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THE ROPER ORGANIZATION INC.

December 14, 1990

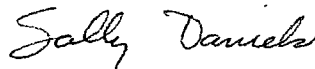
Dear Researcher,

The experimental stage of the research project is now "in the field". Interviewing began, as planned, on Saturday, December 8, and will continue through the rest of the month.

Enclosed are the final versions of the questionnaires being used in these interviews. As you will recall, there are eight different "treatments". Seven of the eight (all except Treatment #3) have both "A" and "B" questionnaire forms. These two are identical except that the specific amount of money that people are asked to respond to (question 9 in most versions) differs between the two. You will find, in this package, one complete questionnaire (either an "A" form or a "B" form) for each of the eight treatments and just the pages which differ on the alternate form of each of these.

We hope you are enjoying the holiday season and look forward to seeing you in the coming months.

Sincerely,



Sally Daniels

CF #

									BLOCK #
6-	7-	8-	9-	10-	11-	12-	13-		14-

STUDY #043-211 DECEMBER 1990 COUNTY _____ PLACE _____

Time started _____ AM ..1 19/
 _____ PM ..2 Time finished _____ AM
 15/16/17/18 Total minutes _____ 20/21

I'm from The Roper Organization and we're conducting a survey about things that are happening in the country today.

1. (HAND RESPONDENT CARD 1) This card lists the names of several places in the United States. As I read each one, please tell me whether you have ever visited that place or not. First, (read place). Have you ever visited (read place), or not? (ASK ABOUT EACH)

	YES	NO	DON'T KNOW	
a. New York City.....1	2	Y	22/	
b. Maine.....1	2	Y	23/	
c. Washington, D.C.....1	2	Y	24/	
d. Alaska.....1	2	Y	25/	
e. Hawaii.....1	2	Y	26/	
f. Florida.....1	2	Y	27/	

2. Next, please tell me, for each one, whether this is a place you would like to visit in the future. First, (read place). Is (read place) a place you would like to visit, would not like to visit, or don't you really care whether you ever go there or not? (ASK ABOUT EACH)

	WOULD LIKE TO VISIT	WOULD NOT LIKE TO VISIT	DON'T CARE	DON'T KNOW	
a. New York City1	2	3	Y	28/	
b. Maine1	2	3	Y	29/	
c. Washington, D.C.1	2	3	Y	30/	
d. Alaska1	2	3	Y	31/	
e. Hawaii1	2	3	Y	32/	
f. Florida1	2	3	Y	33/	

3. Now, please tell me for each one whether you think you probably will or probably won't ever visit that place in the future. First, (read place). Do you think you probably will visit (read place), or probably won't? How about, (read place). (ASK ABOUT EACH)

	PROBABLY WILL	PROBABLY WON'T	DON'T KNOW	
a. New York City.....1	2	Y	34/	
b. Maine.....1	2	Y	35/	
c. Washington, D.C.....1	2	Y	36/	
d. Alaska.....1	2	Y	37/	
e. Hawaii.....1	2	Y	38/	
f. Florida.....1	2	Y	39/	

4. (ASK ALL ITEMS OF EVERYONE) And, finally, please tell me for each one, whether you have seen a travel or nature program about it on TV in the past year. First, (read item). (ASK ABOUT EACH)

	YES	NO	DON'T KNOW	
a. New York City	1	2	Y	40/
b. Maine	1	2	Y	41/
c. Washington, D.C.	1	2	Y	42/
d. Alaska	1	2	Y	43/
e. Hawaii	1	2	Y	44/
f. Florida	1	2	Y	45/

(TAKE BACK CARD 1)

5A. Now I would like to turn to another topic. There are many problems facing our nation today. But at certain times some things are more important than others and need more attention. (HAND RESPONDENT CARD 2) I'd like to know for each of the things on this list whether you think it is something we should be making a major effort on now, or something we should be making some effort on now, or something not needing any particular effort now. First, (read item). (ASK ABOUT EACH)

	NEEDS MAJOR EFFORT	SOME EFFORT	NO PAR- TICULAR EFFORT	DON'T KNOW	
a. Trying to find a cure for AIDS	1	2	3	Y	46/
b. Trying to improve the quality of our environment	1	2	3	Y	47/
c. Taking steps to contain the cost of health care	1	2	3	Y	48/
d. Trying to improve the quality of public school education	1	2	3	Y	49/
e. Trying to solve the problem of the homeless ...	1	2	3	Y	50/
f. Trying to solve the nation's racial problems ..	1	2	3	Y	51/
g. Trying to solve the problems of crime and drugs	1	2	3	Y	52/

5B. Would you read over that list again and tell me which 2 you personally are most concerned about today?

(ACCEPT AND CIRCLE 2 RESPONSES ONLY)

- a. Trying to find a cure for AIDS1 53/
- b. Trying to improve the quality of our environment2
- c. Taking steps to contain the cost of health care3
- d. Trying to improve the quality of public school education4
- e. Trying to solve the problem of the homeless5
- f. Trying to solve the nation's racial problems6
- g. Trying to solve the problems of crime and drugs7
- Don't knowY

(COL. 54 TO 61 BLANK)

(TAKE BACK CARD 2)

6. How much, if anything have you seen, heard or read about the oil spill that happened in Alaska last year--a great deal, a fair amount, only a little, or nothing at all?

- Great deal1 62/
- Fair amount2
- Only a little3
- Nothing at all4
- Don't knowY

I'm going to read to you some information about that oil spill - about the extent of the spill (that is, the size of the area it covered) and about the effects of the spill on the beaches, on birds, on animals, on marine life, and on the food chain. Later in the interview, I am going to ask about your opinions on some of this.

First, I will read the information about the extent of the oil spill. You can read along on this card if you like.

(HAND RESPONDENT CARD D1 AND READ ALOUD)

EXTENT OF THE OIL SPILL

On March 23, 1989, an oil tanker ran aground on a reef in Alaska. The tanker spilled 10 to 11 million gallons of oil into the water. The oil moved through Prince William Sound and into the Gulf of Alaska.

Oil was sighted on water as far as 500 miles away from the reef where the oil was spilled, and oil washed up onto some beaches as it moved along the water.

Over 25% of the oiled beaches were in public lands, including national parks and forests. About 10% of the oiled beaches, including some in national parks, were heavily oiled.

(PAUSE TO ALLOW RESPONDENT TIME TO LOOK IT OVER IF THEY APPEAR TO WANT TO)

(DO NOT TAKE CARD BACK YET -- RESPONDENT MAY KEEP THESE CARDS UNTIL YOU ARE READY TO BEGIN DEMOGRAPHIC QUESTIONS -- PAGE 27)

To help you think about the size of the spill, I have a map for you to look at.

(HAND MAP TO RESPONDENT)

This map is a close-up view of the general area of the spill in Alaska.

The inset in the lower right corner is a map of Alaska. It's only purpose is to show you which part of Alaska we're talking about.

The spotted areas on the blue part of the map show the area actually affected by the spill. Do you see that? (IF NOT, POINT OUT THE SPOTTED AREAS)

(PAUSE TO ALLOW RESPONDENT TO LOOK IT OVER)

Federal lands, including national parks, and state land are outlined in green. You will also see little "F"'s in the areas which are federal lands and "S"'s in areas which are State of Alaska lands. As you can see, some of the oiled shoreline is in federal lands. (PAUSE)

Notice the range of the spill, indicated by the spotted areas on the map. It is 500 miles (by airplane) to fly from the reef where the spill happened... (POINT TO REEF ON MAP) to where the oil stops at the lower left corner of your map (POINT TO THAT).

(PAUSE TO ALLOW RESPONDENT TO LOOK IT OVER)

(DO NOT TAKE MAP BACK YET)

(HAND RESPONDENT CARD D2)

This card describes the effect of the oil spill on the beaches where oil washed ashore. You might want to read along on the card as I read it to you.

(READ ALOUD)

EFFECT ON THE BEACHES

Today, many of the affected beaches look much the same as they did before the oil spill. Beaches in Alaska are different from beaches you may be more familiar with. Rather than sand, Alaskan beaches are often rocky and covered with natural debris, such as seaweed and driftwood.

The clean-up workers and nature have removed much of the oil from the surface of rocks and the sand. Yet oil remains on some of the beaches, often below the surface of the rocks and sand.

(DO NOT TAKE CARDS BACK YET)

(PAUSE. THEN HAND RESONANT CARD D3)

This next card describes the effects of the oil spill on the birds in that area of Alaska. Again you might want to read along with me.

(READ ALOUD)

EFFECT ON BIRDS

It is not possible to determine exactly how many birds died as a result of the spill. Workers did find more than 20 thousand birds believed to have died from oil. Scientists estimate that the total number that actually died is over 100 thousand — which is about 10 percent of all the sea birds in the area affected by the spill.

Most of the dead birds were murrelets — a sea bird common in Alaska. Scientists estimate that over 20 percent of the murrelets in the area affected by the oil spill were killed.

One hundred bald eagles — or about 2 percent of the bald eagles in the area affected by the spill — were found dead.

The two major reasons that birds died were exposure to the cold and poisoning. Death from exposure to the cold occurs because birds' feathers, when soaked with oil, do not keep them warm. Poisoning results from swallowing oil and from eating fish that have been contaminated by the oil.

Scientists expect that the number of birds in the area affected by the oil spill will eventually be as plentiful as before the spill. Yet for some species, this could take years.

(DO NOT TAKE CARDS BACK YET)

(PAUSE. THEN HAND RESPONDENT CARD D4)

This card describes the effects of the oil spill on animals.

(READ ALOUD)

EFFECT ON ANIMALS

The animal most affected by the oil spill was the sea otter — an animal that spends much of its time in water. Just over 1,000 dead otters were actually found in the clean-up. This is 2 percent of all sea otters in the area affected by the oil spill. As was true of birds, there probably were more otters that died, but their bodies were not found.

Some sea otter deaths occurred as a result of exposure — because their oil-soaked fur could not protect them from the cold. Others died because they swallowed oil while cleaning themselves or ate oil-contaminated fish.

Seals may also have died as a result of the spill. Scientists do not yet know what the long-term effect, if any, will be on this animal.

In addition to deaths which occurred immediately after the oil spill, there may be other later effects of the spill on animals. It is not yet known, for example, whether animals that did not die will have shorter life spans than they normally would have had or whether there will be fewer births among female animals affected by the spill.

It is also not yet known what long-term effect, if any, there will be on animals because of other damage to their environment. All of this requires further study, although experts are hopeful that animal life in the area will eventually return to its original condition.

(DO NOT TAKE CARDS BACK YET)

(PAUSE. THEN HAND RESPONDENT CARD D5)

This card describes the effects of the spill on marine life in Prince William Sound.

(READ ALOUD)

EFFECT ON MARINE LIFE

It is not possible to determine yet the total effect the oil spill had on underwater life in the Sound. Scientists believe that some kinds of sea life were affected by the oil, including those that spend time in shallow water.

Sea life which lives and feeds on the bottom of the ocean is affected by oil sediments which have collected on the ocean bottom. The seriousness of these effects is still being studied.

(DO NOT TAKE CARDS BACK YET)

(PAUSE. THEN HAND RESPONDENT CARD D6)

And, finally, this card describes the effects of the oil spill on smaller animals and plants.

(READ ALOUD)

EFFECT ON SMALLER ANIMALS AND PLANTS

Smaller animals and plants, including some that can only be seen with a microscope, affect the entire environment since they are the base of the food chain — that is, other animals rely on them for food.

On the beaches most affected by the spill, there was some oil-caused damage to smaller animals and plants that lived on the rocks and in the sand. There may have been further damage caused by the process of cleaning the beaches. The extent of the damage is still under study.

Smaller animals and plants are expected to recover from the damage done by the spill, although no one knows how long it will take.

(DO NOT TAKE CARDS BACK UNTIL YOU ARE READY TO BEGIN
DEMOGRAPHIC QUESTIONS -- PAGE 27)

7. Now I would like you to think about the information on these cards which I read to you--that is, the description of the oil spill and the effects it had on the area of Alaska where it happened.

A. Did you find this description to be believable or not very believable?

Believable1 (SKIP TO Q.8) 63/
Not believable2 (ASK B)
Don't knowY (SKIP TO Q.8)

B. (IF NOT BELIEVABLE) Do you feel that the description makes the situation sound better than it really is, or worse than it really is?

Better1 Don't knowY 64/
Worse2

8. Next I'm going to be asking you some questions about the oil spill. This will not be a "test" of what you know or remember. I just want to know your opinions.

You can look at these cards any time you want to, while I'm asking those questions. Please feel free to stop me to ask me to repeat any of this or to look it over yourself any time you feel it would be helpful to you.

(Columns 65 to 67 Blank)

(INTERVIEWER: READ ALL OF THE FOLLOWING, PAUSING AFTER EACH PARAGRAPH)

Now that you've heard this description of the oil spill damage, I'd like to ask you the key question in the interview. I'd like you to think about how much it would have been worth to your household to prevent it--if you could have done that.

This question is part of a research project trying to determine how much we, as a society, should pay to protect specific parts of the environment. If we pay too much, then we will neglect other important needs. If we pay too little, then those parts of the environment won't be protected adequately.

When we protect the environment, we often pay for that protection through higher prices for goods and services. The critical thing is to pay the right amounts. The question here is how much we would have been willing to pay to prevent the oil spill, if we had been asked to.

Think about it this way: Imagine that someone had come to you just before we started to bring oil out of Alaska and told you there were risks involved in this operation. It would have been possible to reduce or eliminate the chance of an oil spill near Valdez, but that would have required spending more money on tanker safety and as a result, it would have cost more to supply oil. Because many of the goods and services we buy are produced with oil, that would have increased the prices of many of the things we use in every day life.

Next I am going to ask you some questions about whether you think more money should have been spent on an oil tanker safety program. First, I must explain something about oil spills. There are two kinds: Large spills, like the one in Alaska that we have been talking about, and very much smaller spills, which are much more frequent. Smaller spills happen for quite different reasons than large spills. The safety program we are talking about would prevent large spills, but would have no effect on how many smaller spills happen.

What I would like to know is how much your household would have been willing to pay every year to make sure that a large spill, such as the one that happened last year, would never happen in that area of Alaska. Think of this as an amount that you would have paid every year, but one that you would have paid bit by bit through higher prices, since 1977, not as one big payment.

That amount could be quite high if you would have been willing to spend a lot of money in order to keep the environment the way it was. That amount could be zero, if you feel that you are no worse off after the spill than you were before it.

Is that clear? (IF NOT, RE-READ WHATEVER PARTS NECESSARY)

(GIVE WORKSHEET V3 AND PENCIL TO RESPONDENT)

(READ)

- 9. To get things started, I'd like you to write down the first number that comes into your head. Your final answer may be something quite different. It's just something to start with. Feel free to think out loud or to tell me your reasons, if you would like. Again, the question is how much would your household have been willing to pay every year to make sure that an oil spill like the one that happened in Alaska would never happen there?

When you are ready, please write your number down in Box 1 on the worksheet.

(IF RESPONDENT CANNOT ANSWER WITH A SINGLE NUMBER AND APPEARS READY TO NOT RESPOND AT ALL TO THIS QUESTION, ONLY THEN ACCEPT A RANGE SAYING:)

If you feel that you can't come up with a single number, then you can write down a range of numbers. That would be like saying, "I would have been willing to pay somewhere between this amount and that amount." But I would really like you to give me just one number--your best estimate--if you can do that.

(ALLOW RESPONDENT TIME TO COMPLETE THIS TASK. IF THE ANSWER IS A NUMBER MORE THAN ZERO, COPY THAT ANSWER ON TO THE BLANK BELOW; IF ZERO OR "DON'T KNOW", CIRCLE APPROPRIATE CODE.)

\$ _____ (ASK Q.10)

Zero0 (ASK Q.10 BUT NOT Q.11)

Don't knowY (SKIP TO Q.D-1, PAGE 27)

- 10. Thank you. The next thing that I'd like you to do is to think about reasons why the number in Box 1 might be too low. That is, think of reasons why your household might have been willing to pay even more than that. For example, you might think about reasons why you especially care about this part of the environment; you might think about other things that are worth less to you, but for which you pay more; you might think about money that you spent on other things that you would rather have spent on preventing the spill -- if that had been possible.

(PAUSE)

OK? Now, think about the largest amount of money that you can imagine your household having paid each year, in higher prices, to have prevented the oil spill. This amount could be much larger than the figure in Box 1, if you realize that your first number was much less than what you really would be willing to pay. Or it could be the same, if you decide that your first number was about right. When you are ready, write down that number in Box 2.

(ALLOW RESPONDENT TIME TO COMPLETE THIS TASK. IF THE ANSWER IN BOX 2 ON RESPONDENT'S WORKSHEET IS A NUMBER MORE THAN ZERO, COPY THAT ANSWER ONTO THE BLANK BELOW; IF ZERO OR "DON'T KNOW", CIRCLE THE APPROPRIATE CODE.)

\$ _____]
 Zero0 (ASK Q.11)
 Don't know ...Y]

(STOP! IF ANSWER TO Q.9 WAS ZERO, SKIP TO Q.12)

11. Now, I'd like you to think about your first number again. This time, think about reasons why it might be too high. That is, think of reasons why your household might not really have been willing to pay that much. For example, you might think of reasons why you really do not care that much about the parts of the environment that were affected by the spill. Or you might think about other things that are worth more to you, but for which you are willing to pay less. Or you might think about other things that you would rather have spent the money on.

(PAUSE)

OK? Now, think about the smallest amount that you can imagine your household having paid each year, in higher prices, to have prevented the oil spill. This amount could be much smaller than the number in Box 1, if you realize that your first number is much more than what you really would be willing to pay. Or this amount could be just the same, if you decide that your first number was about right. When you are ready, write that number in Box 3.

(ALLOW RESPONDENT TIME TO COMPLETE THIS TASK. IF THE ANSWER IN BOX 3 ON RESPONDENT'S WORKSHEET IS A NUMBER MORE THAN ZERO, COPY THAT ANSWER ONTO THE BLANK BELOW; IF ZERO OR "DON'T KNOW", CIRCLE APPROPRIATE CODE.)

\$ _____	
Zero	0 (ASK Q.12)
Don't know	Y

12. Now you've had a chance to look at the problem from several sides. To conclude this portion of the interview I'd like you to give me your best estimate of what you really would have been willing to pay. Remember the question is, "How much would your household have been willing to pay every year since 1977 in higher prices for goods and services, in order to make certain that there would never be a large oil spill in that part of Alaska.

When you are ready, write your number down in Box 4.

(IF RESPONDENT CANNOT ANSWER WITH A SINGLE NUMBER AND APPEARS READY TO NOT RESPOND AT ALL TO A FINAL ANSWER, ONLY THEN ACCEPT A RANGE SAYING:)

If you feel that you can't come up with a single number, then you can write down a range of numbers. That would be like saying, "I would have been willing to pay somewhere between this amount and that amount." But I would really like you to give me just one number -- your best estimate -- if you can do that.

(ALLOW RESPONDENT TIME TO COMPLETE THIS TASK. IF THE ANSWER IN BOX 4 ON RESPONDENT'S WORKSHEET IS A NUMBER MORE THAN ZERO, COPY THAT ANSWER ONTO THE BLANK BELOW)

\$

--	--	--	--

 .00

(write in if more than zero)

STOP! IF MORE THAN ZERO, RECORD THIS ANSWER HERE AND ON THE 4 BLANKS IN QUESTION 20 (NEXT PAGE) AND THEN ASK QUESTION 20 ON THAT PAGE

IF ZERO OR DON'T KNOW, CIRCLE CODE BELOW AND FOLLOW SKIP INSTRUCTIONS

68/69/70/71

Zero/Nothing0 (SKIP TO Q.21, PAGE 24)
Don't know/RefusedY (SKIP TO Q.D-1, PAGE 27)

(COLLECT WORKSHEET)

(COLS 72 TO 79 BLANK)

80-1

(NO PAGES 15 TO 22; NO Q.13 TO Q.19)

Card 2, Columns 6 to 79 Blank

80-2

Card 3, Columns 6 to 10 Blank

20. (IF RESPONSE TO Q.12 IS AN AMOUNT HIGHER THAN ZERO)

STOP! BEFORE READING THESE QUESTIONS, COPY THE AMOUNT FROM Q.12 ONTO THE BLANKS IN EACH OF THE FOUR QUESTIONS BELOW. THEN READ...

I would like to read you some statements people might make. Please tell me, for each one whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. First, (read Q.A)

A. Preventing an oil spill in that part of Alaska would have been worth no more than \$_____ each year, to my household. (READ RESPONSES)

- Strongly agree1 11/
- Somewhat agree2
- Somewhat disagree3
- Strongly disagree4
- (DON'T READ) Don't knowY

B. Considering our budget and all of the other things we needed to pay for, \$_____ per year is all we could have paid to prevent such an oil spill. (READ RESPONSES)

- Strongly agree1 12/
- Somewhat agree2
- Somewhat disagree3
- Strongly disagree4
- (DON'T READ) Don't knowY

C. My household would have been willing to pay more than \$_____ per year, but if all households had paid this amount, the money would have been enough to prevent such an oil spill. (READ RESPONSES)

- Strongly agree1 13/
- Somewhat agree2
- Somewhat disagree3
- Strongly disagree4
- (DON'T READ) Don't knowY

D. My household would have been willing to pay more than \$_____ per year, but I really think that it should not have been our responsibility to pay for it. (READ RESPONSES)

- Strongly agree1 14/
- Somewhat agree2
- Somewhat disagree3
- Strongly disagree4
- (DON'T READ) Don't knowY

(SKIP TO Q.D-1 ON PAGE 27)

(Column 15 Blank)

21. (IF RESPONSE TO Q.12 IS "ZERO")

I would like to read you some statements people might make. Please tell me, for each one whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. First, (read Q.A)

A. Preventing an oil spill in that part of Alaska would not have been worth anything to my household. (READ RESPONSES)

Strongly agree	1	16/
Somewhat agree	2	
Somewhat disagree	3	
Strongly disagree	4	
(DON'T READ) Don't know	Y	

B. Considering our budget and all of the other things we needed to pay for, we could not not have paid anything to prevent such an oil spill. (READ RESPONSES)

Strongly agree	1	17/
Somewhat agree	2	
Somewhat disagree	3	
Strongly disagree	4	
(DON'T READ) Don't know	Y	

C. Preventing that oil spill would have been worth something to my household, but I would not have approved of a program costing my household anything because it really should not have been our responsibility to pay for it. (READ RESPONSES)

Strongly agree	1	18/
Somewhat agree	2	
Somewhat disagree	3	
Strongly disagree	4	
(DON'T READ) Don't know	Y	

(TAKE BACK CARDS D1 - D6 AND MAP)

Now I'd like to turn to another topic.

D-1. Thinking politically and socially, how would you describe your own general outlook--as being very conservative, moderately conservative, middle-of-the-road, moderately liberal, or very liberal?

- Very conservative1 20/
- Moderately conservative ..2
- Middle-of-the-road3
- Moderately liberal4
- Very liberal5
- Don't knowY

D-2. Are you regularly employed, either full-time or part-time?

- Full-time1 21/
- Part-time2 (SKIP TO D-4)
- Not employed ...3 (ASK D-3)

D-3. Are you (CALL OFF APPROPRIATE CATEGORIES):

- A homemaker,1 22/
- Unemployed,2 (SKIP TO D-5)
- A student,3
- Retired,4
- Or what? (all other)Y

D-4. What is your occupation? (DO NOT READ LIST)

(WRITE IN)

23/24

- Executive, administrative, management01
- Top talent and major or lesser professional02
- Owner--small retail store/business .03
- Farmers (owners and managers)04
- Technicians, minor administrative ..05
- White collar, clerical (non-supervisory)06
- Salesmen07
- Skilled and semi-skilled labor08
- Unskilled labor09
- Service and protective workers10

D-5. Altogether, how many people, including children, are living in this household?

25/26

(WRITE IN NUMBER)

D-6. What was the last grade of regular school that you completed--not counting specialized schools like secretarial, art or trade schools?

- No school1 27/
- Grade school (1-8)2
- Some high school (9-11)3
- High school graduate (12)4
- Some college (13-15) ...5
- College graduate (16) ..6
- Post graduate (17+)7

D-7. Here is a list of age groups. (HAND RESPONDENT CARD 3) Would you call off the letter of the age group you happen to be in? (IF REFUSED, INTERVIEWER ESTIMATE GROUP)

- a. 18 - 2101 28/29
- b. 22 - 2402
- c. 25 - 2903
- d. 30 - 3404
- e. 35 - 3905
- f. 40 - 4406
- g. 45 - 4907
- h. 50 - 5408
- i. 55 - 5909
- j. 60 - 6410
- k. 65 - 6911
- l. 70 or older12

D-8. Now here is a list of income categories. (HAND RESPONDENT CARD 4) Would you call off the letter of the category that best describes the combined annual income of all members of this household, including wages or salary, pensions, interest or dividends, and all other sources?

- 30/31
- | | |
|----------------------------|--------------------------------|
| a. Under \$7,00001 | g. \$30,000 to \$34,99907 |
| b. \$7,000 to \$9,999 ..02 | h. \$35,000 to \$39,999 .08 |
| c. \$10,000 to \$14,999 03 | i. \$40,000 to \$49,999 .09 |
| d. \$15,000 to \$19,999 04 | j. \$50,000 to \$74,999 .10 |
| e. \$20,000 to \$24,999 05 | k. \$75,000 and over ...11 |
| f. \$25,000 to \$29,999 06 | Not sure/refused ...12 |

INTERVIEWER RECORD

<u>Sex</u>	32/	<u>Race</u>	33/
Male	1	White	1
Female	2	Black	2
		Other	3

Day of week:

Saturday	1	Wednesday	5	34/
Sunday	2	Thursday	6	
Monday	3	Friday	7	
Tuesday	4			

Did respondent ask you questions about--or ask for more information about...

	YES	NO	
a. The Alaskan oil spill or its effect on the environment?	1	0	35/
b. The program that would be used to prevent the spill?	1	0	36/
c. Who would get the money?	1	0	37/

(Columns 38 to 79 Blank)

NAME _____

ADDRESS _____

APT. # _____

CITY OR TOWN _____

STATE _____

ZIP CODE _____

AREA CODE _____ TELE # _____

DATE _____

INTERVIEWER'S INITIALS _____

- a. **New York City**
- b. **Maine**
- c. **Washington, D.C.**
- d. **Alaska**
- e. **Hawaii**
- f. **Florida**

Needs major effort

Some effort

No particular effort

- a. Trying to find a cure for AIDS**
- b. Trying to improve the quality of our environment**
- c. Taking steps to contain the cost of health care**
- d. Trying to improve the quality of public school education**
- e. Trying to solve the problem of the homeless**
- f. Trying to solve the nation's racial problems**
- g. Trying to solve the problems of crime and drugs**

- a. 18 - 21
- b. 22 - 24
- c. 25 - 29
- d. 30 - 34
- e. 35 - 39
- f. 40 - 44
- g. 45 - 49
- h. 50 - 54
- i. 55 - 59
- j. 60 - 64
- k. 65 - 69
- l. 70 or older

- a. Under \$7,000
- b. \$7,000 to \$9,999
- c. \$10,000 to \$14,999
- d. \$15,000 to \$19,999
- e. \$20,000 to \$24,999
- f. \$25,000 to \$29,999
- g. \$30,000 to \$34,999
- h. \$35,000 to \$39,999
- i. \$40,000 to \$49,999
- j. \$50,000 to \$74,999
- k. \$75,000 and over

EXTENT OF THE OIL SPILL

On March 23, 1989, an oil tanker ran aground on a reef in Alaska. The tanker spilled 10 to 11 million gallons of oil into the water. The oil moved through Prince William Sound and into the Gulf of Alaska.

Oil was sighted on water as far as 500 miles away from the reef where the oil was spilled, and oil washed up onto some beaches as it moved along the water.

Over 25% of the oiled beaches were in public lands, including national parks and forests. About 10% of the oiled beaches, including some in national parks, were heavily oiled.

EFFECT ON THE BEACHES

Today, many of the affected beaches look much the same as they did before the oil spill. Beaches in Alaska are different from beaches you may be more familiar with. Rather than sand, Alaskan beaches are often rocky and covered with natural debris, such as seaweed and driftwood.

The clean-up workers and nature have removed much of the oil from the surface of rocks and the sand. Yet oil remains on some of the beaches, often below the surface of the rocks and sand.

EFFECT ON BIRDS

It is not possible to determine exactly how many birds died as a result of the spill. Workers did find more than 20 thousand birds believed to have died from oil. Scientists estimate that the total number that actually died is over 100 thousand — which is about 10 percent of all the sea birds in the area affected by the spill.

Most of the dead birds were murre — a sea bird common in Alaska. Scientists estimate that over 20 percent of the murre in the area affected by the oil spill were killed.

One hundred bald eagles — or about 2 percent of the bald eagles in the area affected by the spill — were found dead.

The two major reasons that birds died were exposure to the cold and poisoning. Death from exposure to the cold occurs because birds' feathers, when soaked with oil, do not keep them warm. Poisoning results from swallowing oil and from eating fish that have been contaminated by the oil.

Scientists expect that the number of birds in the area affected by the oil spill will eventually be as plentiful as before the spill. Yet for some species, this could take years.

EFFECT ON ANIMALS

The animal most affected by the oil spill was the sea otter—an animal that spends much of its time in water. Just over 1,000 dead otters were actually found in the clean-up. This is 2 percent of all sea otters in the area affected by the oil spill. As was true of birds, there probably were more otters that died, but their bodies were not found.

Some sea otter deaths occurred as a result of exposure — because their oil-soaked fur could not protect them from the cold. Others died because they swallowed oil while cleaning themselves or ate oil-contaminated fish.

Seals may also have died as a result of the spill. Scientists do not yet know what the long-term effect, if any, will be on this animal.

In addition to deaths which occurred immediately after the oil spill, there may be other later effects of the spill on animals. It is not yet known, for example, whether animals that did not die will have shorter life spans than they normally would have had or whether there will be fewer births among female animals affected by the spill.

It is also not yet known what long-term effect, if any, there will be on animals because of other damage to their environment. All of this requires further study, although experts are hopeful that animal life in the area will eventually return to its original condition.

EFFECT ON MARINE LIFE

It is not possible to determine yet the total effect the oil spill had on under-water life in the Sound. Scientists believe that some kinds of sea life were affected by the oil, including those that spend time in shallow water.

Sea life which lives and feeds on the bottom of the ocean is affected by oil sediments which have collected on the ocean bottom. The seriousness of these effects is still being studied.

EFFECT ON SMALLER ANIMALS AND PLANTS

Smaller animals and plants, including some that can only be seen with a microscope, affect the entire environment since they are the base of the food chain — that is, other animals rely on them for food.

On the beaches most affected by the spill, there was some oil-caused damage to smaller animals and plants that lived on the rocks and in the sand. There may have been further damage caused by the process of cleaning the beaches. The extent of the damage is still under study.

Smaller animals and plants are expected to recover from the damage done by the spill, although no one knows how long it will take.

How much would your household have been willing to pay each year since 1977, in higher prices, to make certain that the 1989 Valdez oil spill would never have happened?

**START
HERE →**

①
\$

②
\$

④
\$

③
\$

**A Program to Reduce the Chance of Another Serious Oil
Spill Near the Valdez Oil Pipeline in Alaska**

Currently - Scientists predict that serious oil spills
in that area of Alaska will continue at
the rate of about one within 15 years.

Proposed - Oil tanker safety program.

Result - Would reduce the chance of serious spills
by half--to once within 30 years.

PROPOSAL A

A program, starting in 1977,

- * To reduce air pollution across the country by 20%, by limiting emissions from factories and cars.**

PROPOSAL B

Programs, starting in 1977,

- * To reduce air pollution across the country by 20%, by limiting emissions from factories and cars.**

AND

- * To reduce the dangers of toxic wastes by cutting toxic dumping into landfills and groundwater by half.**

PROPOSAL C

Programs, starting in 1977,

- * To reduce air pollution across the country by 20%, by limiting emissions from factories and cars.**

AND

- * To reduce the dangers of toxic wastes by cutting toxic dumping into landfills and groundwater by half.**

AND

- * To provide a safety program for tankers leaving the Valdez oil terminal in Alaska, preventing the 1989 oil spill and all future large spills in Prince William Sound.**

**SUMMARY:
HIGHEST AMOUNT, PER YEAR, FOR WHICH YOU WOULD
HAVE VOTED "YES", FOR THE 3 PROPOSALS**

Proposal A	
Proposal B	
Proposal C	

Amount extra for tanker safety program	
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PROPOSED ENVIRONMENTAL PROGRAMS

Program 1 Reduces the Rivers, Lakes and Coastal Waters that are Unsafe for Swimming, Fishing, and Harvesting Shellfish by One Third

Program 2 Reduces the Effect of Air Pollution on Visibility by One Half and on People's Health by One Third.

Program 3 Doubles the Amount of Protected "Wilderness Areas" and "Wild and Scenic Rivers".

Program 4 Improves the Quality of Household Water Supply to Meet EPA Standards for 2 Million More Households.

Program 5 Reduces the Chance of Another Serious Oil Spill Near the Valdez Oil Pipeline Terminal in Alaska by One Half.

Program 6 Reduces the Amount of Trash and Garbage in Landfills by More Than One Third.

Program #1 — To Improve Water Quality in Rivers, Lakes, and Coastal Areas

- Currently**
- 85% are safe for swimming, fishing, and harvesting shell fish.
 - 15% are *not* safe for swimming, fishing, and harvesting shell fish.

- Proposed**
- Reduce pollutants released into these waters by 20%.

- Result**
- 1/3 of the rivers, lakes and coastal areas that are now unsafe would be made safe for swimming, fishing and harvesting shell fish. That is, 90% of all rivers, lakes and coastal areas would be safe for these activities.

Program #2 — To Reduce Air Pollution

Currently Air Pollution...

- Reduces visibility by 20%.
- Causes more than a million and a half people, each year, to suffer chronic illness.
- Causes 100,000 people, each year, to die early.

Proposed • Reduce emissions from cars and factories by 20%.

Result Air Pollution...

- Would reduce visibility by only half as much--that is, by 10%.
- Would cause one-third fewer people to suffer chronic illness.
- Would cause one-third fewer people to die early.

Program #3 — To Increase the Amount of "Wilderness Areas" and "Wild and Scenic Rivers"

- Currently**
- 7,000 miles of streams and rivers are protected as "scenic" or "wild and scenic."
 - 50,000 square miles of land are protected as "wilderness areas."

- Proposed** Set aside...
- Additional 7,000 miles of streams and rivers.
 - Additional 50,000 square miles of land.

- Result**
- Twice as many miles of "scenic" or "wild and scenic" streams and rivers--or a total of 14,000 miles.
 - Twice as many square miles of "wilderness areas"--or a total of 100,000 square miles.

Program #4 — To Improve the Quality of Household Water Supply.

Currently • 8 million American households use water systems that fall below EPA standards.

Proposed • Better treatment of industrial and municipal waste that is released into inland waters.

Result • Would reduce the number of households using sub-standard tap water by one quarter--that is 2 million more households would have water systems that meet EPA standards.

Program #5 — To Reduce the Chance of Another Serious Oil Spill Near the Valdez Oil Pipeline in Alaska

Currently • Scientists predict that serious oil spills in that area of Alaska will continue at the rate of about one within 15 years.

Proposed • Oil tanker safety program.

Result • Would reduce the chance of serious spills by half--to once within 30 years.

Program #6 — To Reduce the Amount of Trash and Garbage in Landfills

- Currently**
- 477 million tons of garbage are dumped into a typical urban county's landfills every year.
 - Average landfill will need to be closed in 5 years.

- Proposed** Reduce garbage by...
- More local recycling by citizens.
 - Improving technologies that sort collected trash for recycling.
 - Improving technologies for using recycled garbage.

- Result**
- Reduce amount of garbage dumped into landfills by one third.
 - Reduce future need for landfill space by one third.

WORKSHEET

PROGRAM

Highest Acceptable Cost per Year

Revised

1. Improve water quality in rivers, lakes and coastal areas		
2. Reduce air pollution		
3. Increase "wilderness" areas and "wild and scenic" rivers		
4. Improve quality of household water supply		
5. Reduce the chance of another serious oil spill near Valdez oil pipeline terminal in Alaska		
6. Reduce the amount of trash and garbage in landfills		
7. Other:		
TOTAL COST FOR ALL PROGRAMS		