

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

Interviews: 1,213 likely voters
 Dates: February 15-24, 2008

FINAL

Study # 8534a
 NPCA Phone/Online Survey
 February 2008

48 Male
 52 Female
[109]

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

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

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

2. While I know it's still a long way off, what are the chances that you will be voting in the general election for president this November—are you very likely to vote, fairly likely to vote, just somewhat likely to vote, or not likely to vote?

Very likely to vote.....	95	CONTINUE	[142]
Fairly likely to vote	5		
Just somewhat likely to vote	-		
Not likely to vote	-	TERMINATE	
Not sure	-		

3. In this November's election for president do you think you will vote for the Democratic candidate or for the Republican candidate, or is it too soon for you to say? **(IF "TOO SOON," ASK:)** Well, all other things being equal, would you lean more toward voting for the Democrat or for the Republican in this year's presidential election?

Vote for Democratic candidate.....	42		[143]
Vote for Democratic candidate (lean)	7		
Vote for Republican candidate	26		
Vote for Republican candidate (lean).....	8		
Too soon to say, no leaning.....	11		
Other (VOL)	1		
Not sure	5		

4. Now let me read you some things you might learn about a candidate for president. For each one, please tell me whether knowing this would make you much more likely, somewhat more likely, somewhat less likely, or much less likely to support a candidate for president. If it would not make a difference either way, please just let me know.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY MUCH OR SOMEWHAT MORE LIKELY

	To Support				Would Not Make A Difference Either Way	Not Sure	
	<u>Much More Likely</u>	<u>Some- what More Likely</u>	<u>Some- what Less Likely</u>	<u>Much Less Likely</u>			
The candidate has a strong commitment to protecting our national parks.....	35	41	6	1	16	1	[146]
The candidate is a strong environmentalist.....	34	35	7	7	16	1	[148]
The candidate pledges to increase funding for roads, highways, and bridges	28	41	8	2	20	1	[147]
The candidate has a strong commitment to fighting global warming	35	32	8	9	15	1	[144]
The candidate pledges never to raise taxes as president	34	26	10	8	20	2	[145]

5. When you hear about a candidate who has a strong commitment to protecting our national parks, what are the main impressions that come to mind about that candidate?

(PROBE) What are some favorable impressions you would have about a candidate who has a strong commitment to protecting our national parks?

(PROBE:) What are some unfavorable impressions you would have about a candidate who has a strong commitment to protecting national parks? **[149-155]**

Net Favorable Impressions	66%	Net Unfavorable Impressions	25%
He/she cares about the environment/global warming/ climate change	20	He/she is not focused on important issues, there are other priorities	8
He/she cares about preserving our land/water/air, a conservationist	14	Concerned that he/she would raise taxes for/spend too much on parks	6
Would agree with him/her on the issue, we need to protect our parks	10	All politicians say that, they say one thing but do another	4
He/she cares about the future/the legacy of our country	8	He/she is not honest/insincere/untrustworthy	2
He/she cares about the people/the country/the world	6	All other unfavorable impressions of the candidate	7
-----		Don't know; no response	39%

6. Let me read you a series of different words to describe qualities in people who might become president. Using a scale from one to one hundred, on which a one means not important at all and one hundred means extremely important, please rate how important it is to you personally for our next president to be each of the following. You may choose any number from one to one hundred, depending on how you feel.

THIS TABLE HAS BEEN RANKED BY THE HIGHEST MEAN

	<u>Mean</u>	Extremely Important <u>90-100</u>	<u>70-89</u>	Not Important At All <u>1-69</u>	<u>Cannot Rate</u>	
Someone who is forward looking and thinks about the future.....	84.4	62	24	14	-	[159-161]
Someone who is patriotic.....	81.9	61	17	21	1	[162-164]
Someone who will protect our heritage for future generations.....	80.4	55	24	21	-	[174-176]
Someone who will restore America's reputation in the world.....	80.3	58	20	21	1	[177-179]
Someone who focuses on issues that unify the country.....	80.1	55	24	21	-	[156-158]
Someone who is a good steward for our nation's resources.....	80.1	52	27	20	1	[168-170]
Someone who understands what makes America special.....	79.3	55	21	23	1	[165-167]
Someone who is pro-environment.....	70.9	39	27	34	-	[171-173]

7. How likely do you think it is that a candidate who puts a strong priority on protecting our national parks would be **(READ ITEM)**—very likely, fairly likely, just somewhat likely, or not that likely?

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY VERY LIKELY

	<u>Very Likely</u>	<u>Fairly Likely</u>	<u>Just Somewhat Likely</u>	<u>Not That Likely</u>	<u>Not Sure</u>	
Someone who is pro-environment.....	56	21	14	5	4	[212]
Someone who is a good steward for our nation's resources.....	55	25	14	3	3	[211]
Someone who is forward looking and thinks about the future.....	55	25	13	4	3	[208]
Someone who will protect our heritage for future generations.....	54	24	16	3	3	[213]
Someone who understands what makes America special.....	45	26	19	6	4	[210]
Someone who is patriotic.....	43	24	22	7	4	[209]
Someone who focuses on issues that unify the country.....	38	25	24	9	4	[180]
Someone who will restore America's reputation in the world.....	37	24	24	10	5	[214]

8. How interested would you say you are in learning what a candidate's stands and positions are on the issue of protecting our national parks?

Very interested.....	37	[215]
Fairly interested.....	28	
Just somewhat interested.....	23	
Not that interested.....	12	
Not sure.....	-	

9a. As you may know, our National Park System is made up of nearly four hundred parks and cultural landmarks. Some examples of national parks include the Everglades National Park, Yellowstone National Park, the Gettysburg National Military Park, Lincoln Memorial in Washington, DC, and the Statue of Liberty.

What are the main thoughts, impressions, or feelings that come to your mind when you think of our country's national parks?

(PROBE:) What makes the National Park System important or valuable for our country? **[216-222]**

They represent our country's history/heritage/landmarks	33%
They preserve/protect the environment/natural resources/wildlife	19
They need to be protected/preserved for future generations	19
They are beautiful/wonderful, offer natural beauty/nice views	14
They represent our country's cultural/national identity/pride	13
Provide recreation/enjoyment to tourists, often are vacation spots	9
-----	-----
Don't know; no response	9%

9b. 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?

Extremely important.....	55	[223]
Quite important.....	28	
Somewhat important	15	
Not that important	1	
Not important at all	1	
Not sure.....	-	

9c. 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?

Extremely important.....	53	[224]
Quite important.....	31	
Somewhat important	14	
Not that important	1	
Not important at all	1	
Not sure.....	-	

10a. 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?

Know a great deal.....	7	[225]
Know quite a bit	18	
Know some.....	42	
Do not know too much.....	33	
Not sure.....	-	

10b. Do you think the national parks are generally in good shape, face minor problems, or face serious problems?

National parks are in good shape	13	[226]
National parks face minor problems	41	
National parks face serious problems	31	
Not sure	15	

11. Now I would like to read you some different goals for government on dealing with protecting our national parks and historic places in America. For each one, please tell me whether this should be a very high priority, somewhat high priority, just somewhat of a priority, not much of a priority, or not a priority at all for the government to work on.

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

	<u>Very High Priority</u>	<u>Somewhat High Priority</u>	<u>Just Somewhat Of A Priority</u>	<u>Not Much Of A Priority</u>	<u>Not A Priority At All</u>	<u>Not Sure</u>	
Ensure that we preserve and protect animal and plant life within national parks such as Yellowstone, the Everglades, and Grand Canyon, so the animal and plant species survive for future generations **	60	28	9	2	1	-	[232]
Require that power plants use the best available pollution control technology to reduce air pollution in our national parks *	60	22	11	5	1	1	[231]
Make sure that America's national parks have a reliable and sustainable source of funding, both now and in the future *	50	29	18	2	1	-	[228]
Increase accessibility and encourage learning in the parks by ensuring that there are adequate numbers of park rangers and educational staff in the parks *	47	31	17	4	1	-	[229]
Protect existing parks by buying private land within the parks as it comes on the market to prevent it from being sold to private developers *	53	24	12	6	4	1	[227]
Improve transportation within parks by fixing roads and bridges and maintaining pedestrian and bike trails, so the parks are accessible to visitors **	37	38	20	2	3	-	[233]
Upgrade technology in the parks so that interpretive rangers, law enforcement, and park planners are using the latest tools and technology to educate and protect park visitors **	36	37	17	8	1	1	[234]
Conduct scientific research to inform decisions about park protection so that these decisions can be based on science as much as possible *	35	31	25	5	2	2	[230]
Invest in new park sites to ensure that the National Park System continues to grow and evolve to represent nationally significant landscapes, ecosystems, and the full diversity of American history and culture **	31	34	23	7	5	-	[235]

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

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

12. People have identified various problems facing the national parks. Please tell me how much each of the following problems concerns you.

(READ ITEM) Does this concern you a great deal, a fair amount, just some, or not much at all?

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY A GREAT OR FAIR AMOUNT

	<u>A Great Deal</u>	<u>A Fair Amount</u>	<u>Just Some</u>	<u>Not Much At All</u>	<u>Not Sure</u>	
Because our parks are not adequately secured, important cultural, historic, and religious artifacts are susceptible to theft and vandalism **	51	29	15	4	1	[250]
Plant and animal species are in danger of extinction because wildlife in the parks does not receive adequate protection *	55	23	14	7	1	[241]
Not enough money is being spent to keep historic buildings and other cultural resources from deteriorating *	47	31	15	5	2	[236]
Air and water pollution that originates outside the parks is causing damage inside the parks **	51	25	17	6	1	[245]
Basic guest services in many national parks have suffered due to lack of funding. For example, restrooms are no longer consistently clean or available *	48	28	17	6	1	[242]
Inadequate funding for one-time park maintenance projects has resulted in a backlog of maintenance and preservation needs that exceeds several billion dollars *	45	31	18	5	1	[240]
On average, national parks operate with only two-thirds of the funding they need *	44	32	16	7	1	[239]
Funding for our national parks has not been keeping up with what is required to adequately maintain the Park System. The shortage of funding for national parks has grown to approximately seven hundred fifty million dollars annually **	45	30	17	6	2	[249]
Some parks and historic sites are frequently closed because of inadequate funding for staff **	43	32	18	6	1	[247]
School groups are regularly turned away from educational programs in our national parks because there are not enough rangers to conduct tours **	46	28	18	7	1	[248]
Native plants are being wiped out by invasive plants that burn more easily, need more water, and in some instances do not provide food and shelter for wildlife **	46	28	19	6	1	[251]
Mining, logging, and oil exploration near park boundaries threatens parks **	49	22	15	13	1	[246]
Because there are inadequate funds for park completion, there is too much private development inside park boundaries *	47	24	17	8	4	[237]
Not enough money is being spent to expand the boundaries of existing parks to protect habitats for wildlife and important cultural and historical sites *	40	30	18	11	1	[238]
Commercial development outside park boundaries is increasing and getting too close to the parks **	44	24	21	10	1	[244]
Some areas of national parks are inaccessible because roads, bridges, and trails are unsafe for visitors due to storm damage *	39	29	21	10	1	[243]

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

13. Now I'm going to mention some proposals that people have suggested to help protect National Parks. For each one, please tell me whether your reaction is very favorable, somewhat favorable, neutral, or unfavorable.

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

	<u>Very Favorable</u>	<u>Somewhat Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Not Sure</u>	
Make sure that historical sites that are a part of the National Parks, such as the Statue of Liberty and Gettysburg Battlefield Park, are adequately staffed so schools and students can experience our nation's history for themselves	64	27	7	1	1	[256]
Make environmental protection a priority to prevent the extinction of plants and animals	61	25	11	3	-	[254]
Make sure that adequate funding is available for park maintenance so that small projects will not be put off and become large, expensive problems.....	60	30	8	1	1	[252]
Require that parks be adequately staffed so that they can remain open and accessible to visitors	56	32	10	1	1	[255]
Address critical maintenance that has been put off in national parks to stop the decline of park infrastructure	56	32	9	2	1	[253]
Make funds available for park completion and expansion so that when real estate within park boundaries or a historically significant site comes up for sale, parks can afford to acquire that land	48	30	16	5	1	[257]

- 14a. Now I'm going to read you some reasons why people have said that it is important to protect our national parks. Please tell me how important each of the following reasons is to support our national parks--a very important reason, fairly important reason, just somewhat important reason, or not that important a reason.

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

	<u>Very Important Reason</u>	<u>Fairly Important Reason</u>	<u>Just Somewhat Important Reason</u>	<u>Not That Important A Reason</u>	<u>Not Sure</u>	
National parks provide us with some of the most beautiful, majestic, and awe-inspiring places on earth *	70	17	10	2	1	[262]
National parks should be honored, cherished, and cared for, not left to crumble into disrepair *	68	19	11	2	-	[260]
They are the legacy we leave our children **	64	22	11	3	-	[266]
National parks provide a home for America's diverse populations of plants and animals **	60	23	12	4	1	[267]
National parks can be used to excite America's youth about learning. They are classrooms for teaching the next generation about science, math, civics, and American history **	59	22	14	4	1	[263]
By attracting visitors from all over the country and all over the world, national parks bring billions of dollars in economic benefits from tourism to regions with national parks *	57	25	14	3	1	[261]
They are extended backyards for generations of American families where many families have special experiences and take away lasting memories *	54	26	16	3	1	[258]

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

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

Q.14a (cont'd)

	Very Important <u>Reason</u>	Fairly Important <u>Reason</u>	Just Somewhat Important <u>Reason</u>	Not That Important <u>A Reason</u>	Not Sure	
It is difficult, if not impossible, to fix our national parklands once they are damaged **	51	25	16	6	2	[268]
They are beacons of democracy and places where Americans of all races, creeds, colors, religious heritage, and party affiliation come together in a common purpose **	44	27	19	9	1	[265]
They are gathering places for local communities and contributors to civic awareness and responsibility *	39	31	23	6	1	[259]
They are routes to a healthier lifestyle **	37	27	25	10	1	[264]

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

15. Our National Park System will be one hundred years old in 2016, just eight years from now. How important a goal is it for the next president to ensure that parks 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	49	[269]
Fairly important goal	31	
Just somewhat important goal	16	
Not that important a goal	4	
Not sure	-	

16. Getting near the end of the survey, I'd like to read you several reasons that people have given for why protecting our national parks should be a top priority for the next president. Please tell me how convincing each of the following reasons is to support our national parks--very convincing, fairly convincing, just somewhat convincing, or not at all convincing?

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY VERY CONVINCING REASON

	Very Convincing <u>Reason</u>	Fairly Convincing <u>Reason</u>	Just Somewhat Convincing <u>Reason</u>	Not At All Convincing <u>Reason</u>	Not Sure	
Our National Parks are the legacy we leave our children. It is our responsibility to protect our parks now so that our children and their children can enjoy the beauty of our parks, learn about nature, and visit historical places within our park system just like we did when we were children	64	22	11	3	-	[273]
Our National Parks are the face of America. They are showplaces for our nation's triumphs that honor our past, but also places of sorrow that commemorate fallen soldiers and document some of our nation's greatest mistakes, such as the Trail of Tears	53	27	15	4	1	[272]
At a time when change is high on the national agenda, it is equally important to remember where we came from and who we are as Americans. We only need to look to our National Parks to see examples of our nation's intertwined past, present, and future. Our parks are places that connect us and shape our national identity.....	47	29	17	6	1	[270]

Q.16 (cont'd)

	Very Convincing <u>Reason</u>	Fairly Convincing <u>Reason</u>	Just Somewhat Convincing <u>Reason</u>	Not At All Convincing <u>Reason</u>	Not Sure	
Our National Park System was the first national park system in the world and many have called it "America's Best Idea." Visited by three million people every year, our National Parks have been a great success and the system is used as a model for other countries	46	28	19	6	1	[271]

17. Based on everything you have heard throughout this survey, would knowing that a candidate has a strong commitment to protecting national parks and important historic places in America make you much more likely, somewhat more likely, somewhat less likely, or much less likely to support a candidate for president, or would it not make a difference either way?

Much more likely to support	33	[274]
Somewhat more likely to support.....	46	
Somewhat less likely to support	2	
Much less likely to support.....	1	
Would not make a difference either way.....	17	
Not sure	1	

18. Suppose there were a national campaign to build support for policies to protect our national parks. The campaign would recruit volunteers to participate in grassroots efforts to promote the importance of this issue and would ask presidential candidates from both parties to commit to providing needed funding to the parks and to support clean air legislation. Realistically speaking, how likely would you be to get involved with this campaign--would you say you would most likely **(A)** actively support the campaign, either volunteering your time or contributing money, **(B)** agree with the goals of the campaign but not take any action, or **(C)** disagree with the goals of the campaign?

(A) Actively support	37	[275]
(B) Agree with the goals/not take action	53	
(C) Disagree with the goals.....	7	
Not sure	3	

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

F1. What is the last grade that you completed in school?

Grade school.....	1	[276-277]
Some high school	3	
High school graduate	26	
Some college, no degree	15	
Vocational training/2-year college	11	
4-year college/bachelor's degree	25	
Some postgraduate work, no degree	3	
2 or 3 years' postgraduate work/master's degree	12	
Doctoral/law degree	2	
Not sure/refused	2	

F2. 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	[278]
Medium-to-small city.....	25	
Suburb near a city	23	
Small town not near a city	14	
Rural or country area.....	17	
Not sure.....	2	

F3. As far as you know, have you ever visited an area in the national park system? (IF "YES," ASK:) When was the last time you visited an area in the national park system?

Within the past year	29	[279]
1 to 3 years ago	25	CONTINUE
4 to 5 years ago	9	
More than 5 years ago.....	28	
Never	7	Skip to Q.F5
Not sure	2	

(ASKED ONLY OF RESPONDENTS WHO SAY THEY HAVE VISITED IN Q.F3)

F4a. Have you visited national parks several times, a few times, or just once?

Several times.....	49	[280]
A few times	30	
Just once	12	
Not sure.....	-	
Never/Not sure (Q.F3).....	9	

(ASKED ONLY OF RESPONDENTS WHO SAY THEY HAVE VISITED IN Q.F3)

F4b. Have you visited (READ ITEM)?

	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>	<u>Never/ Not Sure (Q.F3)</u>	
National parks close to home.....	69	19	3	9	[308]
National parks in other parts of the country.....	70	19	2	9	[309]

F5. Are there any children under the age of eighteen living in your household?

Yes, children under 18 living in household	33	[310]
No, no children under 18 living in household.....	65	
Not sure	2	

F6. 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	28	[311]
Leaning Democratic.....	16	
Completely independent.....	15	
Leaning Republican.....	17	
Strongly Republican	18	
Not sure.....	6	

F7. Would you describe your political views as very conservative, somewhat conservative, moderate, somewhat liberal, or very liberal?

Very conservative	16	[312]
Somewhat conservative	25	
Moderate	31	
Somewhat liberal	14	
Very liberal.....	8	
Not sure/refused	6	

F8. 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	18	[313]
Between \$30,000 and \$50,000.....	21	
Between \$50,000 and \$80,000.....	23	
Between \$80,000 and \$100,000.....	12	
Between \$100,000 and \$120,000.....	6	
Between \$120,000 and \$150,000.....	5	
More than \$150,000	4	
Not sure/refused	11	

F9. 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.....	5	[139-140]
25-29.....	8	
30-34.....	10	
35-39.....	9	
40-44.....	8	
45-49.....	9	
50-54.....	10	
55-59.....	11	
60-64.....	9	
65-69.....	8	
70-74.....	5	
75 and over.....	7	
Refused	1	

F10. And again, for statistical purposes only, would you please tell me whether you are from a Hispanic or Spanish-speaking background? **(IF "NO," ASK:)** What is your race—white, black, Asian, or something else?

Hispanic.....	7	[141]
White	76	
Black.....	12	
Asian	2	
Other	2	
Not sure/refused	1	