

TO: Interested Parties
FROM: Hart Research Associates
DATE: January 26, 2022
RE: Survey among Nevada voters shows support for Avi Kwa Ame monument designation

From January 11 to 15, 2022, Garin-Hart-Yang conducted a survey among 601 likely 2022 general election voters in Nevada. The survey, which was conducted on landlines and cell phones, is representative of Nevada's demographics in terms of gender, age, and ethnicity, and has a margin of error of ± 4 percentage points. The following are the key findings from the survey.

Nevadan voters are overwhelmingly receptive to designating national monuments in the state—a nearly unanimous 91% of voters say they support protecting national monuments in Nevada. This support is consistent across political, racial, and gender groups. For example, 88% of conservatives, 88% of moderates, and 97% of liberals support protecting national monuments.

Specifically, three in five (60%) voters support designating Avi Kwa Ame, or Spirit Mountain, as a national monument, while only 10% say they oppose the plan. Support includes 59% of registered nonpartisan voters and is two to one among registered Republicans (42% support, 19% oppose).

Voters grow even more favorable toward the idea with information from both supporters and opponents of the designation. With sufficient information, a full 70% of Nevadans support designating Avi Kwa Ame as a national monument, including 47% who strongly support the idea, which is a 10-point increase in support from the initial ask, despite (a) more negative arguments [6] provided to respondents than positive ones [4], and (b) the negative arguments asked last. In other words, support GROWS despite a more challenging scenario in which the opponents of Avi Kwa Ame have a bigger megaphone AND get the last word.

Voters are most receptive to viewing monument designation as a way to protect the ecological spaces and indigenous places that make up Nevada's public land. About four in five (79%) voters believe it is important for elected officials to protect desert landscapes, mountains and valleys, recreation areas, and other outdoor spaces that make up our public lands and to ensure that they are not sold off to private corporations. Furthermore, voters see the importance of the federal government to protect places sacred to Indigenous people and tribes (70% say this is extremely or very important).

Positive messaging about designating Avi Kwa Ame as a national monument is stronger among voters than is negative messaging. Top positive messages focus on protecting land and essential habitats for wildlife as well as sacred Native American and Indigenous culture sites, values, and practices. Voters also respond well to the designation providing more recreational opportunities.

TOP MESSAGING IN SUPPORT OF AVI KWA AME NATIONAL MONUMENT DESIGNATION

	Total Convincing %	Very Convincing %	Fairly Convincing %
[ECOLOGICAL] The proposed monument contains some of the most visually stunning, biologically diverse lands in the Mojave Desert. Some of these biological treasures are the eastern edge of the world's largest Joshua tree forest, habitat for the desert tortoise, and a migratory corridor for desert bighorn sheep. Designating the area as a monument would protect the land and preserve these essential habitats.	83	56	28
[CULTURAL] The proposed monument is considered sacred by the 12 native tribes in the area, such as the Yuman-speaking tribes. Designating the area as a monument would protect sacred Native American and Indigenous cultural sites, values, and practices from looting, vandalism, and degradation.	82	53	29
[RECREATION/OVERCROWDING] As more people visit and relocate to Las Vegas, places like Red Rock Canyon will become more overcrowded and access will be limited. Designating Avi Kwa Ame as a national monument would provide more opportunities for people to enjoy public lands and have guaranteed access to outdoor spaces for camping, hiking, biking, and other recreation.	81	47	34
[RECREATION/RED ROCK] Just like the example of Red Rock Canyon and the more than two million people each year who enjoy that area, designating Avi Kwa Ame as a national monument would provide more opportunities for people to enjoy public lands and have guaranteed access to outdoor spaces for camping, hiking, biking, and other recreation.	75	46	29

Conversely, negative messaging falls flat with Nevada voters. Even the best-testing message that focuses on preserving state control over land does not cross the majority threshold—only 48% say this is a convincing statement to OPPOSE the designation (just one in four (26%) voters say this is very convincing).

By the end of the poll, support for the plan increases by double digits, as 70% of voters say they would support designating Avi Kwa Ame as a national monument, including nearly half (47%) who say they strongly support. Support includes half (50%) of registered Republicans and a majority (77%) of moderate voters. There is minimal difference in support across gender and racial groups.

Finally, there is strong support for members of Congress who support the Avi Kwa Ame designation, even after hearing the negative arguments. Two-thirds (65%) of voters say they would approve of their member of Congress if they supported designating Avi Kwa Ame as a national monument, compared with 20% who disapprove. As with every other result in the survey, there is more positive than negative reaction among registered Democrats (89% approve, 6% disapprove), registered nonpartisans (63% approve, 16% disapprove), and registered Republicans (44% approve, 34% disapprove).