

Marginals*
Likely Voters in Midwestern States
N=750 (150 in each state)
August 22 to 24, 2005

	Upper Midwest	Minn
Man.....	50%	50%
Woman	50%	50%
Weighted Percentages		
Illinois (150 interviews)	32%	
Iowa (150 interviews).....	9%	
Michigan (150 interviews)	27%	
Minnesota (150 interviews).....	16%	
Wisconsin (150 interviews).....	17%	

Hello. My name is _____ and I am calling long distance from Finch Research, a national public opinion firm. We are not selling anything. We are conducting a very brief survey about issues facing people in the Midwest, and this number was selected at random.

Q1a. [SCREENER] According to my instructions, I am to interview the youngest man [ALTERNATE WITH: YOUNGEST WOMAN, OLDEST MAN, OLDEST WOMAN] in your household who is registered to vote at this address. Would that be you? [ON FIRST TWO NIGHTS, CALL BACK TO REACH DESIGNATED PERSON]

Registered..... [CONTINUE]
 Not registered..... [TERMINATE, KEEP COUNT]

[IF RESPONDENT IS SUSPICIOUS OR WARY, YOU MAY WANT TO SAY SOMETHING LIKE:] We are not selling anything, and I will not ask you for a contribution or donation. This will take less than 10 minutes of your time. Your phone number was randomly selected by our computer, and we don't know who you are or where you live."

[IF RESPONDENT ASKS HOW LONG IS THE INTERVIEW, SAY:] It depends on how much you have to say. It will probably take less than 10 minutes. Would you like me to call back at a more convenient time?

Q1b. [SCREENER] Regardless of what you did in the last election, which of the following best describes how frequently you vote—Do you always vote in every election, vote in almost every election, vote in about half the elections, vote only occasionally or almost never vote?

	Upper Midwest	Minn
Always vote.....	48%	48%
Almost every election.....	40%	41%
Vote in half.....	11%	11%
Only Occasionally		[TERMINATE, KEEP COUNT]
Almost Never		[TERMINATE, KEEP COUNT]
[OTHER].....		[TERMINATE, KEEP COUNT]

** Percentages may not add to 100% due to rounding. Quotas were set for 150 RDD interviews for each state. Data was then weighted to match the number of likely voters in each state. Quotas were also set for gender within each state. In these marginals and in the analysis, data are weighted within each state by gender, age, income and party. Sampling error at the 95% level of confidence for each group on a question where adults are evenly divided is plus or minus 3.6% for 750 interviews and plus or minus 8.0% for 150 interviews.*

Q2. First, have you heard, read, or seen anything about mercury poisoning in fish or in rivers and lakes in your state in the past year?

	Upper Midwest	Minn
Yes, heard, read or seen.....	65%	63%
No, not heard read or seen.....	28%	32%
[NOT SURE]	7%	6%

Q3. Do you favor or oppose reducing the level of mercury poisoning in the rivers and lakes in your state by requiring all coal burning power plants in your state to adopt existing technology that will reduce the level of mercury being emitted from their smokestacks?

[IF CHOICE] Do you [FAVOR/OPPOSE] it strongly or somewhat?

[IF UNDECIDED, ASK:] Which way do you lean? Do you lean towards favoring or opposing requiring coal burning power plants in your state to adopt existing technology?

	Upper Midwest	Minn
Strongly favor.....	49%	43%
Somewhat favor.....	19%	20%
Lean favor.....	5%	8%
[NOT SURE]	16%	24%
Lean oppose.....	2%	2%
Somewhat oppose.....	3%	1%
Strongly oppose.....	5%	3%

Q4. I am going to read you arguments for and against requiring power plants to adopt existing technology that will control and lower the amount of mercury being emitted from smokestacks. After listening to them, please tell me whether you think supporters or opponents have the stronger argument.

[ROTATE; READ THE FOLLOWING ARGUMENTS SLOWLY]

- a. Supporters cite research that clearly shows the primary cause of mercury poisoning in fish to be mercury emissions from coal-burning smokestacks, and the primary cause of mercury in humans is through eating fish. One-in-six women of child-bearing age has mercury levels high enough to put a baby at risk of mercury poisoning. The technology for reducing mercury emissions is affordable, removes 90% of the mercury from emissions, and is already required in some states. Supporters argue that the Bush Administration's new mercury emissions rules actually weaken, not strengthen, the Clean Air Act—making it necessary for states to step up to end the pollution in their state.
- b. Opponents say that state mandates for new technology are costly and unnecessary government regulations that increase the cost of electricity for everyone. They argue that the Environmental Protection Agency has, for the first time, issued new rules that will lower mercury emissions in a more cost-effective way by providing flexibility that allows some plants to avoid cutting mercury pollution as long as overall emissions nationwide are reduced. They argue that states should let these new federal requirements work before imposing their own patchwork of costly rules and regulations.

Who has the stronger argument—the supporters or the opponents?

[IF CHOICE] Would that be much stronger or somewhat stronger?

	Upper Midwest	Minn
Supporters—much stronger.....	45%	42%
Supporters—somewhat stronger	28%	34%
[NO DIFFERENCE].....	3%	3%
Opponents—somewhat stronger	10%	10%
Opponents—much stronger.....	6%	5%
[NOT SURE]	8%	7%

Q5. I am going to list some facts about mercury poisoning. After hearing each, please tell me whether it concerns you the most, concerns you a great deal, some, not too much, or not at all.

[RANDOM START; READ FIRST ITEM] Does this fact concern you the most, a great deal, some, not too much, or not at all?

[REPEAT **BOTH** THE PREVIOUS SENTENCE AND CHOICES FOR THE FIRST 2 ITEMS AND AS NECESSARY.]

	Most	Great Deal	Some	Not Too Much	Not At All	[NOT SURE]
a. The federal government finalized a plan that puts three times more mercury pollution into the air for decades longer than what is allowable under a strong enforcement of the Clean Air Act.						
Upper Midwest	17%	46%	25%	8%	2%	2%
Minnesota	18%	46%	24%	6%	2%	4%
b. The EPA estimates that one-in-six U.S. women of childbearing age has a mercury level in her blood stream high enough to put her baby at risk—enough to put six hundred and thirty thousand newborn children at risk each year						
Upper Midwest	29%	39%	22%	6%	2%	2%
Minnesota	28%	40%	20%	3%	2%	7%
c. The National Research Council has affirmed that the main risk from exposure to mercury comes from eating fish and seafood.						
Upper Midwest	16%	38%	29%	11%	4%	1%
Minnesota	23%	43%	23%	6%	4%	1%
d. The EPA's own Inspector General reports that the federal government overlooked the health effects of mercury, sided with the utility industry, and violated the Clean Air Act when making its new mercury emissions rule.						
Upper Midwest	22%	42%	21%	9%	2%	3%
Minnesota	31%	40%	16%	6%	3%	4%

	Most	Great Deal	Some	Not Too Much	Not At All	[NOT SURE]
e. A study at Mt. Sinai Medical Center that was funded by the National Institute of Health found the health care costs that stem from the impact of mercury on developing fetuses amounts to 1.3 billion dollars a year.						
Upper Midwest	31%	38%	22%	6%	1%	2%
Minnesota	29%	44%	21%	2%	1%	3%
f. Mercury damages brain development and the nervous system in children and can lead to cerebral palsy, autism, and mental retardation						
Upper Midwest	39%	36%	15%	6%	1%	2%
Minnesota	37%	37%	21%	1%	1%	3%
g. Emissions from coal burning plants deposit mercury in local lakes. For example, recent research on mercury in the Great Lakes found that nearly one-half of the mercury deposited in Lake Michigan comes from power plants within sixty miles from the lake						
Upper Midwest	19%	46%	22%	7%	3%	2%
Minnesota	20%	48%	21%	5%	3%	3%
h. Midwestern states, including Michigan and Illinois, have been singled out as the nation's 'hot spots' for having such high levels of mercury in their lakes						
Upper Midwest	21%	43%	23%	9%	2%	1%
Minnesota	13%	49%	25%	9%	2%	3%
i. The FDA and EPA issued a joint recommendation that women of childbearing age and children avoid certain kinds of fish like tuna because of the dangerous levels of mercury found in them.						
Upper Midwest	18%	46%	23%	10%	3%	1%
Minnesota	21%	49%	21%	4%	2%	3%

Q6. Sometimes people change their minds over a course of a survey. Considering what you have just heard, do you favor or oppose reducing the level of mercury poisoning in the rivers and lakes in your state by requiring all coal burning power plants in your state to adopt existing technology that will reduce the level of mercury being emitted from their smokestacks?

[IF CHOICE] Do you [FAVOR/OPPOSE] it strongly or somewhat?
 [IF UNDECIDED, ASK:] Which way do you lean? Do you lean towards favoring or opposing requiring coal burning power plants in your state to adopt existing technology?

	Upper Midwest	Minn
Strongly favor.....	55%	52%
Somewhat favor.....	21%	28%
Lean favor.....	5%	6%
[NOT SURE]	6%	6%
Lean oppose.....	3%	2%
Somewhat oppose.....	5%	2%
Strongly oppose.....	5%	5%

Q7. Do you want your Governor and State Legislature to take the lead and pass legislation that will go beyond the new standards establish the federal government and will require all coal burning power plants to adopt existing technology that will reduce the level of mercury being emitted from their smokestacks?

	Upper Midwest	Minn
Yes.....	69%	72%
No.....	17%	10%
[NOT SURE]	14%	17%

Q8. I am going to read you some actions that people can take. After each, please tell me if you feel strongly enough about lowering the level of mercury in rivers and lakes that you would be willing to take this action. [READ ITEM; DO NOT ROTATE]

	Yes	No	[NOT SURE]
a. Write your governor or state legislator to get them to change the law			
Upper Midwest	48%	35%	18%
Minnesota	47%	31%	22%
b. Vote <u>against</u> a politician who does <u>not</u> actively support legislation that would reduce mercury emissions from smokestacks			
Upper Midwest	56%	25%	19%
Minnesota	57%	21%	23%
c. Get your own hair tested for mercury levels, in order to see how much mercury is in your body			
Upper Midwest	39%	42%	18%
Minnesota	41%	39%	20%

My last questions are so that we can group your answers with those in similar groups.

D1. What is your age? [CODE ACTUAL AGE. REFUSED=99]

AGE: __ __

	Upper Midwest	Minn
17-29 years old	18%	20%
30-39 years old	19%	21%
40-49 years old	20%	19%
50-64 years old	26%	25%
65+ years old	15%	14%
[REFUSED].....	1%	2%

D2. Do you or does anyone in your family fish in local rivers or lakes?

	Upper Midwest	Minn
Yes	41%	56%
No	58%	43%
[NOT SURE]	1%	1%

D3. How often do you eat fish—at least once a week, two or three times a month, about once a month, several times a year or hardly ever?

	Upper Midwest	Minn
At least once a week	12%	14%
Two or three times a month.....	22%	26%
About once a month	19%	20%
Several times a year.....	22%	22%
Hardly ever	22%	15%
[NOT SURE]	3%	2%

D4. Would you describe the community where you live as a city, suburb, small town, or rural area?
[IF RESPONDENT IS UNSURE BETWEEN SMALL TOWN AND RURAL AREA, CIRCLE SMALL TOWN AND CONTINUE; DIFFERENCE BETWEEN SMALL TOWN AND RURAL AREA IS NOT IMPORTANT]

	Upper Midwest	Minn
City	27%	23%
Suburb.....	28%	44%
Small town.....	36%	27%
Rural area.....	9%	6%
[NOT SURE]	0%	1%

D5. What is the last year of schooling that you have completed? [DO NOT READ CHOICES]

	Upper Midwest	Minn
Never completed high school	3%	0%
High school graduate.....	36%	37%
Non-college, post HS (e.g., Technical)	8%	11%
Some college, 2 yr college	22%	17%
Four-year college graduate.....	27%	29%
Post-graduate work.....	3%	7%
[DK/NA]	0%	0%

D6. When it comes to politics in general, do you consider yourself a liberal, a conservative, or a moderate?

[IF MODERATE:] Do you think of yourself as closer to being liberal or closer to being conservative?

	Upper Midwest	Minn
Liberal.....	15%	21%
Mod- liberal	17%	18%
Moderate.....	28%	24%
Mod- conservative	15%	17%
Conservative.....	21%	18%
[OTHER/NOT SURE]	4%	2%

D7. Regardless of how you are registered, do you generally think of yourself as a Democrat, a Republican, or an independent? [IF MINNESOTA RESPONDENT SAYS "D-F-LER" OR "DEMOCRAT-FARM-LABOR," CHOOSE DEMOCRAT]

	Upper Midwest	Minn
Democrat	40%	41%
Independent	22%	23%
Republican	33%	34%
[ELSE/OTHER/NOT SURE/REFUSED]	5%	3%

D8. If you added together the yearly income of all the people who were living in your household last year, before taxes, would the total be: Less than \$20,000; \$20,000 to under \$30,000; \$30,000 to under \$40,000; \$40,000 to under \$50,000; \$50,000 to under \$60,000; \$60,000 to under \$70,000, \$70,000 to under \$100,000; \$100,000 or over? [PROBE]

	Upper Midwest	Minn
Less than \$20,000	6%	4%
\$20,000-\$29,999	14%	14%
\$30,000-\$39,999	8%	7%
\$40,000-\$49,999	12%	11%
\$50,000-\$59,999	18%	17%
\$60,000-\$69,999	17%	18%
\$70,000-\$99,999	12%	13%
\$100,000+	3%	4%
[REFUSED/NOT SURE]	11%	13%

[PROBE; DO NOT ACCEPT A REFUSAL EASILY]

Thank you very much.