NATIONWIDE POLLINATORS ISSUES SURVEY
320-620-WT
N=1100
MARGIN OF SAMPLING ERROR ±3.0% (95% CONFIDENCE INTERVAL)

METHODOLOGY
Nationwide telephone survey of 1,100 randomly-selected adults over the age of 18. Interviews conducted between August 20-28, 2014. Interviews on both landlines and cell phones. Margin of sampling error of +/- 3.0 percent at a 95 percent confidence interval; error margin for population subgroups will be higher. Some percentages may not sum to 100% due to rounding.

QUESTIONS
I am going to read you a series of issues. After I mention each one, please tell me whether you personally consider it to be an extremely serious problem, very serious problem, somewhat serious problem or really not a problem at all. (RANDOMIZE)

[ ]a. Jobs and the economy --------------------------------------------- 35%----- 39% ---- 20% ---- 5%-------1%  75%
[ ]b. Climate change ---------------------------------------------------- 20%----- 26% ---- 29% ---- 23%------1%  46%

(ASK SPLIT SAMPLE A ONLY)
[ ]c. The cost of health care ------------------------------------------- 42%----- 34% ---- 16% ---- 6%-------1%  76%
[ ]d. The declining population of honeybees and other species which pollinate crops --------------- 26%----- 30% ---- 27% ---- 11%-------6%  56%
[ ]e. Food prices------------------------------------------------------- 17%----- 30% ---- 38% ---- 13%------2%  47%

(ASK SPLIT SAMPLE B ONLY)
[ ]f. The condition of the nation’s infrastructure, including roads, bridges and highways --------------- 19%----- 31% ---- 35% ---- 14%-------1%  50%
[ ]g. The declining population of monarch butterflies along with other pollinating species --------------- 17%----- 24% ---- 31% ---- 21%-------7%  41%
[ ]h. Gas prices-------------------------------------------------------- 27%----- 28% ---- 33% ---- 12%------0%  55%

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[Image of bar charts for each question, showing percentage of responses for each severity level.]
Before taking this survey, have you recently read, seen or heard anything about the declining population of honeybees and other species which pollinate crops? (IF YES, ASK: “Would you say you have read, seen or heard a lot about this issue or a little?”)

- Yes, a lot ----------------- (ASK Q5) -- 27%
- Yes, a little ----------------- (ASK Q5) -- 41%
- No ----------------------------- 32%
- Don’t know/NA ----------------------- 0%

How important do you think honeybees and other pollinators are to our nation’s food supply: extremely important, very important, somewhat important or not too important?

EXTREMELY/VERY ------------------ 86%
- Extremely important -------------- 56%
- Very important ----------------- 30%

Somewhat important ------------------ 10%
- Not too important ---------------- 2%
- Don’t know/NA ----------------------- 1%

Which of the following do you think is causing the decline of the population of honeybees and other species, which pollinate crops?

- Primarily human behavior, including increased use of pesticides -------- 70%

OR

- A natural predator of bees or some other change in the ecosystem, but not human behavior ----------------------------------- 14%

- Both -------------------------------------- 6%
- Neither ------------------------------------ 1%
- DK/NA ------------------------------------- 8%
DEMOGRAPHICS

What was the last level of school you completed?

Grades 1-8---------------------------------------------------------- 1%
Grades 9-11 -------------------------------------------------------- 3%
High school graduate (12) ------------------------------------------ 24%
Community college/some college/Business/Vocational school ---------------- 26%
College graduate (4) ------------------------------------------------ 28%
Post-graduate work/professional school ------16%
(DON'T READ) Refused ------------------------------- 2%

Next, can you tell me in what year you were born?

1996-1990 (18-24) ----------------------------------------------- 8%
1989-1985 (25-29) ----------------------------------------------- 7%
1984-1980 (30-34) ----------------------------------------------- 7%
1979-1975 (35-39) ----------------------------------------------- 8%
1974-1970 (40-44) ----------------------------------------------- 10%
1969-1965 (45-49) ----------------------------------------------- 9%
1964-1960 (50-54) ----------------------------------------------- 9%
1959-1955 (55-59) ----------------------------------------------- 10%
1954-1950 (60-64) ----------------------------------------------- 9%
1949-1945 (65-69) ----------------------------------------------- 7%
1944-1940 (70-74) ----------------------------------------------- 6%
1939 or earlier (75 & over) ------------------------------- 10%
(DON'T READ) Refused ----------------------------------------------- 3%

With which racial or ethnic group do you identify yourself? (READ RESPONSES)

Hispanic or Latino ----------------------------------------------- 13%
Anglo/White ----------------------------------------------- 63%
African-American or Black ------------------------------------------ 10%
Asian ----------------------------------------------- 5%
Something else ----------------------------------------------- 4%
(DON'T READ) Refused/NA ----------------------------------------------- 5%

SEX (BY OBSERVATION):

Male ----------------------------------------------- 48%
Female ----------------------------------------------- 52%

CENSUS REGION (4)

Northeast ----------------------------------------------- 18%
Midwest ----------------------------------------------- 21%
South ----------------------------------------------- 37%
West ----------------------------------------------- 24%
Mid-Atlantic ----------------------------------------------- 12%
East North Central ----------------------------------------------- 13%
West North Central ----------------------------------------------- 8%
South Atlantic ----------------------------------------------- 17%
East South Central ----------------------------------------------- 7%
West South Central ----------------------------------------------- 13%
Mountain ----------------------------------------------- 8%
West ----------------------------------------------- 16%

CENSUS DIVISION (9)

New England ----------------------------------------------- 6%
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This independent poll was commissioned by Center for Food Safety, Xerces Society and Ceres Trust.