
**Storm Water/Urban Runoff Public Education Program
Resident Population
- Pilot Test Evaluation Report -**

Prepared for:



December 2003

Table of Contents

Background and Objectives	3
Methodology.....	4
Executive Summary and Conclusions.....	5
Detailed Findings	
Attitudes and Concerns	8
Campaign Awareness and Recall.....	17
Behavior Related to Water Pollution	27
Appendix A – Sample Characteristics	
Appendix B – Questionnaire	

Background and Objectives

- Ogilvy Public Relations was commissioned by the Los Angeles County Department of Public Works (DPW) to design and implement a County-wide program to educate the public and change behaviors that contribute to storm water pollution.
- As part of this program, communications were developed for residents in selected County areas to evaluate the communications' effectiveness in:
 - Raising residents' general awareness of storm water pollution and specific behaviors that contribute to it.
 - Encouraging residents to change storm water pollution behaviors, in particular, throwing litter in appropriate containers.
 - Increasing residents' awareness and use of the Clean LA 800 number and Web site.
 - Encouraging residents to participate in community clean-up efforts.
- The results of the pilot test will be used to fine tune program communications prior to expanded County-wide implementation.

Methodology

- A total of 601 telephone interviews were conducted in two waves – 300 prior to residents’ exposure to the pilot test communications (pre-wave) and 301 following exposure to the communications (post wave).
- Interviews were conducted between August 27 and September 4, 2003 (pre-wave) and October 29 and November 11, 2003 (post-wave).
- Participants were drawn from a representative sample of households for the pilot test areas of Inglewood (zip codes 90301 and 90303) and East Los Angeles (zip code 90022).
 - Quotas were established for gender and ethnicity based on census data to ensure that the final sample matched the demographic characteristics of the pilot test areas.
- Participants were screened to meet the following criteria:
 - 16 years of age or older.
 - Permanent resident of Los Angeles County.
 - Resident of Los Angeles County for six months or more.
- Interviews were conducted in English and Spanish based on the preference of the participant.
- Each interview lasted approximately 16 minutes.
- All data reported are unweighted.
- Statistical testing was performed on the data to identify meaningful differences between pre and post wave measurements and between groups within the pilot test sample. Differences that are significant at the 95% confidence interval are indicated in this report by an asterisk(*)).



Executive Summary and Conclusions

Executive Summary and Conclusions

- Most pilot test area residents are willing to change specific polluting behaviors if given a reason to do so and this is especially true among residents who recall seeing or hearing messages about pollution. This indicates that these messages help create the proper attitudinal environment for behavior change.
 - The already high levels of willingness to change polluting behavior increased slightly during the campaign, suggesting that its messages may be working in a subtle manner to move residents' attitudes in a positive direction.
- Most residents engage in leisure activities that could be affected by storm water pollution and most own household items that are potential sources of pollution, indicating ample opportunities for pollution-reducing behavior change.
- Awareness of pollution-related communications is not greater than before the pilot test, suggesting that residents have not been exposed to the campaign with enough media weight to recall and absorb its messages.
 - Polluting behavior is also unchanged, suggesting that campaign messages have not broken through the background of other communications regarding social issues enough to shift residents from mere willingness to action.
- The campaign does address issues that are important and relevant to area residents.
 - Residents are very concerned about many forms of pollution, including types of pollution associated with storm drains and storm water runoff.
 - Their concern regarding these issues is at approximately the same level as their concern for economic issues, such as unemployment, and public safety issues, such as crime and terrorism.
 - Concern with almost all social and pollution issues is increasing. With the exception of concern about pollution in neighborhoods, residents are not relatively more concerned with storm water pollution than before the pilot test.

Executive Summary and Conclusions

- Overall, the findings suggest that public awareness, attitudes and concern related to storm water pollutants can be changed, but that considerable media exposure is needed to reach a “critical mass” level that could result in actual behavior change.
- Achieving and sustaining those changes requires targeted messages.
 - Messages focusing on neighborhood cleanliness and health appear to resonate most strongly with pilot test area residents.
 - Messages stressing the benefits of pollution prevention for children and the future also have potential for relatively high effectiveness.
 - Households with children and Spanish-speaking residents appear to be particularly receptive audiences for these targeted messages.
- Particularly strong and innovative creative executions can, to some extent, mitigate the impact of relatively low media spending levels.
- Actions that may improve campaign effectiveness include:
 - Increasing and sustaining spending in order to affect and reinforce behavior change.
 - Maintaining and expanding “edgy” approaches to make the campaign memorable.
 - Emphasizing personal accountability to neighborhoods, children and the future to personalize the consequences of reducing polluting behavior.

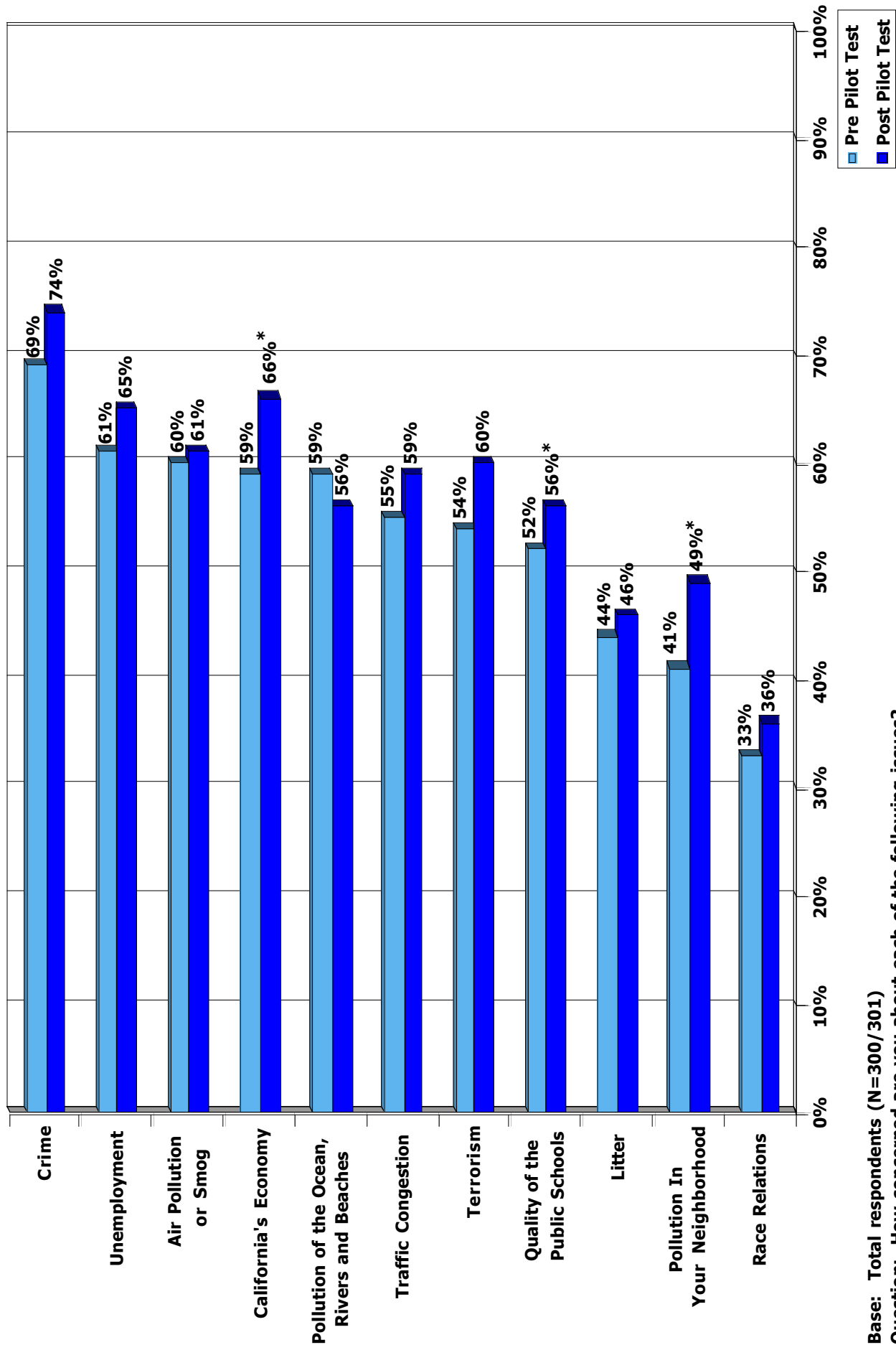


Attitudes and Concerns

Attitudes and Concerns

- Residents of the pilot test areas have a high degree of concern about pollution issues, with most residents considering themselves very concerned with air pollution and pollution of oceans, rivers and beaches.
 - This level of concern is similar to that for economic issues, such as unemployment, and the state of the California economy.
- Residents' concern for almost every social issue, including but not limited to pollution issues, is higher than before the campaign, perhaps reflecting the timing of the second measurement conducted in the fall when residents were focused on issues and problems mentioned during the gubernatorial election.
 - Concern regarding pollution in neighborhoods is notably higher, indicating that this aspect of the campaign may have struck a responsive chord with area residents.
 - Concern with pollution of the oceans, rivers and beaches does not appear to have been impacted by the campaign, suggesting that this aspect of the campaign either did not penetrate residents' consciousness or is less relevant to those living in these inland communities than it is for residents living closer to the shore.
- Concern with pollution issues, including storm water-related pollution, is generally higher than average among households with children, suggesting that these residents may be especially receptive to messages that address their pollution-related concerns.

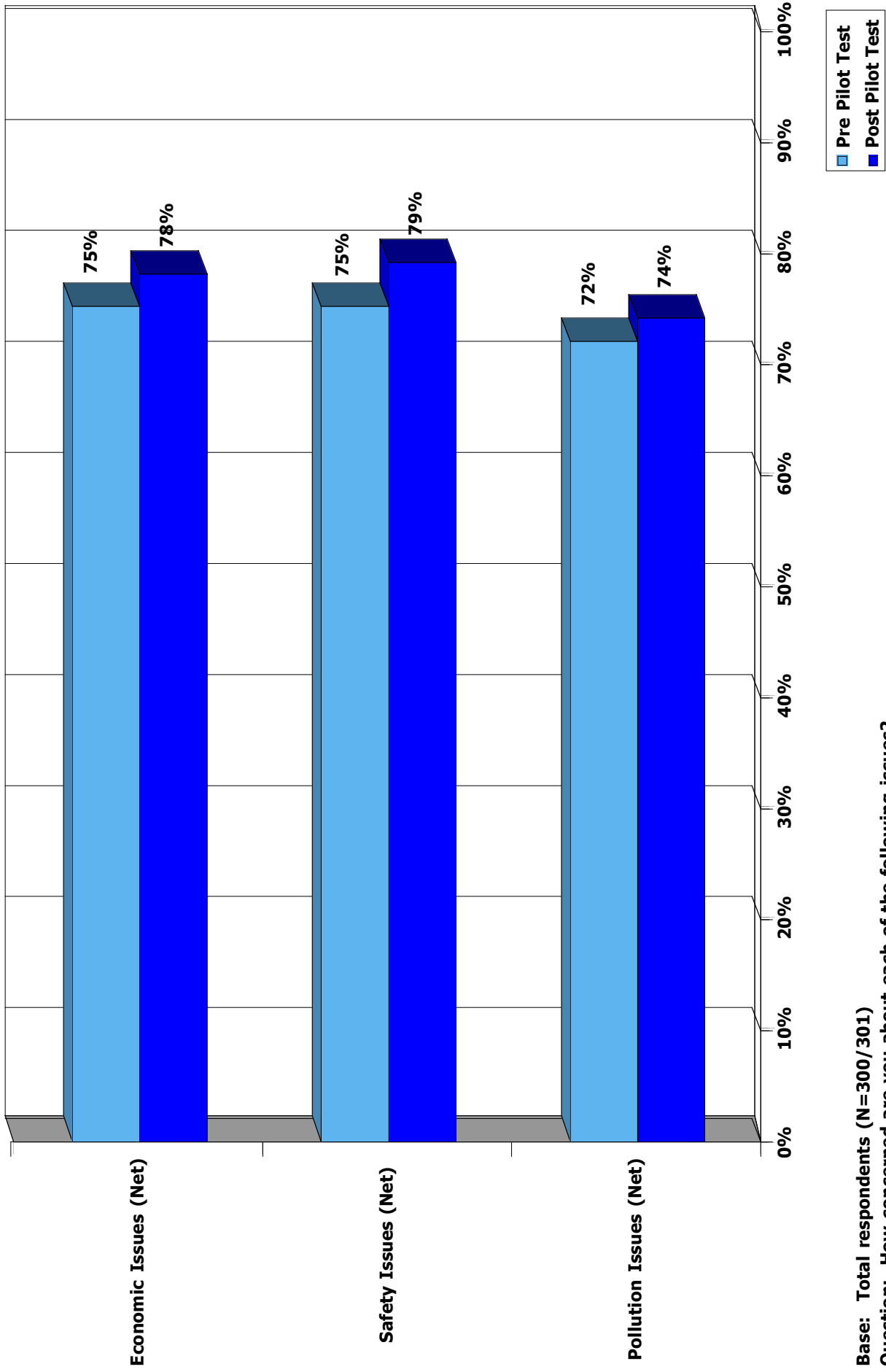
Concern About Issues Facing Los Angeles County - Very Concerned -



Base: Total respondents (N=300/301)

Question: How concerned are you about each of the following issues?

Concern About Issues Facing Los Angeles County - Very Concerned -



Base: Total respondents (N=300/301)

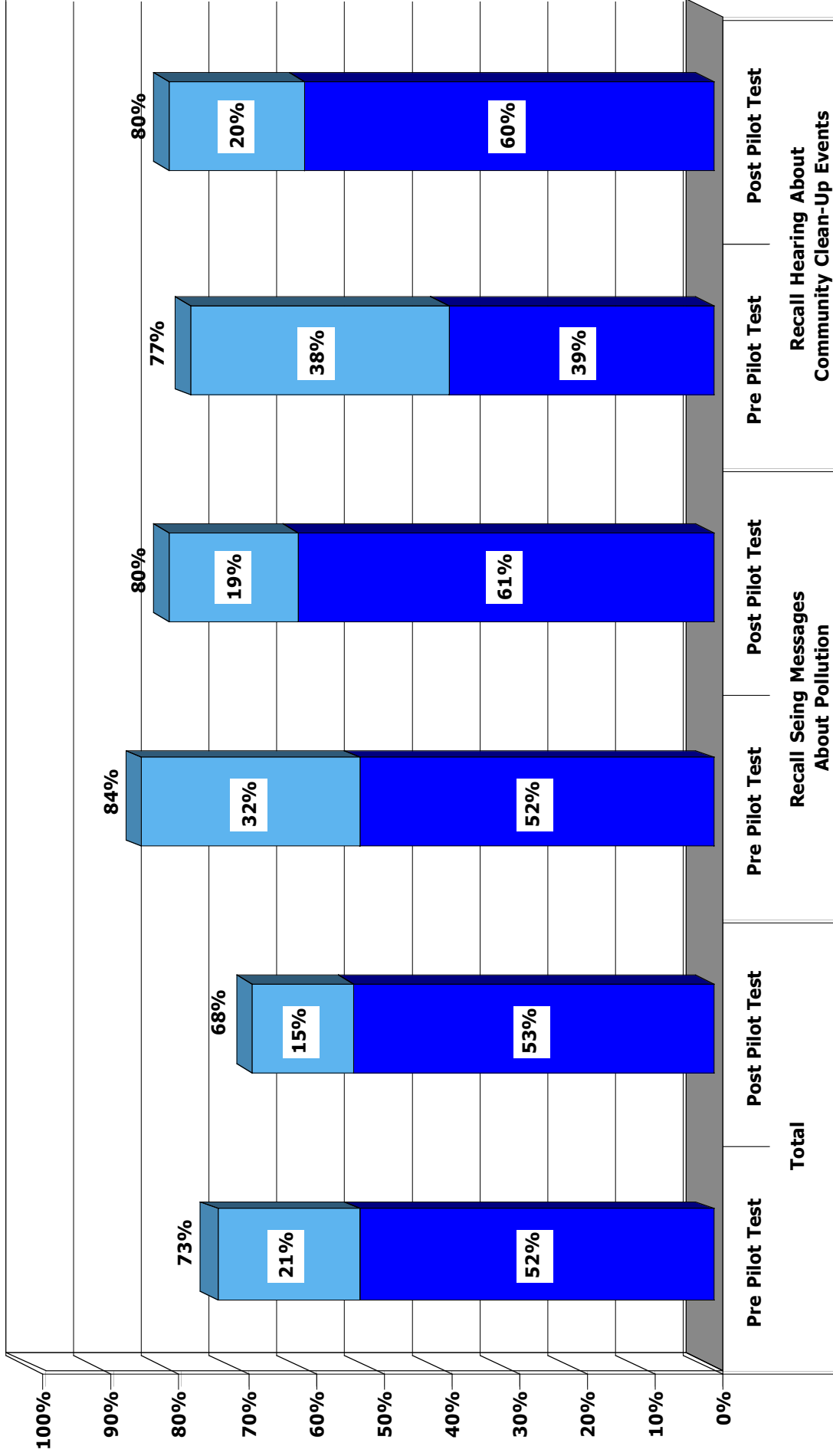
Question: How concerned are you about each of the following issues?



Attitudes and Concerns

- Most residents consider themselves somewhat or very knowledgeable about the causes of pollution of neighborhoods, rivers and beaches.
 - Residents who recall seeing or hearing messages about pollution and those that have heard of community clean-up events are the most confident of their knowledge of the causes of pollution, indicating that these communications about pollution play an educational role for residents.
- Residents' confidence in their knowledge of the causes of pollution is about the same as before the campaign, suggesting that the pilot test messages did not increase their knowledge in this area.
- Those most confident in their knowledge of the causes of pollution tend to be English-speaking and older (55+), indicating that pollution education and community outreach may stand to gain the most ground among Spanish-speaking and younger residents.
 - Since concern with pollution issues is especially high among households with children and knowledge among these households is only average, the campaign's tie-in to schools may be especially well-suited to educating residents about the causes of pollution.

Self-Reported Knowledge of Water Pollution Causes - Very/Somewhat Knowledgeable -



Base: Total respondents (N=300/301); respondents who recall seeing/hearing messages (N=149/127); respondents who recall hearing about cleaning events (N=61/65)

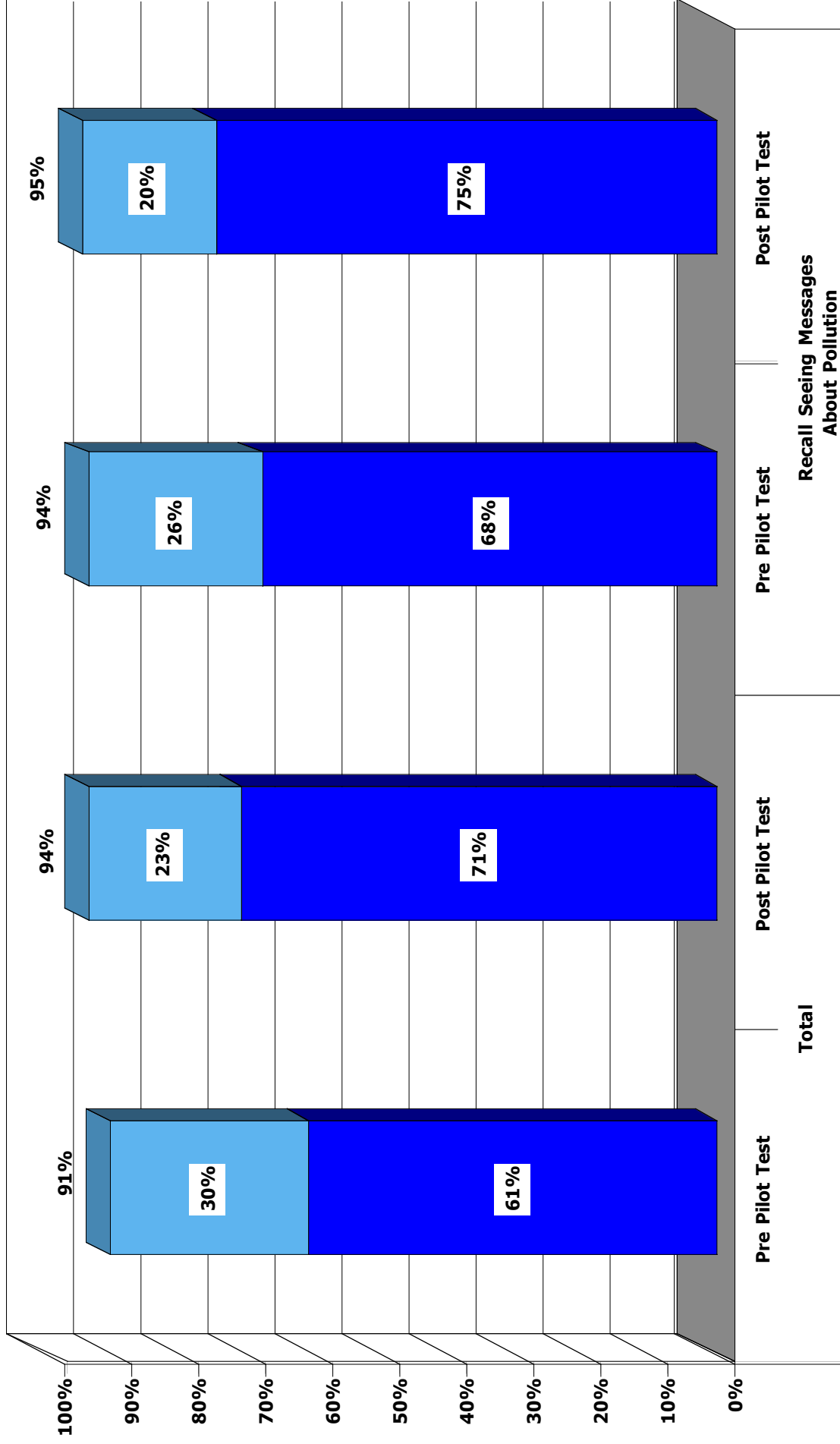
Question: Compared to most people, how knowledgeable are you about what causes pollution of neighborhoods, rivers and beaches?

Very Knowledgeable
Somewhat Knowledgeable

Attitudes and Concerns

- Virtually all residents are willing to change their behavior if they learn that something they are doing could contribute to pollution of neighborhoods, rivers and beaches.
 - Spanish-speakers and those over 25 years old are especially likely to say they would definitely change their behavior if given a compelling reason.
- Both overall willingness to change polluting behavior and willingness to change specific polluting behaviors is slightly higher than before the campaign, a pattern that is especially strong among those who recall seeing or hearing messages about pollution of neighborhoods, rivers and beaches.
 - This suggests that the campaign may play a role in setting the stage for pollution-related behavior change by increasing an already high level of good intentions and willingness to change.

Willingness to Change Behavior - Definitely/Probably Would Change -

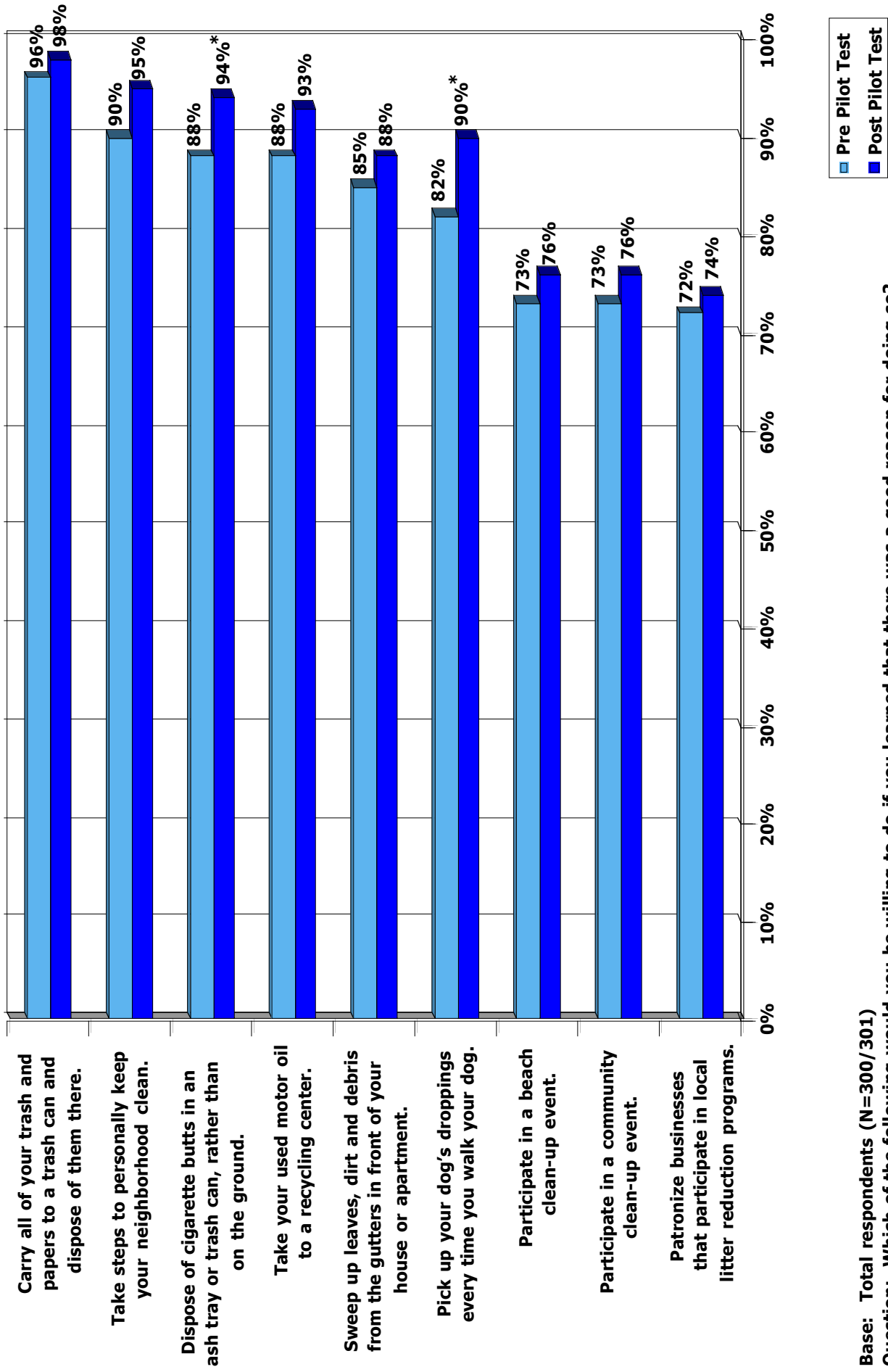


Base: Total respondents (N=300/301); respondents who recall seeing/hearing messages (149/127)
 Question: If you learned that something you were doing could contribute to pollution of neighborhoods, rivers and beaches, how willing would you be to change your behavior?

■ Definitely Would Change Behavior
■ Probably Would Change Behavior



Specific Behaviors Willing to Change - - Maybe/Yes Willing to Change -



Base: Total respondents (N=300/301)

Question: Which of the following would you be willing to do if you learned that there was a good reason for doing so?

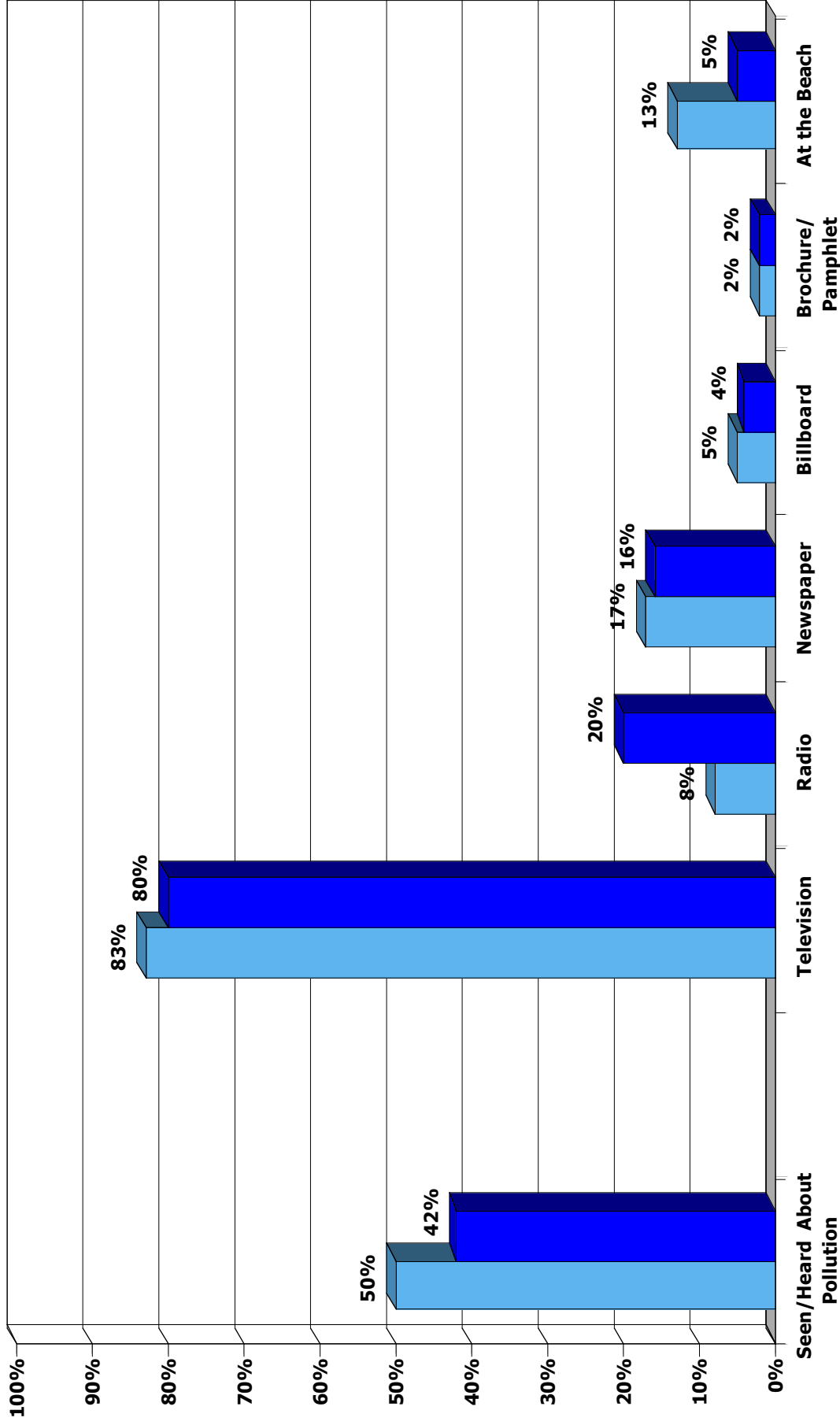


Campaign Awareness and Recall

Campaign Awareness and Recall

- Although overall recall levels are lower than before the campaign, key elements of the campaign’s media purchase and messages appear to have connected with residents.
- Fewer pilot test area residents recall hearing or seeing messages regarding pollution of neighborhoods, rivers and beaches, indicating that the pilot test messages did not stand out from the overall media background.
 - The intense coverage of the gubernatorial election may also be responsible for limiting residents’ awareness of the pilot test messages.
- Among those who recall anti-pollution messages, most believe they have encountered these messages on television and radio.
 - Awareness of radio anti-pollution messages is substantially higher than before the pilot test, a pattern that is especially true among Spanish-speaking residents, indicating that the radio-based campaign messages may have been relatively more successful with this audience than television or print messages.
- Recall of the message that pollution makes neighborhoods ugly and dirty is higher than before the pilot test, particularly among Spanish-speakers, suggesting that this message may be especially relevant to these residents.
- Among residents who recall anti-pollution messages, post-campaign thoughts and intentions regarding pollution are more positive in terms of making residents think about things they do, changing things they do and feeling proud of their communities.
 - These patterns are true for virtually every demographic group, indicating that the campaign may have produced general positive change among residents.

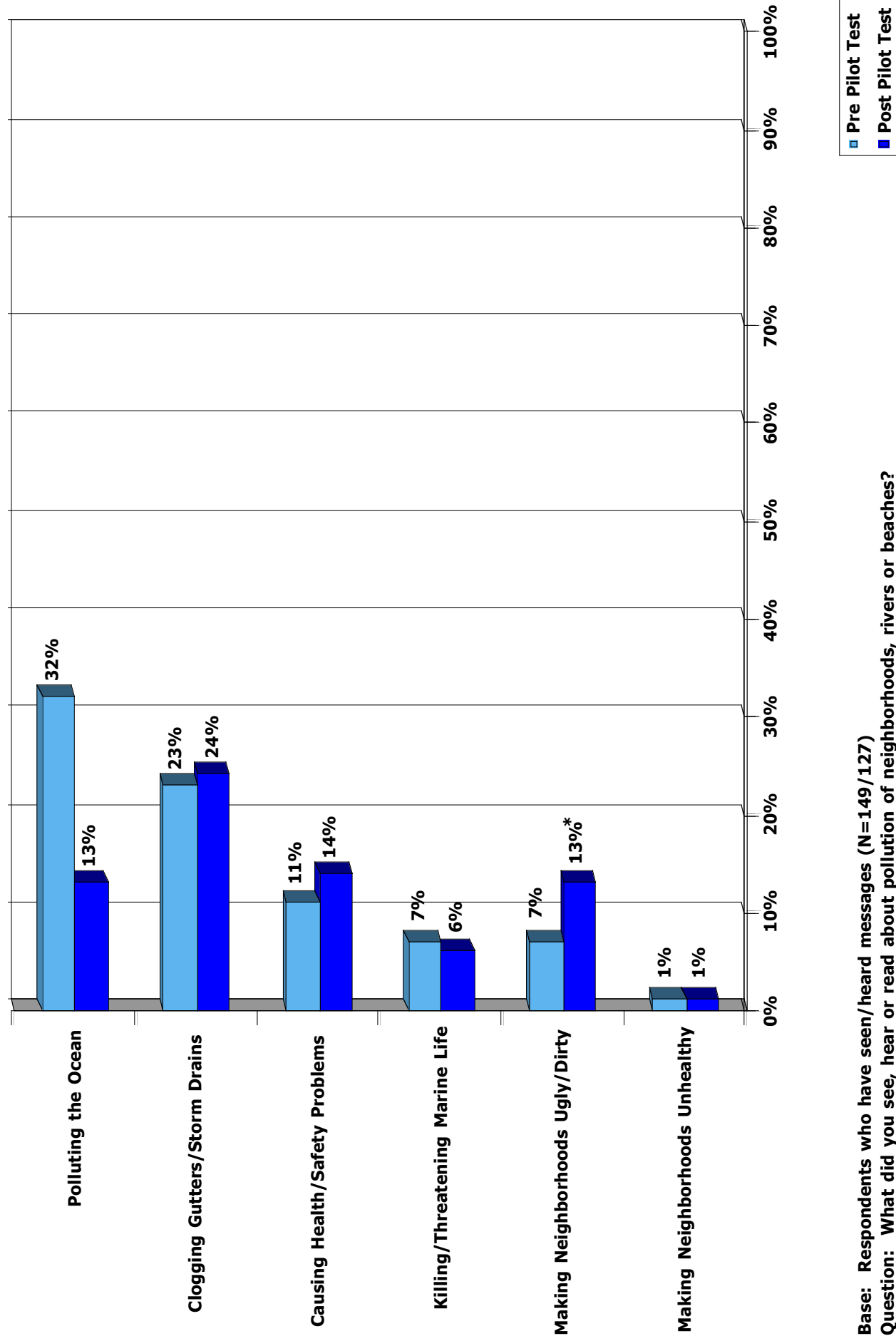
Recall Messages About Pollution of Neighborhoods, Rivers & Beaches - Unaided -



Base: Total respondents (N=300/301); respondents who recall seeing/hearing messages (N=149/127)
 Questions: In the past few months, do you recall seeing or hearing anything about pollution of neighborhoods, rivers and beaches? Where have you seen or heard something about pollution of neighborhoods, rivers and beaches?

Pre Pilot Test
 Post Pilot Test

Recall of Consequences of Storm Drain Pollution - Unaided -

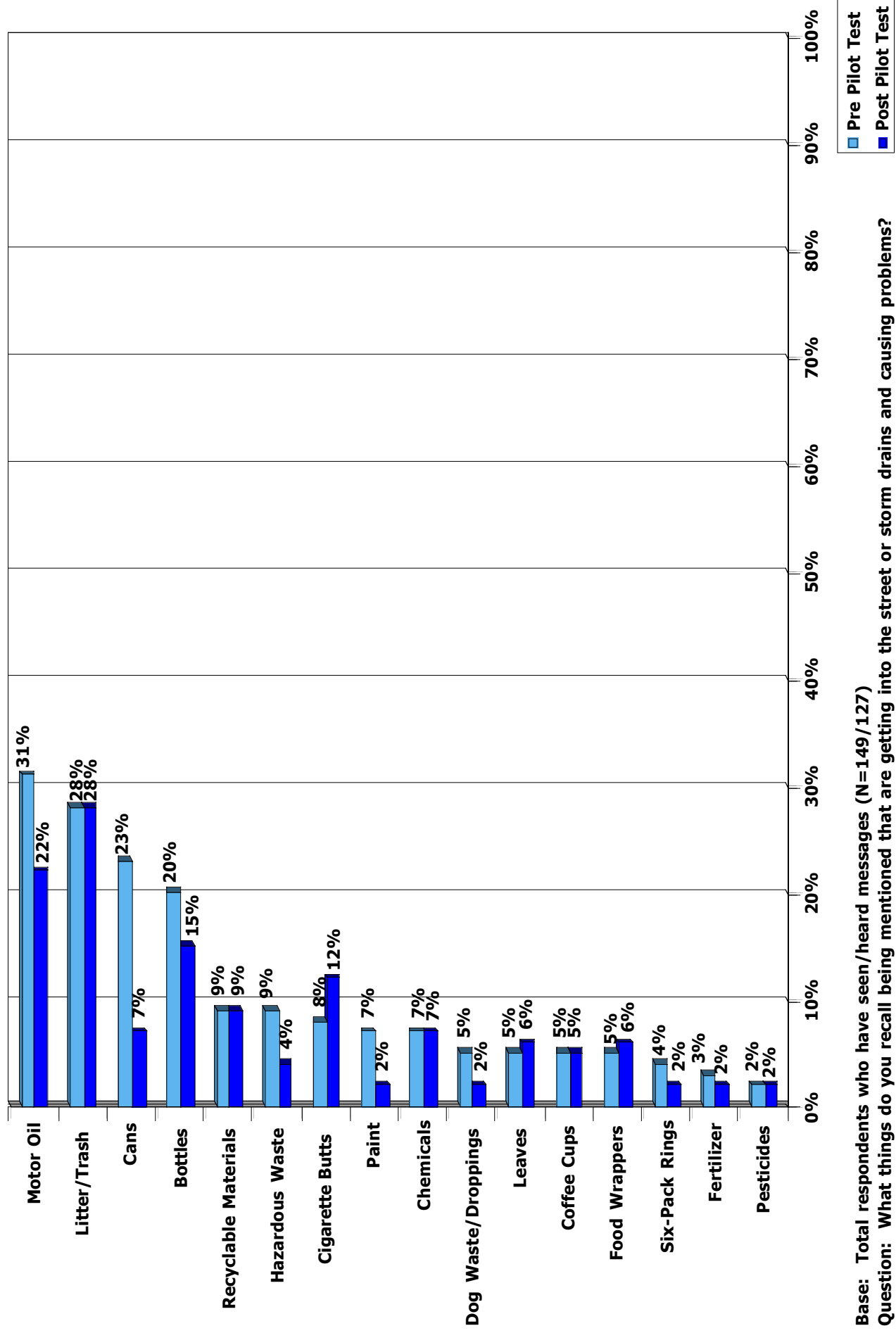


Base: Respondents who have seen/heard messages (N=149/127)

Question: What did you see, hear or read about pollution of neighborhoods, rivers or beaches?

Recall of Specific Pollutants Mentioned In the Advertising

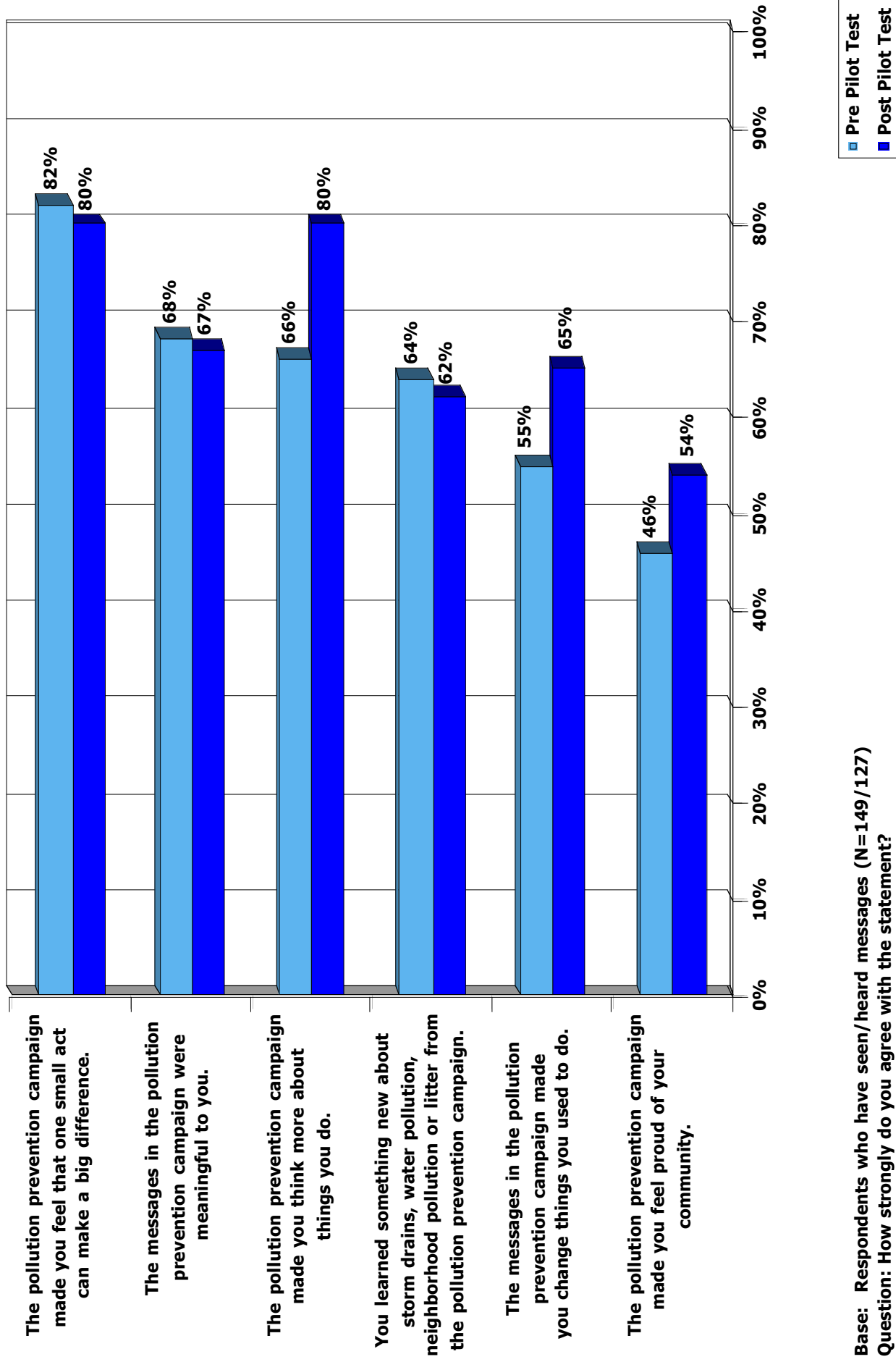
- Unaided -



Base: Total respondents who have seen/heard messages (N=149/127)

Question: What things do you recall being mentioned that are getting into the street or storm drains and causing problems?

Persuasion Statement Ratings - Agree Strongly -

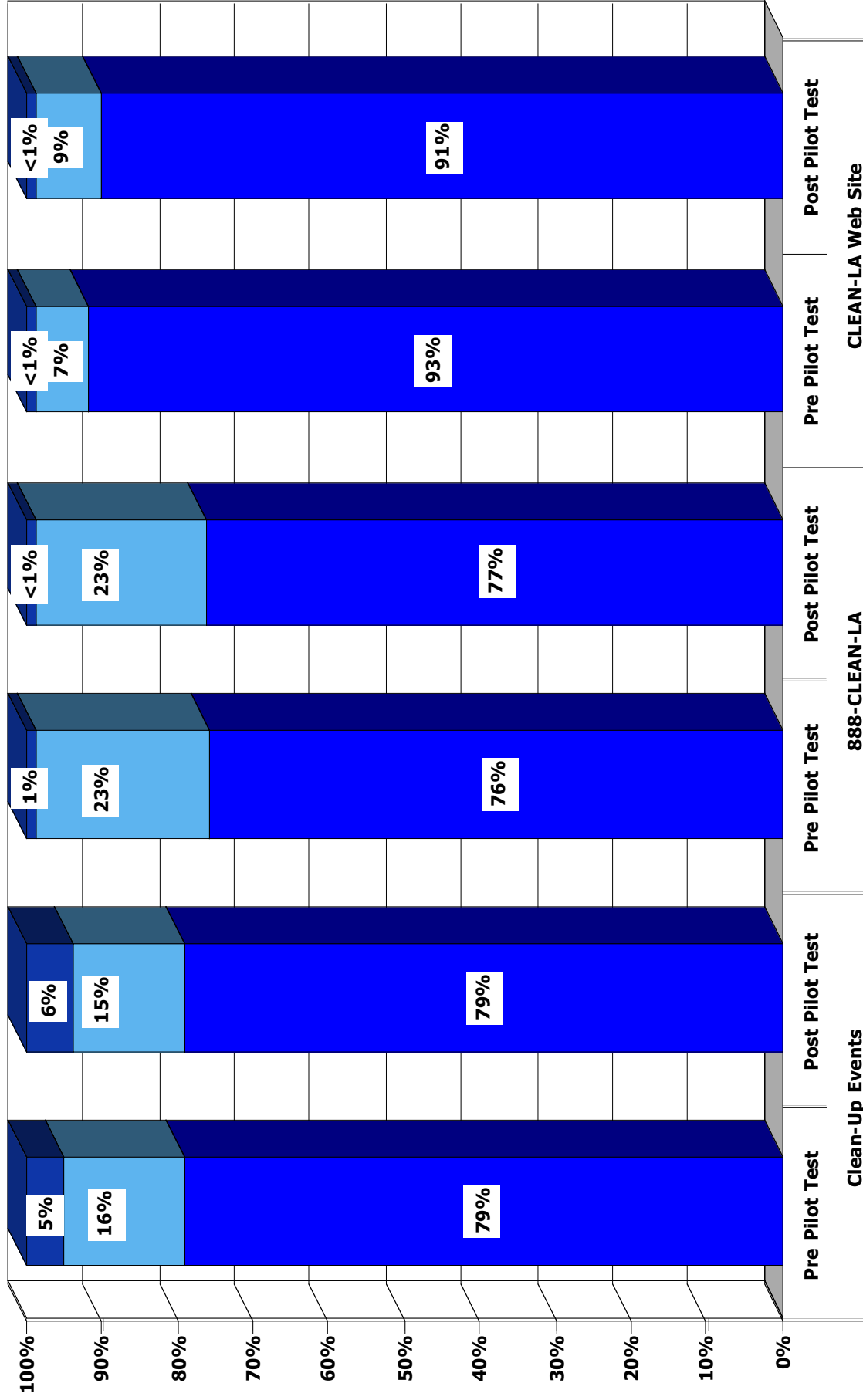


Base: Respondents who have seen/heard messages (N=149/127)
 Question: How strongly do you agree with the statement?

Campaign Awareness and Recall

- Relatively few residents are aware of community clean-up events or the CLEAN LA toll-free number and Web site, suggesting the pilot test has not succeeded in publicizing these events and resources.
 - Among those who have participated in a clean-up event, improving the look and health of the neighborhood and improving things for children appear to be the most common reasons for residents' participation.
 - The main barriers to participation are lack of time and lack of awareness of events. Addressing these issues may be critical to future campaign effectiveness in increasing participation in these events.
- Messages and events that involve children and that appeal to neighborhood spirit appear to offer potential for increasing residents' participation in clean-up events and their use of the toll-free number and Web site resources.

Heard of/Participated in a Community Clean-Up Heard/Seen/Called/Visited 888-CLEAN-LA or Web Site

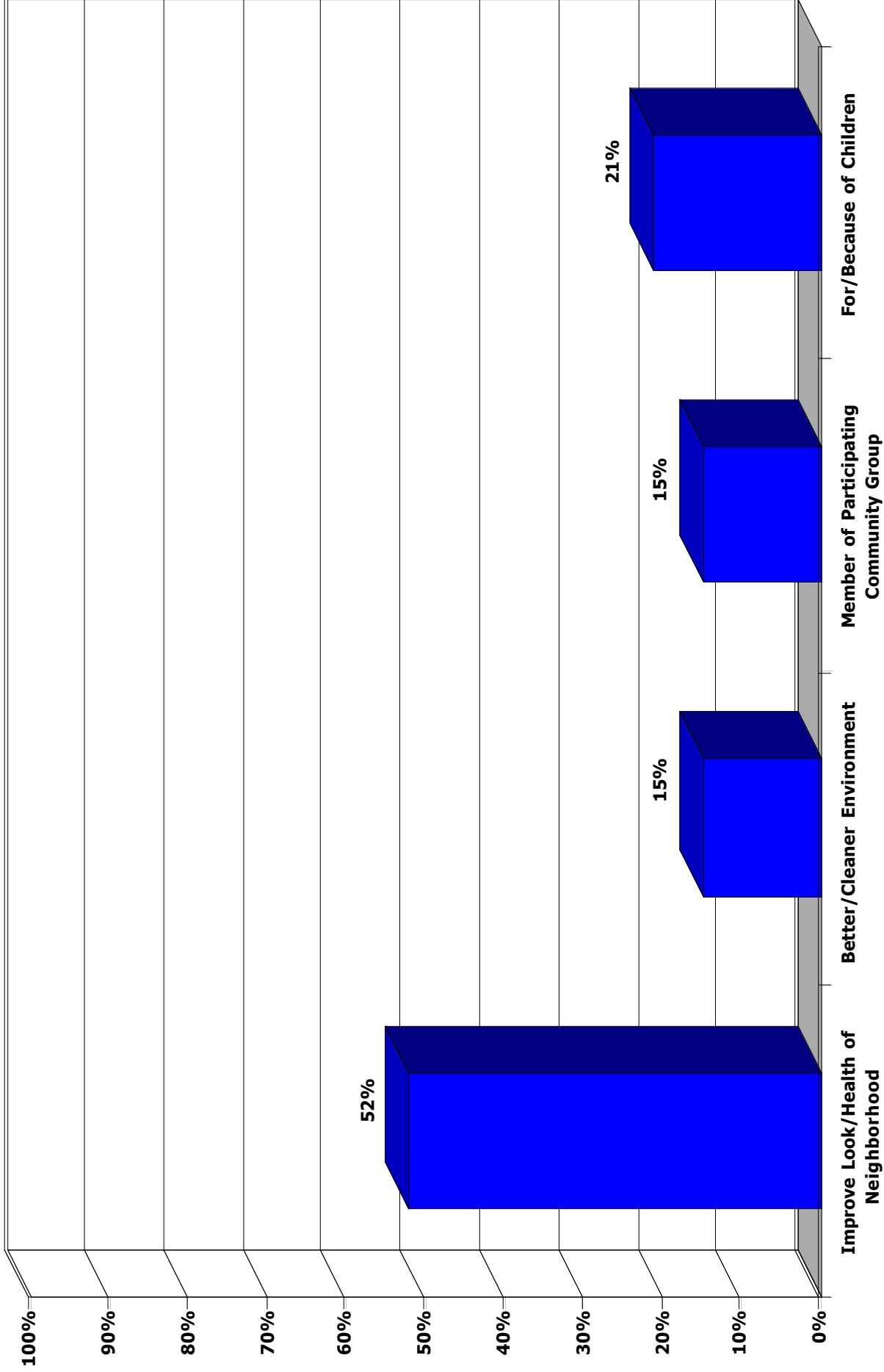


Base: Total respondents (N=300/301)

Questions: Have you heard of any clean-up events in your community? Have you heard of/called 888-CLEAN LA? Have you seen/heard of/visited the CLEAN LA Web site?

■ Participated/Called/Visited
■ Seen/Heard of But Not Participated/Called/Visited
■ Not Seen/Heard of

Reasons for Participating in Community Clean-Up Events

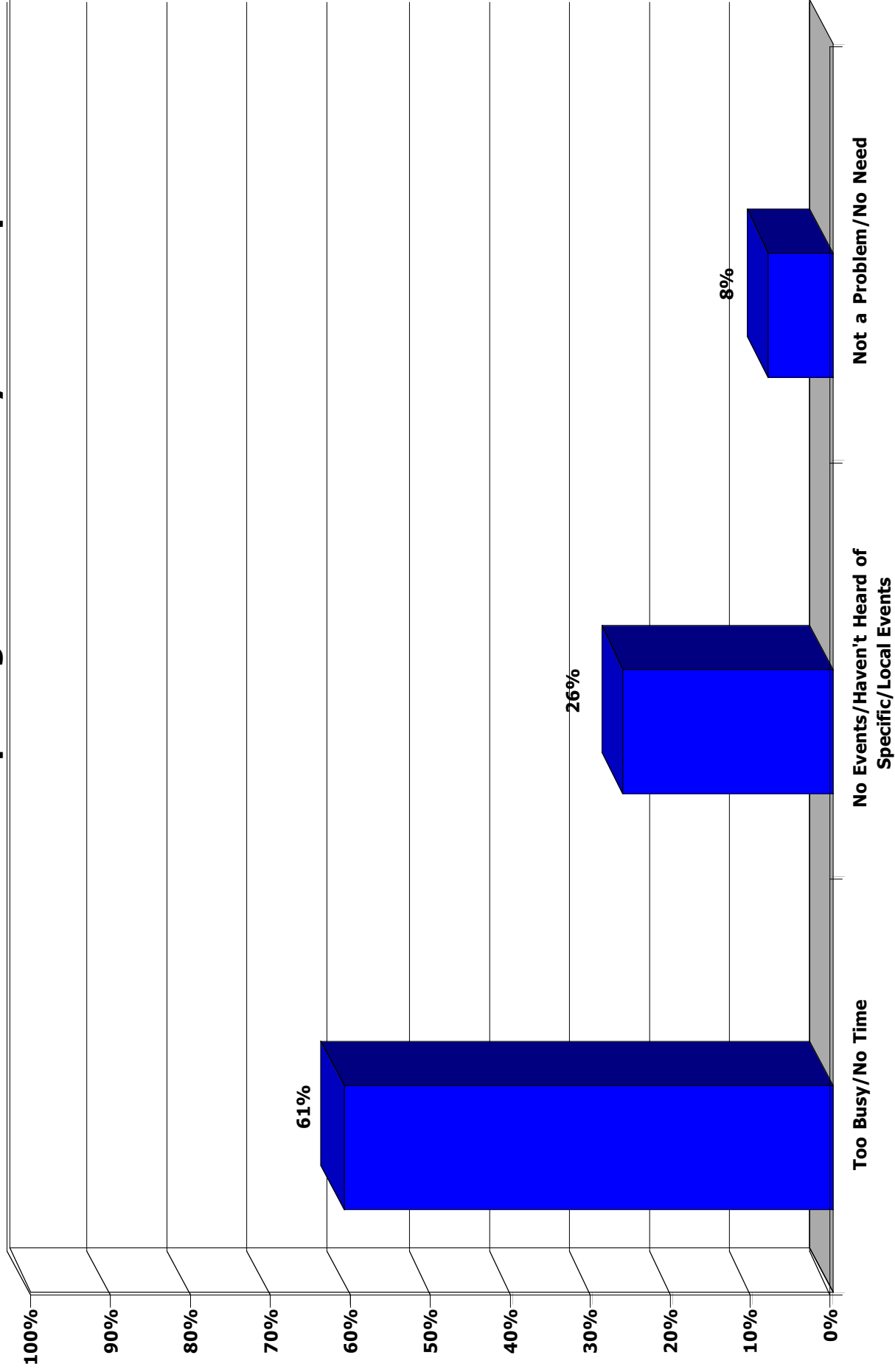


Base: Respondents who participate in clean-up events (N=33*)

Question: What motivated you to participate in the community clean-up event?

* Caution: Small base

Reasons for Not Participating in Community Clean-Up Events



Base: Respondents who have heard of but don't participate in clean-up events (N=93)

Question: What are the main reasons why you don't participate in the community clean-up events?

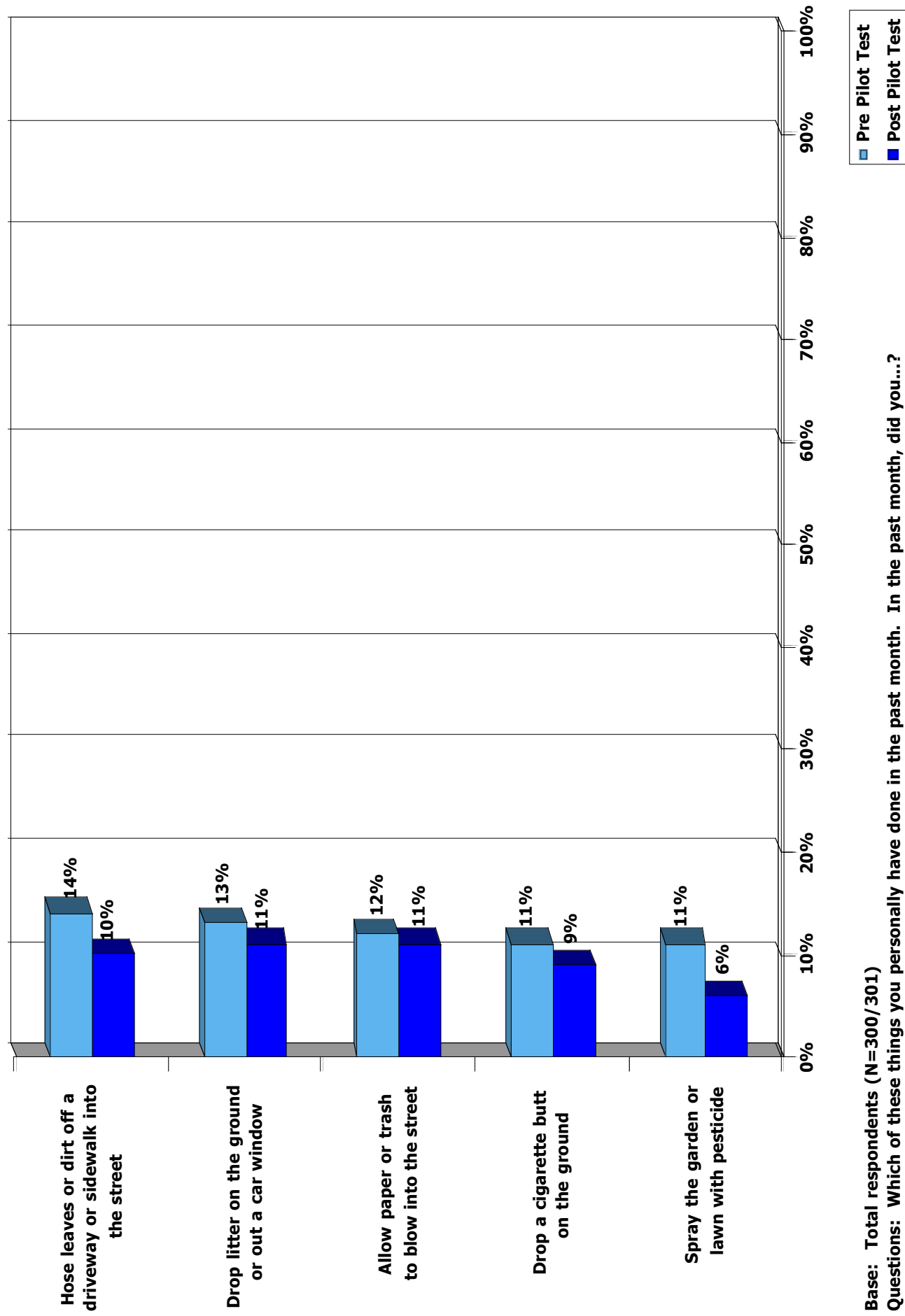


Behavior Related to Water Pollution

Behavior Related to Water Pollution

- In general, the prevalence of polluting behavior among area residents is unchanged, suggesting the campaign has not yet transitioned them from positive anti-pollution attitudes to actual behavior change.
- Among the relatively small number who report changing their behavior in the past two months, there are significantly more residents who are properly disposing of yard waste, suggesting that residents may be especially receptive to messages targeting this behavior.
- Opportunity for improved anti-pollution behavior and receptiveness to anti-pollution messages appears strong based on residents' participation in leisure activities that might be impacted by storm water pollution and their ownership of potentially pollution-creating household items.
 - Most participate in beach or water-related leisure activities, although very few have been impacted by a beach closure.
 - Most own cars and have lawn or gardens and many engage in vehicle maintenance or other do-it-yourself activities that can lead to pollution.

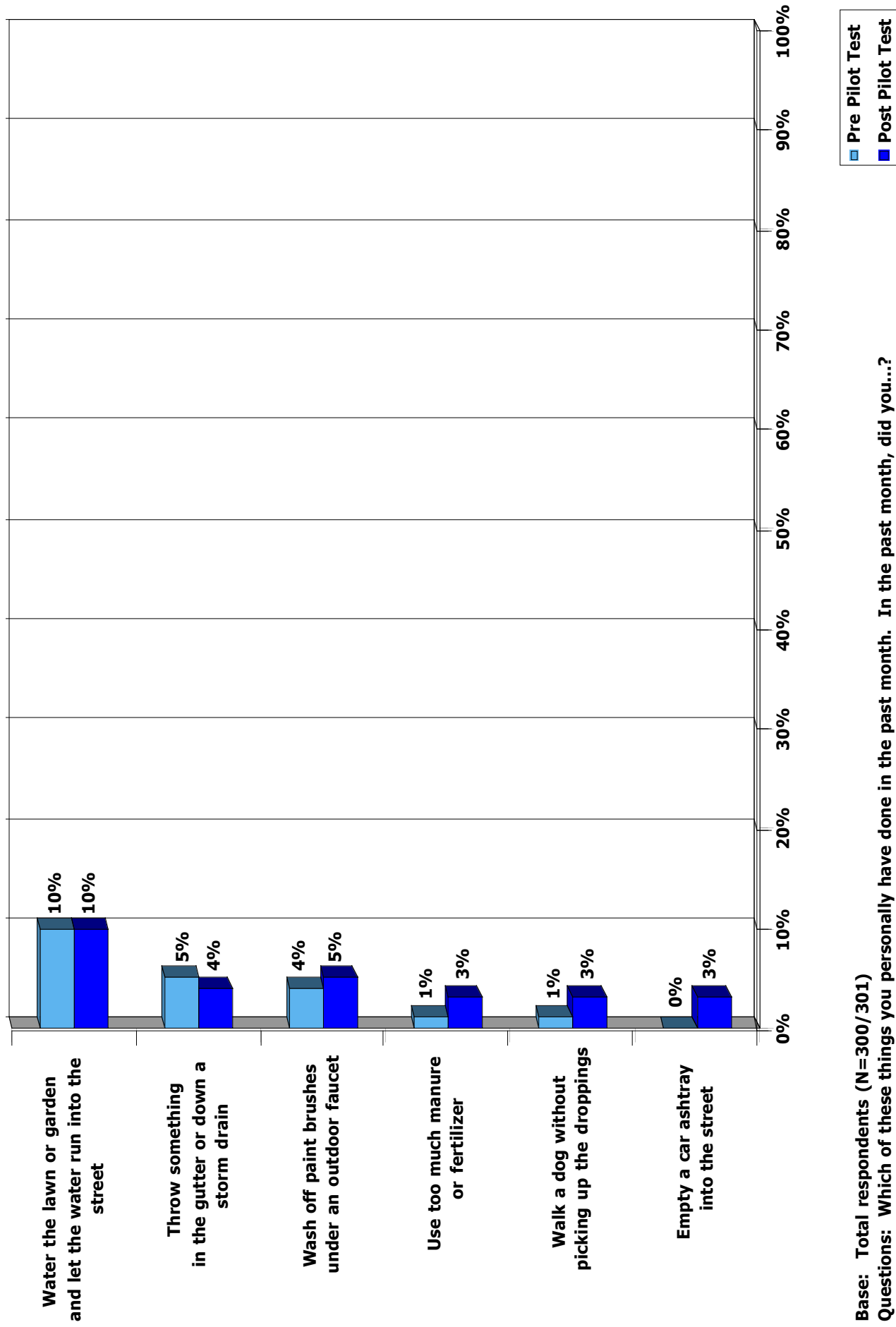
Prevalence of Polluting and Other Anti-Social Behavior



Base: Total respondents (N=300/301)

Questions: Which of these things you personally have done in the past month. In the past month, did you...?

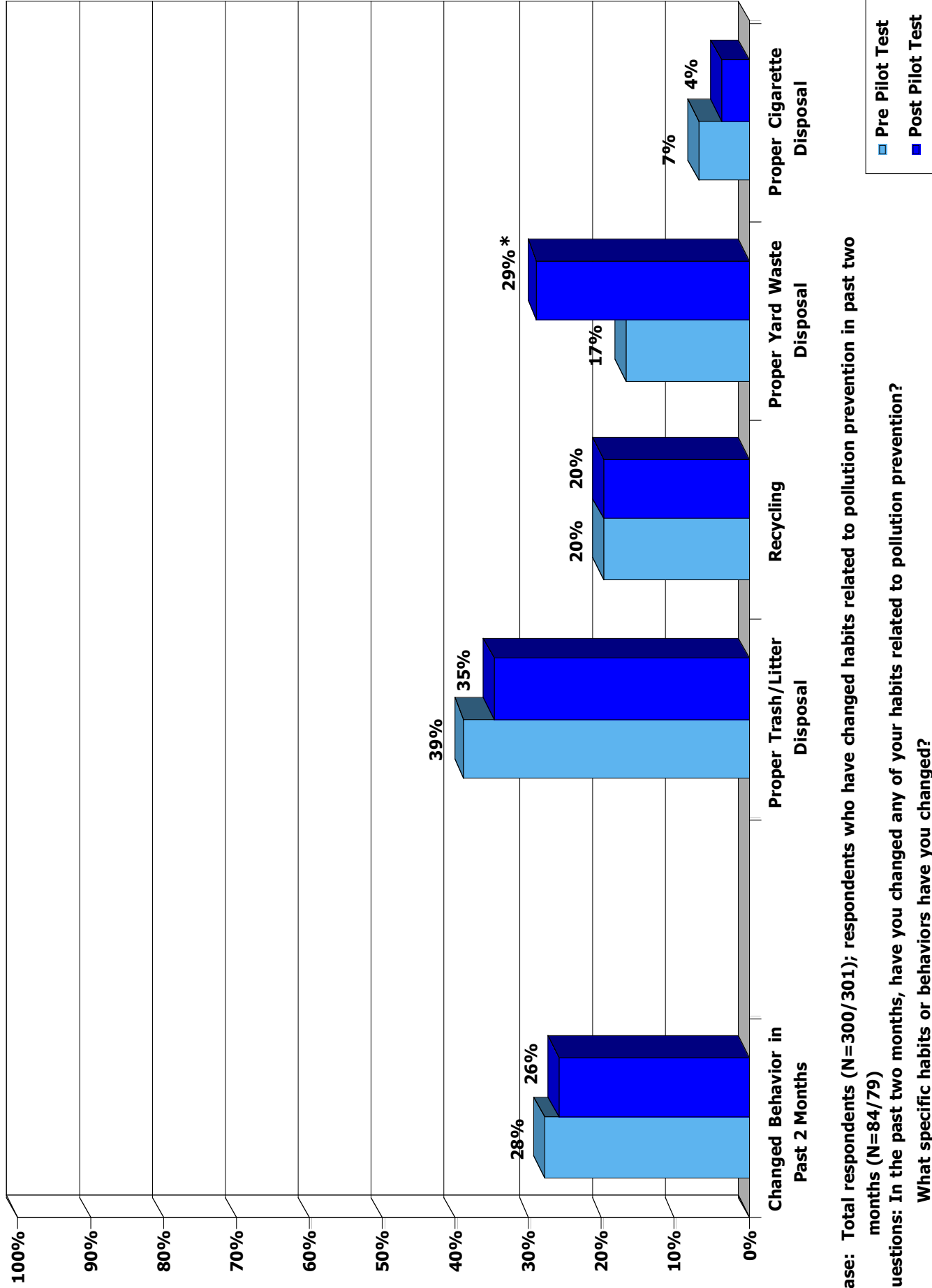
Prevalence of Polluting and Other Anti-Social Behavior



Base: Total respondents (N=300/301)

Questions: Which of these things you personally have done in the past month. In the past month, did you...?

Recent Behavior Changes



Base: Total respondents (N=300/301); respondents who have changed habits related to pollution prevention in past two months (N=84/79)

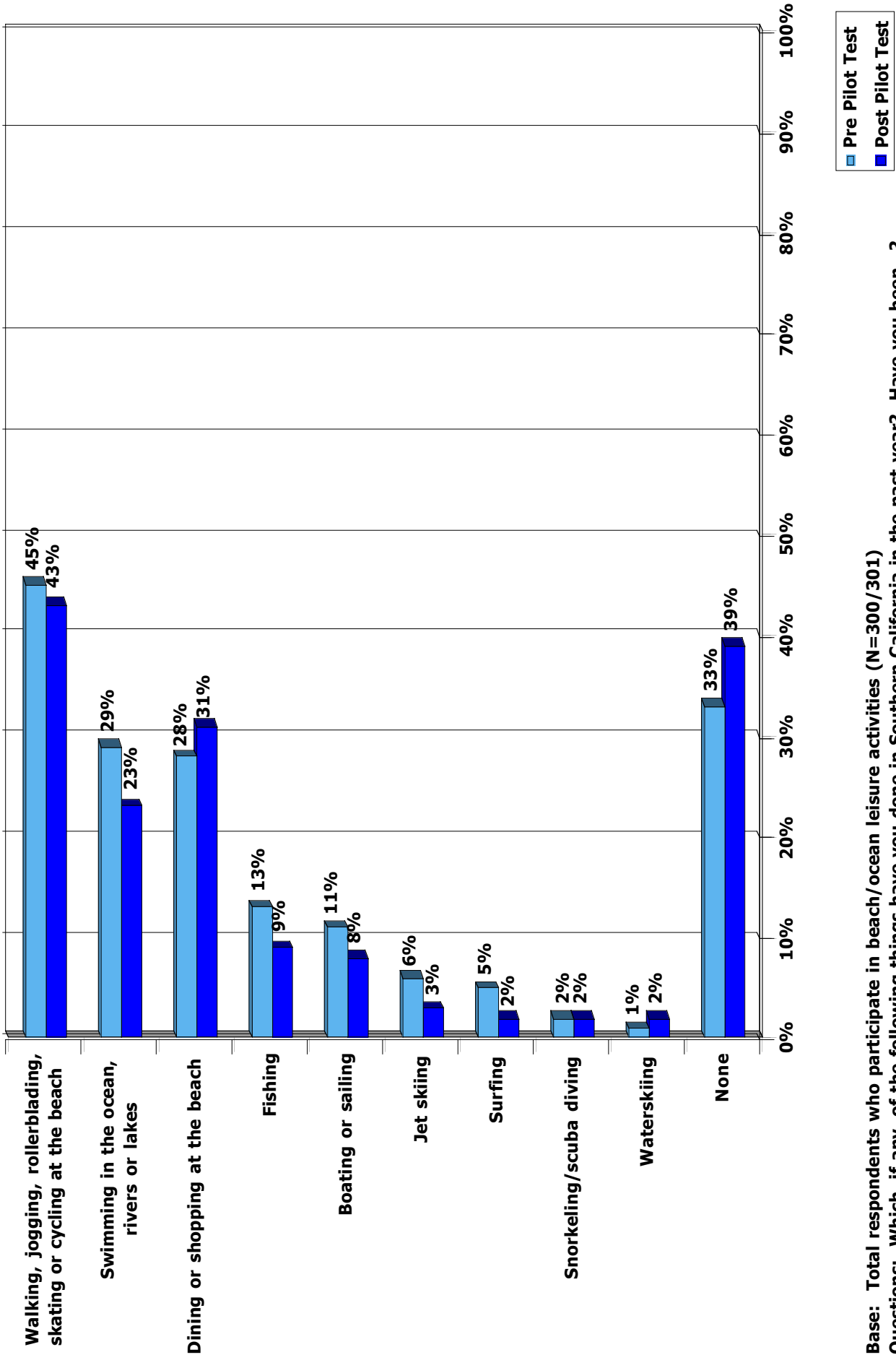
Questions: In the past two months, have you changed any of your habits related to pollution prevention?
 What specific habits or behaviors have you changed?



Appendix A

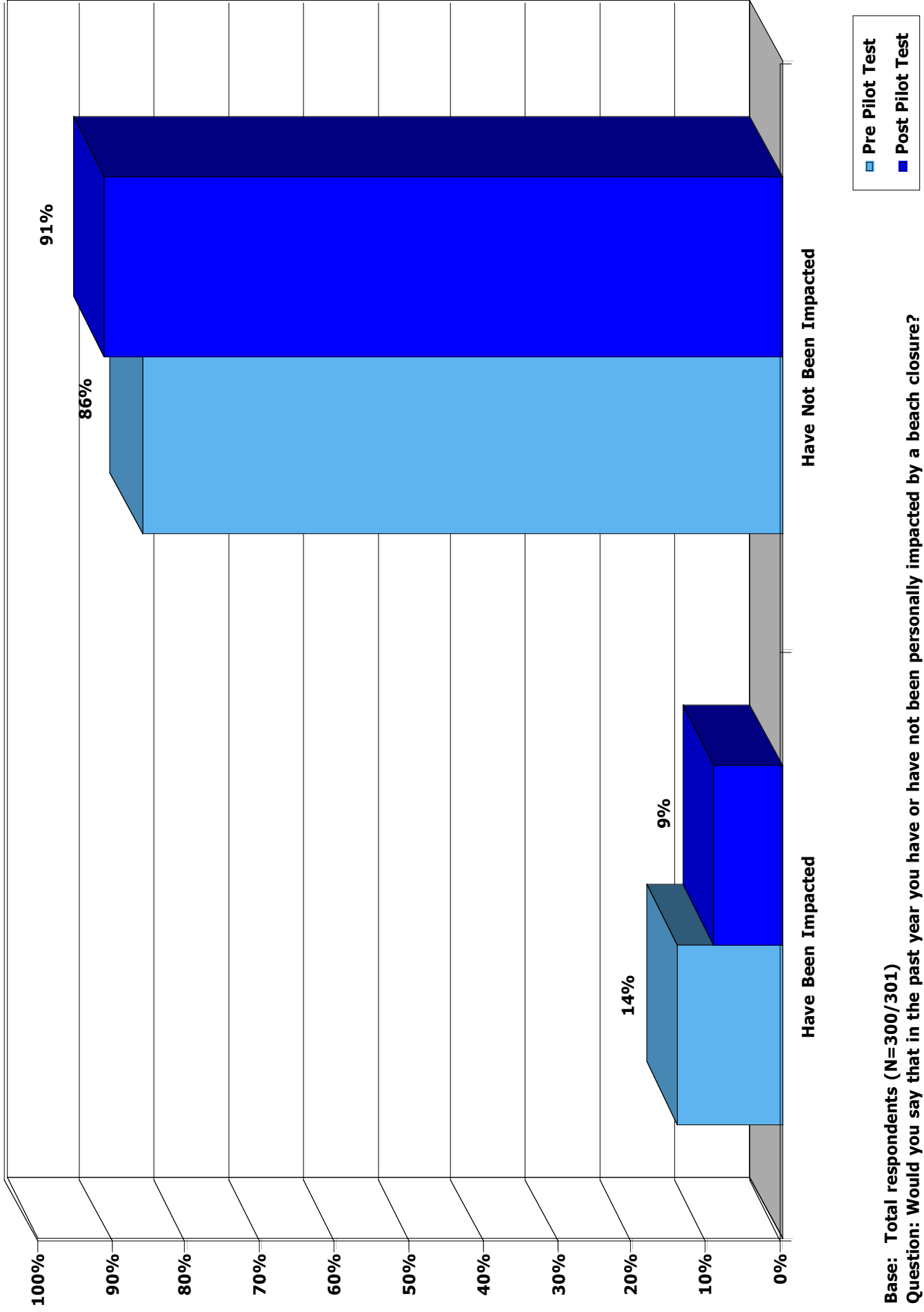
Sample Characteristics

Participation in Beach/Ocean Related Leisure Activities



Base: Total respondents who participate in beach/ocean leisure activities (N=300/301)
 Questions: Which, if any, of the following things have you done in Southern California in the past year? Have you been...?

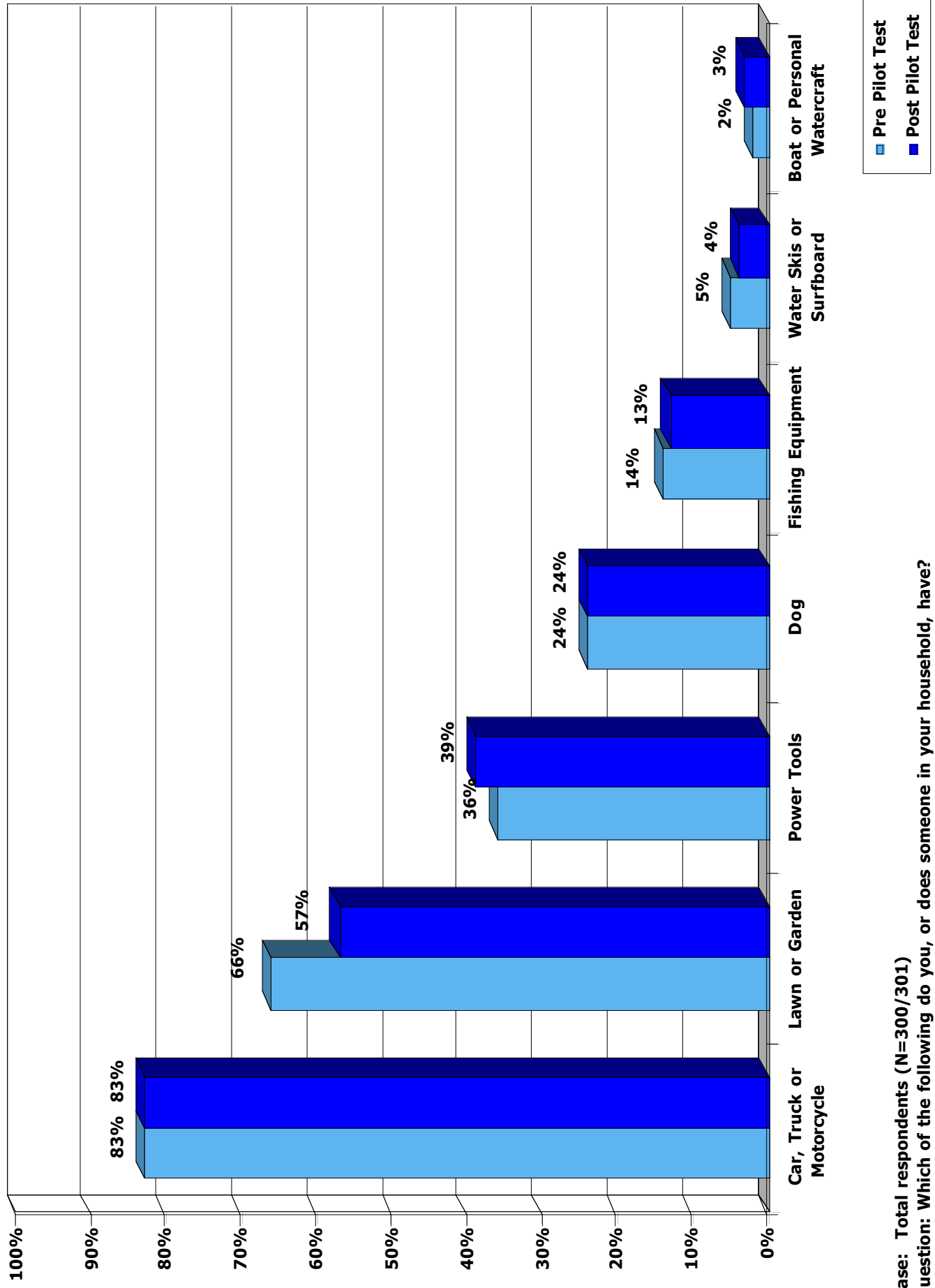
Impacted by a Beach Closure



Base: Total respondents (N=300/301)

Question: Would you say that in the past year you have or have not been personally impacted by a beach closure?

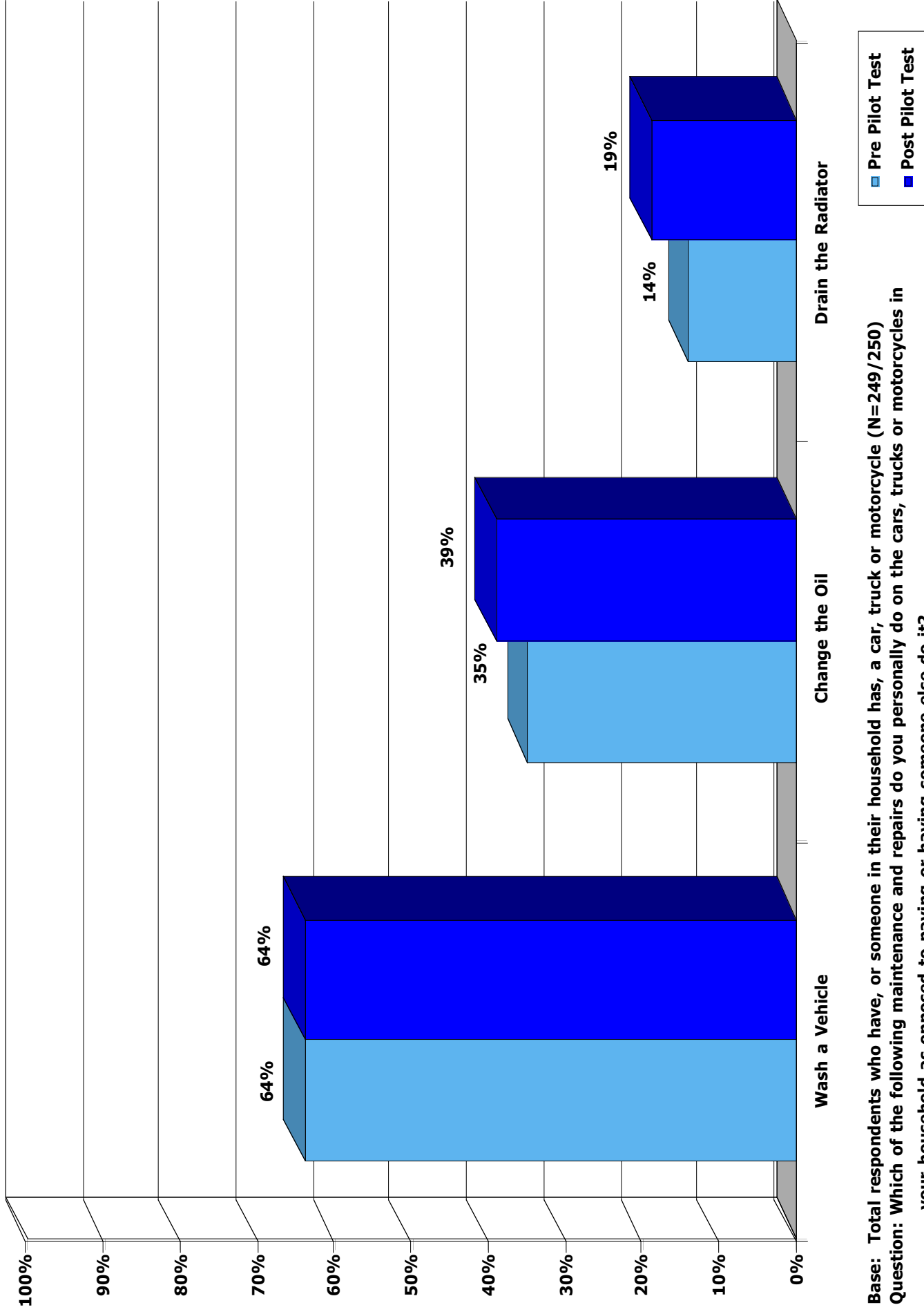
Ownership of Items Linked to Polluting Behaviors



Base: Total respondents (N=300/301)

Question: Which of the following do you, or does someone in your household, have?

Maintenance and Repair of Vehicles



Base: Total respondents who have, or someone in their household has, a car, truck or motorcycle (N=249/250)
Question: Which of the following maintenance and repairs do you personally do on the cars, trucks or motorcycles in your household as opposed to paying or having someone else do it?

DEMOGRAPHIC CHARACTERISTICS

	Total		Inglewood		East Los Angeles	
	Pre Pilot Test	Post Pilot Test	Pre Pilot Test	Post Pilot Test	Pre Pilot Test	Post Pilot Test
Gender						
Male	46%	46%	47%	44%	46%	48%
Female	54%	54%	53%	56%	54%	52%
Age						
16-18	14%	6%	10%	5%	16%	8%
19-24	11%	14%	10%	16%	13%	13%
25-34	21%	30%	21%	20%	21%	34%
35-44	19%	22%	18%	19%	19%	25%
45-54	13%	12%	13%	19%	13%	4%
55-64	10%	7%	13%	5%	8%	9%
65+	12%	9%	15%	10%	10%	7%
Education						
Grade school or less	18%	17%	20%	17%	19%	18%
Some high school	27%	20%	16%	18%	33%	21%
High school graduate	27%	31%	25%	29%	29%	34%
Trade or technical school	2%	4%	3%	3%	2%	5%
Some college	18%	17%	24%	19%	12%	15%
College graduate	7%	9%	10%	13%	4%	6%
Some post graduate work	0%	1%	1%	0%	0%	1%
Post graduate degree	1%	1%	1%	1%	1%	0%
Base: Total respondents	(300)	(301)	(142)	(144)	(158)	(150)

DEMOGRAPHIC CHARACTERISTICS

	Total		Inglewood		East Los Angeles	
	Pre Pilot Test	Post Pilot Test	Pre Pilot Test	Post Pilot Test	Pre Pilot Test	Post Pilot Test
<u>Number of Children Under 18 Years Old in Household</u>						
None	38%	37%	40%	41%	35%	34%
One	22%	23%	22%	23%	21%	23%
Two	20%	21%	18%	19%	20%	23%
Three	11%	13%	9%	9%	14%	17%
Four	5%	3%	7%	5%	5%	1%
5 or more	4%	3%	4%	3%	5%	2%
<u>Number of Household Members</u>						
One	11%	10%	18%	12%	5%	7%
Two	17%	15%	15%	16%	18%	14%
Three	18%	22%	18%	19%	18%	25%
Four	24%	23%	18%	23%	289%	23%
Five	16%	17%	18%	17%	15%	17%
Six or more	14%	13%	13%	13%	15%	14%
Mean	3.6	3.6	3.5	3.5	3.8	3.8
Base: Total respondents	(300)	(301)	(142)	(144)	(158)	(150)

DEMOGRAPHIC CHARACTERISTICS

Questions:	Total		Inglewood		East Los Angeles	
	Pre Pilot Test	Post Pilot Test	Pre Pilot Test	Post Pilot Test	Pre Pilot Test	Post Pilot Test
<u>Internet Access</u>						
Total with internet access	56%	57%	53%	61%	60%	54%
At home	35%	34%	36%	37%	34%	31%
At work	23%	21%	23%	23%	22%	19%
At school	23%	17%	20%	17%	27%	18%
Somewhere else	26%	30%	28%	33%	25%	27%
<u>Ethnicity</u>						
White/Anglo/Caucasian	3%	3%	4%	4%	2%	2%
Hispanic/Latino/Spanish Origin	78%	81%	59%	64%	95%	97%
Black/African American	16%	15%	33%	30%	0%	0%
Asian/Oriental/Pacific Islander	1%	0%	1%	0%	1%	0%
Native American/Indian	1%	0%	3%	0%	0%	1%
<u>Length of Time Lived in Los Angeles County</u>						
Less than 2 years	4%	3%	1%	3%	6%	3%
2 years to less than 10 years	19%	28%	20%	26%	18%	29%
10 years or longer	77%	70%	79%	71%	76%	68%
<u>Household Income</u>						
Less than \$40,000 per year	58%	70%	56%	66%	59%	74%
\$40,000 or more	20%	19%	23%	22%	19%	17%
Base: Total respondents	(300)	(301)	(142)	(144)	(158)	(150)



Appendix B Questionnaire