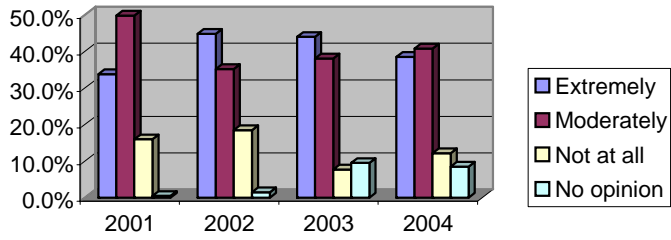
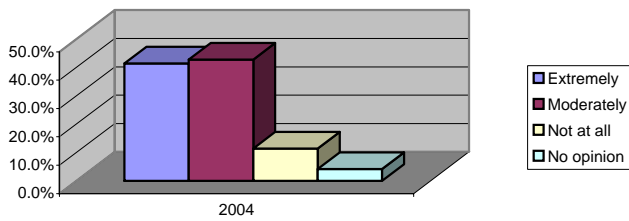


**Poll Results**

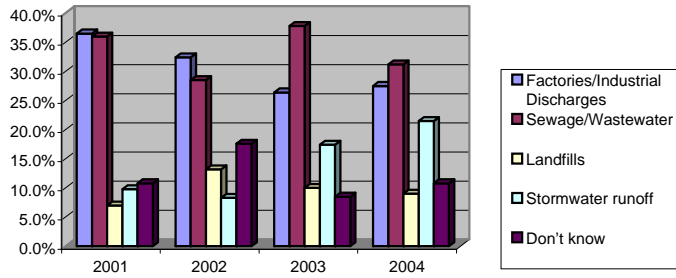
**How concerned are you about the water quality in metro Atlanta?**



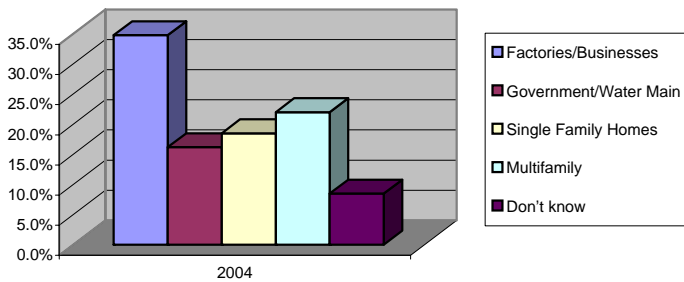
**Concerned with whether or not there is enough water for metro Atlanta for now and in future?**



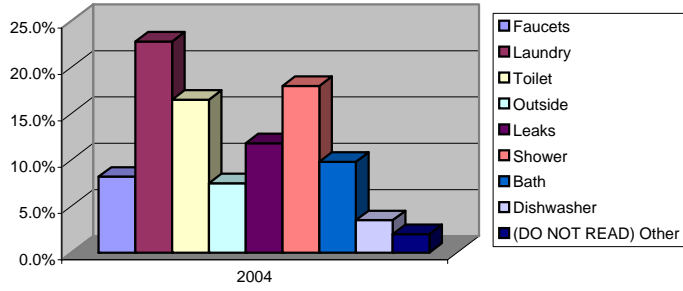
**Most responsible for water pollution?**



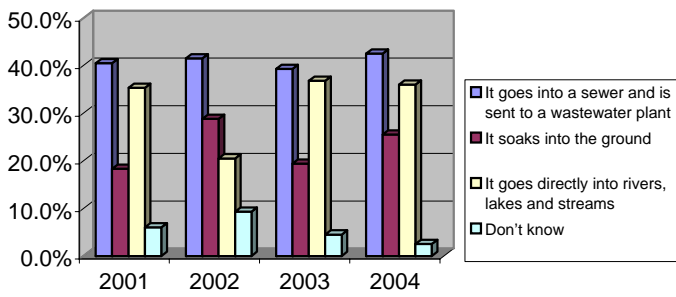
**Which of the following sectors uses the most water?**



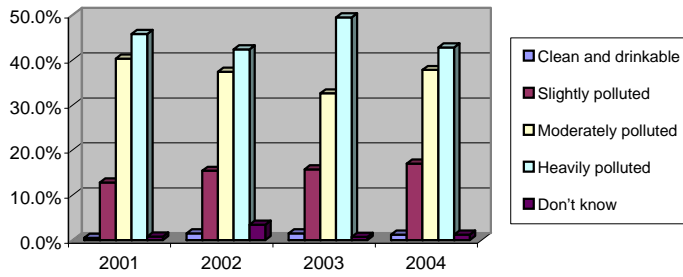
**Which of the following in a home would you say uses the most water?**



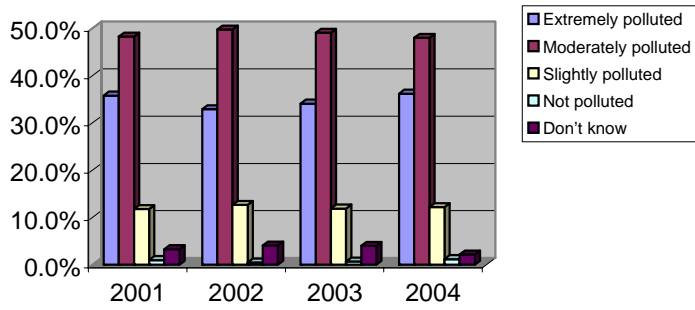
**What happens to rainwater when it runs off lawns, roofs, etc?**



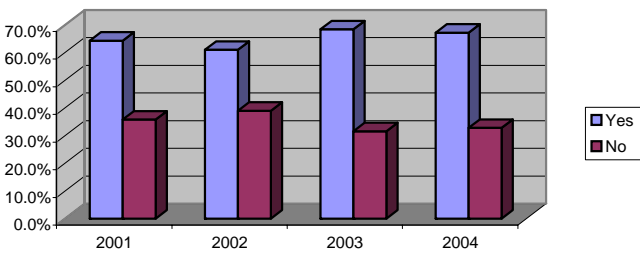
**Best describes the water that runs off lawns, driveways, etc.?**



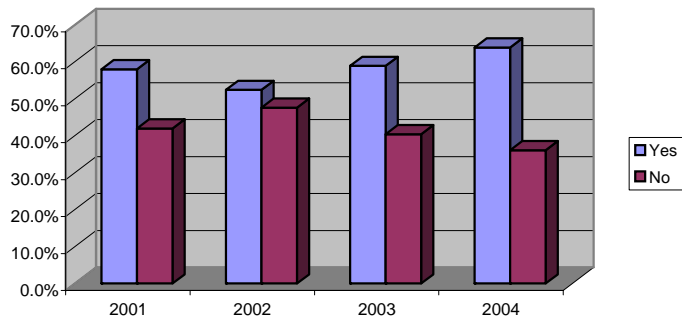
### How polluted are rivers, lakes and streams?



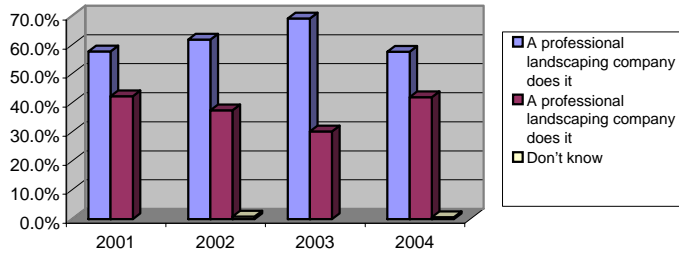
### Do you own a home?



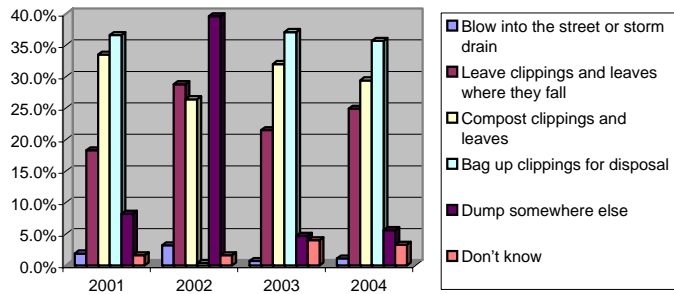
### Use fertilizer and/or pesticide on lawn?



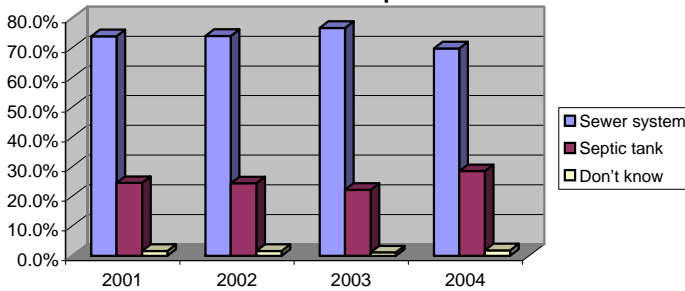
**Do you or a professional apply pesticide or fertilizer?**



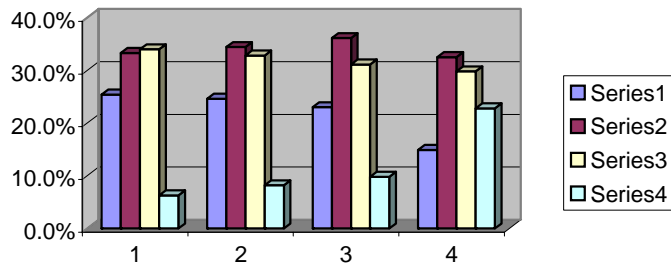
**What do you do with grass clippings and leaves?**



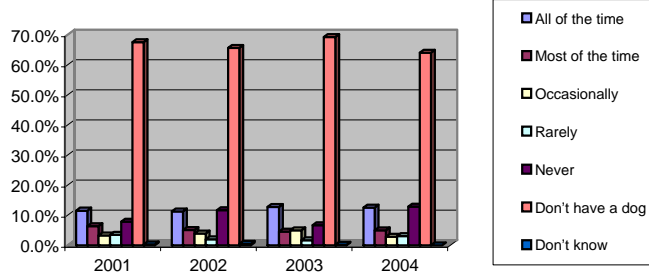
**Sewer or Septic?**



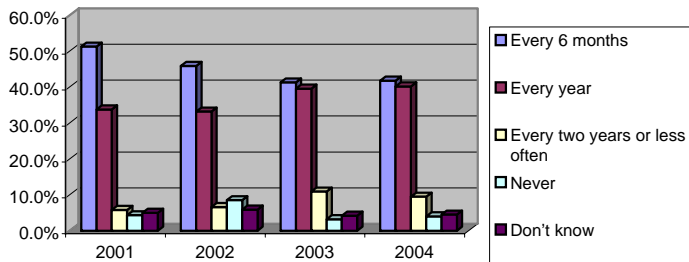
### Last time you had your septic tank serviced pumped?



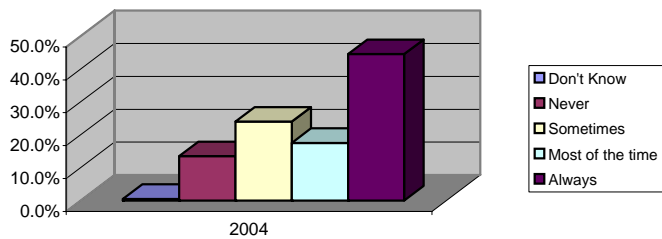
### Pick up dog's waste

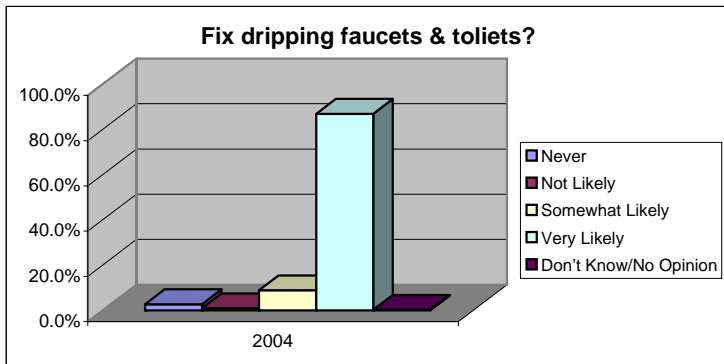
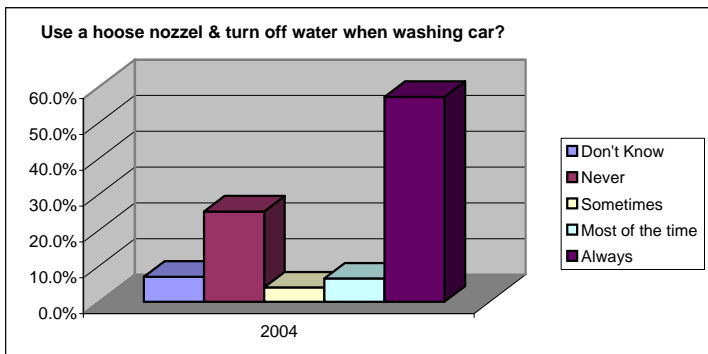
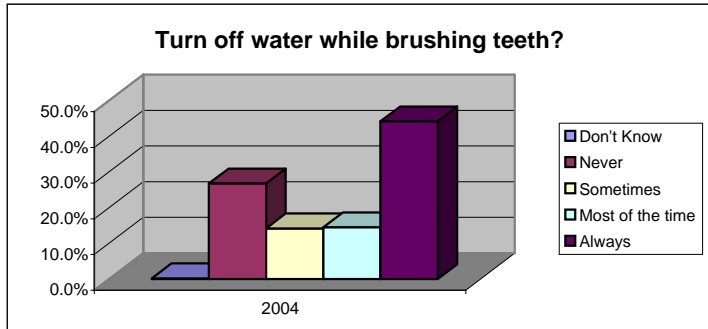
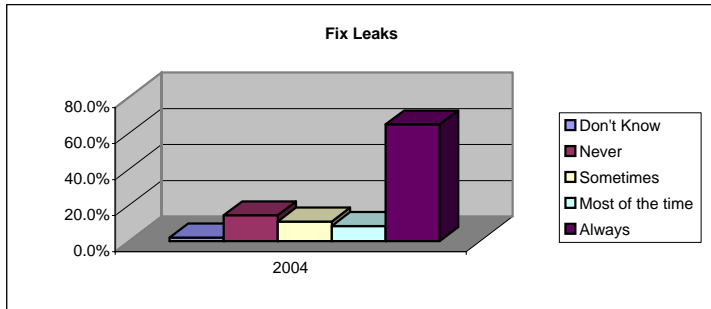


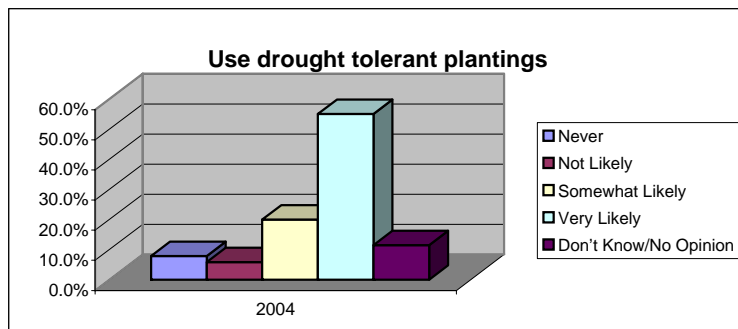
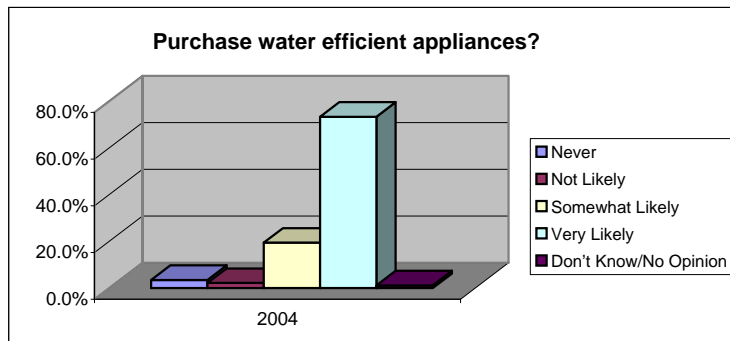
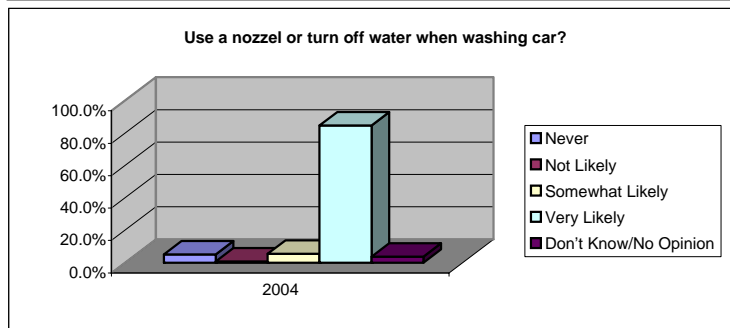
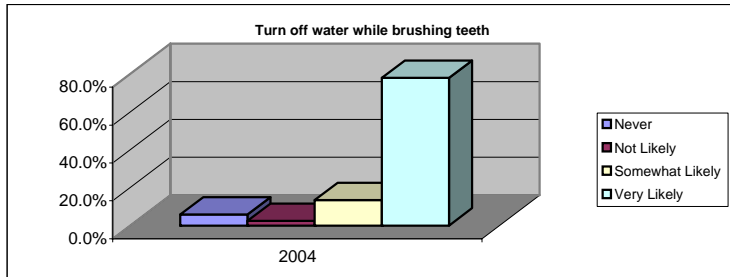
### How often get a tune-up or inspection on vehicle(s)?



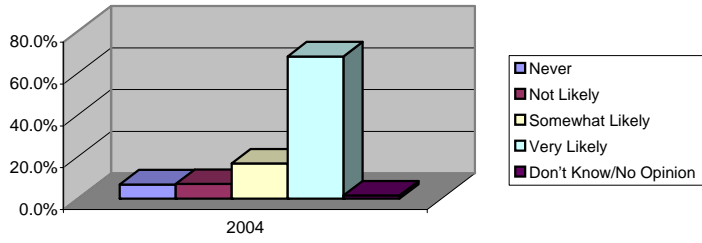
### How often check for water leaks?



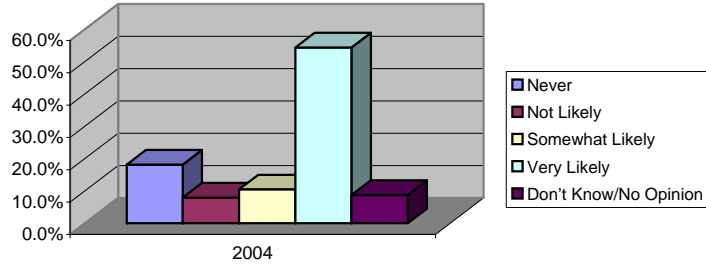




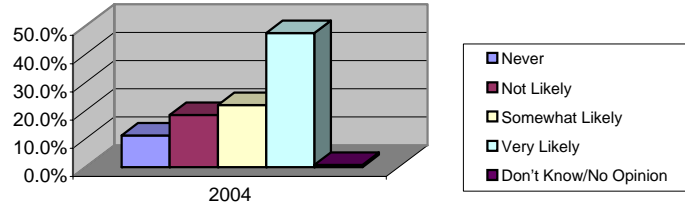
### In-home water audit/check



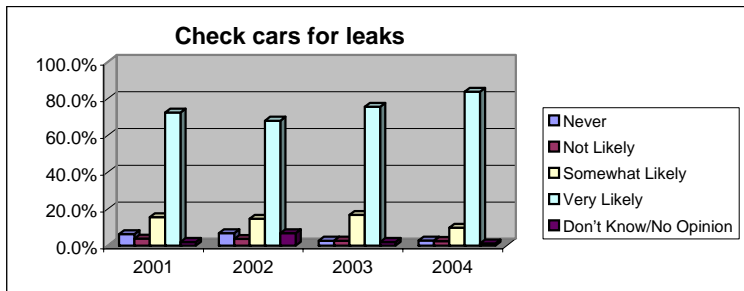
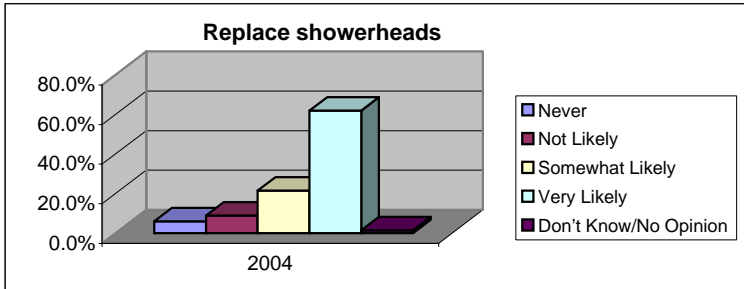
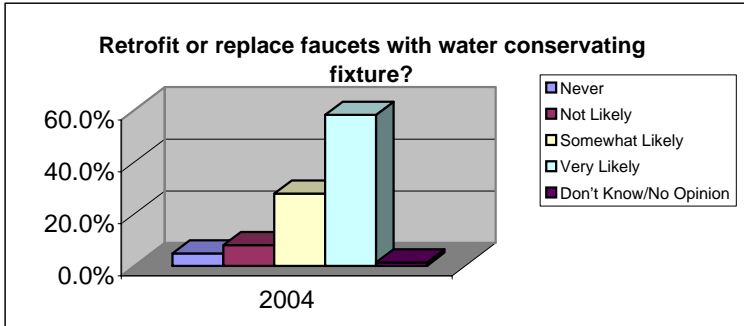
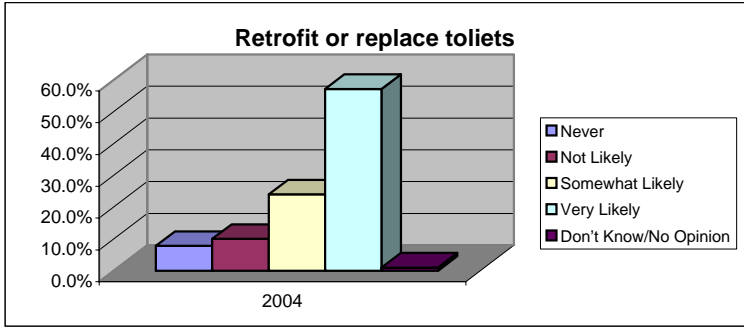
### Install rain sensor shut-off switch?

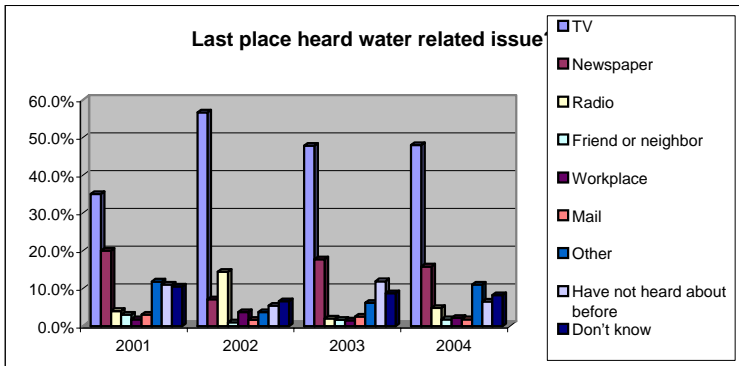
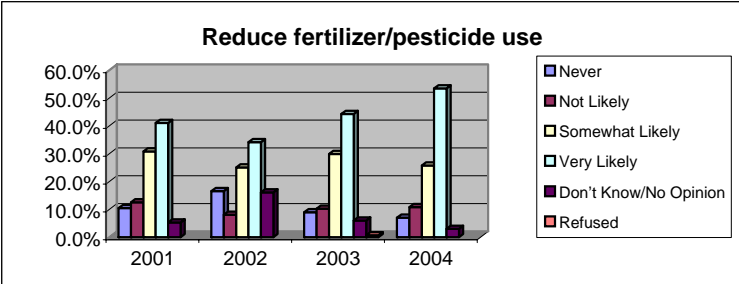
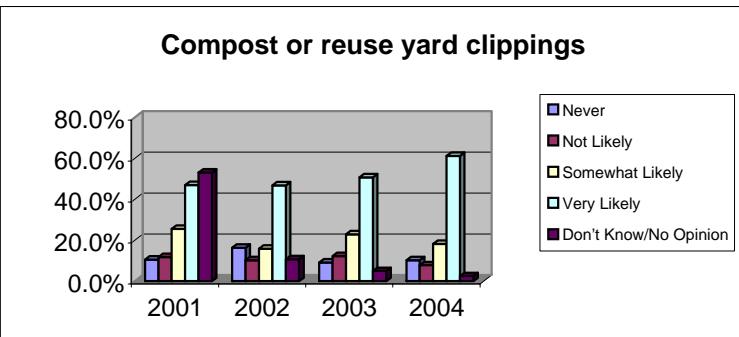
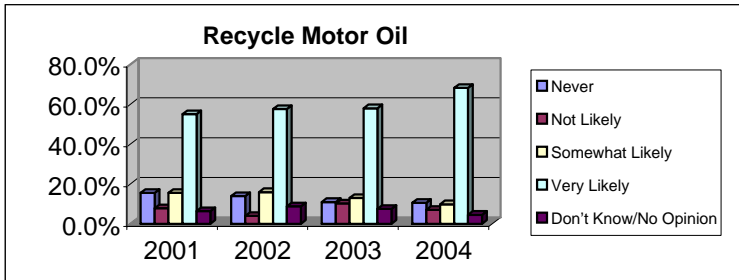
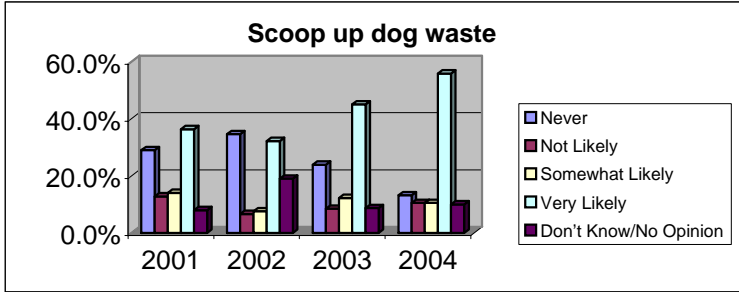


### Take shorter showers?

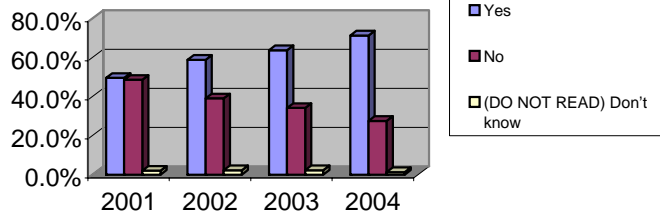




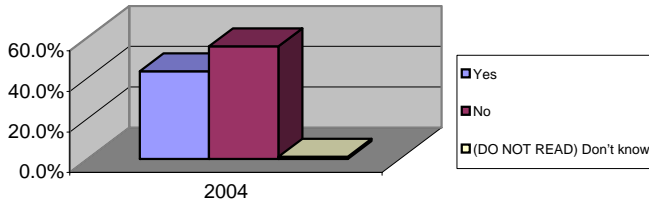
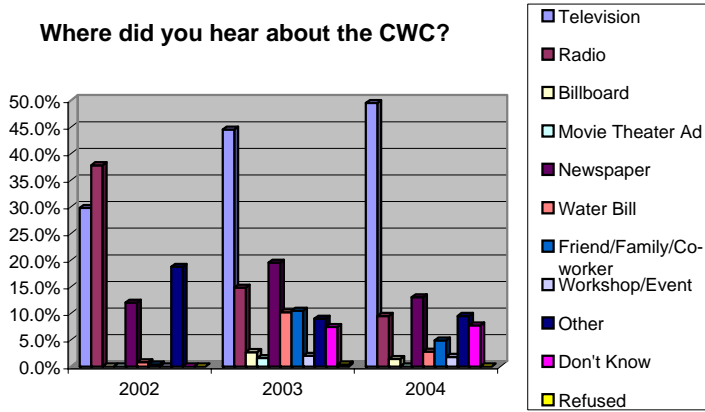




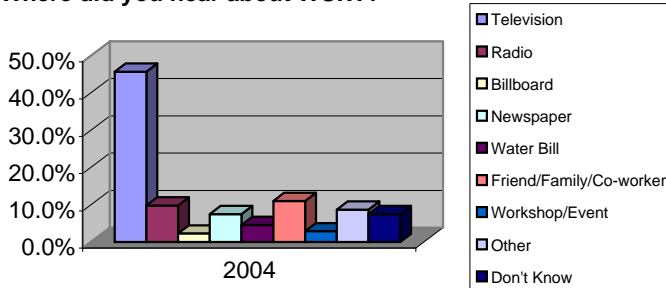
### Heard of the CWC?

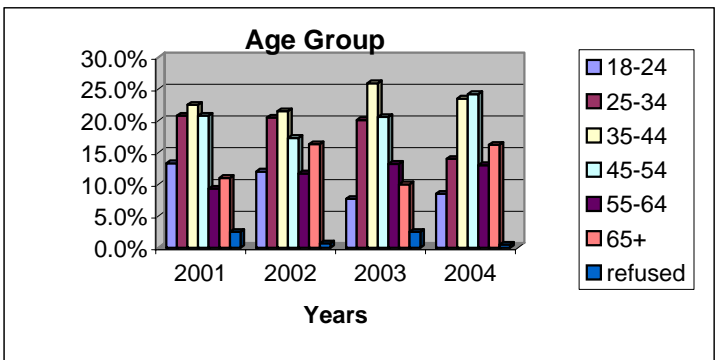
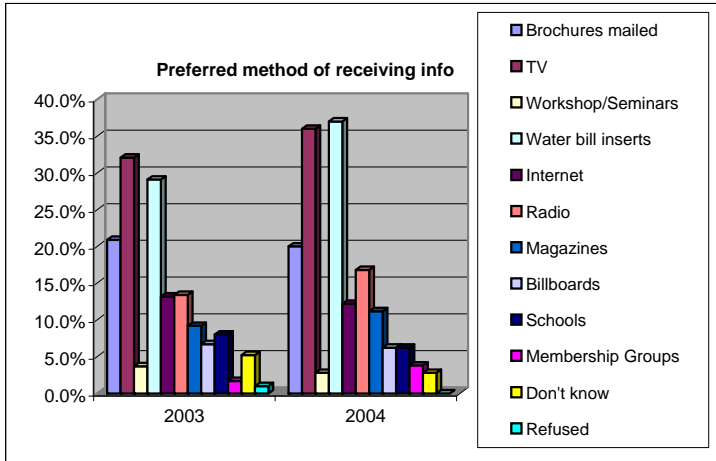


### Where did you hear about the CWC?



### Where did you hear about WUIW?





**Poll Reports**

**How concerned are you about the water quality in metro Atlanta? (READ LIST)**

	2001	2002	2003	2004
Extremely	33.8%	44.8%	44.0%	38.5%
Moderately	49.8%	35.2%	38.1%	40.8%
Not at all	16.0%	18.5%	7.7%	12.2%
No opinion	0.5%	1.5%	9.5%	8.5%
Refused	0.0%		0.7%	

**How concerned are you with whether or not there is enough water for metro Atlanta now or in the future? (READ LIST)**

	2001	2002	2003	2004
Extremely				41.5%
Moderately				42.8%
Not at all				11.5%
No opinion				4.2%
Refused				

**Which of the following would you say is most responsible for water pollution? (READ LIST IN RANDOM ORDER)**

	2001	2002	2003	2004
Factories/Industrial Discharges	36.5%	32.4%	26.4%	27.5%
Sewage/Wastewater	36.0%	28.5%	37.8%	31.2%
Landfills	7.0%	13.2%	10.0%	9.0%
Stormwater runoff	9.8%	8.3%	17.4%	21.5%
Don't know	10.8%	17.6%	8.5%	10.8%

**In your opinion, which of the following sectors uses the most water in metro Atlanta? (READ LIST IN RANDOM ORDER)**

	2001	2002	2003	2004
Factories/Businesses				34.8%
Government/Water Main				16.2%
Single Family Homes				18.5%
Multifamily				22.0%
Don't know				8.5%

<b>Which of the following in a home would you say uses the most water?</b>	2001	2002	2003	2004
Faucets				8.2%
Laundry				22.8%
Toilet				16.5%
Outside				7.5%
Leaks				11.8%
Shower				18.0%
Bath				9.8%
Dishwasher				3.5%
(DO NOT READ) Other				2.0%

<b>To the best of your knowledge, what happens to rainwater when it runs off lawns, roofs, driveways, parking lots and roadways? (READ LIST IN A RANDOM ORDER)</b>	2001	2002	2003	2004
It goes into a sewer and is sent to a wastewater plant	40.5%	41.5%	39.3%	42.5%
It soaks into the ground	18.3%	28.8%	19.4%	25.5%
It goes directly into rivers, lakes and streams	35.3%	20.5%	36.8%	36.0%
Don't know	6.0%	9.3%	4.5%	2.5%

<b>Which of the following best describes the water that runs off lawns, roofs, driveways, parking lots and roadways? (READ LIST)</b>	2001	2002	2003	2004
Clean and drinkable	0.5%	1.5%	1.5%	1.2%
Slightly polluted	12.8%	15.4%	15.7%	17.0%
Moderately polluted	40.3%	37.4%	32.6%	37.8%
Heavily polluted	45.8%	42.4%	49.5%	42.8%
Don't know	0.8%	3.4%	0.7%	1.2%

<b>To the best of your knowledge, how polluted, if at all, would you say rivers, lakes and streams are in the Atlanta metro area? (READ LIST)</b>	2001	2002	2003	2004
Extremely polluted	35.8%	32.9%	34.1%	36.2%
Moderately polluted	48.3%	49.8%	49.1%	48.0%
Slightly polluted	11.8%	12.7%	11.9%	12.2%
Not polluted	1.0%	0.5%	0.7%	1.2%
Don't know	3.3%	4.1%	4.0%	2.2%

<b>Do you own a home in metro Atlanta?</b>	2001	2002	2003	2004
Yes	64.3%	61.0%	68.4%	67.2%
No	35.8%	39.0%	31.6%	32.8%

<b>Do you use fertilizer and/or pesticide on your lawn?</b>	2001	2002	2003	2004
Yes	58.0%	52.4%	58.9%	63.9%
No	42.0%	47.6%	40.4%	36.1%
Refuse			0.7%	

<b>Do you apply the pesticide/fertilizer yourself or do you have a professional landscaping company to do it?</b>	2001	2002	2003	2004
Apply pesticide/fertilizer yourself	57.7%	61.8%	69.1%	57.6%
A professional landscaping company does it	42.3%	37.4%	30.2%	41.9%
Don't know		0.8%		0.6%

<b>What do you or the landscape company usually do with the grass clippings and leaves from your yard? (READ LIST IN RANDOM ORDER)</b>	2001	2002	2003	2004
Blow into the street or storm drain	1.9%	3.2%	0.7%	1.1%
Leave clippings and leaves where they fall	18.3%	28.8%	21.5%	24.9%
Compost clippings and leaves	33.5%	26.4%	32.0%	29.4%
Bag up clippings for disposal	36.6%	0.4%	37.1%	35.7%
Dump somewhere else	8.2%	39.6%	4.7%	5.6%
Don't know	1.6%	1.6%	4.0%	3.3%

<b>Are you serviced by a sewer system or do you have a septic tank?</b>	2001	2002	2003	2004
Sewer system	73.9%	74.0%	76.7%	69.8%
Septic tank	24.5%	24.4%	22.2%	28.5%
Don't know	1.6%	1.6%	1.1%	1.8%

<b>When was the last time you had your septic tank serviced or pumped? (READ LIST)</b>	2001	2002	2003	2004
In the past 12 months	25.4%	24.6%	23.0%	14.9%
Between 1 to 5 years ago	33.3%	34.4%	36.1%	32.5%
More than 5 years ago	34.0%	32.8%	31.1%	29.8%
Don't know	6.3%	8.2%	9.8%	22.8%

<b>How frequently do you pick up your dog's waste in your yard or while walking your dog? (READ LIST)</b>	2001	2002	2003	2004
All of the time	11.5%	11.2%	12.7%	12.5%
Most of the time	6.3%	5.1%	4.5%	5.0%
Occasionally	3.3%	3.9%	5.0%	2.8%
Rarely	3.5%	2.0%	1.7%	3.0%
Never	7.8%	11.7%	6.7%	12.8%
Don't have a dog	67.5%	65.6%	69.2%	64.0%
Don't know	0.3%	0.5%	0.2%	0.0%

<b>How often do you get a tune-up or inspection on your vehicle(s)? (READ LIST)</b>	2001	2002	2003	2004
Every 6 months	51.3%	45.9%	41.3%	41.8%
Every year	33.8%	33.2%	39.6%	40.2%
Every two years or less often	5.8%	6.6%	10.9%	9.5%
Never	4.3%	8.5%	3.2%	4.0%
Don't know	5.0%	5.9%	4.2%	4.5%
Refused			0.7%	



**How often do you do any of the following**  
**Check leaky toilets, pipes and faucets?**

	2001	2002	2003	2004
Don't Know				0.5%
Never				13.5%
Sometimes				24.0%
Most of the time				17.5%
Always				44.5%

**Fix leaks?**

	2001	2002	2003	2004
Don't Know				2.0%
Never				14.3%
Sometimes				10.8%
Most of the time				8.3%
Always				64.8%

**Turn off the water while you brush your teeth?**

	2001	2002	2003	2004
Don't Know				0.2%
Never				26.8%
Sometimes				14.2%
Most of the time				14.5%
Always				44.2%

**Use a hose nozzle & turn off water when washing car?**

	2001	2002	2003	2004
Don't Know				7.0%
Never				25.2%
Sometimes				4.0%
Most of the time				6.5%
Always				57.2%

<b>Fix dripping faucets &amp; toilets?</b>	2001	2002	2003	2004
Never				2.8%
Not Likely				1.0%
Somewhat Likely				9.0%
Very Likely				87.0%
Don't Know/No Opinion				0.3%

<b>Turn off the water while you brush your teeth?</b>	2001	2002	2003	2004
Never				5.8%
Not Likely				2.5%
Somewhat Likely				13.5%
Very Likely				78.0%
Don't Know/No Opinion				

<b>Use a hose nozzle &amp; turn off water when washing car?</b>	2001	2002	2003	2004
Never				5.2%
Not Likely				0.8%
Somewhat Likely				5.5%
Very Likely				84.8%
Don't Know/No Opinion				3.8%

<b>Purchase water efficient appliances?</b>	2001	2002	2003	2004
Never				3.5%
Not Likely				2.2%
Somewhat Likely				19.5%
Very Likely				73.5%
Don't Know/No Opinion				1.2%

<b>Use drought tolerant plantings?</b>	2001	2002	2003	2004
Never				7.8%
Not Likely				5.8%
Somewhat Likely				20.0%
Very Likely				55.0%
Don't Know/No Opinion				11.5%

<b>Perform and in-home water audit/check water bills for increase use?</b>	2001	2002	2003	2004
Never				6.8%
Not Likely				7.0%
Somewhat Likely				16.8%
Very Likely				68.0%
Don't Know/No Opinion				1.5%

<b>Install a rain sensor shut-off switch to automatic sprinkler system?</b>	2001	2002	2003	2004
Never				18.2%
Not Likely				8.0%
Somewhat Likely				10.5%
Very Likely				54.5%
Don't Know/No Opinion				8.8%

<b>Take shorter showers?</b>	2001	2002	2003	2004
Never				11.2%
Not Likely				18.5%
Somewhat Likely				22.0%
Very Likely				47.5%
Don't Know/No Opinion				0.8%

<b>Retrofit or replace toilets?</b>	2001	2002	2003	2004
Never				7.8%
Not Likely				10.0%
Somewhat Likely				24.0%
Very Likely				57.2%
Don't Know/No Opinion				1.0%

<b>Retrofit or replace faucets with water conserving fixture?</b>	2001	2002	2003	2004
Never				4.8%
Not Likely				8.0%
Somewhat Likely				27.8%
Very Likely				58.2%
Don't Know/No Opinion				1.3%

<b>Retrofit or replace showerheads with water conserving fixture?</b>	2001	2002	2003	2004
Never				6.0%
Not Likely				9.0%
Somewhat Likely				21.5%
Very Likely				62.0%
Don't Know/No Opinion				1.5%

<b>Check your car for leaks</b>	2001	2002	2003	2004
Never	6.3%	6.8%	2.7%	2.8%
Not Likely	3.8%	3.7%	2.7%	2.5%
Somewhat Likely	15.5%	14.6%	16.7%	9.8%
Very Likely	72.5%	68.0%	75.6%	83.8%
Don't Know/No Opinion	2.0%	6.8%	2.0%	1.2%
Refused			0.2%	

<b>Scoop up dog waste</b>	2001	2002	2003	2004
Never	29.0%	34.6%	23.9%	13.2%
Not Likely	12.8%	6.6%	8.5%	10.5%
Somewhat Likely	14.0%	7.6%	12.2%	10.5%
Very Likely	36.3%	32.2%	45.0%	55.8%
Don't Know/No Opinion	8.0%	19.0%	8.7%	10.0%
Refused			1.7%	

<b>Recycle motor oil</b>	2001	2002	2003	2004
Never	15.5%	13.9%	10.9%	10.5%
Not Likely	7.8%	3.9%	10.2%	7.0%
Somewhat Likely	15.5%	15.9%	12.9%	9.8%
Very Likely	55.0%	57.6%	58.0%	68.2%
Don't Know/No Opinion	6.3%	8.8%	7.5%	4.5%
Refused			0.5%	

<b>Compost or reuse yard clippings</b>	2001	2002	2003	2004
Never	10.5%	16.3%	9.2%	10.2%
Not Likely	11.8%	10.2%	12.2%	7.8%
Somewhat Likely	25.5%	15.9%	22.9%	18.2%
Very Likely	47.0%	46.8%	50.7%	61.2%
Don't Know/No Opinion	53.0%	10.7%	5.0%	2.5%

<b>Reduce fertilizer/pesticide use</b>	2001	2002	2003	2004
Never	10.5%	16.6%	9.0%	7.0%
Not Likely	12.5%	8.0%	10.2%	10.8%
Somewhat Likely	30.8%	25.1%	29.9%	25.8%
Very Likely	41.0%	34.1%	44.3%	53.5%
Don't Know/No Opinion	5.3%	16.1%	6.0%	3.0%
Refused			0.7%	

<b>Where was the last place you heard about a water related issue or concern in the Atlanta metro area? (DO NOT READ LIST)</b>	2001	2002	2003	2004
TV	35.0%	56.6%	47.8%	48.0%
Newspaper	20.0%	7.1%	17.7%	15.8%
Radio	4.0%	14.4%	2.0%	4.8%
Friend or neighbor	3.0%	1.0%	1.7%	1.8%
Workplace	1.8%	3.7%	1.5%	2.2%
Mail	3.0%	1.7%	2.5%	1.8%
Other	11.8%	3.7%	6.2%	11.0%
Have not heard about before	11.0%	5.4%	11.9%	6.5%
Don't know	10.5%	6.6%	8.7%	8.2%

<b>Have you ever heard of the Clean Water Campaign?</b>	2001	2002	2003	2004
Yes	49.5%	58.8%	63.7%	71.2%
No	48.5%	39.0%	34.1%	27.5%
(DO NOT READ) Don't know	2.0%	2.2%	2.2%	1.3%

<b>Where did you hear about the Clean Water Campaign? (READ LIST)</b>	2001	2002	2003	2004
Television	N/A	29.8%	44.5%	49.5%
Radio	N/A	37.8%	14.8%	9.5%
Billboard	N/A	0.0%	2.7%	1.4%
Movie Theater Ad	N/A	0.0%	1.6%	0.0%
Newspaper	N/A	12.0%	19.5%	13.0%
Water Bill	N/A	0.8%	10.2%	2.8%
Friend/Family/Co-worker	N/A	0.4%	10.5%	4.9%
Workshop/Event	N/A	0.0%	2.0%	1.8%
Other	N/A	18.7%	9.0%	9.5%
Don't Know	N/A	0.0%	7.4%	7.7%
Refused	N/A	0.0%	0.4%	0.0%

<b>Have you ever heard of Water Use It Wisely before?</b>	2001	2002	2003	2004
Yes				43.2%
No				55.5%
(DO NOT READ) Don't know				1.2%

<b>Where did you hear about Water Use It Wisely? (READ LIST)</b>	2001	2002	2003	2004
Television				45.7%
Radio				9.8%
Billboard				2.3%
Newspaper				7.5%
Water Bill				4.6%
Friend/Family/Co-worker				11.0%
Workshop/Event				2.9%
Other				8.7%
Don't Know				7.5%
Refused				

**What are your preferred methods of receiving information about things you can do to prevent water pollution? (READ LIST IN RANDOM ORDER)**

	2001	2002	2003	2004
Brochures mailed to your house	N/A	N/A	20.9%	20.0%
TV	N/A	N/A	32.1%	36.0%
Workshops/Seminars	N/A	N/A	3.7%	2.8%
Water bill inserts	N/A	N/A	29.1%	37.0%
Internet	N/A	N/A	13.2%	12.2%
Radio	N/A	N/A	13.4%	16.8%
Magazines	N/A	N/A	9.2%	11.2%
Billboards	N/A	N/A	6.7%	6.2%
Schools	N/A	N/A	8.0%	6.2%
Group you participate in	N/A	N/A	1.7%	3.8%
Don't know	N/A	N/A	5.2%	2.8%
Refused	N/A	N/A	1.0%	0.0%

**What group best describes your age?**

	2001	2002	2003	2004
18-24	13.3%	12.0%	7.7%	8.5%
25-34	20.8%	20.5%	20.1%	14.0%
35-44	22.5%	21.5%	25.9%	23.5%
45-54	20.8%	17.3%	20.6%	24.2%
55-64	9.3%	11.7%	13.2%	13.0%
65 or older	11.0%	16.3%	10.0%	16.2%
Refused	2.5%	0.7%	2.5%	0.5%
Male	N/A	N/A	37.1%	38.2%
Female	N/A	N/A	62.9%	61.8%

	# of people	# of people	# of people	# of people
Bartow				8
Cherokee				16
Clayton	80	80	80	24
Cobb	80	80	80	60
Coweta				8
DeKalb	80	80	80	68
Douglas				8
Fayette				8
Forsyth				8
Fulton	80	80	80	84
Gwinnett	80	80	80	60
Hall				12
Henry				12
Paulding				8
Rockdale				8
Walton				8
<b>TOTAL</b>	400	400	400	400