

BELDEN RUSSONELLO & STEWART
RESEARCH AND COMMUNICATIONS



**Questionnaire and Topline Results from a National Poll
Regarding Oceans**

Interviewing conducted July 24 through August 8, 1999.
N = 1,500 adults 18 years old or older in the United States.
Margin of sampling error is ± 2.5 percentage points.
Data have been weighted by race and region.
Percents may add up to 99% or 101% due to rounding.
* indicates less than 1%, -- indicates zero.

Hello, my name is ___ and I am an interviewer with Belden Opinion Research. We are conducting a public opinion survey and your telephone number was selected at random. We are not selling anything. May I please speak to the person 18 years old or older in your household who had a birthday most recently? **(IF NECESSARY ARRANGE FOR A CALL BACK AND RECORD DATE AND TIME. REPEAT INTRO AS NECESSARY)**

Here are some issues the country will be facing over the next few years. I'd like to ask you how big of a priority each issue should be. Let's start with _____. Should it be an extremely high priority, a high, a middle, a low, or an extremely low priority for the country to address? (SCRAMBLE)

	Extrmly high priority	High priority	Middle priority	Low priority	Extrmly low priority	DK/Ref
1. improving the health care system	37%	46	13	3	1	*
2. preserving social security	35%	48	14	2	1	*
3. lowering crime rates	36%	45	16	3	*	*
4. improving public education	46%	43	9	1	1	*
5. protecting the environment	32%	46	18	3	1	*

Thinking specifically about **environmental** issues, please tell me how serious a problem you think each of the following is. Use a scale of 1 to 10 where one means something is not a problem at all and 10 means it is an extremely serious problem: [SCRAMBLE]

	Mean	% saying 10
6. air pollution	7.81	31%
7. water pollution	8.06	36%
8. toxic waste	7.93	36%
9. global climate change	6.76	21%
10. loss of rain forests	7.63	32%
11. overconsumption of resources in the United States	7.27	24%
12. the rate at which land is being developed and places in nature are being lost	7.66	30%
13. the rate at which plant and animal species are becoming extinct	6.97	23%
14. damage being done to the open, deep oceans away from the coasts	6.59	18%
15. damage being done to coastal waters	7.32	24%
16. damage being done to ocean beaches	7.09	22%

ROTATE 17 & 18.

17. Thinking about coastal waters and ocean beaches, would you rate their health as excellent, good, only fair, poor, or don't you have an opinion on this?	EXCELLENT	2%
	GOOD.....	21
	ONLY FAIR.....	39
	POOR	10
	NO OPINION/DON'T KNOW	27
	REFUSE	*
18. Thinking about the open, deep oceans away from the coasts, would you rate their health as excellent, good, only fair, poor, or don't you have an opinion on this?	EXCELLENT	3%
	GOOD.....	20
	ONLY FAIR.....	25
	POOR	5
	NO OPINION/DON'T KNOW	46
	REFUSE	*

	Mean	% saying 10
19. Compared to dealing with other issues you are concerned about, how important to you personally is protecting the environmental quality of the oceans on a scale of one to 10, where one means it is not at all important and 10 means it is extremely important to you personally?	7.24	26%

People use different terms and phrases to describe how they feel about the oceans. Please tell me if each of the following words or phrases describes the oceans for you personally very well, somewhat, not very well, or not at all? [SCRAMBLE] The oceans are ...

	Very well	Somewhat	Not very well	Not at all	DK/Ref
20. relaxing	64%	26	4	4	2
21. frightening	22%	31	12	34	1
22. important for my emotional well being	36%	32	12	18	2
23. powerful	80%	14	2	3	1
24. vast	71%	20	4	3	2
25. polluted	36%	49	8	5	2
26. fun	59%	30	4	6	2
27. overused	25%	41	16	15	4

Now, please tell me if you agree or disagree with each of the following statements? Do you agree/disagree very much or somewhat? [SCRAMBLE]

	Very much agree	Smwht agree	Smwht disagree	Very much disagree	DK/Ref
28. polluted oceans are able to clean themselves	6%	21	26	46	2
29. the oceans are so large, it is unlikely that humans will cause any lasting damage to them	9%	10	24	56	*
30. what I do in my life doesn't impact ocean health much at all	21%	23	30	25	1
31. we do not need to worry about the health of the oceans because we will develop new technologies to keep them clean	6%	13	26	55	1
32. the health of the oceans is essential to human survival	75%	17	5	2	*

ROTATE 33-37

33. As far as you know, is more plant and animal life found on land, more in the ocean, or is it about equally divided?

MORE ON LAND.....	12%
MORE IN THE OCEAN.....	39
EQUALLY DIVIDED.....	47
DON'T KNOW	3
REFUSE	--

34. As far as you know, is more of the earth's oxygen produced by the forests or the oceans?

FORESTS	75%
OCEANS	21
DON'T KNOW	4
REFUSE	*

35. As far as you know, is extinction of plant and animal life in the oceans being caused mainly by humans, mainly by natural causes, or both about equally?

MAINLY BY HUMAN.....	54%
MAINLY BY NATURAL CAUSES.....	6
BOTH ABOUT EQUALLY.....	38
DON'T KNOW	2
REFUSE	--

36. As far as you know, is most ocean pollution being caused by:

A. runoff from yards, pavement and farms,
B. trash and litter washed into the oceans from beaches,
or C. waste dumped by industry? (ROTATE)

A. RUNOFF	14%
B. TRASH AND LITTER	16
C. WASTE DUMPED BY INDUSTRY ...	66
DON'T KNOW	5
REFUSE	*

37. As far as you know, is the climate and the amount of rainfall on earth regulated more by A. the rotation of the earth or B. by the oceans?

ROTATION OF THE EARTH.....	32%
THE OCEANS	60
DON'T KNOW	8
REFUSE	*

As I read you some pairs of statements, I'd like you to tell me which one of the two you think is more convincing to you personally of the need to protect the oceans. The first pair is: [SCRAMBLE]

38. A) We have a responsibility to leave future generations healthy oceans or B) The oceans are critical to the balance of nature	FUTURE GENERATIONS..... 43% BALANCE OF NATURE 55 DON'T KNOW 2 REFUSE *
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39. A) We have a responsibility to leave future generations healthy oceans or B) Oceans are essential to human survival	FUTURE GENERATIONS..... 46% HUMAN SURVIVAL 53 DON'T KNOW 1 REFUSE *
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40. A) We have a responsibility to leave future generations healthy oceans or B) Oceans are places of beauty	FUTURE GENERATIONS..... 86% BEAUTY 14 DON'T KNOW * REFUSE *
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41. A) The oceans are critical to the balance of nature or B) Oceans are essential to human survival	BALANCE OF NATURE 57% HUMAN SURVIVAL 41 DON'T KNOW 2 REFUSE *
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42. A) The oceans are critical to the balance of nature or B) Oceans are places of beauty	BALANCE OF NATURE 86% BEAUTY 13 DON'T KNOW 1 REFUSE *
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43. A) Oceans are places of beauty or B) Oceans are essential to human survival	HUMAN SURVIVAL 82 DON'T KNOW 1 REFUSE --
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BEAUTY.....17%

Combined ranking of values (Q38-Q43)	FUTURE GENERATIONS..... 29% BALANCE OF NATURE 33 HUMAN SURVIVAL 29 BEAUTY 7 DK/Ref 1
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Here are some reasons people have told us why they believe we need to do more to save the oceans. Now I'd like to know what your reaction is to these different ideas. As I read each one, please tell me how convincing a reason it is to you personally to want to do more to protect the health of the oceans. Think of a scale of 1 to 10 on which 1 means that the **statement is not convincing to you at all** and 10 means it is **extremely convincing to you to protect the oceans**. Use any number from 1 to 10. The first one is:

	Mean	% saying 10
Split sample:		
44a. the oceans are essential to human survival. Pollution in the oceans eventually ends up in the food we eat, affects the earth's climate, and the air we breathe. (Base = 374)	8.03	38%
44b. the oceans are beautiful and inspiring, but this beauty is being harmed by pollution in the water and on beaches. (Base = 380)	7.12	28%
44c. all living things are connected. When pollutants destroy plants or animals in the oceans that impacts our quality of life and health of the whole planet. (Base = 374)	8.05	41%
44d. we need to think about what we are leaving future generations. There are more pollutants in the oceans than ever before. We need to take responsibility for ocean health today to ensure that there are healthy oceans for future generations. (Base = 372)	8.02	38%
45. the oceans help regulate the earth's climate and produce 70% of our oxygen.	7.76	33%
Split sample:		
46a. each of us has a personal responsibility to protect the oceans and reduce the damage done by our actions. Each year, individuals dump 180 million gallons of used motor oil into sewage drains, that is 15 times more oil getting into the oceans than the Exxon Valdez spill. (Base = 751)	8.07	42%
46b. each of us has a personal opportunity to protect the oceans and reduce the damage done by our actions. Each year, individuals dump 180 million gallons of used motor oil into sewage drains, that is 15 times more oil getting into the oceans than the Exxon Valdez spill. (Base = 749)	8.02	40%
47. oceans provide us with water to swim in, places to go fishing, and beaches to play on. To continue to enjoy the oceans, we need to stop careless use that pollutes them.	8.10	44%
48. more plants, fish, and animals live in the ocean than live on land, but destructive and wasteful fishing practices are endangering thousands of species of fish and marine life.	7.71	30%
Split sample:		
49a. the current rate of building new homes, roads, and other development along the coasts is destroying the coasts' natural beauty. (Base = 751)	7.07	26%
49b. development of homes and businesses in coastal areas harm coastal habitats and decrease plant and animal populations. 75% of endangered mammals and birds rely on coastal habitats. (Base = 749)	7.51	26%

Here are some reasons people have told us why they believe we need to do more to save the oceans. Now I'd like to know what your reaction is to these different ideas. As I read each one, please tell me how convincing a reason it is to you personally to want to do more to protect the health of the oceans. Think of a scale of 1 to 10 on which 1 means that the **statement is not convincing to you at all** and 10 means it is **extremely convincing to you to protect the oceans**. Use any number from 1 to 10.

	Mean	% saying 10
50. almost all of US commercial fisheries are at their limit or overfished. Overfishing in New England has led to a loss of over 14,000 jobs.	7.03	22%
51. the oceans contain millions of yet to be discovered species of plants and animals which will provide us with cures for diseases and sources of food, if the oceans stay healthy.	7.94	38%
52. the oceans contain the last unexplored areas on earth.	7.74	38%
53. coral reefs and other ocean habitat are unique places in nature that deserve special protection. 20% of the world's coral reefs have been destroyed by tourism, fishing, pollution, and mining.	7.74	33%

Do you agree or disagree with each of the following statements. Is that strongly or somewhat agree/disagree?

	Strngly agree	Smwht agree	Smwht disagree	Strngly disagree	DK/Ref
54. I would support actions to protect the oceans, even if it meant paying more for fish and seafood.	42%	39	10	8	*
Split sample: 55a. I would support actions to protect the oceans, even if it meant having fewer choices of where to vacation. (Base = 751)	42%	36	12	8	1
55b. I would support actions to protect the oceans, even if it meant closing more beaches to public use. (Base = 749)	37%	37	15	10	*
56. I would support actions to protect the oceans, even if it meant the government spending more tax dollars.	37%	39	12	12	1

	Mean	% saying 10
57. Compared to dealing with other issues you are concerned about, how important to you personally is protecting the environmental quality of the oceans on a scale of one to 10, where one means it is not at all important and 10 means it is extremely important to you personally?	7.47	26%

Here are some ways individuals can take part in protecting the oceans. Please rate how effective, as far as you know, each of the following is as a way for individuals to protect the oceans -- very effective, somewhat effective, not very effective, or not at all effective...First, (SCRAMBLE)

	Very effective	Smwht effective	Not very effective	Not at all effective	DK/Ref
58. stop using any pesticides.	47%	40	9	4	*
59. recycle used motor oil by taking it to local service stations.	78%	18	2	1	1
60. buy fewer consumer goods.	18%	46	22	12	2
61. only eat fish that was caught or farmed in a way that protects the oceans.	44%	41	10	4	1
62. write email, or telephone an elected official about the importance of laws to protect the oceans.	30%	47	15	8	*
63. use less water at home by taking shorter showers, watering lawns less, and washing clothes less	33%	45	14	8	*
64. get involved in a local environmental project in your community.	35%	51	8	5	*

Now I have some questions about you to help us classify your questionnaire.

D1. How often do you read a daily or Sunday newspaper? Rarely, once or twice a week, two to four times a week, or five to seven times a week?	RARELY	16%
	ONCE OR TWICE A WEEK.....	19
	2 TO 4 TIMES A WEEK	16
	5 TO 7 TIMES A WEEK	48
	DK	*
	REFUSE	*

D2-11. Which of the followings activities have you ever done? IF YES: Did you happen to do that in the last 12 months?

	Have not done	Done before last 12 mos	Done in last 12 mos	DK/Ref
fishing in the ocean	53%	33	13	*
boating in the ocean	44%	35	20	*
gone to a zoo	17%	45	38	*
gone to an aquarium	34%	35	30	1
gone to a national or state park for recreation	21%	19	59	1
gone to a science museum	42%	29	28	1
gone to an ocean beach	22%	24	54	1
gone scuba diving or snorkeling	77%	14	8	1
gone on a cruise	79%	15	6	1
gone jet skiing	82%	8	9	1

More than once in last 12 mos

gone to a zoo.....	16%
gone to an aquarium	10%
gone to a science museum	12%

D12-16. Which of these have you ever done? Have you ----? IF YES: Did you happen to do that in the last 12 months?

	Have not done	Done before last 12 mos	Done in last 12 mos	DK/Ref
Made a contribution to any environmental organization or conservation group	45%	26	27	3
Made a contribution to an aquarium or zoo?	69%	12	18	1
Written to the editor of a magazine or newspaper?	80%	10	10	1
Written, telephoned, or visited an elected official about an issue or some matter of public business?	58%	13	27	1
Performed volunteer work?	32%	18	49	1

D17. Do you live within a two hour drive of the ocean?	YES	37%
	NO	62
	DON'T KNOW	*
	REFUSE	1

D18. How often do you use the Internet -- never, rarely, one or two days a week, three or four days a week, or five to seven days a week?	NEVER.....	38%
	RARELY	17
	ONE OR TWO DAYS A WEEK	10
	THREE OR FOUR DAYS A WEEK	10
	FIVE TO SEVEN DAYS A WEEK.....	23
	DON'T KNOW	--
	REFUSE	1

D19. Do you have any children younger than 18?	YES	38%
	NO	61
	DON'T KNOW	--
	REFUSE	1

(Base = 568 Parents)

D19b. If yes to D19: Are they younger than 13 or between 13 and 17?	YOUNGER THAN 13	71%
	BETWEEN 13 And 17	35
	DON'T KNOW	1
	REFUSE	*

D20. Which of these describes your household the best: (I or we) a. don't recycle at all; b. recycle occasionally; c. recycle regularly some things but not others that could be recycled; or d. recycle the majority of what can be recycled.	A - DON'T RECYCLE AT ALL.....6% B - RECYCLE OCCASIONALLY21 C - RECYCLE SOME, NOT OTHERS26 D - RECYCLE THE MAJORITY46 DON'T KNOW* REFUSE1
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D21. Are you registered to vote?	YES86% NO 12 DON'T KNOW* REFUSE1
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D22. Did you happen to have a chance to vote in the 1998 election for United States House of Representatives?	YES64% NO33 DON'T KNOW1 REFUSE1
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D23. Do you consider yourself to be a Democrat, a Republican, an independent, or something else?	DEMOCRAT36% REPUBLICAN25 INDEPENDENT24 SOMETHING ELSE7 DK/REFUSE8
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D24. Do you lean more to the Republican Party or more to the Democratic Party? <i>Base: 469 who said independent, don't know or refuse to D23</i>	DEMOCRAT33% REPUBLICAN27 DK28 REFUSE13
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D25. Which of the following best describes the place where you live: a large city, a suburb near a large city, a small city or town, or a rural area?	LARGE CITY22% SUBURB21 SMALL CITY/TOWN35 RURAL.....20 DK* REFUSE1
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D26. What is your occupation? IF RETIRED/ UNEMPLOYED/DISABLED, ASK: What <u>was</u> your occupation?	PROFESSIONAL WHT CLLR.....	19%
	TEACHER.....	6
	MANAGERIAL WHT CLLR	7
	CLERICAL/TECH WHT CLLR	15
	SALES.....	3
	SKILLED BLUE COLLAR	18
	UNSKILLED BLUE COLLAR.....	12
	FARMER.....	1
	HOUSEWIFE.....	6
	STUDENT.....	3
	OTHER.....	5
DK/REFUSE	3	

D27. Are you married, divorced, separated, widowed, or single that is never been married?	MARRIED.....	52%
	DIVORCED	13
	SEPARATED.....	2
	WIDOWED	7
	SINGLE.....	24
	DK/REFUSE	2

D28. What was the last grade of school you completed?	LESS THAN HS.....	6%
	HS GRAD.....	29
	SOME CLG/TECH/2 YR.....	31
	CLG GRAD/BA OR BS/4 YR	22
	POST GRAD	10
	DK/REFUSE	2

D29. In what year were you born?	18-29.....	24%
	30-44.....	29
	45-59.....	27
	60+.....	20

D30. Would you say you are white, black or African American, Hispanic, Asian or Pacific Islander, or something else?	WHITE.....	75%
	BLACK	12
	HISPANIC.....	9
	ASIAN.....	1
	OTHER.....	2
	DK/REFUSE	--

D31. Stop me when I come to the category in which your total household income fell before taxes in 1998. Your best estimate is fine.	<\$25,000.....	23%
	\$26,000-\$49,000.....	33
	\$50,000-\$74,000.....	19
	\$75,000-\$99,000.....	7
	\$100,000 OR OVER.....	6
	DK	2
	REFUSE	10

D32. How regularly do you eat seafood or fish at home or in a restaurant: A few days a week, a few times a month, a few times a year, or never?	A FEW DAYS A WEEK.....	25%
	A FEW DAYS A MONTH.....	44
	A FEW DAYS A YEAR	22
	NEVER.....	7
	DK	*
	REFUSE	2

D33. How regularly do you buy fish in the store: A few days a week, a few times a month, a few times a year, or never?	A FEW DAYS A WEEK.....	12%
	A FEW DAYS A MONTH.....	36
	A FEW DAYS A YEAR	27
	NEVER.....	23
	DK	*
	REFUSE	2

GENDER	MALE.....	48%
	FEMALE	52

REGION			
NORTHEAST.....	20%	SOUTH	35%
MIDWEST	23%	WEST	22%
