

1724 Connecticut Avenue, NW
Washington, DC 20009
(202) 234-5570

Interviews: 803 voters
Dates: June 2-5, 2010

FINAL

Study #9877
NPCA Survey
June 2010

48 Male 52 Female [109]

Please note: all results are shown as percentages unless otherwise stated.

1. Are you currently registered to vote at this address?

Registered	100	CONTINUE	[138]
Not registered	-	TERMINATE	
Not sure	-		

2. All in all, do you think that things in the nation are generally headed in the right direction, or do you feel that things are off on the wrong track?

	<u>6/10</u>	<u>3-4/09</u>	[143]
Headed in the right direction	27	42	
Off on the wrong track	58	41	
Mixed (VOL)	11	11	
Not sure.....	4	6	

3. If you heard the phrase "America's Great Outdoors" being discussed in the news, which ONE or TWO of the following places would you most associate with the phrase "America's great outdoors?" (IF "MORE THAN TWO," ASK:) Well, if you had to choose just two, which would you choose?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

National parks.....	53	[144]
State parks	24	>
Forests	23	
Rivers and streams.....	18	
Seashores and lakes.....	16	
Neighborhood parks	7	
Farms and ranches.....	6	
Not sure/refused.....	2	

4. I am going to mention some concerns people have expressed related to America's scenic and natural places, and how people relate to America's great outdoors. I'd like you to rate how important each of these concerns is to you personally, using a zero-to-ten scale. On this scale, a ten means you consider something to be a very important concern, a zero means it is not an important concern at all, and a five is in the middle. You may use any number from zero to ten.

THIS TABLE HAS BEEN RANKED BY THE HIGHEST MEAN SCORE

	<i>Mean</i>	Very Important Concern <u>9-10</u>	<u>7-8</u>	<u>5-6</u>	Not An Important Concern At All <u>0-4</u>	Cannot Rate	
Many of our seashores, rivers, lakes, and streams are becoming polluted	8.3	60	21	10	8	1	[151-152]
Children are spending less time playing outside, learning about our natural environment, and connecting to the outdoors just down the street or outside of town	8.1	52	28	13	7	-	[155-156]
Farms, ranches, forests, and other valuable natural resources are disappearing at an alarming rate	7.7	45	28	17	9	1	[147-148]
We are at risk of leaving the parks, wild places, and open spaces we grew up with and cherish to our children in worse shape than we received them.....	7.7	44	29	16	10	1	[153-154]
We are losing touch with too many of the places and proud traditions that have helped to make America special.....	7.6	41	30	20	8	1	[145-146]
Families are spending less time together enjoying the outdoors and exploring the natural world around them.....	7.4	35	35	20	9	1	[149-150]

5. Of the items I just read, please tell me which ONE or TWO concern you the most? (IF "MORE THAN TWO," ASK:) Well, if you had to choose just one or two, which would you choose?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

Many of our seashores, rivers, lakes, and streams are becoming polluted	34	[157]
Children are spending less time playing outside, learning about our natural environment, and connecting to the outdoors just down the street or outside of town	32	>
Farms, ranches, forests, and other valuable natural resources are disappearing at an alarming rate	28	
Families are spending less time together enjoying the outdoors and exploring the natural world around them	25	
We are losing touch with too many of the places and proud traditions that have helped to make America special	16	
We are at risk of leaving the parks, wild places, and open spaces we grew up with and cherish to our children in worse shape than we received them	16	
Other (VOL).....	-	
None (VOL).....	-	
Not sure/refused.....	1	

6. Let me read you a quote from a recent newspaper article that you may have seen, and then ask you a question about it.

Across America, communities are uniting to protect the places they love, and developing new approaches to saving and enjoying the outdoors. They are bringing together farmers and ranchers, land trusts, recreation and conservation groups, sportsmen, community park groups, governments and industry, and people from all over the country to develop new partnerships and innovative programs to protect and restore our outdoors legacy.

When you hear about these developments, is your reaction very favorable, somewhat favorable, neutral, somewhat unfavorable, or very unfavorable?

Very favorable	42	[158]
Somewhat favorable	29	
Neutral	16	
Somewhat unfavorable	6	
Very unfavorable	4	
Not sure	3	

- 7a. President Obama recently established a national effort called the America's Great Outdoors initiative. I'm going to read you some of the initiative's objectives, and for each, please tell me how important you think that objective is using a zero-to-ten scale, on which a ten means it is extremely important, a zero means it is not important at all, and a five is in the middle. You may use any number from zero to ten.

THIS TABLE HAS BEEN RANKED BY THE HIGHEST MEAN SCORE

	<i>Mean</i>	Extremely Important			Not An Important Concern At All	Cannot	
		<u>9-10</u>	<u>7-8</u>	<u>5-6</u>	<u>0-4</u>	<u>Rate</u>	
Use science-based management practices to restore and protect our lands and waters for future generations	8.0	51	27	13	8	1	[167-168]
Promote community-based recreation and conservation to protect and preserve local parks, greenways, beaches, and waterways.....	7.9	47	30	16	6	1	[161-162]
Reconnect Americans, especially children, to America's rivers and waterways, landscapes of national significance, ranches, farms and forests, great parks, and coasts and beaches	7.9	46	33	14	6	1	[159-160]
Support existing programs and projects that educate and engage Americans in our history, culture, and natural bounty.....	7.6	42	29	20	8	1	[165-166]
Advance job and volunteer opportunities related to conservation and outdoor recreation	7.4	39	30	21	9	1	[163-164]

- 7b/c. And thinking about these objectives overall, would you say you support or oppose the America's Great Outdoors Initiative? (IF "SUPPORT/OPPOSE," ASK:) Do you strongly (support/oppose) or somewhat (support/oppose)?

Support	84	
Strongly.....	55	[169-170]
Not strongly.....	29	
Oppose	8	
Not strongly.....	4	
Strongly.....	4	
Not sure	8	

8. I'm going to read several places where this initiative might focus its efforts. For each place, would you say it should be the centerpiece of the initiative, an important focus, a secondary focus, a minor focus, or not a focus at all?

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY CENTERPIECE

	Centerpiece	Important Focus	Secondary Focus	Minor Focus	Not A Focus At All	Not Sure	
Seashores, rivers, lakes, and streams....	47	37	10	3	2	1	[175/211]
National parks.....	43	37	14	3	2	1	[171/180]
Forests	34	41	17	4	3	1	[174/210]
Wilderness areas that are not yet protected from development.....	33	34	16	8	7	2	[177/213]
State parks	30	45	17	4	3	1	[172/208]
Wildlife refuges	30	36	23	6	4	1	[176/212]
Farms and ranches.....	25	37	24	9	4	1	[173/209]
Neighborhood parks in urban areas **....	23	40	24	7	5	1	[215]
Neighborhood parks *	22	35	27	10	5	1	[179]
Game areas.....	13	27	32	16	10	2	[178/214]

* Asked of one-half the respondents (FORM A).
** Asked of one-half the respondents (FORM B).

Changing subjects. . .

- 9a. When you think about the major national parks such as Yellowstone National Park, Grand Canyon National Park, and the Everglades National Park, how important do you think it is for the federal government to protect and support those parks—extremely important, quite important, somewhat important, not that important, or not important at all?

	6/10	3-4/09	2/08	
Extremely important	69	60	55	[216]
Quite important.....	19	21	28	
Somewhat important	10	16	15	
Not that important	1	1	1	
Not important at all	1	2	1	
Not sure.....	-	-	-	

- 9b. And when you think about the historic places and monuments that are part of the National Park System, such as Gettysburg National Battlefield, the Statue of Liberty, or Golden Gate National Recreation Area, how important do you think it is for the federal government to protect and support those historic places and monuments--extremely important, quite important, somewhat important, not that important, or not important at all?

	6/10	3-4/09	2/08	
Extremely important	58	56	53	[217]
Quite important.....	26	26	31	
Somewhat important	13	15	14	
Not that important	2	2	1	
Not important at all	1	1	1	
Not sure.....	-	-	-	

10. I'm going to read you two statements that some people have said about the America's Great Outdoors Initiative that I mentioned. After I read them, please tell me whether the FIRST statement or the SECOND statement comes closer to your own views, even if neither is exactly right.

(STATEMENT A:) National parks are vital to this new plan to preserve America's great outdoors. National parks play a central and crucial role in the conservation of our land, our water, our heritage, and our wildlife, and they can also help America's youth and families lead healthier lives and better connect to the natural world and to each other. OR

(STATEMENT B:) National parks are not vital to this new plan to preserve America's great outdoors. The initiative should focus instead on places close to home like local rivers and streams, neighborhood parks, and farms. These are the kinds of places Americans interact with nearly every day, and they don't get as much attention as national parks already do.

Which one of these statements comes closer to your own view? **(IF RESPONDENT MAKES A CHOICE, ASK:)** Is that much closer to your own view or just somewhat closer?

Statement A/National Parks Are Vital	55	
Much closer.....	37	[218]
Just somewhat closer.....	18	
Statement B/National Parks Are Not Vital	37	
Just somewhat closer.....	20	
Much closer.....	17	
Both equally (VOL).....	6	
Neither (VOL).....	1	
Not sure.....	1	

11. How much would you say you know about the issues facing our national parks today—a great deal, quite a bit, some, or not too much?

	<u>6/10</u>	<u>3-4/09</u>	<u>2/08</u>	
Know a great deal	6	5	7	[219]
Know quite a bit.....	22	14	18	
Know some.....	47	44	42	
Do not know too much.....	24	37	33	
Not sure.....	1	-	-	

12. I'm going to list several reasons that people have given for making national parks a major element of the conservation initiative we discussed earlier. For each, please tell me how important that reason is for making the national parks a major element of this initiative—very important, fairly important, just somewhat important, not that important, or not important at all?

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY VERY OR FAIRLY IMPORTANT REASON

	Important Reason					Not Sure	
	Very	Fairly	Just Some-what	Not That	Not At All		
National parks provide us with some of the most beautiful, majestic, and awe-inspiring places on earth, but funding for our national parks has not been keeping up with what is required to adequately maintain the park system. National parks should be honored, cherished, and cared for, not left to crumble into disrepair	70	16	10	2	1	1	[221/229]
National parks are outdoor classrooms where we learn about and appreciate wildlife, rivers, canyons, and mountains, places to see our history come alive, family vacation destinations, and recreation opportunities in our urban and suburban backyards	60	21	16	1	1	1	[223/231]
Working cooperatively with local partners around the country as well as federal, regional, state, and local agencies, the White House's America's Great Outdoors Initiative will ensure our American national parks are protected for our children and grandchildren to enjoy *	64	16	15	1	3	1	[227]
For more than a century, national parks have been a place where America's families go to reconnect with one another, our national heritage, and mother nature. National parks are central to who we are as Americans, and provide a unique opportunity to create lasting memories, share important lessons about life, and pass on family traditions to the next generation	55	22	18	3	1	1	[225/233]
This initiative underscores the important role our national parks play in protecting and preserving America's wildlife, public lands, and national heritage. National parks provide some of the best means of connecting Americans, young and old, to America's great outdoors, and preserving the natural and cultural diversity of our nation	55	21	19	3	1	1	[224/232]
Working cooperatively with local partners around the country as well as federal, regional, state, and local agencies, the White House's America's Great Outdoors Initiative will ensure our American national parks are protected from inappropriate development threats and the impacts of climate change **	59	15	15	4	4	3	[235]
Through programs like its Rivers, Trails, and Conservation Assistance program, the National Park Service has a long history of working with cities, suburbs, and small communities across the country on conservation efforts and providing expertise to help conserve rivers, preserve open space, and develop trails and greenways	52	22	21	3	1	1	[222/230]
Our national parks are routes to healthier lifestyles, providing high-quality recreational opportunities that promote improved health for the American public	50	23	21	3	3	-	[226/234]
Many urban communities have national park areas in their own backyards, which provide wonderful opportunities for families to have fun, lead healthier lives, and connect to the natural world.....	50	23	21	2	3	1	[220/228]

* Asked of one-half the respondents (FORM A).

** Asked of one-half the respondents (FORM B).

13. Here are some steps that can be taken to protect and strengthen our national parks, as part of the America's Great Outdoors Initiative. For each one please tell me whether your reaction to each policy is very favorable, somewhat favorable, neutral, somewhat unfavorable, or very unfavorable.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY VERY OR SOMEWHAT FAVORABLE

	Favorable		Neutral	Unfavorable		Not Sure	
	Very	Some-what		Some-what	Very		
Basic guest services in many national parks have suffered due to lack of funding. Historic buildings are falling into disrepair, walking trails are being closed, and parks lack sufficient rangers to safely patrol and provide educational programs. Our national parks need the funds necessary to ensure that park guests enjoy a safe, clean, and rewarding park experience	59	29	7	2	2	1	[241]
To properly celebrate the National Park System's centennial in 2016, we must ensure that national parks receive the funding they need so they are fully restored and ready to serve the country for another hundred years	58	27	10	2	3	-	[237]
We need to safeguard plant and animal species that are in danger of extinction, because wildlife in the national parks does not currently receive adequate protection. Wildlife corridors are especially needed to ensure that critical species such as the American bison can find food and reproduce successfully	60	23	9	3	4	1	[240]
We need to use urban parks to engage young people. At Santa Monica Mountains National Recreation Area in Los Angeles, for example, nearly ten thousand inner-city youth have learned to grow native plants and care for restoration sites. Many of these young people live in poverty, and although the park is within walking distance, most had never been there before entering the program	56	26	12	1	3	2	[238]
We like to think that national parks provide clean, fresh air to park guests and wildlife, but currently one out of three national parks suffers from the effects of air pollution. We need to make sure park air is free from pollution	57	23	10	4	4	2	[242]
We need to ensure that the park system can expand and evolve to more fully represent the history and culture of our diversifying nation. By growing and diversifying our national parks, we can ensure that the park system remains relevant to both current and future generations.....	48	29	13	4	6	-	[243]
Across the country, nearly two million acres of land within national park boundaries are privately owned and run the risk of being developed in ways that would disrupt the park experience for wildlife and visitors alike. Many of these landowners are willing to sell, but we need to make sure national parks have the funding they need to purchase the land.....	49	25	14	4	6	2	[236]
We need to restore urban landscapes to bring natural values and experience to large cities. These areas might then be turned over to state or local governments, or become national parks.....	35	33	18	5	6	3	[239]

14. Thinking back on everything you've heard, would you say that national parks should be the centerpiece of the initiative, an important focus, a secondary focus, a minor focus, or not a focus at all?

Centerpiece	39	[244]
Important focus.....	38	
Secondary focus.....	16	
Minor focus.....	3	
Not a focus at all.....	2	
Not sure.....	2	

15. Our National Park System will be one hundred years old in 2016, just six years from now. How important a goal is it for the president and Congress to ensure that parks receive the funding they need so they are fully restored and ready to serve the country for another hundred years by the National Park System's centennial in 2016--a very important goal, a fairly important goal, just a somewhat important goal, or not that important a goal?

Very important goal.....	50	[245]
Fairly important goal	26	
Just a somewhat important goal	16	
Not that important a goal	7	
Not sure.....	1	

Switching topics somewhat. . .

16. Seventeen billion dollars in revenues, primarily from oil and natural gas leasing, has accumulated during the past several decades in the federal government's Land and Water Conservation Fund. This money was supposed to be spent on land and water conservation and acquisition. I'm going to read two statements about the Land and Water Conservation Fund, and after I read them, please tell me whether the FIRST statement or the SECOND statement comes closer to your own views, even if neither is exactly right.

(Statement A:) Some/Other people say that this money should be spent as originally promised to support parks, seashores, forests, and waterways across the country.

(Statement B:) Some/Other people say that given all the challenges our nation faces today, including large budget deficits, we can't afford to spend more money on land and water conservation and acquisition.

Which statement comes closer to your own view? **(IF RESPONDENT MAKES A CHOICE, ASK:)** Is that much closer or somewhat closer? *

Statement A/Money Should Be Spent As Promised	81	
Much closer.....	60	[246]
Just somewhat closer.....	21	
Statement B/We Can't Afford To Spend More Money	17	
Just somewhat closer.....	9	
Much closer.....	8	
Not sure.....	2	

* Asked of one-half the respondents (FORM A).

17. Seventeen billion dollars in revenues, primarily from oil and natural gas leasing, has accumulated during the past several decades in the federal government's Land and Water Conservation Fund. This money was supposed to be spent on land and water conservation and acquisition. I'm going to read two statements about the Land and Water Conservation Fund, and after I read them, please tell me whether the FIRST statement or the SECOND statement comes closer to your own views, even if neither is exactly right.

(Statement A:) Some/Other people say that this money should be spent as originally promised to support parks, seashores, forests and waterways across the country. They point to the Gulf of Mexico oil spill and the fact that forty national parks and wildlife refuges have been affected by the spill as evidence for why protecting these areas is more important than ever.

(Statement B:) Some/Other people say that given all the challenges our nation faces today, including large budget deficits, we can't afford to spend more money on land and water conservation and acquisition.

Which statement comes closer to your own view? **(IF RESPONDENT MAKES A CHOICE, ASK:)** Is that much closer or somewhat closer? **

Statement A/Money Should Be Spent As Promised	77	
Much closer.....	56	[247]
Just somewhat closer.....	21	
Statement B/We Can't Afford To Spend More Money	19	
Just somewhat closer.....	11	
Much closer.....	8	
Not sure.....	4	

** Asked of one-half the respondents (FORM B).

FACTUALS: Now I am going to ask you a few questions for statistical purposes only.

F1a. A lot of people are unable to get out and vote for many reasons. Did you happen to vote in the November 2008 election for president?

(ASK ONLY OF RESPONDENTS WHO SAY "YES, VOTED" IN Q.F1a.)

F1b. For whom did you vote—Barack Obama, John McCain, or someone else?

Yes, voted for Barack Obama.....	43	[251-252]
Yes, voted for John McCain.....	35	
Yes, voted for other/can't recall	12	
No, did not vote.....	7	
Not sure	3	

F2. What is the last grade that you completed in school?

Grade school.....	1	[253-254]
Some high school	4	
High school graduate	20	
Some college, no degree	18	
Vocational training/2-year college	12	
4-year college/bachelor's degree	25	
Some postgraduate work, no degree	2	
2 or 3 years' postgraduate work/master's degree	13	
Doctoral/law degree	2	
Not sure/refused	3	

F3. How would you describe the area in which you live—a large city, a medium-to-small city, a suburb near a city, a small town that is not near a city, or a rural or country area?

Large city	19	[255]
Medium-to-small city.....	21	
Suburb near a city	24	
Small town not near a city.....	14	
Rural or country area.....	19	
Not sure.....	3	

F4. Have you had a hunting or fishing license in past three years?

Yes, have had hunting/fishing license in past three years	27	[256]
No, have not had hunting/fishing license in past three years	70	
Not sure	3	

F5a/b. As far as you know, have you ever visited an area in the National Park System? **(IF "YES, HAVE VISITED," ASK:)** When was the last time you visited an area in the National Park System?

	<u>6/10</u>		<u>3-4/09</u>	<u>2/08</u>	<u>2/06</u> ¹	
Yes, Have Visited	83		84	91	98	
Within the past year	33		32	29	54	[257-258]
1 to 3 years ago.....	19	CONTINUE	21	25	23	
4 to 5 years ago.....	12		9	9	7	
More than 5 years ago.....	19		22	28	14	
No, Have Never Visited	12	Skip to Q.F7	13	7	NA	
Not sure	5		3	2	2	

¹In February 2006, the survey was only asked of NPCA donors.

(ASK ONLY OF RESPONDENTS WHO SAY THEY HAVE VISITED A NATIONAL PARK IN Q.F5a/b.)

F6a Have you visited national parks several times, a few times, or just once?

	<u>6/10</u>	<u>3-4/09</u>	<u>2/08</u>	
Several times	62	64	49	[259]
A few times	26	25	30	
Just once.....	11	11	12	
Not sure	1	-	-	

(ASK ONLY OF RESPONDENTS WHO SAY THEY HAVE VISTED A NATIONAL PARK IN Q.F5a.)
F6b. Have you visited **(READ ITEM)**?

	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>	
National parks close to home				[260]
June 2010	78	20	2	
March/April 2009.....	79	21	-	
February 2008.....	69	19	3	
February 2006 ¹	55	42	3	
June 2002 ¹²	62	37	1	
National parks in other parts of the country				[261]
June 2010	79	20	1	
March/April 2009.....	74	24	2	
February 2008.....	70	19	2	
February 2006 ¹	79	20	1	
June 2002 ¹²	82	17	-	

¹In February 2006, the survey was only asked of NPCA donors.

²Comparative data conducted by RoperASW, June 2002.

F7. Are there any children under the age of eighteen living in your household?

Yes, children under 18 living in household.....	33	[262]
No, no children under 18 living in household....	63	
Not sure.....	4	

F8. How would you describe your overall point of view in terms of the political parties? Would you say you are strongly Democratic, leaning Democratic, completely independent, leaning Republican, or strongly Republican?

Strongly Democratic	23	[263]
Leaning Democratic.....	12	
Completely independent.....	26	
Leaning Republican.....	14	
Strongly Republican.....	17	
Not sure.....	8	

F9. Would you describe your political views as very conservative, somewhat conservative, moderate, somewhat liberal, or very liberal?

Very conservative	15	[264]
Somewhat conservative.....	25	
Moderate	30	
Somewhat liberal	15	
Very liberal.....	9	
Not sure/refused	6	

F10. Finally, if you added together the yearly income of all the members of your family who were living at home last year, would the total be less than thirty thousand dollars, between thirty thousand dollars and fifty thousand dollars, between fifty thousand dollars and eighty thousand dollars, between eighty thousand dollars and one hundred thousand dollars, between one hundred thousand dollars and one hundred twenty thousand dollars, between one hundred twenty thousand dollars and one hundred fifty thousand dollars, or would the total be more than that?

Less than \$30,000	16	[265]
Between \$30,000 and \$50,000	20	
Between \$50,000 and \$80,000	18	
Between \$80,000 and \$100,000	13	
Between \$100,000 and \$120,000	8	
Between \$120,000 and \$150,000	5	
More than \$150,000	6	
Not sure/refused	14	

F11. For statistical purposes only, would you please tell me how old you are? (IF "REFUSED," ASK:) Well, would you tell me which age group you belong to?

18-24	8	[139-140]
25-29	7	
30-34	9	
35-39	8	
40-44	7	
45-49	9	
50-54	10	
55-59	11	
60-64	9	
65-69	8	
70-74	5	
75 and over	8	
Refused	1	

F12. And again, for statistical purposes only, would you please tell me whether you are from a Hispanic or Spanish-speaking background?

Yes, Hispanic	10	[141]
No, not Hispanic	90	
Not sure/refused	-	

F13. What is your race—white, black, Asian, or something else?

White	78	[142]
Black	11	
Asian	2	
Other	4	
Hispanic (VOL)	4	
Not sure/refused	1	