



Public Opinion Strategies and Hart Research
Present a
Report of Key Findings and Analysis
From Research Conducted on Behalf of the
Nicholas Institute



NICHOLAS INSTITUTE
FOR ENVIRONMENTAL POLICY SOLUTIONS
DUKE UNIVERSITY



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EXECUTIVE SUMMARY

There is a disconnect in American public policy. Surveys consistently show Americans supportive of pro-environmental policies, yet rank the environment low on their list of priorities and vote determinants. This research in large part is designed both to verify and better understand this apparent “disconnect” and its ramifications on American politics and environmental policy.

Our research has created an innovative and unique examination of the American electorate, we have dubbed the “Environmental Profiler.” The profiler segments the electorate into six voter groups based on the criteria they use in evaluating environmental policy. Our understanding of voters’ views of the environment is enhanced through this profiler and it provides a number of opportunities to bridge this disconnect.

Among the key findings of the survey are . . .

- The survey verifies that voters consistently support pro-environment policies through a generic test of support for “stronger national standards to protect our land, air and water.” Eight-in-ten voters indeed support such a proposal, with fully 40% strongly supporting it.
- However, the environment is low on voters’ priorities. The environment ranks last among nine issues tested. Just one-in-ten voters (10%) say that the environment is the most important issue to them personally.
- In addition, the environment ranks last as a single issue vote determinant. Even self-described environmentalists rank the environment lower as a vote qualifier than other non-environmental issues such as abortion and Social Security.
- Our research found that this disconnect exists for at least five explanations:
 1. In part, voters do not recognize the lack of action there has been in environmental policy. A majority (57%) say that there has been “a lot” or “some” progress in our country’s efforts to protect our land, air and water. Moreover, even those who say there has been little action are fairly complacent about it, as only 30% describe themselves as “angry” about this lack of action.
 2. The environment’s relevance to voters is long-term versus immediate. In focus groups, American voters tell us the environment cannot compare in relation to more “immediate” concerns such as taxes, health care or jobs.
 3. Voters perceive there to be negative impacts from environmental policies. A majority believe that stronger national standards to protect our land, air and water will result in higher taxes (87% at least somewhat likely) and hurting our economy and causing job loss (56%).
 4. The environment is a multi-faceted issue, with voters’ concerns ranging from global warming to water to energy.

5. Finally, voters examine environmental policy through a number of lenses - they can have on the equivalent of six different "pairs of glasses" when they judge a policy proposal. The research found 13 factors affect voters' views of environmental policy, which are detailed in this report.

By examining the various factors or criteria through which voters would judge an environmental policy proposal, American voters were sorted into six groups, not of equal proportions:

- The Empathizers (34% of voters)
- The Compromisers (18% of voters)
- The Narcissists (18% of voters)
- The Regulators (12% of voters)
- The Capitalists (11% of voters)
- The Contrarians (7% of voters)

(These groups are defined in great detail later in this report and provide a new and unique understanding of how voters perceive environmental issues.)

- The survey also examined the American electorate's confidence in access to solid information regarding environmental policies. Two-in-ten (19%) say there are a lot of trustworthy sources of information, while another 40% say there are likely some trustworthy sources.
- Finally, it is quite clear from the focus groups that voters value and respect universities and academic institutes playing a role in the environmental debate. Voters generally view universities as unbiased and with little "agenda" in contrast to other entities, and DO perceive a need for unbiased, credible information on environmental proposals.

I. EVIDENCE OF THE DISCONNECT

The survey establishes firm evidence of the disconnect between the general pro-environment views of the electorate and the general sense that the environment is not personally important to voters in their policy priorities and vote decisions.

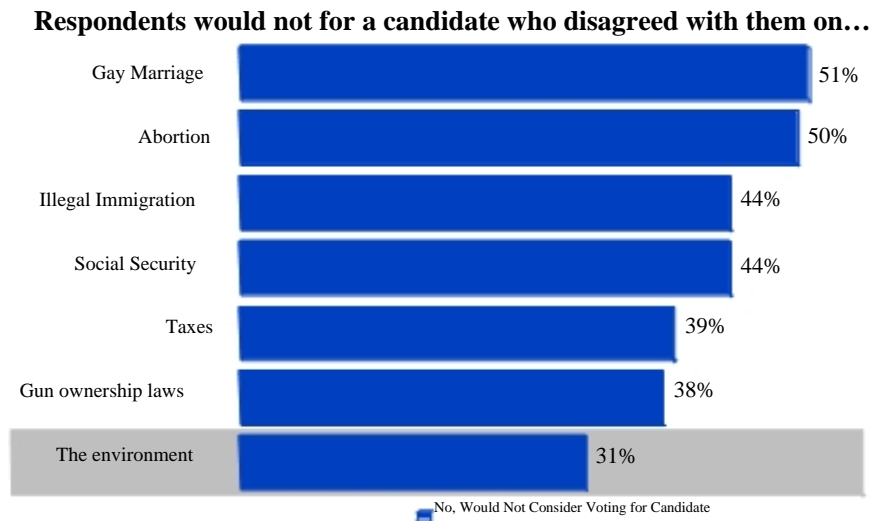
First, the survey underscores the generic support pro-environmental policies have in concept. Eight-in-ten voters (79%) say they favor “a proposal that would create stronger national standards to help protect our land, air and water” without knowing any of the specifics. In fact, overwhelming majorities of all key subgroups demonstrate their support for a generic pro-environment proposal:

| Voter Group | % Favor Pro-Environment Proposal |
|-----------------------------|---|
| <i>By Party</i> | |
| Republicans | 74% |
| Independents | 76% |
| Democrats | 85% |
| <i>By Ethnic Background</i> | |
| White | 79% |
| African American | 86% |
| Latino/Other | 77% |
| <i>By Region</i> | |
| Northeast | 78% |
| Midwest | 82% |
| South | 78% |
| West | 79% |

However, the environment is consistently low on voters’ priorities as a national policy issue. For example, when we asked respondents to choose the top two most important issues to them personally, the environment ranked last:

- % Personally Important**
- 34% The economy and jobs**
 - 25% Health care**
 - 22% Iraq**
 - 21% Social Security**
 - 20% Terrorism**
 - 20% Education**
 - 15% Moral values**
 - 12% Taxes**
 - 10% The environment**

Even when we move beyond issues like the economy and health care, the environment ranks dead last as a “single issue” vote determinant.



In thinking about your vote decision for Congress in 2006 - As you know, candidates take stands on a number of issues and you may not personally agree with a candidate on every single issue. I would like to read you a list of issues. Please tell me, for each one, if you disagree with a candidate on just that issue, would you still consider voting for that candidate, or would you not vote for that candidate based on that issue alone.

Self-described environmentalists place abortion higher than the environment as a vote qualifier, just for example. While half of environmentalists say that a candidate who took an opposing view on abortion or gay marriage would automatically be disqualified in their mind (51% and 53%, respectively), just 44% say the same about the environment.

Predictably, there is a partisan distinction on this issue as well. Among Democrats, 32% would not consider voting for a candidate who differs from their position on the environment, compared to a mere 21% of Independents and 19% of Republicans. The environment ranks dead last for ALL partisan groups.

In fact, fewer than one-in-four voters (22%) say the environment has been a major reason in their vote determinant for a candidate for ANY public office recently. Even among self-described environmentalists, fewer than four-in-ten (39%) say that they can recall a time “when a candidate’s position on an environmental issue was one of the two or three most important reasons” they voted for or against a candidate. Just 15% of the rest of Americans say the same.

There are a number of key distinctions in the proportion of voters who say the environment has indeed determined their vote in the recent past:

| Voter Group | % Say Has Determined Vote |
|---|----------------------------------|
| Self-described environmentalist | 39% |
| Ideologically liberal | 39% |
| Volunteered or gave money to a conservation group | 35% |
| Strong Democrat | 30% |
| Rural voter | 30% |
| College-educated | 27% |
| Active in the outdoors | 26% |
| Big city voters | 25% |
| Suburbanites/Small town voters | 20% |
| Republicans | 14% |

II. REASONS FOR THE DISCONNECT

There are five major reasons for this “disconnect” in voters’ attitudes towards the environment, to which the research points:

1. First, pluralities of voters perceive the country generally - and Congress specifically - as having made progress on the environment. Two key questions underscore that voters think there is progress occurring on the environment:

Overall , thinking about our country’s efforts to protect our land, air, and water, how much progress would you say we have made over the last five to ten years?

57% TOTAL A LOT/SOME
41% TOTAL NOT TOO MUCH/NONE AT ALL

12% A LOT
46% SOME
29% NOT TOO MUCH
12% NONE AT ALL

Now thinking back to the past five or ten years, how much progress do you think the U.S. Congress has made in working to protect our land, air, and water?

49% TOTAL A LOT/SOME
48% TOTAL NOT TOO MUCH/NONE AT ALL

9% A LOT
40% SOME
37% NOT TOO MUCH
11% NONE AT ALL

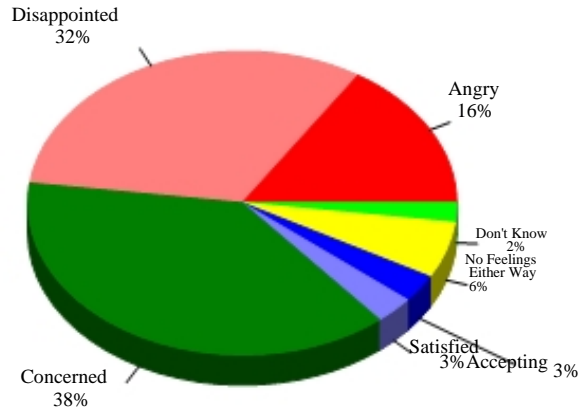
In addition, there is little consensus that environmental proposals will be stymied in the future.

Now, looking ahead to the next five to ten years, how much progress do you think the U.S. Congress will make in working to protect our land, air, and water?

53% TOTAL A LOT/SOME
44% TOTAL NOT TOO MUCH/NONE AT ALL

8% A LOT
45% SOME
34% NOT TOO MUCH
10% NONE AT ALL

Even those voters who perceive little action having taken place or moving forward are fairly complacent about it, as very few describe themselves as “angry” about this lack of action.



And now thinking about how you might feel about this, do you feel...

Even among self-described environmentalists, views of environmental policy progress are quite mixed, as 46% say Congress has made “a lot” or “some” progress on the environment. In contrast, a bare majority (53%) say Congress has made “not much” progress or “none at all.” These voters appear to be more resigned than mad about this state of affairs. While 34% describe themselves as “disappointed,” three-in-ten (30%) say they are “angry,” and a nearly equal number (28%) say they are “concerned” about this lack of progress.

2. Secondly, the environment’s relevance to voters is long-term versus immediate. Voters in focus groups told us that they perceive the environment to be a LONG-TERM issue. Health care, jobs, or taxes are all perceived as having an immediate and direct impact, while the environment is seen as having a tangential and long-term impact on one’s health, air, drinking water, or other issues. A couple of respondents in the focus groups describe this in terms of “taking it for granted” and assuming things on the environmental front will be “all right” in the long run.

Similarly, focus group respondents express that they believe environmental problems are “hidden” or “invisible.” The air pollution which is giving people asthma is not something they feel they can visibly see, whereas the war in Iraq is on the news every single night and so it is more “visible.” One man called it a “background” issue which has to be attached to a more “visible” issue like energy prices or health care in order for it to gain salience.

3. Voters believe that there will be negative impacts from progressive environmental policy. Voters think a policy to create stronger national standards is likely to raise their taxes and hurt the economy, while at the same time recognizing some of the potential positive impacts. When asked to judge how likely it is that each of the following would happen, voters tend to view increased taxes as the most likely outcome of a pro-environment national proposal:

| POTENTIAL OUTCOME | % ALMOST CERTAIN | % TOTAL LIKELY |
|--|------------------|----------------|
| Increase taxes | 31% | 87% |
| Improve our health by ensuring clean air to breathe and clean water to drink | 15% | 84% |
| Produce a significant improvement in less than twenty years | 10% | 77% |
| Hurt our economy and cause people to lose their jobs | 10% | 56% |

In fact there is almost no partisan difference at all in perceived likelihood of negative outcomes happening as a result of a pro-environment policy, very much underscoring the hesitations there are across the electorate.

| <i>Statement</i> | <i>% Likely To Happen</i> | | |
|---|------------------------------|-------------------------------|----------------------------|
| | <i>Republicans (37%)</i> | <i>Independents (18%)</i> | <i>Democrats (41%)</i> |
| <i>Increase taxes</i> | <i>91%</i> | <i>85%</i> | <i>85%</i> |
| <i>Hurt our economy and cause people to lose their jobs</i> | <i>55%</i> | <i>58%</i> | <i>58%</i> |

4. The environmental agenda is diffuse. The environment is a multi-faceted issue, with voters' concerns ranging from global warming to water to energy.

And which two or three of the following environmental problems are most important to you personally? (UP TO THREE MENTIONS RECORDED PER RESPONDENT)

- 47% Energy conservation and need for alternative fuels*
- 39% Pollution of our rivers, lakes, streams and coastlines*
- 29% Air pollution and smog*
- 23% Over-development and poorly planned growth*
- 17% Trash and the need for more recycling*
- 13% Availability of water and drought*
- 11% Management of our national parks, forests and public lands*
- 10% Endangered fish and wildlife*

5. Finally, voters examine environmental policy through a number of lenses - they can have on the equivalent of six different "pairs of glasses" when they judge a policy proposal. Our research tested 13 different factors or criteria by which voters could judge environmental policy. This list was developed and tested by voters themselves in our focus groups. Our initial "best guesses" of what criteria voters use based on past research on specific environmental policy issues was also expanded due to the input of the focus group respondents in discussing how they evaluate environmental policies.

| FACTORS IN EVALUATING A POLICY TO CREATE STRONGER NATIONAL STANDARDS TO PROTECT OUR LAND, AIR AND WATER | % 10 |
|---|-------------|
| Desire to protect the environment for future generations | 51% |
| The impact the proposal has on people's health | 47% |
| Our moral responsibility to be good stewards of God's creation | 46% |
| The knowledge that special areas and wildlife are protected | 32% |
| How much the proposal allows people to utilize nature's resources, while still working to protect our land, air and water | 28% |
| The impact the proposal has on jobs and the economy | 28% |
| The amount of control government should have in regulating what PRIVATE COMPANIES can or cannot do which affects our land, air and water | 28% |
| The impact the proposal has on keeping nature in balance, since impacting any one thing can eventually affect other parts of the environment | 27% |
| How much the latest technology is used to make environmental improvements at lower costs | 27% |
| The impact the proposal has on your personal finances | 27% |
| Whether or not the proposal is able to quickly make an impact | 18% |
| How much the views of outside groups were considered, including those of sportsmen, farmers, scientists, and conservationists | 17% |
| The amount of control government should have in regulating what INDIVIDUALS LIKE YOU can or cannot do which affects our land, air and water | 17% |

The overall rank order of these factors is meaningful, but what provides even greater insight is which voters gravitate to what factors. For example, while jobs and the economy is sixth on the ranking of factors overall, for a significant subgroup of voters it is by far their most important criteria. A proposal which did not satisfy their concerns about its impact on jobs would immediately peel away a certain chunk of the American electorate.

Therefore, we decided to segment the electorate based solely on their ranking of these criteria through factor and cluster analysis. The final product we dubbed the "environmental profiler."

The profiler groups are a new way to view attitudes on the environment beyond traditional labels, such as party. In this age of “Red States” and “Blue States,” there seems to be little room for nuance, except on the environment. The profiler groups, however, are far more likely to explain distinctions between voter groups.

For example, we asked voters a question about whether voters would place a greater emphasis on protecting the environment or encouraging economic growth (“some people say that our country is facing a choice between protecting the environment and encouraging economic growth. Since it is sometimes difficult to do both, do you think more emphasis should be given to protecting the environment, encouraging economic growth, or are you satisfied with the current balance between the two goals?”). The difference between the percentage who said the environment over economic growth is far more distinct between the polar ends of the profiler groups than between Democrats and Republicans, as one can see here.

| Voter group | Protect the Environment | Encouraging Economic Growth | <i>Difference</i> |
|---|--------------------------------|------------------------------------|-------------------|
| All Voters | 41% | 17% | +24 |
| Democrats | 53% | 14% | +39 |
| Republicans | 27% | 20% | +7 |
| Regulators (most pro-environment group) | 64% | 5% | +59 |
| Capitalists (most focus on jobs group) | 22% | 26% | -4 |

In fact, there are elements of both parties in each of the profiler groups and voters from different types of communities and different backgrounds. It is increasingly clear from our examination of the data that better understanding how voters approach the environment as a public policy issue will help bring voter groups together on crafting and/or accepting policy solutions.

III. THE ENVIRONMENTAL PROFILER

The “Environmental Profiler” created by Public Opinion Strategies and Hart Research on behalf of the Nicholas Institute for Environmental Policy Solutions seeks to provide insight and understanding into the key criteria which voters use to evaluate environmental policy. Much as the criminal “profilers” popularized on primetime television shows seek to understand and predict behavior based on the mental state of their subject, so too it struck us there is a need for research aimed at understanding better the various lenses through which voters view environmental issues.

By examining the various factors or criteria through which voters would judge an environmental policy proposal, American voters were sorted into six groups, not of equal proportions:

- The Empathizers (34% of voters)
- The Compromisers (18% of voters)
- The Narcissists (18% of voters)
- The Regulators (12% of voters)
- The Capitalists (11% of voters)
- The Contrarians (7% of voters)

The Empathizers

34% of voters

| | |
|----------------------------|--|
| BASIC DESCRIPTION: | One-third of Americans find themselves in this mainstream profiler group, which is most open to environmental policy prescriptions (86% favor a proposal to create stronger national standards to protect our land, air and water). While they are slightly more likely than average to view themselves as environmentalists, they are not more active in the outdoors or environmental causes. As this is a fairly large umbrella group, it tends to encompass everything from suburban soccer moms (highest proportion of mini-van or van drivers at 10%) to self-described struggling households (14%) and the highest proportion of African Americans (18%). |
| COMMON THREAD: | While the Empathizers rate all of the factors highly, they place particular emphasis on the more altruistic, pro-environment messages such as leaving a legacy for future generations, protecting people's health and the knowledge that special places and wildlife are preserved. That being said, the Empathizers are not just concerned about the environment but are concerned about people as well. At the same time as they rate altruistic environment-focused messages highly, they place an emphasis on protecting jobs and do not want to see workers hurt either. Clearly, they can see both sides of this issue. |
| PARTY ID: | 33% Republicans, 47% Democrats, 15% Independents |
| 2004 VOTE: | 48% Bush, 43% Kerry |
| % ENVIRONMENTALIST: | 35% rate themselves "8" - "10" on a scale where "10" is perfect description |
| GENDER: | 61% Female 39% Male |

The Compromisers

18% of voters

| | |
|----------------------------|--|
| BASIC DESCRIPTION: | Compromisers are pragmatic optimists towards the environment. While strongly pro-environment, they seek to balance humanity's desires and nature's needs and want to ensure all voices are heard in the environmental policy debate. Compromisers are that classic middle child - the Jan Brady in the environmental policy debate - trying to bring everyone together for a "third way." Compromisers contain one of the most significant populations of sportsmen (32% have held a hunting or fishing license in the last three years), are most likely to live in a rural area, drive a pick-up truck, or be Hispanic (8%) of any profiler group. |
| COMMON THREAD: | Two key factors emerged from the focus group research we conducted on behalf of the Nicholas Institute which prove critical for Compromisers: placing a higher priority on "how much the view of outside groups were considered, including those of sportsmen, farmers, scientists, and conservationists," and "how much the proposal allows people to utilize nature's resources, while still working to protect our land, air and water." Again, these practical optimists are seeking balance and think we can do both - protect our environment AND meet man's needs. |
| PARTY ID: | 38% Republicans, 42% Democrats, 17% Independents |
| 2004 VOTE: | 51% Bush, 39% Kerry |
| % ENVIRONMENTALIST: | 39% rate themselves "8" - "10" on a scale where "10" is perfect description |
| GENDER: | 46% Female 54% Male |

The Narcissists

18% of voters

| | |
|----------------------------|---|
| BASIC DESCRIPTION: | The Narcissists are one of the least likely groups to view themselves as environmentalists (second only to the small profiler group, the Contrarians), and are the least likely to have engaged in any outdoors or environmental activities (for example, only 21% have had a hunting or fishing license in the last three years). The Narcissists are the least likely to say that a candidate's position on the environment has been one of the top reasons to vote for or against that candidate (just 8%). A majority of the Narcissists have a college education (50%) and they have the second highest incomes (behind Regulators), although they are most likely to describe themselves as working class (52%). They are more likely to be White (84%) or Asian (5%) than other profiler groups. |
| COMMON THREAD: | The Narcissists place a priority on how it affects them personally. How does it affect MY job? MY health? MY personal finances? In fact, they provide the highest relative ranking for how an environmental policy affects their personal finances of any profiler group. |
| PARTY ID: | 42% Republicans, 35% Democrats, 20% Independents |
| 2004 VOTE: | 50% Bush, 39% Kerry |
| % ENVIRONMENTALIST: | 14% rate themselves "8" - "10" on a scale where "10" is perfect description |
| GENDER: | 52% Female 48% Male |

The Regulators

12% of voters

| | |
|----------------------------|--|
| BASIC DESCRIPTION: | <p>This is the profiler group which probably captures the most “traditional” environmentalists of any (highest in self-identification as an environmentalist and in participation in outdoors and environmental activities), but only demonstrates the third highest level of support for a generic proposal to create stronger national standards to protect land, air and water (80%, behind the Empathizers and Compromisers). Regulators are the most liberal, most likely to hold post-graduate degrees, highest income, most secular, and most likely to view the environment as the top problem facing the country (27%). They are also most likely to say they would NOT vote for a candidate if that candidate’s position on environmental issues differed from their own (43%). Regulators are also the most likely to view there to be trustworthy sources of information on environmental science today (36% a lot).</p> |
| COMMON THREAD: | <p>Regulators are probably the most surprising of any profiler group. They rank government regulation on business and individuals relatively higher than other profiler groups, but not, we surmise, because they are anti government. With Republicans in charge of the federal government, it is likely they want government exerting MORE authority on what private companies and individuals can do. Of any profiler group, they are the least likely to view progress as having been made on the environment by Congress, and the most likely to feel “angry” about that.</p> |
| PARTY ID: | 18% Republicans, 56% Democrats, 21% Independents |
| 2004 VOTE: | 23% Bush, 68% Kerry |
| % ENVIRONMENTALIST: | 42% rate themselves “8” - “10” on a scale where “10” is perfect description - highest of any profiler group |
| GENDER: | 40% Female 60% Male |

The Capitalists

11% of voters

BASIC DESCRIPTION: Capitalists are the most Republican profiler group, and are more likely to be college-educated, professionals, and upper-middle class. They also tend to be married and are the most likely to view themselves as supporters of conservative religious groups (45% describe themselves as such).* They are most likely to view the environment in their area as being in excellent or good shape (50%).

COMMON THREAD: Capitalists place the importance of a policy's impact on jobs and the economy first above all other factors. In fact, an overwhelming majority (78%) of Capitalists say that creating stronger national standards to help protect our land, air and water would be at least somewhat likely to "hurt our economy and cause people to lose their jobs" - higher than any other profiler group (although a majority of all groups agree with that view). Capitalists also tend to rank "how much the proposal allows people to utilize nature's resources, while still working to protect our land, air and water" relatively higher as well. Capitalists are the most likely group to view Congress as having made progress on the environment over the last decade.

PARTY ID: 54% Republicans, 16% Democrats, 21% Independents

2004 VOTE: 71% Bush, 21% Kerry

% ENVIRONMENTALIST: 16% rate themselves "8" - "10" on a scale where "10" is perfect description

GENDER: 53% Female 47% Male

* One interesting note is that the "God factor" that it is "our moral responsibility to be good stewards of God's creation" rated third for Capitalists, behind jobs and the impact on people's health, despite the significant number of conservative religious voters. However, for all but two profiler groups - the Regulators and the Narcissists - this "God Factor" rates in the top three factors.

The Contrarians

7% of voters

BASIC DESCRIPTION: The smallest profiler group, the Contrarians, is less likely than other profiler groups to support an environmental proposal to protect our land air and water (66% favor, 26% oppose). This is the oldest profiler group, with 34% of Contrarians being seniors. Still, Contrarians are active in the outdoors, as they are the most likely to have held a hunting or fishing license (37%) and most likely to have taken part in motorized recreation in the outdoors (27%).

COMMON THREAD: Contrarians rate ALL factors relatively lower than other profiler group, but place a moral factor of being good stewards of God's creation slightly higher than the rest of the factors tested. This group contains the second highest proportion of conservative religious voters (17%). Contrarians are least likely of all profiler groups to think creating stronger national standards to help protect our land, air and water would "improve our health by ensuring clean air to breathe and clean water to drink" (just 63% say that is likely compared to 84% overall), and least likely to think it would "produce a significant improvement in less than 20 years" (just 44%, compared to 77% overall).¹ They are also the least trusting of sources of information about protecting the environment, as only 43% say there are at least some sources they trust (compared to 59% overall).

PARTY ID: 45% Republicans, 34% Democrats, 18% Independents

2004 VOTE: 56% Bush, 30% Kerry

% ENVIRONMENTALIST: 5% rate themselves "8" - "10" on a scale where "10" is perfect description

GENDER: 41% Female 59% Male

¹

Due to Contrarians being the smallest profiler group and the fact that this sequence was split-sampled, this data on this particular question is based on small cell size. However, these overwhelming 20-30 point distinctions in the data are very consistent and illustrative of Contrarians' viewpoint toward environmental policies, and so have been included here.

IV. TRUST IN INFORMATION SOURCES REGARDING THE ENVIRONMENT

Finally, we also queried the American electorate about their confidence in access to solid information regarding environmental policies. Two-in-ten (19%) say there are a lot of trustworthy sources of information, while another 40% say there are likely some trustworthy sources.

When it comes to sources of information about protecting the environment that YOU feel are trustworthy and believable, do you think that there are - a lot of sources, some sources, just a few sources, or not really any sources - of information about protecting the environment that you feel are trustworthy and believable?

19% *A LOT OF SOURCES*
40% *SOME SOURCES*
32% *JUST A FEW SOURCES*
7% *NOT REALLY ANY SOURCES*

Those who are more active in the outdoors and view themselves as environmentalists are more likely to say there are “a lot” of trustworthy information sources. Those who have both a hunting and fishing license (22% say there are a lot of trustworthy information sources), have participated in three or more outdoors/environmental activities in the last year (22%), or describe themselves as an environmentalist (26%) are more likely to say there are a lot of these sources.

However, this information does not appear to be driving home a certain point of view. Voters who say the country has made “a lot” of progress on the environment are nearly as likely as those who say the country has made no progress on the environment to believe there are “a lot” of trustworthy information sources today (28% and 30%, respectively). Notably, a follow-up question allowed voters to specifically cite those trustworthy sources and it is fairly clear that voters primarily look to mainstream media for information on these issues.

However, it is quite clear from the focus groups, voters value and respect universities and academic institutes playing a role in the environmental debate. Voters generally view universities as unbiased and with little “agenda” in contrast to other entities in the debate.

Moreover, voters perceive a need for unbiased, credible information on environmental proposals, since there is a strong feeling that scientists are often funded by one “side” or another. As one Ohio voter explained, "I like the idea of an independent source, not tied to pro-environment entities." Another reinforced this view in response to a description we provided which could detail the mission of a university institute: "I like the fact that it is ‘unbiased, science-driven evaluations,’ so once again it is research but they're trying to keep the bias out of it."

Finally, voters perceive a need for organizations which can bring these disparate groups together and find creative solutions to environmental problems. Voters in the focus groups made it abundantly clear that there had been enough “talking and thinking,” and that now is the time for progress and action.

V. SUMMING UP

The Nicholas Institute is well poised to help shape the development of solutions to environmental challenges due to voters' desire for an independent voice with scientific credibility.

Clearly, this research points to the need to consider a number of "big issues" as the Institute moves forward...

- How to move a diffuse issue which splinters its base of support into niche groups, towards a crystallizing issue which is of greater importance to voters.
- How to couple the environment - perceived as a generally long-term issue - with issues of more immediate concern to voters.
- How to resolve the tension over the economic and financial impact of a pro-environmental policy which is of such critical importance to key segments of the electorate like Capitalists and Narcissists.
- How to meet voters where they are on the environment, which is admittedly relatively complacent about the pace of progress, and still create a believable as well as compelling rationale for urgency in adopting pro-environmental policies.

METHODOLOGY

The typology is based on viewing American voters solely on how they judge a generic environmental proposal. We first conducted qualitative research to understand how Americans talk about the criteria that are important to them through which we refined language and the list of factors. We then conducted a national survey of 800 American voters, in which we asked voters to tell us the importance of the following factors in how they personally would judge a proposal to create “stronger national standards to protect our land, air and water.” Each factor was rated on a 0-10 scale, where 10 is “one of the most important things” they would consider and zero is “not at all important.” Those criteria (in no particular order) are:

The impact the proposal has on jobs and the economy

The impact the proposal has on your personal finances

The amount of control government should have in regulating what INDIVIDUALS LIKE YOU can or cannot do which affects our land, air and water

The amount of control government should have in regulating what PRIVATE COMPANIES can or cannot do which affects our land, air and water

The impact the proposal has on people’s health

Our moral responsibility to be good stewards of God’s creation

The knowledge that special areas and wildlife are protected

How much the latest technology is used to make environmental improvements at lower costs

How much the proposal allows people to utilize nature’s resources, while still working to protect our land, air and water

Desire to protect the environment for future generations

The impact the proposal has on keeping nature in balance, since impacting any one thing can eventually affect other parts of the environment

Whether or not the proposal is able to quickly make an impact

How much the views of outside groups were considered, including those of sportsmen, farmers, scientists, and conservationists

Based on the responses to the survey, we then conducted a factor analysis to get at the principal components of how people responded to these questions. The factor analysis develops a component score coefficient matrix, which is essentially a set of numbers for each component that relate to the relative importance of each question to this component. This allows for each respondent’s answer to each question to be multiplied together and for each component a factor loading or factor score is given. Thus for each respondent a new component factor loading score is generated. We then use these scores to conduct a cluster or segmentation analysis to see how respondents group together. After generating cluster or segment membership by respondent, we then analyzed the demographics and attributes of each segment to develop a meaningful typology or “environmental profiler.”

TOP-LINE SURVEY RESULTS

NICHOLAS INSTITUTE SURVEY

Interview Schedule

*Project #05380
Public Opinion Strategies
Alexandria, Virginia*

*August 25-28, 2005
N = 800 likely voters
Margin of error $\pm 3.46\%$*

A. Are you registered to vote at this address?

100% YES (**CONTINUE TO QUESTION B**)

-- IF NO THEN ASK: May I please speak to someone in your household who is registered to vote at this address? (**REPEAT QUESTION A WITH NEW RESPONDENT**)

B. Although the next federal election is not for a while....How likely is it that you will vote in the 2006 federal and state elections? Is it (**ROTATE TOP TO BOTTOM, BOTTOM TO TOP**) very likely, somewhat likely, not too likely, or not at all likely?

92% VERY LIKELY

8% SOMEWHAT LIKELY

-- NOT VERY LIKELY (**THANK AND TERMINATE**)

-- NOT AT ALL LIKELY (**THANK AND TERMINATE**)

-- DON'T KNOW (**DO NOT READ**) (**THANK AND TERMINATE**)

-- REFUSED (**DO NOT READ**) (**THANK AND TERMINATE**)

Y1. Now, thinking again about the next federal election in November 2006... Please tell me how interested you are in that election. On a scale of one to ten, with one meaning NOT AT ALL interested and ten meaning VERY interested, how interested would you say you are in that election? (**RECORD RESPONSE**)

| | |
|-----|----|
| 2% | 1 |
| * | 2 |
| 1% | 3 |
| 1% | 4 |
| 6% | 5 |
| 4% | 6 |
| 8% | 7 |
| 14% | 8 |
| 8% | 9 |
| 55% | 10 |
| 1% | 99 |

| | |
|------|--------|
| 8.6 | Mean |
| 10.0 | Median |

C. Are you, or is anyone in your household, employed by a newspaper, television or radio station, a political party, or by a candidate for political office?

-- YES (**THANK AND TERMINATE**)
100% NO (**CONTINUE**)

-- NOT SURE/REFUSED (**DO NOT READ - THANK AND TERMINATE**)

1. Please tell me which ONE of the following issues is most important to you personally? Is it...
(RANDOMIZE)

(IF SELECT 'ALL' AS FIRST CHOICE, THEN ASK:) Now I understand all of these are important issues, but which ONE would you pick if you could only select one?

(IF RESPONSE GIVEN, THEN ASK:) And which is the NEXT MOST important to you personally?

| <u>1ST</u> | <u>COMB</u> | |
|-------------------|--------------------|---|
| 13% | 25% | Health care |
| 3% | 10% | The environment |
| 4% | 12% | Taxes |
| 9% | 21% | Social Security |
| 12% | 22% | Iraq |
| 9% | 20% | Terrorism |
| 20% | 34% | The economy and jobs |
| 10% | 20% | Education |
| 10% | 15% | Moral values |
| 9% | 9% | ALL OF THESE (DO NOT READ) |
| * | 1% | NONE OF THESE (DO NOT READ) |
| 1% | 1% | DON'T KNOW/REFUSED (DO NOT READ) |

Moving on...

In thinking about your vote decision for Congress in 2006 – As you know, candidates take stands on a number of issues and you may not personally agree with a candidate on every single issue. I would like to read you a list of issues. Please tell me, for each one, if YOU disagree with a candidate on JUST that issue, would you STILL consider voting for that candidate, OR would you NOT vote for that candidate based on that issue alone. **(RANDOMIZE)**

| YES, WOULD STILL CONSIDER VOTING FOR CANDIDATE | NO, WOULD NOT CONSIDER VOTING FOR CANDIDATE | (DNR) DON'T KNOW | (DNR) REF |
|--|---|-------------------------------|---------------------|
|--|---|-------------------------------|---------------------|

The (first/next) one is would you NOT vote for a candidate if you disagreed with their position ONLY on the issue of...

(ASK SAMPLE A Q2-4:)(ASKED OF 392 RESPONDENTS)

| | | | | |
|----|----------------------------|-----|----|----|
| 2. | Taxes 57% | 39% | 4% | * |
| 3. | Illegal Immigration 51% | 44% | 4% | 1% |
| 4. | Gay Marriage 45% | 51% | 3% | 1% |

(ASK SAMPLE B Q5-7:)(ASKED OF 402 RESPONDENTS)

| | | | | |
|----|---------------------------|-----|----|----|
| 5. | Abortion 45% | 50% | 5% | * |
| 6. | Gun ownership laws 55% | 38% | 6% | 1% |
| 7. | Social Security 50% | 44% | 5% | 1% |

(ASK ALL):

| | | | | |
|----|------------------------|-----|----|---|
| 8. | The environment 64% | 31% | 5% | * |
|----|------------------------|-----|----|---|

SUMMARY OF ISSUES: RANKED BY % NO, WOULD NOT CONSIDER VOTING FOR CANDIDATE

| ISSUE | % NO |
|---------------------|-------------|
| Gay Marriage | 51% |
| Abortion | 50% |
| Illegal Immigration | 44% |
| Taxes | 39% |
| Gun ownership laws | 38% |
| The environment | 31% |

Thinking more broadly about voting for a candidate for ANY public office in the last five to ten years...

10. Can you think of a time when a candidate's position on any environmental issue was one of the two or three most important reasons you either voted for OR against that candidate?

- 22% YES
- 70% NO
- 8% DON'T RECALL / REFUSED (**DO NOT READ**)

(ASKED ON 8/25 ONLY)
(IF Q10:1 (YES), ASK:)

10. And what specific environmental issue was involved when a candidate's position WAS one of the two or three most important reasons you voted for or against that person? **(PROBE:)** And, how did the candidate's position agree with or differ from your own? What was the office that candidate was running for?

SEE VERBATIM RESPONSES

Talking some about you for a moment...

On a scale from one to ten where ten represents a description that is perfect for you and one a description that is totally wrong for you, how well do each of the following describe you? You can, of course, use any number between one and ten. **(USE 99 FOR DK/REF)**

To what extent do you regard yourself as...**(ROTATE)**

| | <u>10</u> | <u>8 - 10</u> | <u>4 - 7</u> | <u>1 - 3</u> | <u>Ref</u> | <u>Mean</u> | <u>Median</u> |
|--|------------------|----------------------|---------------------|---------------------|-------------------|--------------------|----------------------|
| 12. An environmentalist | 10% | 29% | 58% | 13% | * | 6.1 | 6.0 |
| 13. A supporter of conservative religious groups | 12% | 25% | 33% | 40% | 2% | 4.7 | 5.0 |

(ASK ALL:)

Thinking more about the environment...

14. How would you rate the overall quality of the environment today where you live? Would you say it is... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

44% TOTAL EXCELLENT/GOOD
56% TOTAL AVERAGE/POOR/FAILING

9% EXCELLENT
35% GOOD
38% AVERAGE
10% POOR
...or...
8% FAILING?

* DON'T KNOW **(DO NOT READ)**
-- REFUSED **(DO NOT READ)**

18. And which two or three of the following environmental problems are most important to you personally? **(READ AND RANDOMIZE. RECORD UP TO THREE MENTIONS)**

47% Energy conservation and need for alternative fuels
39% Pollution of our rivers, lakes, streams and coastlines
29% Air pollution and smog
23% Over-development and poorly planned growth
20% Global warming
17% Trash and the need for more recycling
13% Availability of water and drought
11% Management of our national parks, forests and public lands
10% Endangered fish and wildlife

3% ALL **(IF SELECT 'ALL', THEN ASK:)** Now I understand all of these are important issues, but which two or three would you pick if you could only select a few?
* NONE
1% UNSURE
* REFUSED

(ASK ALL:)

Thinking more about the environment...

15. Overall , thinking about our country's efforts to protect our land, air, and water, how much progress would you say we have made over the last five to ten years? (**ROTATE TOP TO BOTTOM, BOTTOM TO TOP**)

57% TOTAL A LOT/SOME

41% TOTAL NOT TOO MUCH/NONE AT ALL

12% A LOT

45% SOME

29% NOT TOO MUCH

12% NONE AT ALL

1% DON'T KNOW (**DO NOT READ**)

1% REFUSED (**DO NOT READ**)

(ASK SAMPLE A:)(ASKED OF 398 RESPONDENTS)

20. Now thinking back to the past five or ten years, how much progress do you think the U.S. Congress has made in working to protect our land, air, and water?
(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

49% TOTAL A LOT/SOME
48% TOTAL NOT TOO MUCH/NONE AT ALL

9% A LOT
40% SOME
37% NOT TOO MUCH
11% NONE AT ALL

3% DON'T KNOW (**DO NOT READ**)
-- REFUSED (**DO NOT READ**)

(IF Q20:3-4, "NOT TOO MUCH/NONE AT ALL," ASK:)(ASKED OF 192 RESPONDENTS)
23X. And now thinking about how you might feel about this, do you feel....(**READ CHOICES. RANDOMIZE PUNCHES 1-5. ALWAYS READ PUNCH 6 LAST**)

| <u>SKIP</u> | <u>TOT</u> | |
|--------------------|-------------------|---|
| 85% | 42% | TOTAL NEGATIVE |
| 6% | 3% | TOTAL SATISFIED/ACCEPTING |
| 16% | 8% | Angry |
| 32% | 15% | Disappointed |
| 38% | 19% | Concerned |
| 3% | 1% | Satisfied |
| 3% | 2% | Accepting |
| | | ...OR... |
| 6% | 3% | Do you not have any feelings about this one way or the other? |
| 2% | * | DON'T KNOW (DO NOT READ) |
| -- | -- | REFUSED (DO NOT READ) |

(ASK SAMPLE B:)(ASKED OF 402 RESPONDENTS)

23. Now looking ahead to the next five to ten years, how much progress do you think the U.S. Congress will make in working to protect our land, air, and water?
(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

53% TOTAL A LOT/SOME
44% TOTAL NOT TOO MUCH/NONE AT ALL

8% A LOT
45% SOME
34% NOT TOO MUCH
10% NONE AT ALL

3% DON'T KNOW (**DO NOT READ**)
-- REFUSED (**DO NOT READ**)

(IF Q23:3-4, "NOT TOO MUCH/NONE AT ALL," ASK:)(ASKED OF 176 RESPONDENTS)
23X. And now thinking about how you might feel about this, do you feel....(**READ CHOICES. RANDOMIZE PUNCHES 1-5. ALWAYS READ PUNCH 6 LAST**)

| <u>SKIP</u> | <u>TOT</u> | |
|--------------------|-------------------|---|
| 86% | 38% | TOTAL NEGATIVE |
| 9% | 4% | TOTAL SATISFIED/ACCEPTING |
| 19% | 8% | Angry |
| 31% | 14% | Disappointed |
| 36% | 16% | Concerned |
| 3% | 1% | Satisfied |
| 6% | 3% | Accepting |
| | | ...OR... |
| 5% | 2% | Do you not have any feelings about this one way or the other? |
| -- | -- | DON'T KNOW (DO NOT READ) |
| -- | -- | REFUSED (DO NOT READ) |

26. Now, let's say you heard about a proposal that would create stronger national standards to help protect our land, air and water. Not knowing any of the specifics, but just generally, does that sound like something you would favor or oppose?

(IF FAVOR/OPPOSE, ASK) And would you **STRONGLY** (FAVOR/OPPOSE) this legislation or just **SOMEWHAT** (FAVOR/OPPOSE)?

79% **TOTAL FAVOR**

13% **TOTAL OPPOSE**

40% **STRONGLY FAVOR**

39% **SOMEWHAT FAVOR**

7% **SOMEWHAT OPPOSE**

6% **STRONGLY OPPOSE**

7% **DON'T KNOW (DO NOT READ)**

1% **REFUSED (DO NOT READ)**

Now, people tell us there are a number of things they would consider in deciding whether this proposal to create stronger national standards to help protect our land, air and water is a good idea or a bad idea.. I am going to read you a list of those things some people would consider, and please tell me how important each one would be for YOU in deciding whether this proposal is a good idea or a bad idea. Please use a zero to ten scale, where TEN means it is ONE OF THE MOST IMPORTANT things you would consider and zero means it is NOT AT ALL IMPORTANT to you in deciding whether a proposal to create stronger national standards to help protect our land, air and water is a good idea or bad idea. You can use any number between zero and ten, the higher the number, the more important it is to you. **[RECORD EXACT NUMBER FOR EACH RESPONSE. USE 99 FOR NOT AWARE/REFUSED.]**
(RANDOMIZE)

(THE FIRST TIME A RESPONDENT SAYS ZERO, ASK:) And just to make sure, are you giving a rating of zero because you think that is not at all important in judging whether this proposal is a good idea or a bad idea, or are you just not sure of that one?

The (first/next) one is...

| | <u>10</u> | <u>8 - 10</u> | <u>4 - 7</u> | <u>0 - 3</u> | <u>REF</u> | <u>Mean</u> |
|---|-----------|---------------|--------------|--------------|------------|-------------|
| 27. The impact the proposal has on jobs and the economy | 28% | 59% | 35% | 5% | 1% | 7.6 |
| 28. The impact the proposal has on your personal finances | 27% | 53% | 33% | 12% | 2% | 7.1 |
| 29. The amount of control government should have in regulating what INDIVIDUALS LIKE YOU can or cannot do which affects our land, air and water | 17% | 40% | 44% | 15% | 1% | 6.3 |
| 30. The amount of control government should have in regulating what PRIVATE COMPANIES can or cannot do which affects our land, air and water | 28% | 57% | 33% | 8% | 2% | 7.4 |
| 31. The impact the proposal has on people's health | 47% | 81% | 17% | 2% | -- | 8.6 |
| 32. Our moral responsibility to be good stewards of God's creation | 46% | 68% | 24% | 7% | 1% | 8.1 |

Continued...

(AFTER FIRST SIX RESPONSES, READ:) Now, thinking some more about things you would consider in deciding whether a proposal to create stronger national standards to help protect our land, air and water is a good idea or a bad idea., please tell me how important the following would be on a zero to ten scale where TEN means it is ONE OF THE MOST IMPORTANT things you would consider and zero means it is NOT AT ALL IMPORTANT to you...

| | <u>10</u> | <u>8 - 10</u> | <u>4 - 7</u> | <u>0 - 3</u> | <u>REF</u> | <u>Mean</u> |
|--|-----------|---------------|--------------|--------------|------------|-------------|
| 33. The knowledge that special areas and wildlife are protected | 32% | 61% | 34% | 5% | -- | 7.8 |
| 34. How much the latest technology is used to make environmental improvements at lower costs | 27% | 59% | 34% | 5% | 2% | 7.6 |
| 35. How much the proposal allows people to utilize nature's resources, while still working to protect our land, air and water | 28% | 59% | 37% | 3% | 1% | 7.7 |
| 36. Desire to protect the environment for future generations | 51% | 81% | 16% | 3% | -- | 8.7 |
| 37. The impact the proposal has on keeping nature in balance, since impacting any one thing can eventually affect other parts of the environment | 27% | 60% | 35% | 4% | 1% | 7.7 |
| 38. Whether or not the proposal is able to quickly make an impact | 18% | 42% | 47% | 10% | 1% | 6.7 |
| 39. How much the views of outside groups were considered, including those of sportsmen, farmers, scientists, and conservationists | 17% | 45% | 44% | 9% | 2% | 6.9 |

SUMMARY OF FACTORS: RANKED BY %10

| FACTOR | %10 |
|--|------------|
| Desire to protect the environment for future generations | 51% |
| The impact the proposal has on people's health | 47% |
| Our moral responsibility to be good stewards of God's creation | 46% |
| The knowledge that special areas and wildlife are protected | 32% |
| How much the proposal allows people to utilize nature's resources, while still working to protect our land, air and water | 28% |
| The impact the proposal has on jobs and the economy | 28% |
| The amount of control government should have in regulating what PRIVATE COMPANIES can or cannot do which affects our land, air and water | 28% |
| The impact the proposal has on keeping nature in balance, since impacting any one thing can eventually affect other parts of the environment | 27% |
| How much the latest technology is used to make environmental improvements at lower costs | 27% |
| The impact the proposal has on your personal finances | 27% |
| Whether or not the proposal is able to quickly make an impact | 18% |
| How much the views of outside groups were considered, including those of sportsmen, farmers, scientists, and conservationists | 17% |
| The amount of control government should have in regulating what INDIVIDUALS LIKE YOU can or cannot do which affects our land, air and water | 17% |

(ASK SAMPLE A:)

41. And what are the reasons (**INSERT RESPONSE WITH HIGHEST RATING FROM Q27-39. IF TWO OR MORE RESPONSES HAVE THE SAME HIGHEST RATING, RANDOMLY SELECT ONE**) is one of the MOST important to you in deciding whether a proposal is a good idea or bad idea? What does that mean to you?

SEE VERBATIM RESPONSES

(ASK SAMPLE E:)

62. Now, let's imagine your job was to try to get something done to do more to protect our land, air, and water. What one or two things would need to happen in order to make more rapid progress in improving the environment?

SEE VERBATIM RESPONSES

(ASK SAMPLE A Q42-48:)(ASKED OF 398 RESPONDENTS)

Now, I am going to list some things that may or may not happen as a result of creating stronger national standards to help protect our land, air and water. After each one, please tell me how likely each is to happen if there are stronger standards. If you are not sure, please say so and we will go on to the next one.

The (first/next) one is this would... (**RANDOMIZE**). Now, if there are stronger national standards to help protect our land, air and water, is that almost certain to happen, very likely, somewhat likely, not too likely or not likely at all to happen?

| | <u>ALMOST CERTAIN</u> | <u>VERY LIKELY</u> | <u>SMWT LIKELY</u> | <u>NOT TOO LIKELY</u> | <u>NOT AT ALL LIKELY</u> | <u>DK/ REF</u> |
|--|----------------------------------|-------------------------------|-------------------------------|----------------------------------|-------------------------------------|---------------------------|
| 42. Hurt our economy and cause people to lose their jobs | 10% | 14% | 32% | 28% | 8% | 8% |
| | | 56% | | 36% | | |
| 43. Improve our health by ensuring clean air to breathe and clean water to drink | 15% | 33% | 36% | 10% | 3% | 3% |
| | | 84% | | 13% | | |
| 44. Increase taxes | 31% | 31% | 25% | 7% | 2% | 4% |
| | | 87% | | 9% | | |
| 48X. Produce a significant improvement in less than twenty years | 10% | 23% | 44% | 12% | 4% | 7% |
| | | 77% | | 16% | | |

SUMMARY OF STATEMENTS: RANKED BY % ALMOST CERTAIN

| STATEMENT | % ALMOST CERTAIN | % TOT LIKELY |
|--|-------------------------|---------------------|
| Increase taxes | 31% | 87% |
| Improve our health by ensuring clean air to breathe and clean water to drink | 15% | 84% |
| Produce a significant improvement in less than twenty years | 10% | 77% |
| Hurt our economy and cause people to lose their jobs | 10% | 56% |

49. Related to this, some people say that our country is facing a choice between protecting the environment and encouraging economic growth. Since it is sometimes difficult to do both, do you think more emphasis should be given to... **(ROTATE)** — protecting the environment... or... encouraging economic growth — or are you satisfied with the current balance between these two goals?

41% PROTECTING THE ENVIRONMENT
17% ENCOURAGING ECONOMIC GROWTH
34% SATISFIED WITH CURRENT BALANCE

7% DON'T KNOW (**DO NOT READ**)
1% REFUSED (**DO NOT READ**)

49X. When it comes to sources of information about protecting the environment that YOU feel are trustworthy and believable, do you think that there are – **(ROTATE FROM TOP TO BOTTOM, BOTTOM TO TOP)** a lot of sources, some sources, just a few sources, or not really any sources – of information about protecting the environment that you feel are trustworthy and believable?

59% TOTAL A LOT/SOME
39% TOTAL JUST A FEW/NOT REALLY ANY

19% A LOT OF SOURCES
40% SOME SOURCES
32% JUST A FEW SOURCES
7% NOT REALLY ANY SOURCES

2% DON'T KNOW (**DO NOT READ**)
-- REFUSED (**DO NOT READ**)

(IF Q49X:1-2 AND SAMPLE F, ASK:)

49Y. Who or what are some of the sources you find trustworthy and believable as a source of information about protecting the environment?

SEE VERBATIM RESPONSES

So, talking some more about you...

63. Have you had a hunting or fishing license in the past three years?

28% TOTAL YES

3% YES/HUNTING

14% YES/FISHING

11% YES/BOTH

72% NEITHER

-- DON'T KNOW (**DO NOT READ**)

-- REFUSED (**DO NOT READ**)

In the last year have you...(RANDOMIZE)

| | YES | NO | (DNR) DK | (DNR) REF |
|---|-----|-----|----------|-----------|
| 64. Visited a natural area or park to view wildlife or for bird watching | 58% | 41% | 1% | * |
| 65. Visited a natural area or park to take part in non-motorized recreation such as hiking, canoeing, horseback riding, fishing, or mountain biking | 63% | 37% | -- | -- |
| 66. Visited a natural area or park to take part in motorized recreation, such as motor boating or riding off road vehicles or snowmobiles | 21% | 79% | * | -- |
| 67. Been camping overnight | 32% | 68% | * | -- |
| 69X. Volunteered for or contributed money to an environmental organization | 37% | 62% | 1% | * |
| 70. Contacted an elected official, written a letter to the editor or attended a public meeting regarding an environmental issue | 25% | 74% | 1% | -- |

SUMMARY OF ENVIRONMENTAL ACTIVITY: RANKED BY % YES

| ENVIRONMENTAL ACTIVITY | % YES |
|---|--------------|
| Visited a natural area or park to take part in non-motorized recreation such as hiking, canoeing, horseback riding, fishing, or mountain biking | 63% |
| Visited a natural area or park to view wildlife or for bird watching | 58% |
| Volunteered for or contributed money to an environmental organization | 37% |
| Been camping overnight | 32% |
| Contacted an elected official, written a letter to the editor or attended a public meeting regarding an environmental issue | 25% |
| Visited a natural area or park to take part in motorized recreation, such as motor boating or riding off road vehicles or snowmobiles | 21% |

Still talking a little about you...

72. Thinking specifically about the motor vehicle you drive most often...Is the vehicle YOU drive a...(RANDOMIZE)?

53% CAR
16% SUV (SPORT UTILITY VEHICLE)
15% PICK-UP TRUCK
9% VAN or MINIVAN
* MOTORCYCLE

...OR...

6% do you NOT drive on a regular basis?

1% OTHER (SPECIFY) _____(DO NOT READ)
* DON'T KNOW/REFUSED (DO NOT READ)

73. How would you describe the area in which you live? Would you say it is...
(DO NOT RANDOMIZE)

15% A big city
23% A medium or small city
19% A suburban area
23% A small town
19% A rural area

1% REFUSED

74. And, do you have children at home under the age of 18 you are responsible for raising who are not yet in college or the workforce?

30% YES
69% NO

1% DON'T KNOW/REFUSED (DO NOT READ)

Now, I have just a few more questions for statistical purposes only...

75. First, in what year were you born?

| | |
|-----|--------------|
| 5% | 18-24 |
| 9% | 25-34 |
| 17% | 35-44 |
| 23% | 45-54 |
| 22% | 55-64 |
| 21% | 65 and above |
| 3% | Refused |

76. And what was the last level of education you COMPLETED?
(DO NOT READ CATEGORIES)

| | |
|------------|-----------------------------------|
| 27% | <i>HIGH SCHOOL OR LESS</i> |
| 28% | <i>SOME COLLEGE</i> |
| 44% | <i>COLLEGE+</i> |

| | |
|-----|--------------------------------|
| 27% | GRADUATED HIGH SCHOOL OR LESS |
| 4% | TECHNICAL OR VOCATIONAL SCHOOL |
| 24% | SOME COLLEGE |
| 29% | GRADUATED COLLEGE |
| 15% | GRADUATE/PROFESSIONAL SCHOOL |

| | |
|----|------------------------------|
| 1% | REFUSED (DO NOT READ) |
|----|------------------------------|

77. And for statistical purposes only...is your total annual household income greater or less than \$60,000 dollars?

(IF LESS THAN \$60,000, ASK:) Is it...
(ROTATE FROM TOP TO BOTTOM/BOTTOM TO TOP)

10% UNDER \$20,000
22% BETWEEN \$20,000 - \$40,000
16% OVER \$40,000

(IF GREATER THAN \$60,000, ASK:) Is it...
(ROTATE FROM TOP TO BOTTOM/BOTTOM TO TOP)

14% UNDER \$80,000
10% BETWEEN \$80,000 - \$100,000
15% OVER \$100,000

13% REFUSED (**DO NOT READ**)

78. And in politics today, do you consider yourself... **(ROTATE)**

- ___ a Republican,
- ___ a Democrat,
- or something else?

(IF REPUBLICAN OR DEMOCRAT, ASK:) Would you call yourself a STRONG (REPUBLICAN/DEMOCRAT) or a NOT-SO-STRONG (REPUBLICAN/ DEMOCRAT)?

(IF SOMETHING ELSE, ASK:) Do you think of yourself as closer to the Republican or to the Democratic party?

37% TOTAL REPUBLICAN

41% TOTAL DEMOCRAT

18% TOTAL INDEPENDENT

20% STRONG REPUBLICAN

10% NOT-SO-STRONG REPUBLICAN

7% LEAN TO REPUBLICANS

18% SOMETHING ELSE/INDEPENDENT

5% LEAN TO DEMOCRATS

13% NOT-SO-STRONG DEMOCRAT

23% STRONG DEMOCRAT

2% DON'T KNOW **(DO NOT READ)**

2% REFUSED **(DO NOT READ)**

79. And do you consider yourself to be...(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

___ conservative,
moderate
...or...
___ liberal

(IF CONSERVATIVE/LIBERAL, ASK:) And would you consider yourself to be VERY (CONSERVATIVE/LIBERAL), or just SOMEWHAT (CONSERVATIVE/LIBERAL)?

37% TOTAL CONSERVATIVE

17% TOTAL LIBERAL

14% VERY CONSERVATIVE

23% SOMEWHAT CONSERVATIVE

41% MODERATE

9% SOMEWHAT LIBERAL

8% VERY LIBERAL

3% UNDECIDED/NOT SURE (**DO NOT READ**)

2% REFUSED (**DO NOT READ**)

And thinking back to the presidential election in 2004...

80. Regardless of how you feel now, for whom did you vote in the 2004 Presidential election ...
(ROTATE FIRST TWO NAMES)

49% George W. Bush

41% John Kerry

...OR...

1% Ralph Nader

1% SOMEONE ELSE (**DO NOT READ**)

2% DID NOT VOTE (**DO NOT READ**)

1% DON'T KNOW/DON'T RECALL (**DO NOT READ**)

5% REFUSED (**DO NOT READ**)

81. Other than being an American, what is your main ethnic or racial heritage? **(READ CHOICES)**

11% AFRICAN AMERICAN OR BLACK

77% WHITE

4% HISPANIC AMERICAN OR LATINO

2% ASIAN AMERICAN

3% OTHER **(DO NOT READ) (IF PUNCH, THEN ASK:)** Now I realize you just said your main ethnic or racial heritage doesn't fall into any of the categories I just mentioned...but if you had to choose JUST ONE of these categories, which is ONE would you choose?

3% REFUSED **(DO NOT READ)**

82. Gender **(BY OBSERVATION, BUT ASK EVERYONE)** Are you employed outside of the home, are you a homemaker, or are you retired?

61% TOTAL EMPLOYED

48% TOTAL MALE

52% TOTAL FEMALE

33% MALE/EMPLOYED

1% MALE/HOMEMAKER

12% MALE/RETIRED

1% MALE/NOT IN LABOR FORCE

1% **(DO NOT READ) MALE REFUSED**

28% FEMALE/EMPLOYED

8% FEMALE/HOMEMAKER

15% FEMALE/RETIRED

1% FEMALE/NOT IN LABOR FORCE

* **(DO NOT READ) FEMALE REFUSED**

83. Are you married, widowed, separated, divorced or have you never been married?

62% MARRIED

9% WIDOWED

1% SEPARATED

11% DIVORCED

15% NEVER BEEN MARRIED

2% NOT SURE/REFUSED **(DO NOT READ)**

84. How often do you attend services at a church, synagogue or other place of worship? (**READ LIST. ROTATE FROM TOP TO BOTTOM, BOTTOM TO TOP**)

51% *FREQUENTLY*
20% *OCCASIONALLY*
27% *NEVER*

41% ONCE A WEEK OR MORE OFTEN
10% ABOUT TWICE A MONTH
6% ONCE A MONTH
14% FEW TIMES A YEAR
11% ONCE OR TWICE A YEAR
16% NEVER

2% REFUSED

85. Which of the following best describes your household... (**RANDOMIZE**) professional or business class, working class, or a struggling family or household?

37% PROFESSIONAL OR BUSINESS CLASS
47% WORKING CLASS
10% STRUGGLING FAMILY/HOUSEHOLD

4% DON'T KNOW (**DO NOT READ**)
2% REFUSED (**DO NOT READ**)
