

ENVIRONMENTAL  
STUDIES PROGRAM

COMPETITIVE ENTERPRISE INSTITUTE

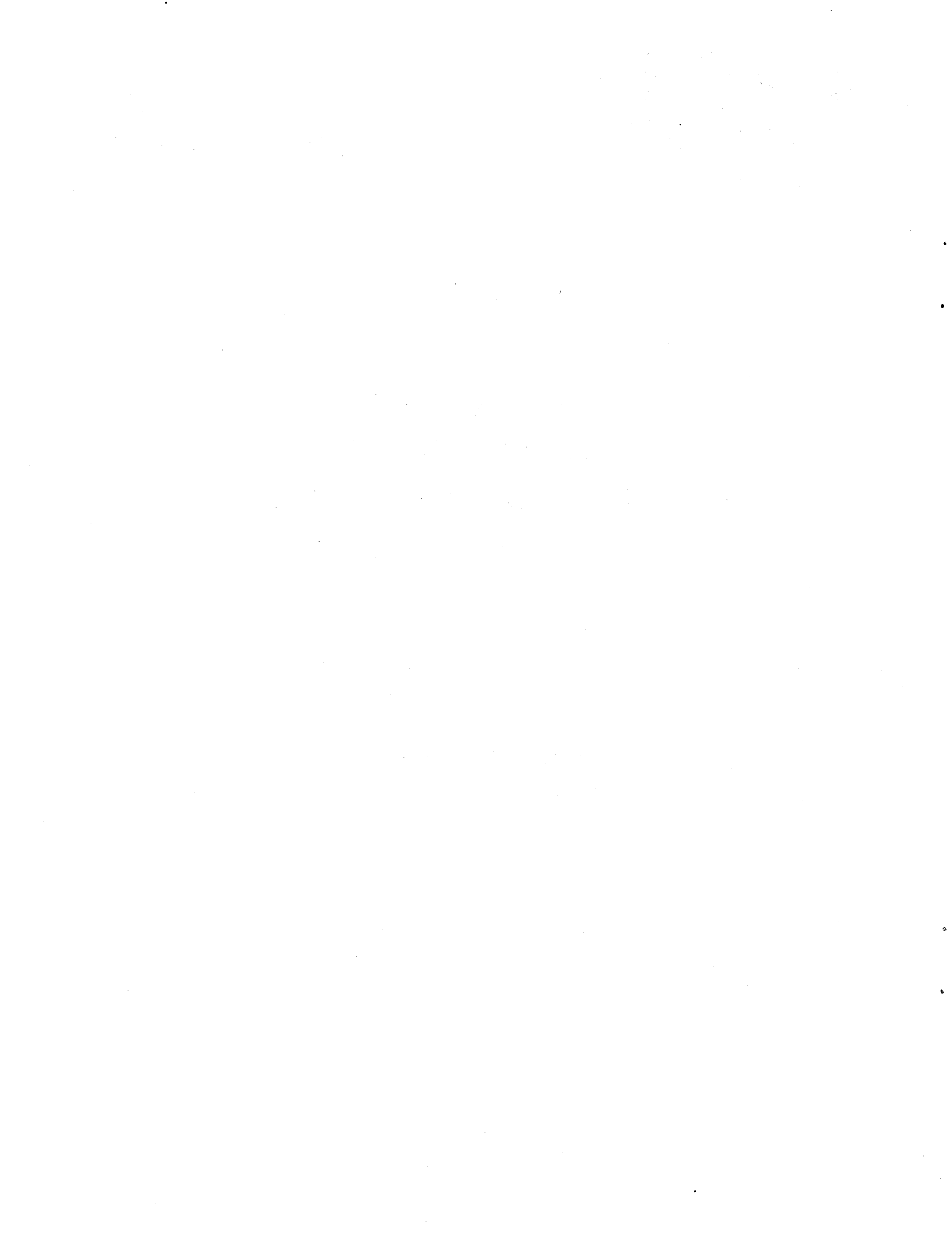
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**A NATIONAL SURVEY  
OF ATTITUDES ON  
ENVIRONMENTAL POLICY**

Prepared by *the polling company*  
for the Competitive Enterprise Institute

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COMPETITIVE ENTERPRISE INSTITUTE

## NATIONAL SURVEY OF ATTITUDES ON ENVIRONMENTAL POLICY

Numerous opinion surveys have documented widespread public support for environmental protection. Polls routinely find that over 70 percent of Americans characterize themselves as environmentalists. To date, however, there has been relatively little polling to determine which sets of policies Americans believe are most appropriate to address their environmental concerns.

To test the hypothesis that there is broad, untapped support for decentralized, market-oriented environmental policies, the Competitive Enterprise Institute commissioned *the polling company* to perform a nationwide poll of 1,000 registered voters nationwide. The poll was administered June 29-July 2 and has a margin of error of +/- 3.1 percent at the 95 percent confidence level.

### HIGHLIGHTS

*Most Americans support environmental protection, but are not activists.* 80 percent of respondents consider themselves either “active environmentalists” or “concerned about the environment but not active,” opting for the latter description by a margin of three-to-one. While a majority of respondents claim to consider a candidate’s position on environmental issues in the polling booth, few Americans rate environmental protection as their top concern. Indeed, fewer than five percent of respondents identified an environmental concern when asked to identify “the single most important problem facing the country.” (Just as many respondents identified the “most important problem” as President Clinton.)

*Most Americans support a greater role for state and local governments in environmental policy,* and believe that state and local governments are better suited to addressing most environmental concerns.

- 65 percent of those surveyed believe that state or local government would do better at environmental protection than the federal government.
- 65 percent of those surveyed believe that state or local government should have primary responsibility for protecting water quality in rivers, lakes and streams.
- 77 percent of those surveyed believe that state or local government should have primary responsibility for maintaining and improving drinking water quality.
- 72 percent of those surveyed believe that state and local governments should determine what air pollution control measures are used.
- Only 28 percent of those surveyed support the imposition of unfunded mandates on state and local governments to ensure environmental protection.

*Most Americans support private property rights and prefer environmental policies that do not infringe upon the rights of landowners.*

- 64 percent of those surveyed support compensating landowners when environmental regulations prevent them from using their property.
- 51 percent of those surveyed believe that environmental protection and the protection of private property are compatible.
- 49 percent of those surveyed (a plurality) support a non-regulatory, incentive-based approach to endangered species conservation.
- 45 percent of those surveyed (a plurality) support a non-regulatory, incentive-based approach to wetlands conservation.

*Americans support the use of taxpayer funds to promote conservation, but oppose expenditures that seem to benefit special interests.*

- Those surveyed narrowly support government funding of “environmental organizations,” 45 to 41 percent, but oppose government funding of “groups that lobby Congress on environmental issues,” 64 to 25 percent.
- 48 percent of those surveyed believe that a program to conserve wetlands is an excellent or good use of taxpayer dollars; only 17 percent believe such a program is a poor or wasteful use of taxpayer dollars.
- 69 percent of those surveyed oppose U.S. government support of international family planning programs.

*Most Americans support common-sense reforms of regulatory policy.*

- 68 percent of those surveyed support creating a “regulatory budget” to set limits on the cost of new regulations.
- 75 percent of those surveyed support a policy to end “regulation without representation” by requiring Congress to approve newly written federal regulations before they are enacted.
- 67 percent of those surveyed support a “first, do no harm” environmental policy that ensures that federal programs are not the cause of environmental problems before imposing additional requirements or regulations on the private sector.

## CONCLUSION

Most Americans support environmental protection *and* significant reform of existing environmental laws. For most Americans, devolution, regulatory reform, and property rights are consistent with environmental protection. For most Americans, there is nothing anti-environment about alternative approaches to environmental policy.

The challenge to those who wish to advance reform is to articulate a vision for the future of environmental policy that marries the public’s concern for environmental protection with the preference for limited government policies. The American people seem to have discovered something that most policy makers in Washington have not: Extensive federal bureaucracies are not necessary to advance environmental protection, and there is nothing anti-environment about pursuing environmental reform.

## Attitudes Toward the Environment: An Executive Summary

### Methodology

The Competitive Enterprise Institute commissioned the polling company™ to conduct a national survey of 1,000 registered voters to explore their attitudes toward current and proposed environmental policies. This poll was administered by telephone June 29 to July 2, 1996 and has a margin of error of  $\pm 3.1\%$  at the 95% confidence level.

### Environmentalism or Not?

The results of this poll reflect what previous polls and focus groups have suggested: rank-and-file Americans have a different perception of the environment and what is needed to protect it than the environmental lobby and its activists. When it comes to the environment, some 63% say they are “concerned, but not active” with an additional 16% saying they are “neutral” on the issue. People react favorably to “the environment” as it elicits images of clear, babbling brooks, lush, green parks, majestic mountains and charismatic species like elephants, eagles and panda bears. Most significantly, the poll reveals when there is a cost involved to the private citizen, generic “protection of the environment” takes a back seat to the rights of the individual — especially those of the private property owner.

Only 17% of the respondents in this poll considered themselves to be an “active environmentalist.” It seems that environmental consciousness, to most people, does not entail a chapter-and-verse knowledge of the Clean Air Act or waving a picket sign on a Saturday afternoon. Rather, “environmentalism” is consonant with Americanism, a sense of concern and compassion for society’s common denominator, a sense of responsibility on all parts to keep our surroundings beautiful. For most Americans, “environmentalism” begins and ends with recycling their aluminum cans, motor oil, plastic jugs and lawn clippings.

Despite their lack of activism, 81% of respondents indicated they consider a candidate’s position on the environment when voting. On a scale of “zero” to “ten,” with “zero” being not at all and “ten” being extremely important, 81% rated this issue as a “five” or higher, with 17% (the same number of “active environmentalists”) rating this issue as a “nine” or “ten.”

However, the "importance" of a candidate's position is contradicted by the responses when voters were asked to identify the issue most important to them. Less than 5% volunteered "the environment" or "environmental protection" as the most important concern facing the nation. (A similar percentage volunteered "President Clinton" as the most important concern.) This suggests that the environment is a "sleeper issue." It will not surface as a "top-of-mind" priority. Voters expect candidates to share their basic concerns in this arena. To that end, candidates should convey an "I care" message by including the environment as part of the agenda which is addressed. For some politicians, just *talking* about the issue would help: in the past six months, poll after poll has shown Bill Clinton leading Bob Dole as much as 38 points on "protecting the environment." One candidate utters these "made-for-TV" words and the other candidate remains silent on the issue.

The bottom line message as reflected in the results of this poll is this: the "environment" is still less important to most voters than other issues, and what voters consider to be "pro-environment" may not be the same as what is considered so by the conventional wisdom. A voter's interest in a candidate's environmental position does not translate into a desire for candidates to endorse greater federal regulation, but in a call for common-sense reform, a respect for individual rights and the flexibility to allow state and local governments determine what is needed to protect their region's environment.

### The Federal Government as the "Great Protector"

By and large, Americans no longer see the federal government as the *best* or *only* credible "protector" of the environment. Although the vast majority of Americans will identify themselves as environmentally conscientious, there is wide disagreement between the general public and the environmental lobby as to *which* level of government should be primarily responsible for various arenas of environmental protection. The results of this poll clearly show that most Americans would support a greater devolution of federal environmental policy to give the states more control in determining how to best protect their corner of America.

Prior to probing the role of the federal government on something as specific as environmental protection, we asked respondents for their perspective on the general role of government, and the ability of various levels of government to respond to their concerns. Nearly one-third (32%) of respondents said the government needs to be completely overhauled and downsized, another one-third (39%) said government needs some major reforms. One-third (34%) of respondents said the local government does the best job of addressing their concerns. Nearly another one-third (30%) said the state government does the best job, and less than one-quarter (20%) said the federal government does the best job of addressing their concerns.

When asked to think about the effectiveness of the various levels of government in the context of the environment, nearly two-thirds (65%) said the state and local governments would be better than the federal government on the environment. This was a split-sample question, with half the respondents stating who would be better at “protecting the environment” and the other half responding to who would be better at “dealing with the environmental concerns in your community.” In both questions, the federal government lost out to state and local governments: 62% favored the state and local government for “protecting the environment,” and 67% favored the state and local government for “environmental concerns in your community.”

This poll also underscored a trend we have identified in other polls and focus groups over the past year: a pervasive pessimism that the federal government can accomplish anything. In a head-to-head comparison, the federal government loses once again to state government. We asked voters whether the federal government should have the ability to impose environmental policies on the states against their wishes. More than half (55%) the voters said that the states should not be subjected to federal dictates, and fully one-quarter (25%) *strongly* agreed with that statement. This serves as further evidence that Americans would welcome greater flexibility in allowing state governments a larger role in determining their environmental needs, as well as implementing programs that best meet those needs.

On individual aspects of environmental protection, the federal government fares better in one area than others: hazardous waste cleanup. In this area, the federal government is still perceived as the best-equipped for handling the cleanup effort, which includes the mechanism and power to seek damages from the faceless “corporate polluters” most people associate with hazardous waste. However, for the more “local” areas of the environment such as drinking water and air pollution, the federal government may be a little too far removed from the site to be effective:

Primary responsibility for...	FEDERAL	STATE	LOCAL
Maintaining and improving drinking water quality.	16%	37%	40%
Protecting water quality in rivers, lakes and streams.	27%	46%	19%
Cleaning up hazardous waste sites.	38%	34%	21%

In a similar question targeting air pollution, once again, the federal government loses to state and local governments by a margin of 72% to 23%. When asked to select an approach to air pollution policy-making, 38% chose “allowing the state and local governments to set their own air quality standards and pollution control based on local needs.” Another 34% were willing to allow the federal government to set the standards, but wanted to allow state and local governments to determine which methods are best in meeting those standards.

## General Federal Regulatory Approaches

The real test for the federal government comes when it is pitted directly against the state and local governments. When the federal government hands down an unfunded mandate through its environmental policy-making, 64% side with the state and local governments: 43% say the federal government should provide funding for its mandates, 21% say the federal government should not impose *any* environmental mandates on state and local governments.

Voters in the South (67%), the Pacific and the East (both 65%) were the most likely to oppose unfunded environmental mandates on state and local governments. Those who think the state and local governments would be better for the environment than the federal government were, predictably, more likely to oppose unfunded mandates than other voters (67% to 63%). This slim margin is reflective of how "conservative" the respondents were overall in their approach to environmental policy.

The desire of Americans to limit the federal government's regulatory prerogatives is not necessarily perceived as "anti-environment" by the voters themselves. An astounding 75% of voters support an "accountability" proposal to require that Congress approve newly written regulations before they are enacted. Fully half (50%) of the respondents *strongly* favor such Congressional accountability. This high level of support maintains itself across party and ideological lines, with 72% of liberals and 73% of Democrats supporting what has commonly been perceived as a Republican or conservative proposal. The only drop-off in support for Congressional accountability appears among those who think the government should be kept the same or expanded, and still, more than a majority (63%) of those voters support Congressional review of bureaucracy-designed regulations.

Accountability does not stop with a simple review and approval process. Well over a majority of Americans (68%) also supported a proposal to create a "regulatory budget" whereby the costs to private citizens and businesses of implementing new regulations would be limited by an act of Congress. This proposal once again garners a similar level of support across all party, ideological, income and regional lines.

## Taxpayer Dollars

A good measure of voter support for environmental policies is to examine that support when placed in the context of priorities. We asked a series of questions that allowed the respondents to determine whether each environmental policy was an excellent use, a good use, a fair use, a poor use or a waste of taxpayer money. As the following table illustrates, the policies that promote conservation were generally considered useful expenditures, and the policies that smack of "special interest" were considered a non-essential use of taxpayer dollars.



POLICY	EXCLNT	GOOD	FAIR	POOR	WASTE
"Subsidizing recreational activities on federal lands including natl. parks."	17%	41%	20%	9%	7%
"Giving \$35 mill. to World Bank for international environmental treaties."	15%	30%	20%	13%	14%
"Paying a developer \$2-1/2 mill/ \$230,000 per acre to NOT develop coastal land."	7%	19%	18%	25%	24%
"Federal Wetlands Reserve Program to conserve wetlands."	13%	35%	24%	10%	7%

The taxpayers' desire to know their government is spending their tax money wisely on environmental protection was also evident in their *lack* of support for including such items as "international family planning" under the rubric of "vital" environmental policy. More than two-thirds (69%) of voters did not believe that providing money for family planning assistance and population control methods to foreign countries was a proper role for the United States government. (The funding of family planning programs was listed as a League of Conservation Voters "pro-environment" Congressional vote in 1995.) This is one of the few questions that produced a distinct "generation gap" between Generation-Xers and older voters. Seniors (over 65 years) had the highest level of opposition at 74%. Those between the ages of 30 and 64 were opposed to making family planning a part of our environmental policy by a margin of 73%, and Generation X'ers were opposed by a margin of 65% — still a more than a majority, but 9 points lower than their grandparents.

The ultimate test for taxpayer dollars, however, comes when the money is not directed toward a specific environmental program, but rather is given to groups who claim to "protect the environment." In a split-sample question, 53% of voters said environmental groups should not receive money from the government. However, this support was clearly driven by how the group was described. Those that heard "environmental organizations" support federal grants by a slim margin of 45% to 41%. When the group was described as "groups that lobby Congress on environmental issues," the opposition to using taxpayer money in this manner soared to create a 64% to 25% margin against federal grants. We have found this dichotomy to be consistent with results from other polls and focus group discussions. People do not mind tax dollar expenditures that they perceive to be beneficial to themselves or their community, but are vehemently opposed to seeing their hard-earned dollars given to lobbying organizations, especially if that organization pursues an agenda in conflict with their own beliefs.

## Private Property Rights

When it comes to private property rights, the environmental lobby loses out. Voters support the right of citizens to own, and use, their property, or be justly and fairly compensated if they are told by the government they can not use their property. More than half (51%) of the respondents agreed that “the protection of private property rights is compatible with environmental protection.” More than half of those who *disagreed* with that statement did so without much conviction (21% *somewhat* disagreed and only 18% *strongly* disagreed). This statement received the highest support among voters in the Industrial Midwest (59%), urban voters (53%) and Generation-Xers (58%).

Nearly two-thirds of Americans are opposed to the “taking” of private property by the government. 64% agreed that the government should compensate landowners for the declining value of their land when their use is restricted due to government policy. We found that support for compensating landowners ran high among all age and gender subgroups, but ran particularly high among urban voters (67%), Republican suburban men (74%), moderates (67%), liberals (66%) and Pacific voters (68%).

Although the support for general statements about private property rights easily stands on their own, the truest test for property rights is to test the value of the land against the value of a specific environmental program. In a split-sample question where two programs — protecting endangered species and protecting wetlands — were pitted against property owners, the current federal policy of restricting use of the land without compensation received a paltry 11% support from the voters in each case. The “compromise position” to allow the federal government to continue restricting the use of the land, but compensate landowners for resulting losses in property values, enjoyed a support level of 33% in protecting endangered species and a support level of 35% when protecting wetlands.

One of the more revealing results of this poll was the high level of support for the most reform-conscious option in both questions. Doing away with government land-use regulations and replacing them with positive incentives for private landowners to use their property for protecting endangered species reached a support level of 49% — nearly half the respondents. Creating incentives to conserve and restore wetlands reached a support level almost as high, at 45%. The two incentive programs received the highest level of support from baby boomers, Industrial Midwest and Pacific voters, rural voters and Individualists (described below).

The key result of these two questions is that Americans are eager to consider non-regulatory approaches to environmental protection that do not threaten property owners. When combined with the results of those favoring the incentive-based Wetlands Reserve Program (48%), it becomes very apparent that protecting the environment does not have to be a job for federal regulations. These findings support the broader finding that

Americans are not particularly fond of federal regulations despite their strong support for environmental protection.

## Quality of Life: Air and Water

The most personal of all environmental concerns encompasses what we breathe and what we drink. As discussed earlier, approaches to air quality control do not necessarily demand a federal solution. One-third (34%) of Americans are willing to allow the federal government set air quality standards if the state and local governments are allowed the flexibility to determine how to meet those standards. However, the highest level of support (38%) for air quality control was given to a proposal that would hand over all standards and implementation to the state and local governments. Just looking at the implementation side of the equation, 72% of Americans favor allowing the state and local governments to determine how to best meet clean air quality standards for their region.

We instigated the thought process on drinking water by asking people if they thought their own tap water was safe to drink. More than one-third (36%) said it was safe to drink all of the time, 31% thought it was safe most of the time and 18% said it was safe some of the time. Only 12% of the respondents thought their tap water was never safe to drink. Rural residents and Pacific and Southern residents were the most skeptical about their drinking water.

Once the respondents had established their opinion about their community's drinking water, we asked them which level of government should be primarily responsible for improving the quality of that drinking water. More than two-thirds (67%) of voters said the state and local governments should have that responsibility, not the federal government. The push for state and local control was particularly high in the Pacific (84%), a region that had declared its drinking water unsafe the most often in the previous question.

## Information on the Environment

Not surprisingly, more than two-thirds (68%) of the respondents do not trust the media to accurately report on environmental issues. This mistrust is reflected in the response to the question: "When there is a debate about an environmental problem, which source are you most likely to turn to for information?" Only one-quarter (24%) of respondents would turn to the media first. The sample was split for this question between a "national environmental problem" and "an environmental problem in your community" The media fared slightly better on the national problem with 27% choosing it as a first source compared to 21% for the community problem.

Overall, people selected a “scientist or other academic expert” above all else (29%) as the source of information they would like to turn to first for information during a debate on environmental problems. This reflects another trend in polling and focus groups which shows that facts and figures are most impressive to citizens in considering the extent to which the environment improves or deteriorates. However, as those involved with environmental policy are fully aware, policy is often made outside the realm of available scientific information.

The third choice for information was an environmental group. For those who gave this response, we questioned them further on whether they would seek out a local group or a national group. More than two-thirds (69%; 14% of total respondents) who would seek the advice and comment of an environmental group chose a local group, yet only 2% of all respondents actually *belong* to a local group (8% of all respondents indicated they belonged to some type of environmental organization.) Others in the survey who indicated they were members of an environmental group mentioned national organizations, but are likely to be members of a local affiliate. Below is a table of results:

SOURCE OF INFORMATION	COMBINED	NATIONAL	COMMUNITY
Scientist or Academic Expert	29%	32%	26%
Media Reports	24%	27%	21%
Environmental Group	20%	16%	24%
Politician or Government Official	8%	8%	8%
Local Business Owner	6%	5%	7%
Industry Representative	3%	3%	3%
Other	4%	4%	5%

The results of this question and the relatively low percentage of Americans who claim membership in an environmental group indicate, once again, that people care about the environment, but are not active in pursuing an “environmentalist” agenda.

## Decision-Driving Values

The late Aaron Wildavsky theorized that in the absence of empirical knowledge about low-level risks in our daily lives, values will be used to determine our attitudes toward these risks — the type of risks regulated by the Environmental Protection Agency (EPA). His theory was tested in this poll and the results seem consistent with the value type descriptions he penned.

The characteristics of the value types tested are as follow:

**HIERARCHALISTS** — view the world as a rational, organized place where knowledge and authority should prevail. They were most likely to be one of the 16% who agreed with the statement: “*Government regulations should be based on expert advice.*”

**EGALITARIANS** — see the world in terms of outcome. Believing that technology and economic growth too often harm the poor, they tend to oppose both. They were most likely to be one of the 21% who agreed with the statement: *“Government regulations should help the most needy in society.”*

**INDIVIDUALISTS** — see the world in terms of choice. Risks do exist and individuals should not be lied to or coerced. They were most likely to be one of the 55% who agreed with the statement: *“Government regulations should respect individual rights.”*

Wildavsky defined a fourth value type he termed “fatalists.” These people view the world as random and uncontrollable and nothing can be done to affect the outcome of any particular situation. They live their lives enduring the bad and enjoying the good, but are rarely active in policy debates. This value type is also rarely inclined to have strong opinions or be registered to vote, and thus were not significant to the universe of this poll.

The different perspectives these value centers lend to the respondents is apparent in the results of the question: “...what should the role of the government be for the next 10 years?” More than two-thirds of Hierarchalists answered that the government needs to be completely overhauled and downsized, compared to 32% of Individualists and only 24% of Egalitarians. This result reflects a natural progression from those who think that government policy should be dictated by sound scientific analysis, to those who believe the rights of individuals should take priority, yet recognize the need for some entity to establish protection of those rights, all the way to those who would create government policy based on who it helps or hurts. In fact, on the other end of the spectrum, the Egalitarians were most likely to agree that the “government does too little and needs to be expanded,” by an albeit, small, margin of 9%, compared to 4% of Individualists and only 1% of Hierarchalists.

Projection of these value judgments onto the environment was also evidenced. In the split-sample question where respondents were asked whether state and local government would be better or worse than the federal government at dealing with environmental concerns in their community, or protecting the environment, 70% of Individualists, 63% of Hierarchalists, 58% of Egalitarians and chose the state and local government over the federal government. One-quarter (25%) of the Egalitarians and 25% of the Hierarchalists said the federal government would be better at protecting or dealing with the environment as compared to only 18% of the Individualists who felt the same way.

## Recommendations for the “Environmental Reformers”

The key to environmental reform is not about protecting the environment — that is something most Americans have identified as being a desirable course of action. What is in question is how to go about doing just that — what policies to pursue and which agencies or entities should be involved in determining and implementing those policies.

The lessons of this poll are significant to those who want a change from the status quo in environmental policy. The fact that so many Americans are supportive of incentive-based programs and devolution of federal control is significant to the discussions that must take place. It is time to go beyond the value of protecting and conserving the environment and openly debate the value of pursuing one method of protection over another.

The results of this poll have also taken us to an understanding of public opinion that extends beyond the “not-in-my-backyard” syndrome. Americans want and deserve an environmental policy that takes into consideration the costs and the benefits of each policy, and prioritizes the ones that are most vital to the interest of our nation and its resources. They also have made abundantly clear in these results that their own communities are the best source for determining what is needed, and how to go about getting it.

**Competitive Enterprise Institute  
National Survey of Attitudes on Environmental Policy  
June 29 - July 2, 1996**

**FINAL RESULTS**

**N=1,000 Registered Voters  
Margin of Error =  $\pm 3.1\%$  at the 95% confidence level.**

1. In general, do you think things in this country are headed in the right direction, or have they seriously gotten off on the wrong track?

26% RIGHT DIRECTION  
60% WRONG TRACK  
14% DON'T KNOW (DO NOT READ)  
\* REFUSED (DO NOT READ)

2. Generally speaking, in your opinion, what is the single most important problem facing the country, that is, the one that you, yourself, are most concerned about?

**(PRE-CODED RESPONSES — PUSH FOR A RESPONSE)**

**(NOTE: IF RESPONSE IS "THE ECONOMY," "THE ENVIRONMENT" OR "CRIME," ASK THEM TO BE MORE SPECIFIC.)**

17%	<b>ECONOMIC</b>
4%	POOR ECONOMY (NOT SPECIFIC)
7%	UNEMPLOYMENT
2%	HIGH TAXES (GENERAL)
*	HIGH PROPERTY TAXES
*	HIGH SALES TAXES
2%	TAXES - OTHER
6%	BUDGET/ DEFICIT
2%	TOO MUCH GOVERNMENT SPENDING/ WASTE
21%	<b>CRIME/DRUGS</b>
8%	CRIME (NOT SPECIFIC)
5%	DRUGS/ DRUG ABUSE
5%	TEENAGE VIOLENCE/ GANGS
1%	CRIMINALS ON THE STREET
1%	LAWS TOO WEAK
1%	GUNS/ RELATED VIOLENCE
31%	<b>SOCIAL</b>
5%	EDUCATION
8%	FAMILY VALUES
2%	RACIAL PROBLEMS
*	ABORTION (PRO-CHOICE)
1%	ABORTION (PRO-LIFE)
4%	HEALTH CARE/HEALTH CARE REFORM
2%	MEDICARE
*	MEDICAID
1%	AIDS/CANCER
1%	HOUSING
1%	POOR ENVIRONMENT (GENERAL)
1%	ENVIRONMENTAL PROTECTION (GENERAL)
*	ENVIRONMENT: ENDANGERED SPECIES
---	ENVIRONMENT: PROPERTY RIGHTS
*	ENVIRONMENT: TOXIC WASTE
1%	ENVIRONMENT: CLEAN AIR/CLEAN WATER
1%	SOCIAL SECURITY
1%	WELFARE (TOO LITTLE)
2%	WELFARE (TOO MUCH)
16%	<b>GOVERNMENT</b>
8%	POLITICIANS/GOVERNMENT
4%	PRESIDENT CLINTON
3%	CONGRESS
1%	ROADS/ INFRASTRUCTURE
---	LOCAL ISSUES (GENERAL)
11%	OTHER (PUSH FOR RESPONSE)
*	NO PROBLEMS (DO NOT READ)
6%	DON'T KNOW (DO NOT READ)
1%	REFUSED (DO NOT READ)



3. Thinking for a moment about the government, which of the following statements comes closest to your view of what the role of government should be for the next ten years?

(ROTATE AND ACCEPT ONLY ONE RESPONSE)

- 32% GOVERNMENT NEEDS TO BE COMPLETELY OVERHAULED AND DOWNSIZED
- 39% THE GOVERNMENT DOES NEED SOME MAJOR REFORMS, BUT NOT A COMPLETE OVERHAUL
- 18% SOME THINGS IN GOVERNMENT NEED TO BE FIXED, BUT NOTHING SHOULD BE DONE TOO FAST
- 3% THE GOVERNMENT DOES THINGS ABOUT RIGHT AND DOES NOT NEED TO BE CHANGED
- 4% GOVERNMENT DOES TOO LITTLE AND NEEDS TO BE EXPANDED
- 3% DON'T KNOW (DO NOT READ)
- 1% REFUSED (DO NOT READ)

4. Suppose you could pick the single most important principle that most government regulations should be based upon. Which of the following would it be?

(ROTATE — ACCEPT ONLY ONE RESPONSE)

- 16% Government regulations should be based on expert advice.
- 21% Government regulations should help the most needy in society.
- 55% Government regulations should respect individual rights.
- 3% NONE OF THE ABOVE (DO NOT READ)
- 5% DON'T KNOW (DO NOT READ)
- \* REFUSED (DO NOT READ)

5. Which level of government does the best job of addressing the issues that most concern you? Is it the.....

(ROTATE AND ACCEPT ONLY ONE ANSWER)

- 34% LOCAL GOVERNMENT
- 30% STATE GOVERNMENT
- 20% FEDERAL GOVERNMENT
- 10% NONE OF THE ABOVE (DO NOT READ)
- 6% DON'T KNOW (DO NOT READ)
- 1% REFUSED (DO NOT READ)

6. [SPLIT SAMPLE] Thinking about the environment for a moment, would the state or local government be better or worse than the federal government at (SPLIT: protecting the environment/ dealing with the environmental concerns in your community)? And would that be much [RESTORE RESPONSE] or only somewhat [RESTORE RESPONSE]?

**[COMBINED RESPONSES]**

**65% TOTAL BETTER**  
 32% MUCH BETTER  
 33% SOMEWHAT BETTER  
**20% TOTAL WORSE**  
 12% SOMEWHAT WORSE  
 8% MUCH WORSE  
 4% NO DIFFERENCE (DO NOT READ)  
 11% DON'T KNOW (DO NOT READ)  
 1% REFUSED (DO NOT READ)

6a. ....protecting the environment.....

**62% TOTAL BETTER**  
 30% MUCH BETTER  
 32% S/WHAT BETTER  
**21% TOTAL WORSE**  
 13% S/WHAT WORSE  
 8% MUCH WORSE  
 4% NO DIFFERENCE  
 12% DON'T KNOW  
 \* REFUSED

6b. ....environmental concerns in your community.....

**67% TOTAL BETTER**  
 34% MUCH BETTER  
 33% S/WHAT BETTER  
**19% TOTAL WORSE**  
 11% S/WHAT WORSE  
 8% MUCH WORSE  
 3% NO DIFFERENCE  
 10% DON'T KNOW  
 1% REFUSED

7. Do you personally think of yourself as (ROTATE) an active environmentalist, concerned about the environment but not much of an activist on the issue, pretty much neutral on environmental issues or generally unconcerned about environmental issues?

(ROTATE)

17% ACTIVE ENVIRONMENTALIST  
 63% CONCERNED BUT NOT ACTIVE  
 16% NEUTRAL  
 3% UNCONCERNED  
 \* OTHER (DO NOT READ)  
 1% DON'T KNOW (DO NOT READ)  
 \* REFUSED (DO NOT READ)

8. Thinking about all the things that you consider before voting, on a scale of zero to ten, with “zero” being not at all important, and “ten” being extremely important, how important is a candidate’s position on environmental issues to you in deciding how to vote?

16%	0 - 4
31%	5 - 6
32%	7 - 8
17%	9 - 10
4%	DON'T KNOW (DO NOT READ)
1%	REFUSED (DO NOT READ)

I am now going to read you several areas of the environment where the federal government is currently involved. For each one I read to you, please tell me whether you think this federal government program is an excellent use of federal tax dollars, a good use of federal tax dollars, a fair use of federal tax dollars, a poor use of federal tax dollars or a complete waste of federal tax dollars. The (first / next) one is....

**(ROTATE Q. 9 - Q. 12)**

9. Subsidizing recreational activities on federal lands, including national forests, national parks and wilderness areas? Is this an....

17%	EXCELLENT USE OF TAX DOLLARS
41%	GOOD USE OF TAX DOLLARS
20%	FAIR USE OF TAX DOLLARS
9%	POOR USE OF TAX DOLLARS
7%	COMPLETE WASTE OF TAX DOLLARS
1%	DEPENDS (DO NOT READ)
5%	DON'T KNOW (DO NOT READ)
1%	REFUSED (DO NOT READ)

10. In 1996, the Environmental Protection Agency will give 35 million dollars to the Global Environmental Facility, an international agency administered by the World Bank, to help implement treaties on global warming and biological diversity. Is this an...

15%	EXCELLENT USE OF TAX DOLLARS
30%	GOOD USE OF TAX DOLLARS
20%	FAIR USE OF TAX DOLLARS
13%	POOR USE OF TAX DOLLARS
14%	COMPLETE WASTE OF TAX DOLLARS
1%	DEPENDS (DO NOT READ)
6%	DON'T KNOW (DO NOT READ)
1%	REFUSED (DO NOT READ)

11. [SPLIT SAMPLE] The federal government paid one developer (SPLIT: over 2 ½ million dollars/ over \$230,000 per acre) to NOT develop 11 ½ acres of ecologically sensitive coastal wetlands. Is this an....

**[COMBINED RESPONSE]**

- 7% EXCELLENT USE OF TAX DOLLARS
- 19% GOOD USE OF TAX DOLLARS
- 18% FAIR USE OF TAX DOLLARS
- 25% POOR USE OF TAX DOLLARS
- 24% COMPLETE WASTE OF TAX DOLLARS
- 2% DEPENDS (DO NOT READ)
- 5% DON'T KNOW (DO NOT READ)
- 1% REFUSED (DO NOT READ)

11a. ....2 ½ million dollars...

- 7% EXCELLENT USE
- 20% GOOD USE OF
- 19% FAIR USE
- 23% POOR USE
- 23% COMPLETE WASTE
- 2% DEPENDS
- 5% DON'T KNOW
- \* REFUSED

11b. .... \$230,00 per acre...

- 7% EXCELLENT USE
- 17% GOOD USE
- 17% FAIR USE
- 26% POOR USE
- 25% COMPLETE WASTE
- 2% DEPENDS
- 5% DON'T KNOW
- 1% REFUSED

12. The federal government's Wetlands Reserve Program conserves our nation's wetlands at an average cost of less than 500 dollars per acre. Is this an....

- 13% EXCELLENT USE OF TAX DOLLARS
- 35% GOOD USE OF TAX DOLLARS
- 24% FAIR USE OF TAX DOLLARS
- 10% POOR USE OF TAX DOLLARS
- 7% COMPLETE WASTE OF TAX DOLLARS
- 1% DEPENDS (DO NOT READ)
- 10% DON'T KNOW (DO NOT READ)
- 1% REFUSED (DO NOT READ)

13. Do you agree or disagree with the following statement?

**“The protection of private property rights is compatible with environmental protection.”**

[ASK AGREE/DISAGREE] And would that be strongly (INSERT RESPONSE) or only somewhat (INSERT RESPONSE)?

**51% TOTAL AGREE**  
21% STRONGLY AGREE  
30% SOMEWHAT AGREE  
**39% TOTAL DISAGREE**  
21% SOMEWHAT DISAGREE  
18% STRONGLY DISAGREE  
9% DON'T KNOW (DO NOT READ)  
1% REFUSED (DO NOT READ)

14. Some environmental laws currently on the books result in regulations that restrict the use of private land. When environmental regulations prevent private land owners from using their property, should the federal government compensate the land owner for any resulting decline in the value of that land?

64% YES  
28% NO  
4% DEPENDS (DO NOT READ)  
4% DON'T KNOW (DO NOT READ)  
\* REFUSED (DO NOT READ)

For each of the following areas of environmental protection, please tell me which level of government you think should have the primary responsibility over that part of the environment — the local government, the state government or the federal government:

**(ROTATE Q. 15 and Q. 16)**

15. Protecting water quality in rivers, lakes and streams. Which level of government should have primary responsibility....

19% LOCAL GOVERNMENT  
46% STATE GOVERNMENT  
27% FEDERAL GOVERNMENT  
5% ALL/ COMBINATION (DO NOT READ)  
1% NONE (DO NOT READ)  
1% DON'T KNOW (DO NOT READ)  
1% REFUSED (DO NOT READ)

16. Cleaning up hazardous waste sites and preventing their recurrence. Which level of government should have primary responsibility.....

- 21% LOCAL GOVERNMENT
- 34% STATE GOVERNMENT
- 38% FEDERAL GOVERNMENT
- 5% ALL/ COMBINATION (DO NOT READ)
- 1% NONE (DO NOT READ)
- 2% DON'T KNOW (DO NOT READ)
- \* REFUSED (DO NOT READ)

17. Do you think that *your* tap water is safe to drink all of the time, most of the time, some of the time or is it never safe to drink?

- 36% ALL OF THE TIME
- 31% MOST OF THE TIME
- 18% SOME OF THE TIME
- 12% NEVER SAFE
- 2% SAFE, BUT DRINK BOTTLED WATER (DO NOT READ)
- 2% DON'T KNOW (DO NOT READ)
- \* REFUSED ( DO NOT READ)

18. And, which level of government should be primarily responsible for maintaining and improving drinking water quality?

- 40% LOCAL GOVERNMENT
- 37% STATE GOVERNMENT
- 16% FEDERAL GOVERNMENT
- 5% ALL/ COMBINATION (DO NOT READ)
- 1% NONE (DO NOT READ)
- 2% DON'T KNOW (DO NOT READ)
- \* REFUSED (DO NOT READ)

19. There is currently much debate on how to address air pollution in America's largest cities. In order to ensure sensible approaches to air pollution and continued environmental improvements, which of the following policy approaches makes the most sense to you?

- 23% Have the federal government set air quality standards , deadlines for their achievement, and require state and local governments to implement particular pollution control measures to achieve air quality goals; OR.....
- 34% Have the federal government set air quality standards and deadlines for their achievement, but allow state and local governments to determine which pollution control measures should be used to meet the standard; OR....
- 38% Allow state and local governments to set their own air quality standards and pollution control policies based on local needs, with the federal government playing only an advisory role.
- 4% DON'T KNOW (DO NOT READ)
- 1% REFUSED (DO NOT READ)



**[Q. 20 — SPLIT SAMPLE]**

20A. [SPLIT SAMPLE] Most Americans agree that saving endangered species of plants and animals is an important public goal, but they disagree on how to best go about achieving it. Which of the following proposals to *protect endangered species* makes the most sense to you:

- 11% To continue restricting private landowners from using their land where endangered species are found on that land, without compensating them for the losses incurred from such land-use regulation; OR....
- 33% To allow the federal government to continue restricting the use of private land, but require that the federal government compensate the landowner for the resulting loss; OR...
- 49% To do away with the federal government regulation in this area and instead have the government offer incentives to landowners to keep endangered species on their property.
- 6% DON'T KNOW (DO NOT READ)
- 1% REFUSED (DO NOT READ)

20B. [SPLIT SAMPLE] Many Americans believe that protecting wetlands is an important public goal, but they disagree on how to best go about achieving it. Which of the following proposals to *protect wetlands* makes the most sense to you?

- 11% To prevent private landowners from developing their privately owned wetlands if they are considered ecologically important by federal regulatory agencies, without compensating the landowners for the losses incurred from such land-use regulation; OR...
- 35% To allow the federal government to continue restricting the use of privately-owned wetlands, but require that that the federal government compensate the landowner for the resulting loss of value of their land; OR....
- 45% To do away with the federal regulation in this area and instead, have the government offer incentives to landowners to conserve and restore wetlands.
- 7% DON'T KNOW (DO NOT READ)
- 2% REFUSED (DO NOT READ)

21. [SPLIT SAMPLE] When there is a debate about (SPLIT: a national environmental problem/ an environmental problem in your community) which of the following sources are you most likely to turn to for information?

**[COMBINED RESPONSES]**

- 3% INDUSTRY REPRESENTATIVE
- 20% ENVIRONMENTAL GROUP (ASK Q. 22)
- 6% A LOCAL BUSINESS OWNER
- 8% A POLITICIAN OR GOVERNMENT OFFICIAL (ASK Q.23)
- 29% A SCIENTIST OR OTHER ACADEMIC EXPERT
- 24% MEDIA REPORTS (ASK Q. 24)
- 2% OTHER (DO NOT READ)
- 2% NONE OF THE ABOVE (DO NOT READ)
- 5% DON'T KNOW (DO NOT READ)
- \* REFUSED (DO NOT READ)

**NOTE: All other responses SKIP TO Q. 25**

21a. ...national environmental problem...

- 3% INDUSTRY REPRESENTATIVE
- 16% ENVIRONMENTAL GROUP
- 5% A LOCAL BUSINESS OWNER
- 8% A POLITICIAN/GOVT. OFFICIAL
- 32% A SCIENTIST/ACADEMIC EXPERT
- 27% MEDIA REPORTS
- 2% OTHER
- 2% NONE OF THE ABOVE
- 5% DON'T KNOW
- \* REFUSED

21b. ...environmental problem in your community...

- 3% INDUSTRY REPRESENTATIVE
- 24% ENVIRONMENTAL GROUP
- 7% A LOCAL BUSINESS OWNER
- 8% A POLITICIAN/GOVT. OFFICIAL
- 26% A SCIENTIST/ACADEMIC EXPERT
- 21% MEDIA REPORTS
- 3% OTHER
- 2% NONE OF THE ABOVE
- 5% DON'T KNOW
- \* REFUSED

22. And would that be a local environmental group or a national environmental group?

N=199

- 69% LOCAL (14% of total respondents)
- 31% NATIONAL ( 6% of total respondents)

23. And would that be a local politician/ official or a national politician/official?

N=79

- 79% LOCAL (6% of total respondents)
- 22% NATIONAL (2% of total respondents)

24. And would you be most interested in TV, radio or newspaper reporting?

N=239

41% TELEVISION (10% of total respondents)  
7% RADIO ( 2% of total respondents)  
42% NEWSPAPER (10% of total respondents)  
10% COMBINATION (DO NOT READ)  
( 2% of total respondents)

25. Are you currently a member of an environmental group or organization?

8% YES (GO TO Q. 26)  
91% NO (SKIP TO Q. 27)  
1% DON'T KNOW (DO NOT READ) (SKIP TO Q. 27)  
1% REFUSED (DO NOT READ) (SKIP TO Q. 27)

26. Are you a member of any of the following organizations:

(ROTATE — ACCEPT MORE THAN ONE RESPONSE)

<u>Of Tot. Respond.</u>	<u>Of. Those Who are Members</u>
1%	14% SIERRA CLUB
1%	10% NATIONAL AUDUBON SOCIETY
1%	16% GREENPEACE
2%	23% NATIONAL WILDLIFE FEDERATION
*	5% LEAGUE OF CONSERVATION VOTERS
2%	24% LOCAL/ COMMUNITY ORGANIZATION
3%	36% OTHER (DO NOT READ)
*	5% DON'T KNOW (DO NOT READ)
*	3% REFUSED (DO NOT READ)

27. [SPLIT SAMPLE] Do you think (SPLIT: groups that lobby Congress on environmental issues/ environmental organizations) should receive money from the federal government?

**[COMBINED RESPONSES]**

- 35% YES
- 53% NO
- 6% DEPENDS (DO NOT READ)
- 5% DON'T KNOW (DO NOT READ)
- 1% REFUSED (DO NOT READ)

27a. ....groups that lobby....	27b. ....environmental groups...
25% YES	45% YES
64% NO	41% NO
5% DEPENDS	8% DEPENDS
6% DON'T KNOW	4% DON'T KNOW
* REFUSED	1% REFUSED

28. Some federal environmental regulations require state and local governments to implement specific pollution control policies. When the federal government does not provide the money to pay for the required policy, the regulations are referred to as "unfunded mandates." Which of the following statements about the proper role of unfunded mandates in environmental policy comes closest to your views?

(ROTATE TOP TO BOTTOM AND BOTTOM TO TOP)

- 28% The federal government should impose unfunded environmental mandates to ensure proper environmental protection at the state and local level; OR...
- 43% The federal government should only mandate pollution control measures at the state and local level when the federal government also provides funding for the mandates; OR...
- 21% The federal government should not impose any environmental mandates on state and local government, whether they are funded or not.
- 1% OTHER (DO NOT READ)
- 7% DON'T KNOW (DO NOT READ)
- 1% REFUSED (DO NOT READ)

29. [SPLIT SAMPLE] Some people have suggested that international family planning assistance — which provides money to foreign countries for (SPLIT: birth control, abortions and other population control methods/ birth control and other population control methods) — should be considered a vital part of our nation’s environmental policy. Do you think it is a proper role for the United States government to provide international family planning assistance as part of its environmental policy funding?

**[COMBINED RESPONSES]**

28% YES  
 69% NO  
 1% DEPENDS (DO NOT READ)  
 2% DON'T KNOW (DO NOT READ)  
 1% REFUSED (DO NOT READ)

29a. ...birth control, abortions and other...

26% YES  
 71% NO  
 1% DEPENDS  
 2% DON'T KNOW  
 \* REFUSED

29b. ...birth control and other...

29% YES  
 66% NO  
 1% DEPENDS  
 3% DON'T KNOW  
 1% REFUSED

30. Some people have proposed that the federal government should adopt a policy of “first, do no harm” in environmental policy. Under such a policy, the federal government would ensure that federal programs are not the cause of environmental problems before imposing additional regulations or requirements on the private sector. Would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with a “first, do no harm” environmental policy?

67% **TOTAL AGREE**  
 22% STRONGLY AGREE  
 45% SOMEWHAT AGREE  
 21% **TOTAL DISAGREE**  
 14% SOMEWHAT DISAGREE  
 7% STRONGLY DISAGREE  
 10% DON'T KNOW (DO NOT READ)  
 1% REFUSED (DO NOT READ)

31. In your opinion, does the media (ROTATE) accurately portray potential risks to the environment, or does it blow things out of proportion to make a good story?

(ROTATE)

- 18% ACCURATELY PORTRAYS RISKS TO ENVIRONMENT
- 68% BLOWS THINGS OUT OF PROPORTION
- 8% BOTH (DO NOT READ)
- 2% NEITHER (DO NOT READ)
- 4% DON'T KNOW/ REFUSED (DO NOT READ)

32. Which of the following do you think is the greatest source of water pollution in our rivers, lakes and streams?

(ROTATE)

- 49% INDUSTRIAL POLLUTION
- 13% MUNICIPAL SEWAGE
- 5% RUNOFF FROM CITY STREETS
- 10% AGRICULTURAL RUNOFF
- 13% LITTER AND REFUSE FROM INDIVIDUALS
- 4% OTHER (DO NOT READ)
- 6% DON'T KNOW (DO NOT READ)
- \* REFUSED (DO NOT READ)

33. At times, the federal government and your state and local government disagree on environmental policy. For example, sometimes the federal government tries to require the state governments to implement a particular environmental policies against the state's wishes.

Mr. Adams thinks that it is necessary for the federal government to force state and local governments on some environmental policies to ensure the environment is being protected.

Mr. Williams thinks that the states should be able to decide what sort of environmental policies are necessary to address local and regional concerns.

With whom do you agree most, Mr. Adams or Mr. Williams? (WAIT FOR RESPONSE) And do you strongly agree with (INSERT RESPONSE) or only somewhat agree with (INSERT RESPONSE)?

**35% TOTAL AGREE ADAMS**

15% STRONGLY AGREE ADAMS

20% SOMEWHAT AGREE ADAMS

**55% TOTAL AGREE WILLIAMS**

30% SOMEWHAT AGREE WILLIAMS

25% STRONGLY AGREE WILLIAMS

3% DISAGREE WITH BOTH/ NEITHER (DO NOT READ)

6% DON'T KNOW (DO NOT READ)

1% REFUSED (DO NOT READ)

34. [SPLIT SAMPLE] The United States government currently has in place a ban on international trading of (SPLIT: ivory/ products derived from elephants). If you were to learn that the sale of (SPLIT: ivory/ products derived from elephants) was financing the conservation of elephants in the wild, would you support or oppose lifting the international trade bans on the sale of (SPLIT: ivory/ products derived from elephants)? And would that be strongly (INSERT RESPONSE) or only somewhat (INSERT RESPONSE)?

**[COMBINED RESPONSES]**

**23% TOTAL SUPPORT**  
 10% STRONGLY SUPPORT  
 13% SOMEWHAT SUPPORT  
**66% TOTAL OPPOSE**  
 16% SOMEWHAT OPPOSE  
 50% STRONGLY OPPOSE  
 10% DON'T KNOW (DO NOT READ)  
 1% REFUSED (DO NOT READ)

34a. ....ivory....

**22% TOTAL SUPPORT**  
 11% STRONGLY SUPPORT  
 11% SOMEWHAT SUPPORT  
**69% TOTAL OPPOSE**  
 14% SOMEWHAT OPPOSE  
 55% STRONGLY OPPOSE  
 8% DON'T KNOW  
 1% REFUSED

34b. ...products derived from elephants...

**24% TOTAL SUPPORT**  
 10% STRONGLY SUPPORT  
 14% SOMEWHAT SUPPORT  
**63% TOTAL OPPOSE**  
 18% SOMEWHAT OPPOSE  
 45% STRONGLY OPPOSE  
 12% DON'T KNOW  
 1% REFUSED

35. Once Congress passes a new law, employees of federal agencies must write regulations that tell individuals, companies and local governments what they must do to comply with that law. Congress is not required to review these regulations. Some people argue that this amounts to "regulation without representation." Would you support or oppose a proposal which would require that Congress must approve newly written regulations before they are enacted? (WAIT FOR RESPONSE) And would that be strongly (INSERT RESPONSE) or only somewhat (INSERT RESPONSE)?

**75% TOTAL SUPPORT**  
 50% STRONGLY SUPPORT  
 25% SOMEWHAT SUPPORT  
**18% TOTAL OPPOSE**  
 8% SOMEWHAT OPPOSE  
 10% STRONGLY OPPOSE  
 6% DON'T KNOW (DO NOT READ)  
 1% REFUSED (DO NOT READ)



36. Some people have said that the regulations written by employees of federal agencies are too costly for citizens and local communities to implement. They would like Congress to pass a law that sets a limit on how much a specific regulatory law can cost — in other words, create a “regulatory budget” and set a limit on what the law will cost private business, families, states and local governments. Based on what I have just described to you, would you strongly support, somewhat support, somewhat oppose or strongly oppose a “regulatory budget” for new regulations?

**68% TOTAL SUPPORT**  
34% STRONGLY SUPPORT  
34% SOMEWHAT SUPPORT  
**25% TOTAL OPPOSE**  
14% SOMEWHAT OPPOSE  
11% STRONGLY OPPOSE  
7% DON'T KNOW (DO NOT READ)  
1% REFUSED (DO NOT READ)

## Demographics

I now have just a few more questions for statistical purposes.....

37. What is your age please?

22%	18-29
34%	30-44
17%	45-54
11%	55-64
16%	65+

38. And what is your *household's* annual income before taxes? You do not need to tell me the amount, just please stop me when I reach the right category:

9%	BELOW \$15,000
13%	\$15,000 to \$24,999
10%	\$25,000 to \$29,999
14%	\$30,000 to \$39,999
13%	\$40,000 to \$49,999
9%	\$50,000 to \$59,999
4%	\$60,000 to \$69,999
5%	\$70,000 to \$79,999
2%	\$80,000 to \$89,999
7%	\$90,000 AND ABOVE
4%	DON'T KNOW (DO NOT READ)
10%	REFUSED (DO NOT READ)

39. Are you currently....

(CODE ENGAGED AS SINGLE)

57%	MARRIED
25%	SINGLE
10%	DIVORCED/ SEPARATED
6%	WIDOWED
2%	REFUSED (DO NOT READ)

40. Do you have any children living at home with you? [IF YES:] How many?

18% YES — 1  
14% YES — 2  
12% YES — 3 OR MORE  
54% NO  
2% REFUSED (DO NOT READ)

41. And what do you consider to be your main racial or ethnic heritage: white, African-American, Hispanic, Asian-American, Native-American or something other than what I have read?

79% WHITE  
7% AFRICAN-AMERICAN  
4% HISPANIC  
1% ASIAN-AMERICAN  
2% NATIVE-AMERICAN  
4% OTHER  
3% DON'T KNOW/REFUSED (DO NOT READ)

42. Do you consider yourself to be .....

(ROTATE AND ACCEPT ONLY ONE)

45% PROTESTANT  
27% CATHOLIC  
2% JEWISH  
2% MORMON  
1% MUSLIM  
\* NEW AGE/ TRANSCENDENTAL (DO NOT READ)  
12% OTHER (DO NOT READ)  
6% NO RELIGION (DO NOT READ)  
1% DON'T KNOW (DO NOT READ)  
3% REFUSED (DO NOT READ)

FOR THOSE WHO ANSWER PROTESTANT....

And, would you consider yourself to be (ROTATE) mainstream Protestant or Evangelical Protestant?

(ROTATE)  
59% MAINSTREAM PROTESTANT  
25% EVANGELICAL PROTESTANT  
16% DON'T KNOW (DO NOT READ)  
1% REFUSED (DO NOT READ)

43. What was the last grade of formal education you completed?

10% LESS THAN HIGH SCHOOL  
28% HIGH SCHOOL GRADUATE  
26% SOME COLLEGE/ VOCATIONAL SCHOOL  
25% COLLEGE GRADUATE  
10% POST-GRADUATE  
\* DON'T KNOW (DO NOT READ)  
2% REFUSED (DO NOT READ)

44. Thinking for a moment about your social and political views... Do you consider yourself to be (ROTATE) conservative, moderate, liberal or a libertarian?

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

38% TOTAL CONSERVATIVE  
14% VERY CONSERVATIVE  
24% SOMEWHAT CONSERVATIVE  
33% MODERATE  
17% TOTAL LIBERAL  
12% SOMEWHAT LIBERAL  
5% VERY LIBERAL  
3% LIBERTARIAN  
6% DON'T KNOW (DO NOT READ)  
3% REFUSED (DO NOT READ)

45. And, do you consider yourself to be a.....

36% TOTAL REPUBLICAN  
15% STRONG REPUBLICAN  
12% NOT-SO-STRONG REPUBLICAN  
9% INDEPENDENT LEANING REPUBLICAN  
18% INDEPENDENT  
38% TOTAL DEMOCRAT  
10% INDEPENDENT LEANING DEMOCRAT  
13% NOT-SO-STRONG DEMOCRAT  
15% STRONG DEMOCRAT  
2% LIBERTARIAN  
\* REFORM PARTY (DO NOT READ)  
1% OTHER/ NAMED MINOR PARTY (DO NOT READ)  
3% DON'T KNOW (DO NOT READ)  
3% REFUSED (DO NOT READ)

46. For the upcoming presidential election, who are you planning to vote for, or are you still undecided?

[IF ANSWER IS DOLE OR CLINTON, ASK:] And is that definitely voting for (RESTORE RESPONSE) or probably (RESTORE RESPONSE)?

[IF ANSWER IS UNDECIDED ASK:] And would you say you are leaning toward Dole or Clinton right now?

**30% TOTAL CLINTON**  
17% DEFINITELY CLINTON  
6% PROBABLY CLINTON  
7% LEANING CLINTON  
**23% TOTAL DOLE**  
13% DEFINITELY DOLE  
5% PROBABLY DOLE  
5% LEANING DOLE  
**40% UNDECIDED**  
3% OTHER (DO NOT READ)  
4% REFUSED (DO NOT READ)

47. President Clinton says he wants to protect the environment. Do you think he says this because he (ROTATE) genuinely cares about the environment or to gain votes for political purposes?

(ROTATE)

33% GENUINELY CARES ABOUT THE ENVIRONMENT  
49% POLITICAL PURPOSES  
6% BOTH (DO NOT READ)  
1% NEITHER (DO NOT READ)  
11% DON'T KNOW/ REFUSED (DO NOT READ)

48. Gender (BY OBSERVATION)

48% MALE  
52% FEMALE

49. Are you currently employed outside the house full time, outside the house part time, work from your home, a full-time homemaker or are you retired?

30%	MALE/ OUTSIDE FULL TIME
5%	MALE/ OUTSIDE PART TIME
2%	MALE/ WORK FROM HOME
7%	MALE/ RETIRED
2%	MALE/ NOT IN LABOR FORCE
*	MALE/ MULTIPLE JOBS
20%	FEMALE/ OUTSIDE FULL TIME
8%	FEMALE/ OUTSIDE PART TIME
2%	FEMALE/ WORK FROM HOME
9%	FEMALE/ HOMEMAKER
10%	FEMALE/ RETIRED
2%	FEMALE/ NOT IN LABOR FORCE
*	FEMALE/ MULTIPLE JOBS
2%	MALE/ REFUSED (DO NOT READ)
1%	FEMALE/ REFUSED (DO NOT READ)

50. Region

- 36% URBAN
- 48% SUBURBAN
- 16% RURAL
  
- 20% EAST  
Maine, New Hampshire, Vermont, Maryland, Connecticut, Rhode Island, New York, New Jersey, Pennsylvania, Delaware, Massachusetts
- 18% INDUSTRIAL MIDWEST  
Ohio, Indiana, Illinois, Minnesota, Wisconsin, Michigan, Missouri
- 20% MIDWEST/WEST  
Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Nevada, Iowa, North Dakota, South Dakota, Nebraska, Kansas, Oklahoma, Texas, Utah
- 16% PACIFIC  
California, Oregon, Washington, Hawaii, Alaska
- 26% SOUTH  
Arkansas, Louisiana, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Mississippi







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