

MONTANA YELLOWSTONE-TO-YUKON POLL

OCTOBER 2023



MOORE INFORMATION GROUP
RESEARCH • ANALYSIS • RESULTS

METHODOLOGY

SAMPLE

400 live interviews among a representative sample of likely voters* in 24 select counties in Western Montana.

METHOD

Both live caller and text-to-online interviews were conducted October 1-5, 2023.

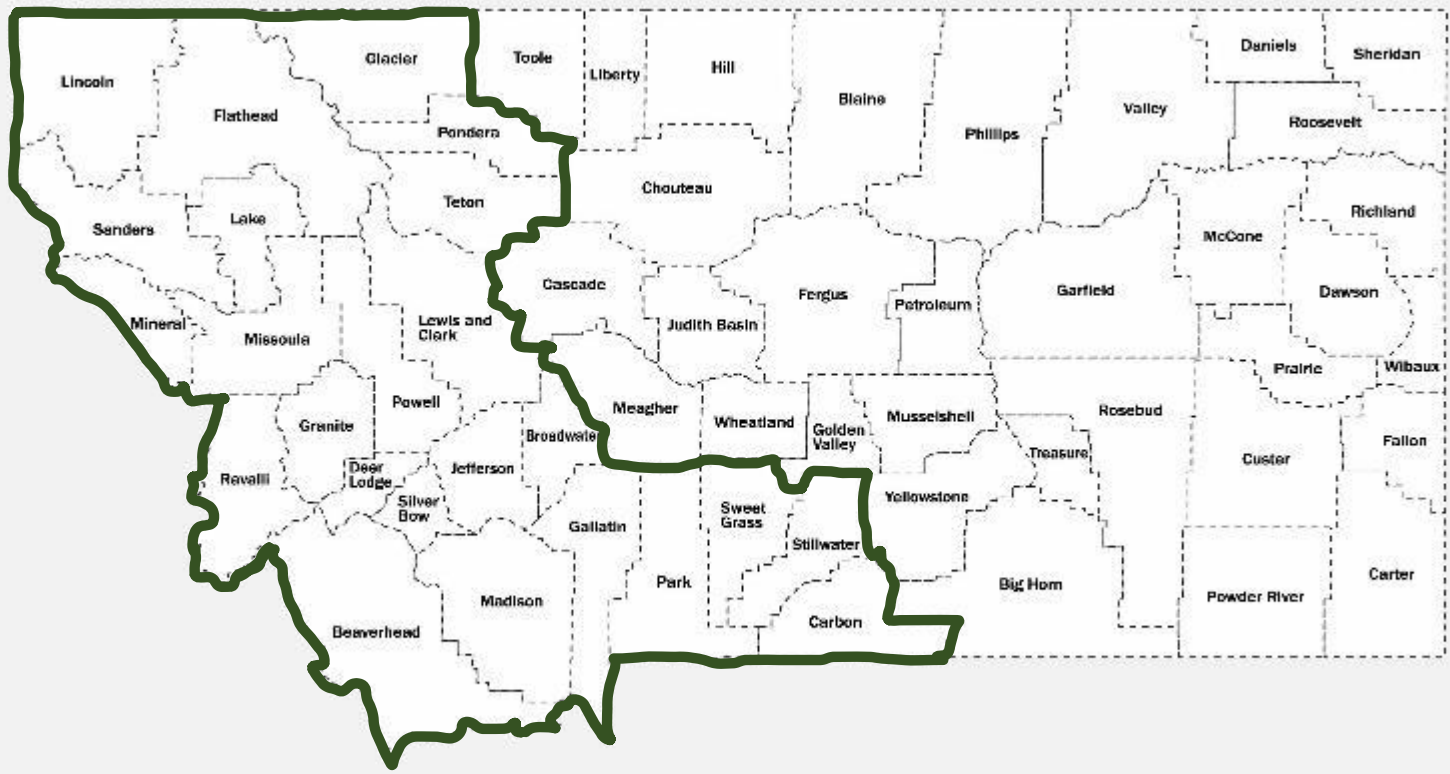
SAMPLING ERROR

Plus or minus 5% at the 95% confidence level. The margin for error is higher for subgroups, such as gender or an individual age category.

** Likely voters were surveyed as they tend to be more engaged with current issues and thus provide deeper, more actionable insights into public opinion.*



24 COUNTIES INCLUDED IN SURVEY



The 24 counties selected fall within the service area of the Yellowstone to Yukon Conservation Initiative



DEMOGRAPHICS

DMA		Gender		Age	
Missoula	47%	Men	49%	18-34	17%
Butte/Helena/Bozeman	40%	Women	51%	35-44	15%
Billings	7%			45-54	15%
Elsewhere	6%			55-64	18%
				65+	35%

Length of Residence		Education	
0-9 years	20%	High school or less	11%
10-20 years	11%	Associate/some college, trade/vocational school	28%
21+ years	33%	College/4-year graduates	36%
Native Montanans	36%	Post-graduates	24%



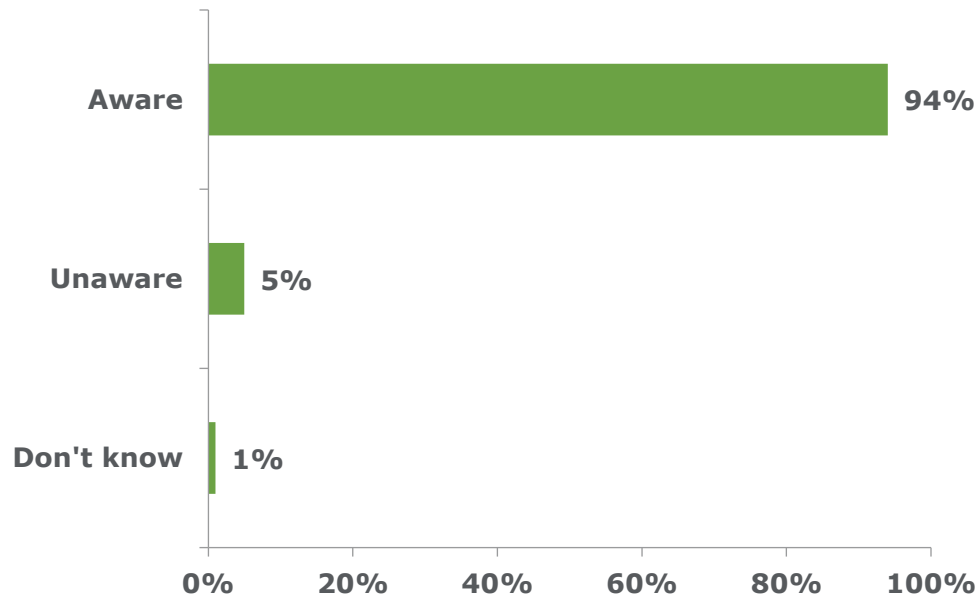


GENERAL KNOWLEDGE/EXPERIENCE



NEARLY ALL ARE AWARE OF WILDLIFE CROSSINGS

“Next, are you aware or not aware of the existence of wildlife crossing structures – things like overpasses or underpasses – that are specifically designed to enable wildlife to continue their traditional migrations and daily movements while safely crossing highways without getting hit by vehicles?” (Q1)

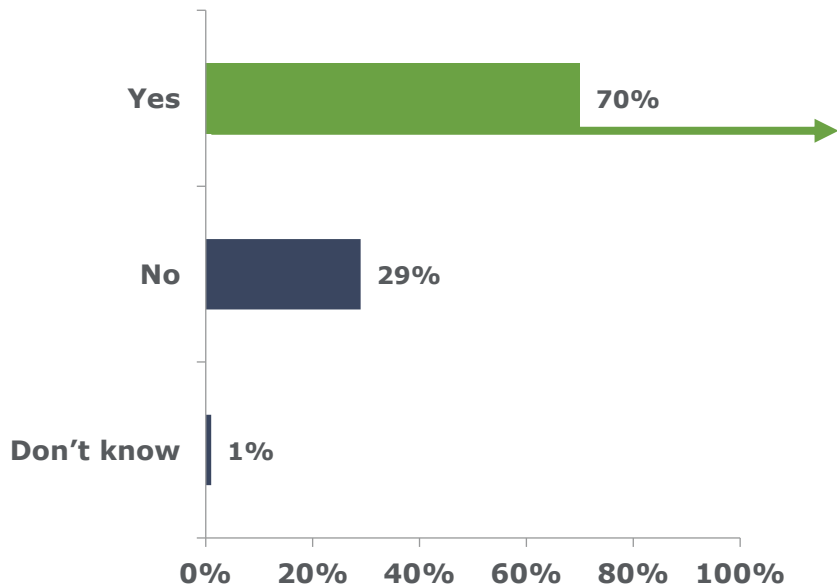


Awareness of wildlife crossings is widespread across all key demographic subgroups.

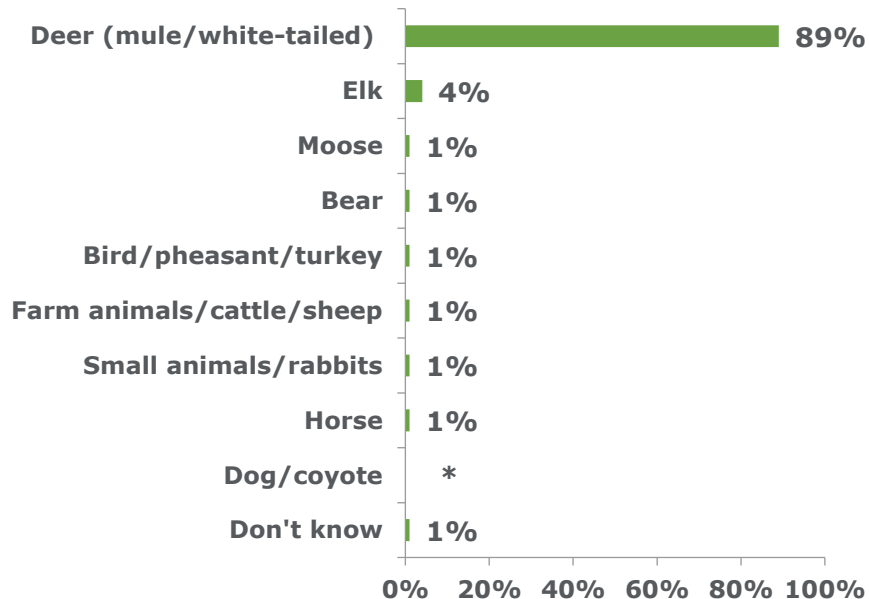


INVOLVEMENT WITH WILDLIFE/VEHICLE COLLISIONS

“Thinking back over the years, have you or a family member ever been involved in any wildlife-vehicle collisions in Montana?” (Q19)



IF YES: “Which species or animals were involved?” (Q20; N=282)



*Less than one-half of one percent

Just 7% of these collisions resulted in moderate to severe injuries that required medical attention.



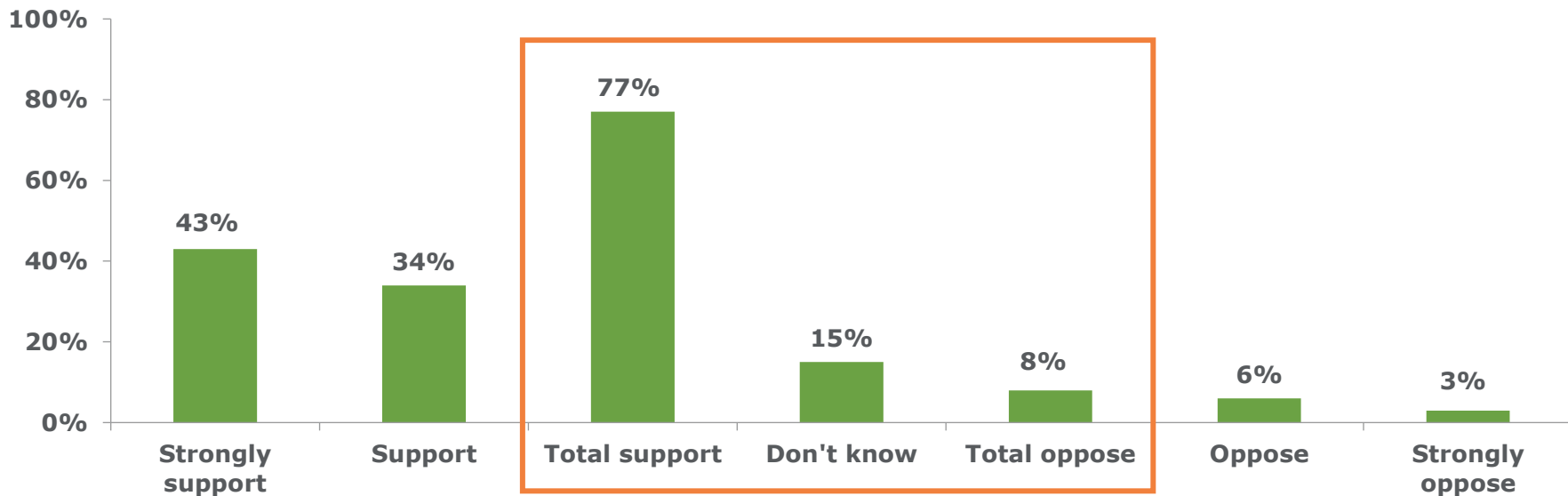


SUPPORT FOR ADDITIONAL WILDLIFE CROSSINGS



MORE THAN 3-IN-4 SUPPORT PROVIDING FUNDING FOR ADDITIONAL WILDLIFE CROSSINGS

"And do you support or oppose additional funding for the construction of additional wildlife crossings in Montana?" (Q2)



"Net support" is a score produced by calculating the percent total support minus percent total oppose.



SUPPORT FOR WILDLIFE CROSSINGS: KEY SUBGROUPS

Support is stronger among women ages 18-54, those in the Billings DMA and those who have lived in Montana for 20 years or less.

	Support	Don't know	Oppose (N=34)	Net support
All voters	77%	15%	8%	+69%
DMA				
Missoula	76%	15%	9%	+67%
Butte/Helena/Bozeman	76%	15%	8%	+68%
Billings (N=28)	84%	10%	6%	+78%
Elsewhere (N=24)	79%	13%	8%	+71%
Gender/age				
Men	74%	16%	10%	+64%
Men 18-54	76%	17%	7%	+69%
Men 55+	72%	15%	13%	+59%
Women	80%	14%	7%	+73%
Women 18-54	84%	11%	5%	+79%
Women 55+	76%	16%	8%	+68%
Length of Residency				
0-9 years	81%	15%	4%	+77%
10-20 years (N=46)	84%	12%	4%	+80%
21+ years	77%	13%	10%	+67%
Native Montanans	73%	17%	10%	+63%
Education				
Less than college degree	76%	15%	9%	+67%
College graduates or more	78%	14%	8%	+70%



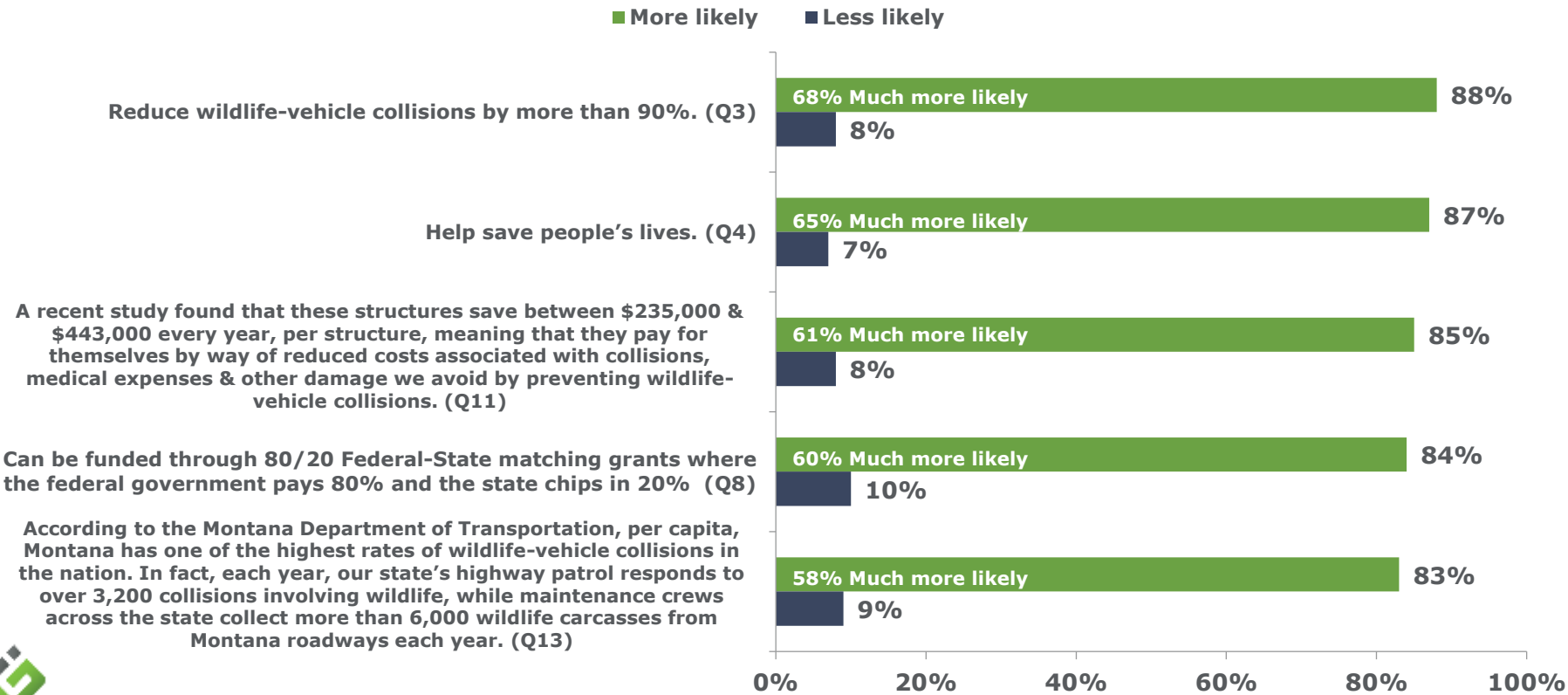


WILDLIFE CROSSINGS SUPPORT MESSAGES

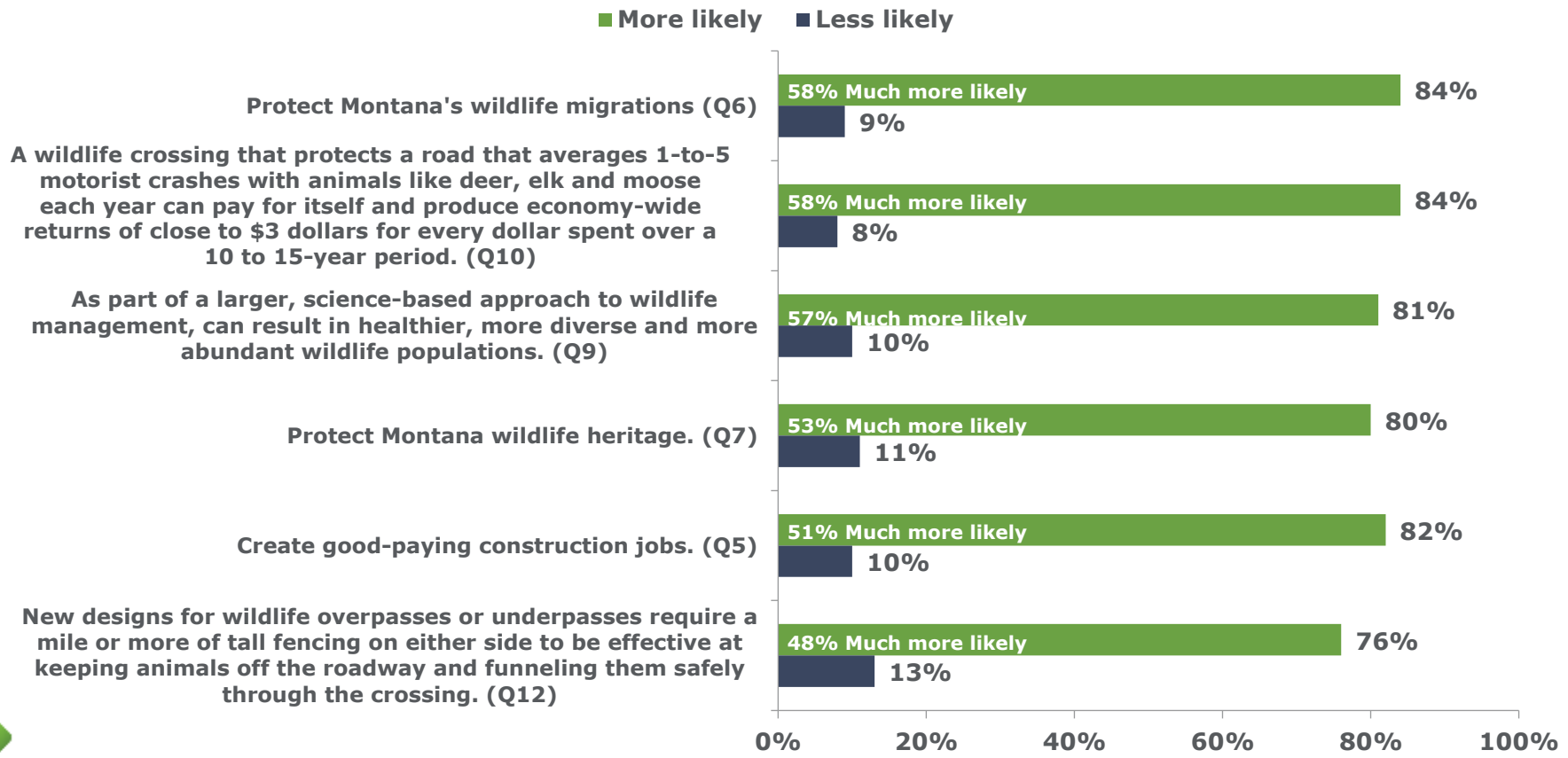


WILDLIFE CROSSING SUPPORT MESSAGES

“Still thinking about the construction of additional wildlife crossings in Montana, please tell me if you are more likely or less likely to support additional funding for these crossings knowing that these crossings...,”



WILDLIFE CROSSING SUPPORT MESSAGES (2)



WILDLIFE CROSSING SUPPORT MESSAGES: TV MARKET

		TV Market			
% Much more likely	All voters	Missoula	B/H/B	Billings (N=28)	Elsewhere (N=24)
Reduce wildlife-vehicle collisions by more than 90% (Q3)	68%	67%	67%	68%	76%
Help save people's lives. (Q4)	65%	62%	67%	65%	76%
A recent study found that these structures save between \$235,000 and \$443,000 every year, per structure, meaning that they pay for themselves by way of reduced costs associated with collisions, medical expenses and other damage we avoid by preventing wildlife-vehicle collisions. (Q11)	61%	58%	64%	63%	57%
Can be funded through 80/20 Federal-State matching grants where the federal government pays 80% and the state chips in 20%. (Q8)	60%	57%	62%	53%	67%
According to the Montana Department of Transportation, per capita, Montana has one of the highest rates of wildlife-vehicle collisions in the nation. In fact, each year, our state's highway patrol responds to over 3,200 collisions involving wildlife, while maintenance crews across the state collect more than six thousand wildlife carcasses from Montana roadways each year. (Q13)	58%	56%	61%	57%	61%
Protect Montana's wildlife migrations. (Q6)	58%	58%	57%	61%	63%
A wildlife crossing that protects a road that averages 1-to-5 motorist crashes with animals like deer, elk and moose each year can pay for itself and produce economy-wide returns of close to \$3 dollars for every dollar spent over a 10 to 15-year period. (Q10)	58%	58%	57%	56%	58%
As part of a larger, science-based approach to wildlife management, can result in healthier, more diverse and more abundant wildlife populations. (Q9)	57%	56%	59%	58%	61%
Protect Montana wildlife heritage. (Q7)	53%	50%	54%	56%	56%
Create good-paying construction jobs. (Q5)	51%	48%	53%	54%	62%
New designs for wildlife overpasses or underpasses require a mile or more of tall fencing on either side to be effective at keeping animals off the roadway and funneling them safely through the crossing. (Q12)	48%	46%	49%	51%	56%



WILDLIFE CROSSING SUPPORT MESSAGES: *GENDER/AGE*

	Gender/Age						
	All voters	Men	Men 18-54	Men 55+	Women	Women 18-54	Women 55+
% Much more likely							
Reduce wildlife-vehicle collisions by more than 90% (Q3)	68%	63%	61%	65%	72%	74%	71%
Help save people's lives. (Q4)	65%	59%	60%	59%	71%	74%	68%
A recent study found that these structures save between \$235,000 and \$443,000 every year, per structure, meaning that they pay for themselves by way of reduced costs associated with collisions, medical expenses and other damage we avoid by preventing wildlife-vehicle collisions. (Q11)	61%	54%	57%	52%	66%	66%	67%
Can be funded through 80/20 Federal-State matching grants where the federal government pays 80% and the state chips in 20%. (Q8)	60%	55%	55%	55%	64%	63%	65%
According to the Montana Department of Transportation, per capita, Montana has one of the highest rates of wildlife-vehicle collisions in the nation. In fact, each year, our state's highway patrol responds to over 3,200 collisions involving wildlife, while maintenance crews across the state collect more than six thousand wildlife carcasses from Montana roadways each year. (Q13)	58%	52%	48%	56%	64%	65%	63%
Protect Montana's wildlife migrations. (Q6)	58%	52%	48%	56%	64%	66%	61%
A wildlife crossing that protects a road that averages 1-to-5 motorist crashes with animals like deer, elk and moose each year can pay for itself and produce economy-wide returns of close to \$3 dollars for every dollar spent over a 10 to 15-year period. (Q10)	58%	50%	51%	49%	65%	61%	67%
As part of a larger, science-based approach to wildlife management, can result in healthier, more diverse and more abundant wildlife populations. (Q9)	57%	52%	50%	55%	62%	64%	61%
Protect Montana wildlife heritage. (Q7)	53%	47%	45%	50%	58%	60%	56%
Create good-paying construction jobs. (Q5)	51%	46%	40%	51%	57%	62%	52%
New designs for wildlife overpasses or underpasses require a mile or more of tall fencing on either side to be effective at keeping animals off the roadway and funneling them safely through the crossing. (Q12)	48%	42%	34%	49%	54%	53%	55%



WILDLIFE CROSSING SUPPORT MESSAGES: *EDUCATION/RESIDENCY*

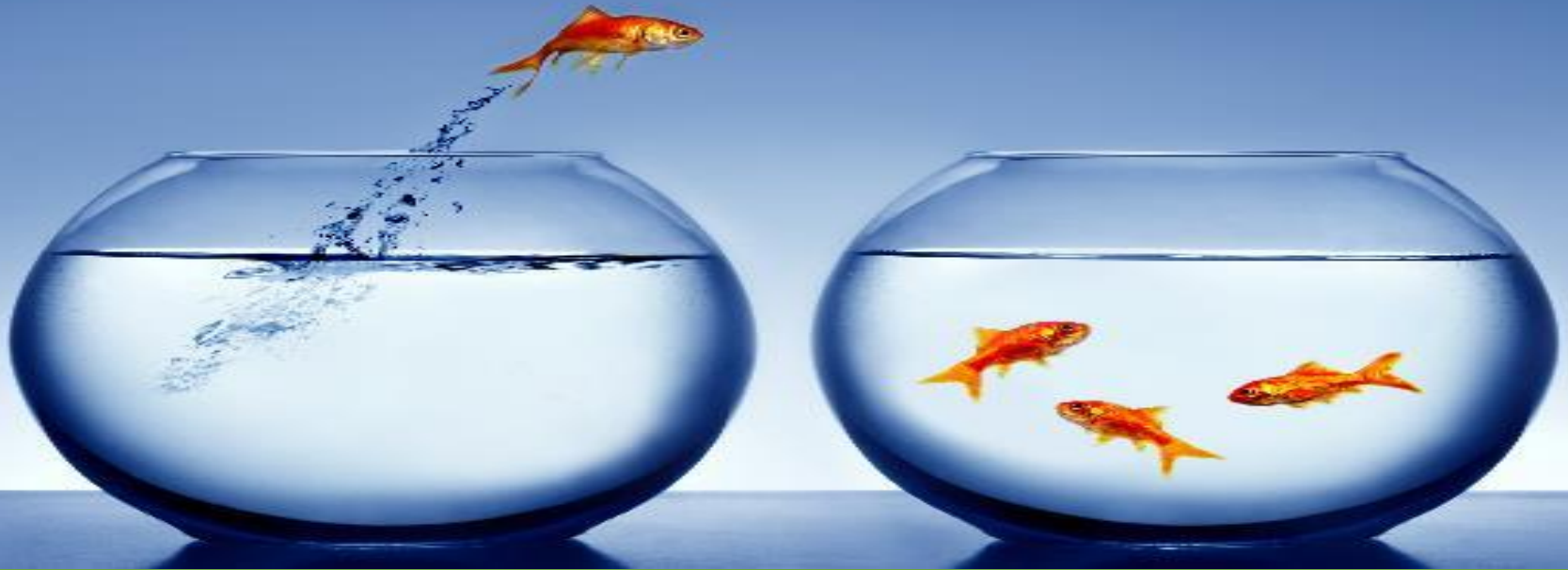
	All voters	Education		Length of Residency			
		Less than college degree	College grads. or more	0-9 years	10-20 years (N=46)	20+ years	Native Montanans
% Much more likely							
Reduce wildlife-vehicle collisions by more than 90% (Q3)	68%	66%	69%	78%	74%	68%	61%
Help save people's lives. (Q4)	65%	64%	66%	75%	71%	63%	59%
A recent study found that these structures save between \$235,000 and \$443,000 every year, per structure, meaning that they pay for themselves by way of reduced costs associated with collisions, medical expenses...(Q11)	61%	59%	62%	66%	62%	62%	56%
Can be funded through 80/20 Federal-State matching grants where the federal government pays 80% and the state chips in 20%. (Q8)	60%	58%	61%	68%	64%	60%	53%
According to the Montana Department of Transportation, per capita, Montana has one of the highest rates of wildlife-vehicle collisions in the nation. In fact, each year, our state's highway patrol responds to over 3,200 collisions involving wildlife, while maintenance... (Q13)	58%	56%	60%	67%	62%	60%	50%
Protect Montana's wildlife migrations. (Q6)	58%	56%	59%	67%	62%	60%	50%
A wildlife crossing that protects a road that averages 1-to-5 motorist crashes with animals like deer, elk and moose each year can pay for itself and produce... (Q10)	58%	55%	59%	64%	66%	59%	50%
As part of a larger, science-based approach to wildlife management, can result in healthier, more diverse and more abundant wildlife populations. (Q9)	57%	56%	59%	68%	63%	59%	49%
Protect Montana wildlife heritage. (Q7)	53%	52%	53%	57%	57%	52%	50%
Create good-paying construction jobs. (Q5)	51%	51%	52%	51%	60%	51%	49%
New designs for wildlife overpasses or underpasses require a mile or more of tall fencing on either side to be effective at keeping animals off the roadway and funneling them safely through the crossing. (Q12)	48%	49%	48%	54%	57%	50%	41%



WILDLIFE CROSSING SUPPORT MESSAGES: *SUPPORT FOR CROSSINGS*

		Initial Support for Crossings (Q2)			Educated Support Shift for Wildlife Crossings (Q2/Q14)		
% Much more likely	All voters	Support	Don't know	Oppose (N=34)	Support on both	Oppose on both (N=26)	Move to support (N=39)
Reduce wildlife-vehicle collisions by more than 90% (Q3)	68%	80%	33%	15%	82%	--	56%
Help save people's lives. (Q4)	65%	78%	27%	12%	79%	4%	41%
A recent study found that these structures save between \$235,000 and \$443,000 every year, per structure, meaning that they pay for themselves by way of reduced costs associated with collisions, medical expenses...(Q11)	61%	74%	20%	11%	75%	--	38%
Can be funded through 80/20 Federal-State matching grants where the federal government pays 80% and the state chips in 20%. (Q8)	60%	70%	32%	9%	71%	--	52%
According to the Montana Department of Transportation, per capita, Montana has one of the highest rates of wildlife-vehicle collisions in the nation. In fact, each year, our state's highway patrol responds to over 3,200 collisions involving wildlife, while maintenance... (Q13)	58%	70%	25%	9%	71%	--	40%
Protect Montana's wildlife migrations. (Q6)	58%	72%	17%	6%	73%	--	30%
A wildlife crossing that protects a road that averages 1-to-5 motorist crashes with animals like deer, elk and moose each year can pay for itself and produce... (Q10)	58%	70%	21%	6%	71%	--	35%
As part of a larger, science-based approach to wildlife management, can result in healthier, more diverse and more abundant wildlife populations. (Q9)	57%	69%	24%	6%	70%	--	36%
Protect Montana wildlife heritage. (Q7)	53%	64%	19%	2%	65%	--	28%
Create good-paying construction jobs. (Q5)	51%	63%	14%	6%	64%	--	24%
New designs for wildlife overpasses or underpasses require a mile or more of tall fencing on either side to be effective at keeping animals off the roadway and funneling them safely through the crossing. (Q12)	48%	59%	12%	9%	60%	--	26%



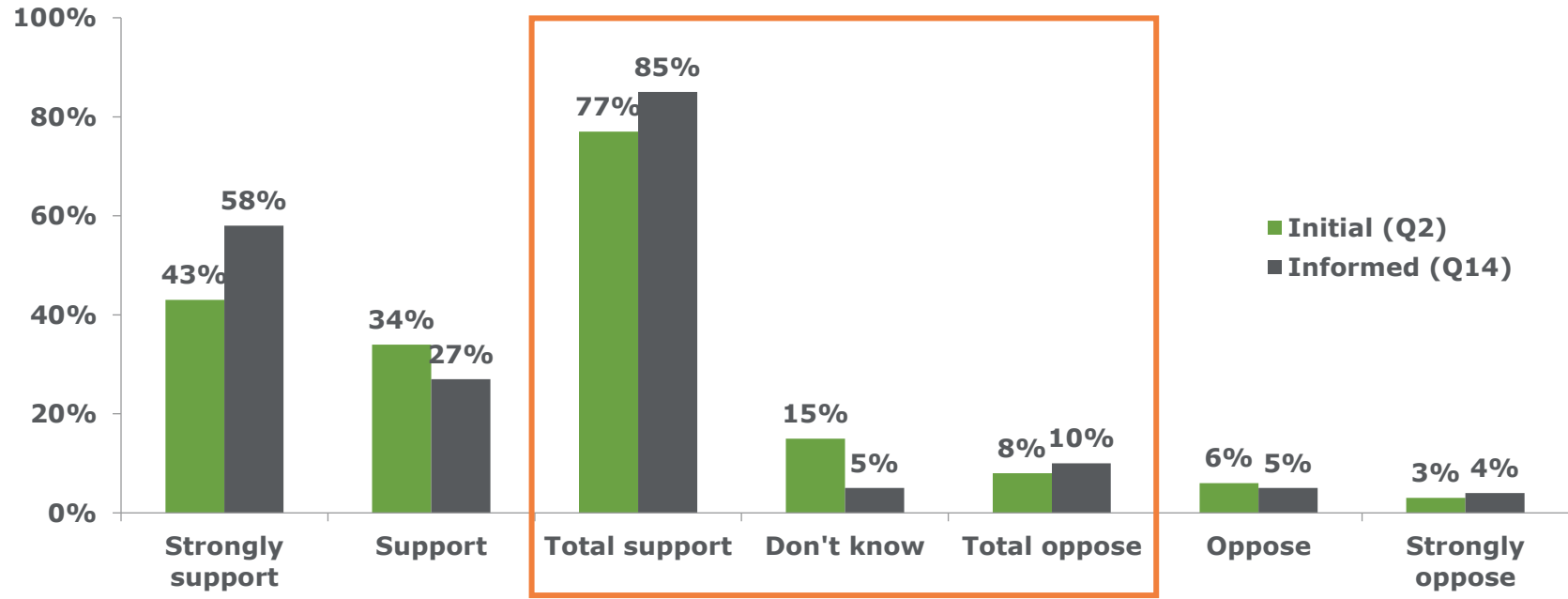


INITIAL VS. INFORMED SUPPORT FOR CROSSINGS



INITIAL VS. INFORMED SUPPORT FOR WILDLIFE CROSSINGS

“After everything you have heard, do you support or oppose additional funding for the construction of additional wildlife crossings in Montana?”



WILDLIFE CROSSING SUPPORT SHIFT: KEY SUBGROUPS

Women ages 65+, those residing in Montana for less than 10 years and those from the Billings DMA and elsewhere are more likely than others to see increased support for wildlife crossings after exposure to messaging.

	Initial			Informed			Shift
	Support	Oppose (N=34)	Net support	Support	Oppose (N=39)	Net support	Initial vs. informed support
All voters	77%	8%	+69%	85%	10%	+75%	+6
DMA							
Missoula	76%	9%	+67%	84%	12%	+72%	+5
Butte/Helena/Bozeman	76%	8%	+68%	84%	9%	+75%	+7
Billings (N=28)	84%	6%	+78%	94%	6%	+88%	+10
Elsewhere (N=24)	79%	8%	+71%	89%	4%	+85%	+14
Gender/age							
Men	74%	10%	+64%	81%	12%	+69%	+5
Men 18-54	76%	7%	+69%	85%	10%	+75%	+6
Men 55+	72%	13%	+59%	76%	15%	+61%	+2
Women	80%	7%	+73%	89%	7%	+82%	+9
Women 18-54	84%	5%	+79%	90%	7%	+83%	+4
Women 55+	76%	8%	+68%	88%	8%	+80%	+12
Length of residency							
0-9 years	81%	4%	+77%	92%	4%	+88%	+11
10-20 years (N=46)	84%	4%	+80%	88%	7%	+81%	+1
21+ years	77%	10%	+67%	84%	12%	+72%	+5
Native Montanans	73%	10%	+63%	81%	12%	+69%	+6
Education							
Less than college degree	76%	9%	+67%	85%	10%	+75%	+8
College graduates or more	78%	8%	+70%	85%	9%	+76%	+6



WHO ARE THE MOVERS?

10% (N=39) of the sample moves to support the funding of additional wildlife crossings after exposure to supportive messaging.

This movement is higher among women ages 65+, those residing in Montana for less than 10 years and those from the Billings DMA and elsewhere.

The top messages among those who move to support:

- **Q3/**Reduce wildlife-vehicle collisions by more than 90% **(56% much more likely to support)**
- **Q8/**Can be funded through 80/20 Federal-State matching grants where the federal government pays 80% and the state chips in 20% **(52% much more likely to support)**





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