

JEF

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LIA LEAD AWARENESS SURVEY

Prepared for

Lead Industries Association

August 13, 1992

Jef 11-14-94



DR5700640

## INTRODUCTION

### Survey Overview

Paria Group is pleased to present the results of this survey to the Lead Industries Association. This section provides a brief introduction to the specifications of the study and a guide to the organization of this report.

Although the most sophisticated procedures have been used to collect and analyze the information presented here, it must be remembered that surveys are not predictions. They are designed to measure public opinion within identifiable statistical limits of accuracy at specific points in time. This survey is in no way a prediction of opinion or action at any future point in time.

The President, Stephen M. Zimmerman was the principal researcher for this study. Research Analyst, Stephanie E. King, assisted in all phases of the research and analysis.

### Research Design

This study contains the results of a telephone survey of a total of 384 respondents from the general population of the United States. Survey responses were gathered between August 4, 1992 and August 6, 1992.

A detailed explanation of the sample selection method appears in the appendix. In general, random samples such as the one used for this study yield results projectable to the entire population of the United States within  $\pm 5$  percent in 95 of 100 cases.

Interviews were conducted by Paria Group personnel from telephone banks at company facilities in Orem, Utah. Completed interviews were edited and coded at the firm's facilities in Orem, Utah. Statistical analysis and cross-tabulations were produced by the firm's own software and computer systems.



## Organization of the Study

The results of this survey are in the following order:

- **Executive Summary of Key Findings**

This section contains a summary of the most important issues uncovered by this study, as well as an analysis of the survey data followed by charts and tables.

- **Interview Schedule**

This section reproduces the survey instrument, or questionnaire, as used in the interviewing. It is enlarged here to include overall percentages of response to each question.

- **Verbatim Responses**

This section includes the word-for-word (verbatim) responses to the open-end questions asked of the individual respondents in this study.

- **Appendix**

This section contains the sample selection methodology and sample description.

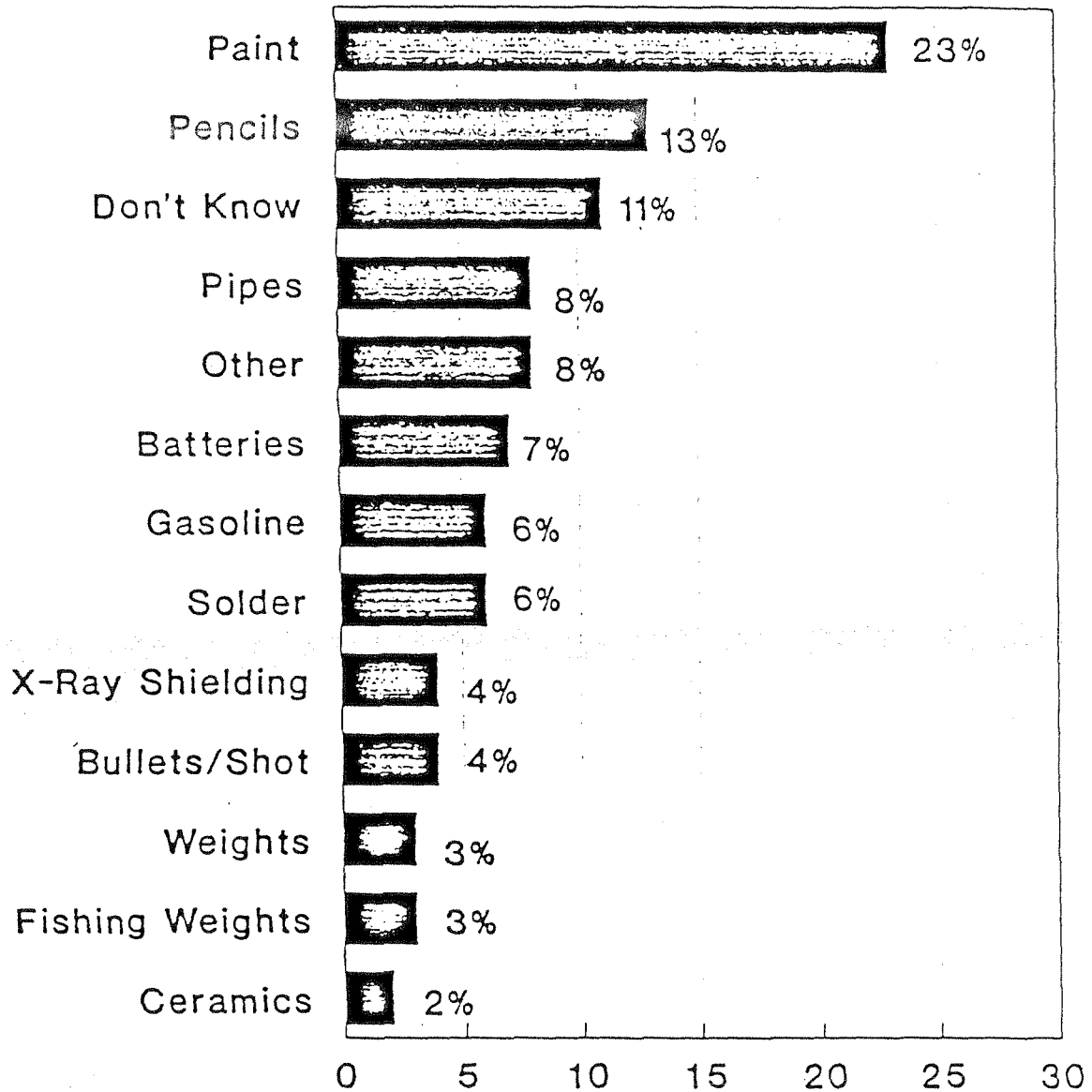
- **Computer Output**

This section consists of the computer generated output in the form of banner tabulations and cross-tabulations of the data obtained through the survey instruments.

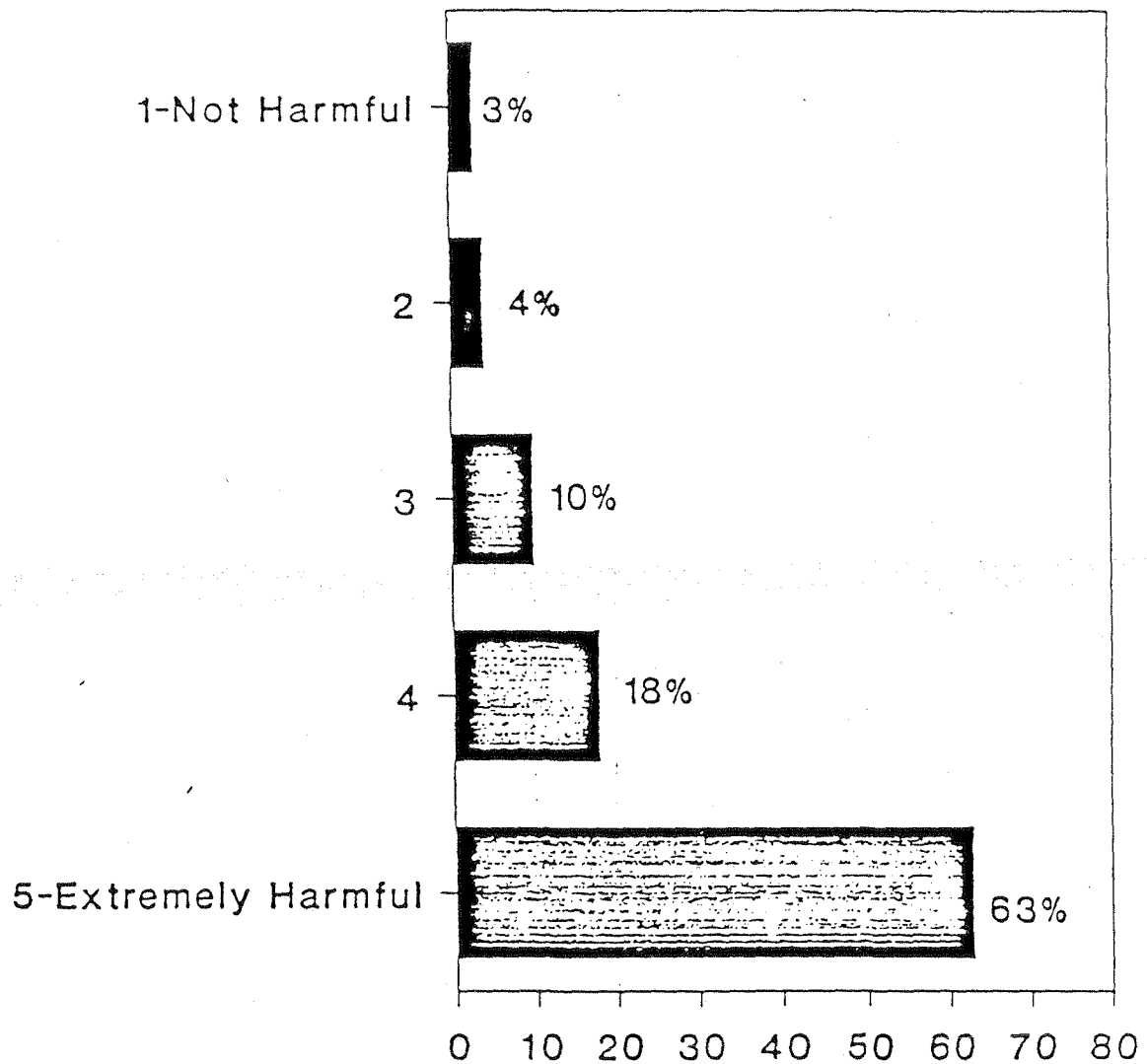
Any questions about this survey that are not answered in this report should be referred to the aforementioned Paria Group representatives.



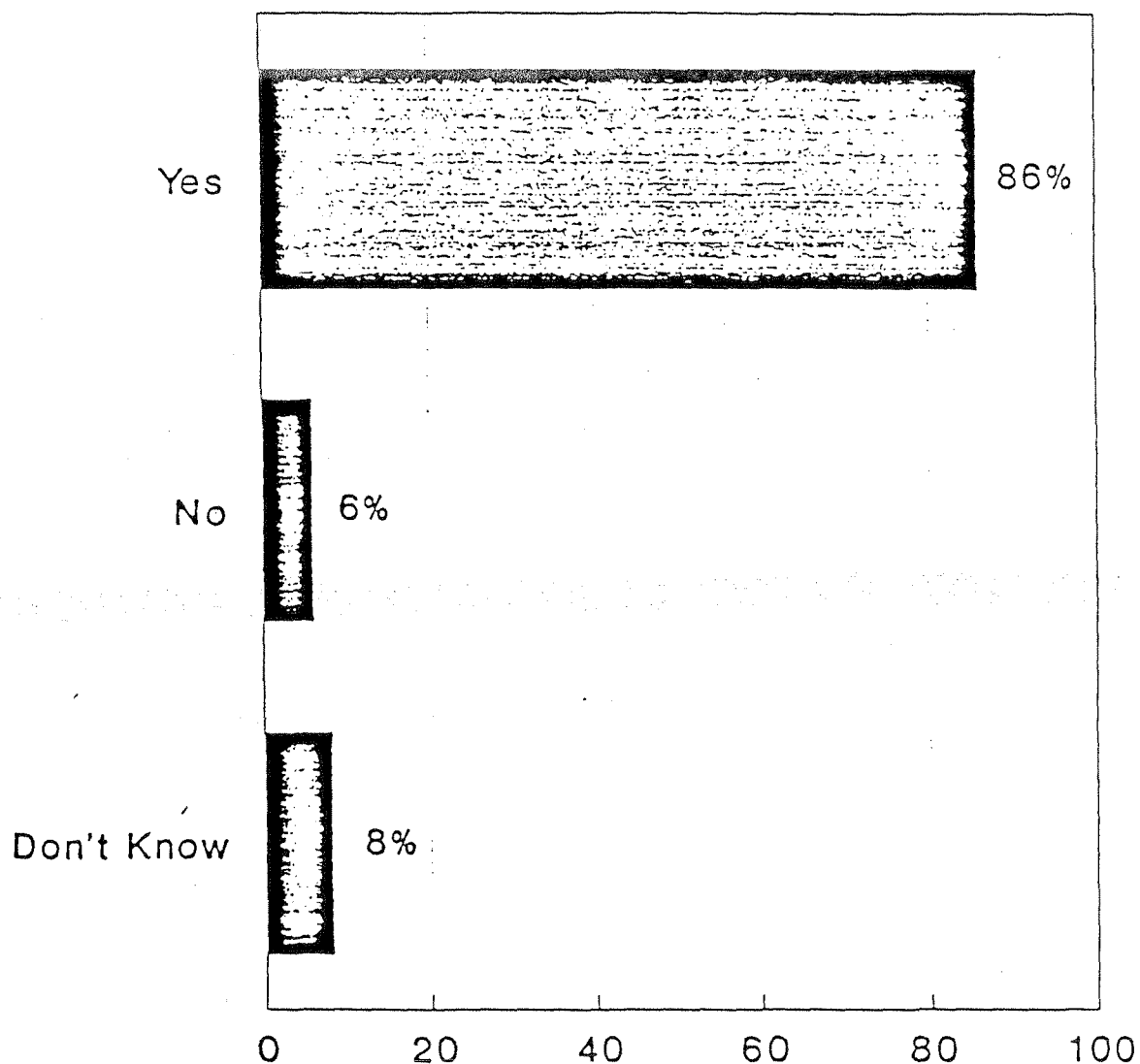
# What Is Lead Used For?



# Do You Consider This Substance To Be Not At All Harmful or Harmful?

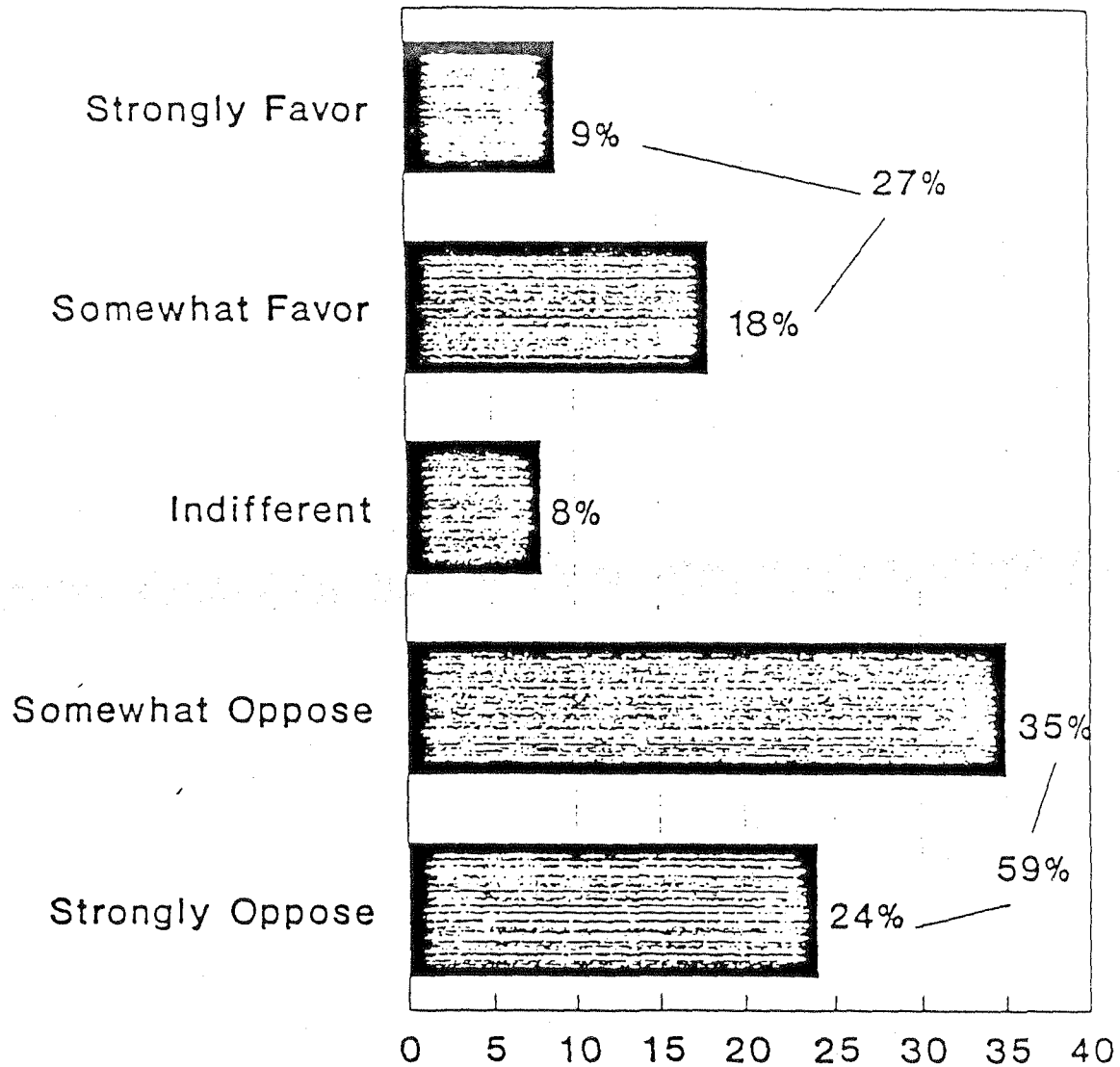


# Do You Believe Lead Can Be Managed Safely In Products Manufactured Today?



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# Would You Favor Or Oppose Government Banning Lead From Consumer Products



Don't Know = 6%

### My deduction

- o Public's misconceptions of lead's uses fuels fears.
- o Public overwhelmingly thinks lead is harmful.
- o Public thinks harmful aspects can be managed in lead use.
- o Public overwhelmingly opposes bans.
- o Cost/Jobs arguments have little impact.

### Conclusion

Direct resources at swaying key decision-making audiences.

