

**Memorandum**

**To:** Interested Parties  
**From:** Stephen Clermont/Third Eye Strategies  
**Date:** October 3, 2012  
**Re:** Doña Ana County and Statewide Poll Results on the Organ Mountains-Desert Peaks National Monument

*This report is based on findings from a poll of 1,000 active registered voters. Drawn from a list of registered voters who have voted in either 2008 or 2010, or have registered since the 2008 general election, interviews were conducted on the nights of September 16 through 20, 2012. The survey consisted of two parts – 500 interviews in Doña Ana County with a margin of error of ± 4.4 percent; and 500 interviews in all New Mexico counties outside of Doña Ana with a margin of error of ± 4.4 percent. The statewide reflects all 1,000 interviews distributed proportionately by county. It has a margin of error of ±3.1 percent. Both cell phones and landline numbers were called. Each phone number had an opportunity to be called and random selection was made in households with multiple eligible voters. The following summarizes key results from the survey:*

- Voters have strong awareness of the proposed Organ Mountains-Desert Peaks National Monument and they solidly support it.** In Doña Ana County, 83% support the proposal while only a tiny minority (10%) oppose it. This support extends statewide with a 82%-10% margin. Voters across the state, regardless of region or party affiliation, come together on this question. No significant opposition to this proposal exists among any segment of the electorate.

<b>Support for Organ Mountains-Desert Peaks National Monument Proposal</b>			
<b>Exact Wording:</b> "The proposed Organ Mountains-Desert Peaks National Monument would protect the Organ Mountains as well as prominent landmarks such as the Butterfield Stagecoach Trail, Apollo space mission test sites, Geronimo's Cave and hundreds of archeological sites. It would also protect other natural areas north, south, and west of the city of Las Cruces popular for hunting and hiking, including the Sierra de las Uvas, Robledo, and Potrillo Mountains. Do you favor or oppose creating the Organ Mountains-Desert Peaks National Monument?"			
	<b>Total Favor</b>	<b>Total Oppose</b>	<b>(Don't Know)</b>
<b>Doña Ana County</b>			
All Voters	83	10	6
Democrat	88	6	6
Republican	74	16	9
Decline to State	86	11	3
<b>Statewide</b>			
All Voters	82	10	7
Democrat	88	5	7
Republican	73	19	8
Decline to State	83	9	8

- Voters don't just support the abstract concept of the Organ Mountains-Desert Peaks National Monument; they support the specifics of what it covers.** The strongest level of support comes when voters know that the proposal protects the Organ Mountains, Butterfield Stagecoach Trail, Apollo space mission test sites, Geronimo's Cave, hundreds of archeological sites, as well as the Sierra de las Uvas, Robledo, and Potrillo Mountains.



- **While voters support the alternate National Monument proposal, it does not achieve the level of support of the proposed Organ Mountains-Desert Peaks National Monument.** In Doña Ana County, 58% support the alternate proposal; 25 points lower than the Organ Mountains-Desert Peaks National Monument proposal. One-in-five (22%) Doña Ana voters oppose the alternate proposal or have no opinion (20%). Statewide, a bare majority (53%) of voters support the alternate proposal to protect the Organ, Robledo and Potrillo Mountains, but only a third of the large Sierra de las Uvas mountains north of Las Cruces. A quarter (24%) oppose this while another quarter (23%) are unsure. This proposal does not get the same level of bipartisan support. Only 42% of Republicans favor it. The intensity of support falls off considerably as well. Just 19% *strongly* support this proposal as opposed to a near majority (48%) who *strongly* favor the proposed Organ Mountains-Desert Peaks National Monument.

<b>Support for Alternate National Monument Proposal</b>			
<b>Exact Wording:</b> "There is another national monument proposal for Doña Ana County which would protect the Organ, Robledo and Potrillo Mountains, but only a third of the large Sierra de las Uvas mountains north of Las Cruces. Do you favor or oppose this proposal?"			
	<b>Total Favor</b>	<b>Total Oppose</b>	<b>(Don't Know)</b>
<b>Doña Ana County</b>			
All Voters	58	22	20
Democrat	66	14	20
Republican	45	36	19
Decline to State	58	20	22
<b>Statewide</b>			
All Voters	53	24	23
Democrat	58	19	23
Republican	42	33	25
Decline to State	62	21	17

- **Voters prefer protecting the larger National Monument proposal by significant margins.** When given the choice between the two proposals, 60% of voters in Doña Ana County choose the Organ Mountains-Desert Peaks National Monument proposal while just 4% select the alternate proposal. Voters in Doña Ana County support protecting the additional public land and historic sites included in the larger Organ Mountains-Desert Peaks National Monument that are not included in the alternative National Monument proposal. The additional areas included in the Organ Mountains-Desert Peaks National Monument proposal that were surveyed were the Sierra de las Uvas Mountains, the Butterfield Stagecoach Trail, and the Apollo Space Mission testing sites. Support for the alternate proposal falls significantly when voters learn about what would not be protected.

**ABOUT THIRD EYE STRATEGIES**

*Third Eye Strategies is a sole proprietorship run by Stephen Clermont. A graduate of the University of California at Berkeley, Mr. Clermont has worked in the area of polling and survey research for nearly 14 years at Hickman-Brown Research, Princeton Survey Research Associates, and as research director of two nonprofit political organizations. Since creating Third Eye, Mr. Clermont has conducted more than a hundred public opinion polls in the state of New Mexico. For more information, email Stephen Clermont at [sjclermont@thirdeyestrategies.com](mailto:sjclermont@thirdeyestrategies.com) or call him at (202) 550-6626.*

