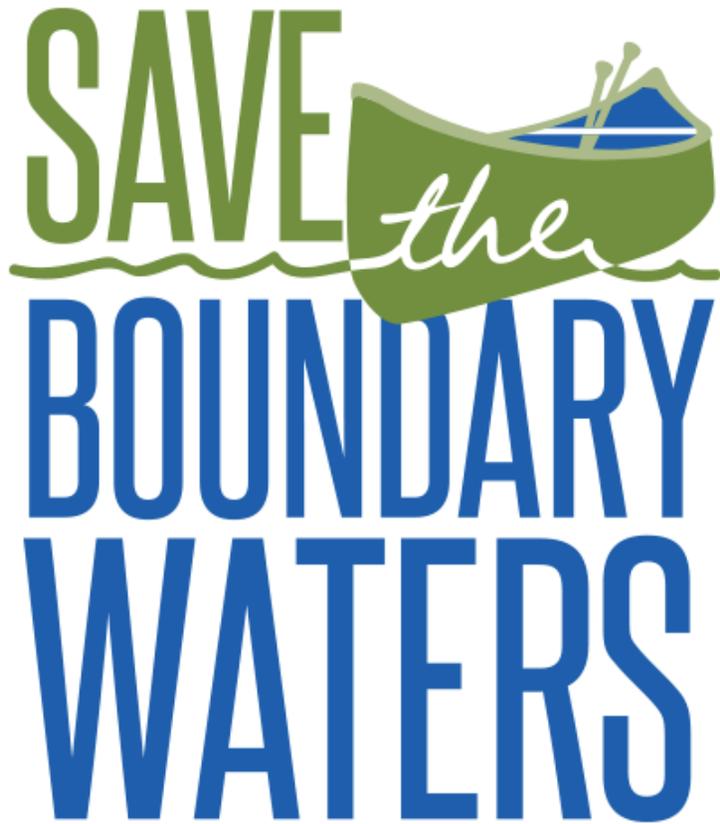


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## Save the Boundary Waters Survey

Minnesota Registered Voter  
Telephone Survey

(n600 statewide, n300 in CD-03, n300 in CD-06,  
and n300 in CD-08)

# Table of Contents

- Methodology Statement
- Key Take-Away Points
- Images
- Views of Sulfide Ore Copper Mining
- Stopping Sulfide Ore Copper Mining Impact on the Congressional Ballot
- Views of the Current Process
- Messaging

# Methodology

- Fabrizio Ward conducted a statewide telephone survey of 600 registered voters in Minnesota. Additional interviews were conducted to obtain 300 interviews each in Minnesota's 3<sup>rd</sup> Congressional District, 6<sup>th</sup> Congressional District, and 8<sup>th</sup> Congressional District.
- Interviews were stratified into proportionate geographic units based on voter registration.
- Survey conducted February 11-16, 2017.
- 50% were surveyed on a landline phone and 50% were contacted on a cell phone.
- Margin of error at the 95% confidence interval for 600 registered voters is  $\pm 4.0\%$  and 300 registered voters is  $\pm 5.7\%$ .

# Methodology

- The statewide interviews were proportionately stratified into the eight congressional districts based on voter registration data obtained from the Minnesota Election Administration & Campaigns office. The interviews in the three oversamples in CD-03, CD-06 and CD-08 were proportionately stratified into counties based on voter registration numbers. Due to the large number of voters that reside in Hennepin County in CD-03, Hennepin interviews were additionally broken down by voter precincts and separated into four distinct geographical areas.
- Loose quotas were set for both gender and age to ensure the sample remained balanced throughout the interviewing process. After the data was collected gender was weighted by a point based on information collected from the voter file, 2016 presidential exit polls, and census.

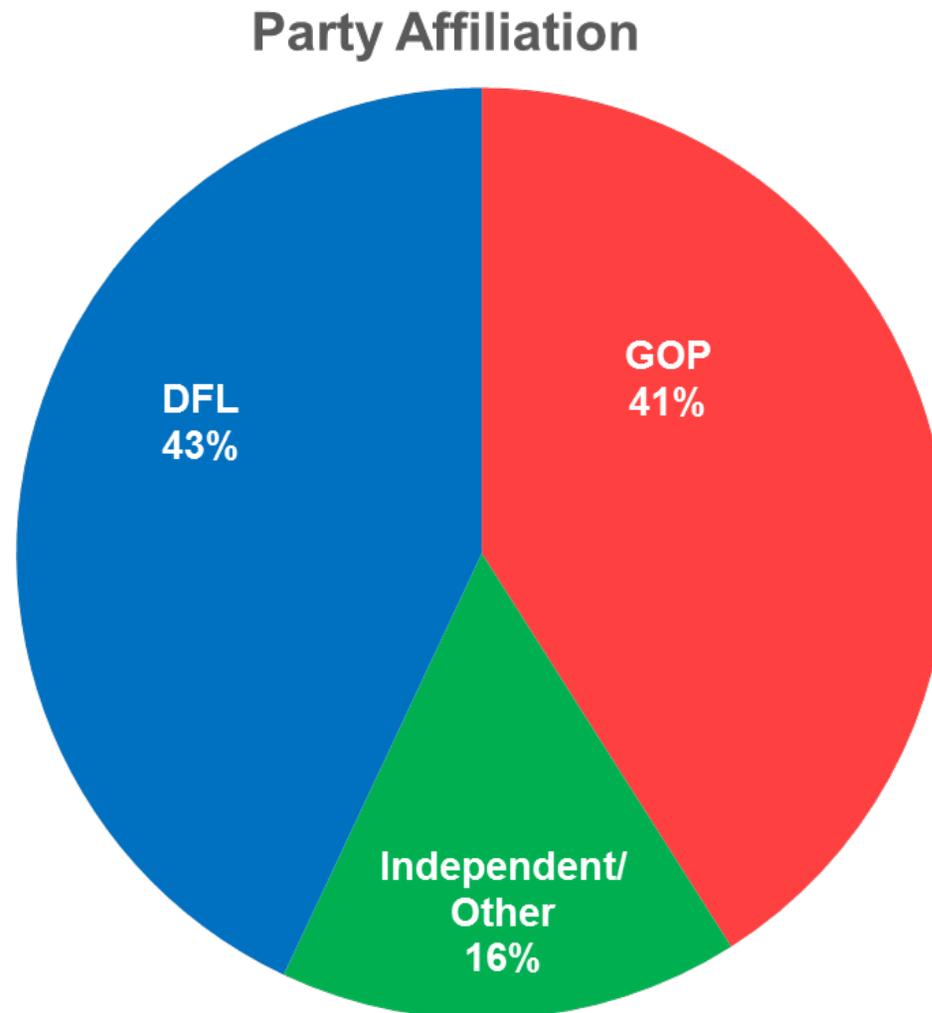
Gender	Raw Data	Census	Voter File	Exit Polls	Weights
Male	49%	50%	48%	47%	48%
Female	51%	50%	52%	53%	52%

# Methodology

- Because Minnesota does register voters by party, identifying party affiliation is not something that is objectively known.
- Fabrizio Ward consulted the 2016 presidential exit polls, which had a two-point advantage in party affiliation for the DFL, and the Gallup annual summary of state party affiliation, which had a one-point advantage for the DFL in Minnesota based on 3,267 interviews, before deciding to weight this statewide sample to a 2-point DFL advantage.

	Raw Data	Exit Polls	Gallup (2015)	Weights
Party (DFL – GOP)	+12 DFL	+2 DFL	+1 DFL	+2 DFL

# Statewide Party Affiliation



Q7. Do you consider yourself a Democrat or DFLer, a Republican, or an Independent? [IF INDEPENDENT, ASK:] Do you lean more towards the Democrats or the Republicans?

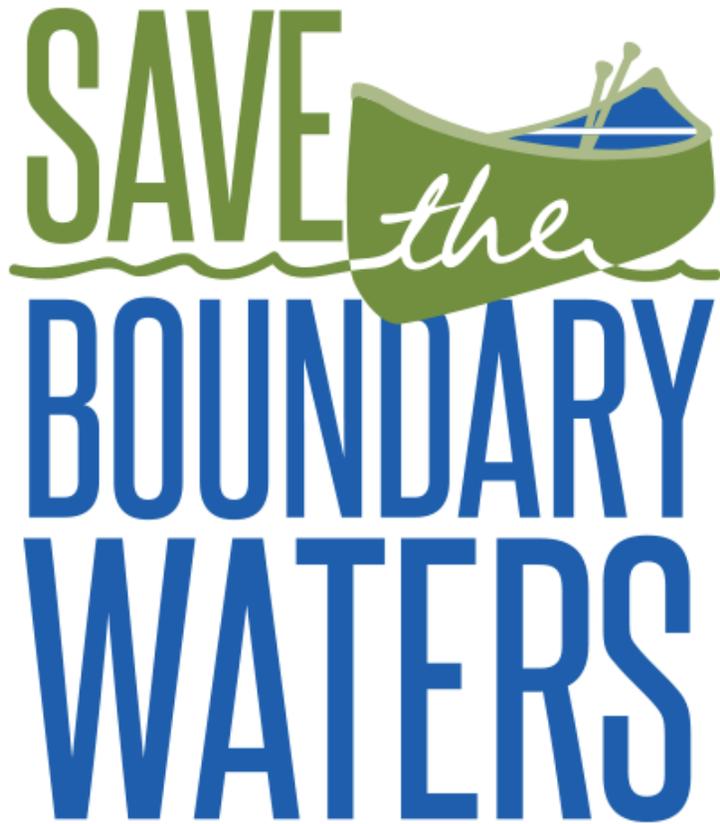
# Key Findings

- Minnesota is not anti-mining, nor is it anti-sulfide ore copper mining. It is, however, very protective of the Boundary Waters Wilderness, and a solid majority are opposed to this kind of mining near that special place.
- Support for what this campaign is hoping to prevent comes from the right. Overall, Republicans are largely divided on this issue. The strongest support for banning this mining near the BWW comes from the DFL.
- But in addition to having a majority of voters on your side, the unifying concept that we tested in the research is “pause & study.” Trump voters, GOP voters, as well as everyone else, agree that the current process of having a two year pause to gather scientific data and public input should run its course.
- Similarly, voters decisively side for keeping the “pause & study” process over the more traditional mine safety plan review, advocated by Rep. Nolan.

# Key Findings (2)

- There is electoral power in this issue as well. By a more than four to one margin, voters are more likely to vote for a congressional candidate who fought to keep sulfide ore copper mining away from the areas near the Boundary Waters.
- When presented arguments from both sides – creating jobs and using technology to mine safely versus the poor track record of sulfide ore copper mines and protecting a national treasure and its economic impact on the area – a clear majority of voters – larger than initially measured – are against mining near the Boundary Waters. Your side starts strong, and when given the chance to compete on basic messages, gets stronger.
- STBW top messages talk about the **pristine water of the BW** and **poor track record** of sulfide ore copper mines. These, together, make a very effective one-two punch and should be central to the messaging.
- The mining industry's top messages center on jobs, local control, and using technology to mine safely. The best testing mining message is not as effective as the least effective message supporting your cause.

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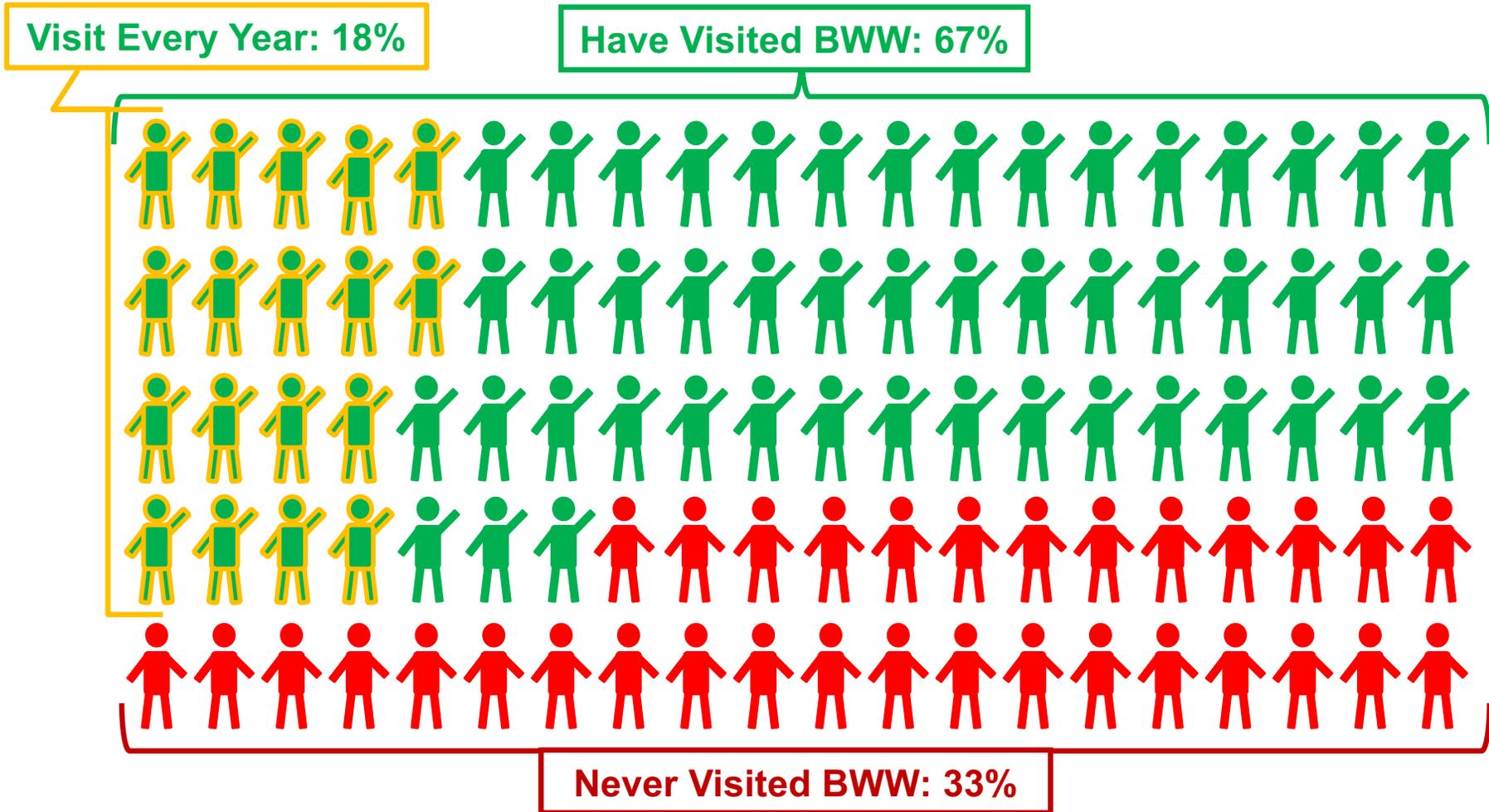
Views of Sulfide  
Ore Copper  
Mining

# Sulfide Ore Copper Mining

- While sulfide ore copper mining is controversial among the public, as a general matter, a plurality of Minnesotans favor it – by a 10-point margin (43%-33%)
- The distinction is WHERE sulfide ore copper mining takes place. By a decisive 32-point margin, a large majority of voters oppose (59%) sulfide ore copper mining near the Boundary Waters Wilderness.
- Minnesotans are not anti-mining. Indeed, the industry's image is more positive than negative (37%-26%).
- But the vast majority of Minnesotans are passionate about the Boundary Waters. Overall, 78% have a favorable opinion of the area, with an eye-popping 58% viewing it *very favorably*.
- **The love for the Boundary Waters area is not surprising given that two-thirds of voters have been there, with about one in five making the trip every year!**

Two thirds of Minnesota voters have been to the Boundary Waters before, while one in five go every year.

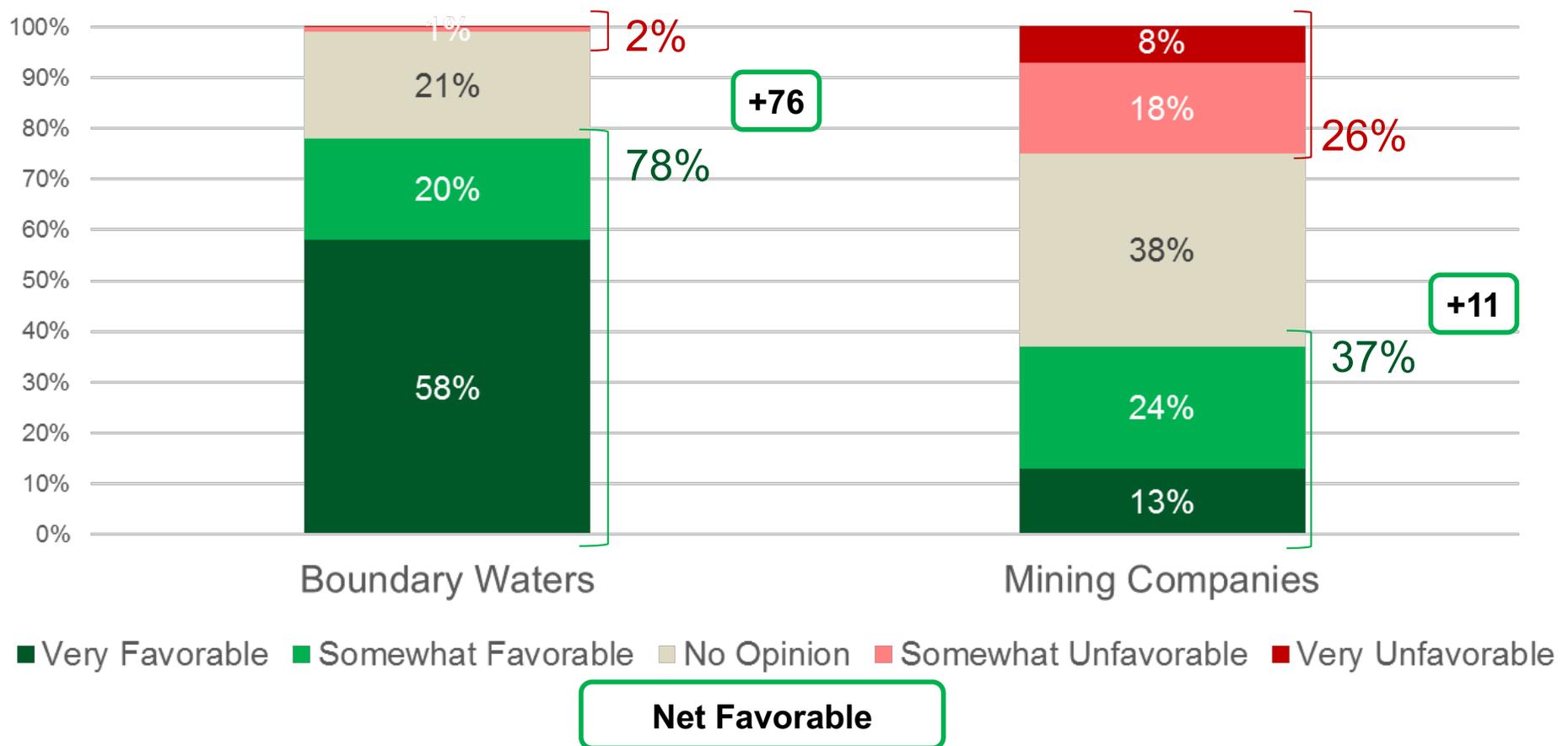
### Boundary Waters Canoe Area Wilderness Visitors



Q. What best describes your visits to the Boundary Waters Canoe Area Wilderness?

# Most Minnesotans are not anti-mining. But their love for the Boundary Waters is both broad and deep.

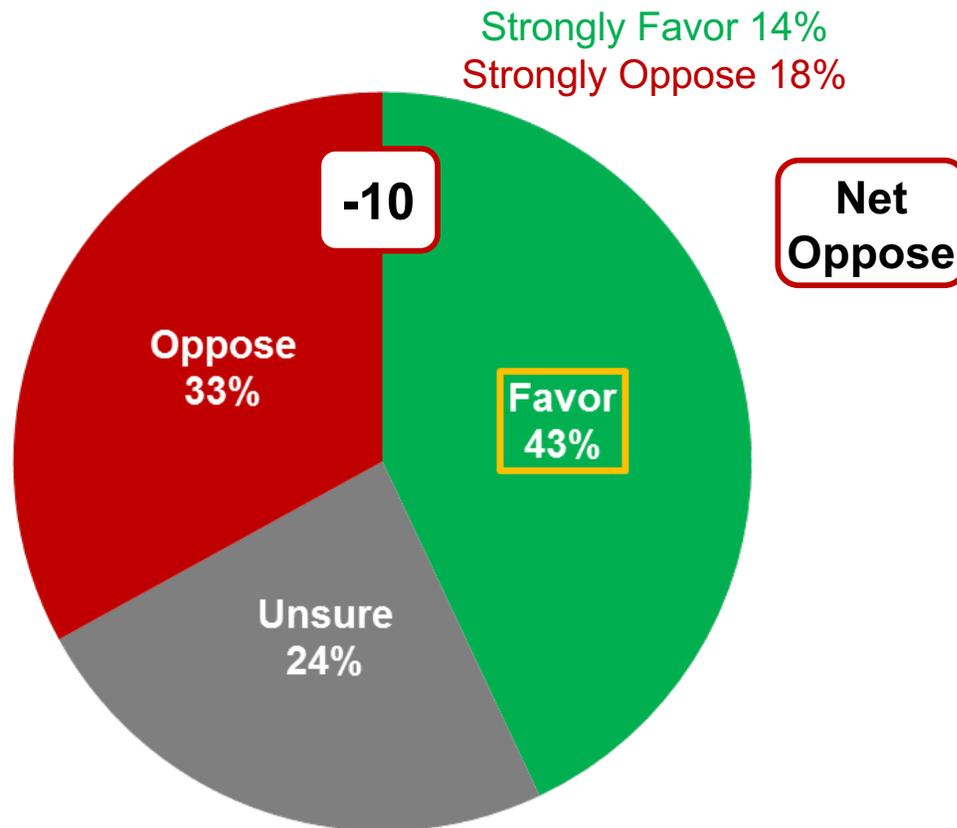
## Boundary Waters & Mining Companies Image



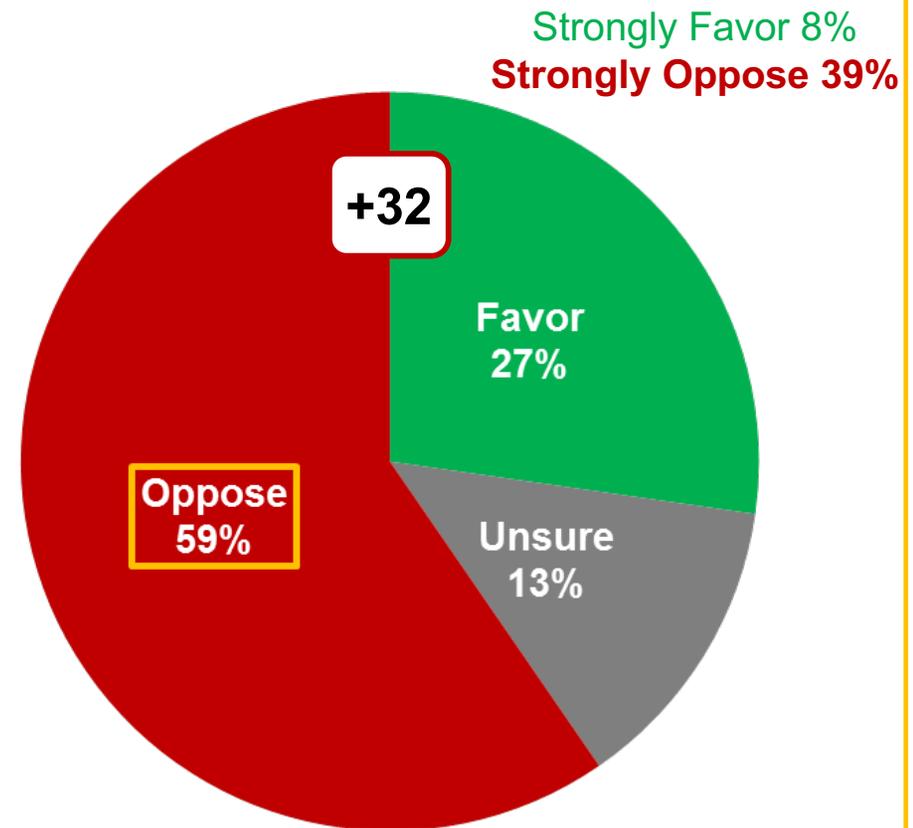
Q12/13. Please tell me if you have a favorable or unfavorable opinion of the Boundary Waters Canoe Area Wilderness/ Mining Companies? If you have no opinion or have never heard of him just say so.

# Plurality of voters open to Sulfide Ore Copper Mining in Minnesota, but NOT near the Boundary Waters.

View of Sulfide Ore Copper Mining in MN



View of Sulfide Ore Copper Mining near Boundary Waters

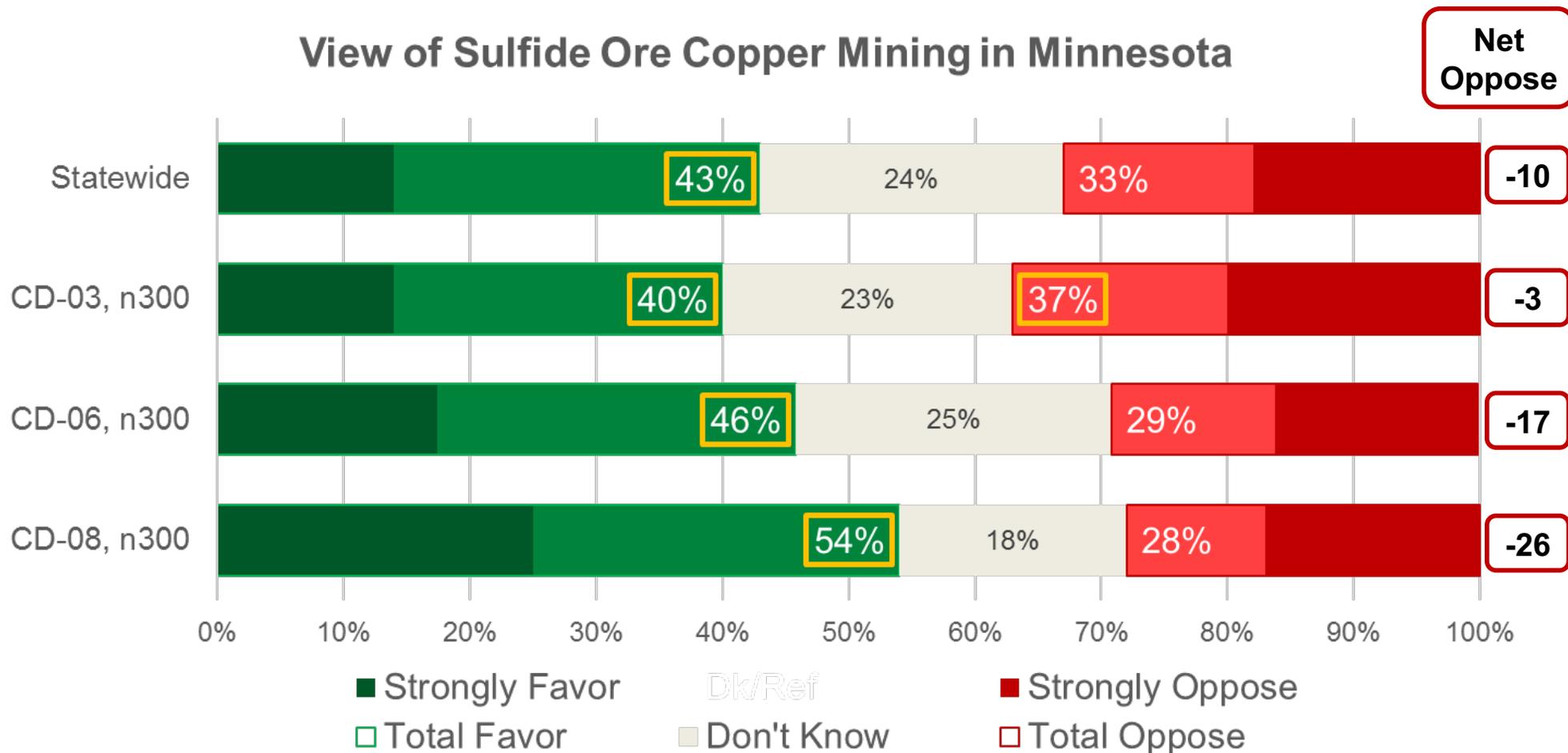


Q14. As you may know, mining companies have proposed opening sulfide ore copper mines in Minnesota. From what you know, do you favor or oppose sulfide ore copper mining in Minnesota?

Q15. As you may know, mining companies have also proposed opening sulfide ore copper mines on the edge of the Boundary Waters Wilderness. From what you know, do you favor or oppose sulfide ore copper mining in the areas near the Boundary Waters Wilderness?

# A plurality of Minnesotans are open to Sulfide Ore Copper Mining, including a majority in CD-08.

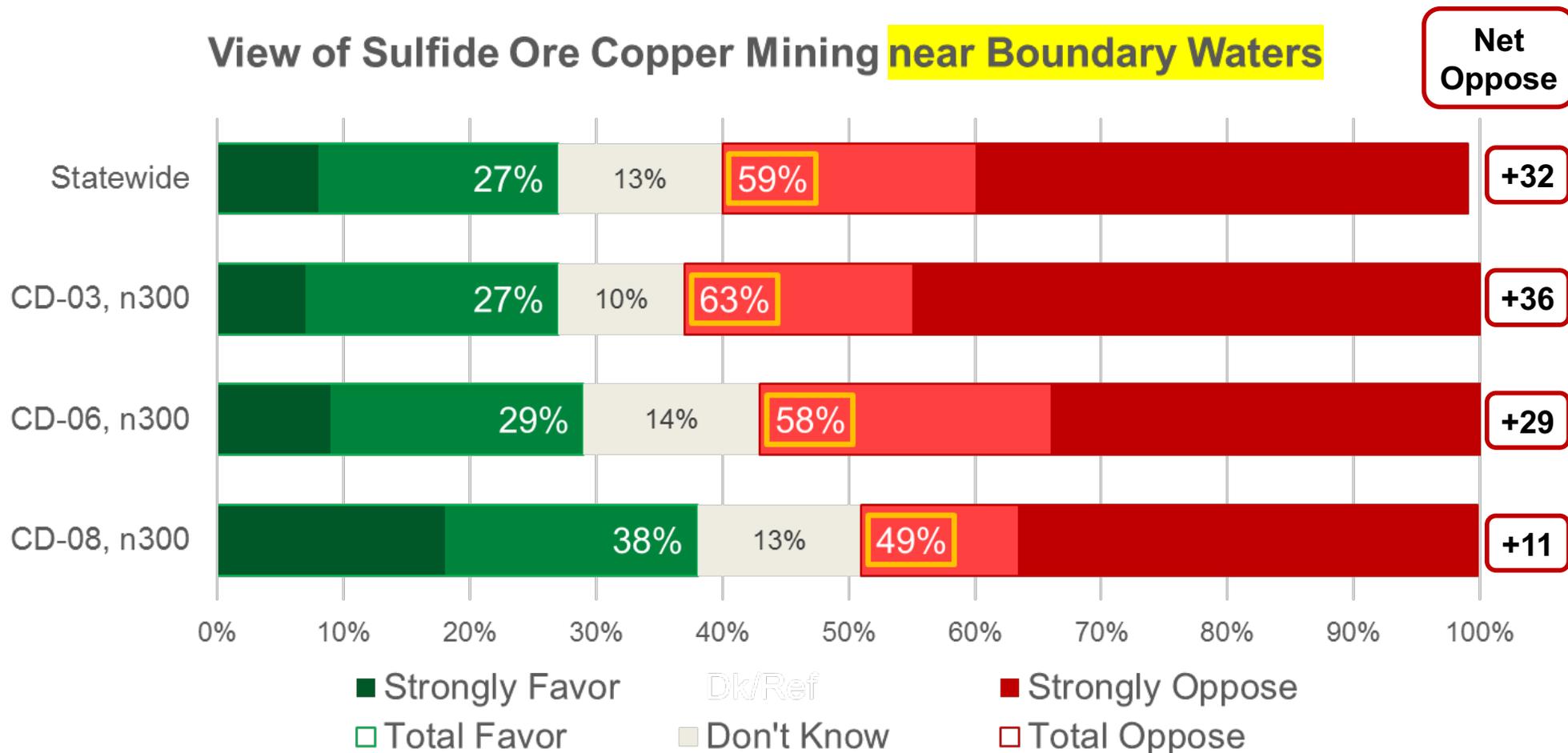
## View of Sulfide Ore Copper Mining in Minnesota



Q14. As you may know, mining companies have proposed opening sulfide ore copper mines in Minnesota. From what you know, do you favor or oppose sulfide ore copper mining in Minnesota?

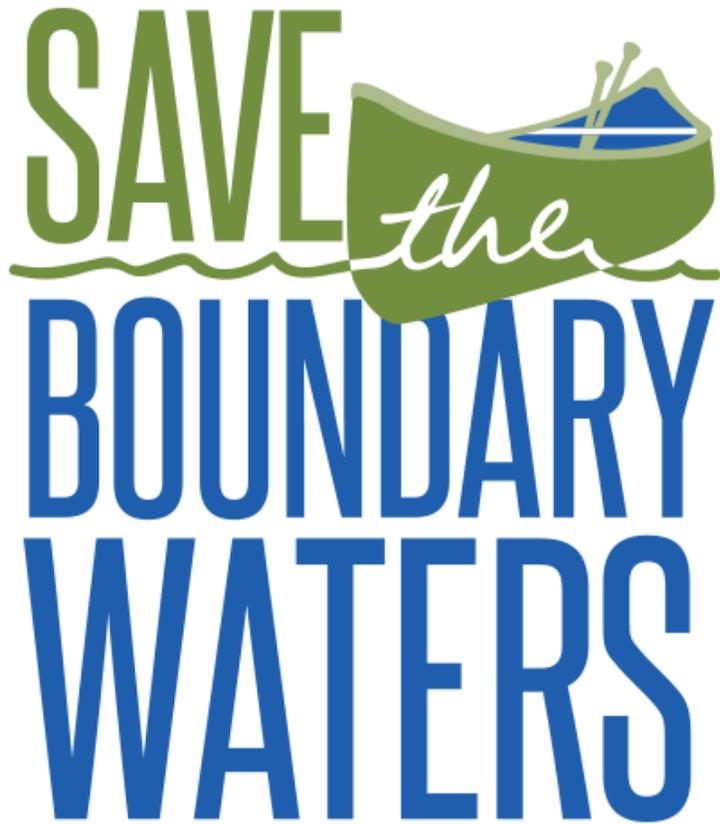
# Minnesotans oppose Sulfide Ore Copper Mining **near the Boundary Waters**, including almost half in CD-08.

View of Sulfide Ore Copper Mining **near Boundary Waters**



Q15. As you may know, mining companies have also proposed opening sulfide ore copper mines on the edge of the Boundary Waters Wilderness. From what you know, do you favor or oppose sulfide ore copper mining in the areas near the Boundary Waters Wilderness?

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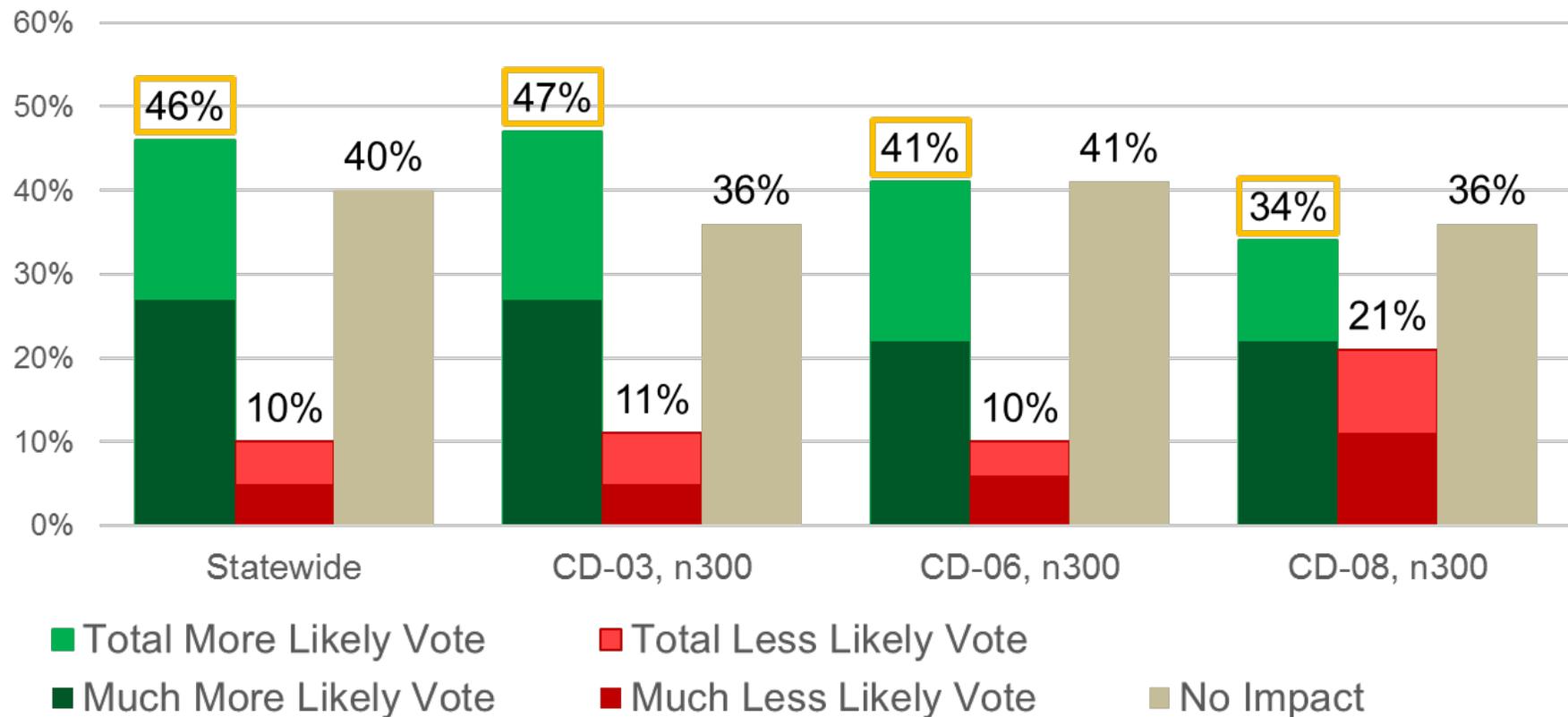
Stopping Sulfide Ore  
Copper Mining Impact  
on the Congressional  
Ballot

# Impact on Congressional Vote

- Keeping sulfide ore copper mining away from the Boundary Waters Wilderness is a potent electoral issue.
- We asked voters if they would be more or less likely to vote for a candidate for Congress if that person “fought to keep sulfide ore copper mining away from the areas near the Boundary Waters Wilderness.” By a margin better than 4 to 1, voters said they would be more likely to vote for that candidate, than less likely.
- Even in CD-8, where the mines would be located, and the potential appeal of mining jobs is cross-pressured by the desire to preserve the natural environment, the advantage is to the candidate who fights for the BWW.

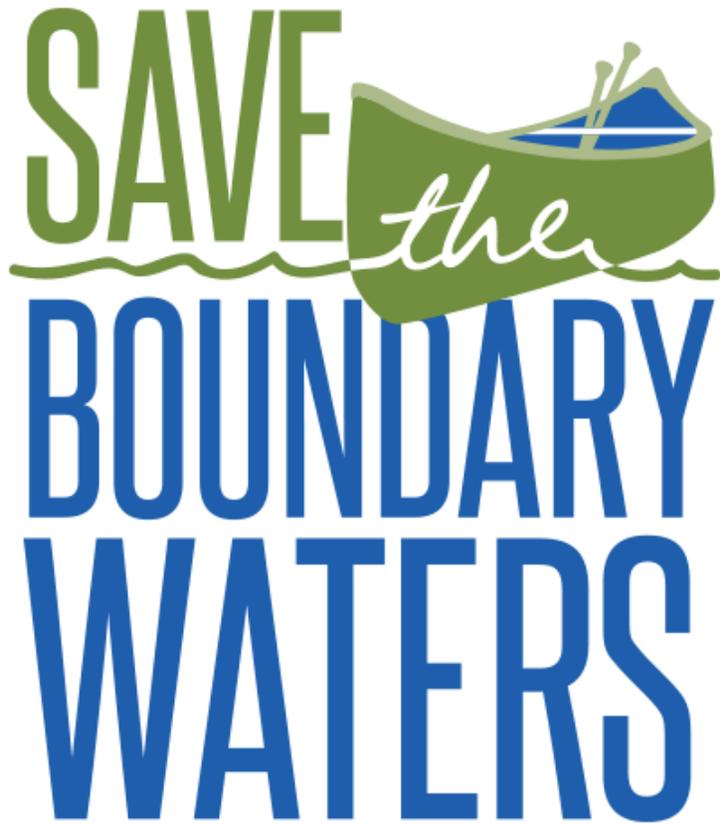
Stopping Sulfide Ore Copper Mining near the Boundary Water Wilderness Area is a popular political decision, even netting out a positive in CD-08, where both the jobs and the BWW are.

### Stopping Sulfide Ore Copper Mining Near Boundary Waters Impact on Congressional Ballot



Q18. If the election for Congress were held today, would you be MORE likely or LESS likely to vote for a candidate who fought to keep sulfide ore copper mining away from the areas near the Boundary Waters Wilderness? If it would have no impact on your vote, just say so. (IF MORE/LESS LIKELY, ASK) And is that MUCH (more/less) likely or just SOMEWHAT (more/less) likely?

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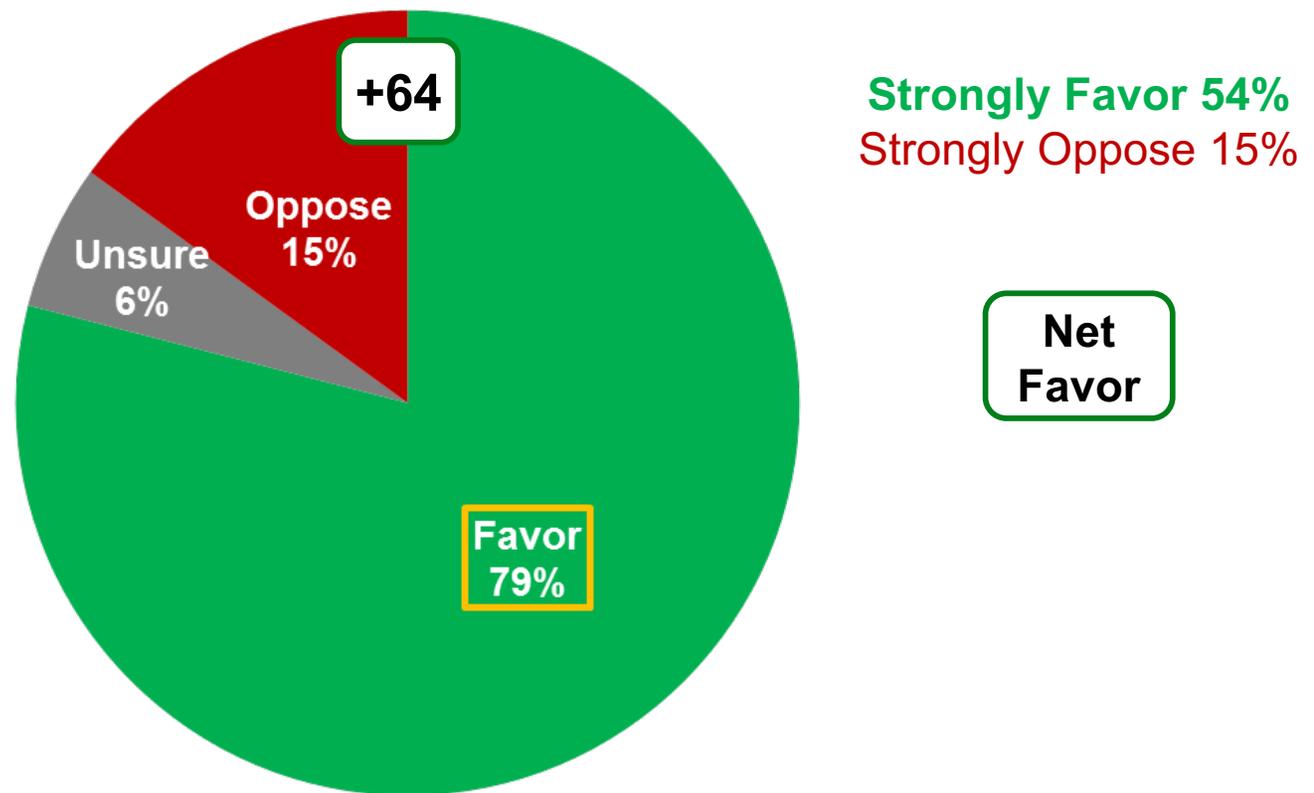
Views of the  
Current Process

# Review Process

- There is overwhelming support – both broad (79% favor) and deep (54% strongly favor) – for continuing with the “pause and study” process initiated by the federal government in January.
- Two-thirds of Republicans endorse the current plan that puts a two year pause on any sulfide ore copper mining near the BWW while the science is studied.

# Minnesota voters overwhelmingly support the two year pause near the Boundary Water Wilderness area.

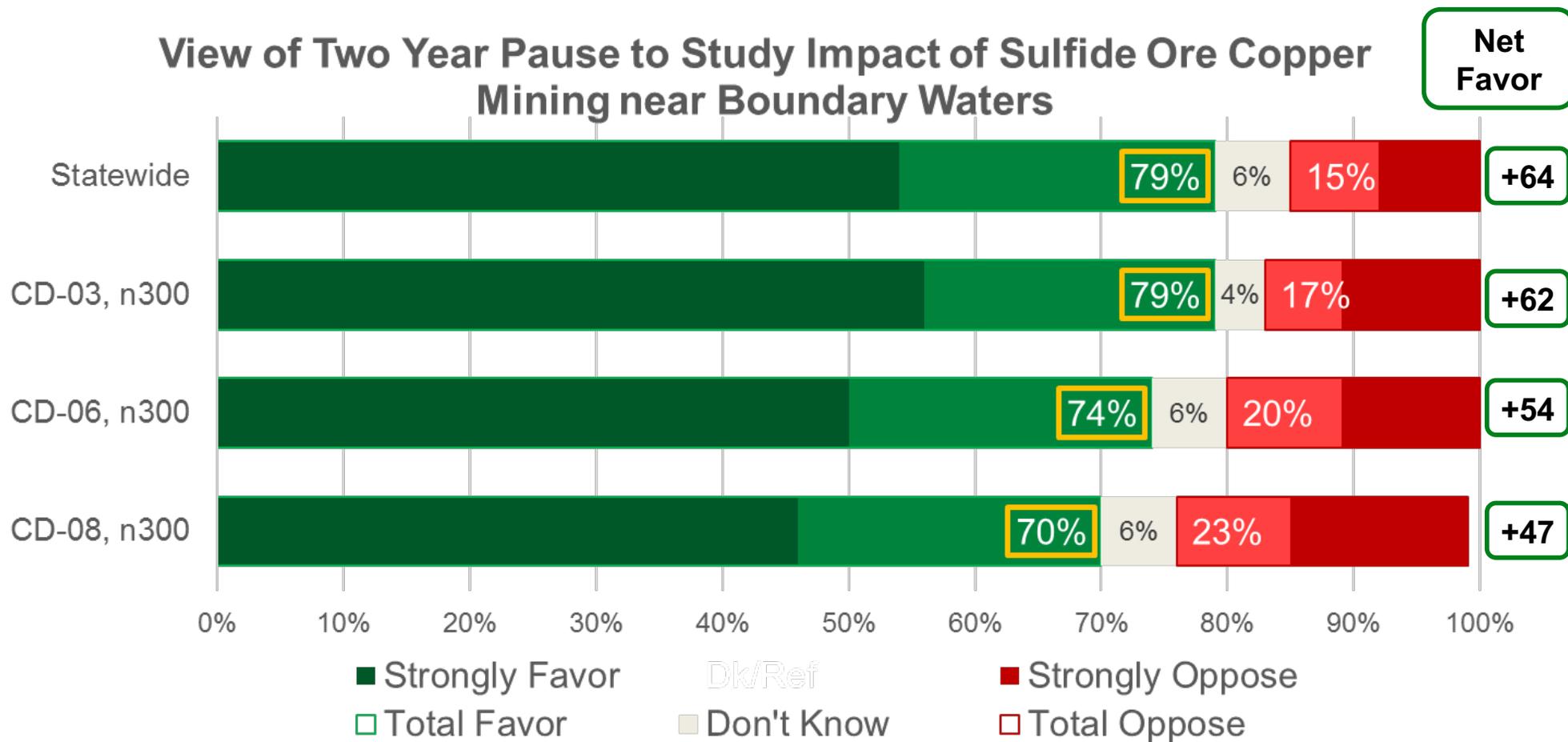
## View of Two Year Pause to Study Impact of Sulfide Ore Copper Mining near Boundary Waters



Q17. In January, federal land management agencies declared the areas near the Boundary Waters Wilderness area off limits from sulfide ore copper mining for two years while they gather scientific information and public input about its potential impacts. This study could lead to a longer term ban of up to twenty years on sulfide ore copper mining near the Boundary Waters Wilderness. Do you favor or oppose taking this type of pause to gather more information about the potential impacts of sulfide ore copper mining?

# Clear levels of support for the two year pause near the Boundary Water Wilderness area.

## View of Two Year Pause to Study Impact of Sulfide Ore Copper Mining near Boundary Waters



Q17. In January, federal land management agencies declared the areas near the Boundary Waters Wilderness area off limits from sulfide ore copper mining for two years while they gather scientific information and public input about its potential impacts. This study could lead to a longer term ban of up to twenty years on sulfide ore copper mining near the Boundary Waters Wilderness. Do you favor or oppose taking this type of pause to gather more information about the potential impacts of sulfide ore copper mining?

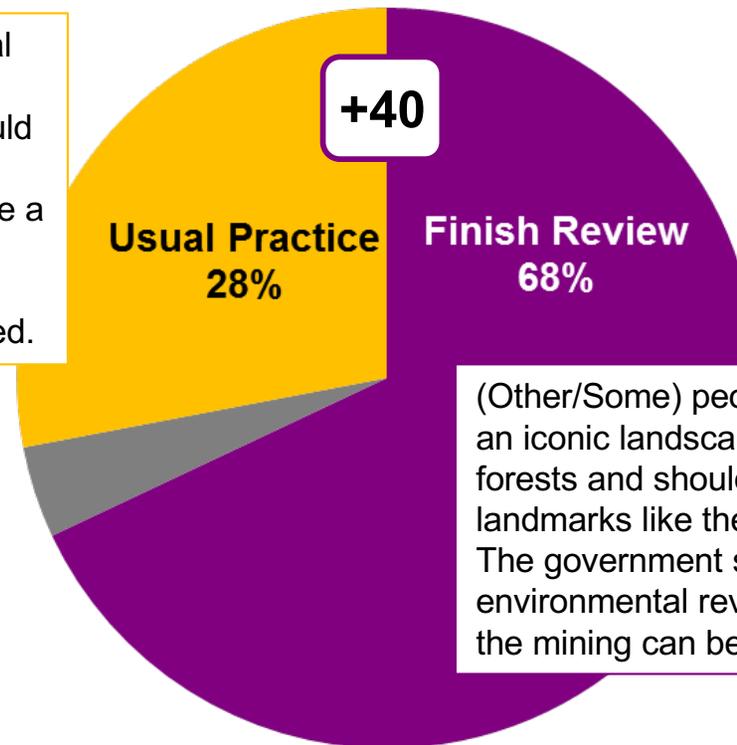
# Current Process or Standard Mine Safety Review?

- Some have argued that the BBW should not be categorically ruled off-limits, that mine safety review plans are enough to guarantee a process that would ensure the safety of the BBW or wherever the mine was located.
- We tested that sentiment against the “pause and study” process the federal government set in motion in January.
- By a 40-point margin, Minnesotans want the current “pause and study” process to play out to see if a long term moratorium on sulfide ore copper mining should be placed near the BWW.

# Minnesota voters recognize the landmark status of the Boundary Waters and support the current review process.

## Follow Usual Practice or Finish Review

(Some/Other) people say environmental review of new mines is essential and there shouldn't be shortcuts. But it should be done in accordance with the usual practice of allowing a company to create a mine plan and apply for a permit. If a specific mine plan near the Boundary Waters is ruled safe, it should be allowed.

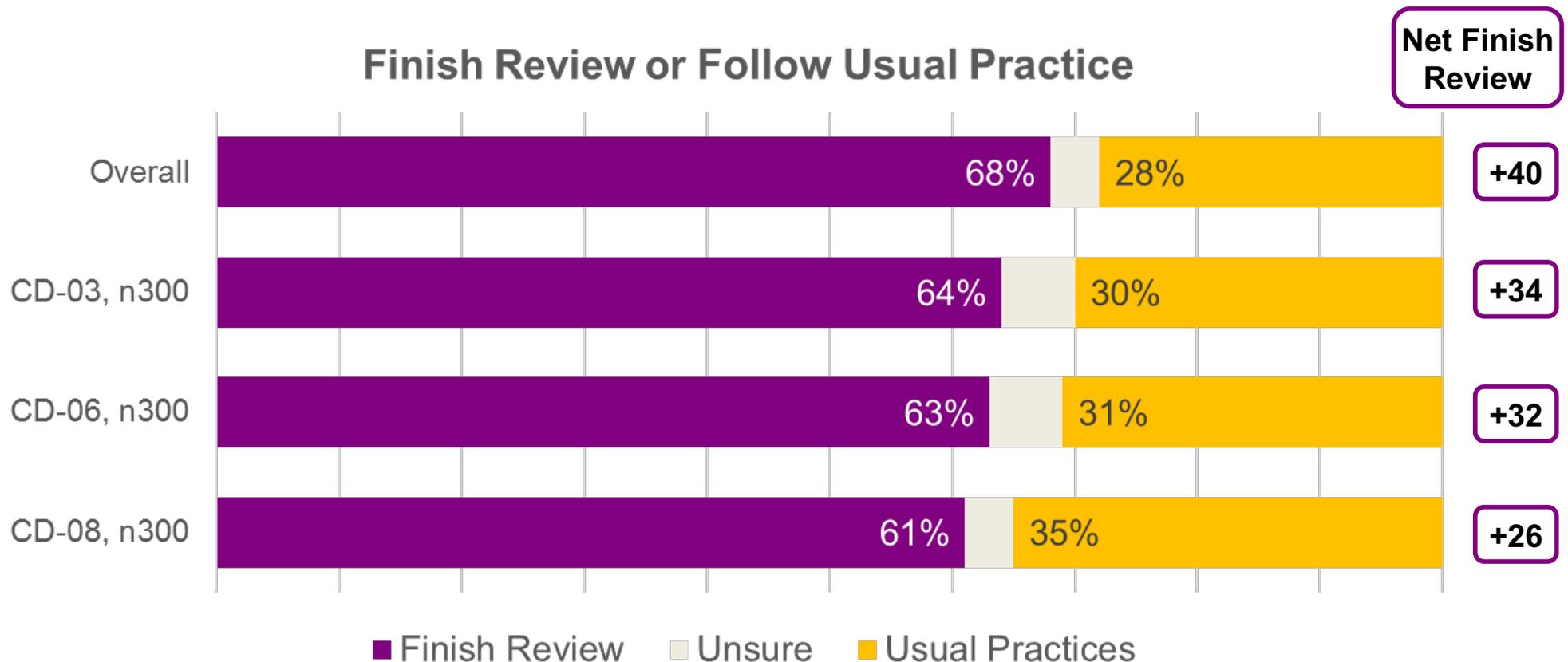


**Net Finish Review**

(Other/Some) people say The Boundary Waters is an iconic landscape of pristine lakes, rivers, and forests and should receive the same review as other landmarks like the Grand Canyon and Yellowstone. The government should finish the current environmental review process before determining if the mining can be safely done there at all.

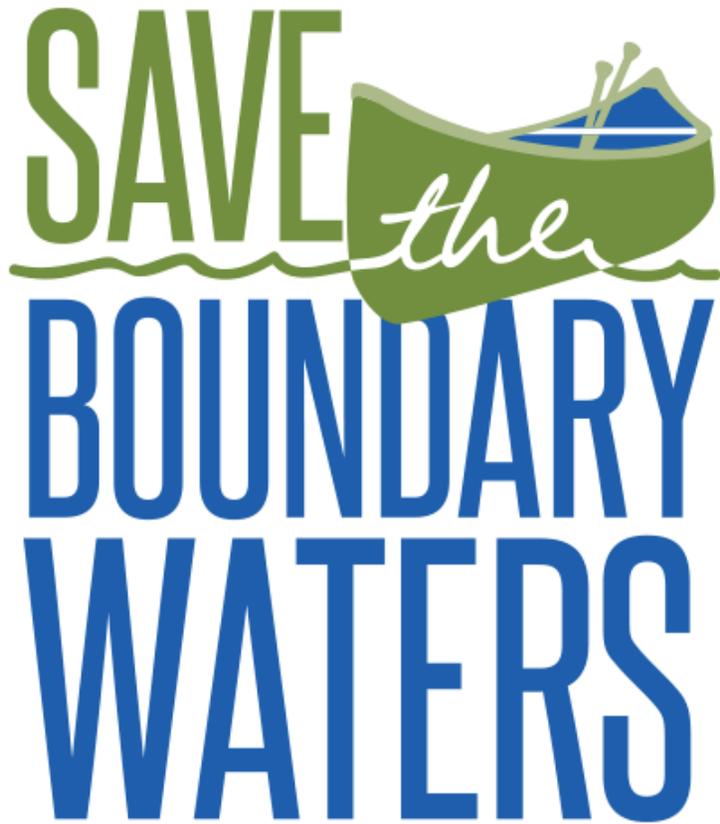
Q20. Which of these statements comes closer to your opinion? (Some/Other) people say environmental review of new mines is essential and there shouldn't be shortcuts. But it should be done in accordance with the usual practice of allowing a company to create a mine plan and apply for a permit. If a specific mine plan near the Boundary Waters is ruled safe, it should be allowed. (Other/Some) people say The Boundary Waters is an iconic landscape of pristine lakes, rivers, and forests and should receive the same review as other landmarks like the Grand Canyon and Yellowstone. The government should finish the current environmental review process before determining if the mining can be safely done there at all. Which do you agree with more?

# Clear support for staying on the current path to finish the review.



Q20. Which of these statements comes closer to your opinion? (Some/Other) people say environmental review of new mines is essential and there shouldn't be shortcuts. But it should be done in accordance with the usual practice of allowing a company to create a mine plan and apply for a permit. If a specific mine plan near the Boundary Waters is ruled safe, it should be allowed. (Other/Some) people say The Boundary Waters is an iconic landscape of pristine lakes, rivers, and forests and should receive the same review as other landmarks like the Grand Canyon and Yellowstone. The government should finish the current environmental review process before determining if the mining can be safely done there at all. Which do you agree with more?

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Impact of Voter  
Persuasion

# Head-to-Head Messaging

- We distilled what we believe to be the core arguments on each side of the sulfide ore copper mining debate, and read both to the survey respondents. After hearing both sides, they were again asked their position on sulfide ore copper mining near the BBW.
- Opposition to the mining increased from 59% to 64%, while support slid 2 points (to 25% from 27%).

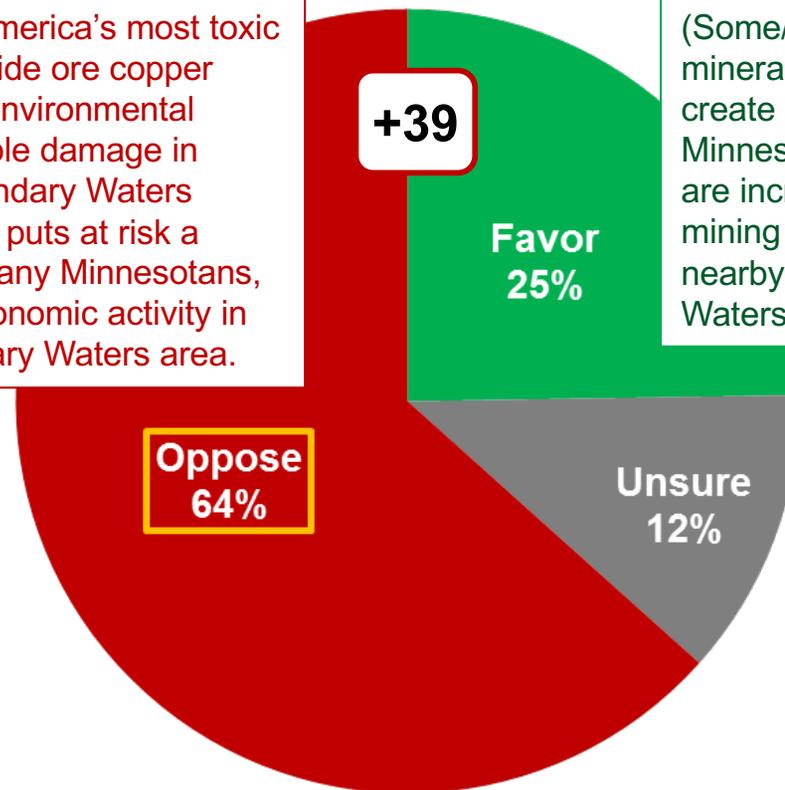
# Pitting jobs against protecting the treasured Boundary Waters: protecting the Boundary Waters wins.

## Head to Head Statement

Strongly Favor 9%  
Strongly Oppose 41%

(Other/Some) people say right next to America's most popular wilderness is no place for America's most toxic industry. Unlike taconite mining, sulfide ore copper mining has a 100% track record of environmental contamination that creates irreversible damage in waterways, making the pristine Boundary Waters Wilderness especially vulnerable. It puts at risk a national treasure, a way of life for many Minnesotans, and 100 million dollars of annual economic activity in the communities serving the Boundary Waters area.

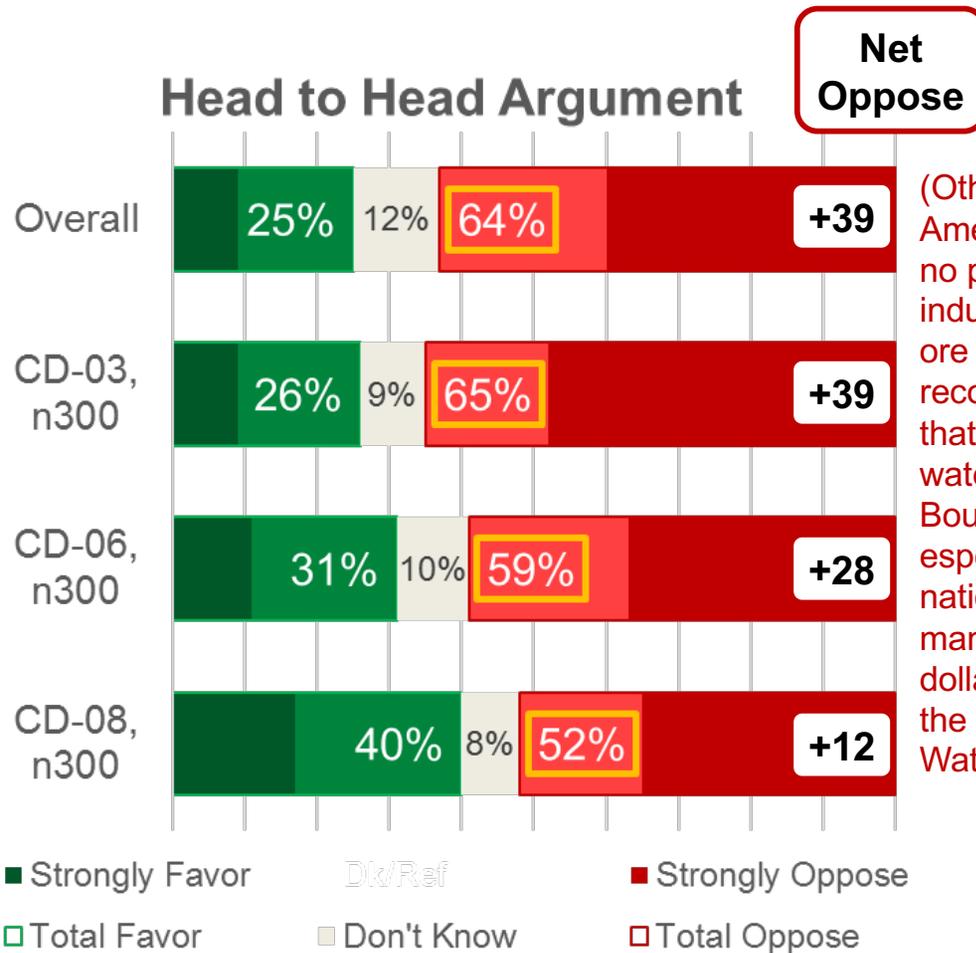
(Some/Other) people say copper and related minerals are in high demand. This mining will create high paying jobs for Northeastern Minnesota at a time when taconite mining jobs are increasingly scarce. Using state of the art mining technology means we can protect nearby natural resources like the Boundary Waters Wilderness for future generations.



Q19. After hearing this information, do you favor or oppose sulfide ore copper mining in the areas near the Boundary Waters Wilderness? (IF FAVOR/OPPOSE, ASK) And is that STRONGLY (favor/oppose) or SOMEWHAT (favor/oppose)?

# Protecting Boundary Waters wins over jobs across the board, including CD-08.

(Some/Other) people say copper and related minerals are in high demand. This mining will create high paying jobs for Northeastern Minnesota at a time when taconite mining jobs are increasingly scarce. Using state of the art mining technology means we can protect nearby natural resources like the Boundary Waters Wilderness for future generations.



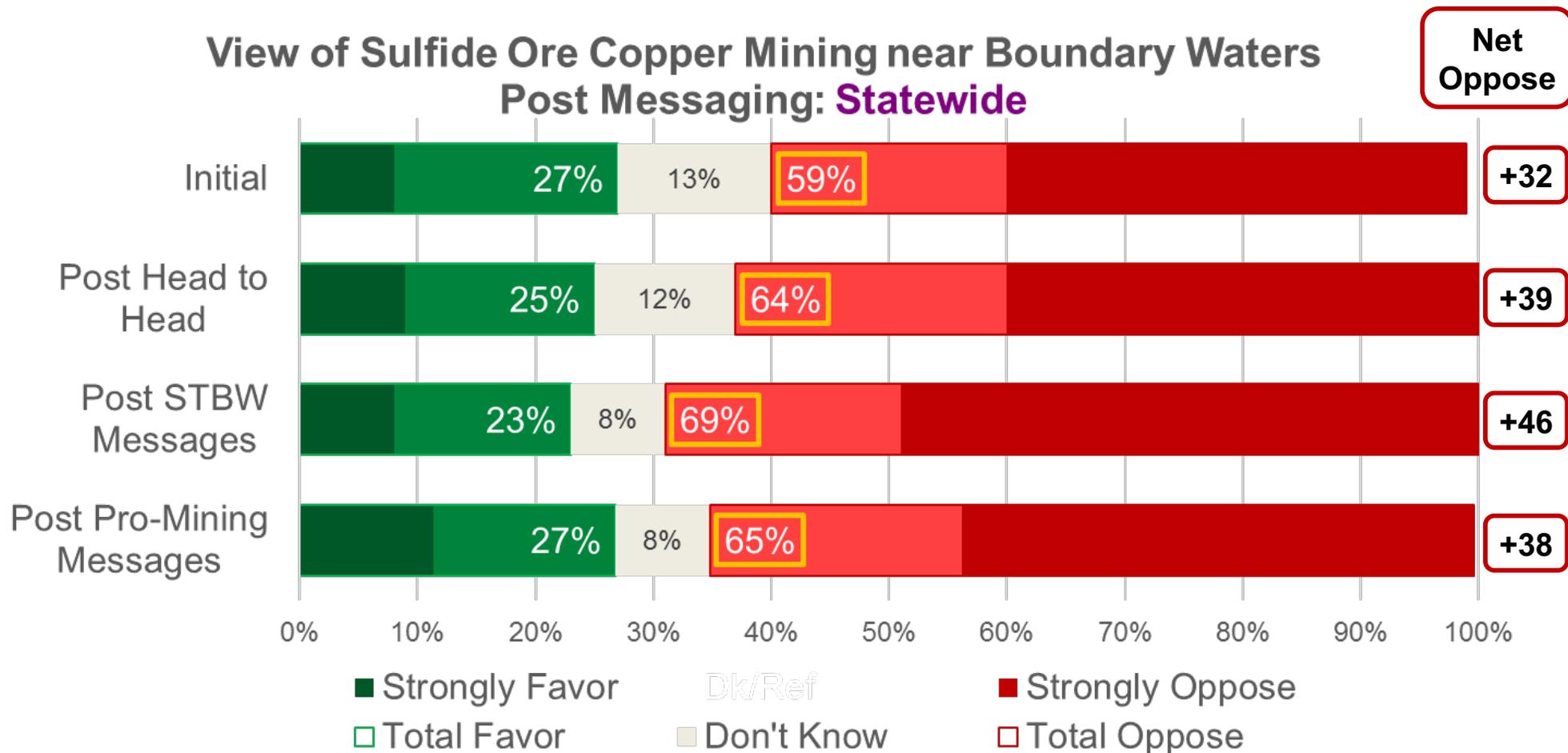
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# Movement from Voter Persuasion Efforts

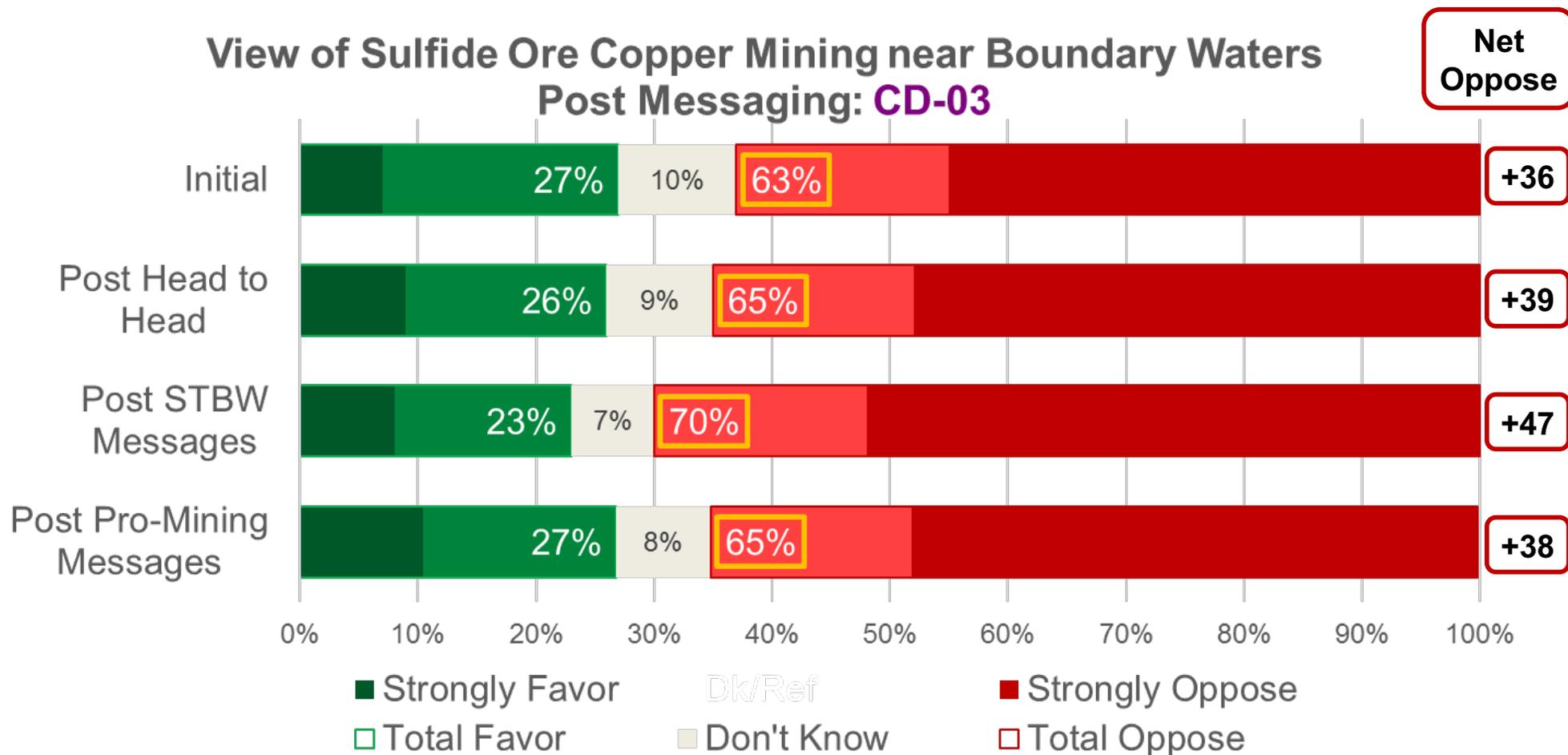
- The position of the STBW campaign begins strong, and ends stronger.
- When voters hear what you have to say, more join your side of the debate to oppose sulfide ore copper mining near the BWW. The messages move voters who are typically the least tuned in, but of an ideological persuasion to be supportive: younger voters and non-partisans.

# Opposition to mining near Boundary Waters grows after STBW messaging and shrinks slightly, but still larger than the benchmark, after pro-mining messages.



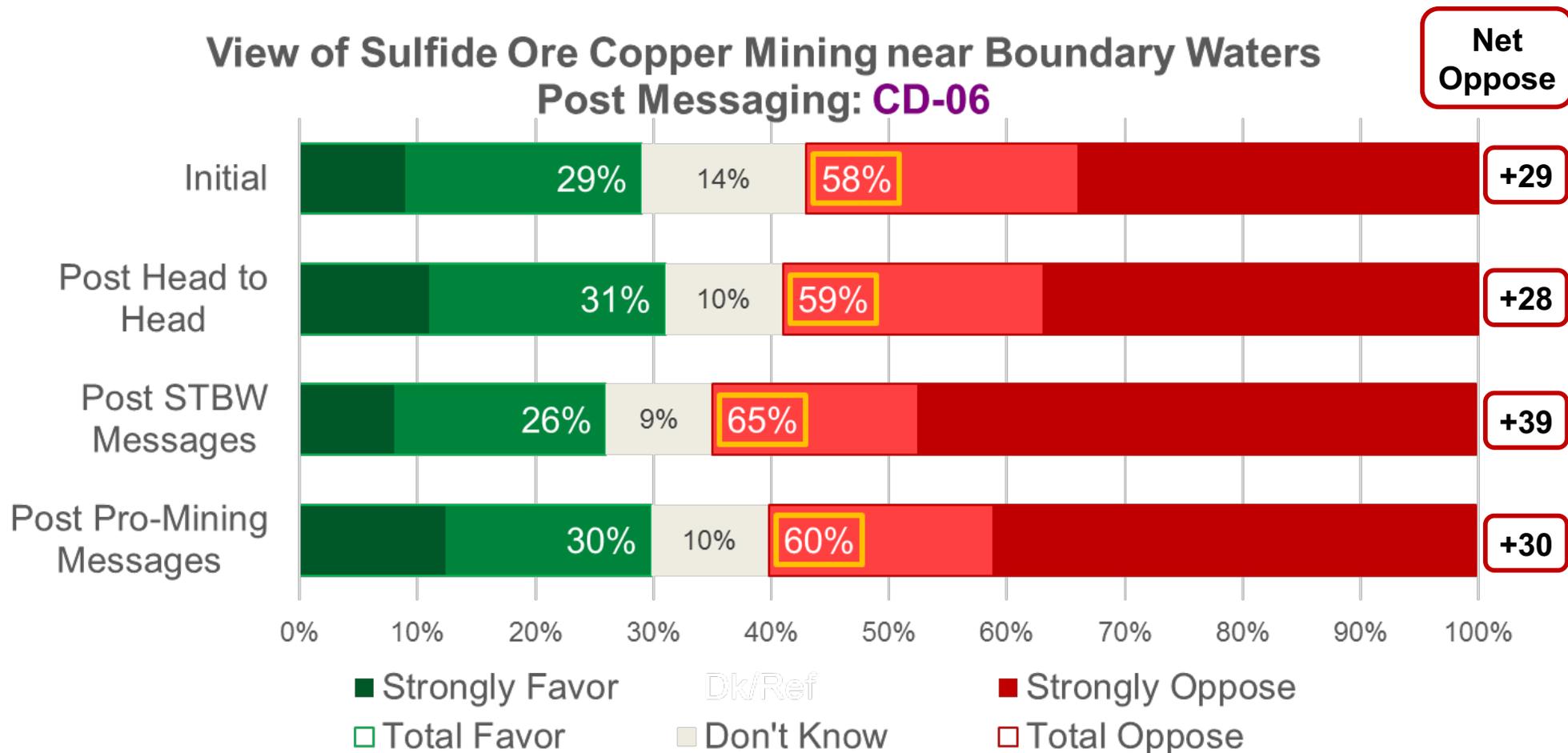
Q15. As you may know, mining companies have also proposed opening sulfide ore copper mines on the edge of the Boundary Waters Wilderness. From what you know, do you favor or oppose sulfide ore copper mining in the areas near the Boundary Waters Wilderness?  
 Q19/Q26/31. After hearing more information, do you favor or oppose sulfide ore copper mining in the areas near the Boundary Waters Wilderness?

# After hearing messages from both sides, two thirds of CD-03 voters oppose mining near the Boundary Waters.



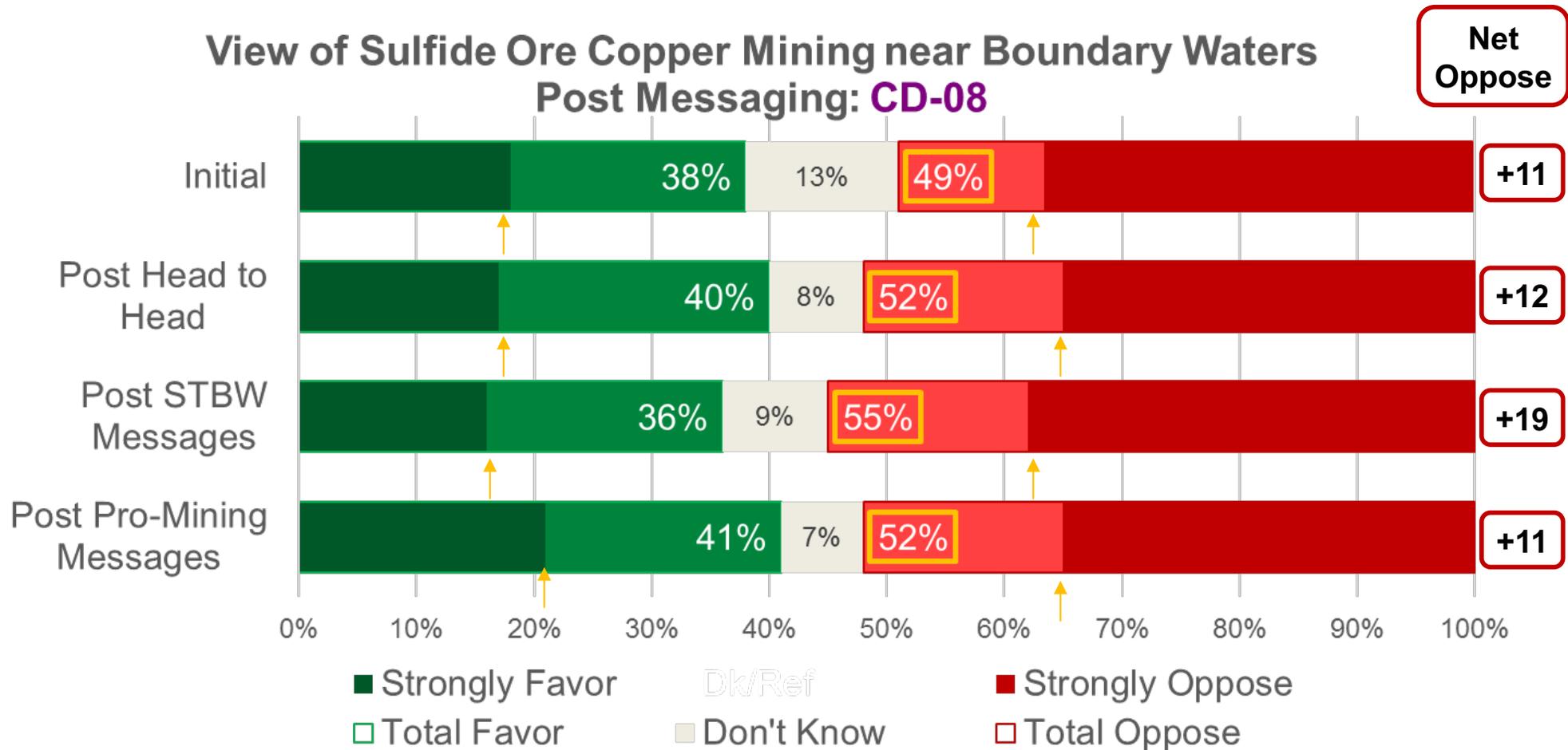
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# After hearing messages from both sides, three in five CD-06 voters oppose mining near the Boundary Waters.



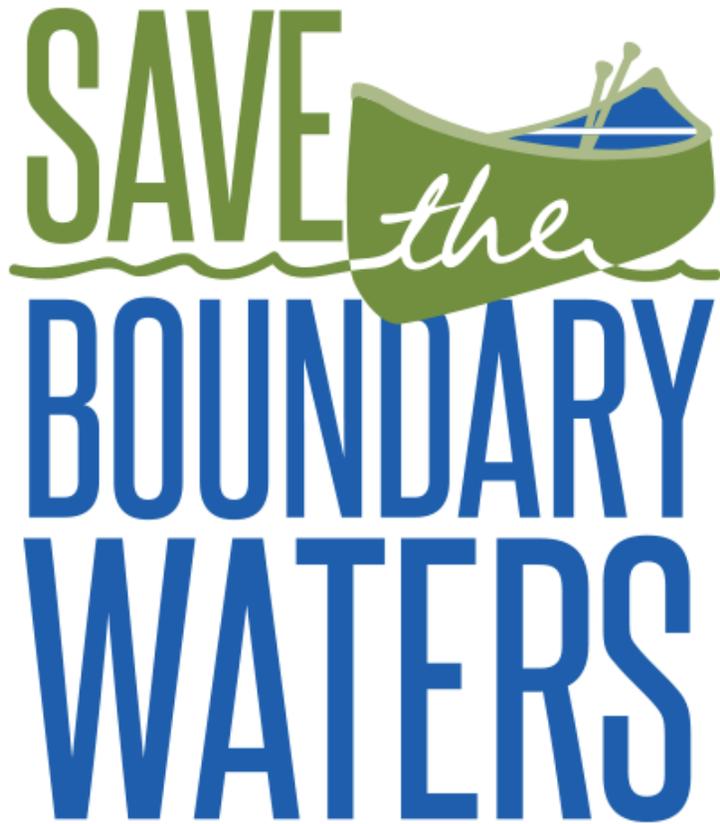
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After hearing messages from both sides, a majority of CD-08 voters oppose mining near the Boundary Waters. Opposition more intense than mining support.



Q15. As you may know, mining companies have also proposed opening sulfide ore copper mines on the edge of the Boundary Waters Wilderness. From what you know, do you favor or oppose sulfide ore copper mining in the areas near the Boundary Waters Wilderness?  
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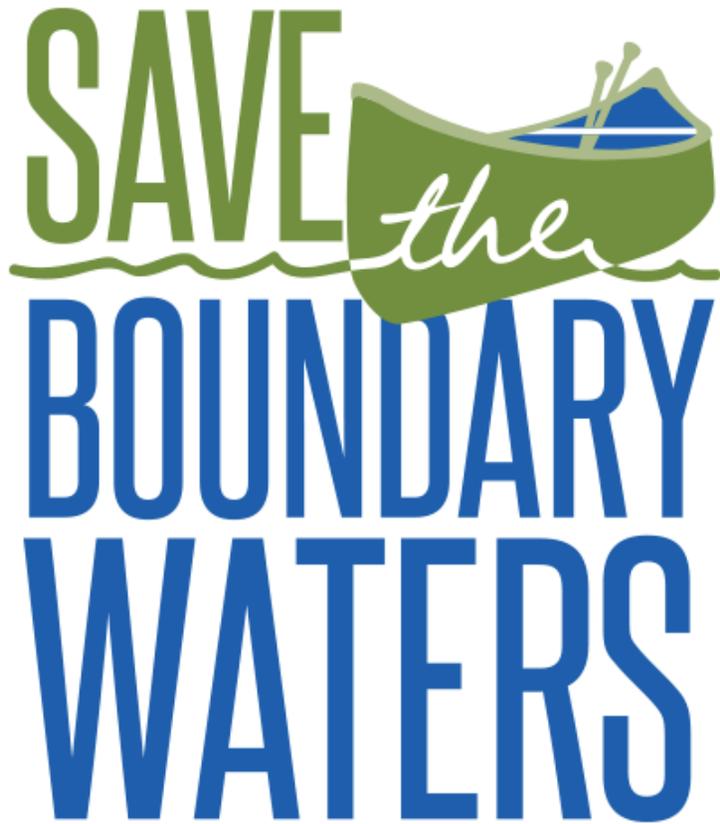


Pro STBW  
Messaging

# Oppose Sulfide Ore Copper Mining Legend

Abbreviations	Full Message Wording
<b>Can't be measured in dollars and cents.</b>	The proposed sulfide ore copper mining sites would drain directly into our cherished Boundary Waters. The value of clean water can't be measured in dollars and cents - especially as sources of clean water are becoming scarcer. It is our responsibility to protect the Boundary Waters for our children and grandchildren.
<b>Experienced accidental releases of pollution.</b>	Unlike taconite mines, contamination from sulfide ore copper mines, ranked by the government as the most toxic industry, is not a matter of "if," but "when." All of these mines in North America have experienced accidental releases of pollution, that resulted in significant water pollution, killing wildlife and making drinking water toxic.
<b>Property values &amp; 100 million dollars at risk.</b>	The environmental threat to the Boundary Waters Wilderness from sulfide ore copper mining puts at risk property values and the 100 million dollars in annual economic output generated by the Boundary Waters tourism economy, putting hundreds of family-owned business at risk.
<b>Profits will go to the Chilean-owned mining company.</b>	Minnesota gets little benefit from the proposed sulfide ore copper mines near the Boundary Waters Wilderness while shouldering great environmental risk. The profits will go to the Chilean-owned mining company.
<b>A place of quiet serenity and healing for our combat veterans.</b>	Noise and toxic acid mining run-off puts at risk waters that have hosted generations of hunters, anglers and has become a place of quiet serenity and healing for our combat veterans.

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Pro Mining  
Messaging

# Support Sulfide Ore Copper Mining Legend

Abbreviations	Full Message Wording
<b>Last days of the Obama Administration.</b>	The current ban on copper-nickel mining in Northeastern Minnesota was issued in the very last days of the Obama Administration. Environmental review of new mines is essential and there shouldn't be shortcuts, but if a specific mine plan near the Boundary Waters is ruled safe, it should be allowed.
<b>Hundreds of good paying jobs.</b>	These new copper-nickel mines will bring hundreds of good paying jobs to workers already trained in this field, providing needed relief to this struggling part of Minnesota.
<b>Done in a safe, responsible way.</b>	Mining can be done in a safe, responsible way that protects the local environment. The mining companies have committed to meet Minnesota's strict clean water standards - which are among the strongest in the world.
<b>Decisions should be left to local communities.</b>	These decisions should be left to local communities, not the federal government and Washington DC bureaucrats. The Boundary Waters is the back yard of these communities and they want to see it preserved too.