



GS STRATEGY GROUP

PRESENTED BY:

Robert Jones, Partner

PROJECT DETAILS

Conducted December, 2022

N = 600 Likely Voters in Idaho

Margin of Error: +/- 4.38%

Voter Profile Overview



Gender

- Male 46%
- Female 53%

Overall



Race

- White 85%
- Non-White 13%
- Black 2%
- Hispanic 5%
- Asian 1%
- Other 3%
- Refused 3%

Overall



Age

- 18-39 24%
- 40-64 44%
- 65+ 32%
- MEAN 53 YO

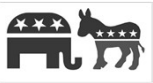
Overall



DMA

- Boise 49%
- Idaho Falls 20%
- Spokane 23%
- Twin Falls 8%

Overall



Party

- Republican 56%
- Democratic 17%
- Independent/No 23%

Overall



Income

- <\$50,000 36%
- \$50,000-\$100,000 31%
- Over \$100,000 19%

Overall



Ideology

- Liberal 19%
- Moderate 23%
- Conservative 55%

Overall



Sportsman

- Yes 45%
- No 55%

Overall

Environmental Issues Facing Idaho

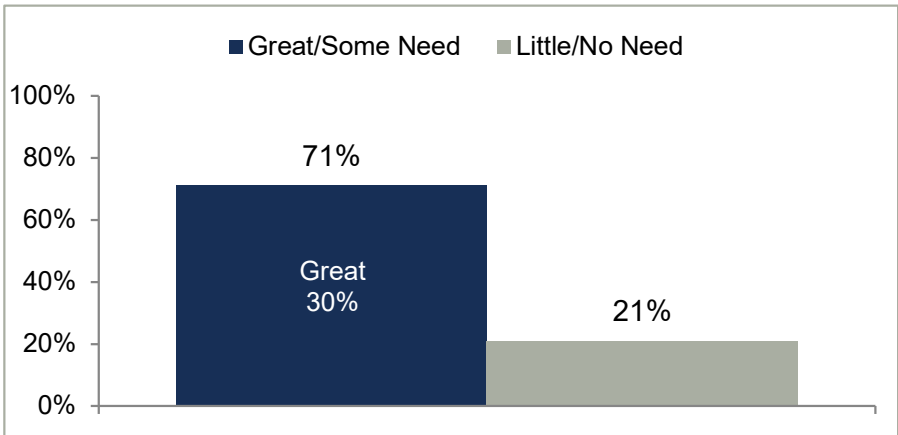
In a few words of your own, what do you think is the most important environmental issue facing Idaho today?

	Overall	Party			Sportsman	
		Dem	Indy	GOP	Yes	No
Drought/Water Cons	20%	21	26	17	20	20
Climate change	11%	26 ←	15	5	9	→ 13
Overpopulation	7%	4 →	7 →	9	9	5
Wildfires	5%	3	6	4	6	3
Government	4%	0	1	7	5	4
Pollution	3%	8	0	3	3	3
Forest Cons.	3%	3	2	4	3	3
Air Pollution	3%	0	4	3	3	3
No problems	3%	0	2	4	3	3
Development	3%	0	3	3	2	3
Litter/Recycle	2%	4	2	2	3	2
Fish/Salmon Population	2%	1	1	3	3	2
Public lands turning private	2%	2	2	2	2	2
Wildlife protection	2%	4	2	1	1	2
The economy	2%	3	0	2	2	2
Environmental groups	2%	0	1	3	1	2
Factories/Corp Waste	2%	2	2	1	1	2

Some numbers may be off +/- 1% due to rounding.

Additional Funding for Outdoor Recreation

Generally speaking, would you say that Idaho has a great need, some need, a little need, or no real need for additional funding for outdoor recreation and conserving Idaho’s land, water, and way of life?



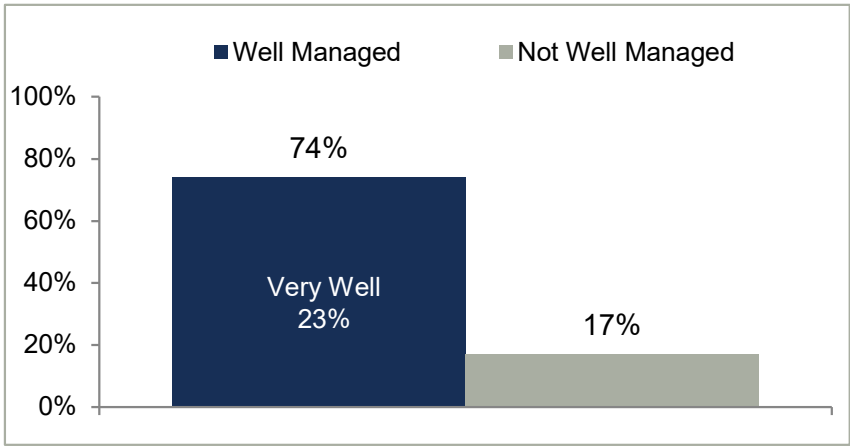
	Overall	Party			Sportsman	
		Dem	Indy	GOP	Yes	No
Great Need	30%	44 ←	36 ←	23	32 ←	29
Some Need	41%	32	42	43	44 ←	39
Little/No Need	21%	16	15	25	19 →	23

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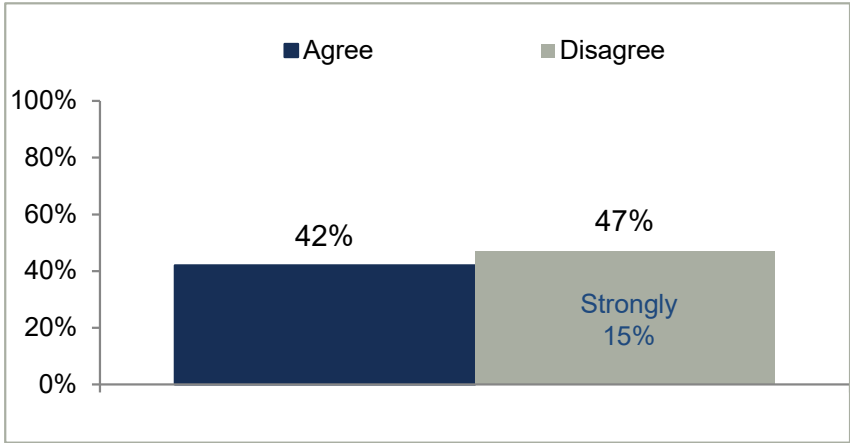
Idaho's Public Lands

Based on what you know, how well managed are Idaho's public lands?



	Overall	Party			Sportsman	
		Dem	Indy	GOP	Yes	No
Well	74%	77	69	75	72	75
Not Well	17%	18	22	15	23	13
NET	+57%	+59	+47	+60	+50	+62

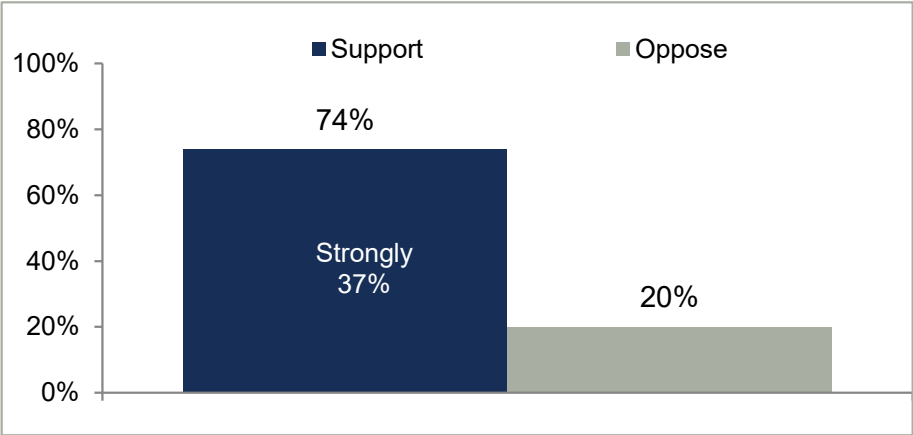
Please indicate whether you agree or disagree with the following statement. "Idaho's public lands are too crowded"



	Overall	Party			Sportsman	
		Dem	Indy	GOP	Yes	No
Agree	42%	40	46	42	49	37
Disagree	47%	51	41	47	42	50
NET	-4%	-10	+5	-5	+7	-13

Outdoor Recreation Fund

Currently, Idaho has a 1.3-billion-dollar surplus, the state could consider directing 10 million dollars in one-time funds to increase funding for outdoor recreation and conserving Idaho’s land, water, and way of life. The funding could go towards things like trail-building, acquiring access for public recreation, and purchasing more land for state parks. Do you support or oppose this proposal?

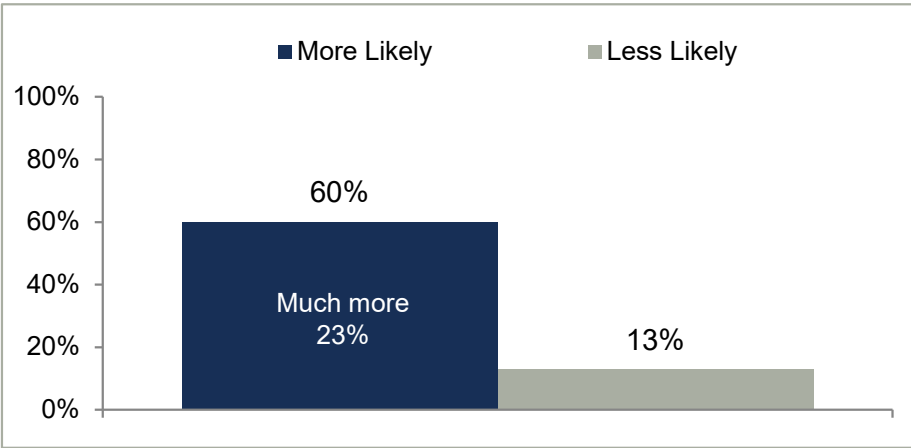


	Overall	Party			Sportsman	
		Dem	Indy	GOP	Yes	No
Support	74%	88	78	74	78 ←	70
Oppose	20%	8	→ 15	→ 21	19	21
NET	+53%	+80	+63	+53	+59	+49

Some numbers may be off +/- 1% due to rounding.

Influence of State Legislator Support

If in the next legislative session your state legislator voted to increase funding for outdoor recreation and conserving Idaho’s land, water, and way of life, would that make you *more likely* or *less likely* to vote for them?

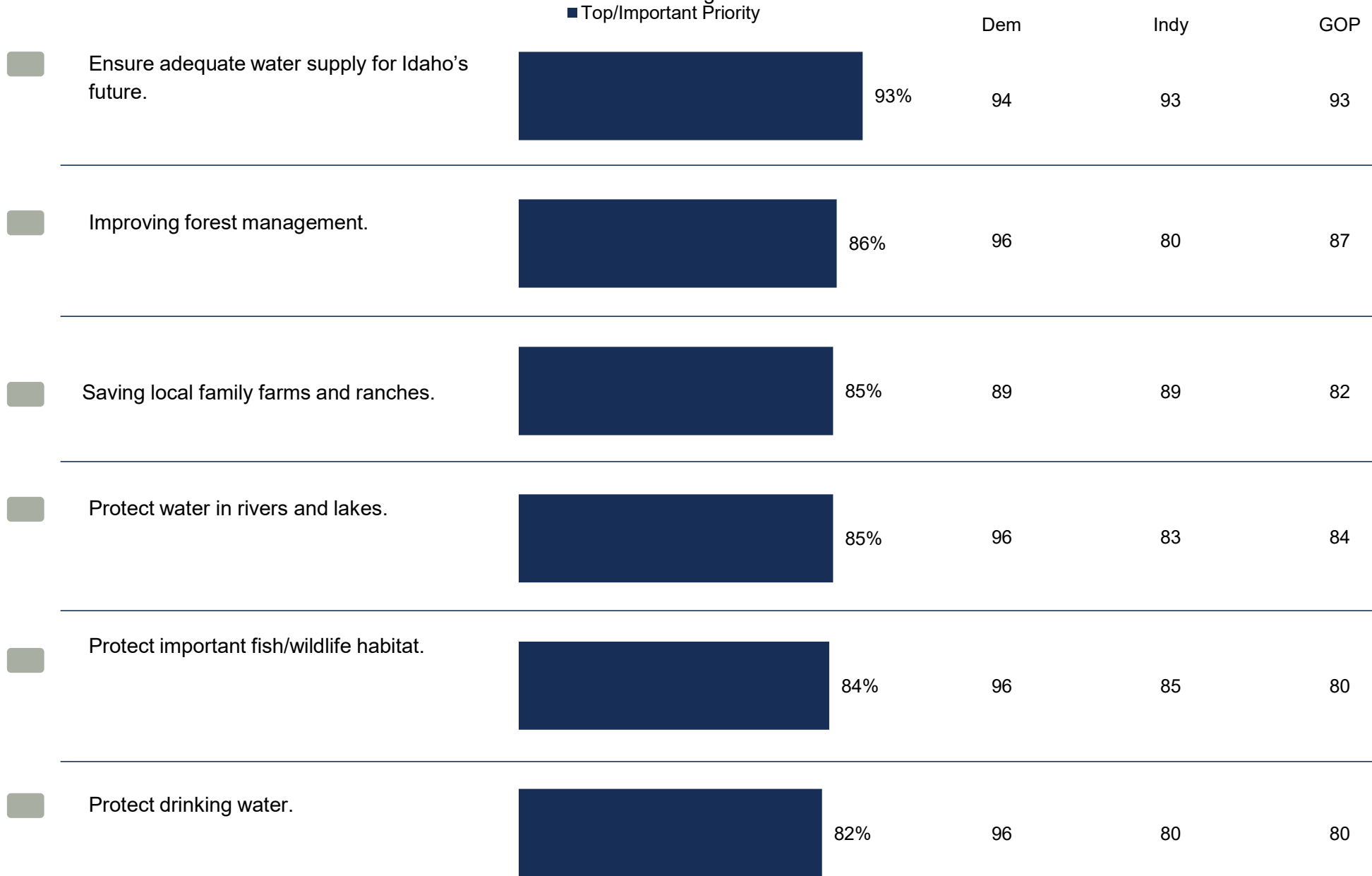


	Overall	Party			Sportsman	
		Dem	Indy	GOP	Yes	No
More Likely	60%	66 ←	65 ←	57	66 ←	55
Less Likely	13%	10	8	15	12	13
NET	+48%	+56	+57	+42	+54	+42

Some numbers may be off +/- 1% due to rounding.

Specific Ways Additional Funding can be Invested

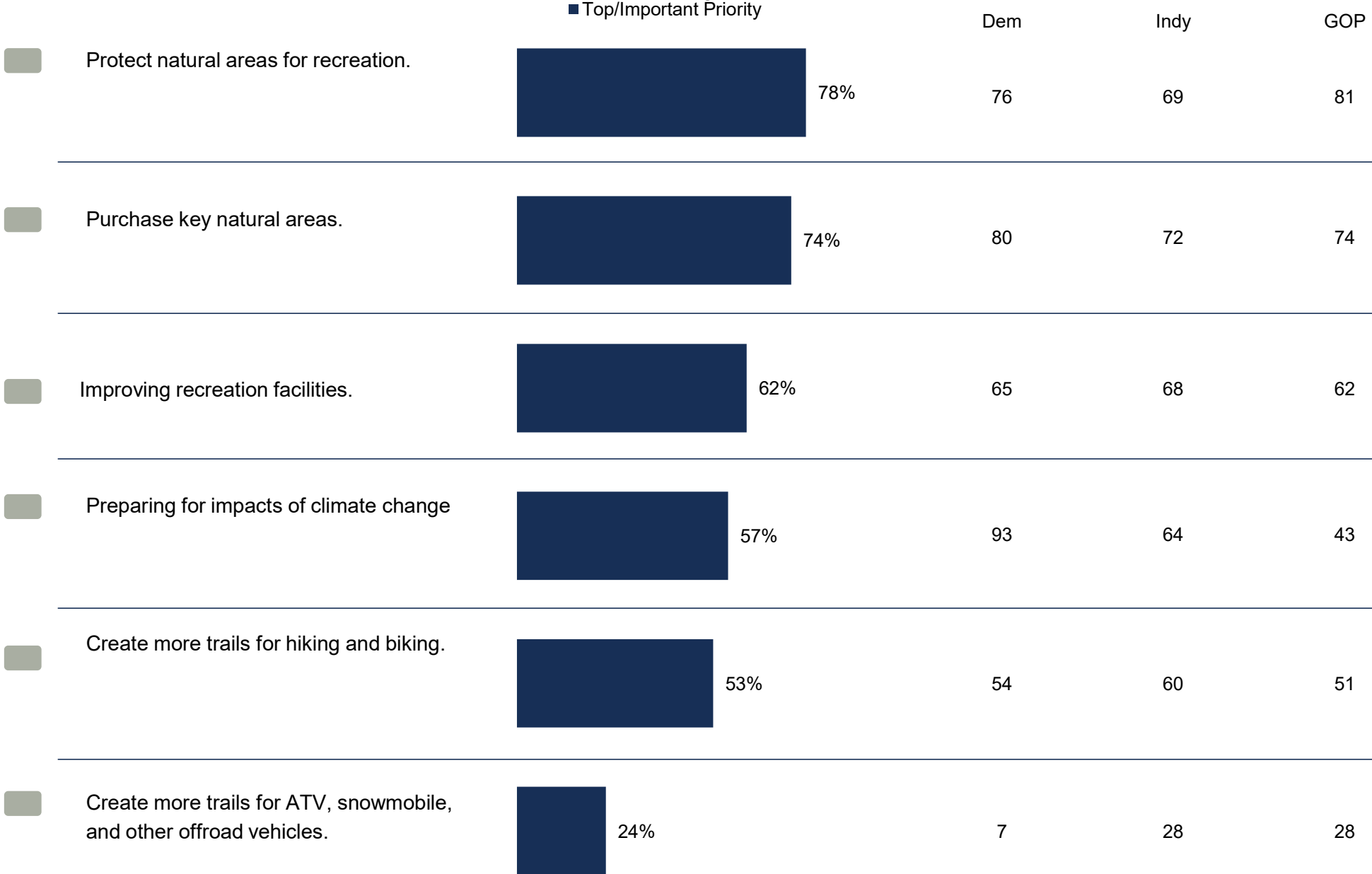
Below is a list of ways that additional funding for outdoor recreation and conserving Idaho’s land, water, and way of life could be invested in Idaho. Please indicate whether it should be a top priority, an important priority, not too important of a priority, or it should not be done, in the Idaho Legislature.



Some numbers may be off +/- 1% due to rounding.

Specific Ways Additional Funding can be Invested Pt.2

Below is a list of ways that additional funding for outdoor recreation and conserving Idaho’s land, water, and way of life could be invested in Idaho. Please indicate whether it should be a top priority, an important priority, not too important of a priority, or it should not be done, in the Idaho Legislature.



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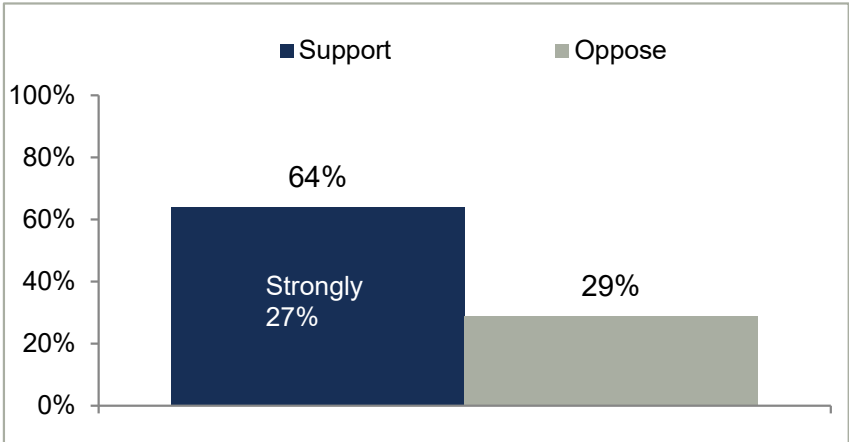
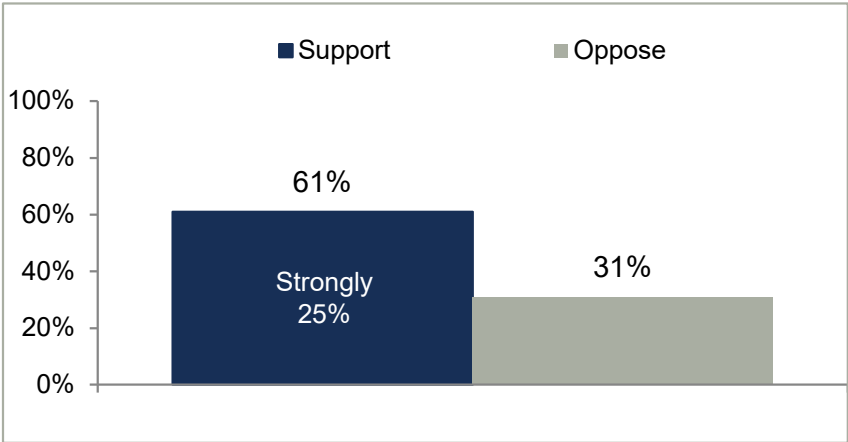


Different Ways to Increase State Funding

Next, some people have proposed different ways of increasing State funding for outdoor recreation and conserving Idaho’s land, water, and way of life on an ongoing basis. Please indicate whether it is something you would support or oppose.

State purchasing additional lands from private interests.

The state of Idaho hiring additional state employees to ensure good stewardship of state-owned lands.



	Overall	Party			Sportsman	
		Dem	Indy	GOP	Yes	No
Support	61%	67	62	58	68	56
Oppose	30%	23	28	33	29	31
NET	+31%	+44	+34	+25	+40	+25

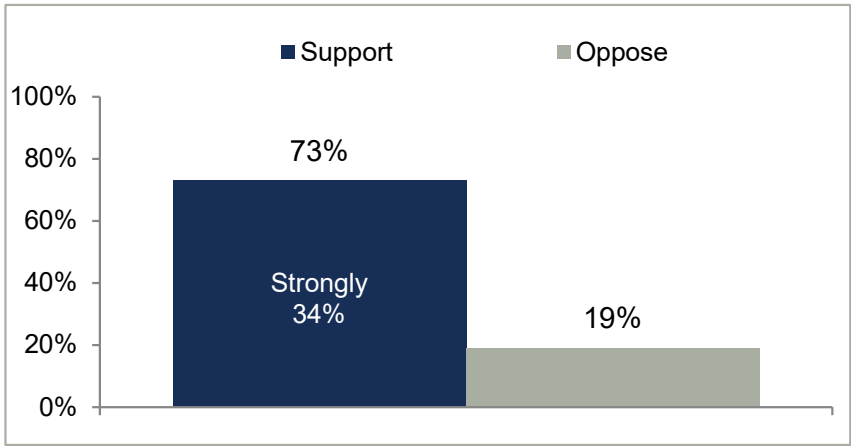
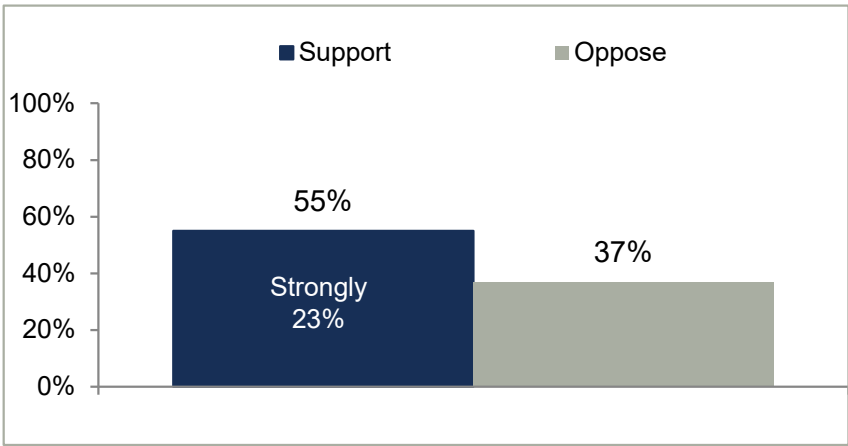
	Overall	Party			Sportsman	
		Dem	Indy	GOP	Yes	No
Support	64%	79 ←	66 ←	59	65	64
Oppose	29%	15	27	33	31	27
NET	+36%	+64	+39	+26	+34	+37

Different Ways to Increase State Funding Pt.2

Next, some people have proposed different ways of increasing State funding for outdoor recreation and conserving Idaho’s land, water, and way of life on an ongoing basis. Please indicate whether it is something you would support or oppose.

Charging an automatic fee of \$10 per license plate in Idaho to fund state parks, with an option to opt out..

Redirecting a portion of the sales tax from outdoor recreation purchases to a fund dedicated to outdoor recreation and conserving Idaho’s land, water, and way of life.



	Overall	Party			Sportsman	
		Dem	Indy	GOP	Yes	No
Support	55%	65	51	55	52 → 58	
Oppose	37%	29	42	38	42	33
NET	+18%	+36	+9	+17	+10	+25

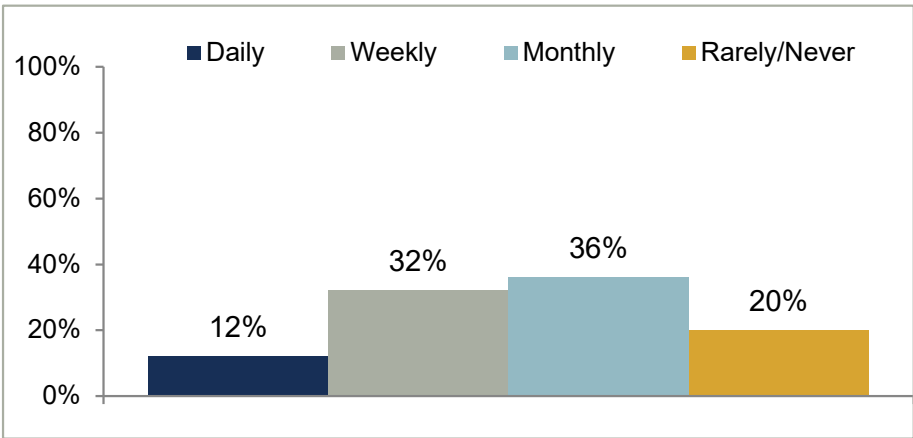
	Overall	Party			Sportsman	
		Dem	Indy	GOP	Yes	No
Support	73%	82	73	71	73	73
Oppose	19%	12	21	20	22	17
NET	+54%	+70	+51	+51	+51	+56

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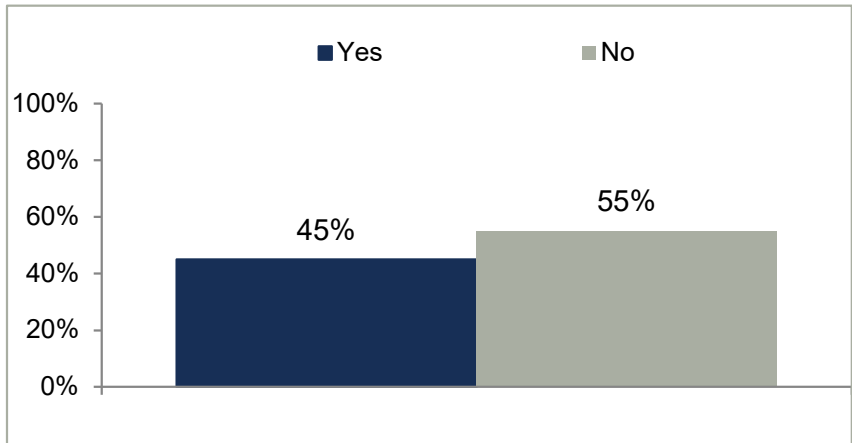
Outdoor Frequency/Sportsman/Fisherman

How often do you go outdoors in areas like public lands, city parks, trails, or open spaces?



	Overall	Party			Sportsman	
		Dem	Indy	GOP	Yes	No
Daily	12%	17	13	10	15	11
Weekly	32%	32	32	31	42	24
Monthly	36%	33	36	36	34	37
Rarely	20%	17	18	22	9	29

Do you consider yourself a sportsman, such as a hunter or fisherman?



	Overall	Party		
		Dem	Indy	GOP
Yes	45%	27	43	51
No	55%	73	57	49
NET	-11%	-45	-14	2