

**Fielding Dates: March 31 – April 11**  
**719 Registered Virginia Voters**  
**Land line and cell phones**

[READ] Hello. My name is \_\_\_\_\_. I am calling for the Wason Center for Public Policy at Christopher Newport University. We are conducting a public opinion survey about environmental and public policy issues among residents of Virginia and I would like to ask you some questions. We are not trying to sell you anything and I will not ask you for a contribution or donation. We are only interested in your opinion.

**Screen**

[READ] Just to make sure we are interviewing the right people, are you a registered voter in Virginia?

Yes – continue to q1 100%  
 No/Dk/Refused - **TERMINATE**

**[RESPONDENT MUST BE A REGISTERED VOTER IN VIRGINIA; ELSE TERMINATE]**

**I. Assessments**

[READ] Ok, thank you. I want to start by asking your general thoughts on Virginia's economy and environment...

q1. [READ] How would you rate the economic condition in VIRGINIA today, would you rate it as very good, somewhat good, somewhat poor, or very poor?

Very good	5.8%
Somewhat good	56.7%
Somewhat poor	28.8%
Very poor	8.3%
Dk/no answer (vol.)	.4%

q2. [READ] How about you personally, would you rate your personal financial condition today as very good, somewhat good, somewhat poor, or very poor?

Very good	13.8%
Somewhat good	57.8%
Somewhat poor	20.6%
Very poor	7.2%
Dk/no answer (vol.)	.7%

q3. [READ] Using a letter grade of "A," "B," "C," "D," or "F," how would you grade the overall quality of the natural environment in VIRGINIA today – A grade of "A" means excellent and a grade of "F" means very poor. What grade would you give Virginia's environment?

A, Excellent	8.4%
B	44.4%
C	32.0%
D	9.2%
F, Very Poor	3.8%
Dk/no answer (vol.)	2.3%

Average = 2.5, excluding (vol.)
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q4. [READ] Ok, thinking ahead 10 or so years from now, do you think the natural environment in VIRGINIA will be much better, about the same, or much worse?

Much better	16.6%
About the same	51.8%
Much worse	27.0%
Dk/no answer (vol.)	4.7%

## II. Personal Environmental Behavior

[READ] Ok, thanks. The next few questions are about your personal views and behavior as they relate to the environment...

q5. [READ] How important are environmental issues to you personally? Would you say they are very important, somewhat important, not too important, or not important at all?

Very important	49.0%
Somewhat important	41.6%
Not too important	7.2%
Not important at all	1.4%
Dk/no answer (vol.)	.7%

q6. [READ] Many experts say that climate change is a real problem. Others, including a number of political leaders, are skeptical of climate change. How about you, do you think climate change is a real problem or think climate change is NOT a real problem, or are you not sure either way?

Real problem	48.4%
Not a real problem	29.8%
Not sure either way	20.6%
Dk/no answer (vol.)	1.2%

q7. [READ] During the last few years about how much would you say that you've reduced your consumption and purchased fewer things, would you say a lot, some, a little, or none at all?

Lot [GO TO q8]	24.1%
Some [GO TO q8]	47.0%
Little [GO TO q8]	17.7%
None at all [SKIP q8 AND GO TO q9]	10.5%
Dk/no answer (vol.) [SKIP q8 AND GO TO q9]	.7%

### [ASK IF ANSWERED "LOT" OR "SOME" OR "LITTLE" ON q7]

q8. [READ] Did you reduce your consumption and purchase fewer things primarily to save money, primarily to help the environment, or some of both?

Save money	25.9%
Help environment	3.6%
Both	64.6%
Other (vol.)	1.9%
Dk/no answer (vol.)	.8%

[READ] I'm going to read a list of things that people might or might not do in their day-to-day lives. As I read each one tell me "yes" if it is generally something you do or "no" if it is generally something you don't do. Ok, here is the first one... [RANDOMIZE]

## q9. Recycling

Yes	85.4%
No	14.1%
Dk/no answer (vol.)	.4%

## q10. Limiting lawn fertilizer use

Yes	65.6%
No	29.3%
Dk/no answer (vol.)	5.1%

## q11. Planting native plants in your yard

Yes	55.5%
No	42.0%
Dk/no answer (vol.)	2.4%

## q12. Volunteering for environmental projects like tree planting and stream cleanups

Yes	30.9%
No	68.2%
Dk/no answer (vol.)	.9%

## q13. Driving less

Yes	61.8%
No	37.6%
Dk/no answer (vol.)	.7%

q14. [READ] When you shower, would you estimate the length of your shower to be less than 5 minutes, between 5 minutes and 10 minutes, between 10 minutes and 15 minutes, between 15 minutes and 20 minutes, or greater than 20 minutes?

Less than 5	25.2%
Between 5 and 10	55.5%
Between 10 and 15	12.4%
Between 15 and 20	2.9%
Greater than 20	1.7%
Take baths/don't shower (vol.)	2.0%
Dk/no answer (vol.)	.2%

q15. [READ] Do you generally leave the water running when you brush your teeth, or do you generally turn the water off?

Leave running	21.0%
Turn off	77.0%
Dk/no answer (vol.)	1.9%

q16. [READ] When it comes to the kind of light bulbs that you have in your home, would you say that most of them are energy efficient light bulbs, some of them are energy efficient bulbs, only a few are, or none are?

Most	42.6%
Some	37.4%
A few	11.3%
None	8.2%
Dk/no answer (vol.)	.6%

### III. Policy

[READ] Ok, thanks. I want to shift focus a little bit and ask you some general questions about environmental policy in Virginia...

[READ] I'm going to name several sources of pollution to the Chesapeake Bay and Virginia rivers and streams and I want you to tell me how harmful you think each one is using a scale from 1 to 5. A score of 1 means least harmful and a score of 5 means most harmful. Ok, here is the first one...[RANDOMIZE LIST] [REPEATE SCALE AS NEEDED]

q17. Industries and factories

1 – Least harmful	2.5%
2	5.9%
3	23.1%
4	27.3%
5 – Most harmful	35.3%
Dk/no answer (vol.)	5.9%

q18. Golf courses and lawns

1 – Least harmful	15.6%
2	21.3%
3	31.8%
4	18.7%
5 – Most harmful	8.0%
Dk/no answer (vol.)	4.7%

q19. Corporate farms

1 – Least harmful	6.5%
2	10.3%
3	30.1%
4	30.0%
5 – Most harmful	13.8%
Dk/no answer (vol.)	9.3%

q20. Family farms

1 – Least harmful	20.8%
2	31.1%
3	31.5%
4	8.2%
5 – Most harmful	2.5%
Dk/no answer (vol.)	5.9%

## q21. Sewage-treatment plants

1 – Least harmful	6.2%
2	12.2%
3	24.3%
4	25.1%
5 – Most harmful	23.1%
Dk/no answer (vol.)	9.2%

## q22. Coal-fired power plants

1 – Least harmful	3.0%
2	9.4%
3	20.3%
4	25.3%
5 – Most harmful	29.4%
Dk/no answer (vol.)	12.6%

q23. [READ] Virginia recently released a plan to clean up the Chesapeake Bay by reducing pollution that goes into the bay. For some people this could mean higher fees -- higher sewage bills, for example. Would you say you generally favor paying higher fees to clean the bay, or do you generally oppose paying more to clean the bay?

Favor	62.0%
Oppose	31.4%
Dk/no answer (vol.)	6.6%

q24. [READ] Do you generally think that the environmental laws and regulations that are currently on the books in Virginia, including the new plan to clean up the Chesapeake Bay, are adequate, should go further than they do, or have they gone too far already?

Adequate	33.6%
Should go further	44.3%
Have gone too far	10.6%
Dk/no answer (vol.)	11.4%

q25. [READ] In your view is environmental protection generally [RANDOMIZE: “bad for the economy” OR “generally good for the economy”], or do you think it makes no difference?

Bad	18.2%
Good	56.9%
No difference	19.8%
Dk/no answer (vol.)	5.1%

q26. [READ] I’m going to read two statements about the environment and the economy and I want you to tell me which one comes closest to your view. [RANDOMIZE: “Protection of the environment should be given priority, even at the risk of curbing economic growth” OR “Economic growth should be given priority, even if the environment suffers to some extent.”]

Environment	48.3%
Economic growth	33.6%
Equal/both (vol.)	14.6%
Dk/no answer (vol.)	3.5%

q27. [READ] Ok, I'm going to read two more statements about environmental regulation and I want you to tell me which one comes closest to your view. [RANDOMIZE: "Environmental regulations save businesses money and add to their profits while also reducing pollution" OR "Environmental regulations are burdensome to businesses and kill jobs."]

Save businesses money	51.3%
Burdens businesses and kills jobs	25.7%
Equal/both (vol.)	17.1%
Dk/no answer (vol.)	5.9%

q28. [READ] Thanks. Now, let's say you needed to purchase a product or service and you have a choice between two well-known companies who are offering it at the same price, but you know that one of the companies has a record of attempting to be environmentally conscious. Are you [RANDOMIZE: "more" or "less"] likely to purchase from the company that attempts to be environmentally conscious, or does it make no difference to you?

More	81.1%
Less	6.1%
No difference	11.7%
Dk/no answer (vol.)	1.2%

q29. [READ] Ok, now let's say you are in that same situation – you need to purchase a product or service and you have a choice between two well-known companies, but the product or service sold by the company that has a record of attempting to be environmentally conscious is 5% higher than the other company. Are you [RANDOMIZE: "more" or "less"] likely to purchase from the company that attempts to be environmentally conscious, or does it make no difference to you?

More	53.3%
Less	20.3%
No difference	22.3%
Dk/no answer (vol.)	4.2%

### Demographics

[READ] Thank you. I have just a few questions about you to make sure we are hearing from a wide range of Virginians.

d1. [READ] Could you please tell me the year in which you were born: [INTERVIEWER RECORD YEAR]

18-24	10.2%
24-34	20.5%
35-44	21.3%
45-54	14.7%
55 and older	33.3%

d2. [READ] What is the last grade of school or college you had the opportunity to complete?

High school or less	24.3%
Some college	25.9%
Vocational or technical training	4.7%
College graduate	26.6%
Graduate study or more	18.1%
Dk/no answer (vol.)	.4%

d3. [READ] Do you consider yourself to be Hispanic or Latino?

Yes	1.1%
No	98.5%
Dk/refused (vol.)	.4%

d4. [READ] Do you consider yourself to be White, Black or African American, or Asian? [CODE ALL OTHER ANSWERS AS "OTHER"]

White	79.1%
Black or African American	19.0%
Asian	.8%
Other (vol.)	1.1%

d5. [READ] In politics today, do you generally consider yourself to be a Democrat, Republican, or Independent?

Democrat	30.1%
Republican	27.3%
Independent	31.3%
No preference(vol.)	6.0%
Other party (vol.)	1.6%
Don't know/refused (vol.)	3.7%

d6. [READ] Do you consider yourself to be part of the Tea Party movement?

Yes	10.4%
No	84.6%
Don't know/refused (vol.)	5.0%

Thank you very much for your help with this survey.

#### [INTERVIEWER CODES]

Sex:

Male	49.1%
Female	50.9%

Region:

Northern Virginia	30.0%
Richmond/Central Virginia	19.2%
Hampton Roads	22.0%
Western/Southwest Virginia	28.8%

#### Methodology Statement:

The results of this poll are based on 585 landline telephone and 134 cell phone interviews between March 31st and April 11, 2011 of Virginia registered voters. Live interviewing and sampling was conducted by the Muhlenberg College Institute of Public Opinion. The final number of completed surveys in the sample was 719 with a resulting margin of error of +/- 3.7% at the 95% level of confidence. However, the margin of error for sub groups (i.e. Democrats, women, etc.) is larger due to smaller sample sizes. In addition to sampling error, the other potential sources of error include non-response, question wording, and interviewer error. The response rate (AAPOR RRI Standard Definition) for the survey was 24%. Five callbacks were employed in the fielding process. The data reported here are weighted on sex, age, race and region of residence to reflect as closely as possible the demographic composition of adults 18 and older in Virginia. Percentages may not equal 100 due to rounding. The poll was designed and analyzed by Dr. Quentin Kidd of the Wason Center for Public Policy at Christopher Newport University.