

LEAD INDUSTRIES ASSOCIATION, INC.

332 MADISON AVENUE

NEW YORK, N. Y. 10017

TELEPHONE - AREA CODE 212

ON 6-0222

March 7, 1967

Subject: Survey on Public
Knowledge and Attitudes
on Lead

To Members of:

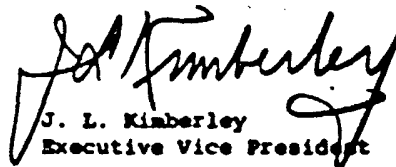
Board of Directors
Industry Development Committee

Gentlemen:

Attached please find a summary report of the Opinion Research Corporation's Caravan Survey on Public Knowledge and Attitudes on Lead. This survey was authorized last fall by the Public Relations Committee for Health and Safety.

The summary report was prepared by Hill and Knowlton, Inc., LIA's public relations counsel. For those who may wish to delve more deeply into the survey findings a copy of the complete report is available upon request.

Sincerely yours,


J. L. Kimberley
Executive Vice President

JLK:ao

cc: Mr. Alfred H. Dreyer
National Lead Co.
(as member of Supervisory
Health and Safety Committee)

Att:



Look Ahead with Lead

Lead Industries Association, Inc.
292 Madison Avenue
New York, N.Y. 10017

Opinion Research Corp. Caravan Survey on Lead

Summary Report

The ORC Caravan Survey on Public Knowledge and Attitudes on Lead provided data valuable in evaluating present and planning future programs and activities for Lead Industries Association, Inc. The survey respondents were selected on a probability sampling basis and therefore the population questioned can be projected to the entire U.S. Population of men and women over 18 (within certain sampling variations).

Here are some of the major findings provided by the data:

1. A large proportion of the public -- 42 percent -- identifies lead among 10 substances as being harmful to health. If those who picked "all substances" are included, this figure would rise to 44 percent. Lead was the second most frequent substance named, following carbon monoxide which was picked by 75 percent. Lead ranked well ahead of the third (carbon dioxide 29 percent) and fourth (sulfur dioxide 28 percent) substances named.

Lead was picked more frequently by those with some college education, 53 percent, and by professional and managerial people, 49 percent. Included in these groups would be those who are most likely to be communicators and community leaders.

2. Considerable lack of sophistication concerning knowledge of uses of lead was shown among the general population and specific segments of the population. Nearly one-fourth of the respondents said "don't know" when asked to name a use for lead.

"Pencils" as a use for lead ranked second, 17 percent, among responses (largely because 25 percent of the women vs. 9 percent of the men gave this), trailing paint, 27 percent, which was named about equally by men and women.

Gross uses of lead metal received high mention, largely because of responses by men. These included fishing weights 13 percent, ammunition 15 percent, and pipe 16 percent, the latter being named about equally by men and women.

Lead for batteries was volunteered by only 6 percent -- 12 percent of the men and only 1 percent of the women. Other important uses of lead were little mentioned -- soldering 7 percent, cable 2 percent, type metal 1 percent, ceramics, unmentioned, and anti-knock compounds 8 percent.

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3. Health dangers from lead are not associated with leaded gasoline or automobile exhausts to any appreciable extent. Only 1 percent specified gasoline fumes as a reason for believing lead harmful to health. Only 3 percent named lead as coming from automobile exhaust. (This figure contrasts with 8 percent naming gasoline as one use of lead, but the lead use question was asked after the auto exhaust question, and this could have stimulated a thought-association with gasoline.)

4. In the public mind, the question of lead being harmful seems to be associated primarily with paints. Although the leading response, 17 percent, is that of "lead poisoning (general)", other responses related to paint mount up to 11 percent.

Based upon these data, the following observations are made:

1. A far larger segment of the population associates lead as being "harmful to health" than with any of lead's major and beneficial uses.

2. Nearly half of the population (over half of the college-educated) believe lead is "harmful to health." This means that they could be expected to be receptive to -- or are, in effect, pre-conditioned for -- suggestions that lead emissions into the atmosphere may constitute a health hazard. That they are not now aware of use of lead in gasoline or emission of lead from auto exhausts should be kept well in mind in future planning. However, this should not lead to complacency that they will not be made increasingly aware of leaded gasoline, as the official and mass media publicity campaigns on air pollution intensify.

3. The general lack of knowledge among the public of important and useful applications of lead and lead compounds in modern society is obvious and offers a challenge for bringing a better understanding of lead's contributions to many industrial and consumer activities.

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Hill and Knowlton, Inc.

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