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**NEW MEXICANS' IMAGES AND PERCEPTIONS OF LOS ALAMOS
NATIONAL LABORATORY
WINTER, 1992-1993**

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PUBLIC IMAGES AND PERCEPTIONS OF LOS ALAMOS NATIONAL LABORATORY AMONG NEW MEXICANS

January, 1993

Executive Summary

- New Mexicans hold a wide array of images about LANL, ranging from *research* to *radiation*. The valences attached to these images -- ranging from "very positive" to "very negative" -- vary systematically across categories of images.
- Different sub-populations hold quite different patterns of images about LANL. Anglos are more likely to hold images of *research*, while Hispanics are more likely to attach the image of *jobs*. Santa Fe County residents are more likely than others to hold images of *nuclear weapons*, *cancer*, and *radiation*..
- Images and their valences have a powerful effect on overall approval of the Laboratory, and on perceptions of the environmental performance of the Laboratory. Image valences alone explain approximately 40% of the variation in approval for LANL, far surpassing any other explanatory variable.
- Overall Public support for the Laboratory remains high, with 79% of the respondents registering somewhat or very favorable views. Support has changed only slightly since last year, when the level of support was 73%.
- The regional variation in favorability toward LANL remains substantial, with residents in the six surrounding counties giving 80% approval, while only 61% in Santa Fe County expressed approval. Approval in the rest of the state was 80%
- New Mexicans gave the Laboratory a mixed review on environmental performance, with 30% perceiving LANL to be generally responsible, 35% taking a mixed (mid-point) position, and 25% perceiving LANL to be environmentally irresponsible. There is a slight shift from last year, with a slight decrease in perceptions of environmental responsibility.
- The ethnic and regional variation in perceived environmental performance is pronounced. While Anglos and Hispanics tend to see the Laboratory as fairly responsible, American Indians perceived significantly less responsibility. Respondents in the six surrounding Counties generally see LANL to be responsible, while those in Santa Fe County see LANL as generally irresponsible.
- Awareness of specific LANL programs, such as the Brain Tumor Working Group and the Environmental Restoration Program, has increased slightly over the past year. Awareness is highest for those who rely on sources of information *other than* the newspapers and television.
- When asked whether LANL's operations should be increased, kept at current levels, decreased or eliminated, most respondents said they should remain at current levels (46%) or increase (34%).

INTRODUCTION

This report uses survey data to profile New Mexico residents' images and perceptions of Los Alamos National Laboratory (LANL). The survey results are the responses of a representative, stratified random sample of 992 New Mexico households to a set of questions asked in October, 1992. The data allow statistical inference to the general population's responses to the same set of questions at the time the survey was administered. The results provide an overview of New Mexico residents' current images and perceptions of the Laboratory. The sample margin of error is plus or minus 3.5% at the 95% confidence level.

Because our sample frame is designed to be proportionate to population, counties with the smallest populations, such as Los Alamos and Taos, tend to have very few respondents in a standard sample. In order to have sample sizes sufficiently large to discern statistically significant differences across these counties, we took additional, non-proportionate random samples from the following seven counties: Los Alamos, Mora, Rio Arriba, San Miguel, Sandoval, Santa Fe, and Taos. This oversample required the specification of new sample frames for each county to obtain an additional 350 responses (50 in each county). Therefore, it is important to distinguish in this analysis between the standard statewide sample and the oversample.

This report focuses on several topics concerning New Mexicans' images and perceptions of Los Alamos National Laboratory. The opening section investigates the sets of images that New Mexicans associate with the Laboratory. The focus is on characterizing those images, and assessing the negative or positive values attached to distinct kinds of images. In general, do certain kinds of images -- such as "nuclear bombs" or "radiation" -- stigmatize the Laboratory in the minds of some New Mexicans? In what ways do different kinds of images affect overall approval, or perceived environmental responsibility, of the Laboratory?

Two other topics considered here are also reviewed in the UNM Institute for Public Policy's regular reports: the distribution of respondents' general views of the Laboratory (favorability) and their perceptions of the Laboratory's environmental responsibility. The fourth segment explores New Mexicans'

sources of information about the Laboratory. Respondents' opinions and awareness of the Laboratory's research programs comprise the fifth topic in this report. Questions dealing with what types of research is carried on at the Laboratory as well as whether particular types of research should be expanded or constrained are reviewed here. In addition, views on what the Laboratory as a whole should be doing (expanding-contracting) are addressed in this section. In section six, we explore respondents' perceptions of the Laboratory's honesty and believability. LANL's credibility is examined and it is compared with that of other institutions. The last section of this report considers the perceived economic impact of the Laboratory on Northern New Mexican communities. These questions were asked only of those living in the seven northern counties contiguous to the Laboratory.

As part of this analysis several geographic regions were defined in order to better examine regional variations in the perceptions of LANL. The geographic breakdown developed for LANL uses four distinct regions for analysis which are defined as follows:

State as a Whole - includes the entire State (n=922).

Six County Region (SCR) - includes six counties immediately surrounding LANL: Los Alamos, Mora, Rio Arriba, Sandoval, San Miguel and Taos (n=340).

Santa Fe County - excluded from the counties surrounding LANL because of its distinctive population characteristics (n=60).

Rest of the State - the entire State excluding the SCR and Santa Fe County (n=519).

1. PUBLIC IMAGES OF LOS ALAMOS NATIONAL LABORATORY

One objective of this project has been to assess what kinds of images underlie New Mexicans' perceptions of the Los Alamos National Laboratory. Employing an innovative technique pioneered by cultural anthropologists¹ and adapted to telephone survey use by Slovic et al.², a set of images associated with the Laboratory were obtained from the stratified random sample of 930 New Mexicans. Because this approach allows the respondent (rather than the interviewer) to provide the substantive content of the

¹ L. Szalay and J. Deese, *Subjective Meaning and Culture: An Assessment Through Word Associations*. Hillsdale, NJ: Erlbaum, 1978.

² P. Slovic et al, "Perceived Risk, Stigma, and Potential Economic Impacts of a High-Level Nuclear Waste repository in Nevada," *Risk Analysis*, v. 11, n. 4 (1991).

images, it provides a more accurate snapshot of the associations made with the Laboratory than can other more standard survey techniques.

This measurement of image associations was undertaken to better understand how New Mexicans formulate their opinions about Los Alamos National Laboratory. In general, the process of image formulation is hypothesized to operate as shown in Figure 1. Signals about the Laboratory reach the individual from an array of sources, and are filtered by the individual's education, culture, ideology, prior perceptions, proximity to the Laboratory and other factors. These images, in turn, are given relative salience and filtered (again via culture, etc.) into perceptions of the Laboratory. This process should result in distinct sets of images by different subgroups of the population.

Figure 1: Model of the Role of Signals and Images in Shaping Public Perceptions

The importance of the pattern of images associated with the Laboratory is illustrated by the contention that certain sets of images -- particularly *nuclear images*³ -- have such a strong negative valence that, once they become widely attached to a facility, they will stigmatize the region in which the facility is located. For example, scholars have argued that the location of a high-level nuclear waste repository at Yucca Mountain, Nevada, will lead to stigmatization of Nevada as a nuclear place. This, in turn was

³ S. Weart, *Nuclear Fear: A History of Images*. Cambridge, MA: Harvard University Press, 1988.

projected to result in lost tourism, reduced economic development, and lessened attraction of retirees.⁴ In New Mexico this issue takes on particular salience due to the recent New Mexico Supreme Court case *Santa Fe. v. Komis* (1982), in which the Court ruled that property owners must be compensated for potential property losses due to fear of nuclear waste transport *even if* the fears were not well founded. Note that, in this case, the loss in property value was merely anticipated due to the images attached to nuclear waste. Thus, negative imagery and its *anticipated* effects are of considerable importance.

In order to evaluate the images attached to the Laboratory and test for the possibility of stigmatization, each of the survey respondents were asked to indicate the first three images that came to mind when the interviewer read the name of the Laboratory. Once the images were recorded, the respondent was asked to indicate whether, in their view, the association between the image and the Laboratory was very positive, somewhat positive, neutral, somewhat negative, or very negative. Thus, for each respondent, both the images and the image valences were obtained for analysis.⁵ The images were then coded into categories by three independent coders (and a referee to resolve coding disputes). For a complete listing of the categories, and the exact images within each category, see Appendix C.

The image coding process resulted in 23 distinct image categories (including several broad "miscellaneous" categories), demonstrating that New Mexicans associate a rich and varied mix of images with the Laboratory. As a first step in analyzing the images of the Laboratory, the frequency with which each image category was raised was calculated both for the entire sample and for selected subsets of the sample. Table 1 presents those image categories raised by more than 10% of the respondents, and a subset of less frequently mentioned categories that may have important implications for how the Laboratory is perceived. The general category of "research" was the most frequent category, mentioned by 32% of the respondents. Next came the image category "nuclear weapons," raised by over 22% of the respondents. This was followed by "jobs/economy," mentioned by about 18% of the respondents.

⁴ P. Slovic, *op.cit.*

⁵ For exact question wording, see Appendix B of this report.

**TABLE 1-1: TYPES AND FREQUENCIES OF IMAGES
BY ETHNIC AND REGIONAL GROUP**

Most Frequently Mentioned Images	Overall	Anglo	Hispan	Am Ind	SCR	Santa Fe	RNM
Research (General)	32%	35.7%	26.6%	21.2%	28.8%	23.3%	35.1%
Nuclear Weapons	22.2	22.4	21.0	18.2	20.9	31.7	22.2
Jobs/Economy	17.7	14.9	25.9	12.1	30.3	16.7	9.6
Natural Characteristics	16.1	16.7	12.5	27.3	10.9	8.3	20.2
Scientists/Engineers	13.2	13.2	15.9	3.1	8.5	8.3	16.8
Non-nuclear Weapons	10.7	8.6	15.5	12.1	12.9	3.3	10.2
Science	10.3	10.6	10.7	6.1	11.5	8.3	9.8
Energy & Other Technology	10.0	10.8	9.2	3.0	7.4	8.3	11.9
Other Important							
Mentioned Images	Overall	Anglo	Hispan	Am Ind	SCR	Santa Fe	RNM
Cancer, Death, Disease	6.9	5.9	8.5	12.1	7.9	13.3	5.6
Environmental Effects	6.2	5.7	5.9	6.1	6.5	16.7	4.8
Radiation	5.3	4.2	8.1	6.1	6.8	13.3	3.5

Table 1-1 also shows the pattern of image frequencies by subgroups of the sample. The "research" image, for example, was most frequently raised by Anglos and people who lived outside the surrounding County area. The "nuclear weapons" image is most prevalent among those who live in Santa Fe. Hispanics, and those who live in the adjacent six -County region, are those most likely to have an image in the "jobs/economy" category.

The most important differences in image frequency, however, appear in the more negative image categories. "Cancer, death, disease" images are most frequent among American Indians and those who live in Santa Fe. Images relating to "environmental effects" of the Laboratory were raised by nearly 17% of those in Santa Fe, far more frequently than in any other group. Images of "radiation" were most common in Santa Fe and among Hispanics. Thus it is apparent that subgroups of the population acquire distinct sets of images.

Given the distinct sets of images, to what extent do images have different valences? In particular, is it the case that the nuclear images attached to the Laboratory are strongly and uniformly negative? Figure 1-2 shows the average valences for each of the categories of images, and the 95% confidence intervals surrounding the mean. The valences are shown on the vertical axis, and range from a value of "+2", indicating a "very positive" association, to "-2", indicating a "very negative" association. The image categories are presented along the horizontal axis.

**FIGURE 1-2: AVERAGE IMAGE CATEGORY VALENCES
WITH 95% CONFIDENCE INTERVALS**

Results for Entire Sample

In light of the prior findings on nuclear imageries and nuclear fears, the results shown in Figure 1-2 are surprising and important. Valences for nuclear image categories are not altogether negative, with values for "atomic/nuclear research" (average valence=0.86) and "nuclear weapons" (average valence=0.57) both falling significantly on the positive side of the valence scale. The more general "nuclear" image category scored an average of 0.04, still not overwhelmingly negative. Thus, at least in New Mexico⁶, nuclear images can and do have positive images.

The images with the highest valences include "smart people" (1.86), "scientists/engineers" (1.32), "research" (1.29), "science" (1.11), "energy and other technologies" (1.09), "jobs/economy" (1.07), and

⁶ Preliminary results from surveys conducted in Arizona and for the entire U.S. indicate that nuclear images, and even images for a "high-level nuclear waste repository," are far from uniformly negative.

"war/defense" (1.00). The lowest valences are attached to the images falling in the categories of "radiation" (-0.89), environmental effects" (-0.80), and "cancer, death and disease" (-0.35).

The valences attached by different sample subgroups vary slightly. Averaging across all images regardless of categories, respondents from each of the ethnic groups have positive average valences⁷ Anglos have the highest average image valence (at 0.74), followed by those designating themselves Spanish American (0.68), Mexican American (0.61), and American Indian (0.28). The American Indian respondents held valences that were statistically discernibly lower than those of the Anglos or the Spanish American respondents. These values and the associated 95% confidence intervals are shown in Figure 1-3.

FIGURE 1-3: AVERAGE VALENCE SCORE ACROSS ALL IMAGES BY ETHNIC GROUP WITH 95% CONFIDENCE INTERVALS

Despite the similarities in overall valences across groups, some small differences among groups in specific image categories are apparent. As shown in Figure 1-4, Hispanic respondents gave a neutral valence (average value of 0.0) to "environmental effects", while the valence for this category in the entire sample was quite negative (-0.80). Otherwise, the pattern of valences across ethnic groups was quite similar. Thus it appears to be differences in the *frequency with which images are held* in a subpopulation,

⁷ Only those ethnic groups with subsample sizes large enough for statistical comparison were included here.

rather than differences in the valences of those images, that leads to variation in how groups perceive the Laboratory.

FIGURE 1-4: AVERAGE VALENCE BY IMAGE CATEGORY FOR HISPANICS RESPONDENTS, WITH 95% CONFIDENCE INTERVALS

Does the pattern of images held affect more general perceptions of the Laboratory? The association between image valences and overall views of the Laboratory were very strong. Overall views were measured by asking respondents to place their views of the Laboratory on a scale ranging from "very favorable" (with a value of +1) to very unfavorable (a value of +4).⁸ The relationship between the respondents' average image valences (that is, the average the valences of the respondents' three images of the Laboratory) and their overall view of the Laboratory is illustrated in Figure 1-5. As indicated by the slope of the regression line shown in Figure 1-5, each one-point rise in the average image valence results in a half-point improvement in the overall view of the Laboratory. Viewed another way, the variation in

⁸ For a full discussion of the favorability rating, see Section 2 of this report.

image valences explains approximately 40% of the variation in the approval of the Laboratory. This is an unusually strong relationship among attitudinal variables of this kind.

FIGURE 1-5: RELATIONSHIP BETWEEN AVERAGE IMAGE VALENCE AND OVERALL VIEW OF THE LABORATORY

(Vertical Axis: 1=Very Favorable, 4=Very Unfavorable; Horizontal Axis = Average Image Valence)

A similar relationship is evident between average image scores and perceptions of the environmental performance of the Laboratory. Perceived environmental performance was measured by asking the respondents to rate the Laboratory's environmental performance on a scale ranging from "very responsible" (=1) to "not at all responsible" (=5). The relationship between average image valences and perceived environmental performance is shown in Figure 1-6. As indicated, a one-point increase in average image valence results in a 0.52 point increase on the perceived environmental responsibility scale. Again, this relationship is quite strong, with variation in the image valences accounting for 22% of the variation in perceived environmental responsibility.

FIGURE 1-6: RELATIONSHIP BETWEEN AVERAGE IMAGE VALENCE AND PERCEIVED ENVIRONMENTAL RESPONSIBILITY OF THE LABORATORY

(Vertical Axis: 1=Very Responsible, 4=Not at all Responsible;
Horizontal Axis = Average Image Valence)

It is clear that images, and the valences of images, matter a great deal for more general perceptions of the Laboratory. But is the Laboratory subject to stigmatization due to its unique nuclear role? These data suggest not. First, while the nuclear elements are prominent among the image sets that New Mexicans attach to the Laboratory, those nuclear images are *not* overwhelmingly negative. Thus, contrary to the findings of prior research, people (at least in New Mexico) do not perceive nuclear devices, research, or technology as uniformly dreadful, harmful, and awful. Furthermore, the nuclear images *do not* hold unusual significance in shaping New Mexicans' perceptions of the Laboratory. When tests were run to compare the relative importance of the different categories of images in explaining approval and perceived environmental performance, the effects of the nuclear images were *no greater* than that of the other image categories. Thus, nuclear images are just one category among many that people hold about the Laboratory, and -- like many other kinds images -- they play a mixed role in shaping overall views of the Laboratory.

For these reasons, we conclude that the nuclear missions of Los Alamos National Laboratory have not resulted in stigma of either the Laboratory or the place.

The results also provide insights into what kinds of images play the most unambiguous role in improving overall perceptions of the Laboratory. In particular, when New Mexicans attach the images of *research, science, scientists, and non-military technology* to the Laboratory, these images tend to have very positive valences. These positive valences, in turn, tend to generate very positive perceptions of the Laboratory.

2. Overall Views of Los Alamos National Laboratory

When respondents were asked about their general views of the Laboratory on a four point scale ranging from very favorable to very unfavorable, an overwhelming majority responded either "very favorable" or "somewhat favorable" (Figure 2-1). Collapsing the two favorable categories into one, 80% of those from both the SCR and the Rest of the State held favorable views of the Lab. There is, however, considerable variation between respondents from Santa Fe and those of other regions. Approximately 61% of respondents from Santa Fe indicated favorable views of LANL. The percentage holding "very favorable" views of LANL in Santa Fe County (18%) was considerably lower than in the other two regions. And whereas fewer than 6% of respondents from the SCR and Rest of the State held very unfavorable views of the Laboratory, 15% of those from Santa Fe picked this category.

FIGURE 2-1: OVERALL VIEWS OF THE LABORATORY

In addition to investigating responses across regions, other demographic categories can be explored. One survey question asked the respondent to identify his or her placement on the ideological spectrum. Figure 2-2 shows the variance in support of LANL across this ideological spectrum. Of those who consider themselves to be "liberals", 26% held very favorable views of the Lab. A greater percentage of "moderates" (36%) and "conservatives" (46%) viewed the Laboratory as very favorable. Combining the two favorable categories shows that support for LANL is high regardless of ideology, although there is some variation: 74% of Liberals, 88% of Moderates and 89% of Conservatives hold favorable impressions of the Laboratory. As one might then expect, liberals (24%) were more likely to perceived LANL as unfavorable [somewhat and very unfavorable categories combined] than moderates (12%) and conservatives (11%). These figures demonstrate that despite slight variation across the ideological spectrum, support for LANL is very high.

FIGURE 2-2: IDEOLOGY AND OVERALL VIEWS OF LANL

Differences among ethnic groups in their perceptions of Los Alamos National Laboratory can be seen in Figure 2-3. Hispanic and Anglo respondents do not differ notably in their perceptions. Thirty-three percent of Hispanics and 36% of Anglos reported that their views were "very favorable". Combining favorable categories shows that 80% of Anglos and 78% of Hispanics hold favorable impressions of the Lab. A somewhat lower percentage of American Indians (64%) perceived the Laboratory favorably. When the two unfavorable categories are combined, unfavorable views are 17% for Hispanics and 14% for Anglos. American Indian responses were considerably more critical than the other two groups. Only 18% of the American Indian respondents perceived LANL as "very favorable" and 32% held "somewhat" or "very unfavorable" views of the Lab.

FIGURE 2-3: ETHNICITY AND OVERALL VIEWS OF LANL

Do general perceptions of Los Alamos National Laboratories vary across gender? Figure 2-4 reveals that men and women do differ in their views of LANL, but the differences are relatively small. Women hold less extreme views of the Lab than do men. Thirty-three percent of women view LANL as very favorable compared to 41% of men. Combined favorable perceptions are 86% for men and 82% for women. More men (7%) than women (4.5%) thought of the Lab in very unfavorable terms. Thus, perceptions differ little between the sexes, although more men responded in the extreme categories.

FIGURE 2-4: GENDER AND OVERALL VIEW OF LANL

How have overall views of the Laboratory changed since 1991 for those who live in the SCR? (see Figure 2-5) The percentage of respondents who view the Lab as "very favorable" has risen from 35.5% to 40.6%, an increase of over five percentage points. "Somewhat favorable" responses have remained essentially the same. Those responding "somewhat unfavorable" have remained virtually unchanged (from 11.5% to 11.2%), as have the "very favorable" responses (from 5.2% to 5.9%). Those responding "don't know" to this question dropped significantly over the year. Overall, perceptions of the Lab have turned more favorable since 1991 in the SCR.

**FIGURE 2-5: SCR AND PERCEPTIONS OF OVERALL VIEWS OF LANL
1991-1992**

Using an Ordinary Least Squares (OLS) Regression Technique, seven factors were found to have a statistically significant influence on respondents' perceptions of the Laboratory at the state level. The first is political party: Democrats view LANL less favorably than do Republicans or Independents. Additionally, the longer one has lived in New Mexico and the more conservative one is, the more likely he or she is to hold favorable views of the Lab. Age is another factor related to overall views. Older citizens perceive LANL more favorably than do younger ones. Furthermore, more frequent watching of national television news is associated with more favorable views of LANL. And finally, those belonging to either environmental groups or other political groups were more likely to hold unfavorable views of the Laboratory than were non-members.

Using the same OLS technique for data from the Six County Region (SCR), three variables were found to be statistically significant in explaining the variance in overall views of LANL. Conservatives and

those who have lived a longer time in New Mexico are more likely to adopt favorable views of the Lab. In addition, more frequent viewing of national television news was associated with favorable views.

In analyzing the data from Santa Fe, we discovered that three variables were related to overall perceptions of LANL. Once again, ideology was related to perceptions. Those more conservative consider the Laboratory more favorably than those who are more liberal. Membership in a political group (other than an environmental group) is also related to more favorable perceptions of the Lab. Lastly, a respondent who knows a worker at Los Alamos National Laboratory is likely to have a more favorable opinion of the Laboratory. Given that many LANL workers live in Santa Fe county, this finding is not surprising.

3. Perceptions of Environmental Responsibility

Another dimension of peoples' attitudes toward Los Alamos National Laboratories is their perception of the Lab's environmental responsibility. Respondents were asked to evaluate LANL's environmental responsibility on a scale of 1 to 5, where 1 is very responsible and 5 is not at all responsible. Survey responses are shown in Figure 3-1, which demonstrates that there is substantial variation in perceptions across regions of the state. Eighteen percent of respondents from the SCR believe LANL to be very environmentally responsible. Responses from Santa Fe and the rest of the state are 3% and 13% respectively. If one combines "very responsible" and the next response (2) on the scale to create a single "responsible" category, 38% of those from the SCR and 32% of respondents from the Rest of the State view the Lab as responsible. Only 17% of those from Santa Fe believe the Laboratory to be responsible. Combining the last two responses (4 and 5) to create a not responsible category reveals that 28% of SCR respondents and 24% of those from the Rest of the State consider the Lab not responsible. Again Santa Fe respondents are markedly different: a majority of 57% believe that the Lab is not responsible.

FIGURE 3-1: PERCEPTION OF LANL'S ENVIRONMENTAL RESPONSIBILITY

Differences among sub-groups were analyzed in order to better understand the demographic variation in perceptions of environmental responsibility. Figure 3-2 shows perceptions of environmental responsibility across different ethnic groups. Native Americans again are more critical of LANL than Anglos and Hispanics. Although Anglos and Hispanics responded "very responsible" at a level of 12% and 13% respectively, only 3% of American Indians responded in similar fashion. Combining the responses of the first two responsible categories reveals that 30% of Anglos and 33% of Hispanics think of the Lab as environmentally responsible. Eighteen percent of American Indians view LANL as responsible. When categories 4 and 5 are collapsed to form a "not responsible" response, 36% of American Indian responses fall into this group. Other groups are less critical: 24% of Anglos and 23% of Hispanics believed the Lab to

be not environmentally responsible. Almost twice as many Anglos (11.4%) as American Indians (6.1%) responded "don't know". Nine percent of Hispanics responded in like fashion.

FIGURE 3-2: ETHNICITY AND PERCEPTION OF ENVIRONMENTAL RESPONSIBILITY

In the past, different age groups have varied in their views of LANL. In Figure 3-3 we can see the variation in perceptions from our most recent survey. A general favorable category has again been created. A clear trend appears: a greater percentage of older respondents perceive the Lab to be more environmentally responsible. Although only 24% of those in the 18-25 age group believe LANL to be environmentally responsible, this figure jumps to 49% in the over 65 age group. Thirty-one percent of respondents between the ages of 26 and 35 thought the Lab responsible, while 33% of those in both the 36-50 and 51-65 age groups held similar views.

FIGURE 3-3: AGE AND RESPONDENTS WHO VIEW LANL AS ENVIRONMENTALLY RESPONSIBLE

In examining perceptions of LANL's environmental responsibility across levels of education, Figure 3-4 illustrates that there is some variation. In this instance responses 1 and 2 have been collapsed to create a responsible category, while the same has been done for responses 4 and 5 to create a not responsible category. Those respondents who have a high school degree or less perceive the Lab to be more environmentally responsible (37%) than those with some college (31%) or a college diploma (32%), although the differences are moderate. More noteworthy are the differences among responses in the not responsible category. Only 21% of those with a high school degree or less consider LANL not environmentally responsible. Among those who have had some college, 27% view the Lab as not responsible, while 37% of those respondents who have a college degree or higher perceive LANL as not environmentally responsible.

FIGURE 3-4: EDUCATION AND ENVIRONMENTALLY RESPONSIBLE RESPONSES

As was found in the analysis of overall views of LANL, differences across gender do exist, but they are slight (see Figure 3-5). The percentage of men who perceived the Lab as environmentally responsible was slightly higher than that of women (38% as opposed to 30%). Women (28%) and men (27%) were nearly equal in their perceptions of LANL as not responsible.

FIGURE 3-5: GENDER AND PERCEPTIONS OF ENVIRONMENTAL RESPONSIBILITY

Using OLS regression, five factors were found to affect respondents' views of LANL's environmental responsibility at the statewide level. Democrats are more likely to view the Lab as not environmentally responsible than are Republicans or Independents. Likewise, members of environmental groups considered LANL less responsible than non-members. A third factor related to views of 'not responsible' is level of education. Those having more education are more likely to perceive the Laboratory as *not* environmentally responsible. Conversely, more conservative and older respondents are inclined to view the Lab as more environmentally responsible.

Within the SCR two variables were found to be significantly related to perceptions of LANL's environmental responsibility. More years spent in New Mexico is correlated with responsible views of the Lab. Similarly, frequent reading of a national newspaper is related to perceptions of LANL as environmentally responsible.

In Santa Fe county two factors were statistically significant in explaining levels of perceived environmental responsibility. Members of political groups *other than* environmental groups are more likely to view the Lab as responsible than are non-members. And once again, greater levels of education are associated with perceptions of LANL as *less* environmentally responsible.

The SCR was again examined for comparisons with responses of perceptions of environmental responsibility from a year ago. Responses from 1991 and 1992 are presented in Figure 3-6. The percentage of those whose perception of LANL is responsible has fallen very slightly from 36.7% to 35.3%. At the

same time, there has been a small increase (24.3% to 25.6%) in those who view the Lab as not environmentally responsible. Neutral responses rose approximately five percentage points, while "don't know" responses declined by an equal amount. In sum, there has been a very small increase in SCR respondents who view the Lab as less environmentally responsible.

FIGURE 3-6: SCR AND PERCEPTIONS OF ENVIRONMENTAL RESPONSIBILITY, 1991-1992

In order to broaden the analysis of the perceived environmental role of the Laboratory, respondents were asked how much damage they believe LANL has caused to the environment. Responses were coded on a scale from zero to six, where one is no damage and six is severe damage. Points zero through two were collapsed to form a "little or no damage" category, while points four through six formed the "damage" category. Point three is considered neutral.

Some regional differences are apparent in Figure 3-7. The SCR and Rest of the State are nearly equal in their belief that LANL has not caused much damage to the environment (39% and 37% respectively). Twenty-one percent of Santa Feans believe that LANL has not caused damage. Respondents

from Santa Fe were more likely to believe that the Lab *has* caused damage to the environment (59%) than were respondents from the SCR (37%) or the Rest of the State (29%). Once again, Santa Feans are more critical of the Laboratory.

FIGURE 3-7: PERCEPTIONS OF ENVIRONMENTAL DAMAGE

4. Information and the Laboratory

Both images and perceptions of the Laboratory result from the gathering of information from a variety of sources. As part of our survey, we asked respondents where they receive most of their information about LANL. Table 4-1 shows the sources and percentages across geographic regions.

TABLE 4-1: SOURCES OF INFORMATION ABOUT LANL

	SCR	Santa Fe	Rest of State
1. Television News	24.2%	10.0%	26.8%
2. Newspapers	33.5	51.7	37.6
3. Radio News	.88	0.00	.96
4. Friends/Family	9.9	6.7	7.1
5. Los Alamos Publications	3.5	0.00	.97
6. Los Alamos Employees	8.5	18.3	3.7
7. School/work	5.5	3.3	4.6
8. Other	9.9	6.7	9.8
9. Don't Know	4.1	3.3	8.4

The SCR and the Rest of the State differ little in their sources of information except for the fact that more SCR respondents (8.5%) receive their information from LANL employees than do those from the Rest of the State. Santa Fe, however, is quite different from the other regions. While approximately one-fourth of those from the SCR and Rest of the State receive most of their information about LANL from television news, only 10% of those from Santa Fe do so. Additionally, over half (51.7%) of the respondents from Santa Fe receive their information from newspapers. Approximately one-third of SCR and Rest of the State citizens receive their information from newspapers. Finally, Santa Feans receive 18.3% of their information about the Lab from LANL employees. Only 8.5% of SCR residents and 3.7% of those from the Rest of the State receive information from the same source. This might be expected since many LANL workers reside in Santa Fe county.

In addition to examining respondents' sources of information across regions, it may be interesting to know if overall views of the Laboratory differ depending upon the source of information. In Table 4-2 we can compare overall views and the top four sources of information about LANL.

TABLE 4-2: OVERALL VIEWS OF LANL & INFORMATION SOURCES

	Very Fav.	Somewhat Fav.	Somewhat Unfav.	Very Unfav.
Television News	34.6%	46.0%	13.7%	5.7%
Newspapers	34.0%	51.2%	8.8%	6.1%
Friends/Fam.	36.1%	45.8%	12.5%	5.6%
LANL Employees	37.3%	44.1%	13.6%	5.1%

Percentages in Table 4-2 sum to 100% by reading across the rows from left to right. The question addressed here is whether there is variation between main sources of information about LANL and overall views. For example, of those who receive most of their information about the Lab from television, 34.6% hold very favorable views of LANL, 46% somewhat favorable views, 13.7% somewhat unfavorable views and 5.7% very unfavorable views. Those who received most of their information of LANL from employees had the highest percentage of respondents who viewed the Lab as very favorable (37.3%) using the four point scale. If general favorable and unfavorable categories are created, those who receive most of their information from newspapers have the *most positive* overall view of LANL (85.2% of respondents view the Lab favorably). Those who receive most of their information about LANL from television have the highest percentages of respondents who view the Lab *unfavorably* (19.4%). Although there is some variation between respondents' sources of information and those who view the Lab favorably, the difference is small, indicating that informational sources have only a moderate effect on overall perceptions of the Laboratory.

Respondents were also asked where they would go if they had a question about Los Alamos National Laboratory. Since there is little contrast in responses across regions, only the statewide data are reported in Figure 4-1

FIGURE 4.1: WHERE TO GO FOR QUESTIONS ABOUT LANL

The most frequent response was "other" (35%), but because these responses were so varied in nature, no single type of response made up a substantial category. Twenty-one percent responded "don't know". Twenty percent indicated that they would simply call LANL by telephone. Other responses were all near the 5% level. Only 5.1% would go to a friend who works at the Laboratory. This is interesting given that 33.7% of respondents indicated that they or someone they knew worked at LANL. This is a potential, but relatively untapped, channel of information about the Laboratory.

Another topic investigated was knowledge of specific programs at LANL. In particular, respondents were asked of their familiarity and perception of the Brain Tumor Working Group and the Environmental Restoration Program. Responses by region are found in Table 4-3. Respondents were considered aware if they selected option 1 or 2 on a four point scale where 1 is "very familiar", 2 is "somewhat familiar", 3 is "slightly familiar" and 4 is "not at all familiar". Santa Feans and SCR residents were most familiar with the Brain Tumor Working Group with "aware" responses of 36% and 32% respectively. Of the respondents in the Rest of the State, 24% were familiar with the program. When asked

if they thought the Brain Tumor working group was a genuine effort to solve health problems, 41% to 43% of those in all three regions responded affirmatively. Forty-four percent of SCR respondents and 40% of those from Santa Fe believed the program to be effective. Of those in the Rest of the State, 33% viewed the program as effective.

TABLE 4-3: AWARENESS AND PERCEPTIONS OF LANL PROGRAMS

	Aware			Genuine			Effective		
	SCR	Santa Fe	Rest State	SCR	Santa Fe	Rest State	SCR	Santa Fe	Rest State
Brain Tumor	32%	36%	24%	43%	41%	43%	44%	40%	33%
Environ. Rest.	23%	23%	15%	50%	41%	49%	51%	34%	39%

When asked about the Environmental Restoration Program (ERP), fewer respondents expressed familiarity with it: 23% from the SCR and Santa Fe were aware of the program, while 15% of the rest of the state were familiar with it. Interestingly, a higher percentage of respondents, however, believed the program to be a genuine effort. Fifty percent of respondents believed the program to be a genuine effort, while percentages from the Rest of the State and Santa Fe were 49% and 41% respectively. The majority of respondents from the SCR (51%) believed the ERP to be effective. Thirty-nine percent of those in the Rest of the State viewed the program as effective, while 34% of Santa Feans concurred. In sum, although fewer respondents were aware of the ERP, they generally considered it a more genuine and effective effort than the Brain Tumor Working group program.

Because awareness of the Lab programs is important, the sources of information of those who are aware of the programs was evaluated. Figure 4-2 shows where those who are familiar with the Brain Tumor Working Group receive most of their information in comparison to those who are unaware. There is little variance between those who are and those who are not aware. Of those who are aware of the program, slightly more receive their information from friends (11.1% versus 7.8%) and LANL workers (8.2% versus 6.3%) than those who are not aware. Thus those received their information from the mass media -- television and newspapers -- were less likely to be aware of the programs.

FIGURE 4-2: AWARENESS OF BRAIN TUMOR WORKING GROUP AND INFORMATIONAL SOURCES

Respondents' awareness of the Environmental Restoration Program (ERP) and their informational sources are presented in graphic form in Figure 4-3. Again, those who receive their information about LANL from the two most common sources-- television and newspapers -- are less likely to know about the program. Only 15.4% of those who are aware of ERP, compared to 29.0% of those who are not, receive most of their LANL information from television. A considerably higher percentage of those aware (versus those not aware) of the ERP receive most of their information from LANL employees (13.6% versus 5.3%) and school and work (9.9% versus 4.1%). In conclusion, the mass media appear to perform relatively poorly as channels of information about LANL programs. A slightly higher percentage of those aware receive their information from friends, LANL workers and school/work. Conversely, a smaller percentage of those aware receive most of their information from television and newspapers.

FIGURE 4-3: AWARENESS OF ERP AND INFORMATIONAL SOURCES

5. Perceptions of the Laboratory's Research

This section explores New Mexicans' opinions and ideas of what the Lab is actually doing as well as what they believe it should be doing. The first segment investigates what areas of research respondents believe the Lab undertakes. Later sections examine perceptions of whether particular areas of research should be expanded or contracted. Finally, opinions on whether the Lab as a whole should expand or reduce operations are evaluated.

In what kind of research is Los Alamos National Laboratory involved? This question was posed to respondents, with several possible responses. The percentages can be found in Figure 5-1, broken down by region. Large percentages of respondents from the Rest of the State (36.2%) and the SCR (28.3%) did not know in what type of research the Laboratory engages. Only 13% of those from Santa Fe responded "don't know". Largely because fewer Santa Feans chose "don't know", they are more likely to have higher response rates in the four specifically defined categories. Nevertheless, a considerably larger percentage of

respondents from Santa Fe (40%) believed the Lab to be engaged in defense and weapons research, than did those from the SCR (26.7%) or the Rest of the State (25.6%). Assuming that respondents were not simply guessing in their answers, Santa Feans appear to think themselves more aware of the kind of research that LANL engages in. Almost one third of those from the SCR and the Rest of the State indicated that they did not know what type of research the Lab does.

FIGURE 5-1: PERCEPTIONS OF LANL'S RESEARCH AREAS

Respondents were also asked about the levels of research that they believe should take place in the future. Specifically, respondents were asked whether particular research efforts should be increased, decreased or remain the same. Respondents were presented with five research fields: 1.) research designed to increase general scientific knowledge; 2.) environmental research; 3.) defense and weapons development; 4.) alternative energy sources; and 5.) medical and health research. Responses by region are found in Table 5-1.

Support is very high for the expansion of research in the fields of general scientific knowledge, environmental science, alternative energy and medical & health research. In these three categories, the

support level is above ninety percent in all regions. Respondents were a bit less enthusiastic -- though still positive -- about research to increase general scientific knowledge. In the SCR, 88% desired increased research levels, while in Santa Fe and the Rest of the State this figure stood at 89%. Nine percent of SCR respondents and 11% of Santa Feans suggested a decrease in the general scientific knowledge area. In the Rest of the State only 3% supported a reduction in this research field.

The tone was much more critical in the field of defense and weapons development, where a majority in all regions thought research efforts should be decreased. Thirty-eight percent of respondents in the SCR and Rest of the State supported an increase in the defense field. Only 18% in Santa Fe suggested an increase. Fifty-seven percent in the SCR, 80% in Santa Fe and 66% in the Rest of the State propose decreasing research efforts in the defense and weapons development area. Thus, although there exists very strong support for increased levels of research in most fields of research, similar support in the domain of defense and weapons research is limited.

TABLE 5-1: PROPOSED LEVELS OF RESEARCH

Type Research	SCR			Santa Fe			Rest State		
	Incr.	Decr.	Same	Incr.	Decr.	Same	Incr.	Decr.	Same
Gen. Sci. Knowl	88%	9%	3%	89%	11%	0%	89%	3%	8%
Environ. Res.	93%	6%	1%	100%	0%	0%	94%	4%	2%
Def/Weap Dev.	38%	57%	5%	18%	80%	2%	38%	66%	6%
Alt. Energy	94%	5%	1%	93%	7%	0%	96%	3%	<1%
Med./Heal Res.	97%	2%	1%	97%	3%	0%	97%	2%	1%

On a larger scale, we asked New Mexicans about the future of operations at the Lab: should the Department of Energy close the Lab, reduce operations, keep it the same, or expand operations? Responses by region are presented in Figure 5-2. Very few in any region suggested closing the Lab. Slightly more than 3% in Santa Fe supported closing the Lab, while even fewer did so in the SCR and Rest of the State. Seventeen percent of Santa Feans thought the Lab should reduce its operations. The "reducers" numbered 10% in the SCR and 8% in the Rest of the State. Support for maintaining the same level of operations was

much higher. Forty-seven percent of those in the SCR and Rest of the State wanted to see operations stay the same, while the figure in Santa Fe was 28%. Support for the expansion of operations was fairly stable across geographic regions: 34% in the SCR, 38% in Santa Fe and 35% in the Rest of the State. The "don't know" response was higher in Santa Fe (13%) than in the Rest of the State (8%) and the SCR (6%). Santa Fe again differs from other regions and it is interesting to note that although a higher percentage of Santa Feans (in comparison to the other regions) want to see the Lab close or reduce operations, a slightly larger percentage also support expanded operations.

FIGURE 5-2: FUTURE OF LANL OPERATIONS

Examination of respondents' views across regions has shown that that Santa Fe is often different from other regions. Are there also differences across other demographic attributes? In the following sections, like earlier ones, we will investigate for differences and similarities between other demographic groups. We begin with gender. Do men and women differ in what role they would like to see the Laboratory take? Responses by gender are shown in Figure 5-3. Men and women are similar in their views on closing the Lab and reducing operations: neither supports it in great numbers. Approximately 2.8% of

men suggested closing the Lab, while less than 2% of women chose this option. Slightly more women (10.5%) than men (8.8%), however, said that operations should be reduced. The sexes were nearly equal in their belief that operations should remain the same (44%-48%), but they differed notably on expanding operations. Forty-two percent of men, compared to 29% of women, suggested expanding operations. Over one-tenth of women (11.4%) said they did not know what the future of the Lab should be. "Don't know" responses from men, on the other hand, made up only 2.8% of their total responses.

FIGURE 5-3: FUTURE OF THE LAB AND GENDER

Given that ideology was a statistically significant variable in explaining overall views and perceptions of environmental responsibility, it merits some attention here. Differences across ideology do exist: nearly 4% of liberals support closing LANL, while 1% or less of moderate or conservative respondents feel this way. Liberals are also more willing to see the Lab reduce its operations. Fourteen percent of liberals agreed with reducing operations, while 8% of both moderates and conservatives thought the Laboratory should reduce operations. A higher percentage of conservatives than liberals supported keeping operations the same (46% versus 42%) and expanding operations (39% versus 33%). A majority of

moderates responded that Lab operations should remain at the same level (50.4%), while 32 percent supported Laboratory expansion. "Don't know" responses varied between 6% and 9%. Only half as many moderates and conservatives (9%) support closing or contracting operations as do liberals (18%). However, conservatives are only marginally more supportive of expanding operations than are liberals.

FIGURE 5-4: FUTURE OF THE LAB AND IDEOLOGY

The final demographic variable to be investigated as concerns the future of the Laboratory is ethnicity. Earlier data and charts have shown that Anglo and Hispanic respondents do not differ markedly in their support or criticism of the Lab. Rather, it is American Indian respondents who have differed, in that they are more critical of LANL. That trend continues as can be seen in Figure 5-5. Whereas approximately 2% or less of Anglos and Hispanics believe LANL should close, 9% of American Indians think it should. All three groups are roughly equal in the percentages which believe the Lab should reduce operations (8%-9%). Only 18% of American Indians support the expansion of operations at LANL. Thirty-three percent of Anglo and 38% of Hispanic respondents suggest expanding Laboratory operations. Although the percentage of American Indians supporting expanded activities is relatively low, it should also be noted that

over half (54.5%) of them believe operations should remain the same. Approximately 9% of American Indians and Anglos responded don't know, while the figure among Hispanics was 4%.

FIGURE 5-5: FUTURE OF THE LAB AND ETHNICITY

6. Perceptions of the Lab's Honesty and Believability

How honest do New Mexicans believe the Laboratory to be? As part of the survey, respondents were asked, "Compared to a year ago, how honest is Los Alamos National Laboratory?". Percentages in Figure 6-1 compare responses from the 1992 survey to those of 1991. Since 1991 there has been a very slight increase in respondents' perceptions of the Lab's honesty. The percentage of those indicating that the Lab is more honest rose from 18.9% to 19.9% while the percentage of respondents who believe LANL to be less honest fell from 12.7% to 9.5%. Don't know responses remained stable.

FIGURE 6-1: PERCEPTIONS OF THE LAB'S HONESTY

Data in earlier sections of this report reveal that respondents from the Santa Fe region frequently view the Laboratory more critically than do other regions. Santa Feans' perceptions of LANL's honesty, however, are *less* critical than those of some other regions (see Figure 6-2). Twenty-five percent of respondents from Santa Fe believed the Lab to be more honest than a year ago. A slightly higher percentage of SCR respondents (25.3%) thought the Lab more honest, while the figure was somewhat lower among respondents from the Rest of the State (16%). Although more respondents from the SCR thought the Lab to be more honest, the SCR also had the highest percentage of respondents who thought the Lab was *less* honest (13%). Fewer from the Santa Fe region (10%) and the Rest of the State (7%) believed the Lab to be less honest than it was one year ago.

FIGURE 6-2: PERCEPTIONS OF THE LAB'S HONESTY BY REGION

There is notable diversity in perceptions of LANL's honesty across ethnic groups (see Figure 6.3). Although approximately one-fifth of Anglos (21%) and Hispanics (19%) perceive the Laboratory as more honest than a year ago, only 3% of American Indians think of LANL as more honest. The percentage of American Indians who think the Lab is *less* honest, however, is roughly equal to Hispanics (15% and 16% respectively). Only 5% of Anglo respondents believed the Laboratory to be less honest and it is this group which perceives the Lab as most honest in general.

FIGURE 6-3: PERCEPTIONS OF THE LAB'S HONESTY BY ETHNICITY

Less divergence exists between the sexes than across ethnic groups in impressions of LANL's honesty (Figure 6.4). Yet there is some difference: slightly more men (24%) than women (17%) perceive the Lab as more honest. Approximately 60% of both men and women view the Lab's honesty as unchanged since last year. Similarly, the percentages of men (9.7%) and women (9.2%) who believe the Laboratory is less honest are nearly equal.

FIGURE 6-4: PERCEPTIONS OF THE LAB'S HONESTY BY GENDER

In a similar measure, New Mexicans were asked how *believable* they perceived LANL to be. Other institutions were included in the question so that the Lab can be compared with them. Respondents were asked to rank institutions on a scale of one to seven, where one is not at all believable and seven is completely believable. Table 6-5 shows the mean scores of believability across geographic region. In all regions except Santa Fe, the Laboratory ranks highest on the mean scores of believability.

Santa Fe respondents, however, ranked LANL fourth among eight institutions. Environmental groups received a very high score on the scale (4.7), representing the highest believability score throughout the regions. The NM Environment Department ranked second and the News Media third, with scores of 3.9 and 3.7 respectively. Santa Feans gave LANL a mean score of 3.6, which is about .5 points below the state mean score. Respondents from the SCR ranked the Lab the highest, with a mean score of 4.3, which is approximately .15 points higher than the state mean. LANL's mean score in the Rest of the State was almost exactly that of the entire state.

TABLE 6-1: MEAN SCORES OF BELIEVABILITY BY REGION

	SCR	SANTA FE	REST OF STATE	ENTIRE STATE
News Media	3.798	3.729	3.567	3.658
DOE	3.954	3.271	3.910	3.878
Environ. Gp.	3.896	4.712	3.906	3.956
LANL	4.301	3.603	4.147	4.162
US EPA	4.050	3.561	3.975	3.970
NM Environ. Dept.	4.108	3.907	3.959	4.007
NM US Congressmen	3.787	3.458	3.616	3.662
Elected NM Officials	3.270	3.052	3.151	3.182

7. The Lab and the Economy of Northern New Mexico

Two questions were asked only of Santa Fe and SCR respondents concerning the Lab and its relation to the local economy. The first question asked what kind of impact the Lab has had on the local economy. Is the impact of the Laboratory on the community's economy harmful or beneficial? Responses by region are presented in Figure 7.1. The SCR appears a little more skeptical than Santa Fe of a beneficial impact on the economy. Nineteen percent of SCR respondents thought the impact on the economy to be harmful, compared to 17% of those from Santa Fe. Slightly more Santa Feans (62%) perceived the impact to be beneficial than did those from the SCR (56%).

FIGURE 7-1: LANL'S IMPACT ON THE LOCAL ECONOMY BY REGION

Fairly clear differences in perceptions across ethnicity can be observed in Figure 7-2. More Anglos view LANL's impact as beneficial than do the other ethnic groups. American Indians are most skeptical of LANL's impact. Sixty-two percent of Anglos and 53% of Hispanics consider LANL's impact on the economy positive. Fewer American Indians, 44%, view the impact as beneficial. One-fourth of the American Indian respondents believe the Lab's influence has been harmful. Nineteen percent of Hispanics and 16% of Anglos considered the impact of LANL harmful. Once again, Anglos and Hispanics view the Lab less critically than American Indians do.

FIGURE 7-2: LANL'S IMPACT ON THE LOCAL ECONOMY BY ETHNICITY

How strong is the relationship between peoples' opinions on the future of LANL's operations and perceived impact on the local economy? The percentages in Figure 7-3 are as one might expect, yet the magnitude of the figures is interesting. Of those who think that the Lab should expand its operations, 68% consider LANL's impact as beneficial and only 10% as harmful. A majority (58%) of those who suggested keeping operations the same at LANL viewed the Lab's impact as positive, while 18% thought the influence negative. Even among respondents who supported reducing operations at LANL, more perceived LANL's economic impact as beneficial (44%) than harmful (36%). Most of those wishing to see the Laboratory close its operations believed LANL's influence on the local economy was harmful (64%). Eighteen percent considered the Lab's influence beneficial.

FIGURE 7-3: THE FUTURE OF LANL AND THE LAB'S IMPACT ON THE LOCAL ECONOMY

Respondents from the SCR and Santa Fe were asked a second question pertaining to their local economy: Are Northern New Mexico's communities too dependent on the Laboratory's contribution to the local economy? A majority from both the SCR (55%) and Santa Fe (60%) agreed that Northern New Mexico is too economically dependent upon LANL. Forty-one percent of respondents from the SCR and 37% from Santa Fe thought that their communities were *not* too dependent upon the Laboratory. Thus, slightly fewer SCR respondents perceive their communities as too economically dependent on LANL.

FIGURE 7-4: NORTHERN NM ECONOMIC DEPENDENCE ON LANL BY REGION

Perceptions of economic dependence on the Laboratory vary considerably across ethnic groups. Anglos are least likely to view northern communities as too dependent: 53% believe Northern New Mexico is too dependent upon LANL, while 44% think it is not. Sixty percent of Hispanic respondents indicated that northern communities were too dependent. Thirty-seven believed they were not. American Indians were much more likely to say northern New Mexico was too dependent on the Lab: 75% responded too dependent, while only 19% thought their communities were not too economically dependent on LANL.

FIGURE 7-5: NORTHERN NM ECONOMIC DEPENDENCE ON LANL BY ETHNICITY

APPENDIX A: Survey Response Rates

1. Cooperation Rate

This rate is computed as follows:

$$\begin{aligned} &= \text{Completed Interviews} / \text{Completed Interviews} + \text{Screened Refusals}^1 \\ &= 65.4\% \end{aligned}$$

2. Live Response Rate

This rate is computed as follows:

$$\begin{aligned} &= \text{Completed Interviews} / \text{Completed Interviews} + \text{Screened Refusals} + \text{Ineligible Refusals}^2 \\ &= 41.2\% \end{aligned}$$

3. Total Response Rates

This rate is computed as follows:

$$\begin{aligned} &= \text{Completed Interviews} / \text{Completed Interviews} + \text{Screened Refusals} + \text{Ineligible Refusals} + \text{Unsuccessful Appointments} + \text{Busy Signals} + \text{No Answers} + \text{Language Problems} + \text{Illness Problems} + \text{Hearing Problems} \\ &= 29.0\% \end{aligned}$$

¹Screened refusals are those interviews in which an individual was contacted who met the eligibility requirements, but refused to continue the interview.

²Ineligible refusals are those interviews in which the individual refused to continue the interview prior to being identified as eligible.

APPENDIX B: Survey Questionnaire and Response Frequencies

1. Now we'd like to turn to how you would rank some of the problems facing your community. What would you say is the single biggest problem facing people in your community today? Is it:

	Statewide	SCR
1. Jobs/economy	41.8%	44.6%
2. Crime	13.8	8.2
3. Public education	14.3	11.4
4. Drug abuse	13.8	15.5
5. Environmental quality	5.4	7.9
6. Public health care	8.6	9.0
-99. DK/NA	2.4	3.5

2. We're interested in what areas of research you think Los Alamos National Laboratory scientists are involved. Could you please tell me what kind of research the Laboratory does?

	Statewide	SCR
1. Pure science/res.	7.6%	8.2%
2. Medical research	8.6	11.4
3. Environ. research	3.2	4.7
4. Defense/weapons	27.1	27.1
5. Other (specify)	21.8	20.4
-99. DK/NA	31.8	28.3

3. Is there anything else?

	Statewide	SCR
1. Pure science/res.	9.1%	8.1%
2. Medical research	10.2	11.4
3. Environ. research	6.5	11.4
4. Defense/weapons	11.1	11.8
5. Other (specify)	21.1	22.8
-99. DK/NA	42.0	34.6

4. In general, what do you think of Los Alamos National Laboratory? Are your views:

	Statewide	SCR
1. Very favorable	34.5%	40.2%
2. Somewhat favorable	44.1	39.1
3. Somewhat unfavor.	10.2	11.4
4. Very unfavorable	5.1	6.1
-99. DK/NA	6.1	3.2

5. Now thinking about environmental issues, how environmentally responsible would you say Los Alamos National Lab has been? On a scale of one to five where 1 is very environmentally responsible and 5 is not at all responsible, where would you place Los Alamos National Laboratory?

	Statewide	SCR
1. Very responsible	12.7%	16.3%
2. 2	17.3	19.0
3. 3	34.5	30.6
4. 4	15.6	16.0
5. Not at all responsible	9.2	9.3
-99. DK/NA	10.7	8.8

6. Where do you receive most of your information about Los Alamos National Laboratory?

	Statewide	SCR
1. Television news	24.7%	24.2%
2. Newspapers	37.0	33.5
3. Radio news	.87	.88
4. Friends/family	8.1	9.9
5. Los Alamos publications	1.8	3.5
6. Los Alamos employees	6.4	8.5
7. School/work	4.9	5.5
8. Other (specify)	9.7	9.9
-99. DK/NA	6.5	4.1

7. If you had a specific question about the Los Alamos National Laboratory, where would you go to have it answered?

	Statewide	SCR
1. Friends/family	5.1%	5.0%
2. LANL publications	4.0	4.1
3. Telephone LANL	20.4	21.9
4. Friend wrks at LANL	5.1	4.7
5. Rspnd. wrks at LANL	4.5	7.0
6. Colleague at sch/wrk	5.2	4.7
7. Other (specify)	35.0	27.4
-99. DK/NA	20.7	25.4

8. How many days a week do you watch local television news?

	Statewide	SCR
0. Never	8.4%	10.5%
1. 1 Day	4.8	3.5
2. 2 Days	8.6	7.0
3. 3 Days	10.0	7.0
4. 4 Days	9.4	8.5
5. 5 Days	15.9	14.9
6. 6 Days	7.4	9.0
7. 7 Days	35.4	40.0
-99. DK/NA	.22	0.0

9. How many days a week do you watch national television news?

	Statewide	SCR
0. Never	9.1%	9.6%
1. 1 Day	8.5	6.1
2. 2 Days	8.9	8.8
3. 3 Days	12.3	10.2
4. 4 Days	8.9	8.5
5. 5 Days	15.5	16.6
6. 6 Days	6.1	5.8
7. 7 Days	30.7	34.4
-99. DK/NA	.11	0.0

4. Disagree strongly	9.4	8.2
-99. DK/NA	3.2	5.0

14. Los Alamos National Laboratory is an important contributor to scientific knowledge. Do you:

	Statewide	SCR
1. Agree strongly	31.5%	37.6%
2. Agree	58.2	51.3
3. Disagree	4.6	6.1
4. Disagree strongly	.87	0.0
-99. DK/NA	4.9	5.0

10. How many days a week do you read a New Mexico newspaper?

	Statewide	SCR
0. Never	10.2%	11.1%
1. 1 Day	13.2	14.6
2. 2 Days	10.3	9.0
3. 3 Days	7.4	8.8
4. 4 Days	5.1	5.0
5. 5 Days	10.2	12.3
6. 6 Days	6.8	4.7
7. 7 Days	36.7	34.4
-99. DK/NA	.11	.29

Now I'm going to read you a list of research areas in which Los Alamos National Laboratory is involved. Please indicate whether the efforts in these areas should be greatly increased, slightly increased, slightly decreased or greatly decreased.

15. Research designed to increase general scientific knowledge

	Statewide	SCR
1. Greatly increase	38.0%	41.4%
2. Slightly increase	47.4	41.7
3. Keep same	2.4	2.6
4. Slightly decrease	7.1	6.7
5. Greatly decrease	1.4	2.3
-99. DK/NA	3.8	5.3

11. How many days a week do you read a national newspaper?

	Statewide	SCR
0. Never	65.5%	63.3%
1. 1 Day	17.6	21.6
2. 2 Days	5.4	5.3
3. 3 Days	3.7	3.8
4. 4 Days	1.2	1.5
5. 5 Days	2.7	1.8
6. 6 Days	.33	.29
7. 7 Days	2.9	2.3
-99. DK/NA	.65	.29

16. Environmental Research

	Statewide	SCR
1. Greatly increase	64.3%	64.4%
2. Slightly increase	27.2	24.8
3. Keep same	1.5	1.2
4. Slightly decrease	2.5	2.6
5. Greatly decrease	2.2	3.2
-99. DK/NA	2.3	3.8

12. Please indicate whether you agree strongly, agree, disagree, or disagree strongly with the following statements: Science tells us the truth about the world. Do you:

	Statewide	SCR
1. Agree strongly	14.1%	14.3%
2. Agree	50.4	51.0
3. Disagree	26.7	25.7
4. Disagree strongly	5.4	5.0
-99. DK/NA	3.4	4.1

17. Defense and weapons development

	Statewide	SCR
1. Greatly increase	14.1%	14.9%
2. Slightly increase	21.7	21.3
3. Keep same	4.9	4.7
4. Slightly decrease	34.8	33.8
5. Greatly decrease	21.9	21.6
-99. DK/NA	2.6	3.8

13. Technology can solve society's problems. Do you:

	Statewide	SCR
1. Agree strongly	6.8%	6.4%
2. Agree	42.1	46.9
3. Disagree	38.5	33.5

18. Alternative energy sources

	Statewide	SCR
1. Greatly increase	70.8%	67.3%
2. Slightly increase	20.8	22.2
3. Keep same	.54	.88
4. Slightly decrease	3.2	3.2
5. Greatly decrease	1.3	2.0
-99. DK/NA	3.4	4.4

19. Medical and health research

	Statewide	SCR
1. Greatly increase	79.5%	79.9%
2. Slightly increase	15.6	13.7
3. Keep same	.76	1.2
4. Slightly decrease	1.8	2.0
5. Greatly decrease	.33	.29
-99. DK/NA	2.0	2.9

20. On a scale of zero to six, where zero is no damage to the environment and six is severe damage, how much damage do you think operations at Los Alamos National Laboratory have caused to the local environment?

	Statewide	SCR
0. No damage	7.6%	9.6%
1. 1	7.6	9.6
2. 2	16.8	15.7
3. 3	25.4	20.7
4. 4	15.9	16.6
5. 5	7.8	9.0
6. Severe damage	6.4	7.6
-99. DK/NA	12.5	11.1

21. Compared to a year ago, do you think that the Laboratory is more honest with the public about all its problems, less honest, or about the same?

	Statewide	SCR
1. More honest	19.9%	25.1%
2. About the same	61.0	54.8
3. Less honest	9.5	13.1
-99. DK/NA	9.5	7.0

On a scale from one to seven, where one is not at all believable and seven is completely believable, how believable is the information you receive about scientific and environmental issues from each of the following:

22. The News media

	Statewide	SCR
1. Not at all believable	12.0%	12.0%
2. 2	12.0	9.0
3. 3	22.0	21.9
4. 4	21.6	21.0
5. 5	18.3	17.2
6. 6	7.9	11.1

7. Completely believable	4.8	5.3
-99. DK/NA	1.3	2.6

23. The Department of Energy

	Statewide	SCR
1. Not at all believable	7.1%	6.4%
2. 2	10.9	13.1
3. 3	21.4	15.7
4. 4	22.7	22.7
5. 5	22.7	23.9
6. 6	8.4	8.8
7. Completely believable	4.3	4.7
-99. DK/NA	2.7	4.7

24. Environmental groups

	Statewide	SCR
1. Not at all believable	11.8%	14.3%
2. 2	9.9	10.8
3. 3	17.0	14.6
4. 4	18.8	15.8
5. 5	20.3	21.0
6. 6	12.3	12.3
7. Completely believable	7.7	7.9
-99. DK/NA	2.3	3.5

25. Los Alamos National Laboratory

	Statewide	SCR
1. Not at all believable	5.5%	6.4%
2. 2	7.5	7.0
3. 3	17.5	16.3
4. 4	23.9	19.8
5. 5	23.6	24.5
6. 6	11.5	16.0
7. Completely believable	6.0	6.7
-99. DK/NA	4.7	3.2

26. The U.S. Environmental Protection Agency

	Statewide	SCR
1. Not at all believable	7.3%	5.8%
2. 2	9.0	9.6
3. 3	21.0	19.2
4. 4	22.7	21.9
5. 5	20.7	21.0
6. 6	11.0	12.5
7. Completely believable	5.1	4.4
-99. DK/NA	3.3	5.5

27. State of New Mexico Environment Department

	Statewide	SCR
1. Not at all believable	6.3%	5.0%
2. 2	7.8	8.2
3. 3	20.3	19.0
4. 4	22.8	22.5
5. 5	22.2	22.5
6. 6	6.8	11.4
7. Completely believable	4.6	4.7
-99. DK/NA	6.3	7.0

3. 3	17.9	14.3
4. 4	21.9	21.9
5. 5	18.4	20.1
6. 6	6.7	5.8
7. Not a genuine effort	4.4	4.9
-99. DK/NA	9.9	7.1

32. On a scale from one to seven, where one is not at all effective and seven is completely effective, how effective do you think the Brain Tumor Working Group is?

28. New Mexico's U.S. Congressmen

	Statewide	SCR
1. Not at all believable	9.8%	9.0%
2. 2	13.6	14.9
3. 3	21.4	19.2
4. 4	24.6	22.2
5. 5	16.1	16.0
6. 6	7.7	8.8
7. Completely believable	4.5	6.7
-99. DK/NA	2.5	3.2

	Statewide	SCR
1. Not at all effective	3.7%	4.0%
2. 2	8.2	7.6
3. 3	17.9	20.5
4. 4	23.4	17.4
5. 5	19.7	22.8
6. 6	9.4	12.1
7. Completely effective	3.2	4.9
-99. DK/NA	14.6	10.7

33. Could you please tell me if you are very familiar, somewhat familiar, slightly familiar, or not at all familiar with 'The Environmental Restoration Program', which is designed to repair any damage the Laboratory may have done to the local environment?

29. Elected state officials

	Statewide	SCR
1. Not at all believable	16.7%	15.5%
2. 2	15.9	17.2
3. 3	27.1	27.1
4. 4	18.7	16.0
5. 5	12.2	12.3
6. 6	4.0	4.1
7. Completely believable	3.0	5.0
-99. DK/NA	2.4	2.9

	Statewide	SCR
1. Very familiar	2.7%	4.4%
2. Somewhat familiar	15.7	18.1
3. Slightly familiar	25.3	28.3
4. Not at all familiar	54.8	47.8
-99. DK/NA	1.5	1.5

30. Now we would like to ask you some questions about specific Laboratory programs. Could you please tell me if you are very familiar, somewhat familiar, slightly familiar, or not at all familiar with a working group which is studying claims of an unusually high rate of brain tumors in the Los Alamos area.

	Statewide	SCR
1. Very familiar	4.0%	5.3%
2. Somewhat familiar	23.1	26.0
3. Slightly familiar	30.4	32.0
4. Not at all familiar	41.3	36.4
-99. DK/NA	1.2	.29

34. Some people say the 'Environmental Restoration Program' is a genuine effort by the Lab to solve any problems it may have. Others say this program only makes it look like the Lab is addressing these issues. On a scale of one to seven where one is a genuine effort and seven is not a genuine effort, where would you place the Lab's effort?

	Statewide	SCR
1. Genuine effort	12.5%	13.8%
2. 2	14.5	17.7
3. 3	18.2	16.6
4. 4	17.8	16.6
5. 5	17.8	18.8
6. 6	7.6	10.0
7. Not a genuine effort	3.7	3.3
-99. DK/NA	8.0	3.3

31. Some people say the Brain Tumor Working Group is a genuine effort to solve health problems that may exist in the community. Others say this group only makes it look like the issue is being addressed. On a scale of one to seven where one is a genuine effort and seven is not a genuine effort, where would you place the working group.

	Statewide	SCR
1. Genuine effort	10.5%	13.8%
2. 2	10.4	12.1

35. On a scale from one to seven, where one is not at all effective and seven is completely effective, how effective do you think this 'Environmental Restoration Program' is?

	Statewide	SCR
1. Not at all effective	3.5%	2.2%
2. 2	8.4	12.2
3. 3	15.6	15.5
4. 4	22.7	16.0
5. 5	25.0	25.4
6. 6	8.0	10.5
7. Completely effective	5.1	11.6
-99. DK/NA	11.7	6.6

36. Now thinking generally about Los Alamos National Laboratory's responsibilities, do you think the DOE should close the Laboratory, reduce the Laboratory's operations, leave the Laboratory as it is now, or expand the Laboratory's operations?

	Statewide	SCR
1. Close the lab	2.1%	2.6%
2. Reduce operations	9.8	10.8
3. Leave the same	46.0	46.9
4. Expand operations	34.4	33.5
-99. DK/NA	7.8	6.1

37. Now thinking about the Laboratory's contributions to education in New Mexico, do you think the Laboratory has contributed a great deal, some, little or nothing to education in the state?

	Statewide	SCR
1. Great deal	35.6%	44.0%
2. Some	43.0	38.5
3. Little	8.4	6.7
4. Nothing	3.7	2.3
-99. DK/NA	9.4	8.5

38. Do you or does anyone you know currently work for Los Alamos National Laboratory?

	Statewide	SCR
1. Yes	33.7%	53.0%
2. No	65.9	46.9
-99. DK/NA	33	0.0

39. Could you tell me what county you live in?

	Statewide	SCR
1. Los Alamos	6.5%	17.5%
2. Mora	5.9	15.7
3. Rio Arriba	6.8	18.4
4. San Miguel	6.0	16.0
5. Sandoval	6.0	16.0
6. Santa Fe	6.5	0.0
7. Taos	5.8	15.4
8. Other	56.3	0.0
-99. DK/NA	33	.88

40. What kind of impact does the Laboratory have on the economy of your community? Using a scale of one to seven where one is very harmful and seven is very beneficial, where would you place Los Alamos National Laboratory on this issue? (Asked only of SCR and Santa Fe.)

	Sta Fe & SCR	SCR
1. Very harmful	3.3%	3.5%
2. 2	4.0	4.4
3. 3	11.25	10.9
4. 4	18.5	17.9
5. 5	17.0	15.3
6. 6	13.25	12.7
7. Very beneficial	27.0	28.5
-99. DK/NA	5.8	6.8

41. Would you agree strongly, agree, disagree, or disagree strongly with the following statement: Northern New Mexico's communities are too dependent on the Laboratory's contribution to the local economy.

	Sta Fe & SCR	SCR
1. Agree strongly	20.8%	21.2%
2. Agree	35.0	33.8
3. Disagree	34.0	35.6
4. Disagree strongly	6.8	5.9
-99. DK/NA	3.5	3.5

42. Could you please tell me how much education you have had?

	Statewide	SCR
1. K - 8th	1.9%	2.3%
2. Some HS	4.5	5.0
3. HS grad	26.1	30.7
4. Post HS/Trade school	3.0	2.6
5. Associate degree	2.2	1.2
6. =< 2yrs college	20.0	17.3
7. > 2 yrs coll. (no deg.)	10.4	8.2
8. College grad	17.2	15.8
9. Grad work	14.8	17.0
-99. DK/NA	0.0	0.0

43. How old are you?

	Statewide	SCR
Mean	44.2	46.0

44. Considering your race or ethnic background, do you consider yourself:

	Statewide	SCR
1. White - Non Hispanic	59.1%	44.0%
2. African American	1.1	.58
3. Spanish American	24.2	39.9
4. Mexican American	5.2	3.8
5. Asian	.65	.58
6. American Indian	3.6	4.4
7. or Something else	5.4	5.8
-99. DK/NA	.76	.88

45. Individuals can be arranged on a scale of ideology running from one being extremely liberal to seven being extremely conservative. On that seven point scale, where would you place yourself? Do you consider yourself:

	Statewide	SCR
1. Extremely liberal	2.6%	4.5%
2. Liberal	16.3	17.0
3. Slightly liberal	12.2	12.8
4. Moderate	27.6	28.3
5. Slightly conservative	19.6	14.0
6. Conservative	17.1	20.5
7. Extremely conserv.	3.4	3.0
-99. DK/NA	1.3	4.5

46. Are you currently register to vote?

	Statewide	SCR
1. Yes	85.3%	87.2%
2. No	14.5	12.8
-99. DK/NA	.2	0.0

47. With which political party do you identify?

	Statewide	SCR
1. Democrat	51.6%	58.9%
2. Independent	11.2	12.0
3. Republican	29.7	21.3
4. Other	1.3	1.2
-99. DK/NA	6.1	6.7

48. How many years have you lived in New Mexico?

	Statewide	SCR
Mean	27.5	31.3

49. Are you currently a member of an environmental group?

	Statewide	SCR
1. Yes	7.9%	10.8%
2. No	91.9	88.9
-99. DK/NA	.22	.29

50. Are you currently a member of any other group that is involved in politics?

	Statewide	SCR
1. Yes	9.7%	9.3%
2. No	90.4	90.7
-99. DK/NA	0.0	0.0

51. How many people currently live in your household?

	Statewide	SCR
Mean	2.96	3.34

52. Concerning the estimated annual income for your household for the past year, was it greater than or less than \$30,000?

	Statewide	SCR
1. Less than \$30,000	49.2%	48.7%
2. More than \$30,000	46.2	44.6
-99. DK/NA	4.6	6.7

53. I'm going to read you some broad income categories. Please stop me when I get to the one which includes the estimated annual income for your household.

	Statewide	SCR
1. Less than \$5000	6.0%	6.0%
2. \$5 to \$10,000	14.1	17.4
3. \$10 to \$15,000	16.3	22.2
4. \$15 to \$20,000	24.5	20.4
5. \$20 to \$25,000	20.0	16.8
6. \$25 to \$30,000	15.4	14.4
7. Refused	2.6	1.8
-99. DK/NA	1.1	1.2

54. I'm going to read you some broad income categories. Please stop me when I get to the one which includes the estimated annual income for your household.

	Statewide	SCR
1. \$30 to \$35,000	18.8%	19.6%
2. \$35 to \$40,000	18.8	15.7
3. \$40 to \$45,000	14.6	13.1
4. \$45 to \$50	12.0	13.1
5. \$50 to \$55	6.3	7.2
6. \$55 to \$60	5.6	5.2
7. \$60 to \$65	6.8	8.5
8. \$65 to \$70	3.1	2.0
9. \$70 to \$75	2.1	2.0
10. \$75 to \$80	2.4	2.6
11. \$80 to \$85	.47	.65
12. \$85 to \$90	.94	1.3
13. \$90 to \$95	.24	.65
14. \$95 to \$100	1.4	0.0
15. More than \$100,000	4.0	5.2
16. Refused	1.6	2.6
17. DK/NA	.94	.65

55. INDICATE THE RESPONDENTS GENDER

	Statewide	SCR
0. Female	57.9%	56.9%
1. Male	42.1	43.2

APPENDIX C: Categories and Frequencies of Images

Category 1:Atomic

IMAGE	1ST	2ND	3RD	TOTAL
atomic	7	2	2	11
atomic place	1			1
atomic waste	1			1
atoms	1			1
Total	10	2	2	14

Category 2 : Atomic/Nuclear Research (Incl. Nuclear & Atomic Testing)

IMAGE	1ST	2ND	3RD	TOTAL
atomic research	6	2	2	10
atomic bomb was developed		1	1	2
atom bomb work		1		1
atomic energy research	2			2
atomic investigations		1		1
developed a way to weaken nuclear waste			1	1
developed atomic bomb	1			1
fusion	1		1	2
nuclear experiments	2			2
nuclear exploration		1		1
nuclear fission	1			1
nuclear industry			1	1
nuclear projects	1			1
nuclear research	7	6		13
nuclear science	1			1
nuclear studies	1			1
nuclear testing	3	2		5
original cite for developing the a bomb		1		1
research atomic energy		1		1
research in nuclear matters			1	1
research on nukes			1	1
testing atomic labs	1			1
testing nuclear stuff	1			1
Total	28	16	8	52

Category 3: Cancer, Death, Disease, Brain Tumor

IMAGE	1ST	2ND	3RD	TOTAL
brain cancer	1	1		2
(the) brain tumors	3	5	1	9
cancer found there		1		1
cancer research	2			2
cancer scare			1	1
cancer	15	12	8	35
concerns of cancer		1		1
controversy of cancer			1	1
death	1		1	2
health problems			1	1
health risk			1	1
health			2	2
increase cancer risk			1	1
people with cancer		1		1
(the) press coverage about cancer rates			1	1
recent news on cancer	1			1
sick people	1			1
something causing cancer	1			1
tumor	1			1
Total	26	21	18	65

Category 4: Energy and other technologies

IMAGE	1ST	2ND	3RD	TOTAL
advanced technology			1	1
atomic energy	11		1	12
atomic power		1		1
computer(s)	2	5	2	9
computer chips		1		1
education and technology			1	1
energy	1	2	2	5
geothermal energy			1	1
geothermal			1	1
giant computer			1	1
great tech institute	1			1
high tech	2	2	4	8
high tech place		1		1
human genome			1	1
laser beam accelerator			1	1
laser technology		1		1
lasers	3	2		5
new technology		2		2
nuclear energy or something	1			1
nuclear energy	2	5		7
nuclear power	4			4
nuclear technology		1		1
recycling			1	1
satellites	1			1
science technology	1			1
scientific gadgets	1			1
space shuttle	1			1
space technology			1	1
technical fields		1		1
technological advances			1	1
technology(ies)	4	8	8	20
Total	35	32	27	94

Category 5: Environmental effects

IMAGE	1ST	2ND	3RD	TOTAL
clean up		1		1
contamination	1	1	1	3
destruction of the earth			1	1
dump site			1	1
dumping of waste	1			1
dumps			1	1
environment (the)	1	4	2	7
environmental problems			1	1
fallout		1		1
fear of contamination	1			1
forest fire			1	1
hazardous materials	1			1
hazardous waste management	1			1
hazardous waste		1	1	2
killing our forest			1	1
nuclear waste polluting the environment	1			1
poison	1	1		2
pollution danger			1	1
pollution	3	4	7	14
possible health hazard	1			1
problems with waste products		1		1
publicity about contamination	1			1
recent controversy over pollution		1		1
toxic waste poision			1	1
toxic waste		3		3
toxic waster	1			1
toxic		1	1	2
unsafe environment			1	1

waste been spilled dangerous		1		1
waste disposal		1		1
waste dumping and cancer as a result			1	1
waste material	1			1
Total	15	21	22	58

Category 6: Family/Friends/Self

IMAGE	1ST	2ND	3RD	TOTAL
brother		1	1	2
brother-in-law		1		1
coworkers		1		1
dad/father	2	1		3
daughter-in-law's parents	1			1
family unity			1	1
family	1	1		2
friend Barbie whose father works there			1	1
friend(s) that (who) works there		1	1	2
friends			2	2
grand father		1		1
her home			1	1
his grandma		1		1
home		1		1
husband worked there before we were married		1		1
I helped build it	1			1
I worked	1			1
know some individuals who work there			1	1
my dad worked there		1		1
my family lives there		1		1
my father working around the buildings			1	1
my husband	3			3
my neighbor			1	1
my office		1		1
neighbors		1		1
nephew	1			1
people that (who) work(ed) there		3	1	4
security; I work there		1		1
sister			1	1

son in law works there		1		1
uncle	1	1		2
your workplace		1		1
Total	11	21	12	44

Category 7: Gov't/Military/Institutions

IMAGE	1ST	2ND	3RD	TOTAL
atomic energy commission	1		1	2
base	1		1	2
big government	1			1
bureaucracy(tic)		3		3
corporation		1	1	2
DOE	1		3	4
federal government institution			1	1
federal govt.	1	1	1	3
federal money	1			1
federal tech institute	1			1
government built		1		1
government contracts	1			1
government funding	1		1	2
government institution		1		1
government lab	1			1
government money			1	1
government projects			1	1
government spending	1			1
government	4	5	6	15
govt. waste		1		1
institution (an)		1	1	2
Kirtland AFB	1			1
military industrial complex	1			1
military	4	3	2	9
national laboratory	1			1
Pentagon			1	1
Sandia (National Laboratory)	1	1	1	3
tremendous amount of government bureaucracy			1	1

U.S. energy polices	1			1
University of California	1		2	3
White Sands	2	5	1	8
WIPP	4	1		5
Total	31	24	26	81

Category 8: Jobs/Economic Benefits

IMAGE	1ST	2ND	3RD	TOTAL
big employer			1	1
boom to NM economy			1	1
bring back memories of working there	1			1
brings money into state		1		1
create(s)d jobs	1	1		2
employees			1	1
employer	2	2	1	5
employment (opportunity)	7	8	5	20
employs a lot of people		1	1	2
financial support for NM citizens			1	1
going to work	1			1
good benefits		1		1
good pay		3	1	4
good paying jobs	1		1	2
good place to work		1	1	2
good wages		1		1
government jobs		1		1
help to economy	1			1
high paid men at the top	1			1
high wages			1	1
hiring freeze			1	1
how many people it employees in the state	1			1
importance to economy of NM			1	1
income for state		1		1
it's a good place to work			1	1
job(s) opportunit(y/ies			3	3
job security	1	2		3
job(s)	15	20	8	43

jobs created for people in NM			1	1
jobs for New Mexico(ans)		1	2	3
jobs for people in Los Alamos		1		1
jobs for the state			1	1
jobs that it provides			1	1
large employer		2		2
like to work there and make some of that money			1	1
likes jobs			1	1
livelihood	1			1
local employment			1	1
lot of people working there			1	1
lots of jobs		1		1
major employer	1		1	2
many jobs	1			1
money	2	6	6	14
more development			1	1
more jobs	1			1
my job	2			2
nice place to work	1			1
pay check	2		1	3
place I'd like to work	1			1
pleasant place to work			1	1
pretty good job		1		1
provides employment for a lot of people			1	1
secure job	2			2
security for the family	1			1
supporting New Mexico			1	1
terrific place to work		1		1
there are jobs for the people of Albuquerque			1	1
unemployed		1		1

very good for the employment around this state			1	1
very wealthy community			1	1
work created for people			1	1
work in lab to help US..	1			1
work	7	3	4	14
workers		1	1	2
working	1			1
Total	56	61	59	176

Category 9: Man-Made Characteristics of Site

IMAGE	1ST	2ND	3RD	TOTAL
a building there	1			1
an old gray building	1			1
big company	1			1
big complex(the physical site)	1			1
big generators		1		1
big institute	1			1
big size buildings		1		1
big	2	1	1	4
buildings	1		1	2
city			1	1
clean community			1	1
company town		1		1
dish antennae	1			1
expanding size			1	1
gigantic	1			1
government buildings		1		1
government lab	1			1
gray building	1	1		2
great big bunch of buildings		1		1
how clean the town was			1	1
huge			1	1
LA itself			1	1
lab museum		1		1
labs and gates		1		1
labs in California		1		1
large		1	1	2
long steps into laboratory	1			1
magnificent bridge		1		1
main administration building	1			1
(the) museum (of LANL)	1	1	3	5
not a pleasant town to drive through			1	1

physical lab itself		1		1
pretty town			1	1
Ref. to town of Los Alamos	7			7
satellite dish	1			1
science museum		1		1
science station		1		1
size	1			1
sterile buildings		1		1
sterile, office setting			1	1
structure, the building			1	1
the laboratory	1			1
the bridge			1	1
the facility itself	1			1
the incinerator			1	1
(the) town			2	2
what it looks like			1	1
what's inside buildings			1	1
where it is located			1	1
white walls		1		1
Total	26	18	23	67

Category 10: Misc. (Incl. educ.)

IMAGE	1ST	2ND	3RD	TOTAL
9000 feet		1		1
(in)(Northern) New Mexico		6		6
A Hispanic candidate will never receive a majority			1	1
a lot of people			2	2
a possible new direction		1		1
abnormality		1		1
aerial view of labs			1	1
air space	1			1
Albuquerque	1			1
allowing flexible time for people			1	1
alternatives to arts of peace instead of war			1	1
Anasazi	1			1
animals	4		1	5
appendix, every knows its there but not what it does	1			1
attitude		1		1
big money and big secrets		1		1
big tubes	1			1
biggest telescope		1		1
blood			1	1
boring	2			2
boy scouts	1			1
brains		1		1
budget		1		1
bunch of people			1	1
butt	1			1
camping			1	1
cat shit		1		1
cavalcade of NM			1	1
change		1		1
chemicals	6	3	5	14

childhood memories	1		1	2
children like to go			1	1
close by		1		1
close place to Taos to go to visit			1	1
cold	1		1	2
college	1	1		2
complicated			1	1
cone-head(s)	1	1	1	3
confusing		1		1
confusion		1		1
controversial			1	1
controversy	1		1	2
cooler than we are		1		1
cost			1	1
creation			1	1
cryogenics		1		1
development	1			1
distant	1			1
diversification		1		1
diversity			1	1
education	1	1	6	8
election			1	1
elite		1		1
explosion		1		1
far away	1			1
fingerprints		1		1
fishing			1	1
football	1			1
former boys school		1		1
foundation			1	1
future of the lab			1	1
future			1	1
genetic	1			1
geographic location		1		1
good basketball teams			1	1
good drive	1			1
good schools			1	1
gravel			1	1
great deal of tech. confidence		1		1

great sales on surplus property		1		1
guard force	1			1
guest speakers		1		1
higher education		1	1	2
historical place	1			1
horseback riding		1		1
hot spot			1	1
I have no idea where it is		1		1
I just look back on what I used to do up there		1		1
image of the place		1		1
important history		1		1
important place in the US	1			1
information		1		1
institution of learning			1	1
interesting	1			1
intrigued			1	1
is it worth the tax dollar?			1	1
it had a very interesting start		1		1
its here		1		1
know people who belong there	1			1
learning			1	1
little houses			1	1
(the) location		2	1	3
long commute daily		1		1
long drive up there		1		1
Los Alamos		2	4	6
Los Alamos basketball team			1	1
machinery		1		1
media		1		1
medical spinoff			1	1
military city that helped build bomb for W.W.II	1			1

mineral	1			1
moon			1	1
nada			1	1
national events		1		1
national reputation		1		1
near Albuquerque			1	1
near Santa Fe			1	1
nearby it's	1			1
New Mexico(an)	2	5	7	14
new age			1	1
Northern New Mexico lab		1	1	2
opera house	1			1
Oppenheimer quote		1		1
ordinance			1	1
our future	1			1
outer space	1			1
overlooks region		1		1
oxygen			1	1
part of the US			1	1
patients	1			1
pediatrics hospital	1			1
people are a little far out			1	1
people doing things			1	1
people in lab coats		1		1
people in uniforms		1		1
people with white robes (coats)	1		1	2
people			2	2
person in a white coat			1	1
pharmaceutical		1		1
pizza hut		1		1
plain		1		1
plants	1			1
pleasant location		1		1
political			1	1
politics	1			1

possibility for other ways of use of the lab			1	1
possibility of peacetime atomic energy program		1		1
power	1			1
powerful		1		1
pretentious	1			1
promptness of work	1			1
putting reinforcing bar that you help build	1			1
rabbits		1		1
refinery	1			1
rehabilitation camp	1			1
Santa Fe	1	2	1	4
satellites	1			1
scattered	1			1
school funding		1		1
school(s)		2	2	4
she'd like to go on a tour of LANL	1			1
sightseeing		1		1
skiing		1	3	4
smoke			1	1
snow storm			1	1
something that I don't understand	1			1
something to do with New Mexico			1	1
space center	2			2
space stuff		1		1
space	2	4	3	9
spending			1	1
sponsored by college			1	1
stars		1		1
state within itself			1	1
sterile	1		2	3

still going to play an important role with ch in empha			1	1
strange place			1	1
street outside building where I work			1	1
strong		1		1
student activities		1		1
students			1	1
studying	1			1
sunspot		1		1
swoop program	1			1
teacher salary			1	1
technocrat		1		1
Tennessee		1		1
that's where you work	1			1
the university	1			1
the movie TWINS because they went there			1	1
the work they do there		1		1
they have used a lot of uranium		1		1
they're spending a lot of money		1		1
things for our future			1	1
tourist			1	1
travel			1	1
trinity site		1		1
trucks			1	1
twins	1			1
UFO's			1	1
university of Chicago football field lab	1			1
US concern with world power		1		1
very sophisticated		1		1
water	1			1

what is their future			1	1
what it does for the country and the state			1	1
what they do	1			1
what they make		1		1
what they're doing to the rest of us		1		1
when they tried out the bomb at Alamogordo		1		1
where it is located		1	1	2
white coats (lab technicians)		2	1	3
white male		1		1
William Bouroughs			1	1
wonder			1	1
work study programs		1		1
working for future			1	1
working for the govt. for the bombs of WWII		1		1
1940's		1		1
young people enrolling in program		1		1
Total	74	106	114	294

Category 11: Misc. Negative

IMAGE	1ST	2ND	3RD	TOTAL
a big deal about a lot of nothing			1	1
accidents		1		1
alcoholism		1		1
bad management			1	1
bad	2			2
big budget but a lot of waste			1	1
chaos			1	1
crime			1	1
cruel experiments torturing animals			1	1
danger(ous)	1	2	1	4
destruction	1	2	1	4
discrimination			1	1
dishonesty			1	1
distrust		1		1
domineering			1	1
don't care to work there		1		1
don't want to be there		1		1
dumb			1	1
expensive			1	1
fascism	1			1
fear	1		1	2
gives her a bad feeling		1		1
harmful		1		1
hazardous		1		1
hazards			1	1
high costs			1	1
high incidence of alcoholism		1		1
in trouble	1			1
it just a big waste		1		1
it's not as nice as it used to be	1			1
lack of guidance	1			1
loss of money		1		1
low productivity			1	1

mayhem			1	1
mess	1			1
money not well handled		1		1
necessary evil			1	1
needs to find something else to do besides making			1	1
negative			1	1
not a pleasant town to drive through			1	1
not good	1			1
outrageous waste of taxpayer money			1	1
outsiders coming in to NM and taking jobs		1		1
prejudice towards Hispanics			1	1
problem	1		1	2
screwed up			1	1
shameful misdirection of technology			1	1
something terrible	1			1
sucks		1		1
the employees who have lost touch with reality		1		1
the physicist that got killed in an experiment			1	1
they are in trouble with national spending		1		1
those who died from bomb		1		1
traffic		1	1	2
unnecessary		1		1
unsafe		1		1
very expensive			1	1
very prejudiced	1			1

waste	1	3	3	7
wasted talent		1		1
waste of tax payers' money			1	1
waste of time		1		1
wasteful			1	1
worthless			1	1
Total	15	29	36	80

Category 12: Misc./ Positive

IMAGE	1ST	2ND	3RD	TOTAL
a fine institution		1		1
asset to the state		1		1
change negative to positive			1	1
constant improvements of the lab		1		1
dedication			1	1
doing good things for the state		1		1
done good things for the country	1			1
efficient			1	1
exciting			2	2
fascinating			1	1
fun			1	1
good institution		1		1
good neighbor			1	1
good organization			1	1
good thing for people around here	1			1
good thing		1		1
great asset to the nation			1	1
great people		1		1
great/great place	2			2
improvement			1	1
innovation			1	1
it will help all of mankind			1	1
keep the town going		1		1
like to visit there someday			1	1
national treasure	1			1
new ideas	1			1
nice we have it here			1	1
opportunity		1	1	2
peace(time)		2		2

(nice) place to visit		1	1	2
place where they are doing something to help the people	1			1
prestigious	1			1
pride	1			1
productive			1	1
progress			1	1
real plus			1	1
rich	1			1
safety			1	1
status symbol for state			1	1
the great strides and the changes		1		1
the progress they have made		1		1
the things that have helped mankind			1	1
useful for the country		1		1
valuable institution	1			1
versatile			1	1
was up there once;big great place			1	1
wealth		1		1
what good it has done	1			1
work to better our whole world			1	1
you were glad we have them		1		1
Total	12	17	26	55

Category 13: Natural Characteristics of Site

IMAGE	1ST	2ND	3RD	TOTAL
altitude			1	1
Bandelier(park) (ruins)		3	1	4
beautiful			2	2
beautiful city/place to visit			2	2
beautiful country			2	2
beautiful drive		1		1
beautiful location			1	1
beautiful mountains		1	1	2
beautiful part of the country	1			1
beautiful place (to visit)		2	1	3
beautiful setting			1	1
beautiful spot			2	2
beautiful territory		1		1
beauty		1	1	2
between Taos and Santa Fe			1	1
canyon(s)	1		1	2
desert(s)	1	2	3	6
Espanola			1	1
forest(try)	2	2	1	5
green (hills)(mountain s)		2		2
high altitude		1		1
high altitude city			1	1
high in the mountains		2		2
(high) mesas	2			2
high mountains			1	1
hill(s)	5	1	1	7
in good hunting country			1	1
in middle of no where			1	1
Jemez mountains	1	1	1	3

living on a mountain			1	1
mountain(s)(the)	12	18	24	54
mountain country(location)(village)		3		3
mountains and trees		2		2
mountains area		2		2
mountains around it		1		1
mountains around Los Alamos		1		1
nice area	1			1
nice country, beautiful place		1		1
nice location			1	1
place up in the hills		1		1
plants and the forest		1		1
plateau		1		1
Pojoaque			1	1
pretty	1		1	2
pretty country			1	1
pretty country over there			1	1
pretty place			1	1
Pueay cliffs			1	1
Rio Grande			1	1
rocky flats			1	1
rolling hills		1		1
sand		1		1
scenery/mountains		1		1
scenic route	1			1
ski area			1	1
snow		1	1	2
snows a lot there			2	2
the hill			1	1
the location			1	1
the valley it is in, the geography of it		1		1
trees	2	2	1	5
unique spot in the state			1	1
Victorio Peak			1	1

White Rock	1		1	2
Total	31	58	72	161

Category 14: Nuclear

IMAGE	1ST	2ND	3RD	TOTAL
nuclear cleanup		1		1
nuclear dump site			1	1
nuclear facility	1	1		2
nuclear industry			1	1
nuclear medication	1			1
nuclear portion of it		1		1
nuclear protection	1			1
nuclear storage			1	1
nuclear stuff/material/things	2	2	2	6
nuclear waste (products)	3	8	2	13
nuclear work		1		1
nuclear	22	20	11	53
place to visit learn about nuclear things		1		1
place where they develop nuclear power	1			1
Total	31	35	18	84

Category 15: Nuclear Weapons/Atomic Weapons

IMAGE	1ST	2ND	3RD	TOTAL
a bomb	4	1		5
atom(ic) bomb(s)	99	31	9	139
atomic bomb going off	1	1		2
atomic bomb work		1		1
atomic weapons	3	1		4
building of the bomb		1		1
created a bomb		1		1
developers of nuke weapons			1	1
first atom bomb	3	1		4
hydrogen bomb	1			1
nuclear and mushroom above the place	1			1
nuclear bomb(s)	5	2	2	9
nuclear warheads		1		1
nuclear weapons(develo pment)	14	6	3	23
nuclear weapons world wide view			1	1
that's where the bomb was built	1			1
the bomb	7		1	8
weapons of mass destruction			1	1
work on the (atom) bomb	1	1		2
Total	140	48	18	206

Category 16: Other Weapons (Non-nuclear)

IMAGE	1ST	2ND	3RD	TOTAL
bomb(s)	31	14	10	55
bomb factory		1		1
cruise missile			1	1
defens(e/ive) weapon(s/ry)	1		1	2
military bombs	1			1
missiles	8	4	2	14
rockets	3	2		5
scientific missiles			1	1
war weapons			1	1
weapons production	1			1
weapons	7	12	7	26
Total	52	33	23	108

Category 17:Radiation/Radioactivity

IMAGE	1ST	2ND	3RD	TOTAL
plutonium			1	1
radiation	19	13	4	36
radiation contamination	1			1
radiation detection	1			1
radiation pollution	2		1	3
radioactive	3			3
radioactive dump			1	1
radioactive material/stuff	2			2
radioactive pollution			1	1
radioactive waste			1	1
radioactivity		1	1	2
Total	28	14	10	52

Category 18: Research/Tools

IMAGE	1ST	2ND	3RD	TOTAL
a place for research		1		1
a place where experiments are conducted		1		1
AIDS research			1	1
beakers		1		1
change from weapons to commercial research			1	1
defense research	2			2
energy research		1		1
engineering testing	1			1
environmental research			1	1
experimental lab	1			1
experimental work		1		1
experiments(al/tation)	7	13	15	35
genetics lab			1	1
good research	1		2	3
govt. research	1			1
health research		1		1
important lab			1	1
inventions		1		1
lab(s)/laboratory	13	5	5	23
lab animals		1		1
lab tests	1			1
lab work			1	1
labs, chemistry		1		1
laboratory experiments			1	1
laser development		1		1
laser research		2	1	3
Manhattan project		3		3
many important things are discovered in research			1	1

medical research	2	1	2	5
military research	1			1
new oil and gas develop. procedures			1	1
new research projects			1	1
organization of notable achievements in research		1		1
place where they do their research			1	1
place where they invent stuff	1			1
research and development		2	2	4
research center/facility	3	3	1	7
research helpful to our country	1			1
research in general			1	1
research they are doing today		1		1
research	68	63	27	158
rocket research		1		1
science labs	2			2
science projects		1		1
scientific achievements	1			1
scientific development			1	1
scientific discovery	1			1
scientific experiments	2	1		3
scientific investigation		1		1
scientific projects	1			1
scientific research	5	2	2	9
scientific research in general			1	1

scientists researching to help state or nation		1		1
space studies		1		1
space study		1		1
studying the stars			1	1
technical research			1	1
telescopes	2			2
test animals	1			1
test new things	1			1
test tubes	2			2
testing/tests	6	4	2	12
the genetic testing		1		1
they have some technical experiments there			1	1
various experiments		1		1
vital research			1	1
weapons research/testing /design	2	3	2	7
Total	129	122	79	328

Category 19: Science

IMAGE	1ST	2ND	3RD	TOTAL
American science		1		1
biology		1		1
chemistry	1	2		3
electronics			3	3
engineering		1	2	3
isotope separation		1		1
life sciences			1	1
nuclear physics	1	1	1	3
physics	1	2	1	4
research science			1	1
science and technology		1		1
science(s)	41	15	4	60
sciences and stuff		1		1
scientific instution		1		1
scientific	7	5	2	14
Total	51	32	15	98

Category 20: Scientists/Engineers

IMAGE	1ST	2ND	3RD	TOTAL
astronauts		1		1
chemists			1	1
Edward Teller			1	1
Einstein	1			1
engineer(s)/scientist(s)	5	3	2	10
expert scientists		1		1
flaky scientists			1	1
group of very highly educated scientist		1		1
influx of recruited scientists after war			1	1
large concentration of scientists			1	1
lot of good scientists and experiments		1		1
more scientists and computers			1	1
physicist (and scientists)	1	3		4
physicists/engineers, a lot of laboratories	1			1
(Robert) Oppenheimer	3	4	2	9
physicists			1	1
professional scientist			1	1
researchers		1		1
scientific community			1	1
scientist(s)	29	39	21	89
scientists doing some of their work up there			1	1
scientists/important people work there		1		1
Vic Hetler the director			1	1
world scientist and space progress		1		1

Total	40	56	36	132
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Category 21: Secrecy/Isolation/Security

IMAGE	1ST	2ND	3RD	TOTAL
classified			2	2
classified material		1		1
closed in		1		1
confidential	1			1
desert and security			1	1
enclosed			1	1
fences		1		1
fences that surround it			1	1
guards/guard force	1		1	2
hidden city			1	1
high security			1	1
in 1952 when the city was restricted	1			1
isolated		1	3	4
isolation		1	2	3
privacy in which it was formed			1	1
private			1	1
remote		2	1	3
secluded (secretive)		1	1	2
secrecy			1	1
secrecy involved in WW2			1	1
secret city		3		3
secret projects		1		1
secret	1	1	1	3
secretive		1	1	2
secrets there	1			1
security		3	7	10
security guards		1		1
the secrecy behind it during World War II			1	1
top secret information/stuff		1	1	2
traveling restricted areas		1		1
very secretive		1		1

white and secret	1			1
Total	6	21	30	57

Category 22: Smart People/Brain Power/Experts

IMAGE	1ST	2ND	3RD	TOTAL
a lot of professional people there		1		1
academics		1		1
brilliant people - scientists			1	1
bunch of smart people	1			1
doctors (Dr.s)			2	2
educational degrees		1		1
egghead people			1	1
extremely intelligent people	1			1
great scientific minds			1	1
high IQ's			2	2
high level of intelligence			1	1
highly degreed people	1			1
intellects			1	1
over educated		1		1
Ph.D('s) (belt)	1	2	2	5
professional(s)			2	2
professors		1	1	2
quality + quantity of pros	1			1
smart people	2	1		3
smart		1		1
super educated community		1		1
talented people		1		1
very intelligent people			1	1
well educated			1	1
Total	7	11	16	34

Category 23: War/Defense

IMAGE	1ST	2ND	3RD	TOTAL
atomic warfare	1			1
defense contractor			1	1
defense for the US		1		1
defense in Las Alamos	1			1
defense industries			1	1
defense national		1		1
defense program(s)	1		1	2
defense	4	7	6	17
defense weapons			1	1
Hiroshima		2		2
importance to national security		1		1
military defense		1		1
national defense	1	1	2	4
national safety		1		1
national security	2	1	2	5
nuclear war			1	1
star wars	1	1	2	4
the bombing of Hiroshima			1	1
war	5	1	1	7
WWII	4			4
Total	20	18	19	57

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