

DO PEOPLE CARE ABOUT CONSERVATION ?

A recent Gallup survey conducted for the National Wildlife Federation in the U.S. showed that most Americans *do care* about conservation.

The survey revealed that:

51 Per Cent of Americans are deeply concerned about deterioration of environment, 35 per cent somewhat concerned and 12 per cent not very concerned.

73 Per Cent are willing to pay additional taxes to improve natural surroundings, 51 per cent would pay \$10 or more, 18 per cent around \$50 and 4 per cent \$100 or more.

75 Per Cent are in favour of setting aside more public land for conservation purposes; 19 per cent not in favour.

The survey also revealed that rural areas and small cities are considered the most pleasant places in which to live; air and water pollution were cited as the most pressing of conservation problems, and opinion seemed evenly divided on the possible necessity of limiting human population.

It would be most interesting to see a similar study conducted in Australia—perhaps sponsored by a National Conservation Body.