



Anniston Community Survey: January 1995

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Preface

The Monsanto community surveys are predicated on Monsanto's pledge to work to be a good neighbor in its plant communities. Community surveys help Monsanto identify and be responsive to local concerns. Successful community outreach and communication efforts can be strengthened by an understanding of the perspectives of local citizens. This report is intended to help illuminate those public attitudes.

January 1995

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Executive Summary

During January 16-18, 1995, Adams Research Inc. conducted a random telephone survey of 600 adults in the Anniston area. Major findings may be summarized as follows:

- Support for the Anniston plant has edged up slightly since 1989. However, the plant's standing is still below average for Monsanto. Just 59% consider it "good for the area."
- The modest improvement in the plant's reputation can be attributed to modest improvements in the plant's environmental reputation. More residents now give the plant higher ratings (than in 1989) for "safely disposing of chemical wastes" and for the plant's capacity to "handle an emergency."
- Much damage is still due to plant odors. No other Monsanto plant has ever had so many people volunteer complaints about its odors. Without any prompting, almost half (45%) cited "odor" (or more colorful words) as one of the worst things about the plant. That figure is actually down a little (from 54%) since 1989, but it is still quite troublesome.
- The plant's overall standing might have improved more if it had not suffered losses in other areas. Its reputation for making community contributions, often a good predictor of community sympathy, drifted slightly downward. Also, residents' uncertainties about what the plant produces fell to near record low levels.
- The Anniston plant's standing is particularly unusual because this community boasts an extremely pro-business climate, with residents overwhelmingly wanting *more* manufacturing plants to move into the area. The area also is not gripped by extreme environmental anxieties. Despite these advantages, the plant still lacks a strong, firm, popular base.

ANNISTON AREA FINDINGS AT A GLANCE

"GOOD NEWS"	"BAD NEWS"
(1) Overall views of the Anniston plant as "very good" edged up, growing from 20% in 1989 to 29% in 1995. (2) Slightly fewer people raise complaints about plant odors — 45% (down from 54%). (3) More people believe that the plant does a "good job" of safely disposing of its chemical wastes — 52% in 1994 up from 43% in 1989. (3) Monsanto gets good marks as an employer, and its jobs are considered its biggest asset. (4) More residents are "very confident" that Monsanto could handle a plant emergency — 42%, up from 34% in 1989. (5) Although the Intensity Index classifies just 19% as strong supporters, at the other extreme, only 6% are skeptics and 1% are hostile splenetics.	(1) Only 59% view the plant as "good" overall. (2) No other Monsanto plant prompts so many complaints about its odor. (3) The plant's reputation for making community contributions has not improved. (4) No specific local contribution is widely recalled. (5) Only about 6% have a roughly accurate knowledge of what the plant makes — the lowest of any Monsanto plant to date. (6) Despite the area's very pro-manufacturing views and lack of environmental anxiety, the plant still rates below average for Monsanto plants.
"OTHER NEWS"	
(1) Most people (77%) are aware of the Anniston plant. (2) The top community priority is to help education and other youth programs.	

Awareness of the Plant

January 16-18, 1995, Adams Research Inc. interviewed a random sample of 600 residents in the Anniston area. The sample drew on telephone exchanges surveyed in the 1989 poll — but avoided calling any telephone numbers that were called previously. To measure their awareness of Monsanto's Anniston plant, local residents were asked:

"One topic for this survey is people's attitudes toward industries located in their area. . . . Does Monsanto operate a plant in your area?"

Since 1989, the visibility of the Anniston plant has declined from 89.5% aware to 77.4% aware. This change is statistically significant¹ and represents an unusual decline in a plant's profile. This level is also slightly lower than the visibility of most Monsanto plants. Nevertheless, with nearly 8 out of 10 local area residents aware of the plant, it remains widely known. (See Table 1.)

Three demographic factors continued to be related to plant awareness: (1) age, (2) length of residence, and (3) socio-economic status (SES).² Older, long-time residents, and high-SES (better educated and affluent) residents are more likely to be aware of the Monsanto plant.

The remainder of this report focuses mainly on the attitudes of those who know about the Monsanto plant. Unless otherwise noted, the remainder of the tables and charts omit those who are unaware of the plant.

¹ For a discussion of statistical significance and confidence intervals, see page 40.

² For a review of how income and education are merged in the socio-economic status variable, see page 41.

Overall Opinion

Good or Bad for the Area

In validation studies of Monsanto surveys, the following questions have proven to be reliable indicators of fundamental views:

"Overall, do you think the Monsanto plant is good or bad for your area?"

"[If good:] Would you say it is somewhat good or very good?"

"[If bad:] Would you say it is somewhat bad or very bad?"

Trends. In 1989, the Anniston plant was given lukewarm ratings, with only 55% saying it was "good" for the area. At the same time, one out of five (20%) called it "bad" for the area.

As of 1995, the plant's standing has improved somewhat. The percentage calling the plant "very good" for the area has increased from 20% to 29%, a large enough change to be statistically significant and unlikely to be due to chance. (See Chart 1 and Table 2.)

Data suggested other midly positive trends, but were *not* large enough to be statistically significant. The total "good" only edged up from 55% to 59%, not enough to be statistically significant. In such cases, the 1995 changes are within the range of ordinary sampling variation. It is tempting to say that favorable overall opinion of the plant has *increased* from 55% to 59%, but such a minor variation should not be overinterpreted. When "no significant change" is found, the safest reading is to view the pattern as stable.

Likewise, those calling the plant "bad" declined from 20% to 15%. This again suggests, but does not demonstrate, a move in the favorable direction.

In this report, pro-plant opinion is graphed in blue and anti-plant opinion in red. Neutral and undecided opinion is graphed in white. The blue parts of Chart 1 illustrate the (less than overwhelming but still majority) support for the Anniston plant in contrast to the smaller red segments of anti-plant sentiment.

Support for the plant is not uniformly distributed throughout the Anniston population. Certain groups are markedly less supportive.

- Young adults (ages 18-29) are the least supportive, with only 39% saying the plant is at least "somewhat good" for the area. In contrast, 67% of the older adults (age 60 and over) rate the plant that high.
- Only about half (49%) of the less educated and less affluent (low SES) residents say the plant is at least "somewhat good" for the area. At the other extreme, 70% of the high SES residents (college graduates and/or earning over \$50,000 annually) rate the plant that high.

Also the plant is somewhat less popular among newcomers and among those who do not know any plant employees. Gender makes little difference. (See Chart 2 and Table 2.) These same basic tendencies were also found in the 1989 survey.

Best and Worst Things About the Plant

Why do people assess the Anniston plant the way that they do? The survey allowed residents to use their own words and — in an completely unprompted fashion — identify the "pros and cons" of having the plant in their community. The questions were phrased as follows:

"What is the worst thing about having that plant in your area?" "Anything else?" "Anything else?"

"What's the best thing about having that plant in your area?" "Anything else?" "Anything else?"

Interviewers recorded up to three positive and three negative answers to these open-ended questions. These answers were later consolidated into categories of similar comments.

Worst Things. The most frequently mentioned disadvantage of the plant — cited by 45% — is its “odor.” While nearly half of all those surveyed still volunteered this problem, 45% is actually down enough to represent a statistically real drop from the 54% who complained about odor in 1989. (See Chart 3 and Table 4.) *Among the many community surveys conducted to date, no other Monsanto plant has prompted so many complaints about its odors.*

Concerns about “plant pollution,” however, held constant — 32% in 1995 versus 33% in 1989. Of those who complain about pollution in 1995, 18% use the general term “pollution.” Some (8%) specifically mention “chemical pollution,” 6% “air pollution,” 4% “water pollution,” and 3% “toxic wastes.” (These sum to more than 32% because some people voice concerns about more than one type of pollution.)

Concerns about the plant’s “safety risks” (e.g., “explosions,” “accidents,” “spills/leaks,” “dangerous”) have stayed at low levels (10% in 1989 and 7% in 1995). Few other complaints are voiced. A total of 29% do not have anything bad to volunteer about the plant.

What about the 15% minority who say the Monsanto plant is bad for the area? What reasons do they give for disliking the plant? These opponents complain about the odor even more than other residents. They are also more likely to complain about pollution from the plant. (See Table 5.)

Best Things. Public conceptions of the plant’s merits are essentially unchanged from 1989. The “best thing” about the plant, according to 89% of those aware of the plant, can be summed up in one word: “jobs.” Some residents put it in terms of “helping the local economy generally” (15%) Bolstering “local tax revenues” is mentioned by 3%, “community contributions” by 3%, and “good to workers” by 4%.

As usual, nothing comes close to rivaling employment benefits as the preeminent, "top-of-mind" virtue of the plant. (See Chart 3 and Table 6.)

Monsanto as an Employer

If the plant's jobs are so important, what do people think about the caliber of those jobs? The question was posed this way:

"As a company to work for, do you think Monsanto would be excellent, good, only fair, or poor?"

Roughly two thirds (69%) say that Monsanto would be either an "excellent" (24%) or "good" (45%) employer. These ratings are about average for Monsanto plants. Few say Monsanto is "only fair" (12%) or "poor" (3%) in this regard. This distribution of opinions is similar to the 1989 figures. (See Chart 4 and Table 7.)

Local Business Climate

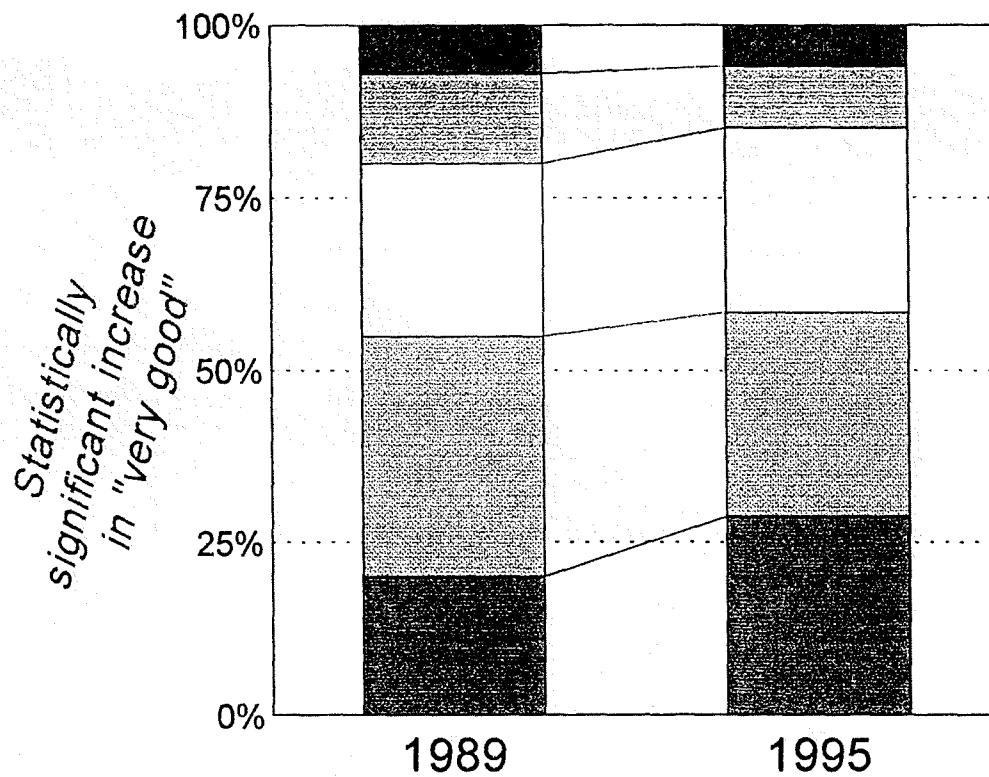
The general business climate for manufacturing plants was measured by the following question:

"Would you like to see your area have more manufacturing plants, stay the same as now, or have fewer manufacturing plants?"

This question was not asked in the 1989 Anniston survey. However, the 1995 results are dramatic. They show that, compared to other Monsanto communities, Anniston has an exceptionally favorable climate for manufacturing plants.

An overwhelming 71% want to see *more manufacturing plants* move into the area. Only 7% want fewer. Most of the rest like the status quo. (See Chart 5 and Table 8.) Thus, this is a community that ought to be highly receptive to Monsanto and quite pleased by the plant's proximity.

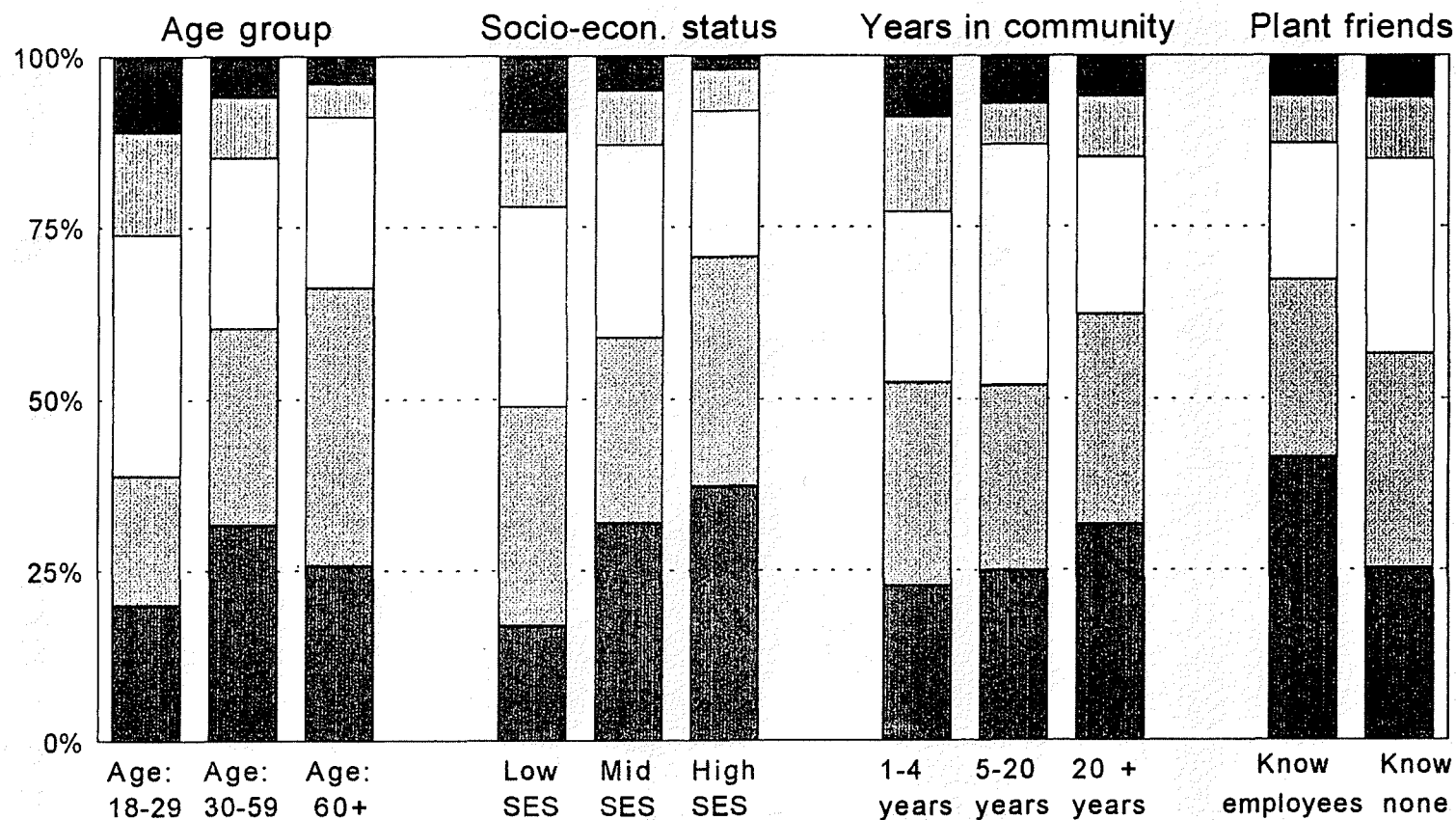
Chart 1: Overall Opinion of Plant



Very Bad	7	6
Bad	13	9
Mixed/DK	25	27
Good	35	30
Very good	20	29

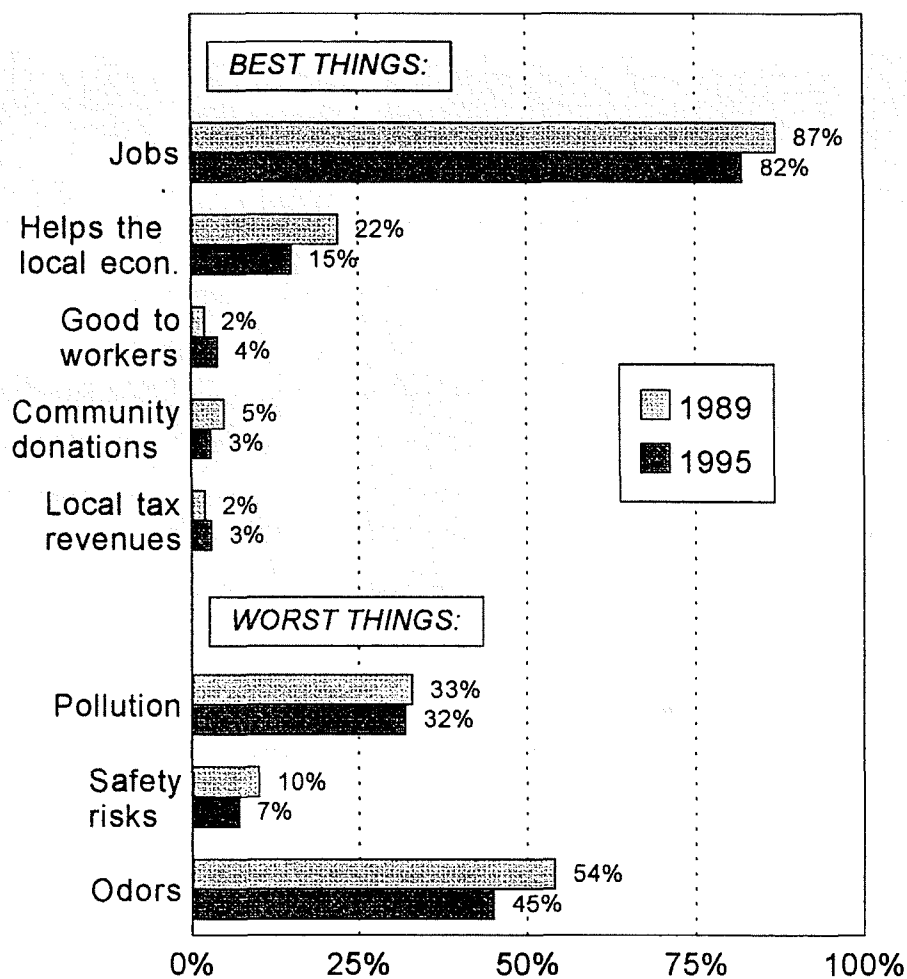
(Percentages based on those aware of the plant.)

Chart 2: Overall Opinion by Key Groups



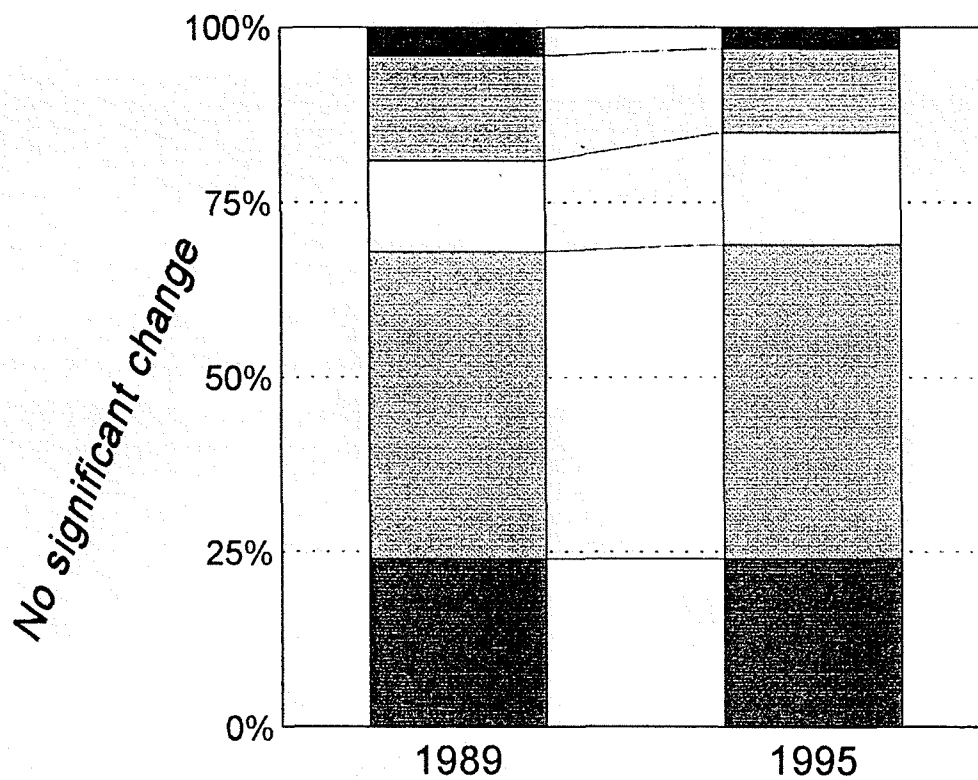
(Percentages based on those aware of the plant.)

Chart 3: Best and Worst Things About the Plant



(Percentages based on those aware of the plant and sum to more than 100% due to multiple responses.)

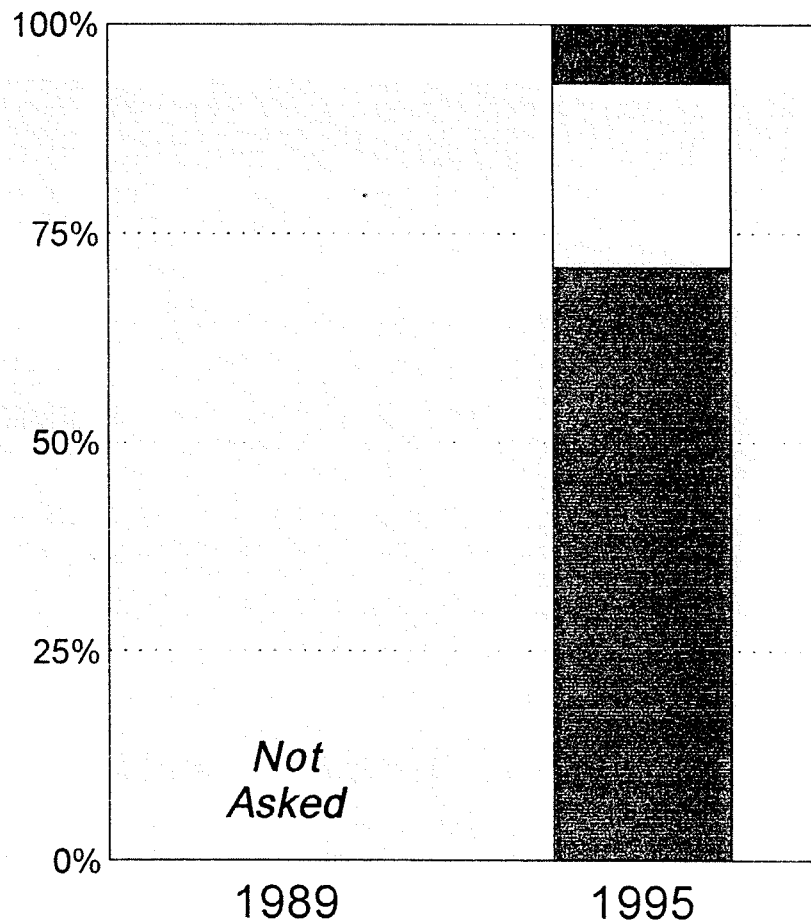
Chart 4:
Monsanto as an Employer



Poor		4	3
Only fair		15	12
Don't know		13	16
Good		44	45
Excellent		24	24

(Percentages based on those aware of the plant.)

Chart 5:
More or Fewer Manufacturing Plants



Fewer Plants			7
No Change			22
More Plants			71

(Percentages based on those aware of the plant.)

Environmental Issues

Prior to asking questions about the Monsanto plant, Adams Research examined local attitudes toward some basic environmental and plant safety issues.³

Local Water and Air Pollution

"In your community, do you think water pollution is a major problem, minor problem, or not a problem?"

"In your community, do you think air pollution is a major problem, minor problem, or not a problem?"

Nationwide, concern about local water and air pollution grew enormously in the late 1980s but tended to level off or decline during the early 1990s. What is the situation now in Anniston?

Concern about local air and water pollution is not significantly different than it was in 1989. Roughly one out of every five residents still consider air and water pollution to be "major local problems." (See Chart 6 and Tables 9-10.)

Air pollution is still considered the more serious of the two, with 64% considering it a "major" or "minor problem." Water pollution is seen as at least a "minor problem" by 54%.

Local Chemical Plant Safety

"In your area, do you think safety at chemical plants is a major problem, a minor problem or not a problem?"

³ The questions on local air and water pollution and chemical plant safety were asked of all those surveyed, regardless of whether they knew about the local Monsanto plant; Tables 9, 10, and 11 and Chart 6 are based on the entire sample.

This question was also asked *before* Monsanto was mentioned. It was designed to tap fears about local chemical plant safety in general (in places with numerous chemical plants) or Monsanto in particular (in areas where only Monsanto is prominent).

Concern about local chemical plant safety has grown significantly. In 1989, only 18% considered it a "major problem." In 1995, 27% view it that seriously. (See Chart 6 and Table 11.)

For several reasons, it seems unlikely that the Monsanto plant is the primary cause of this jump. No increase was found in the people volunteering safety or pollution concerns as among the "worst things" about Monsanto's plant. Nor, as will be shown below, did the plant suffer from lower ratings on key environmental questions.

Despite this evidence that local citizens are not now singling out Monsanto for special blame, more residents have become sensitized to the problem of plant safety at local chemical plants.

Monsanto's Concern and Performance

Many residents are still concerned about local air and water pollution. Moreover, 32% raise the issue of pollution and 46% cite odor as drawbacks to having the plant located in their area. How then does this community rate Monsanto's environmental concern and performance?

"How concerned would you say Monsanto is about the effect of their operations on the environment — very concerned, somewhat concerned, or not so concerned?"

Monsanto's Concern. Opinions are unchanged regarding perceptions of Monsanto's concern about its impact on the environment. A plurality (39%) say that Monsanto is "very concerned." Another 37% say that Monsanto is "somewhat concerned." Just 10% assert that Monsanto is "not concerned," and 14% "don't know." (See Chart 7 and Table 12.) These ratings are about average for Monsanto plants.

Monsanto's Performance. The preceding question was designed to assess perceptions of Monsanto's environmental *commitment*. In contrast, the following question about waste disposal was designed to measure public impressions of Monsanto's environmental *performance*:

"When it comes to taking care of its chemical wastes in a way that is safe, do you think the Monsanto plant probably does a good, fair, or poor job?"

Impressions of the plant's waste disposal performance have improved since 1989. The view that the plant does a "good" job has increased from 43% in 1989 to 52% in 1995. (See Chart 7 and Table 13.)

Plant's Handling of an Emergency

"How confident are you that Monsanto could handle an emergency at the plant — very confident, somewhat confident, or not so confident?"

More people are now "very confident" that the plant could handle an emergency — 42% in 1995 up from 34% in 1989. Only one out of every ten continue to be "not so confident." (See Chart 9 and Table 14).

Chart 6: Concern about
Local Pollution and Chemical Plant Safety

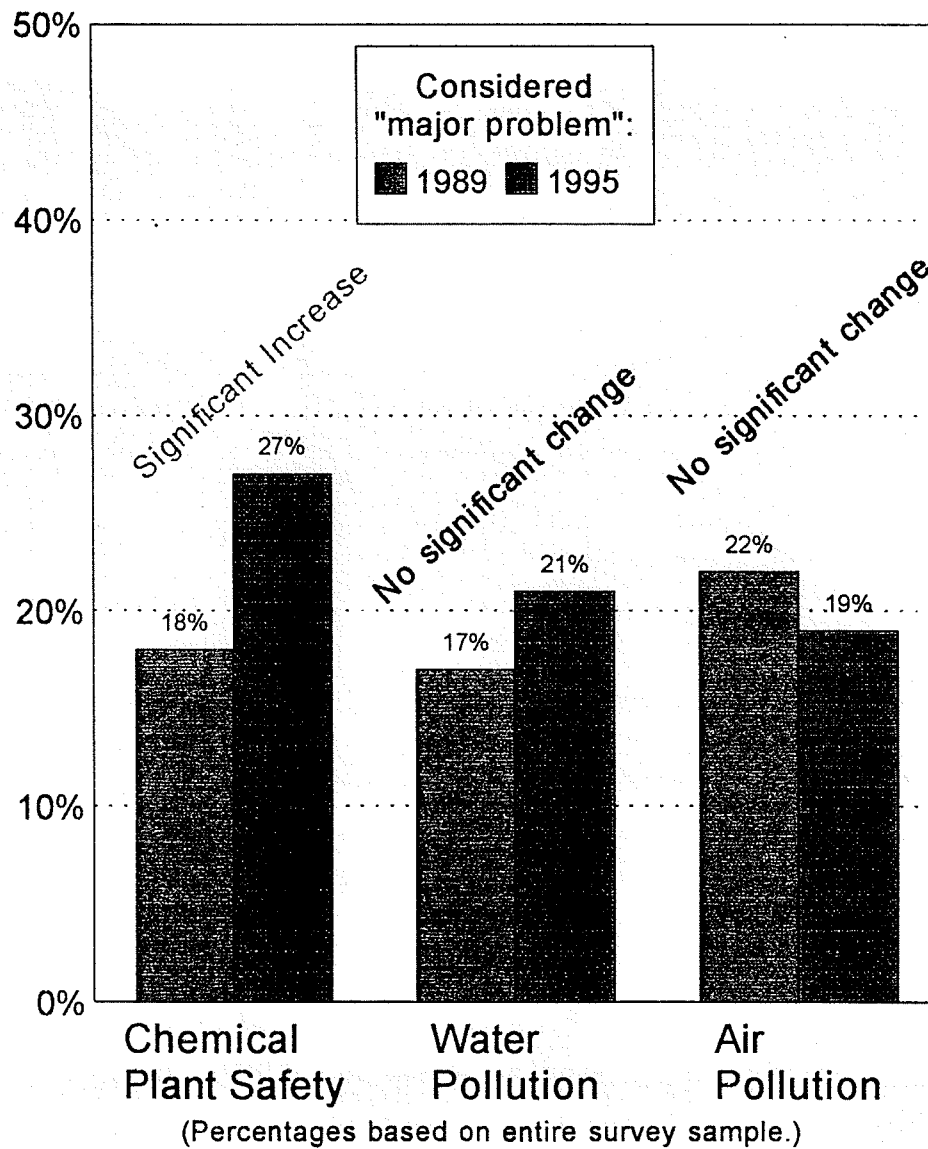
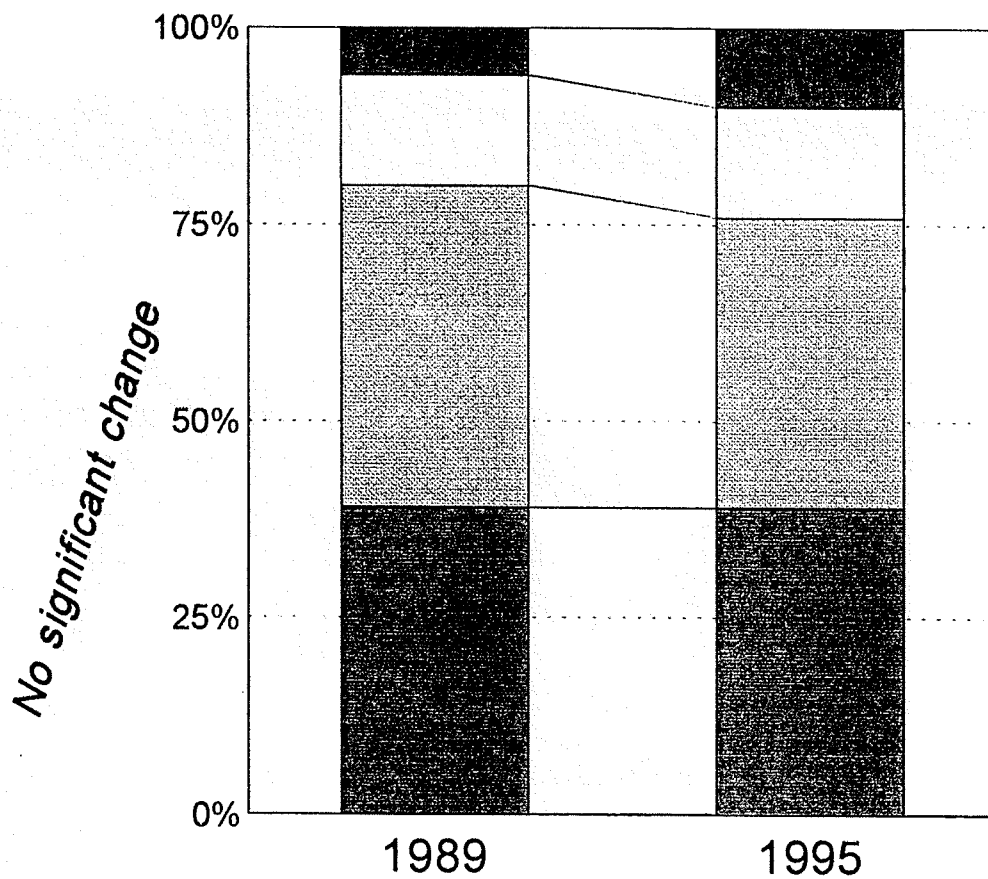


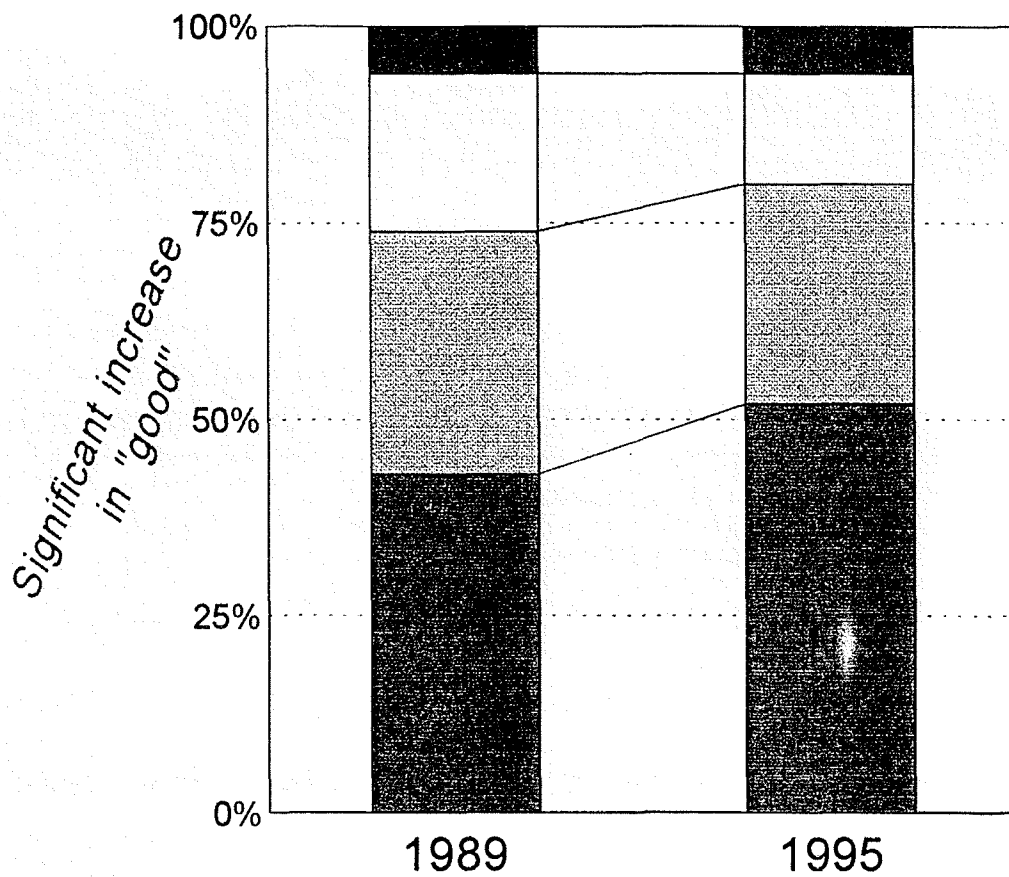
Chart 7: Monsanto's Environmental Concern



Not	6	10
Don't know	14	14
Somewhat	41	37
Very	39	39

(Percentages based on those aware of the plant.)

Chart 8:
Plant's Safe Disposal of Chemical Wastes

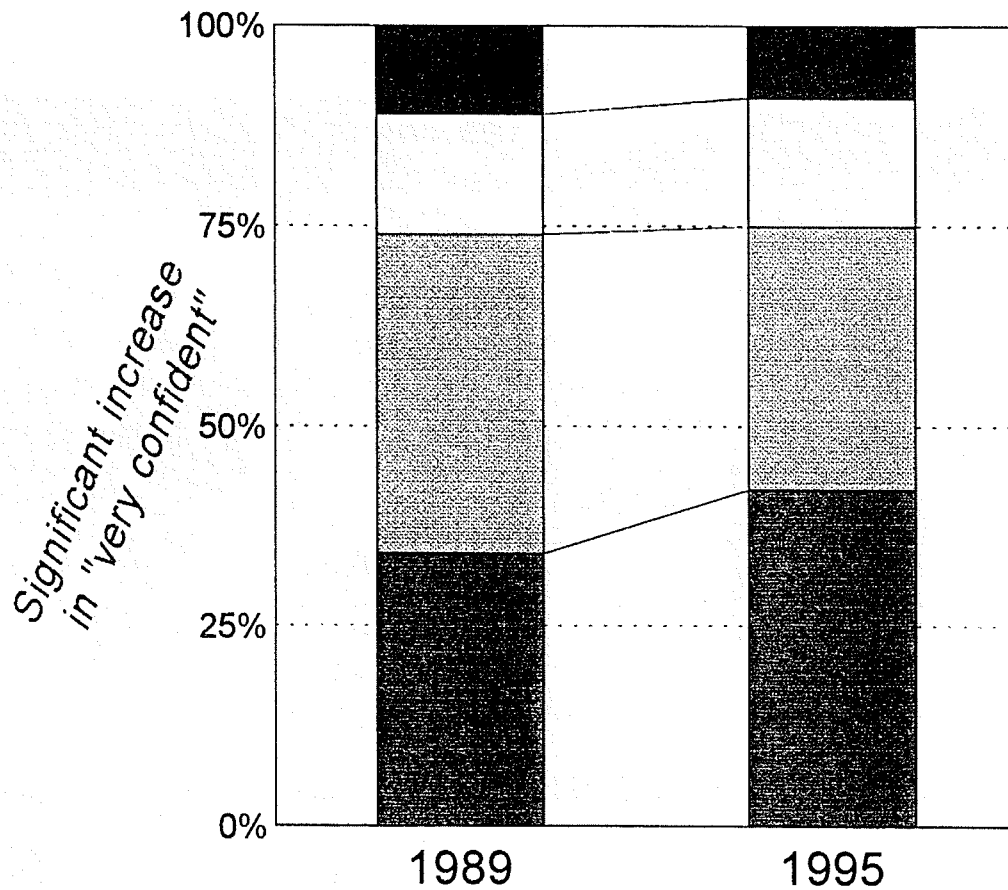


Poor		6	6
Don't know		20	14
Fair		31	28
Good		43	52

(Percentages based on those aware of the plant.)

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Chart 9:
Confidence in Plant's Handling an Emergency



Not	11	9
Don't Know	15	16
Somewhat	40	33
Very	34	42

(Percentages based on those aware of the plant.)

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Community Contributions

Reputation for Community Contributions

Community surveys have consistently shown that one factor with the potential to strengthen support for a plant is its success in making community contributions that are widely known and appreciated. Such contributions can remind residents that Monsanto cares about their community and is a good neighbor.

Impressions of the Anniston plant's community contributions were measured using the following question:

"Some companies are good neighbors and contribute to their communities in many extra ways besides just jobs. Does Monsanto do extra things for your community — often, sometimes, or not much?"

The Anniston plant's standing on this question has declined since 1989. Only one fifth (20%) say that this plant "often" does extra things for the community besides providing jobs. Another fifth (20%) say the plant does extra things "sometimes." The remaining residents say the plant does not do much (16%) or do not know whether the plant makes such contributions (45%). (See Chart 10 and Table 15.)

The plant's community contributions are partially known among older residents (over 60), long-time residents (over 20 years in the area), and high-SES residents (the better educated and affluent). Recognition lags, however, among other groups.

Specific Recalled Contributions

Knowledge of the plant's contributions is even weaker when residents are asked to cite specific examples. As a follow-up to the question above, residents were asked the following:

"Is there anything in particular that the plant has done for the community that stands out to you? Anything else? Anything else?"

As Chart 11 and Table 16 show, 74% of those aware of the plant cannot recall *any* particular type of contribution. The most mentioned contributions are: "generally helping education/schools" (13%) and the "United Way" (9%).

Fewer than 1% each mention Monsanto's help with such specific projects as the Cerebral Palsy Center or helping Tech-Prep or other specific schools. Almost 1% mentioned the plant's helping with sewers, water lines, and drainage. Among the other miscellaneous mentions (each under one-half of 1%) were helping with housing and with abused women and children.

Preferences for Community Projects

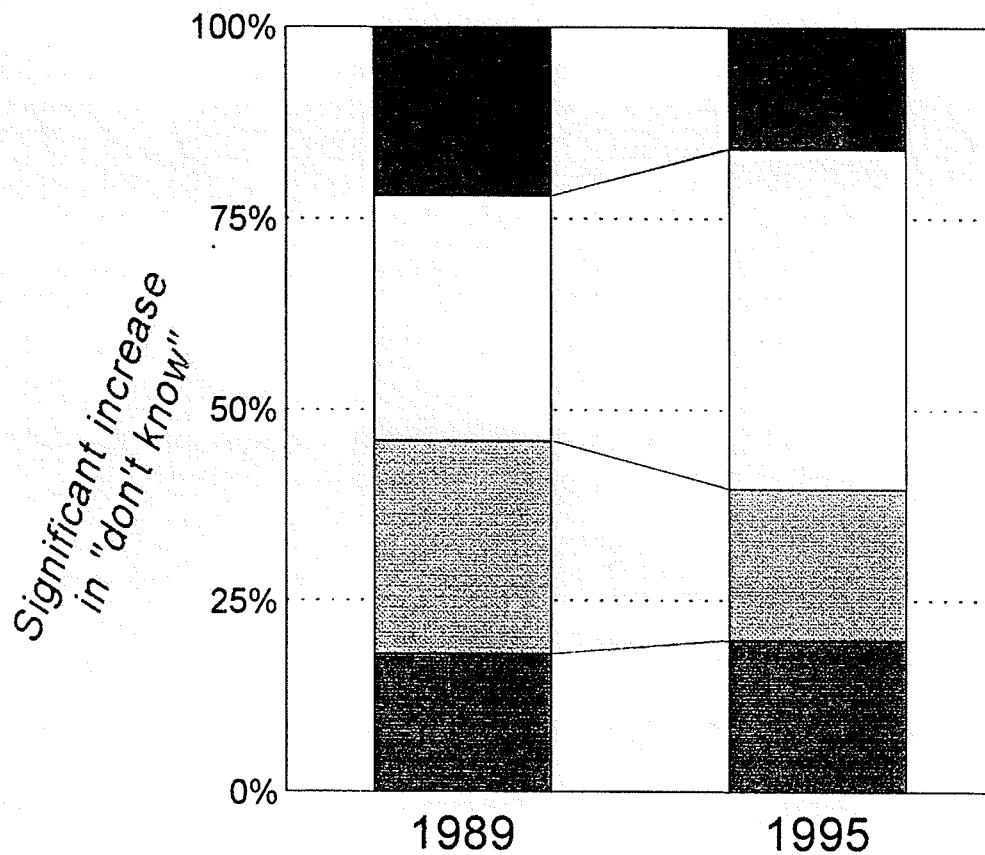
What sort of projects do residents want most? This question is designed to help Monsanto target its contributions to those areas of greatest concern:

"If your community had more money to spend, for what one general type of community project would you most want to see the money spent?"

As shown in Chart 12 and Table 17, "education and youth" is by far the top priority, cited by over one third (36%) of all respondents. Nothing else comes close to this cluster of preferences.

"Environment, parks, and community beautification" is a distant second with 17%. Better roads" are the top priority for 8%, and all "social welfare" activities for only 7%.

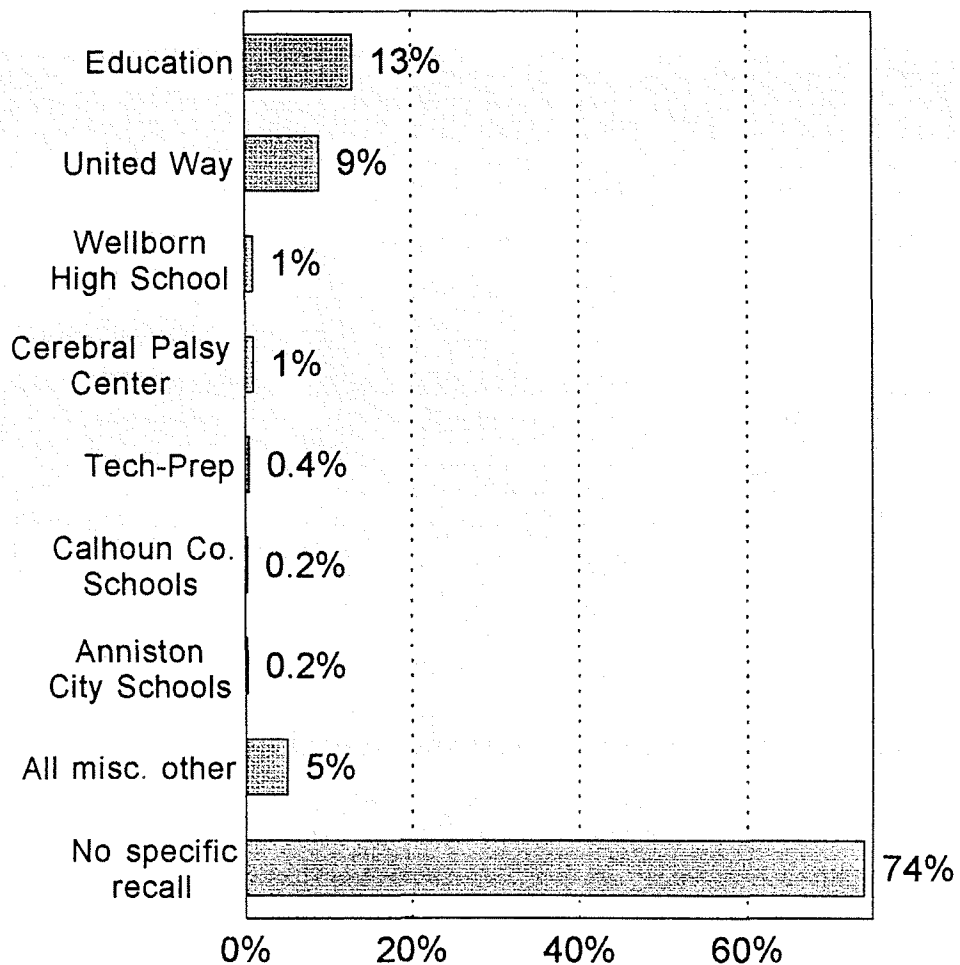
Chart 10:
Plant's Reputation for Community Contributions



Not much	22	16
Don't know	32	45
Sometimes	28	20
Often	18	20

(Percentages based on those aware of the plant.)

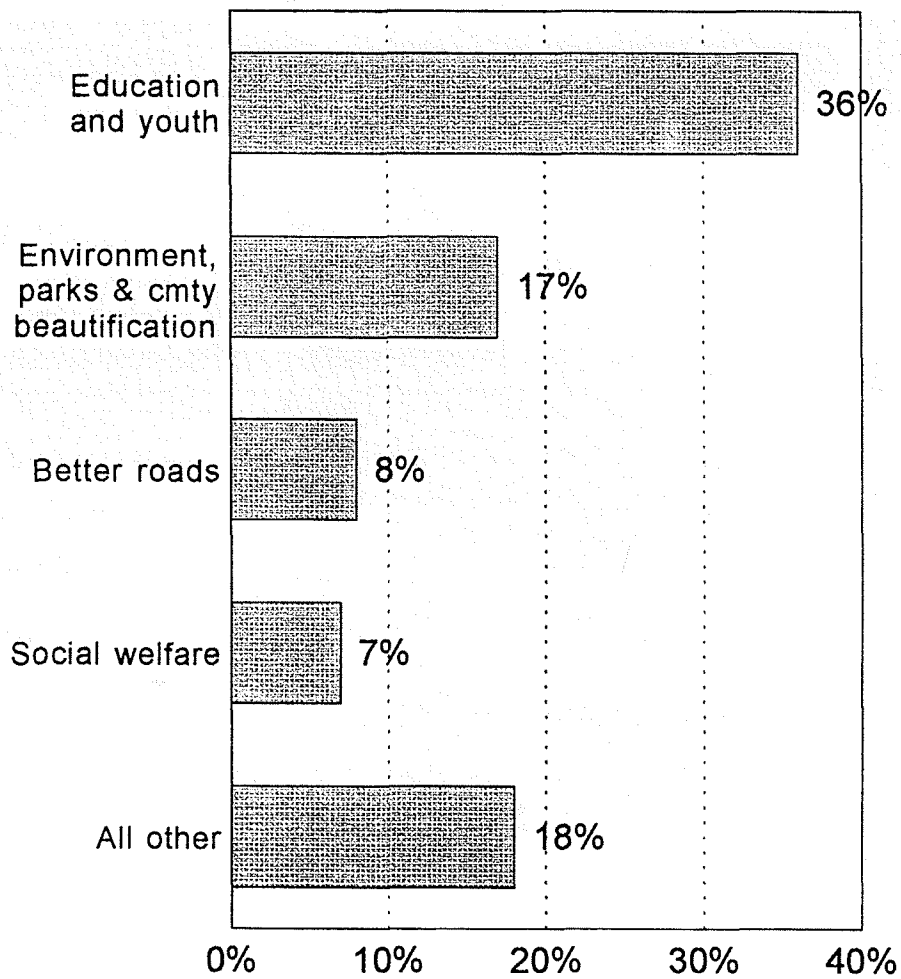
Chart 11:
Recalled Community Contributions



(Percentages based on those aware of the plant and sum to more than 100% due to multiple responses.)

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Chart 12:
Public Preferences for Local Projects
(if community had more money to spend)



(Percentages based on entire survey sample.)

Plant Products

Knowledge of the Plant's Products

Prior research has shown that residents who know what specific products are made at a Monsanto plant (beyond just "chemicals") tend to hold higher overall opinions of the plant. Product knowledge legitimizes the plant as a beneficial contributor to society. It also reduces the inclination to view chemical plants as filled with nothing but sinister potions. To measure such knowledge, the following questions were posed:

"Are you familiar with what they make at that plant?"

[If yes:] *"What is that? Anything else? Anything else?"*

[If "chemicals" cited:] *"Do you happen to know what kind?"*

Few people knew what the plant made in 1989 and even fewer people know in 1995. Fewer than a quarter of the area residents now have any idea what is made at the plant, and that figure is comprised mostly of people who cannot name anything besides the vague answer of "chemicals." If this latter group is excluded, that leaves fewer than 6% who actually know at least one specific plant product (loosely defined). Moreover, those responses include Monsanto-employee households. (See Chart 14 and Table 18.)

Current products (such as plasticizers and heat transfer fluids) are cited by fewer than 2% each. Included in the miscellaneous category (3%) are such answers as "paint," "carpets," "NutraSweet," "perfume," "chlorine," "poison," "mercury," and "crude oil."

Previously, "pesticides" had been the plant's most widely know product (at 16% in 1989). But, pesticides have not been replaced with any equally visible type of product. No matter how product awareness is measured, the Anniston plant has one of the lowest product recognition levels of any Monsanto plant.

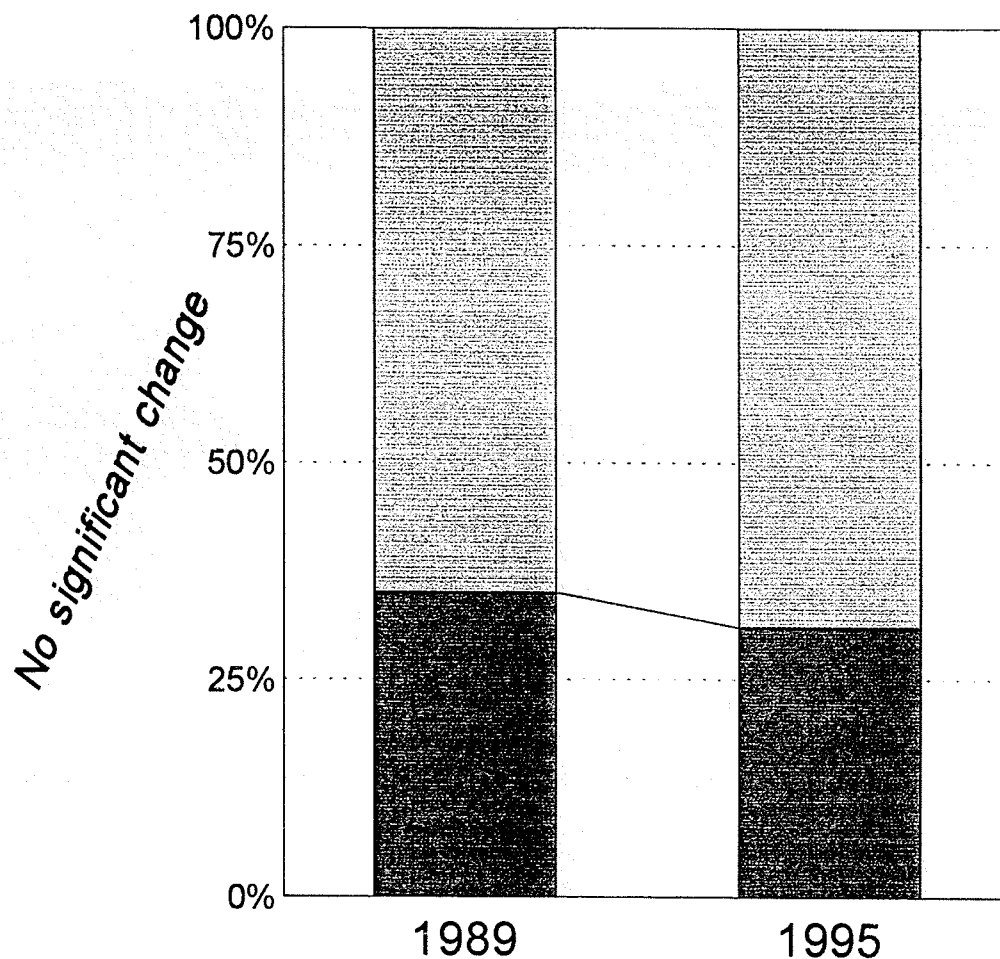
Usefulness of the Plant's Products

All those who are aware of the plant were asked this question (not just those who say they know what the plant makes).

“Do you think the products made at the plant are probably useful and beneficial to society or not? [If useful:] Would you say very useful or somewhat useful?”

Remarkably, despite not knowing what the plant makes, most residents are still willing to give the plant the benefit of the doubt and presume that its products are useful and socially beneficial. Essentially unchanged from 1989, almost three-fourths suppose that the plant's products are useful. (See Chart 15 and Table 20.)

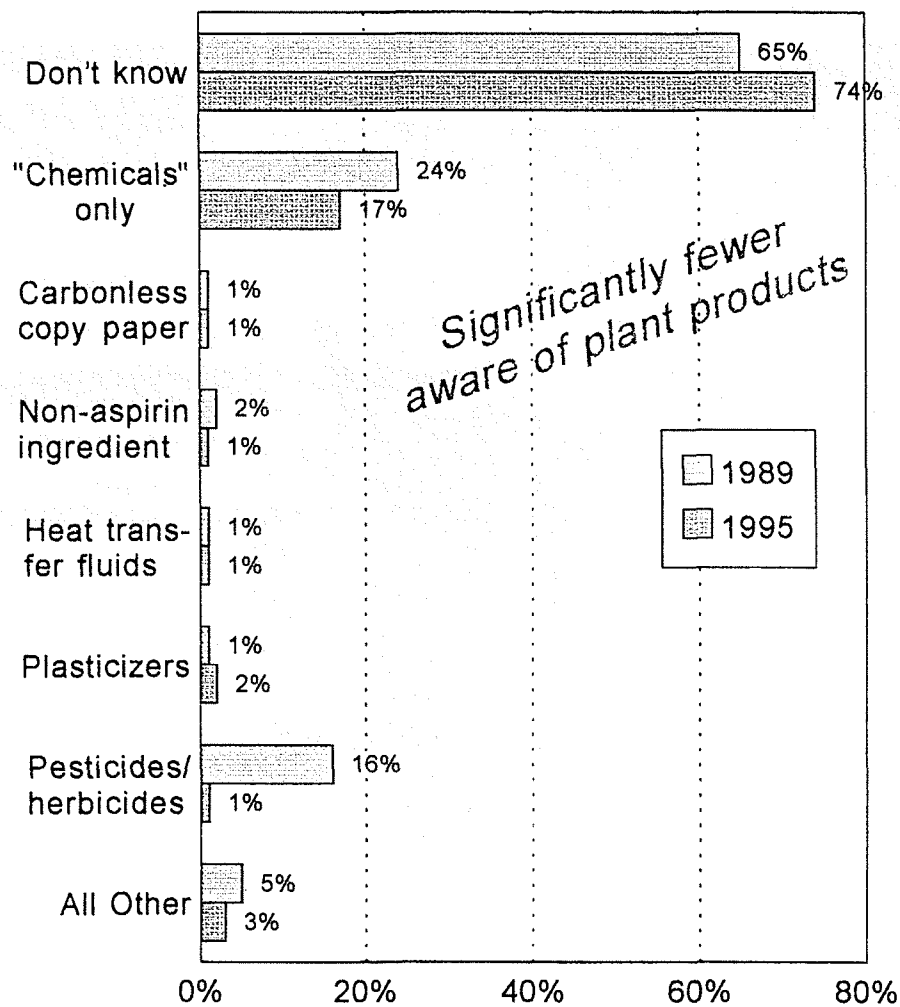
Chart 13: Familiarity with Plant's Products



Unfamiliar	65	69
Familiar	35	31

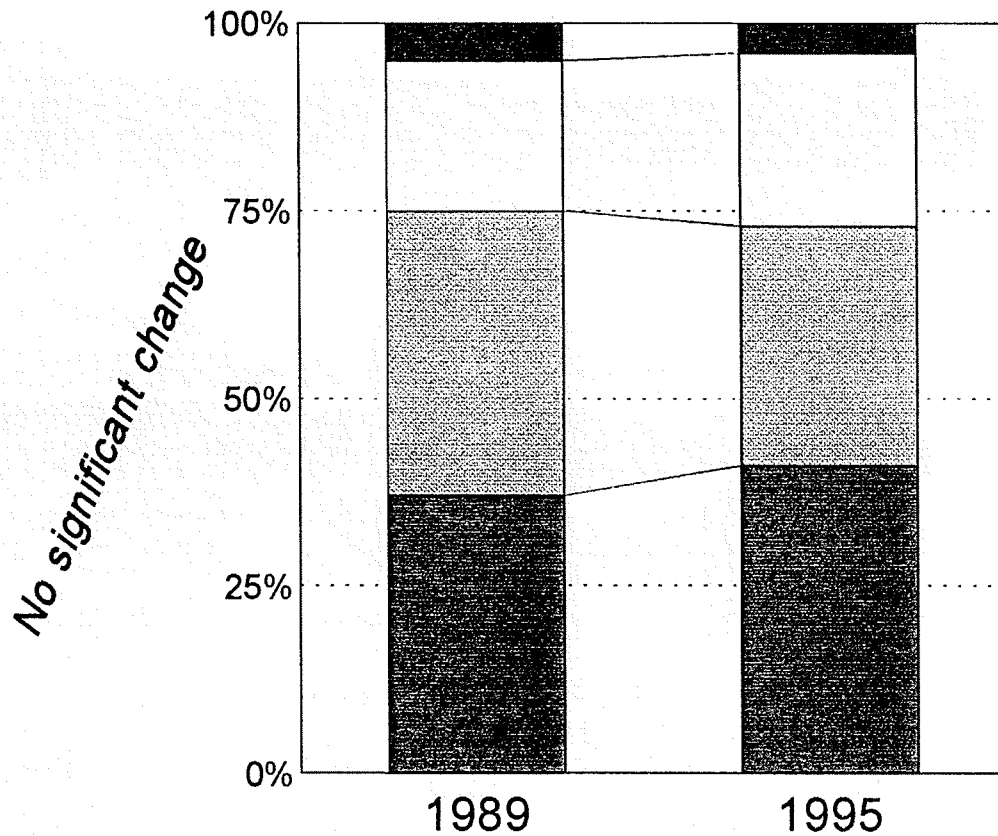
(Percentages based on those aware of the plant.)

Chart 14: Products Recalled Made at the Plant



(Percentages based on those aware of the plant.)

Chart 15:
Usefulness of Plant's Products for Society



<i>Not Useful</i>	5	4
<i>Don't know</i>	20	23
<i>Somewhat</i>	38	32
<i>Very Useful</i>	37	41

(Percentages based on those aware of the plant.)

Intensity Index

How consistent and strong is sentiment toward the Anniston plant? How many people are hard-core critics who voice consistently negative opinions of the plant? How many are strong supporters who voice consistently positive views of the plant?

One way to study attitude intensity is to construct a cumulative index across a series of different items. This survey included seven questions that can be used to create an Intensity Index.

A pro-Monsanto index was created by adding together all opinions that were highly favorable toward Monsanto on seven key issues. An anti-Monsanto index counted each highly negative opinion on those same seven issues. Middle positions (e.g., "somewhat concerned") do not count toward either end of the Intensity Index. The anti-Monsanto index was subtracted from the pro-Monsanto index in order to construct a summary measure, the net Intensity Index.

Scores on this index are based on the following questions:

1. Overall opinion toward the plant (very good vs. very bad);
2. Monsanto as an employer (excellent vs. poor);
3. Monsanto's environmental concern (very concerned vs. not concerned);
4. Whether Monsanto does a good job disposing of its chemical wastes safely (good vs. poor);
5. Frequency of Monsanto's "extra" contributions to the local community (often vs. not much);
6. How confident are residents in the plant's ability to handle an emergency (very confident vs. not confident);
7. Whether the products made at the plant are useful and beneficial to society (very useful vs. not useful).

This index is designed to be a stringent test of intensity. For example, to score as a hard-core opponent (splenetic), one must give the plant the lowest possible rating on at least five out of the seven opportunities (e.g., say that Monsanto is a poor employer, is not environmentally concerned, fails to dispose of its chemical wastes safely, is unable to handle a plant emergency, and fails to make local contributions). Cumulative scores on this Intensity Index were grouped into five categories as shown below, in Chart 16 and in Table 21.

Supporters: These people take strong, pro-Monsanto positions on all or almost all of these criteria (scoring +5 to +7 on the index). Of those aware of the plant, 19% fall into this very favorable category.

Sympathizers: Those in this segment lean decidedly in Monsanto's direction, but temper their enthusiasm in at least a couple of areas (scores are +2 to +4). This category includes 34% of those aware of the plant.

Straddlers: This middle cluster scores a net +1, 0, or -1. They tend to take middle positions when possible and rarely take a bolder stance either pro or con. Four out of ten area residents (40%) who are aware of the plant fall into this ambivalent category.

Skeptics: The wary people in this group look at Monsanto with a cautious and sometimes cynical attitude. They do not see the company as hopelessly malevolent, but they do not give Monsanto the benefit of the doubt. Their score is -2 through -4 on the Intensity Index. They constitute only 6% of those aware of the plant.

Splenetics: These people are hostile toward the plant and give it no credit. They answer at least five of the seven questions with very anti-Monsanto answers (scoring -5 to -7 on the net Intensity Index). Just 1% fall into this extremely negative category.

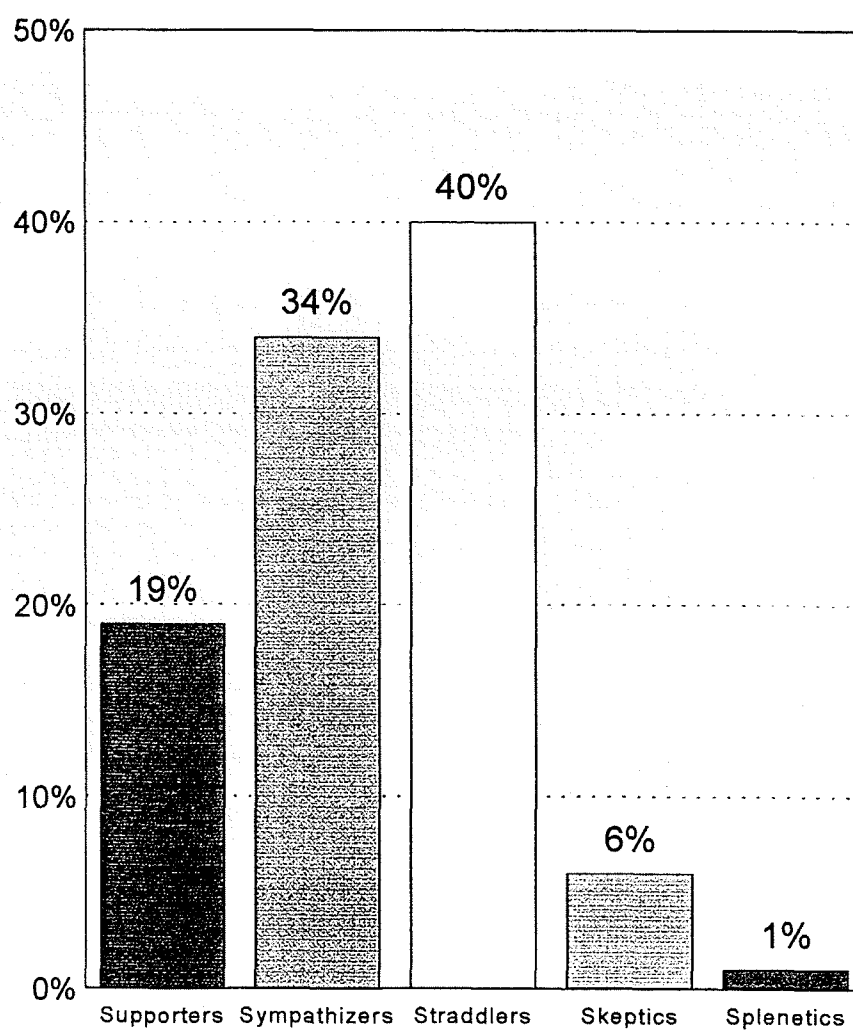
As shown in Chart 16, a narrow majority of the Anniston plant's constituency consists of sympathizers and straddlers (totalling 53%). The good news is that the plant does not have many embittered critics (splenetics). The bad news is that there are so many straddlers. The Intensity Index indicates that the Anniston plant's popularity is more shallow than that found in many Monsanto plant communities and that there is a large block of ambivalent, decidedly unenthusiastic residents (the 40% straddlers).

Chart 17 graphs the distribution of intensity levels by demographic factors. Age, status, length of residence, and having Monsanto friends result in statistically significant differences:

- **Age:** Proportionately, twice as many supporters are found among the older residents (21%) as among the young adults (9%).
- **Socio-Economic Status:** More than twice as many supporters are found among the high-SES residents (30%) as among the low-SES (12%).
- **Length of Residence:** Far fewer supporters can be found among newcomers (in the area less than five years) than among long-term residents (over twenty years) — 7% versus 24%, respectively.
- **Plant Friends:** Having Monsanto friends is also modestly related to intensity of support for the plant. Those who know plant employees are more likely to be supporters (26%) than are those who do not know any Monsanto employees (17%).

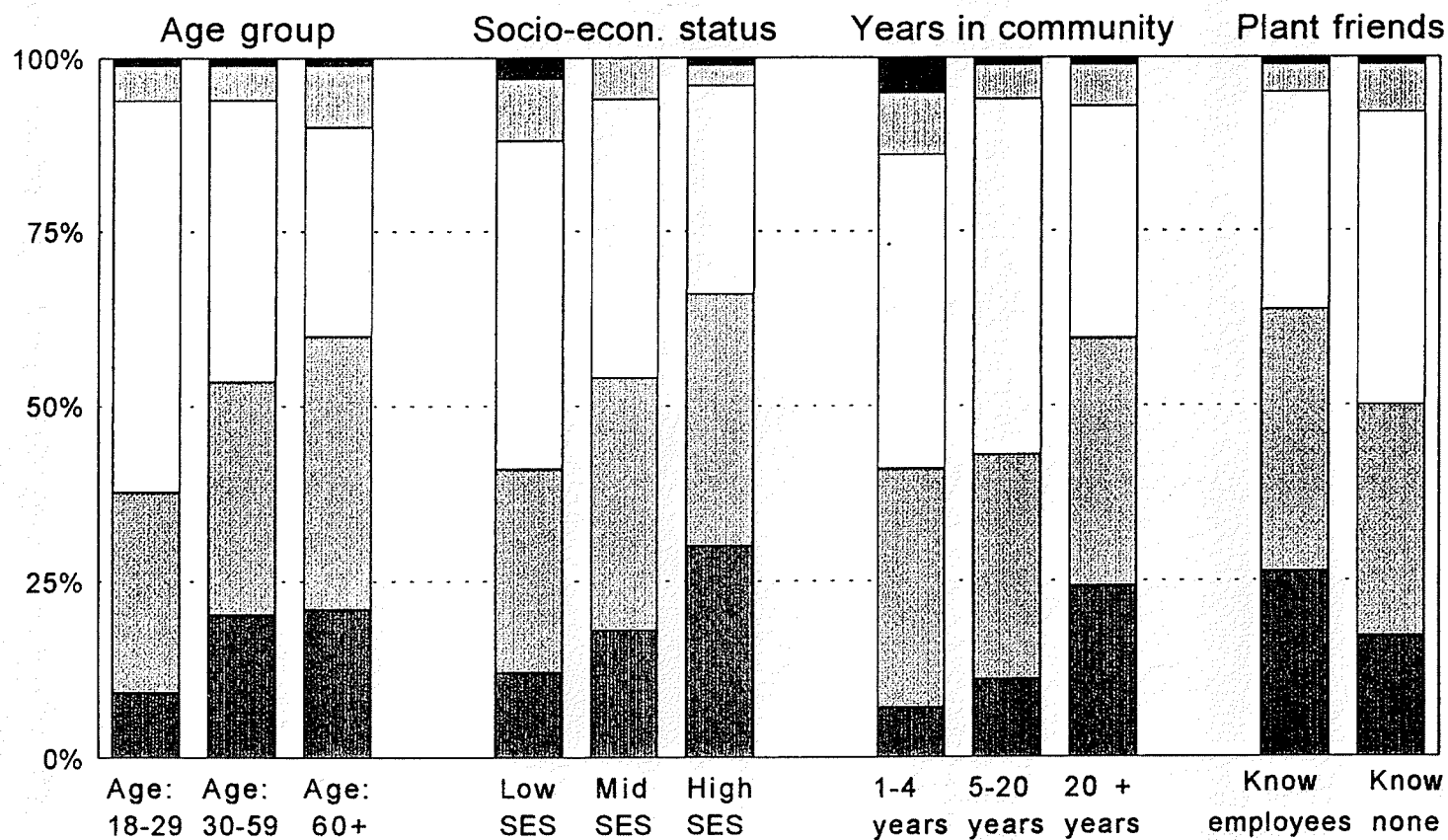
Direct comparisons with previous Intensity Indices are not possible due to a few changes in the latest survey instrument (needed to make the Anniston questionnaire consistent with those used in other Monsanto community surveys).

Chart 16:
Intensity Index



(Percentages based on those aware of the plant.)

Chart 17: Intensity Index by Key Groups



(Percentages based on those aware of the plant.)

Conclusions and Implications

In 1989, the Anniston plant ranked in the bottom quarter of Monsanto plants in terms of its community standing. A slim majority gave the plant lukewarm support.

The plant's disappointing standing was doubly surprising and serious because it does *not* have a tough audience. Surveys confirmed that, like most Southern cities of its size, Anniston has an extremely pro-business climate. In fact, residents overwhelmingly want to see *more* manufacturing plants move into the area. Moreover, they are not hypersensitive about the local environment.

One explanation that was offered for the low 1989 scores was that many people were annoyed that Monsanto had previously seemed ready to abandon Anniston and sell its plant to another company. Six years later, however, there was no dramatic rebound.

The 1995 results are complex. On balance, the news is mildly good for the plant, showing modest improvements. But, not all the news is positive, as the plant has regressed in two areas.

The favorable trends emerged on several environmental issues:

- More people think the plant does a "good job" in safely disposing of its chemical wastes — 52% in 1995, up from 43% in 1989.
- More people are now "very confident" that Monsanto could handle a plant emergency — 42% in 1995, up from 34% in 1989.
- Widespread complaints about the plants' odors have at least abated somewhat — 45% in 1995, down from 54% in 1989.
- Thanks to these positive shifts, more people are willing to call the plant "very good" overall — 29%, up from 20%.

These gains in the environmental arena were partially offset by injuries in two other areas. Were it not for these two setbacks, the plant might well have enjoyed an even greater net gain in overall community support.

- Even fewer people now think they know what is made at the plant, down from a figure that was already very low in 1989.
- Awareness of the plant's community contributions has drifted downward.

To seek advances in community support, the survey findings point to various ways in which the plant can work to strengthen its standing. Some of these steps are noted below:

Pain Reliever Ingredients. Only about 6% can now accurately name any products made at the Anniston plant. When people do not know exactly what is being made at a chemical plant, they can easily imagine that the chemical concoctions are all deadly poisons. Thus, it is very much to a plant's advantage to have one or two high-profile products that are easily understood in terms of their consumer end-use.

Many of the Anniston plant's products are too obscure to serve this palliative purpose. The plant does, however, have a product that is ideal for this function — its ingredients for pain-relieving medicines. Short of making a life-saving product, what can be better than making pharmaceutical ingredients that alleviate human suffering?

This is an opportune time to link Monsanto's Anniston plant to pain-relieving ingredients in a sustained way. Of course, frequent "repetition with variation" is needed to build widespread public knowledge. To cite a few possibilities: The product could be mentioned somewhere in every press release issued from the plant. If this product has not been recently the subject of a local newspaper feature story, it could be. Likewise, it should be prominent in any plant brochures, community tours, school presentations, or civic club lectures. These and other such steps would cumulatively build public knowledge.

Odors. Presumably, Monsanto has already done, or is now doing, everything that can reasonably be done to minimize odors from the Anniston plant. With complaints down slightly, the plant may well be benefitting from some degree of reduced odor. Yet, this clearly remains the biggest single liability that the plant faces in gaining greater community acceptability.

The Environment. The late 1980s brought heightened suspicion and scrutiny of chemical plants. The surge in environmental anxiety and "chemophobia" aroused misgivings about chemical plants among people who had not been previously wary. In the 1990s, a calmer public has become more receptive to recognizing the environmental progress that chemical companies have made. Indeed, in 1995, the Anniston public awarded the Monsanto plant somewhat higher marks on its environmental performance, leading to correspondingly higher marks overall.

While these residents are not obsessed with environmental issues, they nonetheless rewarded Monsanto for its environmental progress. As enforcement of the Monsanto Pledge moves forward to more dramatic emission reductions, communicating the news of this progress to the community should continue to be a top priority.

Community Contributions. The Anniston plant is not benefitting as much as it should from its community contributions. Contributions send a powerful symbolic message to the community that Monsanto cares and wants to be a good neighbor. Skillfully publicizing these positive plant actions is important. The plant could particularly gain enhanced stature if it had one or two widely known contributions. Residents are by far the most appreciative of projects targeted toward youth and education. Secondary interests include the environment, parks, and community beautification.

Young Adults. Young adults (under 30) are the plant's least supportive constituency. Moreover, young adults steadily and inevitably continue to supplant elderly residents. Young adults are not guaranteed to evolve into supporters. Instead, they may be inclined to retain their less enthusiastic views. Thus, young adults ought to be high priorities in the plant's community relations efforts.

Comparative Standing. The table below summarizes the findings from Anniston compared to those of other Monsanto plant communities. Anniston results were more favorable to Monsanto than usual in only one area — disposing of chemical wastes. Results were less favorable in several areas — particularly odor complaints, general awareness of community contributions, and specific awareness of what the plant makes.

ANNISTON VS. OTHER MONSANTO PLANT COMMUNITIES	
<u>WELL ABOVE AVERAGE</u>	Compared to other Monsanto communities:
• Odor is cited far more often as a major disadvantage. • New manufacturing plants would be much more welcomed.	
<u>ABOVE AVERAGE</u>	Compared to other Monsanto communities:
• The plant is seen as a better disposer of chemical wastes. • Education & youth are higher community priorities, while there is less concern with the environment, parks, and beautification.	
<u>AVERAGE</u>	As is typical in other Monsanto communities:
• Jobs are widely cited as the plant's primary advantage. • Two-thirds see Monsanto as a good employer. • Monsanto is seen as an environmentally concerned company. • Most believe the plant can handle an emergency. • Not many people can recall specific community contributions.	
<u>BELOW AVERAGE</u>	Compared to other Monsanto communities:
• Water and air pollution are cited less often as major problems. • Fewer people know the plant makes community contributions. • Product recollection is very low. • Only a modest majority have overall positive views of the plant.	

Overall. Since 1989, the Anniston plant's standing has improved slightly. Here, and in other recent community surveys, the plant has benefitted from growing public recognition of Monsanto's environmental advances. Yet, despite the Southern support for manufacturing plants and minimal environmental anxiety, the plant still does not enjoy widespread support. Most people are not aware of the plant's community contributions and very few people know what is made at the plant. Unfortunately, the plant "product" that people are most aware of is its unpleasant odors.

Methodology

During January 16-18, 1995, Adams Research Inc. conducted telephone interviews with 600 adults living in the Anniston area of Alabama. Random-digit dialing was used to ensure that all telephone households were sampled, including those not listed in current directories. This sample was carefully screened to exclude telephone numbers that were called for the 1989 survey.

Confidence Intervals. The completed sample yields a good estimate of the population surveyed. The simple rule of thumb is $\pm 3.4\%$ as the confidence interval for the entire sample, and ± 3.8 as the confidence interval for the portion of the sample aware of the local Monsanto plant. These confidence intervals show the range — plus or minus — within which the findings from repeated samplings in the same time period could be expected to vary, 90% of the time.

SURVEY CONFIDENCE INTERVALS (Calculated for the 90% confidence level)				
<i>Random sample percentages near:</i>	<i>1995: Total Sample (n=600)</i>	<i>1995: All Aware of Plant (n=462)</i>	<i>1989: Total Sample (n=858)</i>	<i>1989: All Aware of Plant (n=772)</i>
50% / 50%	$\pm 3.4\%$	$\pm 3.8\%$	$\pm 2.8\%$	$\pm 3.0\%$
60% / 40%	$\pm 3.4\%$	$\pm 3.8\%$	$\pm 2.8\%$	$\pm 3.0\%$
70% / 30%	$\pm 3.1\%$	$\pm 3.5\%$	$\pm 2.6\%$	$\pm 2.7\%$
80% / 20%	$\pm 2.7\%$	$\pm 3.1\%$	$\pm 2.2\%$	$\pm 2.4\%$
90% / 10%	$\pm 2.0\%$	$\pm 2.3\%$	$\pm 1.7\%$	$\pm 1.8\%$

1995-1989 Differences. Random surveys provide very good estimates of the population, but they are still estimates and not exact figures. Some differences between the 1989 and 1995 findings are thus inevitably due to ordinary sampling variation. One should be careful *not* to treat minor differences between the two years as an exact measure of real change.

Among those aware of the plant, the 1995 confidence intervals are $\pm 3.8\%$ and the 1989 intervals were $\pm 3.0\%$ (at the 90% confidence interval). Thus, as a rule of thumb, changes are highly likely to be real ("statistically significant") when differences between the two years (for those aware of the plant) is 7% or more. Changes that fall a short of 7% *might* reflect a shift in public opinion, although it is not possible to reach that conclusion with as much confidence.

The same 7% rule of thumb for differences also hold true when comparing all those surveyed (both aware and unaware of the plant). The 1995 confidence intervals are $\pm 3.4\%$ and the 1989 intervals were $\pm 2.8\%$ (at the 90% confidence interval). Again, changes falling short of the 7% mark *could* reveal actual subtle movements in public opinion, although such conclusions cannot be drawn with as much confidence.

Plant Friends. Most tables include a variable labelled "Plant Friends," which is divided into those who do and those who do not know Monsanto workers. Of the total sample, 15% have friends who work for Monsanto. This includes the 3% (of all households surveyed) with a Monsanto employee (2%) or retired employee (1%) in the household — plus the 13% who say they have friends who work at the plant.

Demographic Composition of the Sample. Table 22 shows the demographic characteristics of the entire sample and of the plant-aware portion of the sample.

Measuring Socio-economic Status. Socio-economic status (SES), as usually coded in sociological and political science literature, is a combination of education and income. The sociological view is that education and income variables “overlap” one another and both tap a similar underlying phenomenon of socio-economic status. Combining education and income, the blended SES variable is often a more powerful predictor than either education or income considered separately. SES was constructed as follows:

Socio-Economic Status (SES)	
High SES	Either family income over \$50,000; or, a college degree and annual family income between \$20,000 and \$50,000
Middle SES	Annual family income of \$20-50,000 (without college degree)
Low SES	Annual family incomes below \$20,000 (about half with and half without high school degrees)

Appendix A: Tables

Table 1:
AWARENESS OF THE MONSANTO PLANT
(Entire Sample)

	Aware of Plant	
	Aware	Unaware
1995 TOTAL	77%	23%
SEX		
Men	78%	22%
Women	76%	24%
AGE		
18 - 29	68%	32%
30 - 59	81%	19%
60 & over	76%	24%
SOCIO-ECONOMIC STATUS (SES)		
Low SES	73%	27%
Middle SES	78%	22%
High SES	80%	20%
YEARS IN AREA		
Under 5	61%	39%
5 to 20	75%	25%
Over 20	84%	16%

Question #7: Monsanto Survey (1/95)
Percentages based on all surveyed respondents.

DSW 133751

STLCOPCB4033709

Table 2:
OVERALL OPINION OF PLANT

	Evaluation of Monsanto Plant					
	Very Good	Some-what Good	Mixed	Some-what Bad	Very Bad	Don't Know
1995 TOTAL	29%	30%	16%	9%	6%	11%
SEX						
Men	31%	31%	14%	9%	6%	10%
Women	26%	29%	17%	8%	7%	13%
AGE						
18 - 29	20%	19%	23%	15%	11%	12%
30 - 59	32%	29%	14%	9%	6%	11%
60 & over	26%	41%	14%	5%	4%	11%
SOCIO-ECONOMIC STATUS (SES)						
Low SES	17%	32%	20%	11%	11%	9%
Middle SES	32%	27%	15%	8%	5%	13%
High SES	37%	33%	11%	6%	2%	10%
YEARS IN AREA						
Under 5	23%	30%	9%	14%	9%	16%
5 to 20	25%	27%	21%	6%	7%	14%
Over 20	32%	31%	14%	9%	6%	9%
PLANT FRIENDS						
Know employees	42%	26%	17%	7%	6%	3%
Do not know any	25%	31%	15%	9%	6%	13%

Question #9: Monsanto Survey (1/95)
Percentages based on those aware of the plant.

Table 3:
OVERALL OPINION OF PLANT
--- SUMMARY CATEGORIES ---

	OVERALL OPINION OF PLANT		
	Good	Mixed or DK	Bad
1995 TOTAL	58%	27%	15%
SEX			
Men	62%	24%	15%
Women	55%	30%	15%
AGE			
18 - 29	39%	35%	26%
30 - 59	61%	25%	15%
60 & over	67%	25%	8%
SOCIO-ECONOMIC STATUS (SES)			
Low SES	49%	29%	22%
Middle SES	59%	27%	13%
High SES	70%	22%	8%
YEARS IN AREA			
Under 5	52%	25%	23%
5 to 20	52%	35%	13%
Over 20	63%	22%	15%
PLANT FRIENDS			
Know employees	67%	20%	12%
Do not know any	56%	28%	16%

Question #9: Monsanto Survey (1/95)
Percentages based on those aware of the plant.

DSW 133753

STLCOPCB4033711

Table 4:
DISADVANTAGES OF THE PLANT

	D I S A D V A N T A G E S				
	Odors	Poll- ution	Air Poll- ution	Water Poll- ution	Chem. Poll- ution
1995 TOTAL	45%	18%	6%	4%	8%
SEX					
Men	42%	19%	5%	7%	10%
Women	48%	16%	8%	1%	5%
AGE					
18 - 29	45%	18%	11%	1%	3%
30 - 59	48%	16%	5%	5%	10%
60 & over	37%	21%	6%	6%	5%
SOCIO-ECONOMIC STATUS (SES)					
Low SES	51%	17%	8%	4%	4%
Middle SES	45%	16%	4%	3%	9%
High SES	35%	22%	8%	6%	9%
YEARS IN AREA					
Under 5	41%	20%	2%	2%	11%
5 to 20	43%	18%	7%	3%	7%
Over 20	47%	17%	6%	5%	7%
PLANT FRIENDS					
Know employees	42%	26%	7%	2%	8%
Do not know any	46%	16%	6%	5%	8%

Question #10: Monsanto Survey (1/95)
Percentages based on those aware of the plant.
Rows may exceed 100% due to multiple responses.

(continued)

DSW 133754

STLCOPCB4033712

Table 4:
DISADVANTAGES OF THE PLANT

	D I S A D V A N T A G E S				
	Toxic Wastes	Waste Disposl	Trans- port. Risks	Danger- ous	Explo- sions
1995 TOTAL	3%	2%	0%	2%	1%
SEX					
Men	3%	2%	0%	3%	1%
Women	2%	1%	0%	0%	1%
AGE					
18 - 29	1%	1%	0%	3%	0%
30 - 59	3%	1%	0%	2%	1%
60 & over	3%	2%	1%	0%	1%
SOCIO-ECONOMIC STATUS (SES)					
Low SES	2%	2%	0%	1%	2%
Middle SES	3%	2%	0%	2%	1%
High SES	3%	0%	1%	2%	0%
YEARS IN AREA					
Under 5	7%	0%	0%	0%	0%
5 to 20	3%	1%	0%	2%	1%
Over 20	2%	2%	0%	1%	1%
PLANT FRIENDS					
Know employees	6%	2%	0%	1%	1%
Do not know any	2%	1%	0%	2%	1%

Question #10: Monsanto Survey (1/95)
Percentages based on those aware of the plant.
Rows may exceed 100% due to multiple responses.

(continued)

Table 4:
DISADVANTAGES OF THE PLANT

	D I S A D V A N T A G E S				
	Acci- dents & Spills	Car Traffic	Bad Work Place	All Other Bad	Nothing Bad Cited
1995 TOTAL	1%	0%	1%	1%	29%
SEX					
Men	1%	1%	1%	0%	31%
Women	1%	0%	0%	1%	27%
AGE					
18 - 29	0%	0%	3%	0%	26%
30 - 59	1%	0%	0%	1%	27%
60 & over	1%	1%	1%	1%	36%
SOCIO-ECONOMIC STATUS (SES)					
Low SES	1%	1%	1%	0%	25%
Middle SES	1%	0%	1%	1%	30%
High SES	1%	0%	0%	1%	31%
YEARS IN AREA					
Under 5	0%	2%	0%	0%	25%
5 to 20	1%	0%	1%	1%	30%
Over 20	1%	0%	1%	0%	28%
PLANT FRIENDS					
Know employees	1%	0%	0%	0%	26%
Do not know any	1%	1%	1%	1%	29%

Question #10: Monsanto Survey (1/95)
Percentages based on those aware of the plant.
Rows may exceed 100% due to multiple responses.

DSW 133756

Table 5:
DISADVANTAGES OF THE PLANT
ACCORDING TO ITS CRITICS

	D I S A D V A N T A G E S					
	Odors	Poll- ution	Air Poll- ution	Water Poll- ution	Chem. Poll- ution	Toxic Wastes
1995 TOTAL	54%	22%	19%	14%	17%	6%
SEX						
Men	51%	26%	17%	23%	23%	9%
Women	56%	18%	21%	6%	12%	3%
AGE						
18 - 29	37%	32%	26%	5%	5%	5%
30 - 59	60%	18%	15%	18%	25%	5%
60 & over	56%	22%	22%	22%	11%	11%
SOCIO-ECONOMIC STATUS (SES)						
Low SES	60%	23%	23%	13%	3%	0%
Middle SES	48%	26%	10%	10%	26%	10%
High SES	50%	0%	38%	38%	38%	13%
YEARS IN AREA						
Under 5	40%	20%	10%	0%	20%	0%
5 to 20	42%	21%	26%	16%	16%	11%
Over 20	63%	23%	18%	18%	18%	5%
PLANT FRIENDS						
Know employees	45%	36%	18%	9%	0%	9%
Do not know any	55%	19%	19%	16%	21%	5%

Question #10: Monsanto Survey (1/95)
Percentages based on those aware of the plant
who say the plant is bad for the community.
Rows may exceed 100% due to multiple responses.

(continued)

DSW 133757

STLCOPCB4033715

Table 5:
DISADVANTAGES OF THE PLANT
ACCORDING TO ITS CRITICS

	D I S A D V A N T A G E S					
	Waste Disposal	Dangerous	Explosions	Accidents & Spills	Bad Work Place	Nothing Bad Cited
1995 TOTAL	4%	4%	3%	1%	1%	6%
SEX						
Men	6%	9%	3%	3%	3%	6%
Women	3%	0%	3%	0%	0%	6%
AGE						
18 - 29	5%	0%	0%	0%	5%	5%
30 - 59	5%	8%	5%	3%	0%	3%
60 & over	0%	0%	0%	0%	0%	22%
SOCIO-ECONOMIC STATUS (SES)						
Low SES	7%	3%	7%	3%	0%	7%
Middle SES	3%	3%	0%	0%	3%	6%
High SES	0%	13%	0%	0%	0%	0%
YEARS IN AREA						
Under 5	0%	0%	0%	0%	0%	10%
5 to 20	11%	11%	5%	0%	0%	5%
Over 20	3%	3%	3%	3%	3%	5%
PLANT FRIENDS						
Know employees	18%	0%	0%	9%	0%	9%
Do not know any	2%	5%	3%	0%	2%	5%

Question #10: Monsanto Survey (1/95)
Percentages based on those aware of the plant
who say the plant is bad for the community.
Rows may exceed 100% due to multiple responses.

DSW 133758

Table 6:
ADVANTAGES OF THE PLANT

	A D V A N T A G E S					
	Jobs	Helps Local Economy	Helps Other Businss	Good Tax Revenue	Commnty Contri- butions	Good Prodcts
1995 TOTAL	82%	13%	2%	3%	3%	1%
SEX						
Men	86%	13%	1%	3%	5%	1%
Women	79%	13%	2%	3%	2%	0%
AGE						
18 - 29	74%	12%	3%	0%	4%	0%
30 - 59	84%	12%	2%	3%	4%	1%
60 & over	84%	17%	0%	4%	1%	1%
SOCIO-ECONOMIC STATUS (SES)						
Low SES	79%	13%	1%	2%	1%	0%
Middle SES	82%	13%	2%	3%	4%	0%
High SES	89%	13%	1%	3%	5%	2%
YEARS IN AREA						
Under 5	77%	9%	0%	0%	7%	0%
5 to 20	85%	16%	3%	3%	3%	0%
Over 20	82%	13%	1%	3%	3%	1%
PLANT FRIENDS						
Know employees	84%	10%	0%	3%	2%	1%
Do not know any	82%	14%	2%	2%	4%	1%

Question #11: Monsanto Survey (1/95)
Percentages based on those aware of the plant.
Rows may exceed 100% due to multiple responses.

(continued)

Table 6:
ADVANTAGES OF THE PLANT

	A D V A N T A G E S		
	Good to Workers	All Other Good	Nothing Good Cited
1995 TOTAL	4%	1%	9%
SEX			
Men	5%	1%	6%
Women	3%	0%	13%
AGE			
18 - 29	0%	0%	18%
30 - 59	5%	1%	7%
60 & over	3%	0%	8%
SOCIO-ECONOMIC STATUS (SES)			
Low SES	2%	0%	14%
Middle SES	4%	1%	9%
High SES	5%	0%	2%
YEARS IN AREA			
Under 5	2%	2%	16%
5 to 20	6%	1%	6%
Over 20	2%	0%	10%
PLANT FRIENDS			
Know employees	8%	1%	9%
Do not know any	3%	1%	9%

Question #11: Monsanto Survey (1/95)
Percentages based on those aware of the plant.
Rows may exceed 100% due to multiple responses.

DSW 133760

STLCOPCB4033718

Table 7:
MONSANTO AS AN EMPLOYER

	Monsanto as an Employer				
	Excel- lent	Good	Only Fair	Poor	Don't Know
1995 TOTAL	24%	45%	12%	3%	16%
SEX					
Men	28%	45%	12%	2%	14%
Women	21%	45%	13%	4%	17%
AGE					
18 - 29	12%	53%	22%	1%	12%
30 - 59	29%	42%	10%	3%	16%
60 & over	23%	47%	11%	4%	16%
SOCIO-ECONOMIC STATUS (SES)					
Low SES	20%	39%	20%	5%	16%
Middle SES	24%	47%	10%	3%	17%
High SES	32%	45%	7%	1%	14%
YEARS IN AREA					
Under 5	14%	36%	16%	5%	30%
5 to 20	22%	49%	11%	3%	15%
Over 20	27%	44%	12%	3%	14%
PLANT FRIENDS					
Know employees	22%	55%	12%	3%	7%
Do not know any	25%	42%	12%	3%	18%

Question #13: Monsanto Survey (1/95)
Percentages based on those aware of plant.

DSW 133761

Table 8:
BUSINESS CLIMATE FOR MANUFACTURING PLANTS

	Local Manufacturing Climate			
	More	Stay Same	Fewer	Don't Know
1995 TOTAL	71%	20%	7%	2%
SEX				
Men	72%	19%	6%	3%
Women	70%	21%	8%	2%
AGE				
18 - 29	47%	32%	19%	1%
30 - 59	75%	18%	4%	2%
60 & over	76%	17%	5%	3%
SOCIO-ECONOMIC STATUS (SES)				
Low SES	67%	21%	9%	4%
Middle SES	75%	16%	7%	2%
High SES	68%	28%	3%	1%
YEARS IN AREA				
Under 5	57%	30%	7%	7%
5 to 20	69%	23%	7%	1%
Over 20	74%	17%	7%	2%
PLANT FRIENDS				
Know employees	72%	20%	6%	2%
Do not know any	71%	20%	7%	2%

Question #5: Monsanto Survey (1/95)
Percentages based on those aware of plant.

DSW 133762

STLCOPCB4033720

Table 9:
LOCAL WATER POLLUTION
(Entire Sample)

	Local Water Pollution			
	Major Problem	Minor Problem	Not a Problem	Don't Know
1995 TOTAL	21%	33%	42%	5%
SEX				
Men	20%	35%	41%	4%
Women	21%	30%	42%	6%
AGE				
18 - 29	20%	40%	32%	7%
30 - 59	23%	35%	38%	4%
60 & over	17%	22%	56%	6%
SOCIO-ECONOMIC STATUS (SES)				
Low SES	22%	26%	45%	8%
Middle SES	20%	35%	40%	4%
High SES	21%	36%	39%	4%
YEARS IN AREA				
Under 5	19%	50%	25%	6%
5 to 20	23%	34%	39%	4%
Over 20	20%	29%	46%	6%
PLANT FRIENDS				
Know employees	20%	40%	36%	3%
Do not know any	22%	34%	42%	3%

Question #1: Monsanto Survey (1/95)
Percentages based on all surveyed respondents.

DSW 133763

STLCOPCB4033721

Table 10:
LOCAL AIR POLLUTION
(Entire Sample)

	Local Air Pollution			
	Major Problem	Minor Problem	Not a Problem	Don't Know
1995 TOTAL	19%	45%	33%	4%
SEX				
Men	16%	45%	36%	3%
Women	22%	44%	30%	4%
AGE				
18 - 29	20%	47%	30%	3%
30 - 59	19%	48%	30%	3%
60 & over	16%	37%	42%	6%
SOCIO-ECONOMIC STATUS (SES)				
Low SES	21%	43%	30%	6%
Middle SES	18%	45%	34%	2%
High SES	18%	45%	33%	3%
YEARS IN AREA				
Under 5	21%	47%	26%	6%
5 to 20	20%	46%	32%	2%
Over 20	18%	44%	34%	4%
PLANT FRIENDS				
Know employees	21%	54%	25%	0%
Do not know any	21%	44%	32%	3%

Question #2: Monsanto Survey (1/95)
Percentages based on all surveyed respondents.

Table 11:
LOCAL CHEMICAL PLANT SAFETY
(Entire Sample)

	Local Chemical Plant Safety			
	Major Problem	Minor Problem	Not a Problem	Don't Know
1995 TOTAL	27%	30%	33%	11%
SEX				
Men	24%	30%	38%	9%
Women	31%	29%	27%	13%
AGE				
18 - 29	26%	38%	27%	9%
30 - 59	29%	29%	34%	8%
60 & over	24%	26%	35%	16%
SOCIO-ECONOMIC STATUS (SES)				
Low SES	25%	31%	30%	14%
Middle SES	25%	28%	36%	11%
High SES	35%	33%	28%	4%
YEARS IN AREA				
Under 5	23%	35%	34%	8%
5 to 20	29%	28%	33%	9%
Over 20	27%	30%	32%	11%
PLANT FRIENDS				
Know employees	34%	37%	25%	4%
Do not know any	29%	30%	31%	10%

Question #3: Monsanto Survey (1/95)
Percentages based on all surveyed respondents.

DSW 133765

STLCOPCB4033723

Table 12:
MONSANTO'S CONCERN WITH THE ENVIRONMENT

	Degree of Plant Concern			
	Very	Some- what	Not	Don't Know
1995 TOTAL	39%	37%	10%	14%
SEX				
Men	46%	34%	10%	9%
Women	32%	39%	9%	20%
AGE				
18 - 29	31%	41%	11%	18%
30 - 59	39%	38%	10%	13%
60 & over	44%	31%	9%	16%
SOCIO-ECONOMIC STATUS (SES)				
Low SES	33%	37%	13%	16%
Middle SES	38%	38%	8%	16%
High SES	49%	34%	8%	8%
YEARS IN AREA				
Under 5	27%	32%	16%	25%
5 to 20	32%	48%	9%	11%
Over 20	45%	32%	9%	15%
PLANT FRIENDS				
Know employees	43%	38%	11%	8%
Do not know any	38%	36%	9%	16%

Question #14: Monsanto Survey (1/95)
Percentages based on those aware of plant.

Table 13:
PLANT'S DISPOSAL OF CHEMICAL WASTES

	Plant's Safe Disposal of Chemical Wastes			
	Good	Fair	Poor	Don't Know
1995 TOTAL	52%	28%	6%	14%
SEX				
Men	56%	26%	7%	11%
Women	47%	31%	6%	16%
AGE				
18 - 29	54%	34%	7%	5%
30 - 59	49%	30%	6%	15%
60 & over	56%	21%	6%	17%
SOCIO-ECONOMIC STATUS (SES)				
Low SES	44%	30%	9%	17%
Middle SES	53%	29%	5%	13%
High SES	60%	26%	5%	9%
YEARS IN AREA				
Under 5	41%	30%	9%	20%
5 to 20	47%	34%	7%	12%
Over 20	56%	25%	5%	13%
PLANT FRIENDS				
Know employees	48%	34%	6%	12%
Do not know any	53%	27%	6%	14%

Question #18: Monsanto Survey (1/95)
Percentages based on those aware of plant.

DSW 133767

STLCOPCB4033725

Table 14:
CONFIDENCE IN PLANT'S HANDLING AN EMERGENCY

	Degree of Confidence			
	Very	Some- what	Not	Don't Know
1995 TOTAL	42%	33%	9%	16%
SEX				
Men	47%	30%	9%	14%
Women	38%	36%	8%	18%
AGE				
18 - 29	31%	46%	15%	8%
30 - 59	44%	33%	8%	15%
60 & over	45%	24%	5%	27%
SOCIO-ECONOMIC STATUS (SES)				
Low SES	38%	31%	13%	19%
Middle SES	43%	33%	7%	16%
High SES	46%	33%	7%	13%
YEARS IN AREA				
Under 5	23%	41%	11%	25%
5 to 20	39%	40%	9%	12%
Over 20	48%	28%	8%	17%
PLANT FRIENDS				
Know employees	43%	35%	6%	17%
Do not know any	42%	32%	9%	16%

Question #19: Monsanto Survey (1/95)
Percentages based on those aware of plant.

Table 15:
PLANT'S COMMUNITY CONTRIBUTIONS

	Plant Does Extra Things for Community...			
	Often	Some- times	Not Much	Don't Know
1995 TOTAL	20%	20%	16%	45%
SEX				
Men	21%	21%	14%	44%
Women	18%	19%	17%	46%
AGE				
18 - 29	15%	19%	19%	47%
30 - 59	17%	22%	15%	45%
60 & over	28%	15%	14%	43%
SOCIO-ECONOMIC STATUS (SES)				
Low SES	16%	11%	22%	51%
Middle SES	17%	22%	15%	45%
High SES	31%	26%	7%	36%
YEARS IN AREA				
Under 5	16%	16%	20%	48%
5 to 20	13%	22%	18%	48%
Over 20	24%	19%	13%	43%
PLANT FRIENDS				
Know employees	25%	20%	12%	43%
Do not know any	18%	20%	16%	46%

Question #15: Monsanto Survey (1/95)
Percentages based on those aware of plant.

Table 16:
RECALLED CONTRIBUTIONS OF MONSANTO

	Don't know or recall	Educa- tion / schools broadly	United Way	All misc. other	Wellborn High School
1995 TOTAL	74%	13%	9%	5%	1%
SEX					
Men	73%	12%	11%	6%	1%
Women	76%	13%	8%	3%	2%
AGE					
18 - 29	81%	8%	5%	4%	1%
30 - 59	77%	13%	8%	4%	1%
60 & over	64%	15%	15%	6%	2%
SOCIO-ECONOMIC STATUS (SES)					
Low SES	81%	10%	5%	7%	1%
Middle SES	78%	10%	10%	2%	1%
High SES	58%	23%	13%	6%	3%
YEARS IN AREA					
Under 5	80%	5%	9%	7%	2%
5 to 20	83%	9%	5%	3%	1%
Over 20	69%	16%	12%	5%	1%
PLANT FRIENDS					
Know employees	64%	19%	8%	8%	2%
Do not know any	77%	11%	9%	4%	1%

Question #16: Monsanto Survey (1/95)
Percentages based on those aware of plant.
Rows may exceed 100% due to multiple responses.

(continued)

DSW 133770

Table 16:
RECALLED CONTRIBUTIONS OF MONSANTO

	Cerebral Palsy Center	Tech-Prep	Anniston City Schools	Calhoun County Schools
1995 TOTAL	1%	0%	0%	0%
SEX				
Men	1%	1%	0%	0%
Women	1%	0%	0%	0%
AGE				
18 - 29	0%	0%	0%	0%
30 - 59	1%	1%	0%	0%
60 & over	2%	0%	0%	0%
SOCIO-ECONOMIC STATUS (SES)				
Low SES	1%	0%	0%	0%
Middle SES	1%	1%	0%	0%
High SES	1%	0%	0%	0%
YEARS IN AREA				
Under 5	2%	0%	0%	2%
5 to 20	1%	0%	0%	0%
Over 20	1%	1%	0%	0%
PLANT FRIENDS				
Know employees	3%	0%	0%	1%
Do not know any	1%	1%	0%	0%

Question #16: Monsanto Survey (1/95)
Percentages based on those aware of plant.
Rows may exceed 100% due to multiple responses.

DSW 133771

STLCOPCB4033729

Table 17:
PUBLIC PREFERENCES FOR COMMUNITY PROJECTS
(Entire Sample)

	Prefer New Community Project to Help . . .				
	Educa- tion & schools	Other youth pro- grams	Environ. improve- ments	Parks & beauti- fication	Help elderly, homeless or poor
1995 TOTAL	30%	6%	12%	5%	7%
SEX					
Men	28%	5%	14%	5%	7%
Women	32%	6%	10%	6%	8%
AGE					
18 - 29	34%	6%	17%	8%	6%
30 - 59	31%	6%	11%	6%	6%
60 & over	23%	5%	10%	2%	11%
SOCIO-ECONOMIC STATUS (SES)					
Low SES	22%	4%	9%	3%	12%
Middle SES	31%	6%	12%	7%	6%
High SES	39%	7%	16%	6%	4%
YEARS IN AREA					
Under 5	29%	4%	8%	8%	4%
5 to 20	40%	5%	12%	6%	6%
Over 20	24%	6%	13%	4%	9%
PLANT FRIENDS					
Know employees	29%	10%	16%	2%	9%
Do not know any	29%	5%	12%	6%	7%

Question #4: Monsanto Survey (1/95)
Percentages based on all surveyed respondents;
very similar results among those aware of plant.

(continued)

Table 17:
PUBLIC PREFERENCES FOR COMMUNITY PROJECTS
(Entire Sample)

	Prefer New Community Project to Help . . .		
	Better roads	All other	Don't know
1995 TOTAL	8%	18%	14%
SEX			
Men	10%	18%	13%
Women	6%	18%	15%
AGE			
18 - 29	6%	10%	11%
30 - 59	9%	18%	12%
60 & over	6%	21%	22%
SOCIO-ECONOMIC STATUS (SES)			
Low SES	11%	22%	17%
Middle SES	8%	15%	14%
High SES	4%	17%	7%
YEARS IN AREA			
Under 5	7%	21%	18%
5 to 20	5%	16%	12%
Over 20	10%	19%	15%
PLANT FRIENDS			
Know employees	7%	20%	7%
Do not know any	9%	18%	14%

Question #4: Monsanto Survey (1/95)
Percentages based on all surveyed respondents;
very similar results among those aware of plant.

DSW 133773

STLCOPCB4033731

Table 18:
FAMILIARITY WITH PLANT'S PRODUCTS

	Familiarity with Plant Products	
	Familiar	Unfamiliar
1995 TOTAL	31%	69%
SEX		
Men	37%	63%
Women	25%	75%
AGE		
18 - 29	24%	76%
30 - 59	35%	65%
60 & over	28%	72%
SOCIO-ECONOMIC STATUS (SES)		
Low SES	23%	77%
Middle SES	34%	66%
High SES	36%	64%
YEARS IN AREA		
Under 5	25%	75%
5 to 20	28%	72%
Over 20	34%	66%
PLANT FRIENDS		
Know employees	42%	58%
Do not know any	29%	71%

Question #12: Monsanto Survey (1/95)
Percentages based on those aware of the plant.

DSW 133774

Table 19:
KNOWLEDGE OF PLANT PRODUCTS

	Chemicals (only)	Carbonless copy paper	Non-aspirin pain reliever
1995 TOTAL	17%	1%	1%
SEX			
Men	21%	1%	1%
Women	13%	1%	0%
AGE			
18 - 29	12%	1%	0%
30 - 59	20%	1%	1%
60 & over	15%	0%	0%
SOCIO-ECONOMIC STATUS (SES)			
Low SES	12%	0%	1%
Middle SES	19%	0%	1%
High SES	22%	3%	0%
YEARS IN AREA			
Under 5	16%	2%	0%
5 to 20	13%	2%	1%
Over 20	20%	0%	1%
PLANT FRIENDS			
Know employees	22%	3%	0%
Do not know any	16%	0%	1%

Question #12: Monsanto Survey (1/95)
Percentages based on those aware of plant.
Rows may exceed 100% due to multiple responses.

(continued)

Table 19:
KNOWLEDGE OF PLANT PRODUCTS

	Heat transfer fluids	Plasticizers	Pesticides/ insecticides/ herbicides
1995 TOTAL	1%	2%	1%
SEX			
Men	1%	3%	2%
Women	0%	2%	0%
AGE			
18 - 29	0%	4%	0%
30 - 59	1%	3%	1%
60 & over	0%	0%	4%
SOCIO-ECONOMIC STATUS (SES)			
Low SES	0%	2%	1%
Middle SES	1%	2%	2%
High SES	1%	2%	0%
YEARS IN AREA			
Under 5	2%	0%	0%
5 to 20	1%	4%	0%
Over 20	0%	1%	2%
PLANT FRIENDS			
Know employees	1%	1%	2%
Do not know any	1%	2%	1%

Question #12: Monsanto Survey (1/95)
Percentages based on those aware of plant.
Rows may exceed 100% due to multiple responses.

(continued)

DSW 133776

STLCOPCB4033734

Table 19:
KNOWLEDGE OF PLANT PRODUCTS

	All Other	Don't Know or Recall
1995 TOTAL	3%	74%
SEX		
Men	4%	68%
Women	1%	82%
AGE		
18 - 29	4%	78%
30 - 59	1%	72%
60 & over	4%	78%
SOCIO-ECONOMIC STATUS (SES)		
Low SES	2%	82%
Middle SES	3%	72%
High SES	2%	70%
YEARS IN AREA		
Under 5	2%	77%
5 to 20	1%	78%
Over 20	3%	72%
PLANT FRIENDS		
Know employees	2%	67%
Do not know any	3%	76%

Question #12: Monsanto Survey (1/95)
Percentages based on those aware of plant.
Rows may exceed 100% due to multiple responses.

Table 20:
USEFULNESS OF PLANT'S PRODUCTS TO SOCIETY

	Usefulness of Plant's Products			
	Very	Some- what	Not	Don't Know
1995 TOTAL	41%	32%	4%	23%
SEX				
Men	49%	30%	4%	17%
Women	32%	34%	4%	29%
AGE				
18 - 29	28%	36%	9%	26%
30 - 59	43%	32%	3%	23%
60 & over	45%	28%	5%	22%
SOCIO-ECONOMIC STATUS (SES)				
Low SES	31%	32%	9%	28%
Middle SES	42%	35%	3%	20%
High SES	53%	25%	1%	22%
YEARS IN AREA				
Under 5	39%	23%	7%	32%
5 to 20	30%	42%	3%	24%
Over 20	47%	28%	4%	21%
PLANT FRIENDS				
Know employees	61%	24%	3%	12%
Do not know any	36%	34%	5%	25%

Question #17: Monsanto Survey (1/95)
Percentages based on those aware of plant.

DSW 133778

STLCOPCB4033736

Table 21:
INTENSITY INDEX

	Sup- porters	Sympa- thizers	Strad- dlers	Skep- tics	Sple- netics
1995 TOTAL	19%	34%	40%	6%	1%
SEX					
Men	24%	33%	35%	6%	1%
Women	13%	35%	45%	6%	1%
AGE					
18 - 29	9%	28%	55%	5%	1%
30 - 59	20%	33%	40%	5%	1%
60 & over	21%	39%	30%	9%	1%
SOCIO-ECONOMIC STATUS (SES)					
Low SES	12%	29%	47%	9%	3%
Middle SES	18%	36%	40%	6%	0%
High SES	30%	36%	30%	3%	1%
YEARS IN AREA					
Under 5	7%	34%	45%	9%	5%
5 to 20	11%	32%	51%	5%	1%
Over 20	24%	35%	33%	6%	1%
PLANT FRIENDS					
Know employees	26%	37%	31%	4%	1%
Do not know any	17%	33%	42%	7%	1%

Calculated from questions #9, #13-15 and #17-19
Monsanto Survey (1/95)
Percentages based on those aware of plant.

DSW 133779

STLCOPCB4033737

Table 22:
DEMOGRAPHICS OF THE SURVEY SAMPLE

	Entire Sample	Plant Aware
	(n=600)	(n=462)
SEX		
Men	51%	52%
Women	49%	48%
AGE		
18 - 29	18%	16%
30 - 59	57%	60%
60 & over	24%	24%
SOCIO-ECONOMIC STATUS (SES)		
Low SES	31%	29%
Middle SES	49%	50%
High SES	20%	21%
YEARS IN AREA		
Under 5	12%	10%
5 to 20	34%	32%
Over 20	54%	58%
PLANT FRIENDS		
Know employees	15%	19%
Do not know any	85%	81%

Monsanto Survey (1/95)

DSW 133780

STLCOPCB4033738

Appendix B: Questionnaire

[Area Code: 205] [Interviewer Name: _____]

[Phone: ____ - ____ - ____] [Respondent Sex: Man-1 Woman-2]

Hello, I'm calling long distance from Arlington, Virginia. This is not a sales call. Your number was dialed strictly at random for this very brief survey by Adams Research.

We'd like to know what people in your state think about a few environmental and other issues. We're interested in the opinions of [someone/a man/a woman] 18 or older. [Repeat intro if new person comes to phone.]

Can you hear me OK?

- (1) In your community - do you think water pollution is a major problem, minor problem, or not a problem?

[Major problem] . 1
[Minor problem] . 2
[Not a problem] . 3
[Don't know] . 8

- (2) In your community, do you think air pollution is a major problem, minor problem, or not a problem?

[Major problem] . 1
[Minor problem] . 2
[Not a problem] . 3
[Don't know] . 8

- (3) In your community, do you think safety at chemical plants is a major problem, minor problem, or not a problem?

[Major problem] . 1
[Minor problem] . 2
[Not a problem] . 3
[Don't know] . 8

- (4) If your community had more money to spend, for what one general type of community project would you most want to see the money spent?

[Just one top priority.]

[Schools / education] 1
[Other youth programs] 2
[Beautification projects] . 3
[Environmental improvements] 4
[Park improvements] 5
[Road improvements] 6
[Hospitals / health care] . 7
[Jobs] 8
[Fight crime / help police] 9
[Fight drugs] 10
[Help older people] 11
[Help poor / homeless] . 12
[Other:]
15
[Don't know] 18

- (5) Would you like to see your community have more manufacturing plants, stay the same as now, or have fewer manufacturing plants?

[More] 1
[Stay same] 2
[Fewer] 3
[Don't know] . . . 8

- (6) One topic for this survey is people's attitudes toward industries located in their area. Can you tell me if there's an IBM manufacturing plant in your area?

[Yes] 1
[No] 2
[Don't know] 8

DSW 133782

STLCOPCB4033740

(7) Does Monsanto operate a plant in your area?

[Yes]...1

[No]...2

[DK]...8

Go to Q # (21) =>

(8) Is there an DuPont plant in your area?

[Yes] 1

[No] 2

[Don't know] 8

(9) OK then, let's use that Monsanto plant as a specific example. Overall, do you think the Monsanto plant is good or bad for your area?

[Good]

[In-between].. 3

[Bad]

[Don't know].. 8

Would you say it
is somewhat good
or very good?

[Somewhat good] . 2
[Very good]..... 1

Would you say it
is somewhat bad
or very bad?

[Somewhat bad].. 4
[Very bad]..... 5

(10) What is the worst thing
about having that plant in
your area?

Anything else?

Anything else?

[Probe for up to three responses:
never read categories on right.]

[Odor / smells] 1

[Pollution] 2

[Air pollution] 3

[Water pollution] 4

[Chemical pollution] . . . 5

[Hazardous/toxic waste] 6

[Poor waste disposal] . . 7

[Transportation risks] 8

[Dangerous] 9

[Explosions] 10

[Accidents/spills/leaks] 11

[Ugly] 12

[Car traffic] 13

[Bad place to work/
bad to workers] . . . 14

[Other:]

15

[Nothing bad about it] 16

[Don't know] 18

(11) What's the best thing
about having that plant
in your area?

Anything else?

Anything else?

[Probe for up to three responses:
never read categories on right.]

[Jobs] 1

[Helps general economy] 2

[Help other businesses] 3

[Tax revenues] 4

[Charity, donations,
community involvement] 5

[Good products] 6

[Good to workers] 7

[Have good workers] . . . 8

[Other:]

9

[Nothing good about it] 10

[Don't know] 18

DSW 133783

STLCOPCB4033741

- (12) Are you familiar with what they make at that plant?

[Yes] . . . 1

[No; Don't know] . 2
GO TO QUESTION #13

What is that?
Anything else?

[Chemicals -- Probe:] 1

"Do you happen to know what kind?"

[Probe for up to three responses!]

[Carbonless copy paper ingredients] . . . 2

[Non-aspirin ingredients] 3

[Heat transfer fluids] 4

[Plasticizers] 5

[Don't know; don't remember] 8

[Other:] _____ 9

- (13) As a company to work for, do you think Monsanto would be excellent, good, only fair, or poor?

[Excellent] 1

[Good] 2

[Only fair] 3

[Poor] 4

[Don't know] 8

- (14) How concerned would you say Monsanto is about the effect of their operations on the environment -- very concerned, somewhat concerned, or not so concerned?

[Very] 1

[Somewhat] 2

[Not] 3

[Don't know] 8

- (15) Some companies are good neighbors and contribute to their communities in many extra ways besides just jobs. Does Monsanto do extra things for your community -- often, sometimes, or not much?

[Often] 1

[Sometimes] 2

[Not much] 3

[Don't know] 8

- (16) Is there anything in particular that the plant has done for the community that stands out to you?

Anything else?

Anything else?

[Probe for up to three responses; never read categories on right.]

[Education broadly] 1

[Anniston City Schools] 2

[Calhoun County School System] 3

[Wellborn High School] 4

[Cerebral Palsy Center] 5

[Tech-Prep] 6

[Knox Concert Series] 7

[United Way] 8

[Other:] _____ 10

[Don't know] 18

- (17) Do you think the products made at the plant are probably useful and beneficial to society or not?
[If "yes":] Would you say very useful or somewhat useful?

[Very useful] 1

[Somewhat useful] 2

[No; not useful] 3

[Don't know] 8

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- (18) When it comes to taking care of its chemical wastes in a way that is safe, do you think the Monsanto plant probably does a good, fair, or poor job?

[Good] 1
 [Fair] 2
 [Poor] 3
 [Don't know] . . . 8

- (19) How confident are you that Monsanto could handle an emergency at the plant - very confident, somewhat confident, or not so confident?

[Very Confident] 1
 [Somewhat] . . . 2
 [Not] 3
 [Don't know] . . 8

- (20) Does anyone in your household happen to work for Monsanto?

[Yes]... 1 [Yes, retired
 employee]... 2



[No]...

Do you have any
 friends who work
 for Monsanto?

[Yes]... 3
 [No].... 4

- (21) Now to finish up, there are just four background questions for statistical purposes. About how many years have you lived within thirty miles of where you now live?

[4 years or less] . . 1
 [5 to 20 years] . . . 2
 [More than 20 years] . 3
 [Don't know; refused] 8

- (22) What is the last grade or year that you completed in school?

[None] 1	[Vocational or technical] 5
[Elementary school] . . . 2	[Some college] 6
[Some high school] . . . 3	[College graduate] 7
[High school graduate] . 4	[Beyond college-law, med] 8
	[Refused] 9

- (23) Are you in your teens, 20s, 30s, 40s, 50s, 60s, or over 70?

[18-19] . 1	[50s] . 5
[20s] . . 2	[60s] . 6
[30s] . . 3	[70 +] . 7
[40s] . . 4	[Refused] 8

- (24) Finally, which income group would you and your immediate family be in this year:
 Under \$20,000, between 20 and \$50,000, or over \$50,000?

[Under \$20,000] . . . 1
 [\$20-50,000] 2
 [Over \$50,000] . . . 3
 [Don't know; refused] 8

That concludes our interview.
 Thank you very much for your help.

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