

BELDEN RUSSONELLO & STEWART

RESEARCH AND COMMUNICATIONS

Survey of Residents in the Great Lakes Region For the Biodiversity Project

Interviewing conducted July 12, 2002 through July 28, 2002.

N = 1539 adults living in the Great Lakes region.

Margin of error is plus or minus 2.5 percentage points.

Data have been weighted by race.

Percents may add to 99% or 101% due to rounding.

* indicates less than 1% , -- indicates zero.

Hello, my name is _____ and I am an interviewer with _____. 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?

| | | |
|--|------------------|-----|
| 1. Please tell me if you would rate the drinking water that comes from the tap in your area as excellent, good, ok, poor or very poor. | EXCELLENT..... | 19% |
| | GOOD | 42 |
| | OK..... | 24 |
| | POOR | 8 |
| | VERY POOR | 4 |
| | DON'T KNOW | 2 |
| REFUSE..... | * | |

| | | |
|---|------------------|-----|
| 2. Do you generally drink unfiltered tap water just as it comes from the tap, or bottled water or filtered tap water? | TAP WATER..... | 51% |
| | BOTTLED..... | 22 |
| | FILTERED | 26 |
| | DON'T KNOW | 1 |
| | REFUSE..... | * |

| | | |
|--|-------------------|-----|
| 3. Is your main reason for drinking bottled or filtered water the taste or concern for health? <i>Base N = 724, those who drink bottled or filtered water (Q2)</i> | HEALTH..... | 30% |
| | TASTE | 41 |
| | BOTH (VOL.) | 23 |
| | DON'T KNOW | 4 |
| | REFUSE..... | 1 |

| | | |
|--|----------------------------|-----|
| 4. How concerned are you that the area where you live might face a water shortage in the next 20 years? Very concerned, somewhat concerned, not very concerned, or not at all concerned? | VERY CONCERNED | 10% |
| | SOMEWHAT CONCERNED | 24 |
| | NOT VERY CONCERNED..... | 32 |
| | NOT AT ALL CONCERNED | 33 |
| | DON'T KNOW | 1 |
| | REFUSE | * |

Now, I am going to ask you some questions concerning the Great Lakes specifically.

| | | |
|--|------------------|----|
| 5. Thinking about the Great Lakes, would you rate their overall condition as excellent, good, ok, poor, very poor, or don't you have an opinion on this? | EXCELLENT | 4% |
| | GOOD..... | 27 |
| | OK..... | 29 |
| | POOR..... | 12 |
| | VERY POOR | 3 |
| | DON'T KNOW | 25 |
| | REFUSE..... | 1 |

People use different terms and phrases to describe the Great Lakes. Please tell me if each of the following words or phrases describes the Great Lakes for you personally very well, somewhat, not very well, or not at all? The Great Lakes are....

| | Very well | Smwt well | Not very well | Not at all | DK/ Refuse |
|--|------------------|------------------|----------------------|-------------------|-------------------|
| 6. Vast | 60% | 27 | 4 | 4 | 4 |
| 7. Beautiful | 74% | 21 | 1 | 2 | 2 |
| 8. Polluted | 17% | 54 | 12 | 7 | 8 |
| 9. One of the natural wonders of the world | 57% | 28 | 6 | 7 | 2 |
| 10. A non-renewable resource | 53% | 26 | 7 | 7 | 7 |
| 11. One of the reasons I live where I do | 20% | 17 | 11 | 50 | 3 |
| 12. Vulnerable | 45% | 37 | 6 | 7 | 4 |
| 13. Vital to the region's economy | 70% | 22 | 2 | 2 | 3 |
| 14. Relaxing | 59% | 29 | 3 | 4 | 4 |
| 15. A place to go for recreation | 63% | 25 | 5 | 6 | 2 |

From what you know generally does each of the following currently help, hurt, or have no effect on the condition of the Great Lakes? (A GREAT DEAL OR SOMEWHAT?)

| | Help | Hurt a great deal | Hurt smwt | No effect | DK/ Refuse |
|--|-------------|--------------------------|-------------------------|------------------|-------------------|
| 16. Low water levels | 2% | 38 | 44 | 11 | 5 |
| 17. Invasive aquatic species, such as the zebra mussel | 5% | 41 | 28 | 7 | 19 |
| 18. The construction of new homes, stores and roads in communities on or near the Great Lakes | 8% | 23 | 49 | 17 | 3 |
| 19. Sewage waste that ends up in the Great Lakes | 1% | 79 | 17 | 2 | 2 |
| 20. Acid rain | 2% | 46 | 40 | 7 | 5 |
| 21. Power plants' use of water from the Lakes | 6% | 22 | 43 | 22 | 7 |
| 22. Air pollution | 1% | 37 | 48 | 11 | 3 |
| 23. Runoff from farms | 2% | 34 | 47 | 11 | 6 |
| 24. Industry dumping chemicals | 1% | 86 | 11 | 1 | 1 |
| 25. Global warming | 3% | 27 | 41 | 19 | 10 |
| 26. Recreational boating | 9% | 8 | 50 | 31 | 2 |
| 27. Recreational fishing | 15% | 5 | 26 | 52 | 3 |
| 28. Pumping out water from groundwater sources, such as underground aquifers | 6% | 16 | 37 | 22 | 19 |
| 29. Commercial fishing | 10% | 14 | 44 | 25 | 6 |
| <hr/> | | | | | |
| Q30. From what you know, when water shortages happen in the Great Lakes region, are they mainly due to: A) Increasing demand for water from people and businesses; or B) Natural cycles? | | | | | |
| | | | INCREASING DEMAND | 31% | |
| | | | NATURAL CYCLES | 54 | |
| | | | BOTH (VOL.)..... | 7 | |
| | | | DON'T KNOW..... | 8 | |
| | | | REFUSE.....* | | |

Now here are some types of actions that state and federal government can take to help protect the Great Lakes. Please tell me how effective you think each type of action would be to help protect the Great Lakes: very effective, somewhat effective, not very effective, or not at all effective: Have the government...

| | Very effective | Somewhat effective | Not very effective | Not at all effective | DK/ Refuse |
|--|-----------------------|---------------------------|---------------------------|-----------------------------|-------------------|
| 31. Require developers, when applying for water withdrawal permits, to demonstrate that the new demand for water would not interfere with current communities' water supplies. | 46% | 40 | 5 | 5 | 3 |
| 32. Restrict outside communities from taking water out of the Great Lakes. | 39% | 41 | 9 | 7 | 3 |
| 33. Limit the quantity of water that power plants and other industries can withdraw from the Great Lakes. | 40% | 43 | 8 | 6 | 3 |
| 34. Do not allow construction of new homes and businesses on wetlands around the Great Lakes. | 46% | 36 | 8 | 8 | 2 |
| 35. Reduce the rate at which communities are paving over farmland or other natural areas. | 34% | 43 | 10 | 8 | 4 |
| 36. Increase coordination among Great Lakes states to develop policies about the use of Great Lakes water, even if it requires giving up some of your own state's power in making these decisions. | 34% | 44 | 10 | 8 | 4 |
| 37a. Offer tax incentives to encourage consumers to use less water in their homes. <i>Split sample, base N = 772</i> | 30% | 40 | 16 | 12 | 2 |
| 37b. Increase the cost of water for households to encourage consumers to use less water in their homes. <i>Split sample, base N = 767</i> | 19% | 33 | 24 | 22 | 2 |
| 38. Offer more tax incentives to encourage consumers to buy washing machines and other appliances that use less water. | 35% | 41 | 13 | 9 | 1 |

| | |
|---|---------------------------|
| 39. From what you know, which of the following has the bigger impact on the condition of the Great Lakes: A) When companies take water directly from the Great Lakes; or B) When companies take water from groundwater sources that feed the Lakes? | FROM GREAT LAKES30% |
| | FROM GROUNDWATER52 |
| | BOTH (VOL.).....5 |
| | DON'T KNOW.....12 |
| | REFUSE.....1 |

Please tell me if you agree or disagree with each of the following statements (Strongly or somewhat?) :

| | Strngly agree | Smwt agree | Smwt disagree | Strngly disagree | DK/ Refuse |
|---|----------------------|-------------------|----------------------|-------------------------|-------------------|
| 40. What I do in my life does not impact the health of the Great Lakes much at all. | 28% | 24 | 22 | 25 | 1 |
| 41. Each of us has a personal responsibility to protect the Great Lakes. | 67% | 27 | 3 | 2 | 1 |
| 42. The Great Lakes continue to renew themselves as they have for centuries, so they are in no danger of serious damage. | 10% | 15 | 29 | 43 | 3 |
| 43. There are already plenty of regulations in place to protect the Great Lakes from harm. Increasing protections will result in too many government restrictions on individuals and local communities. | 19% | 29 | 27 | 18 | 7 |
| 44a. As a resident of the Midwest, I have a responsibility to protect the Great Lakes. <i>Split sample, base N = 662</i> | 57% | 37 | 3 | 1 | 1 |
| 44b. As a resident of the Great Lakes region, I have a responsibility to protect the Great Lakes. <i>Split sample, base N = 877</i> | 64% | 28 | 3 | 2 | 3 |
| 45. We need to do more to protect Great Lakes habitats from pollution. | 78% | 18 | 2 | 1 | 1 |
| 46. We need to do more to protect Great Lakes habitats from new development. | 53% | 34 | 8 | 3 | 3 |

Now I'm going to read you a few statements about how Great Lakes water is used. Please tell me if you agree or disagree with each of the following (Strongly or somewhat?):

| | Strngly agree | Smwt agree | Smwt disagree | Strngly disagree | DK/ Refuse |
|---|--------------------------|-----------------------|--------------------------|-----------------------------|-----------------------|
| 47. We should not sell and export water from the Great Lakes because this water belongs to residents of the Great Lakes region. | 38% | 26 | 22 | 11 | 3 |
| 48. Selling and exporting water from the Great Lakes to other regions is a first step toward reducing water supply in the region. | 37% | 32 | 16 | 10 | 4 |
| 49. Increasing regulations on water use will hurt farms and industries, and cause a loss of jobs and income for families in the Great Lakes region. | 19% | 38 | 27 | 12 | 4 |
| 50. It is ok to sell and export water from the Great Lakes because water is a commodity similar to lumber or oil. | 8% | 20 | 24 | 46 | 2 |
| 51. We should sell and export water from the Great Lakes because this would create economic activity and jobs in the region. | 7% | 20 | 26 | 43 | 4 |

Please think of a 1 to 10 scale, where 1 means something is not at all a reason to you personally and 10 means it is an extremely important reason to you personally to care about protecting the Great Lakes: Here's the first one: How important is this to you personally as a reason to care about protecting the Great Lakes?

| | % saying "Extremely important" |
|--|---|
| 52. We have a personal responsibility to leave the Great Lakes in good shape for future generations. | 64% |
| 53. The Great Lakes are a key part of the region's economic vitality. | 34% |
| 54. The Great Lakes are important places of natural beauty. | 55% |
| 55. The Great Lakes are necessary to maintain the balance of nature in this region. | 54% |
| 56. The Great Lakes are God's creation, so we should respect them as God's work. | 58% |
| 57. The Great Lakes are an important part of the identity of our region. | 52% |

Here is a list of reasons that some people have given for increasing protection of the Great Lakes. Please tell me how convincing each of the following is to you personally as a reason: Is that very convincing, somewhat convincing, not very convincing, or not at all convincing as a reason to protect the Great Lakes?

| | Very convincing | Smwt convincing | Not very convincing | Not at all convincing | DK/ Refuse |
|--|----------------------------|----------------------------|--------------------------------|----------------------------------|-----------------------|
| 58. The Great Lakes are the world's largest bodies of freshwater. | 60% | 28 | 5 | 3 | 4 |
| 59. The Great Lakes are an interconnected ecosystem. | 62% | 29 | 3 | 2 | 4 |
| 60. Pollution in the Lakes gets into drinking water. | 58% | 30 | 6 | 4 | 2 |
| 61. Currently, Lakes Michigan, Huron and Erie of the Great Lakes system are experiencing some of the lowest water levels in the past 35 years. | 47% | 34 | 6 | 3 | 9 |

| | Very convincing | Smwt convincing | Not very convincing | Not at all convincing | DK/ Refuse |
|---|----------------------------|----------------------------|--------------------------------|----------------------------------|-----------------------|
| 62. A leading source of toxic water pollution in the Great Lakes comes from the air. Mercury, PCBs, and dioxins get into the Great Lakes mainly from incinerators, power plants and chemical factories. | 57% | 31 | 6 | 3 | 4 |
| 63. The Great Lakes provide unique places to fish, boat, and swim. | 63% | 29 | 4 | 2 | 1 |
| 64. The Great Lakes are a nonrenewable resource. That means nature cannot replenish all that humans take out. | 44% | 37 | 10 | 5 | 4 |
| 65. We need a secure supply of Great Lakes water. | 58% | 33 | 5 | 3 | 2 |
| 66. Great Lakes are a resource to use and protect. | 76% | 20 | 2 | 1 | 1 |

Please rate how effective each of the following is as a way for individuals to help the Great Lakes: very effective, somewhat effective, not very effective or not at all an effective way for individuals to help protect waters of the Great Lakes.

| | Very effective | Somewhat effective | Not very effective | Not at all effective | DK/ Refuse |
|--|-----------------------|---------------------------|---------------------------|-----------------------------|-------------------|
| 67. Take measures to conserve water at home by taking shorter showers, watering lawns less and washing cars less frequently. | 43% | 42 | 9 | 5 | 1 |
| 68. Stop using pesticides on gardens and lawns because the pesticides end up in rivers and streams and contaminate bodies of water, including the Great Lakes. | 48% | 39 | 8 | 4 | 1 |
| 69. Write, e-mail, or telephone an elected official about the importance of protecting the Great Lakes. | 34% | 44 | 13 | 7 | 1 |
| 70. Do not buy bottled water that comes from the Great Lakes' water sources. | 17% | 40 | 22 | 16 | 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? | RARELY17% |
| | ONCE OR TWICE21 |
| | TWO TO FOUR TIMES15 |
| | FIVE TO SEVEN45 |
| | DON'T KNOW1 |
| | REFUSE2 |

Which of the following activities have you yourself actively participated in the last 12 months:

| | Yes | No | DK/Refuse |
|---|----------------------------|-----------|------------------|
| D2. Hunting | 13% | 85 | 1 |
| D3. Bird watching | 41% | 58 | 1 |
| D4. Fishing | 36% | 62 | 1 |
| D5. Hiking | 44% | 55 | 1 |
| D6. Camping | 35% | 64 | 1 |
| D7. Worked in your own vegetable or flower garden | 63% | 36 | 1 |
| D8. Gone to a national or state park for recreation | 66% | 32 | 1 |
| D9. Visited one of the Great Lakes | 57% | 42 | 1 |
| D10. Boating | 42% | 57 | 1 |
| D11. Canoeing or kayaking | 19% | 79 | 1 |
| <hr/> | | | |
| D12. Do you think of yourself as an active environmentalist, or sympathetic toward environmental concerns but not active, or neutral, or generally unsympathetic to environmental concerns? | ACTIVE | 13% | |
| | SYMPATHETIC/NOT ACTIVE.... | 61 | |
| | NEUTRAL..... | 21 | |
| | UNSYMPATHETIC..... | 3 | |
| | DON'T KNOW | 1 | |
| | REFUSE | 1 | |
| <hr/> | | | |
| D13. Do you use the Internet at home or at work? | YES..... | 67% | |
| | NO | 31 | |
| | DON'T KNOW | -- | |
| | REFUSE | 1 | |
| <hr/> | | | |
| D14. Are you married, living with a life partner, divorced, separated, widowed, or single that is, never been married? | MARRIED | 56% | |
| | LIVING WITH PARTNER | 5 | |
| | DIVORCED | 9 | |
| | SEPARATED | 1 | |
| | WIDOWED | 5 | |
| | SINGLE..... | 22 | |
| | DON'T KNOW | * | |
| | REFUSE | 2 | |

| | | |
|--|------------------|-----|
| D15. Do you have any children younger than 18? | YES | 34% |
| | NO | 65 |
| | DON'T KNOW | -- |
| | REFUSE..... | 2 |

| | | |
|---|----------------------------|-----|
| D16. How often would you say you attend services in a church or synagogue or elsewhere – more than once a week, about once a week, at least once a month, a few times a year, less often than that, or never? | MORE THAN ONCE A WEEK..... | 13% |
| | ABOUT ONCE A WEEK | 31 |
| | ONCE A MONTH..... | 13 |
| | FEW TIMES A YEAR | 19 |
| | LESS OFTEN..... | 10 |
| | NEVER | 11 |
| | DON'T KNOW | * |
| REFUSE..... | 2 | |

| | | |
|--|------------------|-----|
| D17. Are you registered to vote at your current address? | YES | 83% |
| | NO | 15 |
| | DON'T KNOW | * |
| | REFUSE..... | 2 |

| | | |
|--|------------------|-----|
| D18. Did you happen to have a chance to vote in the 2000 Presidential elections? | YES | 75% |
| | NO | 23 |
| | DON'T KNOW | * |
| | REFUSE..... | 2 |

| | | |
|--|----------------------------------|-----|
| D19. Do you consider yourself to be a Democrat, a Republican, an Independent, or something else? | DEMOCRAT (GO TO D20) | 32% |
| | REPUBLICAN (GO TO D20)..... | 23 |
| | INDEPENDENT | 24 |
| | SOMETHING ELSE (GO TO D20) | 12 |
| | DON'T KNOW | 3 |
| | REFUSE..... | 6 |

| | | |
|---|------------------|-----|
| D19b. Do you lean more to the Republican Party or more to the Democratic Party? <i>Base N = 513, those saying independent, don't know, or refuse to D19</i> | DEMOCRAT..... | 26% |
| | REPUBLICAN | 27 |
| | DON'T KNOW | 25 |
| | REFUSE..... | 21 |

| | | |
|---|----------------------------|-----|
| D20. In terms of your political outlook, do you usually think of yourself as very conservative, somewhat conservative, middle of the road, somewhat liberal, or very liberal? | VERY CONSERVATIVE..... | 10% |
| | SOMEWHAT CONSERVATIVE..... | 26 |
| | MIDDLE OF THE ROAD | 34 |
| | SOMEWHAT LIBERAL..... | 17 |
| | VERY LIBERAL..... | 5 |
| | DON'T KNOW | 4 |
| | REFUSE..... | 3 |

| | | |
|--|------------------|-----|
| D21. Which of the following best describes the place where you live: a large city, a small city, a suburb of a city, a town or a rural area? | LARGE CITY | 20% |
| | SMALL CITY | 18 |
| | SUBURB | 21 |
| | TOWN..... | 16 |
| | RURAL..... | 22 |
| | DON'T KNOW | * |
| | REFUSE..... | 2 |

| | | |
|------------------------------------|------------------|-----|
| D22. Do you own or rent your home? | OWN | 74% |
| | RENT..... | 21 |
| | DON'T KNOW | 2 |
| | REFUSE..... | 3 |

| | | |
|---|------------------|-----|
| D23. Do you live within a half hour drive of Lake Michigan, Erie, Superior, Huron or Ontario? | YES | 34% |
| | NO | 63 |
| | DON'T KNOW | * |
| | REFUSE..... | 2 |

| | | |
|---|-----------------------------|----|
| D24. What was the last grade of school you completed? | LESS THAN HIGH SCHOOL | 5% |
| | HIGH SCHOOL GRAD/GED..... | 32 |
| | SOME COLLEGE | 25 |
| | 4 YR COLLEGE GRAD | 22 |
| | GRADUATE DEGREE..... | 14 |
| | DON'T KNOW | -- |
| REFUSE..... | 2 | |

| | | |
|----------------------------------|-------------------|-----|
| D25. In what year were you born? | 18-24 Years | 12% |
| | 25-34 Years | 19 |
| | 35-44 Years | 22 |
| | 45-54 Years | 18 |
| | 55-64 Years | 13 |
| | 65+ Years..... | 16 |
| | DON'T KNOW | * |
| | REFUSE..... | 1 |

| | | |
|--|----------------------|-----|
| D26. Would you say you are white, black or African American, Hispanic, Asian or Pacific Islander, or something else? | WHITE | 83% |
| | BLACK | 11 |
| | HISPANIC | 1 |
| | ASIAN..... | 2 |
| | NATIVE AMERICAN..... | 1 |
| | SOMETHING ELSE | * |
| | DON'T KNOW | * |
| | REFUSE..... | 2 |

| | | |
|--|---------------------------------|----|
| D27. Stop me when I come to the category in which your household income fell before taxes in 2001. | Less than \$10,000 | 4% |
| | Between \$10 and \$25,000 | 12 |
| | Between \$25 and \$35,000 | 13 |
| | Between \$35 and \$50,000 | 18 |
| | Between \$50 and \$75,000 | 17 |
| | \$75,000 or more..... | 17 |
| | DON'T KNOW | 3 |
| | REFUSE..... | 16 |

| | | |
|--------|-------------|-----|
| GENDER | MALE..... | 48% |
| | FEMALE..... | 52 |

| | | |
|-------|--------------------|-----|
| STATE | WISCONSIN..... | 10% |
| | MINNESOTA | 8 |
| | ILLINOIS..... | 22 |
| | MICHIGAN | 17 |
| | OHIO..... | 19 |
| | INDIANA..... | 10 |
| | PENNSYLVANIA | 1 |
| | NEW YORK | 13 |
