

**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)**

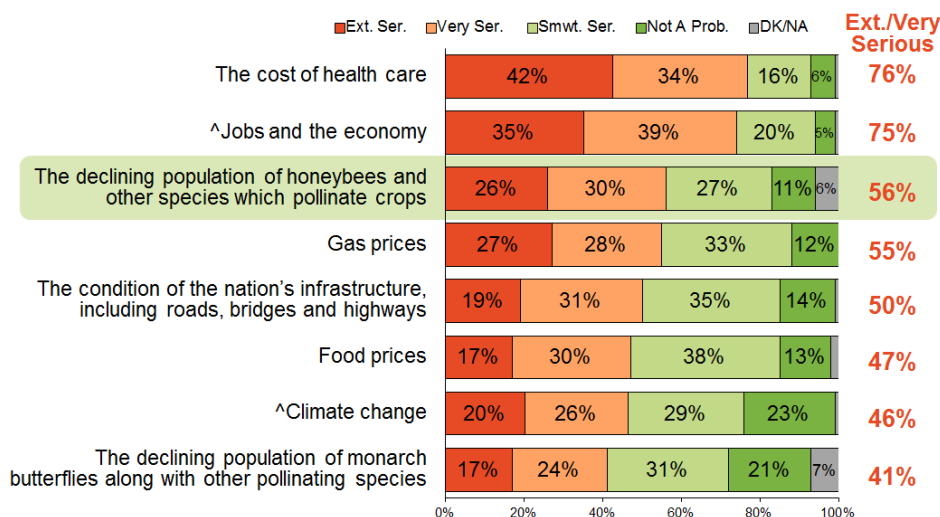
|                                  | <b>EXT<br/>SER<br/>PROB</b> | <b>VERY<br/>SER<br/>PROB</b> | <b>SMWT<br/>SER<br/>PROB</b> | <b>NOT<br/>A<br/>PROB</b> | <b>(DON'T<br/>READ)<br/>DK/NA</b> | <b>EXT/<br/>VERY</b> |
|----------------------------------|-----------------------------|------------------------------|------------------------------|---------------------------|-----------------------------------|----------------------|
| [ ]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<br>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,<br>including roads, bridges and highways -----  | 19% | 31% | 35% | 14% | 1% | 50% |
| [ ]g. The declining population of monarch butterflies<br>along with other pollinating species ----- | 17% | 24% | 31% | 21% | 7% | 41% |
| [ ]h. Gas prices -----  | 27% | 28% | 33% | 12% | 0% | 55% |

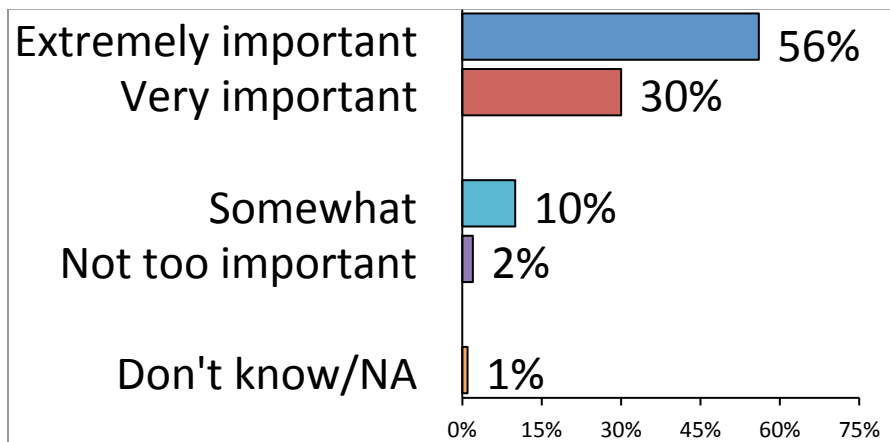


Before taking this survey, have you recently read, seen or heard anything about the declining population of honeybees and other species which pollinate crops? (IF YES, ASK: "Would you say you have read, seen or heard a lot about this issue or a little?")

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/<br>Vocational school ----- | 26% |
| College graduate (4) -----  | 28% |
| Post-graduate work/professional school -----                        | 16% |
| <b>(DON'T READ)</b> 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) ----- | 7%  |
| <b>(DON'T READ)</b> 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%  |
| <b>(DON'T READ)</b> 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% |
|-------------------|----|

**REGION (7)**

|                     |     |
|---------------------|-----|
| Northeast-----      | 20% |
| Midwest-----        | 13% |
| South-----          | 23% |
| South Central-----  | 12% |
| Central Plains----- | 8%  |
| Mountain-----       | 8%  |
| West-----           | 16% |

**SPLITS**

|              |     |
|--------------|-----|
| A Split----- | 50% |
| B Split----- | 50% |
| C Split----- | 50% |
| D Split----- | 50% |

This independent poll was commissioned by Center for Food Safety, Xerces Society and Ceres Trust.