

In Corporate Support Research's report to J. J. Bell of 5 April 74 (entitled "Research Results: Opinions about Chemical-Plastics Manufacturing Industry in Greater Louisville, Ky."), we reported household heads' answers to this question: "Now compared to about this time last year, would you say your overall present opinion of _____ industry is..." The answers for the choices for the Chemical-Plastics Industry in the Louisville area were:

"Much More Favorable" and "More Favorable"	18%
"About The Same"	63
"Less Favorable" and Much Less Favorable"	17
"Don't Know"	<u>2</u>
Total	100%

We also asked (1) "Have you seen or heard any information lately that relates to _____ industry?", "What information have you seen or heard?" and (2) "What do you personally think about that information?" We obtained the verbatim answers for both household heads and for a separate and representative sample of housewives in greater Louisville. The responses for both samples are shown in the attached material, categorized under the headings of "Much More Favorable", "More Favorable", etc. per the answers listed in the table above.

We also tallied four selected words (or variations thereof) which household heads and housewives used in their answers to "What information have you seen or heard?" In both samples a net of 6 in 10 mentioned something along the lines of the four words (or variations thereof).

	Household Heads	Housewives
"Cancer", "Liver Cancer" or "Angiosarcoma"	39%	44%
"Goodrich"	26	25
"Vinyl Chloride" or "Chemical"	32	33
"Death"	<u>10</u>	<u>13</u>
Total	61%	63%
(Base)	(173 Heads)	(131 Housewives)

Also enclosed for your information and file are detailed break-outs for selected, other questions for both household heads and for housewives. These show percentages of responses by sex, union membership, family income, respondent age and respondent education.

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