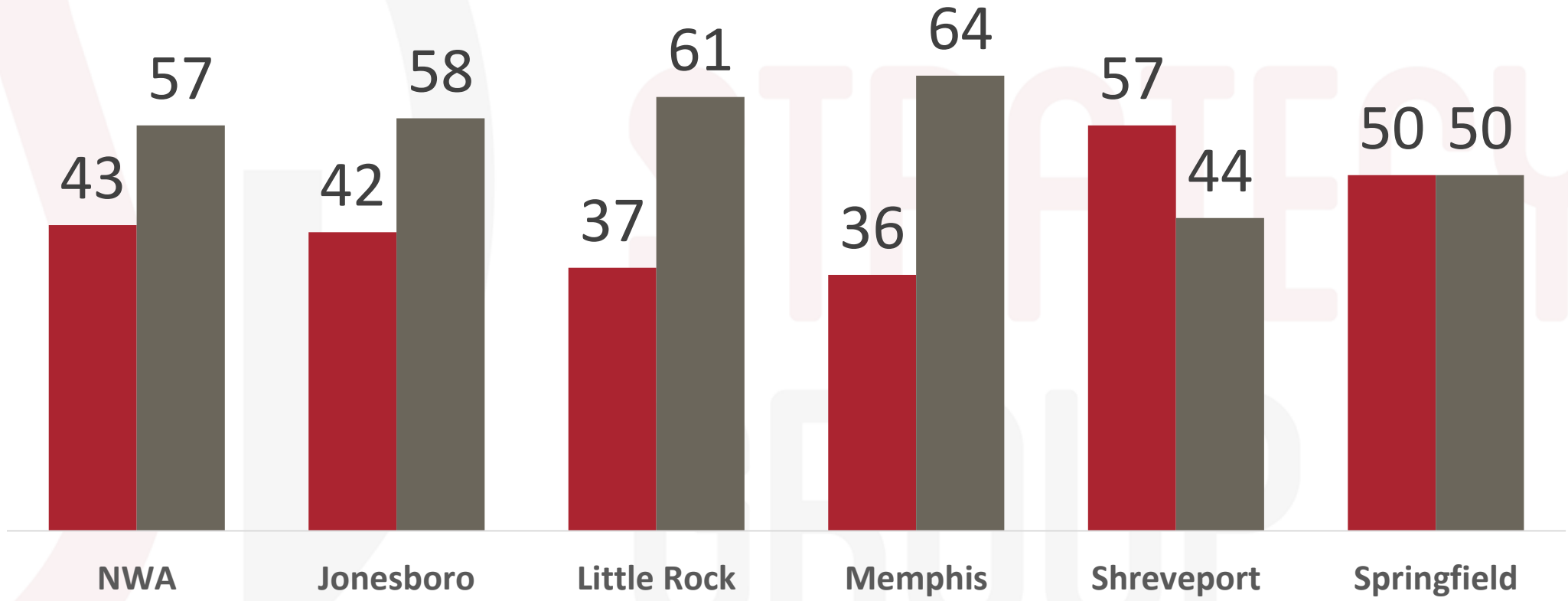




# Hunting or Fishing

## Media Market

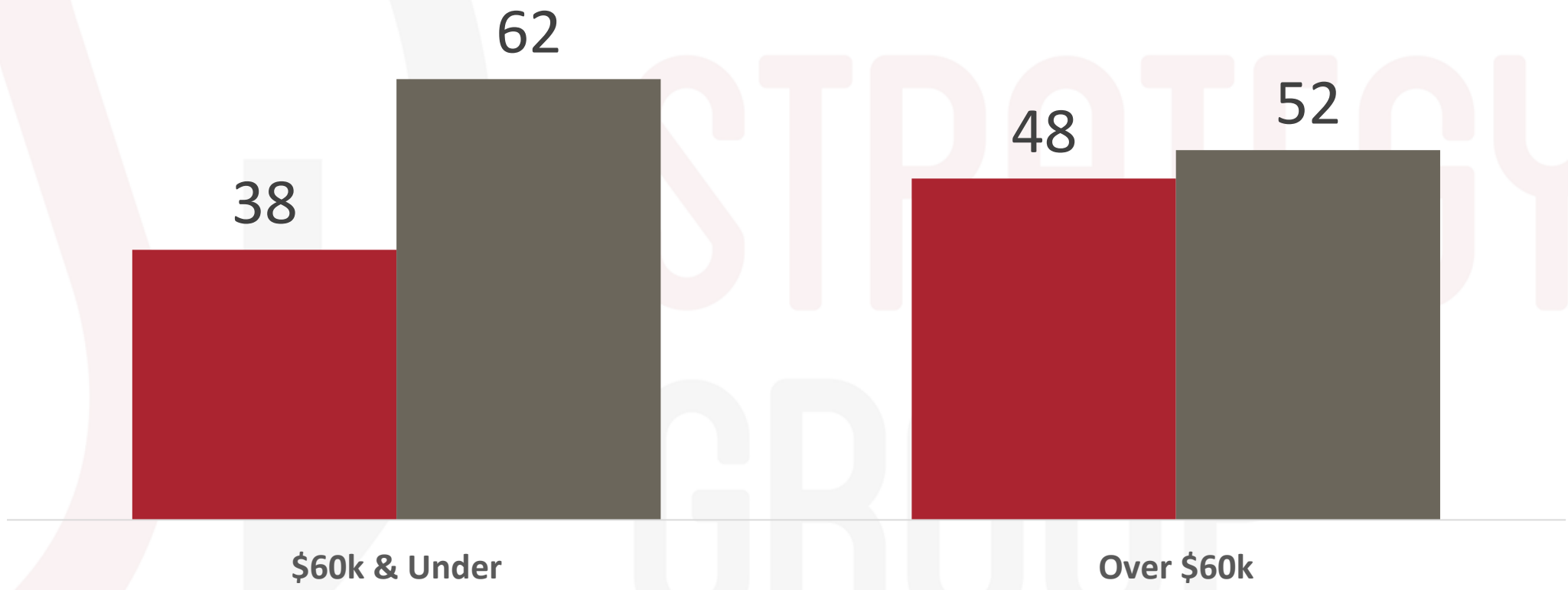
■ Yes ■ No



# Hunting or Fishing

## Income

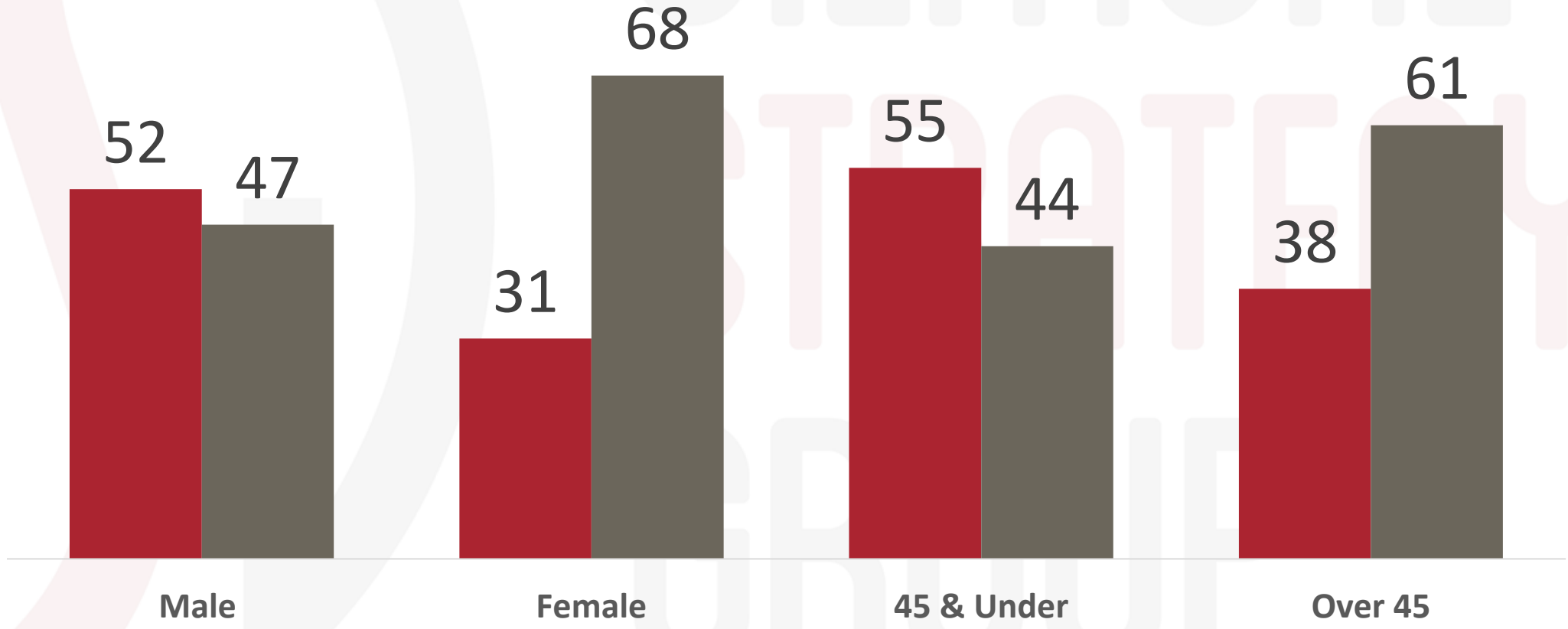
■ Yes ■ No



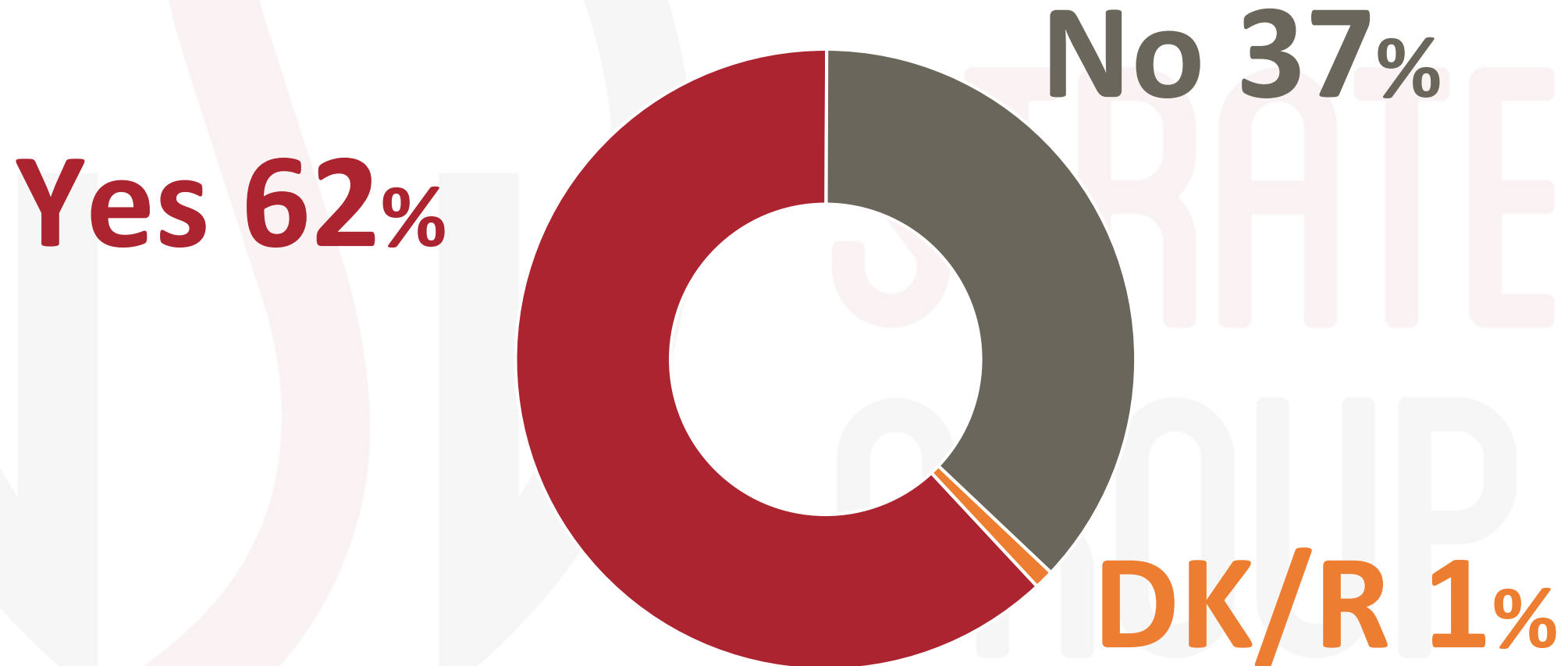
# Hunting or Fishing

Gender / Age

■ Yes ■ No



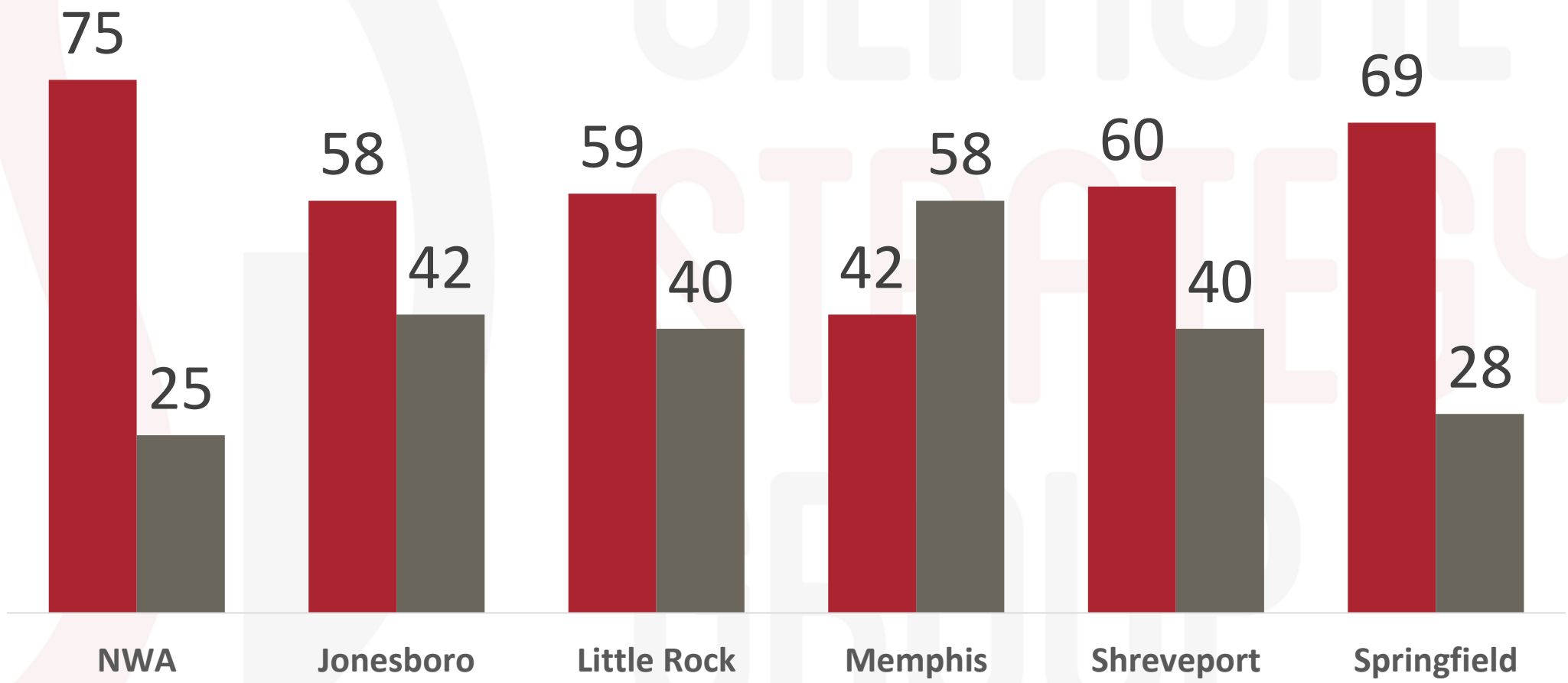
**Have you personally participated in other outdoor activities like hiking, boating or wildlife watching in the past year?**



# Other Outdoor Activity

Media Market

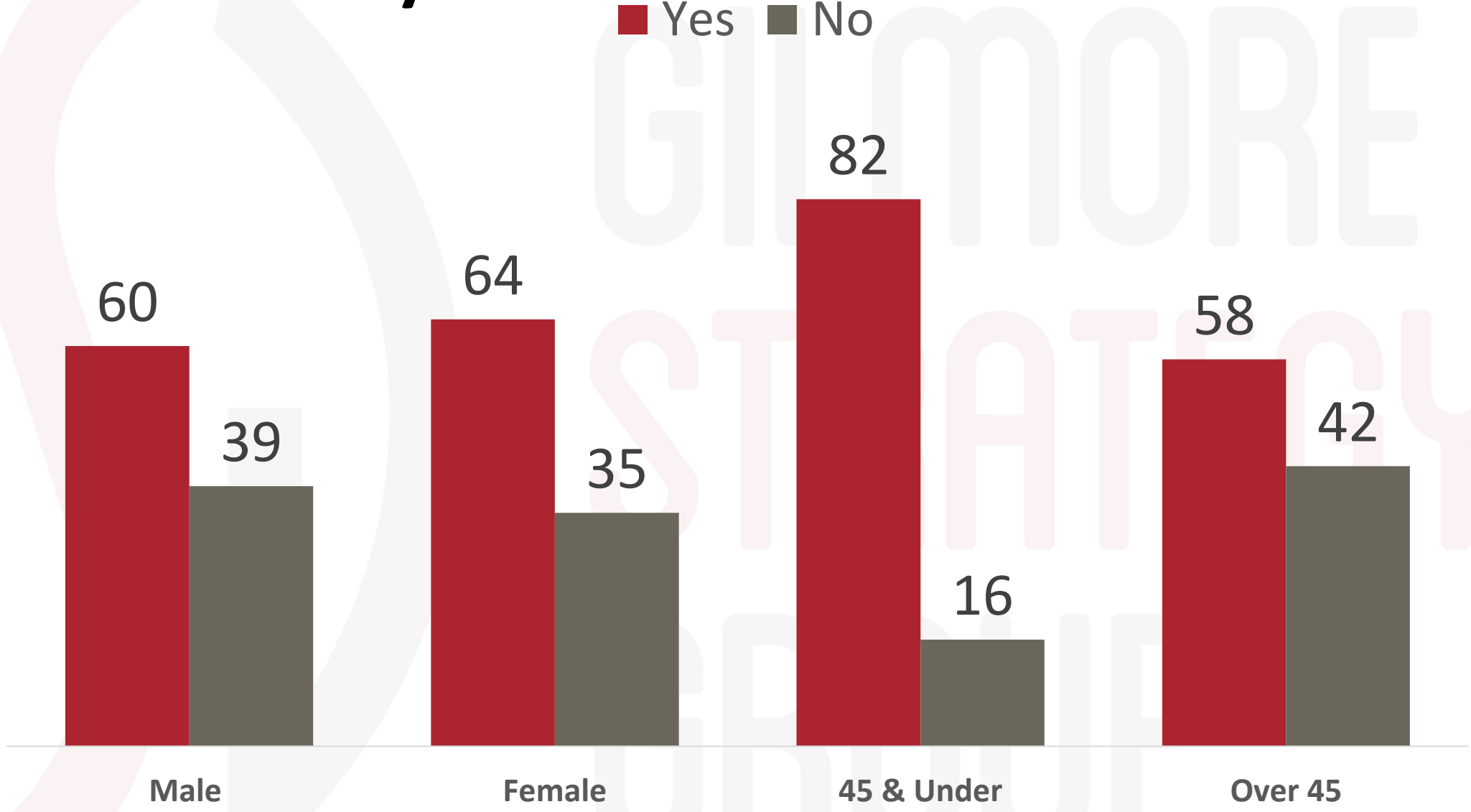
■ Yes ■ No



# Other Outdoor Activity

Gender / Age

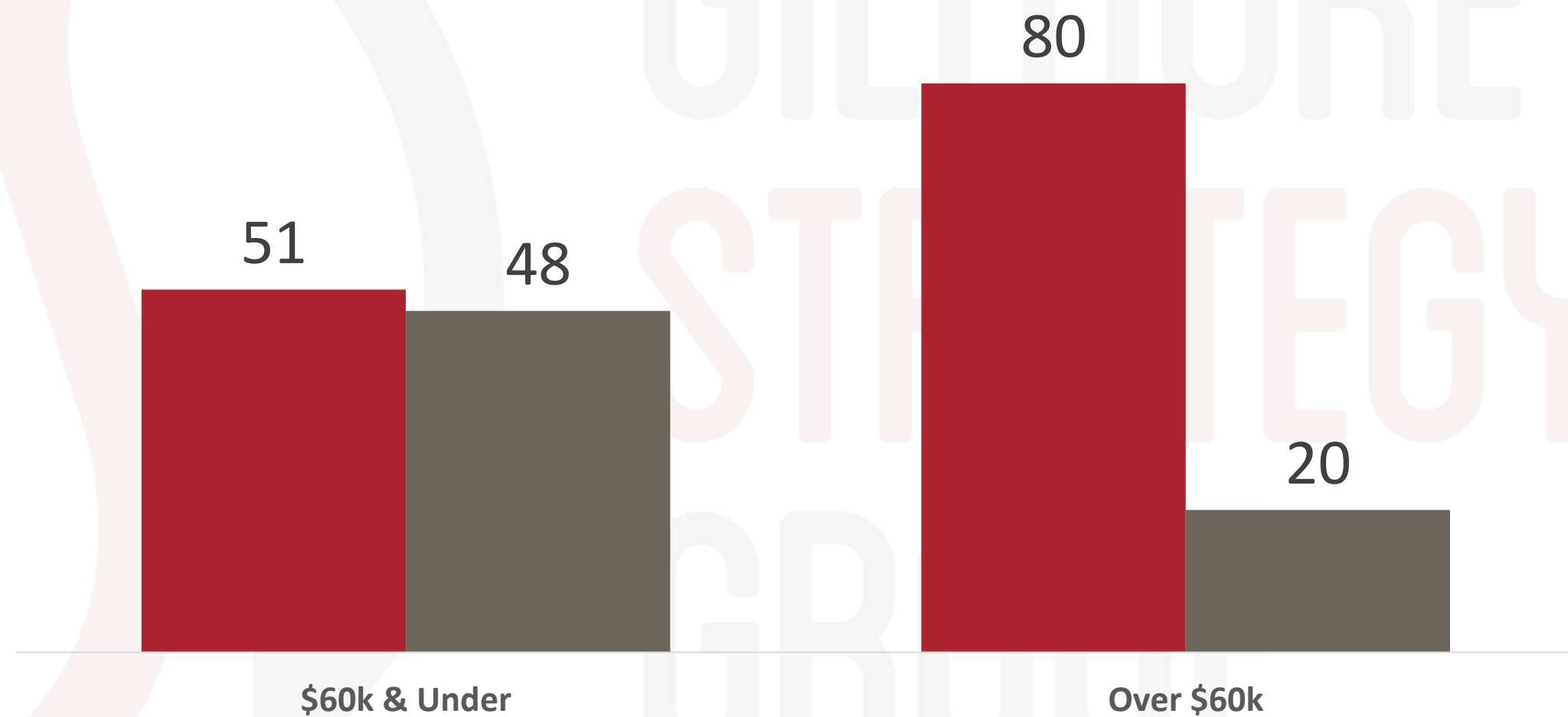
Yes No



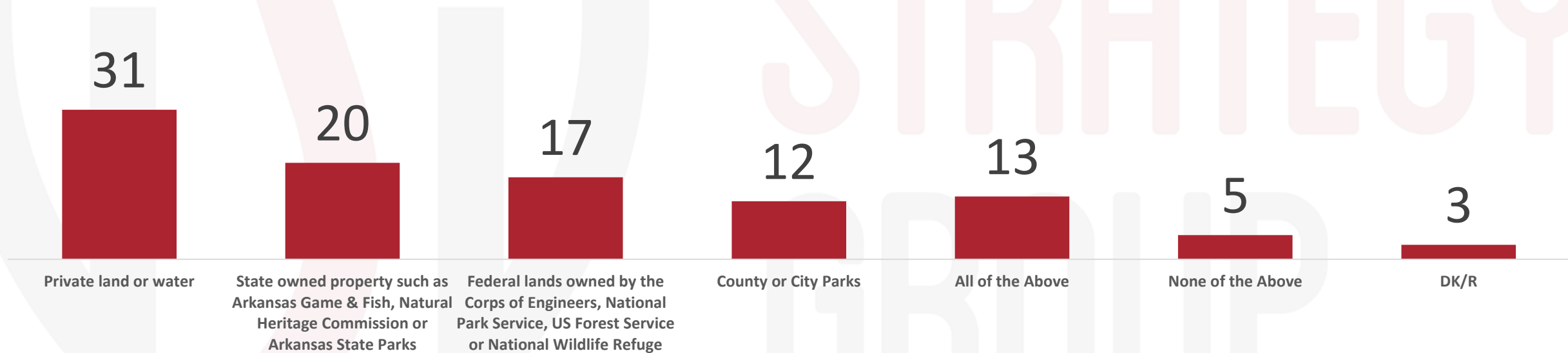
# Other Outdoor Activity

Income

■ Yes ■ No



# What types of outdoor areas do you use most frequently?

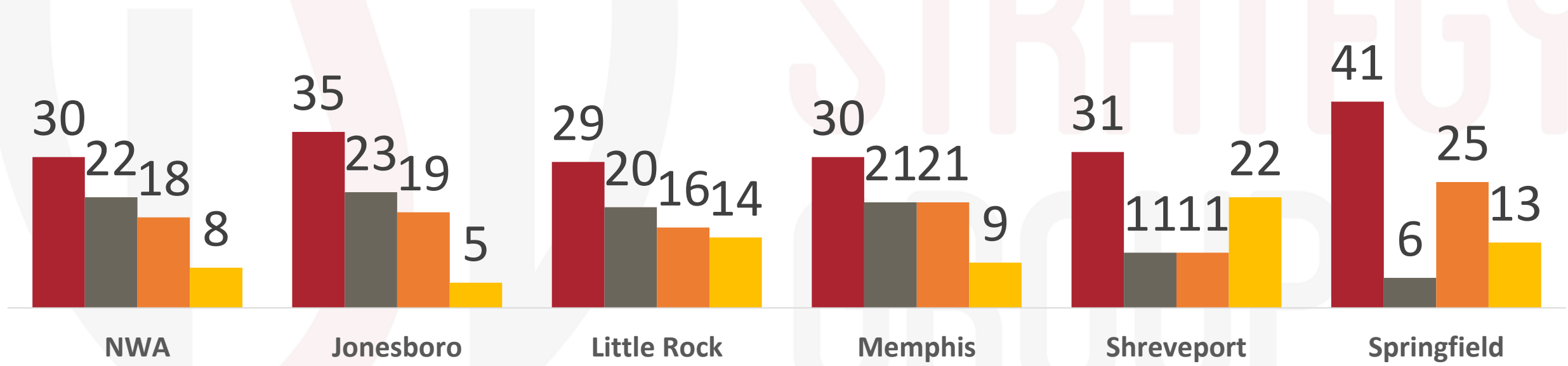




# Type of Outdoor Area

## Media Market

■ Private ■ State ■ County/City ■ Federal

















Thank you