

**San Diego County  
Unincorporated Area  
Watersheds:  
Public Awareness  
Telephone Survey Report**

Prepared for

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## **Executive Summary**

San Diego County contains nine Watershed Urban Runoff Management Plans that were developed by the County, the San Diego Unified Port District, and 18 cities in association with requisite National Pollutant Discharge Elimination System permits for discharges of urban runoff.

San Diego County has chosen to conduct a scientifically valid telephone random sample survey of watershed residents concerning their awareness of watershed and water pollution issues. The survey was conducted in the unincorporated areas of 5 of the 9 County watersheds: Santa Margarita, San Dieguito, San Diego River, San Diego Bay, and Tijuana with the objective being to develop effective public education programs based upon the information derived from the survey. A total of 1,360 residents of the watersheds were surveyed, generating margins of error for each watershed of +/-5.9% (with the exception of Tijuana +/-5.8%) and for the overall sample +/-2.7% @ 95% confidence.

This San Diego County Unincorporated Area Watersheds Public Awareness Survey can be divided into 3 essential information components: behavior, attitude and preferences, and knowledge/awareness. That is to say, survey questions either determined some component of the Watershed residents' behavior pertaining to water pollution and urban runoff issues, their attitude about these issues, or their knowledge and awareness about watersheds and water pollution. Demographic information was also obtained for analytical purposes.

### **Resident Behavior**

The population of these watersheds behaves in a manner that is, for the most part, relatively consistent with public policy pertaining to water runoff and pollution. This is not to say that their behavior mirrors public policy precisely and leaves no room for improvement. It is only to indicate that, with certain key exceptions, residents do seem to take care to handle their waste and other refuse with responsibility.

More specifically,

- Within these watersheds, animal waste, pesticides, and drained pool/spa water are disposed of in a manner that is relatively consistent with public policy.
- A large proportion of the population of households in the survey area has undertaken efforts to reduce water usage and to purchase products specifically because they are environmentally safe. On the other hand, lesser numbers have reduced or eliminated their use of fertilizer and fewer still have helped clean up a stream, lake or beach.
- Although there is a substantial amount of task-by-task variability among the watersheds regarding their behavior, Santa Margarita tends to fare well overall in terms of adhering to what is the preferred behavior according to public policy.

There is significant behavioral collinearity among several subgroups. That is, several subgroups, as would be expected, behave similarly either because they have similar characteristics or because they contain the same individuals. The following subgroups tend to behave a like manner on many of the issues discussed:

- Spanish language respondents
- Renters
- Residents of their community for 3 years or less
- Residents with a High School education or less
- Younger age groups

Also similar in their responses are:

- Longer term community residents
- Homeowners
- Older residents
- Residents with higher levels of education

Each of these two subgroup sets has an issue or two where it performs more in line with public policy than the other; however, the latter subgroups do tend to perform in a somewhat more consistent manner with regard to public policy than the former subgroups.

### **Resident Attitudes and Preferences**

Although the majority of the survey was devoted to the two major purposes of knowledge/awareness and behavior, there were questions that also sought to solicit resident attitudes, preferences, and opinions about various aspects of watershed protection.

- Residents were widely split on what the most effective means might be to bring about a decrease in the amount of littering that occurs. Overall, making more public trash cans available was most favored, followed closely by citing and ticketing littering violators and having more community volunteer clean-up days. Public education is viewed as a less effective way to decrease the amount of litter in the community.
- Not to the surprise of any resident of San Diego County, a plurality of residents cited the Pacific Ocean as the most important body of water to their community, with San Vicente Reservoir, Lake Jennings, Sweetwater Reservoir, Otay Reservoir, Mission Bay, and El Capitan Reservoir next in order.

### **Resident Knowledge and Awareness**

Questions were addressed to survey respondents about their knowledge and awareness of watersheds and water pollution issues. Whereas, the behavior component of the survey demonstrated a recognizable level of consciousness about water pollution issues, that

same sensitivity is less evident when knowledge and awareness of water pollution and watershed issues are tested.

Knowledge was especially lacking in the first set of subgroups--newer, younger, lesser educated, Spanish speaking, and renter residents. The consistency shown by these subgroups throughout the survey represents a significant opportunity for the provision of information on a very specific, targeted basis, with considerable chance for success. It is noteworthy, however, that, in the case of knowledge and awareness, Spanish language respondents fared particularly poorly.

Regarding knowledge and awareness of watershed issues, these subgroups were joined on the lower knowledge/awareness scale by female residents of the watersheds, who demonstrated significantly lesser degrees of knowledge and awareness than did men. Santa Margarita residents typically did not demonstrate as much knowledge and awareness as did the other watersheds.

Regarding particular issues:

- Awareness that water that goes down the storm drains goes directly to rivers, bays, and the ocean was high compared to other issues.
- Knowledge of what is a watershed was less than the storm drain issue. Awareness of whether respondents live in a watershed is very lacking, as is, obviously, the ability to name the watershed they live in.
- Television and newspapers are the main media for messages about water pollution. Other media messages reach relatively small sections of the population.
- “We Live Downstream,” “Think Blue,” and “You are the Solution to Water Pollution” are the more recognized water pollution slogans, garnering 36%-44% recognition.
- Residents in the watersheds revealed quite strongly that they were very unaware of hotlines that could be used to report suspicious activities that might affect water quality.

### **Association Between Knowledge and Behavior**

At the core of any public awareness study is an underlying assumption that knowledge leads to positive action—that the more a resident knows about water pollution and watersheds, the more his or her behavior will conform to the standards and policies set to maintain water quality in the region. The assumption makes significant inherent sense; yet merits testing, especially in this survey where Santa Margarita residents scored high on behavior and low on knowledge/awareness.

In each of these watersheds, there is a statistically significant relationship between what an individual knows about watersheds and water pollution and how he or she behaves, and this relationship is such that the more that is known, the more correctly he or she behaves with regard to protecting water quality. The degree of correlation is low-to-

moderate, meaning that there is a relationship, and the relationship is a positive one where knowledge and correct behavior are in lockstep on a low-to-moderate basis.

The degree of association differed by watershed, with the strongest relationship between knowledge and action evidenced in Tijuana and Santa Margarita and the lowest association, by far, being in San Diego River. Inasmuch as Tijuana and Santa Margarita frequently did not fare as well as the other watersheds on many of the knowledge and awareness issues, the stronger associations between knowledge and behavior that are evident in those watersheds indicates that public awareness campaigns in those areas can prove to be significantly beneficial.

## **Introduction and Methodology**

San Diego County contains nine Watershed Urban Runoff Management Plans (WURMPs) that were developed by the County, the San Diego Unified Port District, and 18 cities in association with requisite National Pollutant Discharge Elimination System (NPDES) permits for discharges of urban runoff.

Each WURMP must include activities that comply with all components of these permits. These WURMP activities are to include the development of a watershed-based public education program based upon sound social science and are to be supportive of the promotion and fostering of sustainable urban runoff management behavior.

San Diego County, as a Copermittee, has chosen to conduct a scientifically valid telephone random sample survey in the unincorporated areas of the Santa Margarita, San Dieguito, San Diego River, San Diego Bay, and Tijuana watersheds, with the following objectives:

- Obtain scientifically reliable and sufficiently robust results to establish a baseline level of knowledge among residents of the watersheds, with a margin of error within each watershed not to exceed +/- 6% @ 95% confidence;
- Determine the extent to which behaviors have been altered among activities that are known to cause water pollution and the cause of such behavioral changes;
- Obtain demographic data about the populations of the watersheds for use in descriptive analysis and crosstabulations of data that will result in optimally targeted and tailored public awareness programs.

Rea & Parker Research, through its principal, Richard A. Parker, Ph.D., Professor, School of Public Administration and Urban Studies—San Diego State University plus Douglas Coe, Director of the Social Science Research Laboratory (SSRL)—San Diego

State University, and Catherine Happersett, Research Director of SSRL were selected as the consultants to conduct this research.

### **Sample**

It was determined to randomly sample by telephone a minimum of 270 respondents in each watershed in order to secure a margin of error not to exceed +/-6% @ 95% confidence. This figure represents the widest interval that occurs when the survey question represents an approximate 50%-50% proportion of the sample. When it is not 50%-50%, the interval is somewhat smaller. For example, in the survey findings that follow, 57% of the Tijuana watershed households surveyed typically measure the amount of pesticides they use instead of estimating the amount. This means that there is a 95% chance that the true proportion of the Tijuana watershed population that actually measures their pesticides is between 51% and 63% (57% +/- 6%). Ultimately, a total of 1,360 residents of the two watershed were surveyed—271 respondents from the Santa Margarita watershed, 271 respondents from San Dieguito, 273 from San Diego River, 272 from San Diego River, and 273 from Tijuana. Margins of error were +/-5.9% for each watershed (with the exception of Tijuana's +/-5.8%) and for the overall sample +/-2.7% @ 95% confidence).

Random samples were selected by random digit dialing from the zip codes listed on the chart on the succeeding page and allocated as shown on the chart for each watershed. The survey response rate was 38%, based upon completed interviews in comparison to all eligible (and estimated to be eligible) phone numbers, including busy signals, answering machines, call backs, and no answers. Among those eligible respondents actually contacted, the participation/cooperation rate was a strong 89%.

### **Survey Instrument**

The survey instrument contained 36 questions, including 65 individual survey items (variables). The survey was pretested June 24-26, 2003 and formally administered July



## San Diego County Unincorporated Area Watersheds Survey

### Zip Code Assignment for the Five Watershed Regions

**1-Santa Margarita** watershed was 100% sampled from **92028** (includes *San Luis Rey* watershed residents)

2-San Dieguito	3-San Diego River	4-San Diego Bay	5-Tijuana
<b>92025</b> (30%)	<b>91901*</b> : north of I-8 or South Grade Road, including Alpine but <u>not</u> The Willows or Viejas Indian Reservation	<b>91901**</b> : south of I-8 but <u>north</u> of Japatul Valley and Lyons Valley Road, also including The Willows and Viejas Indian Reservation	<b>91901*</b> : south of Japatul Valley and Lyons Valley Road
<b>92065**</b> : elsewhere in the zip code (northwest of the intersection of San Vicente Road and Wildcat Canyon)	<b>92019*</b> : west of Singing Hills Country Club <u>and</u> north of Dehesa Road	<b>91902</b> (80%)	<b>91905</b> (50%): west portion of zip code, including the communities of Live Oak Springs and Tierra Del Sol but <u>not</u> Manzanita or Boulevard
<b>92067</b> (50%): south of Del Dios Hwy, Paseo Delicias and Linea Del Cielo	<b>92021**</b> : north of La Cresta Road and Mt. View	<b>91916</b>	<b>91906</b>
<b>92070</b> (80%): west of Highways 79 and 76, including the communities of Santa Ysabel and Mesa Grande	<b>92040</b>	<b>91917*</b> : northwest portion of the zip code, including the communities of Dulzura and Engineer Springs	<b>91917**</b> : southeast portion of the zip code, including Barrett Junction
<b>92127</b> (35%)	<b>92065*</b> : south or east of the intersection of San Vicente Road and Wildcat Canyon, including the communities of San Diego Country Estates, Barona Mesa and Fernbrook	<b>91935</b>	<b>91931</b>
		<b>91941</b> (40%)	<b>91948</b>
		<b>91977</b>	<b>91962</b>
		<b>91978</b>	<b>91963</b>
		<b>92019**</b> : elsewhere in the zip code	<b>91980</b>
		<b>92021*</b> : south of La Cresta Road and Mt. View, including the communities of Crest and Harbison Canyon	

**NOTES:** A total of **24** zip codes were sampled. Excluded zip codes included **91914**, **91915**, **92020**, **92036**, **92027** and **92173** (a zip code was excluded because the estimated proportion of the population residing within the five unincorporated area watersheds was too small to include in the sample, i.e., less than 5-10%).

\* = indicates a shared zip code between two or more watersheds; shared zip codes required respondent clarification of boundaries per the table above; \*\* = indicates the watershed in which the majority of that shared zip code's population resides and was the default if the respondent was unable to clarify the boundaries above.

##% = indicates the approximate percent of the zip code that is included in the watershed for those zip codes which are not completely within the sampled area (and also indicates the proportion of that zip code's population that was included in the list of randomly generated telephone numbers).

1-August 6, 2003. Mean survey administration time was 12.8 minutes per respondent.

The survey instrument was administered in both English and Spanish. A copy of each is attached in the Appendices. Overall, 102 respondents elected to respond in Spanish (7.5% of the total sample). In the San Dieguito and Santa Margarita watershed areas, 35 respondents (12.9% of each) chose to respond in Spanish; in Tijuana 13 respondents (4.8%) chose the Spanish version; San Diego Bay (10 respondents—3.7%) and San Diego River (9 respondents—3.3%) followed in order. This number of respondents indicates a +/-10% margin of error for findings pertaining specifically to Spanish language respondents.

### **Respondent Characteristics**

**Table 1** presents certain demographic characteristics of the survey respondents. The table presents the data for each watershed and for all watersheds combined. Such an aggregation requires that the data be weighted inasmuch as the sample was drawn approximately equally from each watershed but that the population of the watersheds is not equal. According to the Year 2000 United States Census, the population of residents age 18 and over in each watershed is as follows:

Santa Margarita	31,373
San Dieguito	39,693
San Diego River	75,815
San Diego Bay	121,817
Tijuana	5,611

Therefore, respondents in the combined watershed data are weighted to accommodate these differing populations, thereby producing combined watershed information that is proportional to the actual distribution of the population by watershed. The weights assigned were as follows:

Santa Margarita	.574
San Dieguito	.726
San Diego River	1.377
San Diego Bay	2.220
Tijuana	.102

Data in the report that pertains to the watersheds, individually, are not weighted—they are provided directly from the survey data output. The weighting procedure applies not only to **Table 1** but also to all tables and charts throughout the balance of this report.

Survey respondents had a median age of 50.3 years and have lived in their community for a median of 12 years. More than three-fourths of the respondents (76%) are homeowners, 84% have responsibility for maintaining a lawn or outdoor garden, and 32% have a swimming pool or spa. Dogs are owned by 54% of respondents and 18% have some form of livestock. Among these respondents, approximately one-third (34%) possesses at least a Bachelor's Degree.

The individual watershed respondent populations demonstrate substantial similarities to one another in many of the demographic characteristics identified by the survey, particularly with regard to age, years lived in the community, and responsibility for a lawn or outdoor plants. San Dieguito (69%) and Santa Margarita (71%) demonstrate lower rates of home ownership than the other watershed areas. Pools and spas are most frequent in San Diego Bay and San Diego River (35% each); whereas, Santa Margarita (21%) and Tijuana (22%) have the fewest. Santa Margarita also has fewer households with dogs and livestock (43% and 12%, respectively), while Tijuana is notably high (67% and 28%) in those features. San Diego Bay has the highest proportion of college graduates (38%) and Tijuana the lowest (21%).

**Table 1** also presents demographic characteristics for the Spanish language respondents to the survey, also weighted by watershed population. As would be expected, the respondents who preferred to be interviewed in Spanish are younger than the general respondent population (median of 35.0 years versus 50.3 years), have been in the community for a shorter period of time (7.0 years versus 12.0), and are of lesser educational attainment (7% Bachelor's Degree or above versus 34% for the overall population). Home ownership, dog ownership, pool/spa availability, livestock, and lawn/outdoor plant responsibility are also significantly lower for Spanish language respondents.

**Table 1  
Respondent Characteristics**

	<b>Combined Watersheds (weighted) n=1,360</b>	<b>Santa Margarita (unwght) n=271</b>	<b>San Dieguito (unwght) n=271</b>	<b>San Diego River (unwght) n=273</b>	<b>San Diego Bay (unwght) n=272</b>	<b>Tijuana River (unwght) n=273</b>	<b>Spanish Language Respondents (weighted) n=102</b>
Gender							
Male	50%	49%	50%	50%	50%	50%	55%
Female	50%	51%	50%	50%	50%	50%	45%
Median Age (Years)	50.3	48.9	49.1	50.7	50.7	49.9	35.0
Median Number of Years Lived in Community	12	10	12	12	14	10	7
Home Ownership Percentage	76%	71%	69%	77%	80%	78%	21%
Pool/Spa	32%	21%	28%	35%	35%	22%	11%
Responsible for Lawn/Outdoor Plants	84%	83%	82%	84%	85%	82%	63%
Dog Owner	54%	43%	56%	56%	54%	67%	19%
Horses/Other Livestock	18%	12%	24%	17%	17%	28%	12%
Language of Interview							
English	94%	87%	87%	97%	96%	95%	0%
Spanish	6%	13%	13%	3%	4%	5%	100%
Highest Grade/Level of School Completed							
High School or Less	21%	29%	28%	21%	15%	26%	83%
Some College	45%	37%	37%	50%	47%	53%	10%
Bach. Degree	13%	16%	17%	9%	14%	10%	5%
Some Grad. School	21%	18%	18%	20%	24%	11%	2%

## Survey Findings

The findings from the San Diego County Unincorporated Area Watersheds Public Awareness Survey can be divided into three essential information components: behavioral, attitudinal, and knowledge/awareness. That is to say, other than the characteristics depicted in **Table 1**, all further survey questions either determined some component of the watershed residents' behavior pertaining to water pollution and urban runoff issues, their attitude about these issues, or their knowledge and awareness about watersheds and water pollution. The balance of this report will address these three components in detail, beginning with the behavioral component.

Charts have been prepared for each of these components that depict the survey results for the combined, weighted watersheds and for all of the individual watersheds. Each component will include a discussion of the findings from the weighted combined watersheds; however, the individual watersheds will not be discussed beyond the charts unless they differ from the overall in a statistically significant manner. This means that, when there is no discussion of the individual watersheds, there is no statistical difference between them, individually, and the overall weighted total distribution. Detailed statistical frequency distributions and lists of open-ended responses to survey questions are contained in the Appendices.

Lastly, subgroup analyses for Spanish language interviewees, different age groups, various levels of education, gender, home ownership/rental status, and residential tenure in the community will be presented in a boxed and bulleted format when statistical significance and relevance warrants such treatment.

### **Resident Behavior**

***SUMMARY:*** *The population of these watersheds behaves in a manner that is, for the most part, relatively consistent with public policy pertaining to water runoff and pollution. This is not to say that their behavior mirrors public policy precisely and*

*leaves no room for improvement. It is only to indicate that, with certain key exceptions, they do seem to take care to handle their waste and other refuse with responsibility.*

*Although there is a substantial amount of task-by-task variability among the watersheds regarding their behavior, Santa Margarita tends to fare well overall in terms of adhering to what is the preferred behavior according to public policy.*

*There is significant behavioral collinearity among several subgroups. That is, several subgroups, as would be expected, behave similarly either because they have similar characteristics or because they contain the same individuals. For example, if low-income respondents and renters behave similarly, that would not be unexpected because the same individuals are likely members of both groups. With that having been said, the following subgroups tend, in the analysis that follows, to behave in a like manner on many of the issues discussed:*

- *Spanish language respondents*
- *Renters*
- *Residents of their community for 3 years or less*
- *Residents with a High School education or less*
- *Younger age groups*

*Also similar in their behavioral responses were:*

- *Longer term community residents*
- *Homeowners*
- *Older residents*
- *Residents with higher levels of education*

*Each set of subgroups has an issue or two where it performs more in line with public policy than the other; however, the latter subgroups do tend to perform in a somewhat more consistent manner with regard to public policy than the former subgroups.*

Throughout the survey area, among the 84% of households with lawns or outdoor plants, 73% of those households (61% of all households) are responsible themselves for the maintenance of their lawn or outdoor plants, with 94% of Tijuana households with lawns/outdoor plants having such responsibilities compared to only 63% of Santa Margarita households (**Chart 1**). Use of professional gardening services is most prevalent in Santa Margarita (6% exclusively and 31% in conjunction with resident maintenance).

When watering their lawns after fertilizing, 81% indicate that excess water neither hits

the pavement nor runs off of their lawn or plant area (**Chart 2**). Tijuana residents are strongest in this regard at 90%.

Pesticides, herbicides, or fungicides are used on lawns, plants, gardens, or otherwise outside the house by 58% of watershed residents (**Chart 3**), with San Diego River using them most (63%) and Tijuana least (45%). Among the 58% who use pesticides, professional pest control services are employed by 29%--or 17% of the total population (**Chart 4**). Tijuana residents are particularly low in professional pest control service use (4%).

Subgroups that use pesticides, herbicides, fungicides outside their homes to a lesser degree than do other groups are as follows:

- Spanish language respondents (34%) vs. English language respondents (60%)
- Renters (42%) versus Homeowners (64%)
- Ages 18-34 (47%) versus Ages 35 and over (62%)
- Residents with a High School education or less (49%) vs. Some College or more (62%)

Frequently, after use of pesticides by those who do not use a professional service, there are no pesticides left over (51%), and of the remaining 49%, 19% is put into the trash and 13% is taken to a waste site (**Chart 5**). Tijuana residents make greater use of trash disposal (28%) and less use of waste sites (8%) than the other watersheds. Santa Margarita makes the most use of waste sites (19%). Instructions for using pesticides are followed very carefully by 63% of those residents who use them without professional help (**Chart 6**), especially in San Diego Bay (68%) and Santa Margarita (67%) and less so in San Diego River (54%). Pesticides that require some preparation prior to application are dominantly measured for use (63%) in contrast to estimating the amount to be utilized (19%), with 18% unsure of which method their household tends to apply (**Chart 7**). Estimating the amount to use is highest in San Diego River (28%) and lowest in Santa Margarita (13%).

Waste Sites are used more for left over pesticides by:

- Ages 45-54 (21%) vs. all other ages (9%)
- Men (16%)—Women use trash disposal more often (21%)
- Community residents for 10 years or more (15%) vs. less than 10 years (9%)

Insect control is accomplished through a combination of traditional and alternative/less toxic methods, such as baits, traps, soaps, or oils. Alternative methods are used in 16% of the watershed households and in combination with traditional pesticides in another 41% of households (**Chart 8**). Traditional pesticides are used in 37% of the watershed households. Santa Margarita is most inclined toward alternative methods (17% alternative, 44% combination, 26% traditional) and San Dieguito least (18% alternative, 33% combination, 39% traditional). Among those using traditional pesticides or combining traditional and alternative methods, the most important reason they cite for doing so is speed of results (39%), followed by potential toxic side effects (30%)—**Chart 9**. Toxic side effects are considerably less important in San Dieguito (22%), and speed of results matters less in Santa Margarita (34%).

The subgroups most likely to follow pesticide instructions very carefully are:

- Spanish language respondents (80%) vs. English language (62%)
- Ages 45-54 (70%) vs. all other age groups (60%)

Subgroups that tend to measure, rather than estimate, pesticides when using them are:

- Graduate school education (72%) vs. Bachelor's Degree or less (60%)
- Ages 45-54 (71%) vs. all other age groups (60%)

Traditional pest control products are used more frequently by:

- Spanish language respondents (61%) vs. English language respondents (37%)
- Men (43%) vs. Women (31%)
- Ages 25-44 (43%) vs. all other age groups (35%)

The choice of pest control method is driven more by speed of results for men (43%) and by toxic side effects for women (40%).

Among the households with pools and/or spas (32%--**Table 1**), 31% employ a professional pool service to maintain their pool or spa (**Chart 10**). There is a significant difference in the use of professional pool care, with 36% of San Diego River pool/spa households and 33% of San Diego Bay households utilizing professional pool/spa services in contrast to only 7% of Tijuana households. Those who take care of the pool or spa themselves tend, quite strongly, not to use algaecide (65%--**Chart 11**). Use of algaecide is most prevalent in the San Diego River watershed (38%).



As indicated in **Table 1**, over one-half of the residents of these watersheds are dog owners. When asked the extent to which they pick up their dog's droppings when taking their dog for a walk, 61% indicated that they always pick up after their dog and another 11% indicated that they usually do (**Chart 12**). These proportions were lower in Tijuana (54% always and 8% usually), with 20% never picking up in Tijuana versus only 11% never picking up in San Diego River.

Predominant subgroups that indicated that they always pick up their dog droppings are as follows:

- Ages 25-34 (91%) vs. all other age groups (59%), especially 18-24 (52%)
- Renters (73%) vs. Homeowners (60%)
- Community residents of 3 years or less (70%) vs. 20+ year residents (56%)

Among those who pick up their pet's waste, 75% said that they discard it in the trash and 9% compost it (**Chart 13**). In Tijuana and Santa Margarita, 65% and 69%, respectively, discard dog waste in the trash and 20% (for each) compost it. In contrast, San Diego River (81%) and San Dieguito (78%) use the trash more for discard purposes and compost less (9% and 6%, respectively). Livestock waste, among the few with livestock (**Table 1**), on the other hand, is generally used as fertilizer or composted (25% each)—**Chart 14**.

For a final behavioral question, respondents were asked if they had done any in a series of activities during the past 12 months that can be characterized as protective of water quality and/or the region's environment. A large proportion of the population of households in the survey area (85%) has undertaken efforts to reduce water usage (**Chart 15**), and 64% of the households have purchased products specifically because they are environmentally safe. On the other hand, lesser numbers have reduced or eliminated their use of fertilizer (30%) and fewer still have helped clean up a stream, lake or beach (18%). On almost all activities, San Dieguito is the weakest participant, and Santa Margarita residents are typically at or near the top in participating in these endeavors.

Homeowners tend to have done the following in the past 12 months more than have renters

- Reduced use of polluting product (41% homeowners vs. 32% renters)
- Reduced water use (87% vs. 80%)
- Purchased environmentally safe products (66% vs. 55%)

Age differences in behaviors are as follows:

- Ages 45-64 have reduced their use of polluting products (45%) more than have those who are 25-34 (29%)
- Ages 45-54 have reduced their use of pesticides (47%) more than have all other age groups (36%)
- Ages 35-54 have eliminated or reduced their use of fertilizer (34%) more than have all other age groups (27%)
- Those over 65 demonstrate a relatively low participation in beach, stream, and lake cleanup (7% versus 22% for ages 25-64)
- Ages 18-24 have reduced their water use to a lesser degree (75%) than have other age groups (86%)
- Ages 45-64 have purchased environmentally safe products (72%) more than have the other age groups (57%)

Women have done the following more than have men

- Reduced use of polluting product (43% women vs. 36% men)
- Reduced use of fertilizer (33% vs. 28%)
- Purchased environmentally safe products (70% vs. 57%)

Spanish language respondents are low in the following activities:

- Reduced use of polluting product (28%)
- Reduced use of pesticides (31%)
- Purchased environmentally safe products (41%)

Those with Bachelor's Degrees and above purchased environmentally safe products (72%) more than did those with a High School education or less (50%)

### **Resident Attitudes and Preferences**

***SUMMARY: Although the majority of the survey was devoted to the two major purposes of knowledge/awareness and behavior, there were a few questions that also sought to solicit resident attitudes, preferences, and opinions about various aspects of watershed protection. This section of the report will summarize this attitudinal component of the survey, particularly as these attitudes impact issues pertaining to watershed awareness and behavior.***

Residents were widely split on what the most effective means might be to bring about a decrease in the amount of littering that occurs (**Chart 16**). Overall, making more public trash cans available was most favored (28%), followed closely by citing and ticketing littering violators (25%) and having more community volunteer clean-up days (22%). San Diego River, Tijuana, and San Dieguito took a more “hard line” tack, favoring tickets more than additional trash cans.

The following differences by subgroup are noteworthy:

- More trash cans was strongly supported by the 35-44 age group (39%) vs. 28% overall
- More community cleanup days received strongest support from ages 55-64 (26%) vs. 22% overall
- Citing and ticketing violators was favored by the 45-54 age group (31%) vs. 25% overall
- Education received its strongest support from those ages 65 and over (11%) vs. 6% overall

Residents were also asked what bodies of water they considered to be important parts of their community. They were provided the opportunity to name up to two such bodies of water. Not to the surprise of any resident of San Diego County, a plurality of residents cited the Pacific Ocean 29% (**Chart 17**), with San Vicente Reservoir (12%), Lake Jennings (9%), Sweetwater Reservoir (9%), Otay Reservoir (7%), Mission Bay (7%), and El Capitan Reservoir (6%) next in order. Many residents cited a widespread selection of other bodies of water (70%), including Lake Murray, Morena Reservoir, Sutherland Reservoir, San Diego Bay, and the San Diego River (each with 5%), and another 26% thought that no body of water was important to their community. Obviously, the individual bodies of water cited as important differ considerably by watershed (**Charts 18-22**), with even the ocean and beaches varying from a high of 37% in Santa Margarita to a low of 17% in the Tijuana watershed.

For recreational purposes, the Pacific Ocean was again cited as the body of water visited most often (40%), followed distantly by Mission Bay (7%), San Diego Bay (5%), Lake Murray (3%) and Cuyamaca Reservoir (3%)—**Chart 23**. Among these residents, more than one-fourth (27%) does not visit any water body for recreational purposes. Again,

amid the variation of individual water bodies among watersheds (**Charts 24-28**), the Pacific Ocean is a less important recreational site for Tijuana residents (28%) and more important to Santa Margarita (52%). The type of recreational activity that these watershed residents most enjoy (**Chart 29**—respondents could select more than one response) at these locations is swimming/water skiing/jet skiing/surfing (37%) and non-water activities, such as sightseeing, hiking, and biking (30%). Swimming, surfing, and jet skiing are particularly popular recreational activities in Santa Margarita (59%) and are much less popular in Tijuana (34%), where fishing is a particularly significant activity (39%).

A large proportion of Spanish language respondents indicated that they visit no body of water for recreational purposes (39%)

### **Resident Knowledge and Awareness**

***SUMMARY:*** *Questions were addressed to survey respondents about their knowledge and awareness of watershed and water pollution issues. Whereas, the behavior component of the survey demonstrated a recognizable level of consciousness about water pollution issues, that same sensitivity is less evident when knowledge and awareness of water pollution and watershed issues are tested.*

*Knowledge was especially lacking in the first set subgroups--newer, younger, lesser educated, Spanish speaking, and renter residents. The consistency shown by these subgroups throughout the survey represents a significant opportunity for the provision of information on a very specific, targeted basis, with considerable chance for success. It is noteworthy, however, that, in the case of knowledge and awareness, Spanish language respondents fared particularly poorly.*

*Regarding knowledge and awareness of watershed issues, these subgroups were joined on the lower knowledge/awareness scale by female residents of the watersheds, who demonstrated significantly lesser degrees of knowledge and awareness than did men. Santa Margarita residents typically did not demonstrate as much knowledge and awareness as did the other watersheds.*

Questions that probed the knowledge and awareness of residents of these watersheds about water pollution issues took one of two general approaches: 1) specific knowledge-based questions about watersheds and water pollution; 2) awareness of public information about watersheds and water pollution. As to the first of those approaches—

specific knowledge about watersheds and water pollution, 55% of the residents indicated correctly that they thought that water that goes down the storm drains goes directly to rivers, bays, and the ocean (**Chart 30**). Another 14% answered incorrectly that it goes to a sewage treatment plant or “someplace else” (11% and 3%, respectively), and 32% were not certain what the correct answer was. Santa Margarita fared less well on this question (48% indicating that the water goes directly to rivers, bays, or the ocean).

Subgroups that demonstrated the poorest levels of knowledge regarding where water runoff flows were as follows:

- Spanish Language respondents (18% correct—directly to rivers, bays, ocean--and 51% unsure. General population pattern reversed 55% correct and 32% unsure). A large number of Spanish language respondents thought that storm drain water goes to treatment plants (29%).
- Ages 18-24 (31% correct versus 45-64 63%)
- Renters (36% correct versus Homeowners 61%--majority of difference is in “unsure” not incorrect response)
- High School or less (37% correct versus 55% for Some College, 61% for Bachelor’s Degree, and 70% for Graduate School)
- Women (46% correct versus Men 64%)--majority of difference is in “unsure” not incorrect response)

Respondents were also asked to select the correct definition of a watershed from four choices offered to them: 1) an area that retains water like a swamp or a marsh (incorrect); 2) a land area that drains into a specific water body (correct); 3) a water intake area that feeds a water treatment plant (incorrect); 4) none of the above (incorrect). **Chart 31** shows that 46% of all of these watershed residents were able to correctly define a watershed, with the balance of responses fairly evenly split among the other three answers and an “unsure” response. San Diego River residents were more familiar with the correct definition of a watershed (52%) in contrast, particularly, to Santa Margarita, where 38% knew the correct definition. When asked if they lived in a watershed, 56% of the residents of all watersheds incorrectly responded that they did not, with only 25% correctly responding in the affirmative (**Chart 32**). Tijuana (32%) and San Diego Bay (27%) residents were more aware that they live in a watershed than the other areas, especially Santa Margarita (20%).

Subgroups that demonstrated the poorest ability to define a watershed were:

- Spanish language respondents (15% correct)
- Ages 18-34 (29% correct versus 40% for ages 35-44 and 67% for ages 45 and over)
- Renters (29% correct versus Homeowners 52%)
- High School or less (34% correct versus 47% for Some College or Bachelor's Degree and 58% for Graduate School)
- Women (40% correct versus Men 53%)
- Community residents of less than 10 years (40%)

Subgroups that were least correct in identifying whether or not they lived in a watershed were:

- Spanish language respondents (5% correct)
- Ages 18-24 (6% correct versus 36% for ages 65 and over)
- Renters (12% correct versus Homeowners 29%)
- Women (16% correct versus Men 34%)
- Community residents for less than 3 years (17% versus 31% for 20 years or more)
- High School or less (18% correct versus 37% for Graduate School)

Among those 25% who believe that they do live in a watershed, a substantial plurality (42%) was unsure what was the name of their watershed (**Chart 33**). Within Santa Margarita 26% of the 20% who correctly said that they lived in a watershed (5% of the total watershed population) did, in fact, identify Santa Margarita as the name of their watershed. Another 35% of the 20% (7% of the total) provided a variety of names, foremost among which was San Luis Rey.

Within the San Diego River watershed, 24% of 24% (6% of the total) identified San Diego River as the name of their watershed. Another 33% of the 24% (8% of the total) provided a variety of names, foremost among which was San Vicente. Regarding San Dieguito, 12% of 24% (3%) correctly named their watershed. The proportions of correct responses for San Diego Bay and Tijuana were insignificant. “Unsure” responses represented the majority for both San Diego Bay and Tijuana residents.

Telephone hotlines exist for residents to report activities that may adversely affect water quality. When asked if they knew about them, residents in the watersheds revealed quite strongly that they were not aware of this service, with 74% never having heard of them, 23% having heard of them but never used them, and only 1% having made any use of them at all (**Chart 34**). Knowledge of hotlines is particularly lacking in Santa Margarita, where 80% of the residents have never heard of them.

Subgroups least familiar with the water pollution hotlines are:

- Ages 65+ (86% not familiar) versus under age 65 (72%)
- Women (82% not familiar) versus Men (69%)

Spanish language respondents indicated that they were more familiar with water pollution hotlines than other groups in that 34% indicated that they had heard of the hotlines, including 3% that had actually used them.

The second awareness/knowledge approach undertaken by the study was to identify resident familiarity with messages and information about watersheds and water pollution. Survey respondents were asked if they had seen, heard or read anything during the past year about preventing storm water runoff pollution, and 71% of the watershed residents replied that they had (**Chart 35**), particularly in the San Diego River watershed (77%) and not as much in Tijuana (60%) and Santa Margarita (64%).

Subgroups most familiar with these messages are:

- Ages 45-64 (77%) vs. all other age groups (67%)
- Community residents for 10 years or more (76%) vs. less than 10 year residents (65%)
- Homeowners (77%) vs. Renters (55%)
- Men (75%) vs. Women (69%)
- Bachelor's Degree and above (73%) vs. Some college or less (68%)

Spanish language respondents were very unfamiliar with these messages, with only 44% having heard or seen them.

These messages are overwhelmingly noticed in two media, in particular—63% have seen

messages on television and 38% have read about runoff pollution in newspapers (**Chart 36**). Curb signs and radio follow at 15% and 14%, respectively. Other responses also garnered 10% of the responses and can be characterized in part by the following responses: community events, Internet, classes, and magazines.

Newspapers are more important sources of information in Santa Margarita (49%) and Tijuana (42%). Television is a powerful communication medium in San Diego River (67%).

Statistically significant differences among subgroups pertaining to media are as follows:

- Newspapers are more powerful media among longer-term residents than shorter term ones (41% of those who have resided in the community for 10 years or more have seen messages in newspapers in contrast to 32% of those under 10 years in the community).
- Homeowners have seen messages in newspapers (42%) more than have Renters (21%)
- Residents with Bachelor's Degrees and above have, not unexpectedly, received information from newspapers more than those with less education (47% vs. 32%)
- Those residents age 45 and over receive this information more from newspapers than do other age groups (45% versus 24% for ages 25-44 and 13% for ages 18-34)
- Only 13% of Spanish language respondents obtained this information from newspapers.
- 74% of Spanish language respondents obtained this information from television, 14% from friends and family, and 12% from posters and flyers.

Six water pollution public education slogans, four correct ones and two fabricated for the survey, were posed to respondents, who were asked if they recognized them. Recognition was greatest for “We Live Downstream” (44%), “Think Blue” (37%), “You are the Solution to Water Pollution” (36%) and “Only Rain in the Storm Drain” (20%)—the four correct slogans (**Chart 37**). The two incorrect slogans—“Keep our Lawns Green” and “Keep Our Drains Squeaky Clean” were thought to be “recognized” by 19% and 15% of the watershed residents, respectively. San Diego Bay’s recognition of “We Live Downstream” (49%) and San Diego River’s recognition of “Think Blue” (40%) were significantly greater than demonstrated in Santa Margarita (33% and 30%,



respectively) and in Tijuana (39% and 34%). Conversely, Santa Margarita was notably high in its erroneous recognition of the fabricated slogans.

Spanish language respondents had particular difficulty with this part of the survey, demonstrating very high recognition percentages for both of the fabricated slogans (39%--“Keep Our Drains Squeaky Clean” and 46%--“Keep Our Lawns Green”) and very low percentages for the two most recognized ones (14%--“We Live Downstream” and 25%--“Think Blue”). The language and literacy problems apparently loom very large here.

In order to attempt to control for the errors made on the two fabricated slogans, all 376 respondents who indicated that they recognized either one of the fabricated slogans were eliminated from this question entirely and recognition percentages were re-determined. That is to say, the effect of pure guessing was attempted to be removed. After having removed the guesses, **Table 2** reflects two sets of percentages for those residents who are more likely to recognize the slogan and are less likely to be offering a guess—one percentage includes the “guessers” as incorrect answerers (assuming that because they were incorrect on the fabricated slogans, they did not really know these to be correct either) and the other percentage, which is higher, eliminates the “guessers” from the base, treating them as non-responses, not knowing whether they actually knew or guessed. The most significant impact was upon “You Are the Solution to Water Pollution,” which lost 6%-14% of its recognition from **Chart 37**. The other three lost only 1%-3% when the guessers are eliminated, indicating that those slogans attracted fewer guesses than did “You Are the Solution to Water Pollution.”

<b>Table 2</b>		
<b>Recognition of Correct Public Education Slogans (Controlling for Incorrect Answers to Fabricated Slogans)</b>		
Slogan	% Assuming “Guessers” to be Incorrect Responses	% Treating “Guessers” as Non-Responses
We Live Downstream	31%	43%
Think Blue	25%	35%
You are the Solution to Water Pollution	22%	30%
Only Rain in the Storm Drain	11%	16%

Using the corrected recognition percentages from **Table 2** that treat the guesses as non-responses, the following subgroup differences are worthy of note:

- Homeowners recognize “We Live Downstream” more than do Renters (45% versus 38%)
- “We Live Downstream” is recognized more by community residents of 10-19 years (55%) than by those who have been residents for less than 10 years or more than 20 years (39%)
- “We Live Downstream” is recognized more by the 45-54 age group (53%) than by those 65 and over (24%)
- Those with Some College and Bachelor’s Degrees recognize “Think Blue” (37%) more than those with less or more education (32%)
- “You are the Solution to Water Pollution” is recognized most by community residents of 10 years or more (35%).
- Men demonstrate a somewhat greater recognition of “Only Rain in the Storm Drain” than do women (18% vs. 14%).

### **Association Between Knowledge and Behavior**

At the core of any public awareness study is an underlying assumption that knowledge leads to positive action. That is to say, the more a resident knows about water pollution and watersheds, the more his or her behavior will conform to the standards and policies set to maintain water quality in the region. The assumption makes significant inherent sense; yet merits testing, especially in this survey where Santa Margarita residents scored high on behavior and low on knowledge/awareness.

As such, a test of association was designed for this study where knowledge was defined as correct responses to questions on the survey concerning the following: (NOTE: survey question reference in parentheses—“correct” answer(s) follow dashes)

- what happens to the water that goes into the gutters and storm drains (q11--1)
- correct recognition of slogans (q14—parts 1, 3, 4, 6—1.....parts 2, 5--2)
- heard of hotlines (q16—2, 3)
- definition of watershed (q19--2)
- live in a watershed (q20--1)

Correct behavior was defined as the following question/answer combinations:

- lawn sprinkler over spray (q1c—4)
- use pesticides (q2—2)
- dispose of leftover pesticides (q2b—4)
- follow pesticide instructions (q2c—1, 2)

- measure pesticide (q2d—1)
- traditional/alternative insect control (q3—2, 4)
- pick up dog droppings on walk (q6a—1, 2)
- dispose of pet waste (q6c—1, 2)
- reduced/eliminated polluting product (q21-1—1)
- reduced/eliminated pesticides (q21-2—1)
- reduced/eliminated fertilizer (q21-3—1)
- helped clean up stream, lake, beach (q21-4—1)
- reduced water usage (q21-5—1)
- purchased environmentally safe products (q21-6—1)

The frequencies of “correct” responses to the knowledge and behavior questions are shown in **Table 3** and **Table 4**. The mean number of correct knowledge responses (**Table 3**) given by residents of all watersheds was 4.54 questions, with the greatest number of respondents answering 4 or 5 questions correctly, and the mean number of correct behavioral responses (**Table 4**) was 4.94, with the greatest number of respondents answering 5 correctly.

<b>Table 3</b> <b>Number of Watershed Knowledge Questions Answered Correctly</b>		
Number of Correct Responses	f	%
0	4	0.3
1	34	2.5
2	166	12.2
3	235	17.2
4	253	18.6
5	255	18.8
6	206	15.2
7	109	8.0
8	73	5.4
9	21	1.6
10	4	0.3
11	0	0.0
Total	1,360	100.0

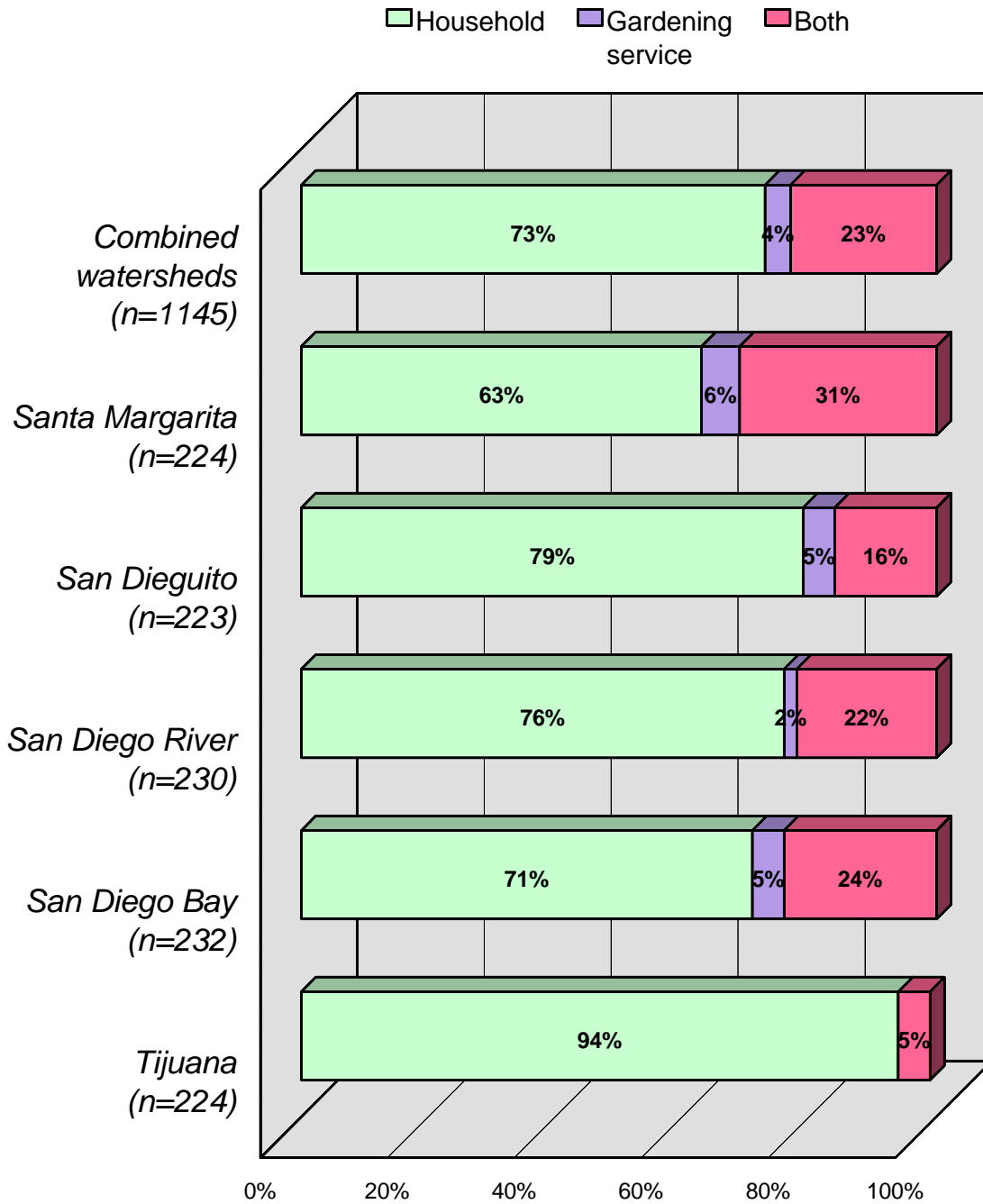
Pearson’s r measure of association was used to test the relationship between knowledge and behavior. Pearson’s r was determined to be statistically significant and measured at +.20, which is characterized as a “low-to-moderate” positive association. This means that there is a statistically significant relationship between what an individual knows about watersheds and water pollution and how he or she behaves, and this relationship is such that the more that is known, the more correctly he or she behaves with regard to protecting water quality. The degree of correlation is low-to-moderate, meaning that there is a relationship, and the relationship is a positive one where knowledge and correct behavior are in lockstep on a low-to-moderate basis.

<b>Table 4 Number of Watershed Behavioral Questions Answered Correctly</b>		
Number of Correct Responses	f	%
0	18	1.3
1	47	3.5
2	125	9.2
3	178	13.1
4	201	14.8
5	254	18.7
6	198	14.5
7	174	12.8
8	89	6.6
9	51	3.8
10	18	1.3
11	5	0.4
Total	1,360	100.0

The degree of association differed by watershed, with the strongest relationship between knowledge and action evidenced in Tijuana (+.27) and Santa Margarita (+.26) and the lowest association, by far, being in San Diego River (+.14). Inasmuch as Tijuana and Santa Margarita frequently did not fare as well as the other watersheds on many of the issues addressed in the Resident Knowledge and Awareness section of this report, the stronger associations between knowledge and behavior that are evident in those watersheds indicates that public awareness campaigns in those areas can prove to be significantly beneficial.

**Chart 1**

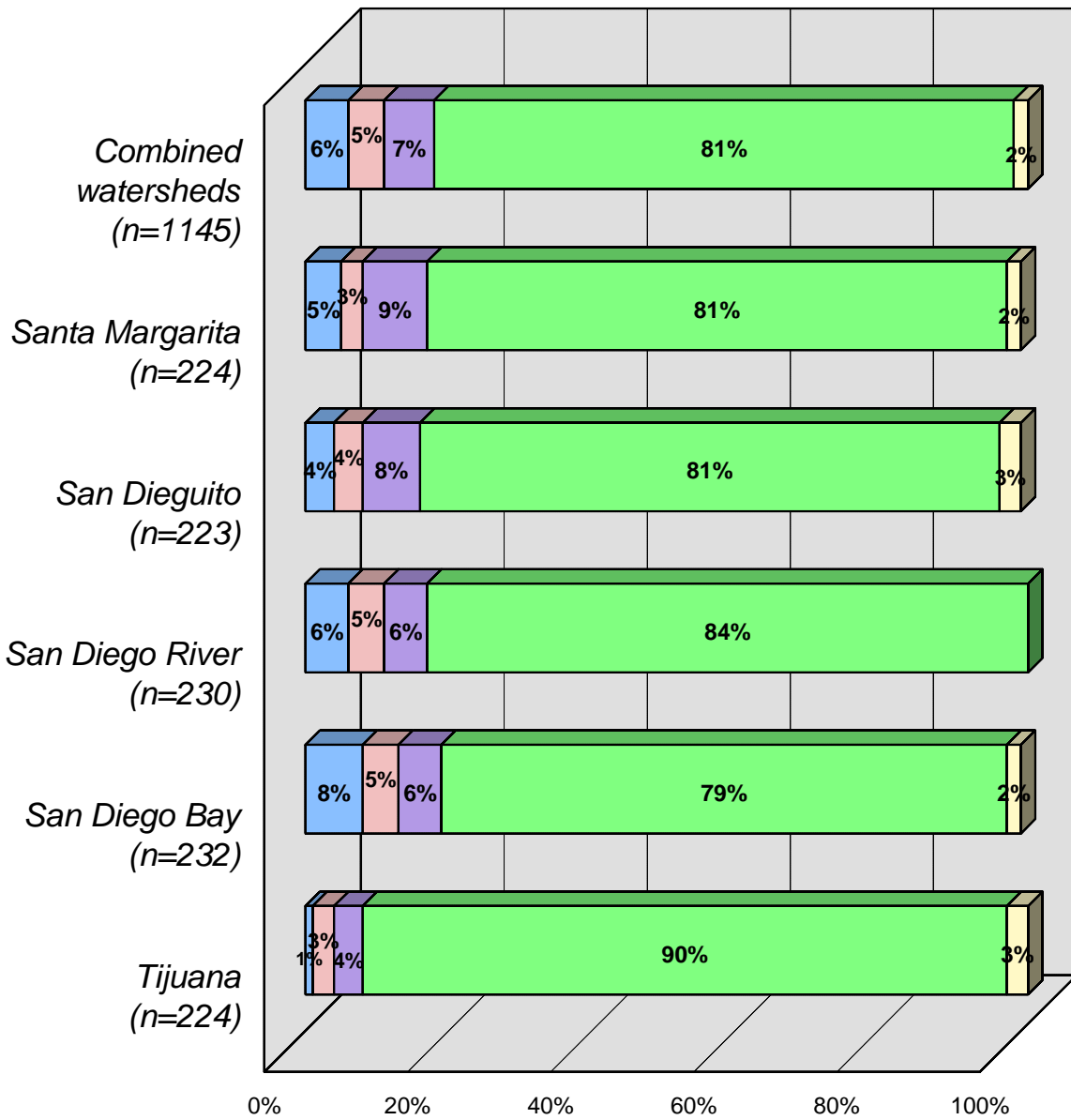
**Party Responsible for Maintaining Lawn or Outdoor Plants**  
*(Among those with a lawn or outdoor plants)*



**Chart 2**

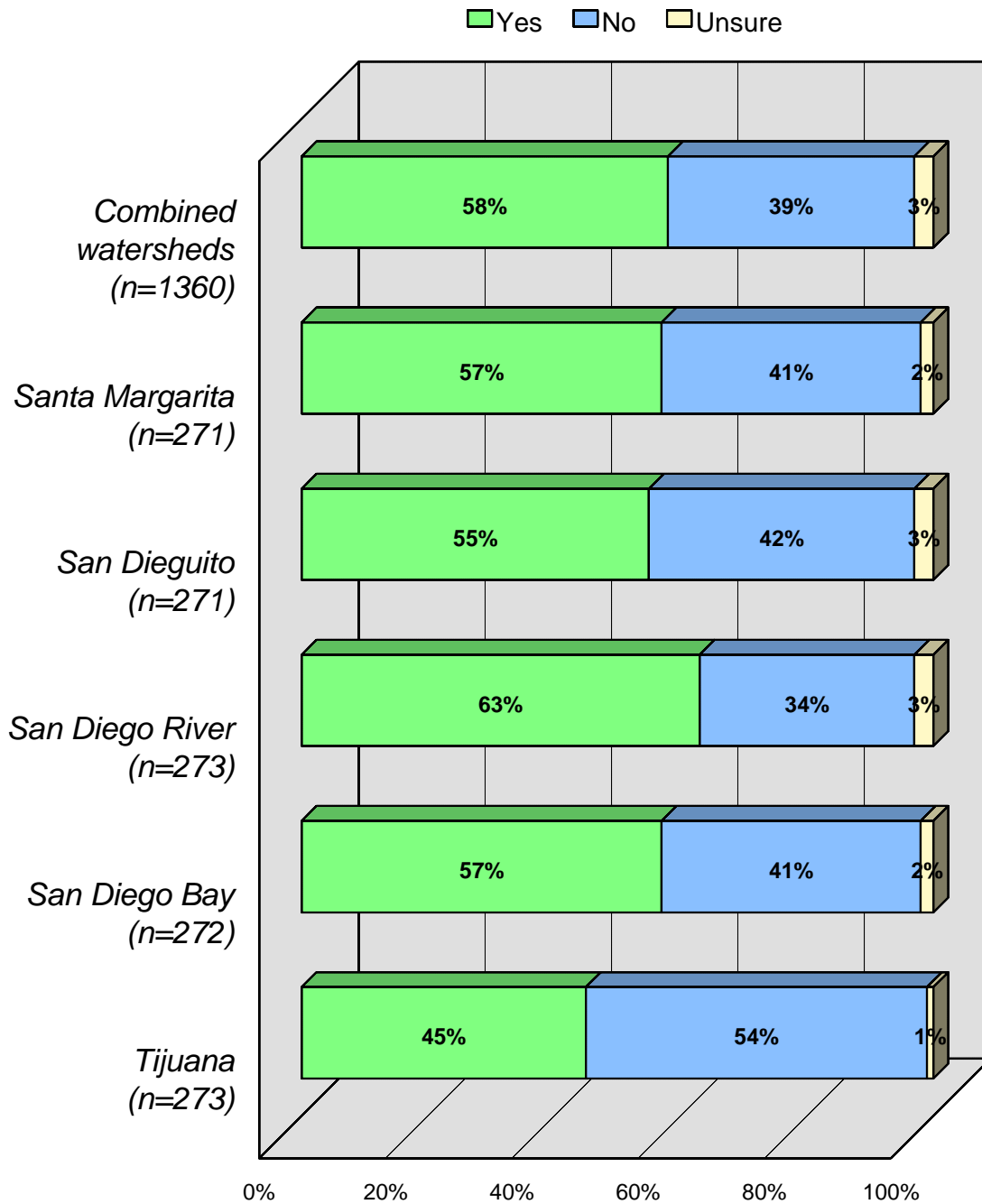
When Watering After Fertilizing, Noticeable Amount of Water Hits Sidewalk/Driveway or Runs Off Lawn/Plants  
(Among those with a lawn or outdoor plants)

Water hits pavement    Water runs off lawn or plants    Both    Neither    Unsure



**Chart 3**

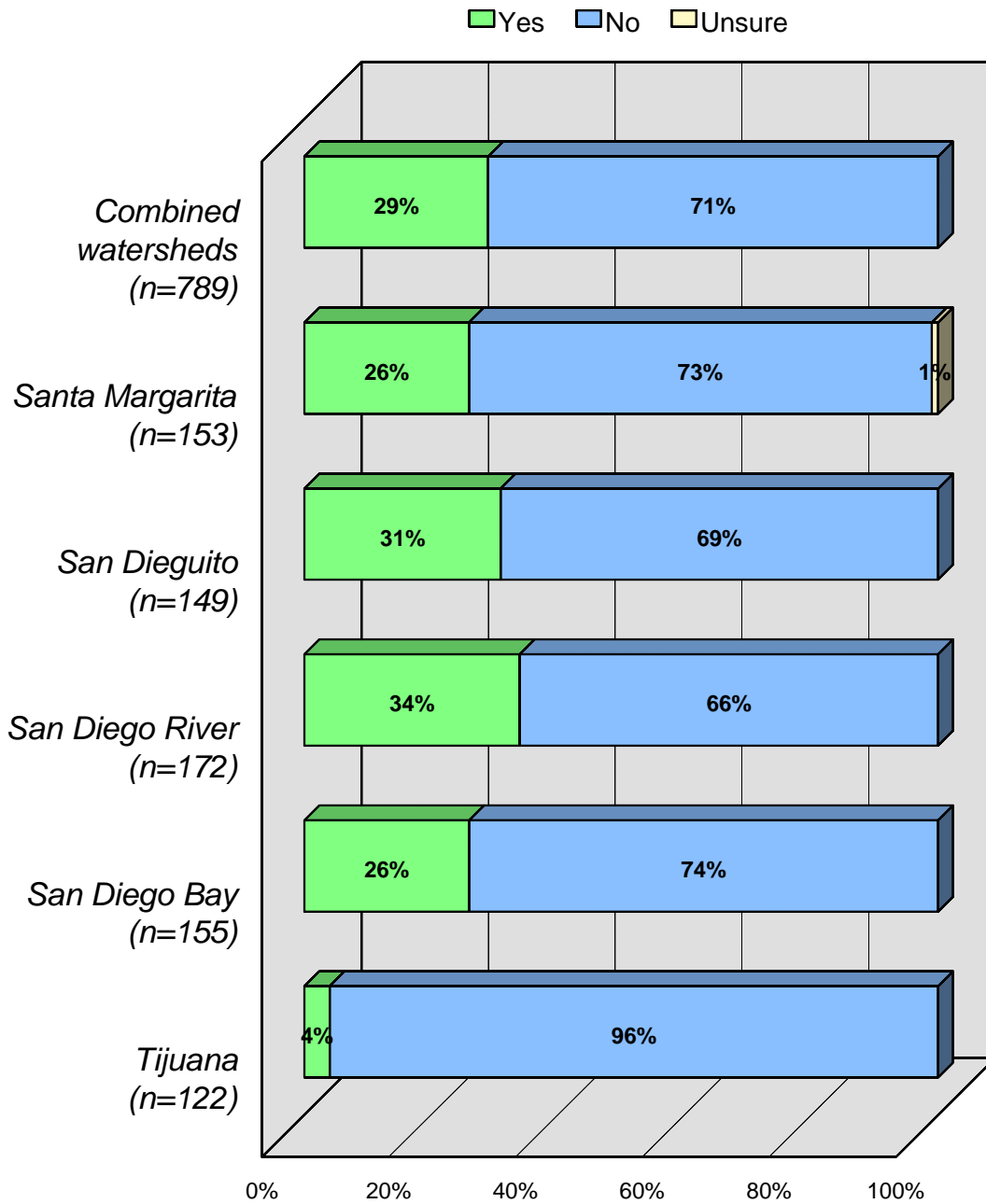
Any Pesticides, Herbicides or Fungicides Used on Lawn, Plants, Garden, or Outside House





**Chart 4**

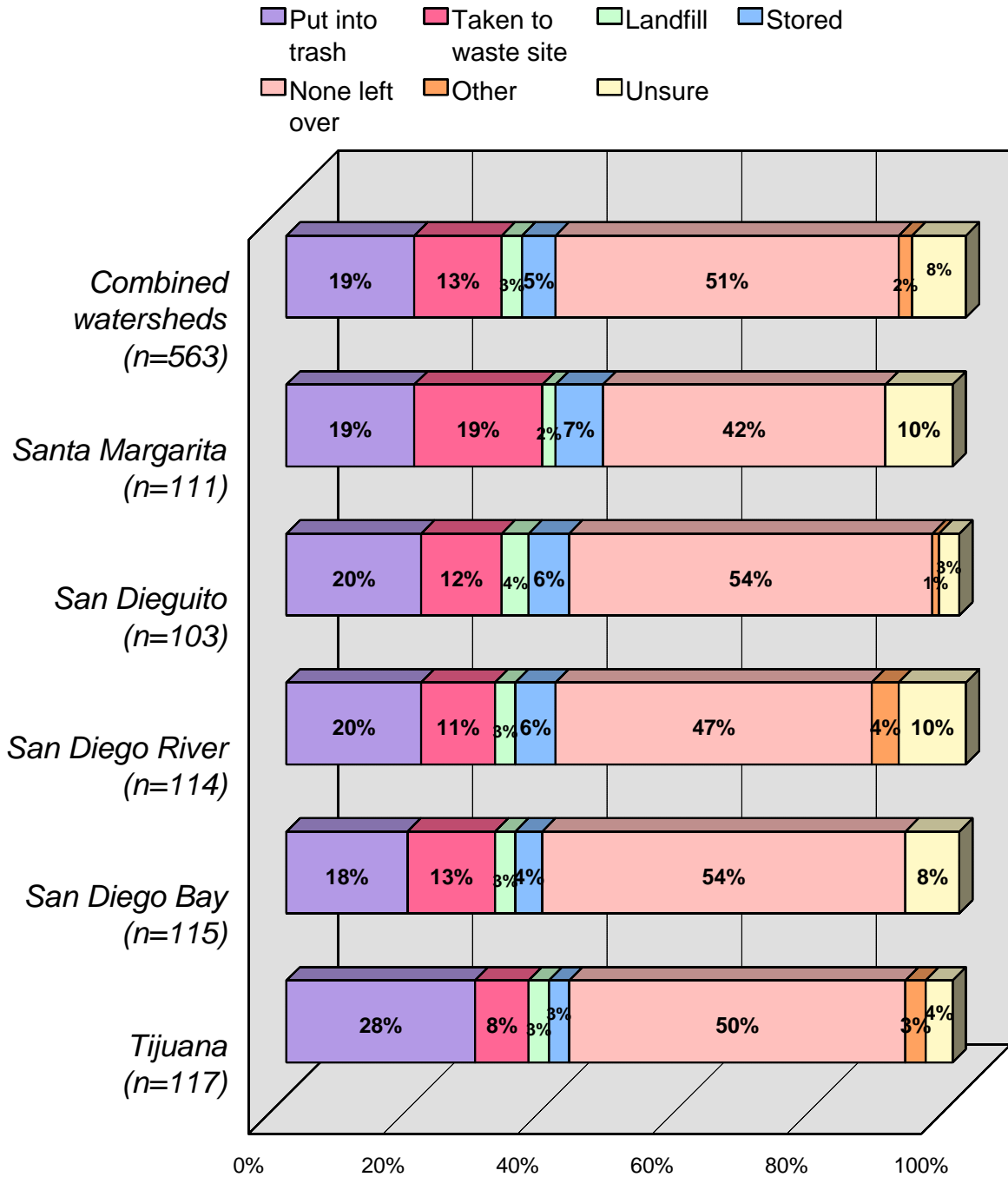
**Employ Professional Pest Control Service  
for Outdoor Pest Control**  
(Among those who use pesticides, herbicides or fungicides)



**Chart 5**

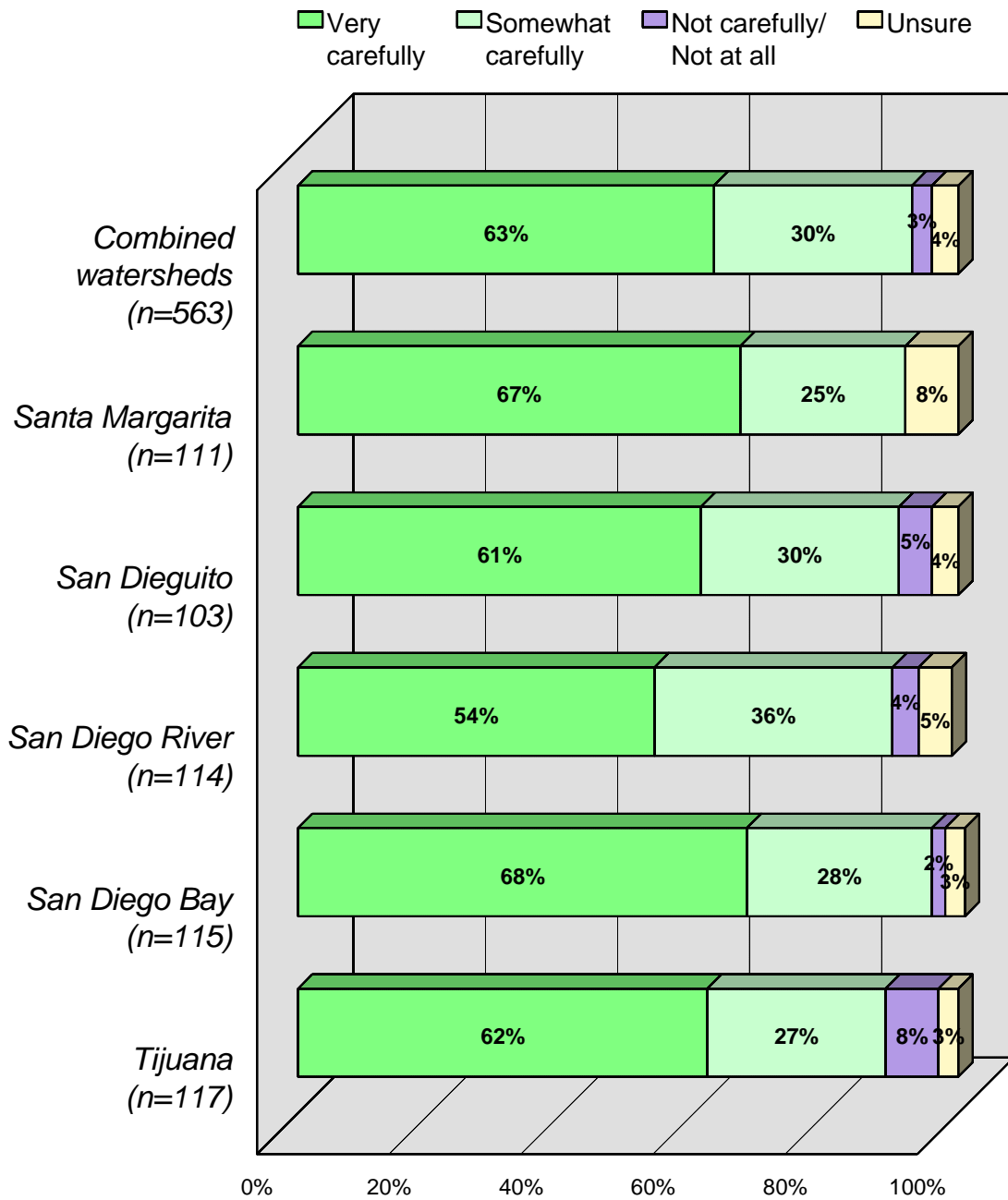
**How Leftover Pesticides Disposed Of**

*(Among those who do not employ a professional pest control service)*



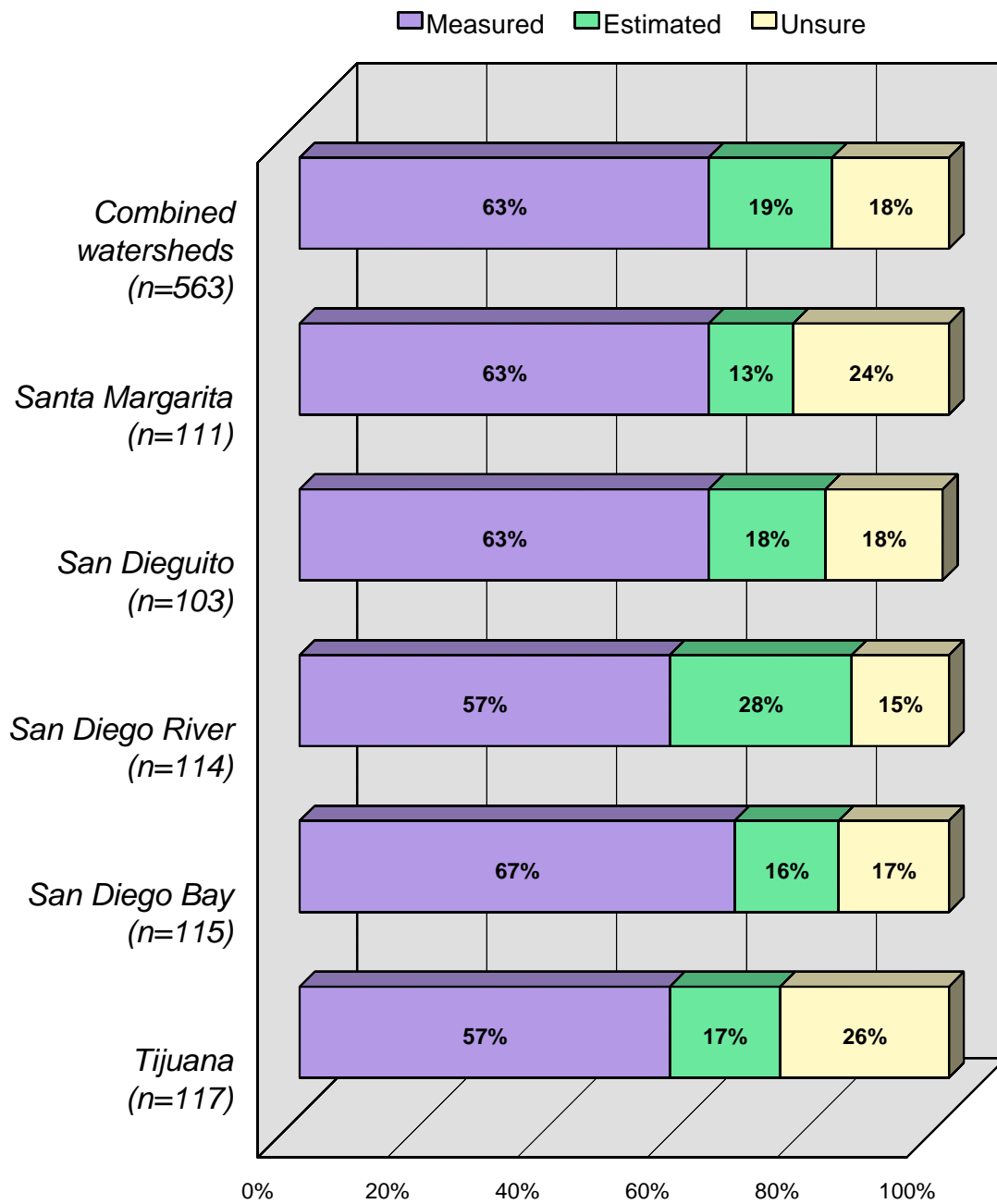
**Chart 6**

**How Carefully Manufacturers' Instructions Followed When Using Pesticides, Herbicides and Fungicides in Yard**  
(Among those who do not employ a professional pest control service)



**Chart 7**

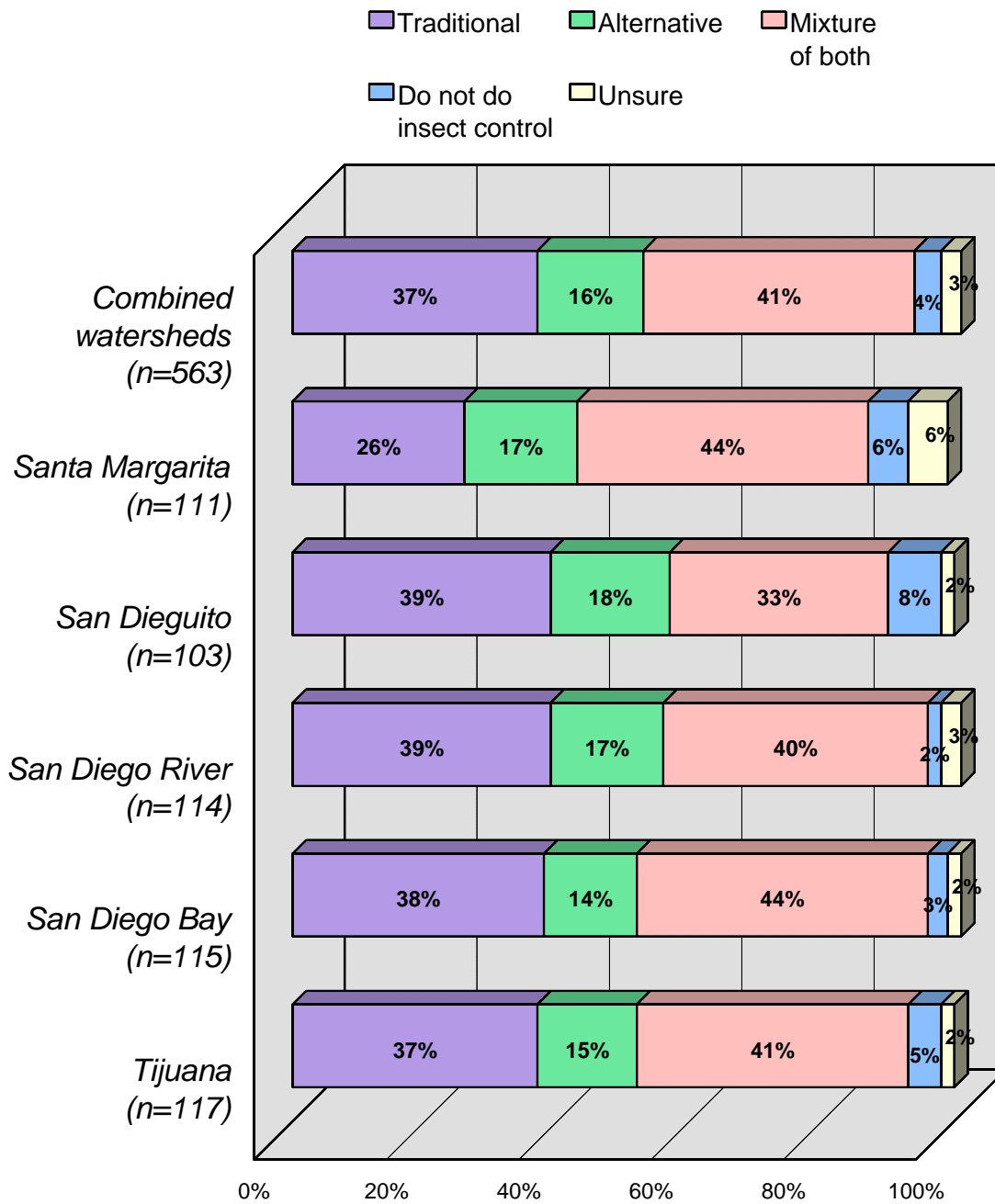
Amount of Pesticides Typically Measured or Estimated  
(Among those who do not employ a professional pest control service)



**Chart 8**

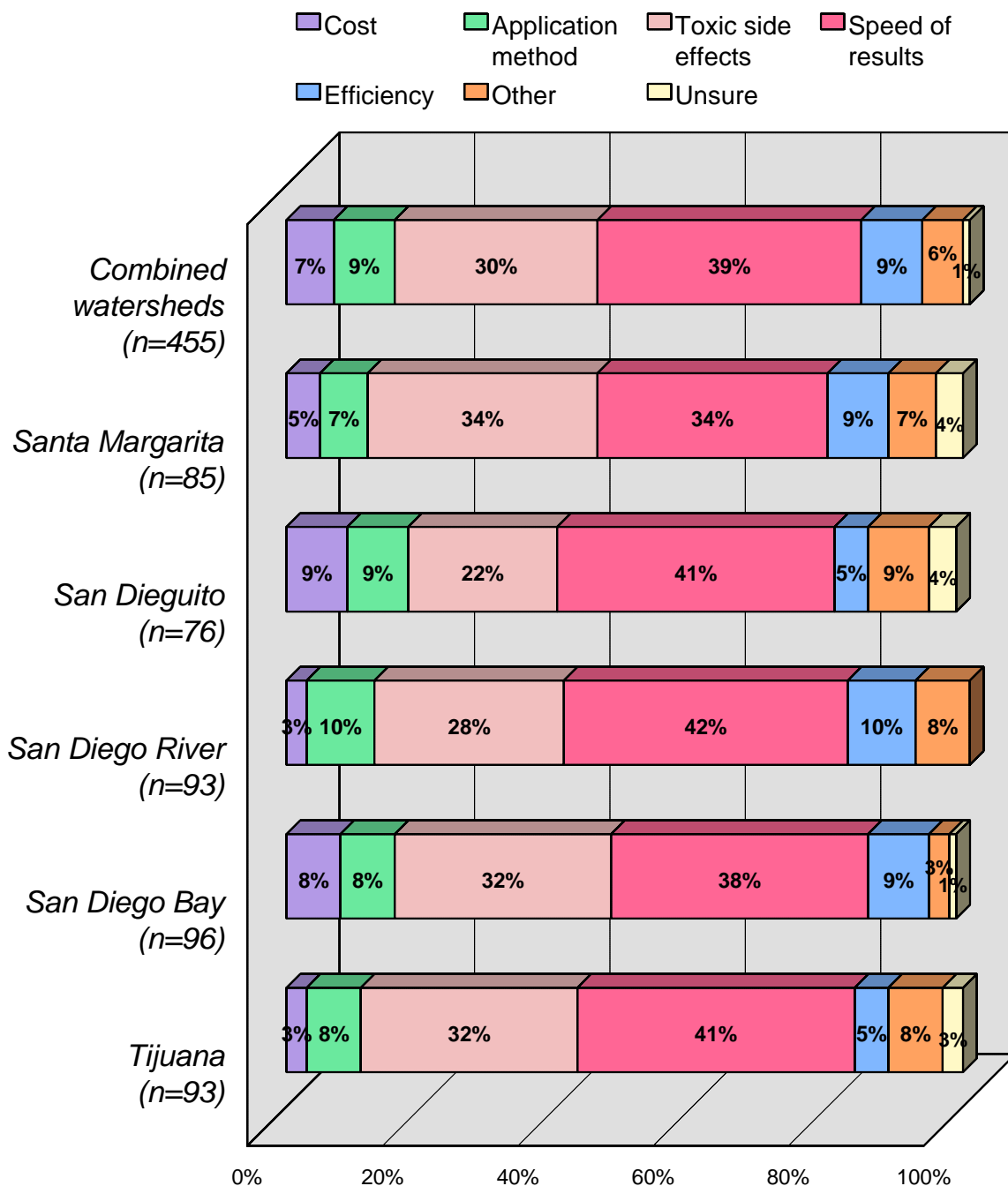
**Household Uses Mainly Traditional Pesticides or  
Alternative Methods to Control Insects**

*(Among those who do not employ a professional pest control service)*



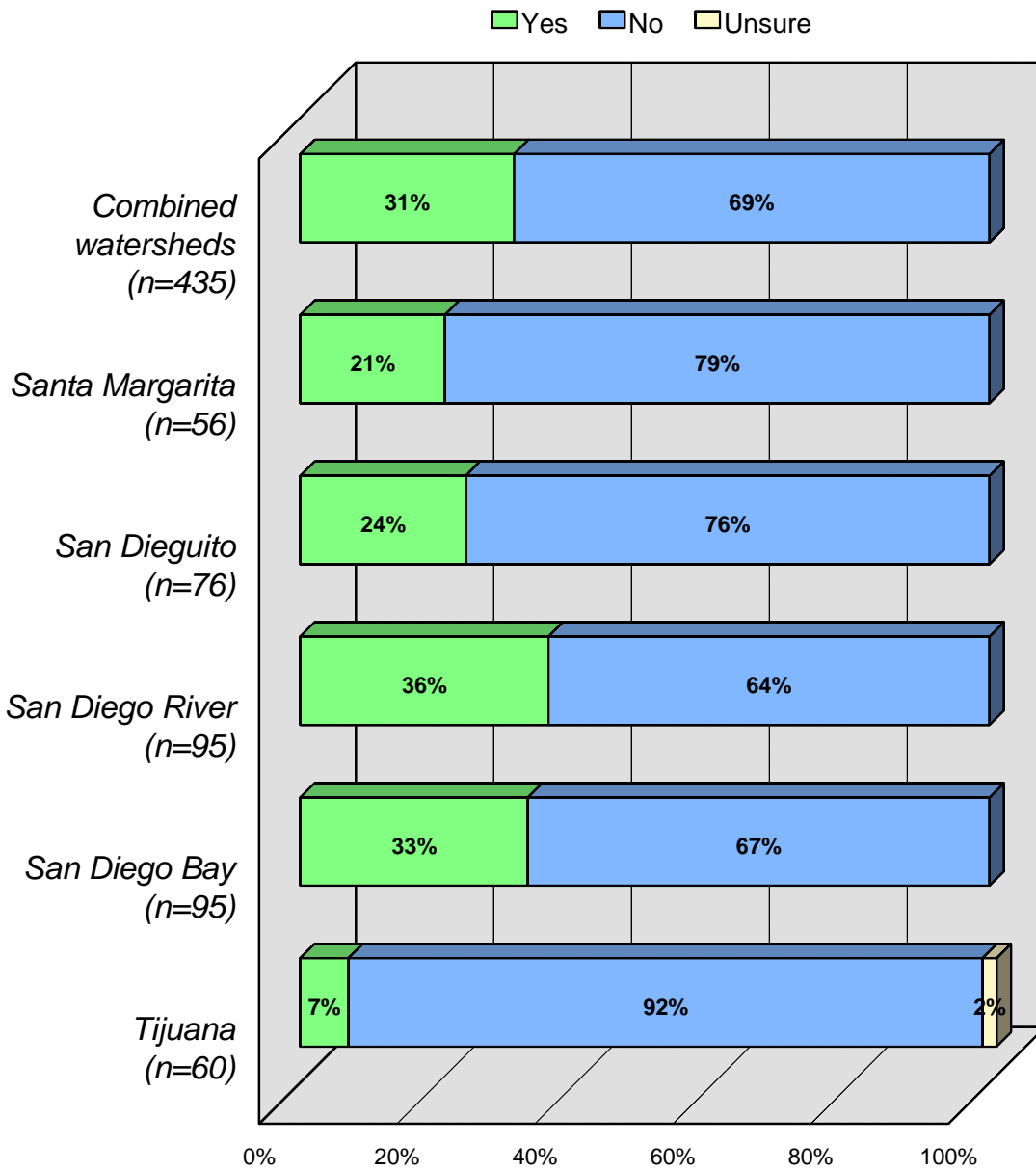
**Chart 9**

**Most Important Consideration in Choice of Pest Control**  
*(Among those who use any traditional pesticides)*



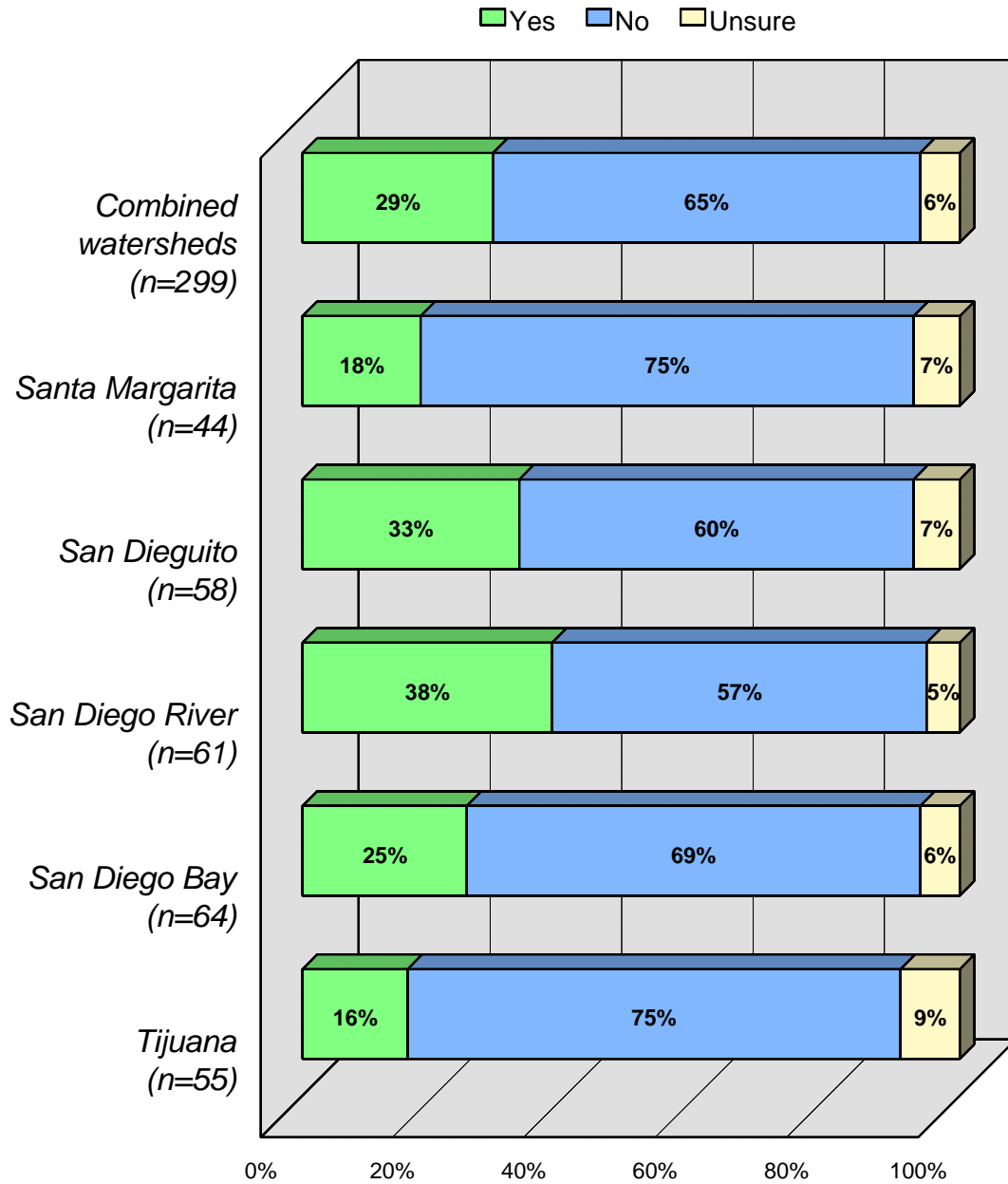
**Chart 10**

**Employ Professional Pool Service for Maintenance**  
*(Among those who have pool/spa)*



**Chart 11**

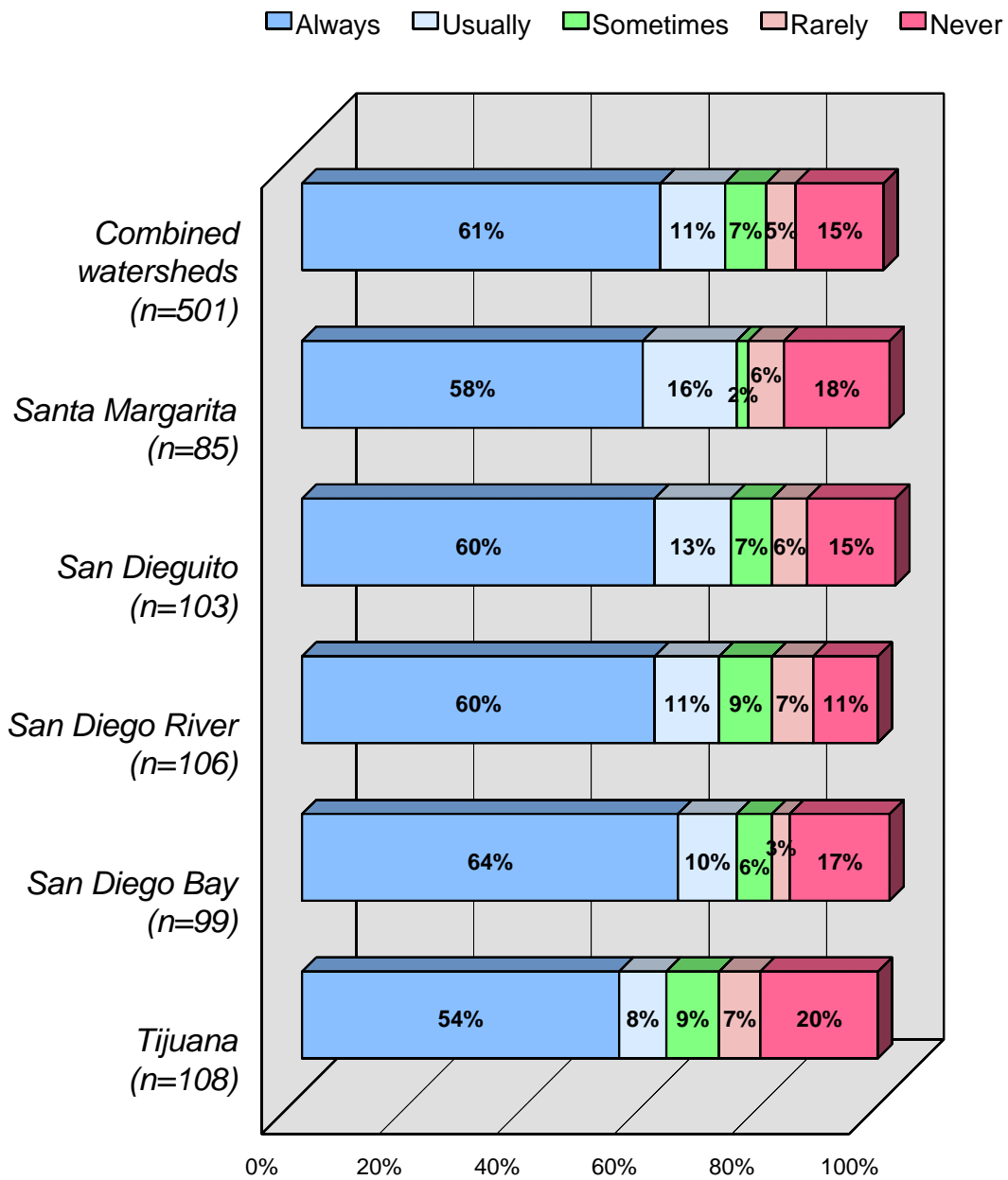
**Ever Use Algaecide in Pool or Spa**  
(Among those who do not employ a professional pool service)





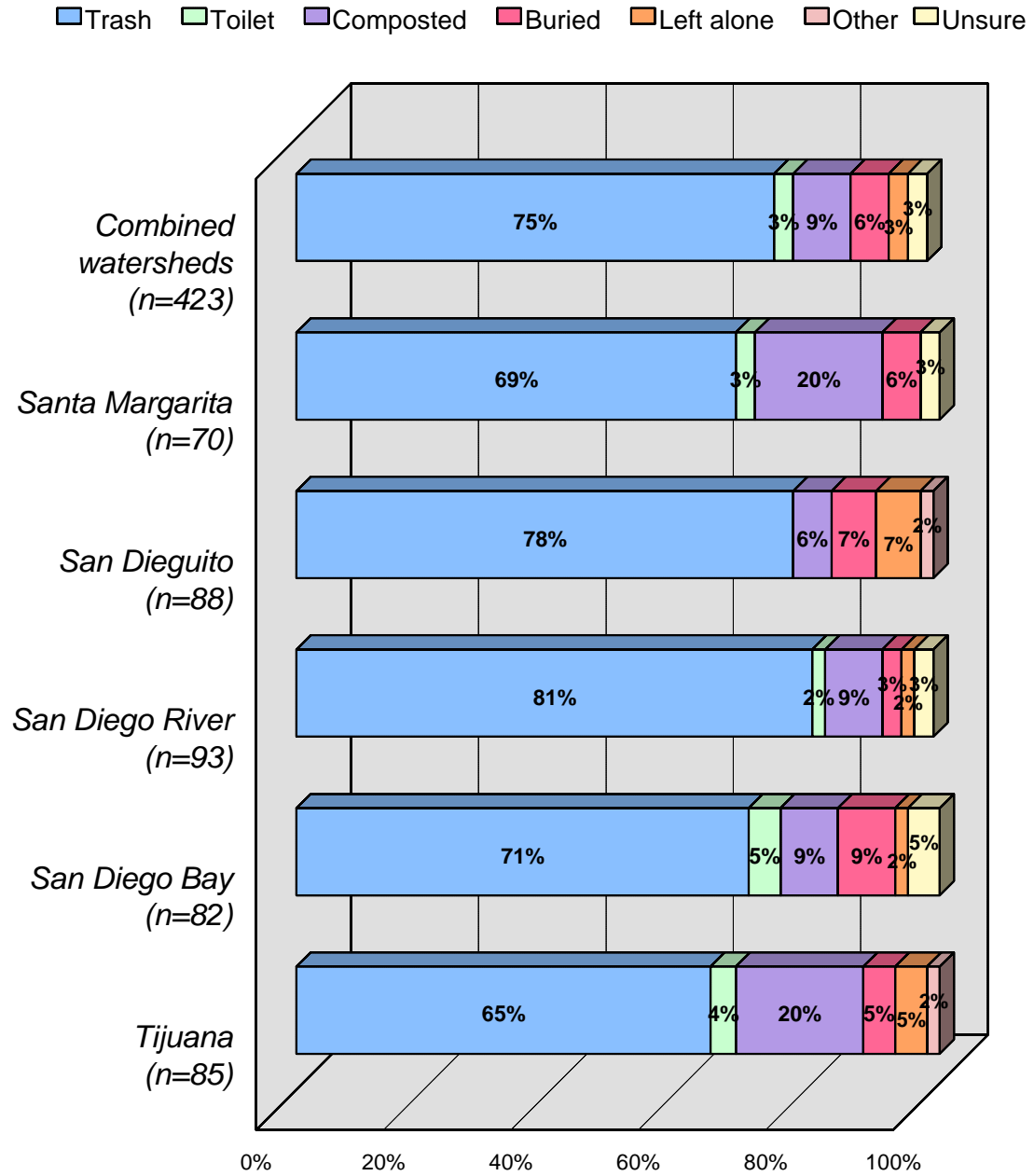
**Chart 12**

**Frequency Household Dog's Droppings Picked Up  
When Dog is Walked**  
*(Among those who walk their dog)*



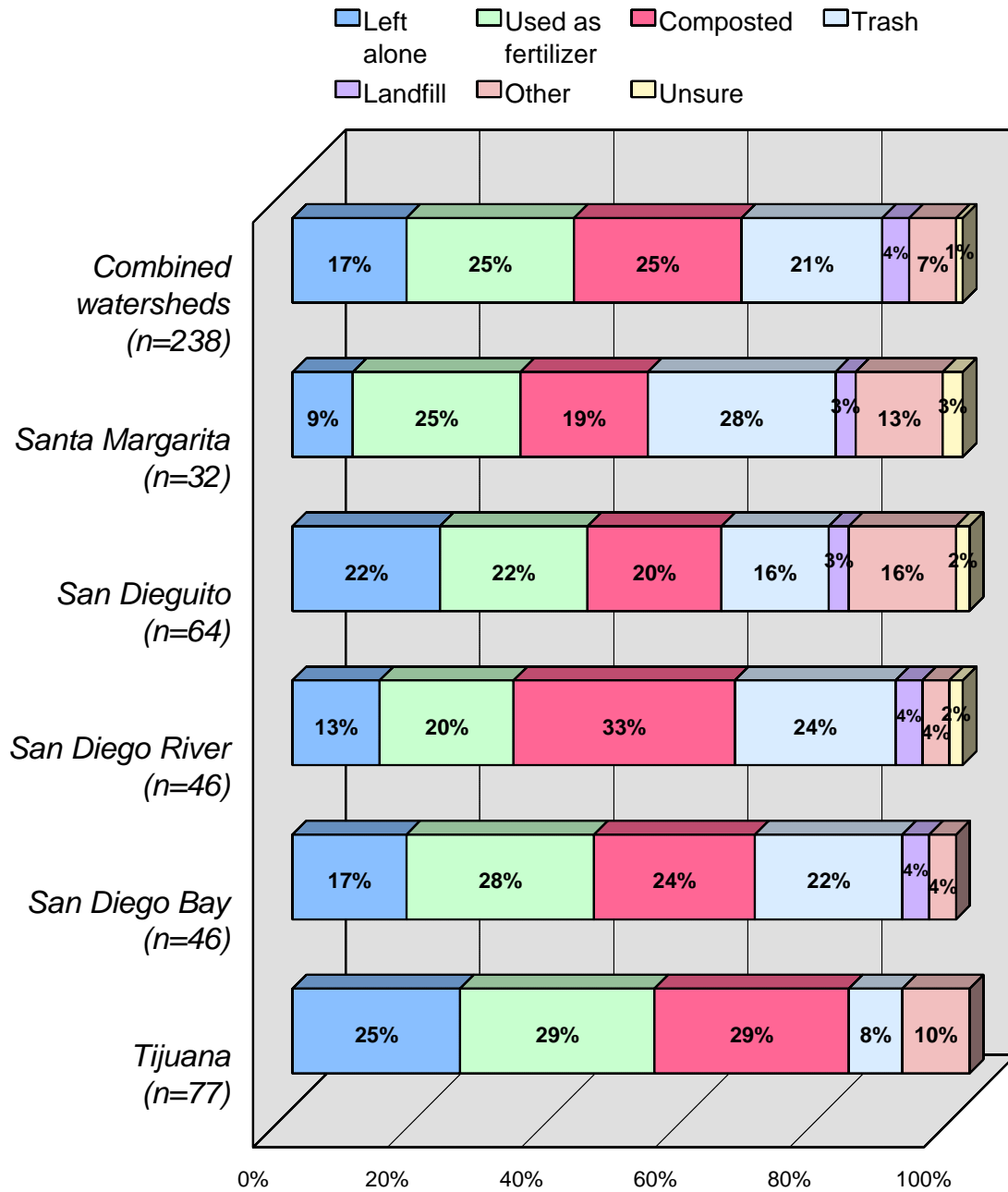
**Chart 13**

**How Pet Waste Usually Disposed Of**  
*(Among those who ever pick up droppings)*



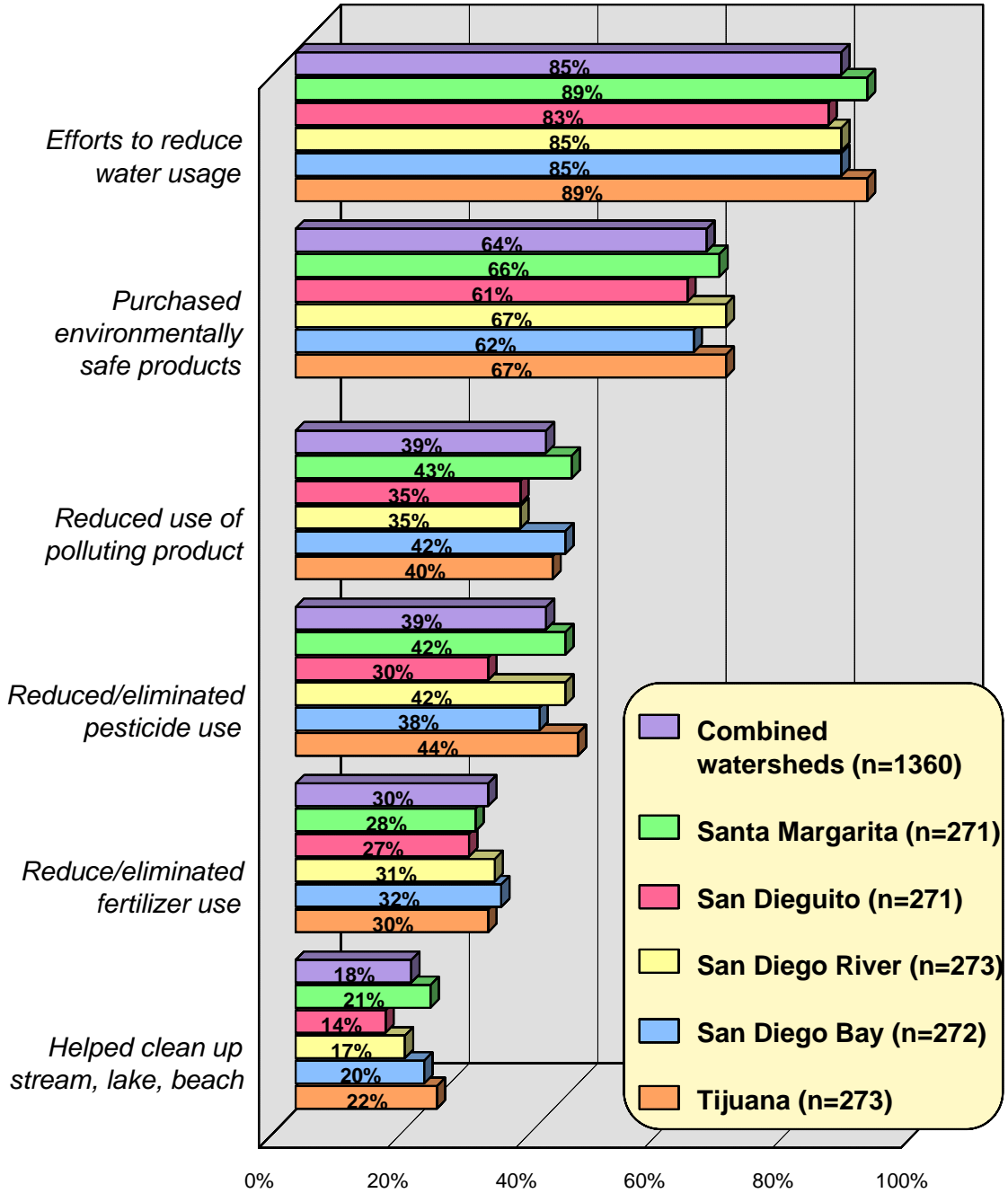
**Chart 14**

**What Happens to Livestock Waste**  
*(Among those who keep livestock on property)*



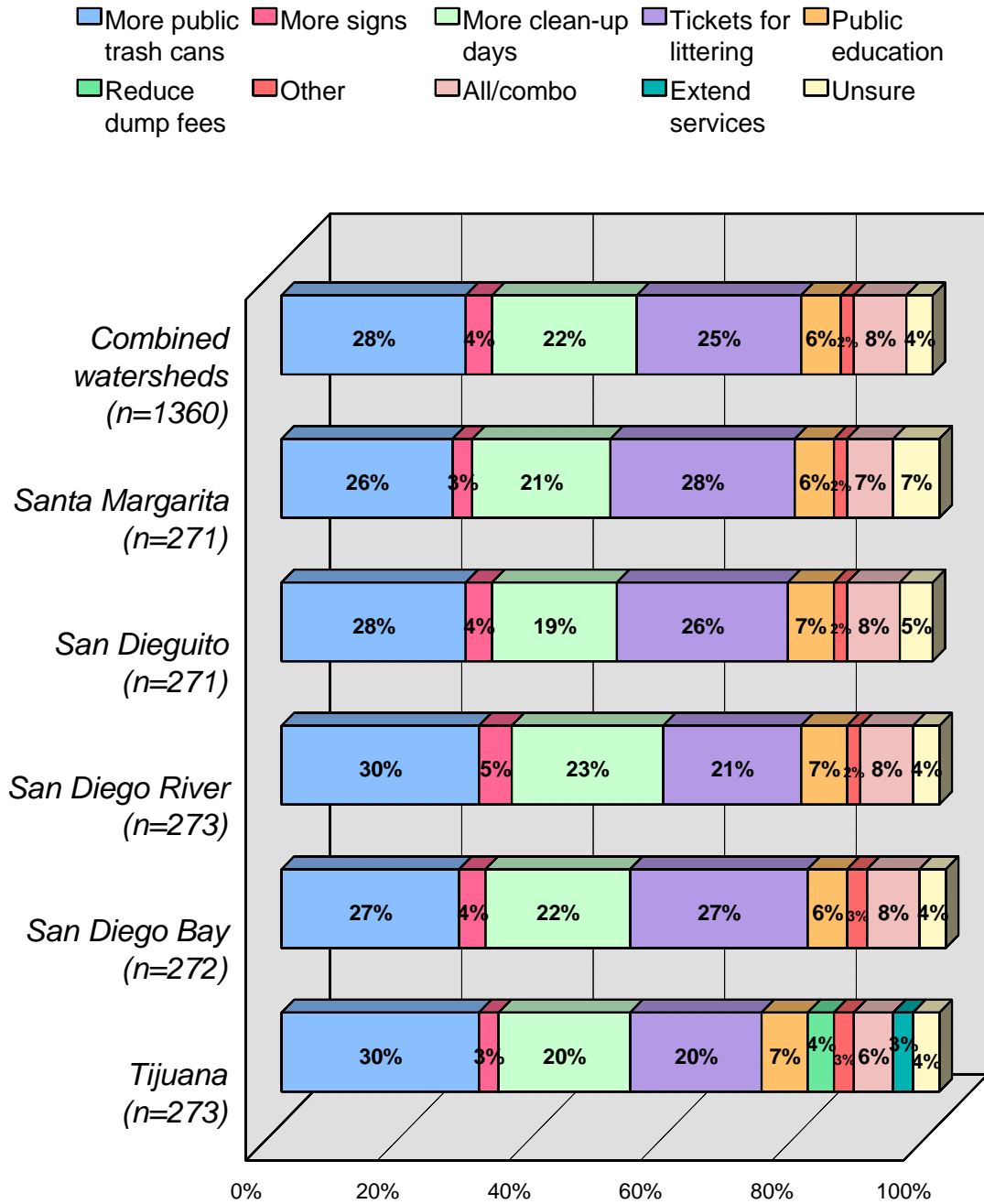
**Chart 15**

Respondent/Household Done Any of the Following  
in the Past 12 Months



**Chart 16**

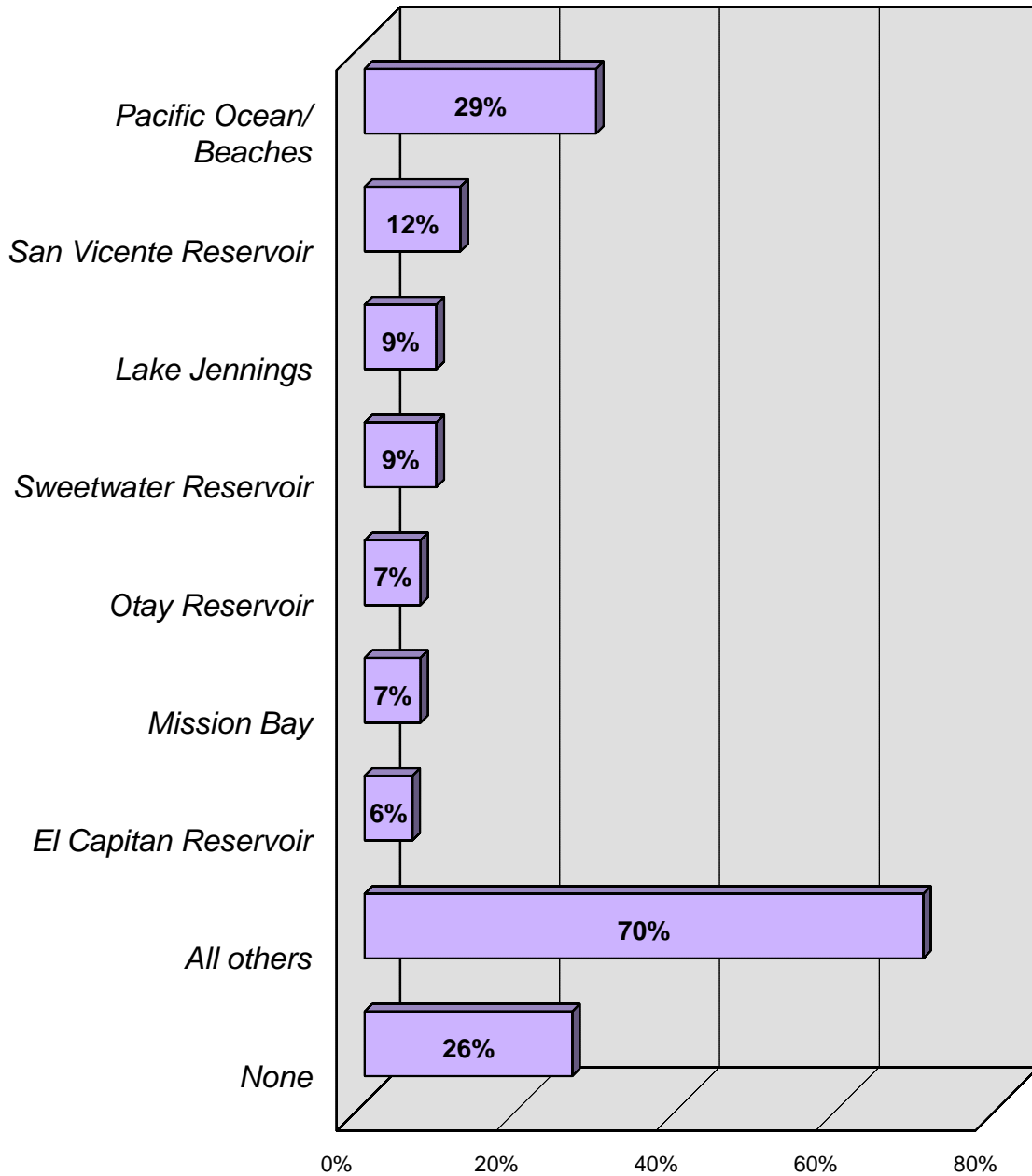
**Most Effective Way to Decrease Litter**



**Chart 17**

**Two Bodies of Water in San Diego County Considered Important Part of Community**

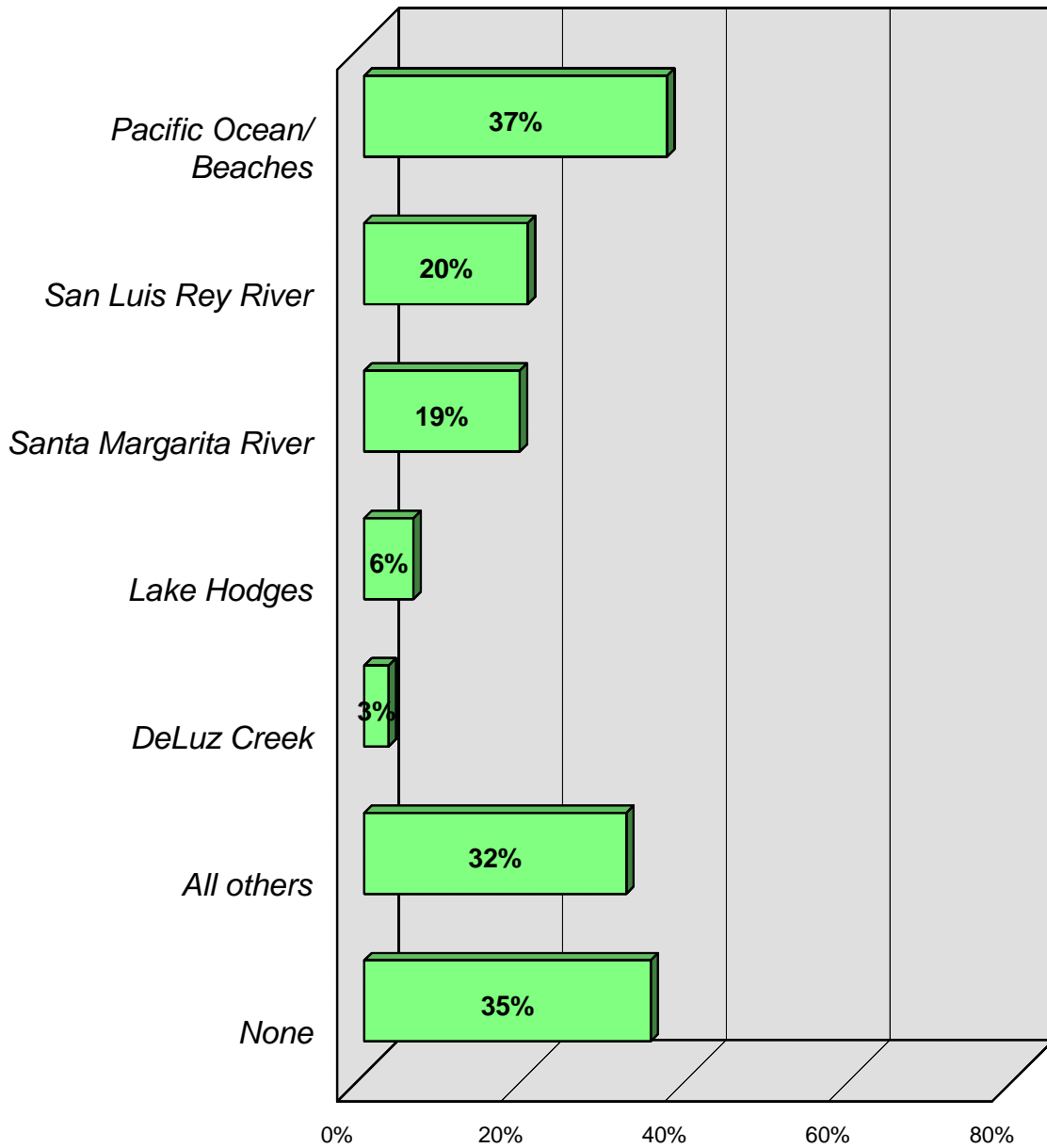
COMBINED WATERSHEDS, n=1360



**Chart 18**

Two Bodies of Water in San Diego County Considered  
Important Part of Community

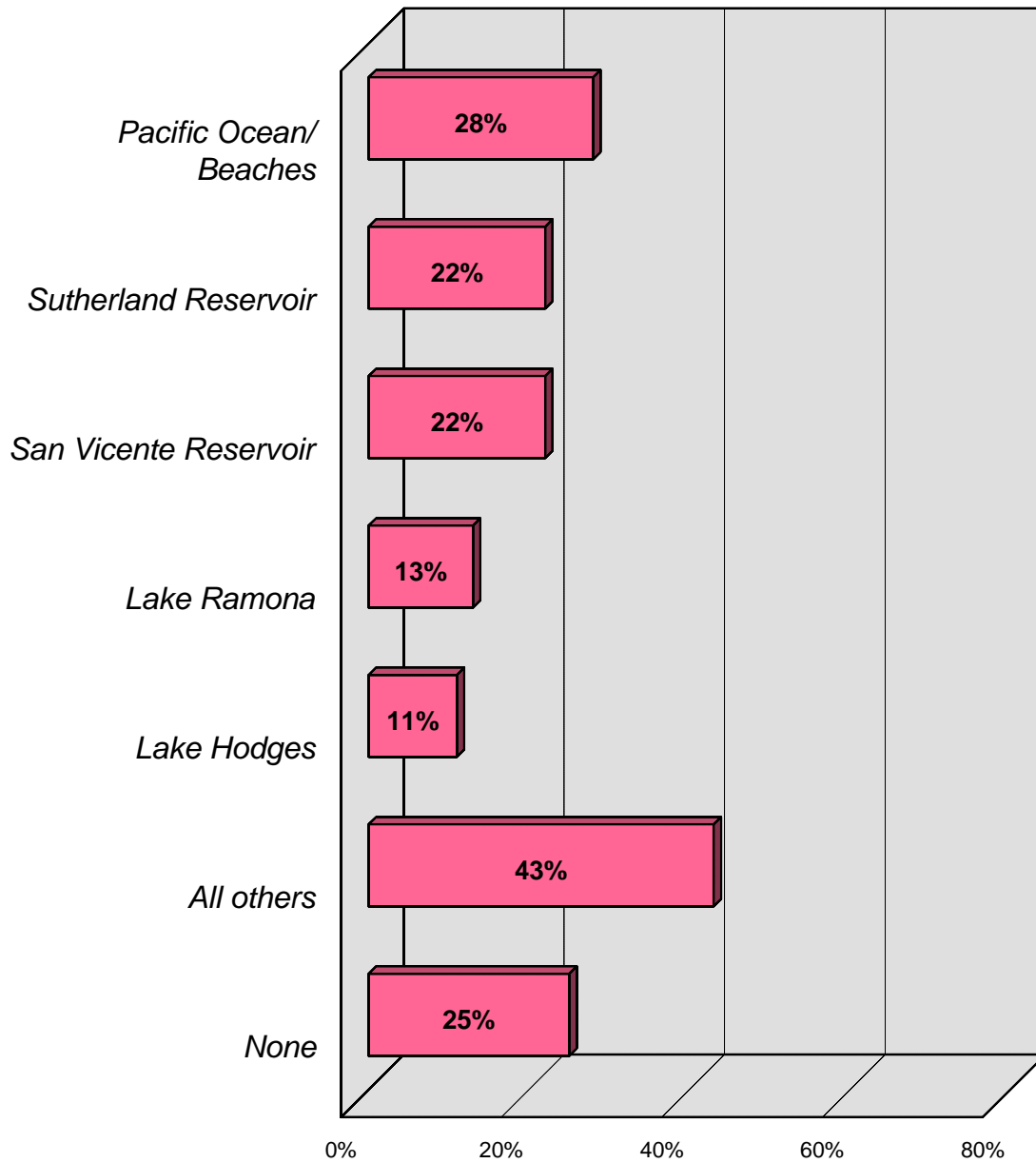
*SANTA MARGARITA WATERSHED, n=271*



**Chart 19**

Two Bodies of Water in San Diego County Considered Important Part of Community

*SAN DIEGUITO WATERSHED, n=271*

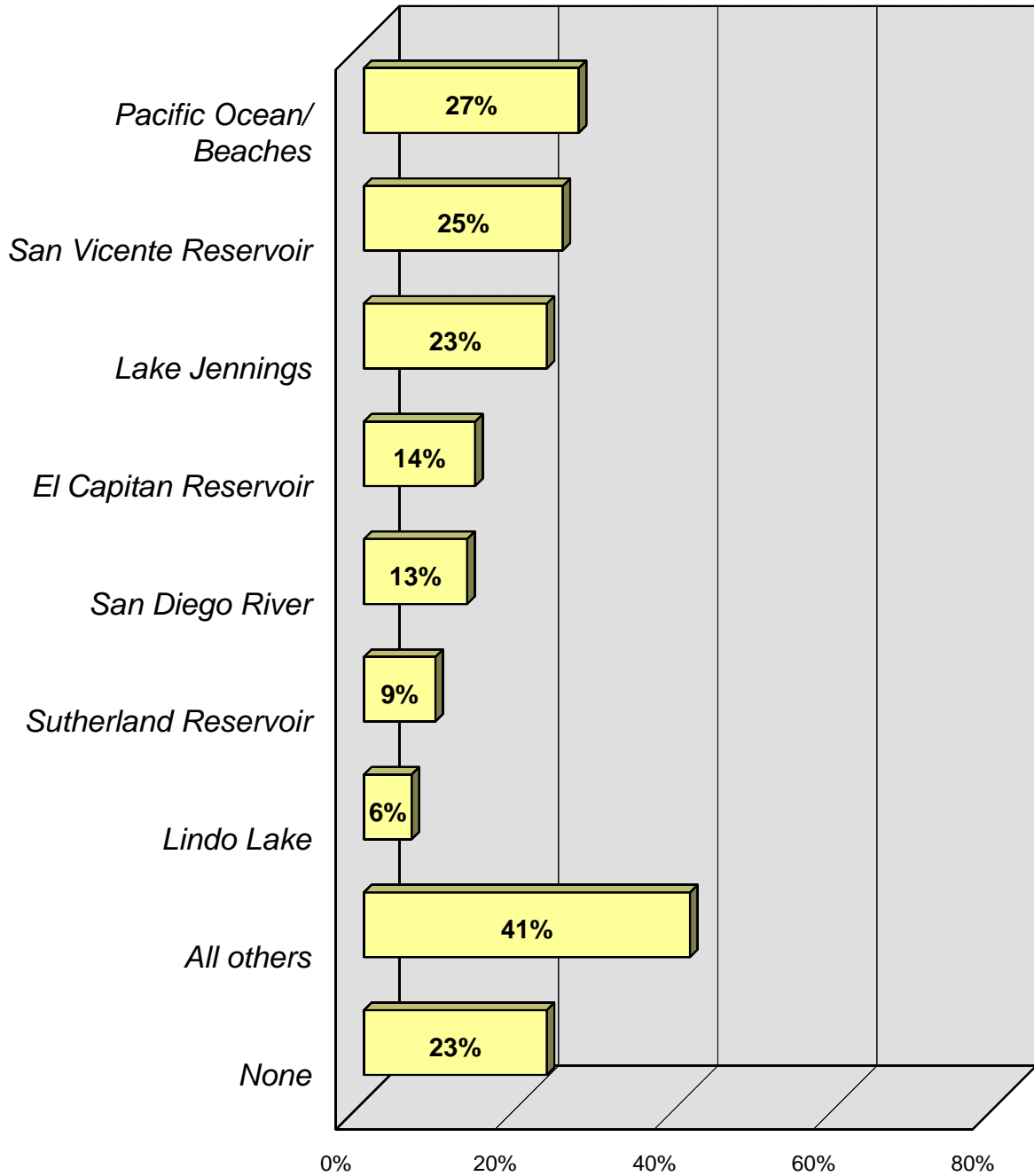




**Chart 20**

**Two Bodies of Water in San Diego County Considered Important Part of Community**

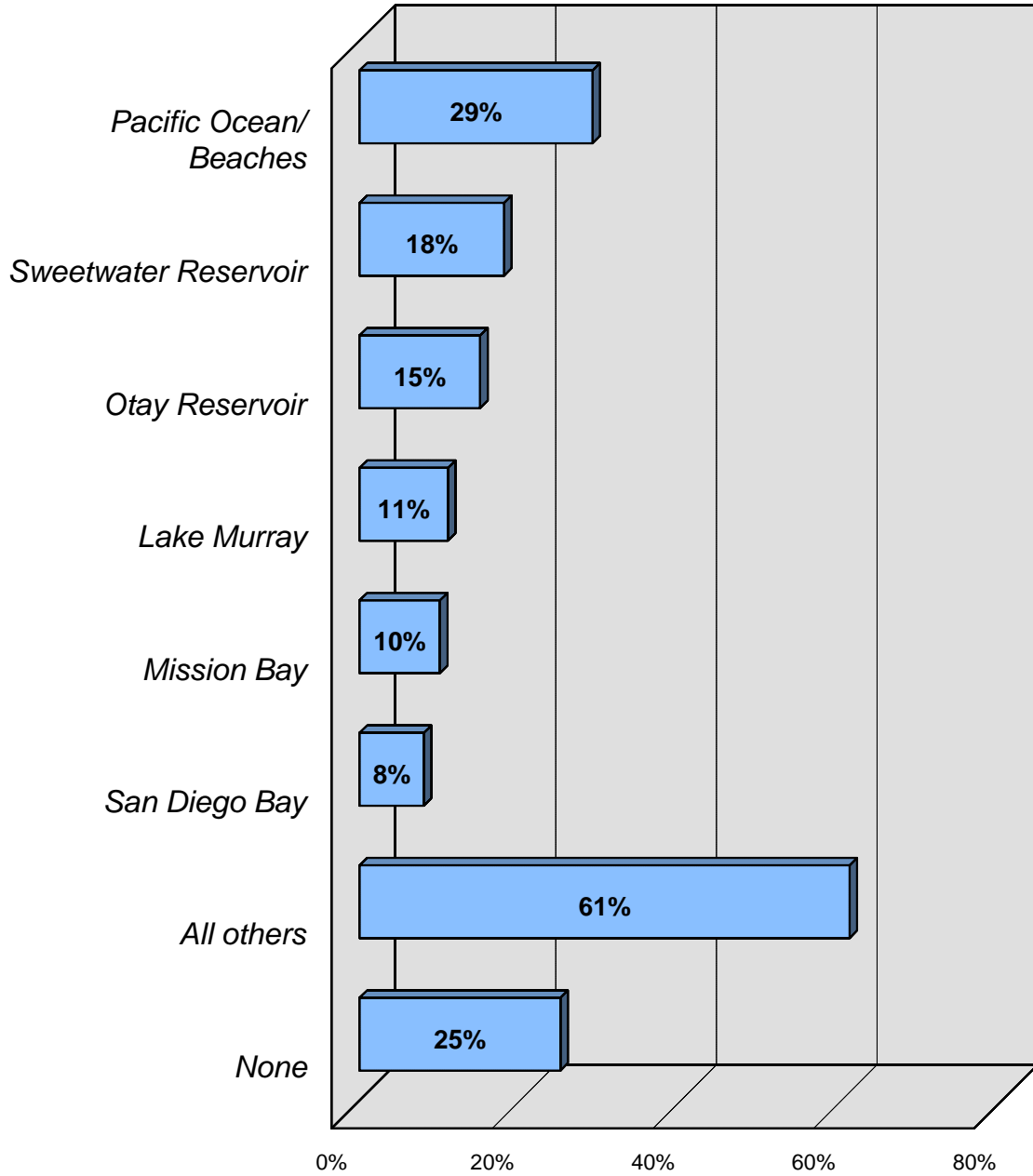
*SAN DIEGO RIVER WATERSHED, n=273*



**Chart 21**

Two Bodies of Water in San Diego County Considered Important Part of Community

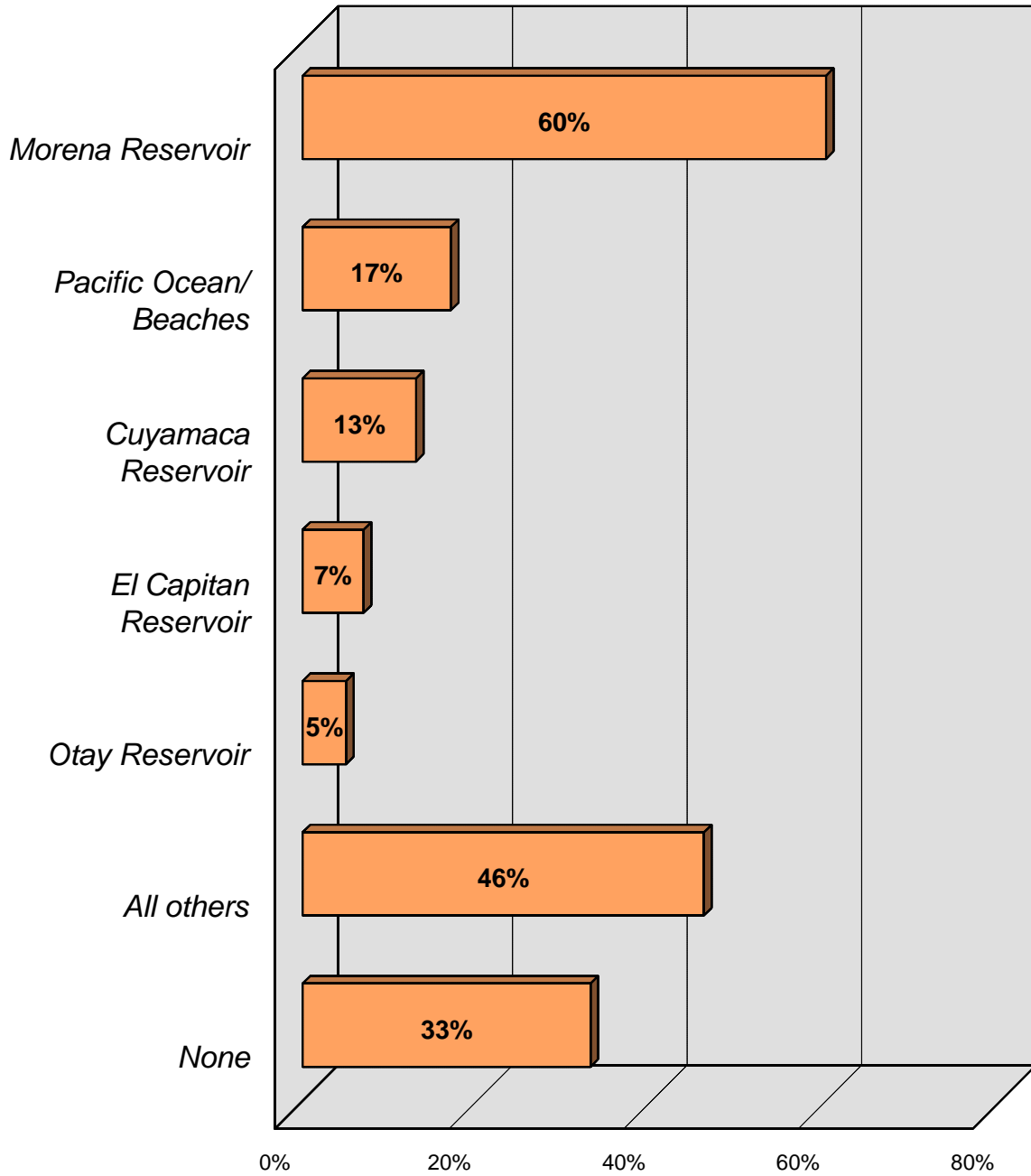
*SAN DIEGO BAY WATERSHED, n=272*



**Chart 22**

**Two Bodies of Water in San Diego County Considered Important Part of Community**

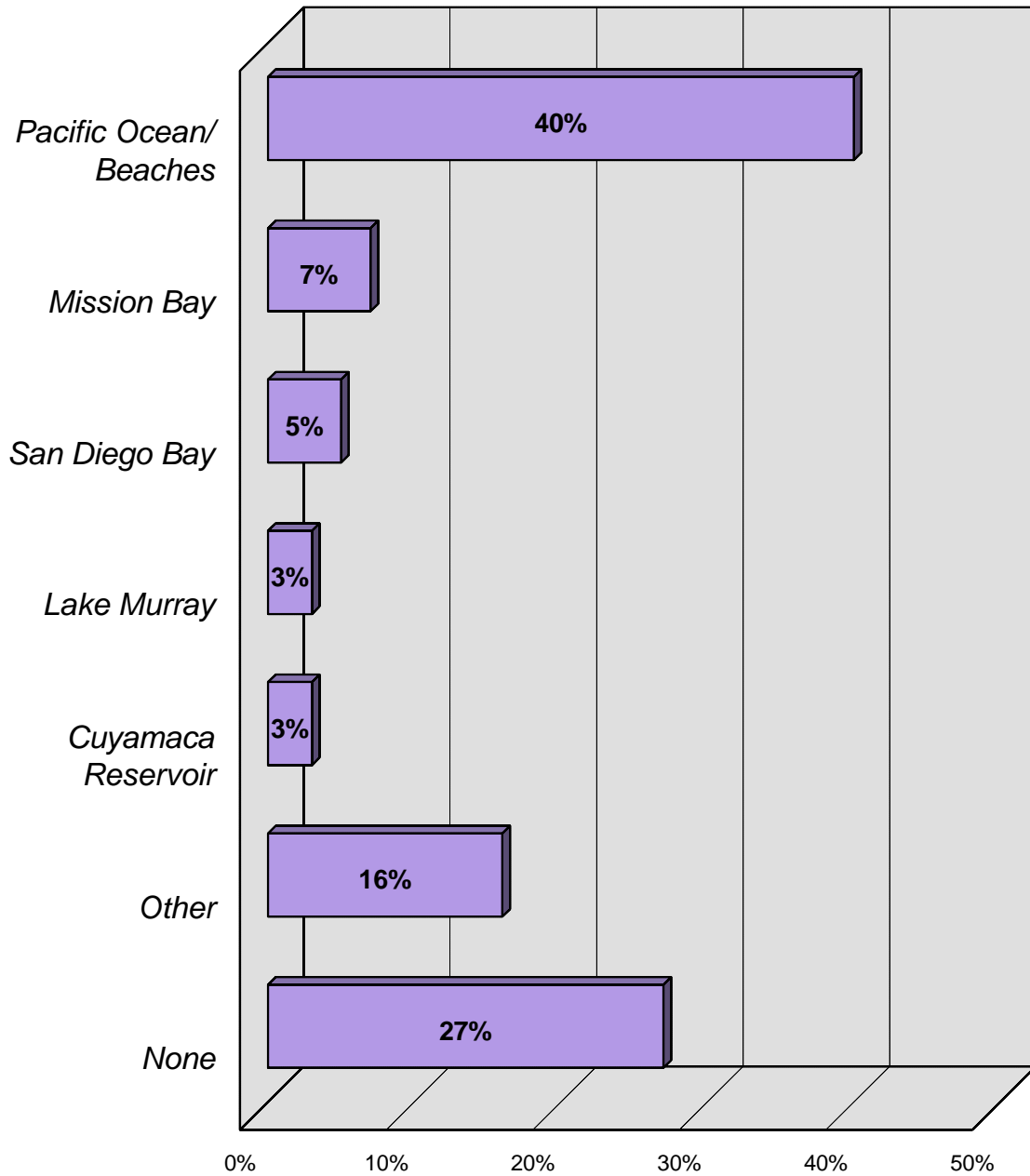
*TIJUANA WATERSHED, n=273*



**Chart 23**

**Body of Water in San Diego County Visit Most Frequently for Recreational Purposes**

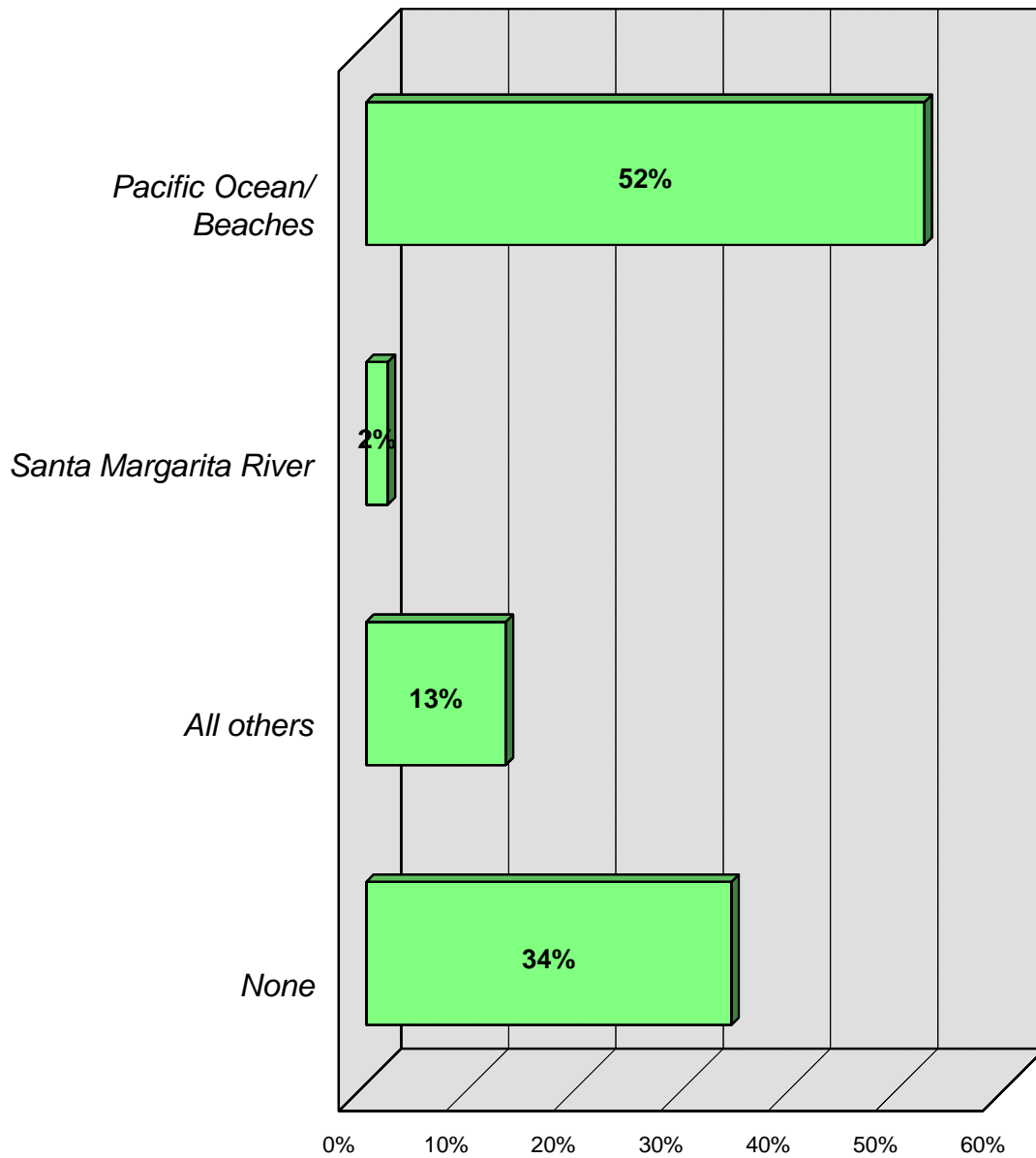
COMBINED WATERSHEDS, n=1360



**Chart 24**

Body of Water in San Diego County Visit Most Frequently  
for Recreational Purposes

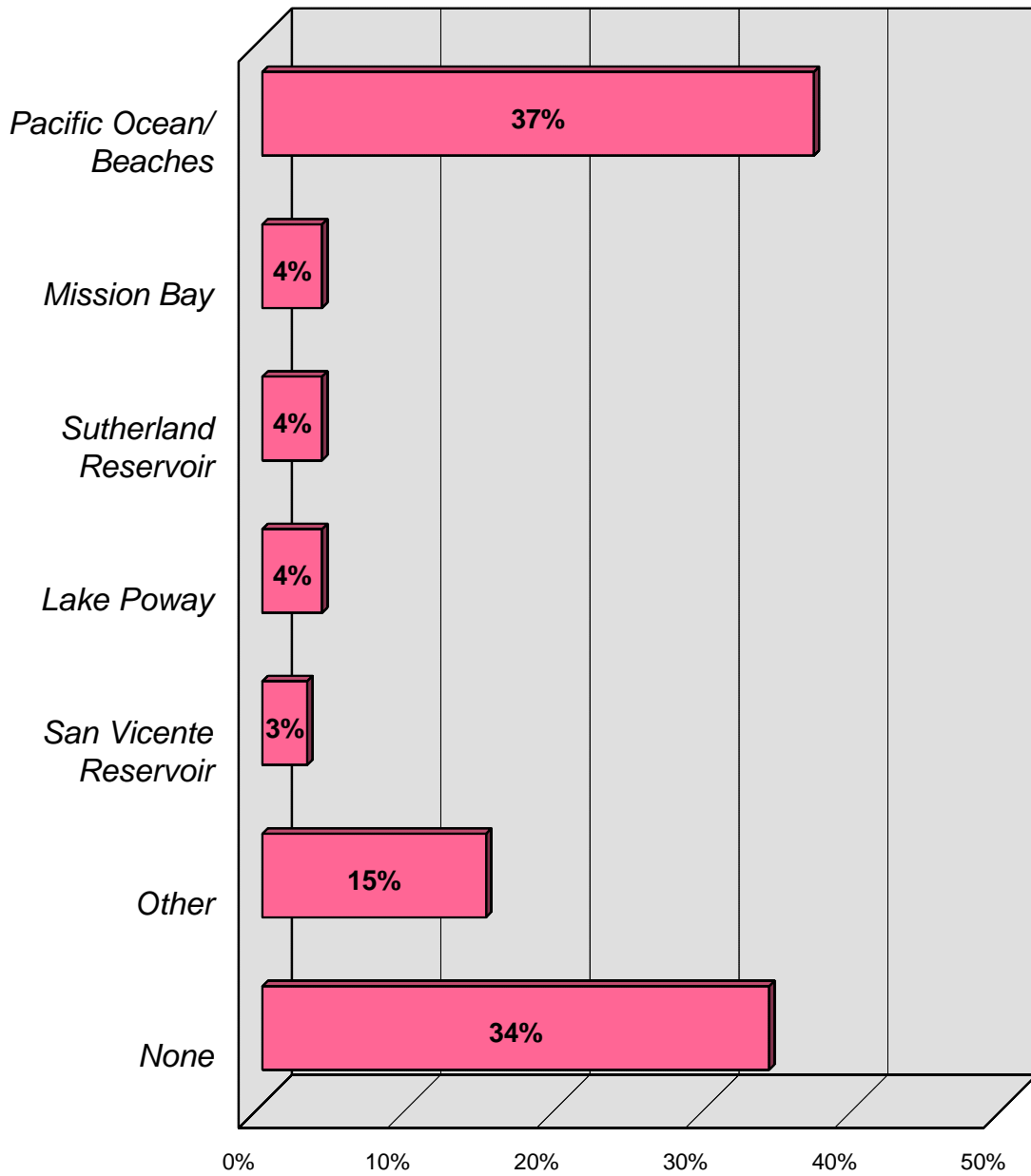
SANTA MARGARITA WATERSHED, n=271



**Chart 25**

**Body of Water in San Diego County Visit Most Frequently  
for Recreational Purposes**

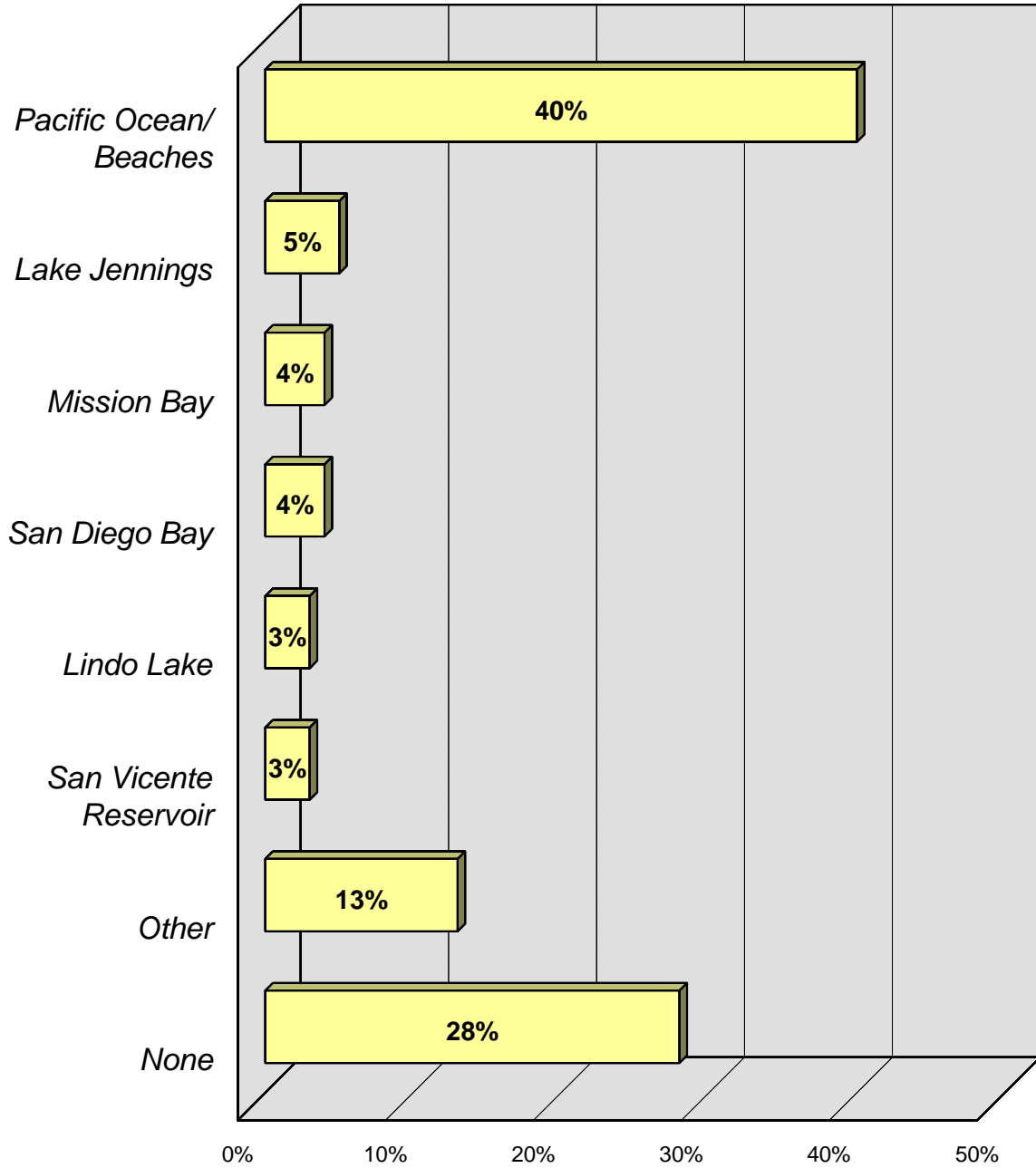
**SAN DIEGUITO WATERSHED, n=271**



**Chart 26**

**Body of Water in San Diego County Visit Most Frequently  
for Recreational Purposes**

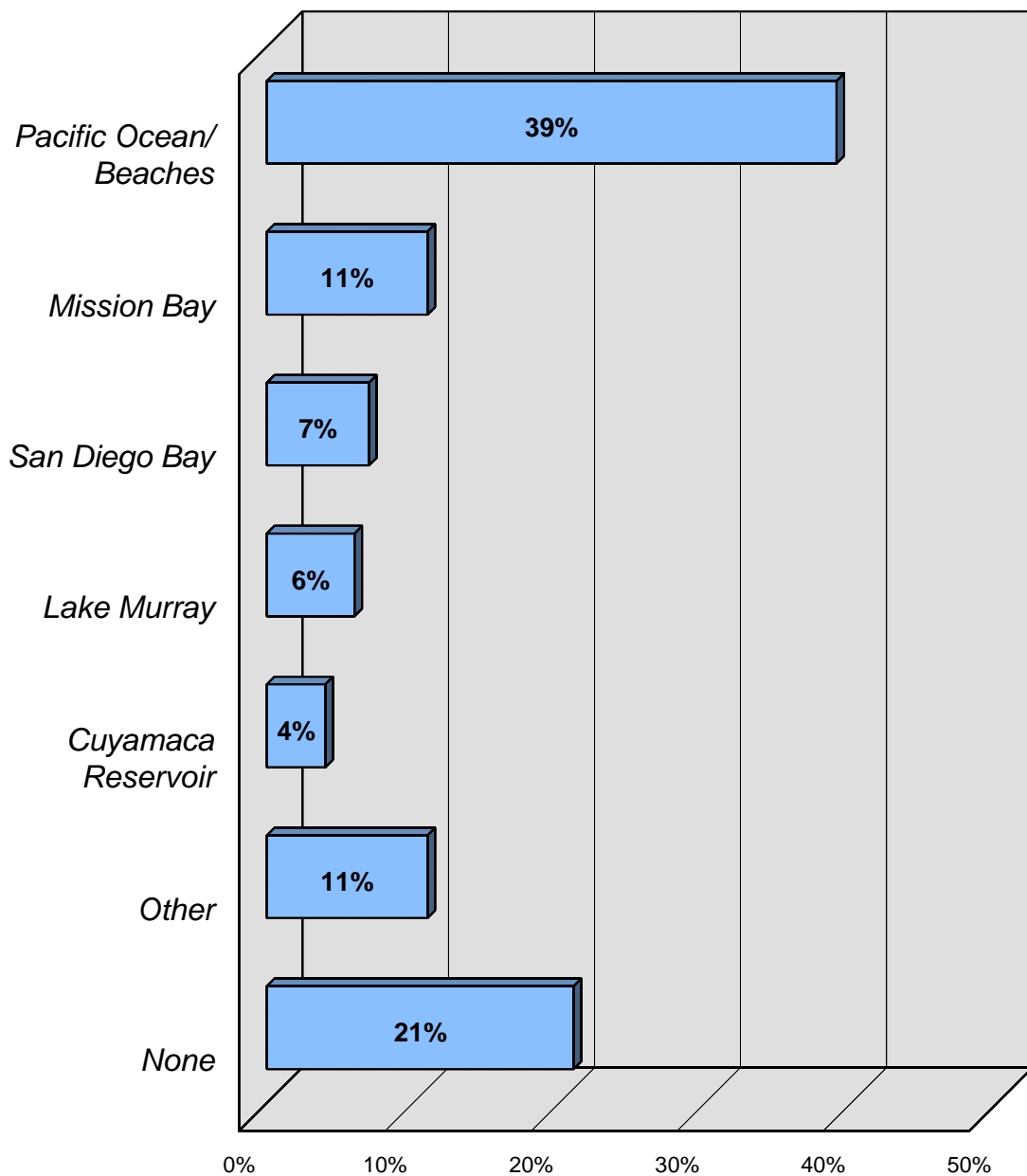
**SAN DIEGO RIVER WATERSHED, n=273**



**Chart 27**

**Body of Water in San Diego County Visit Most Frequently  
for Recreational Purposes**

**SAN DIEGO BAY WATERSHED, n=272**

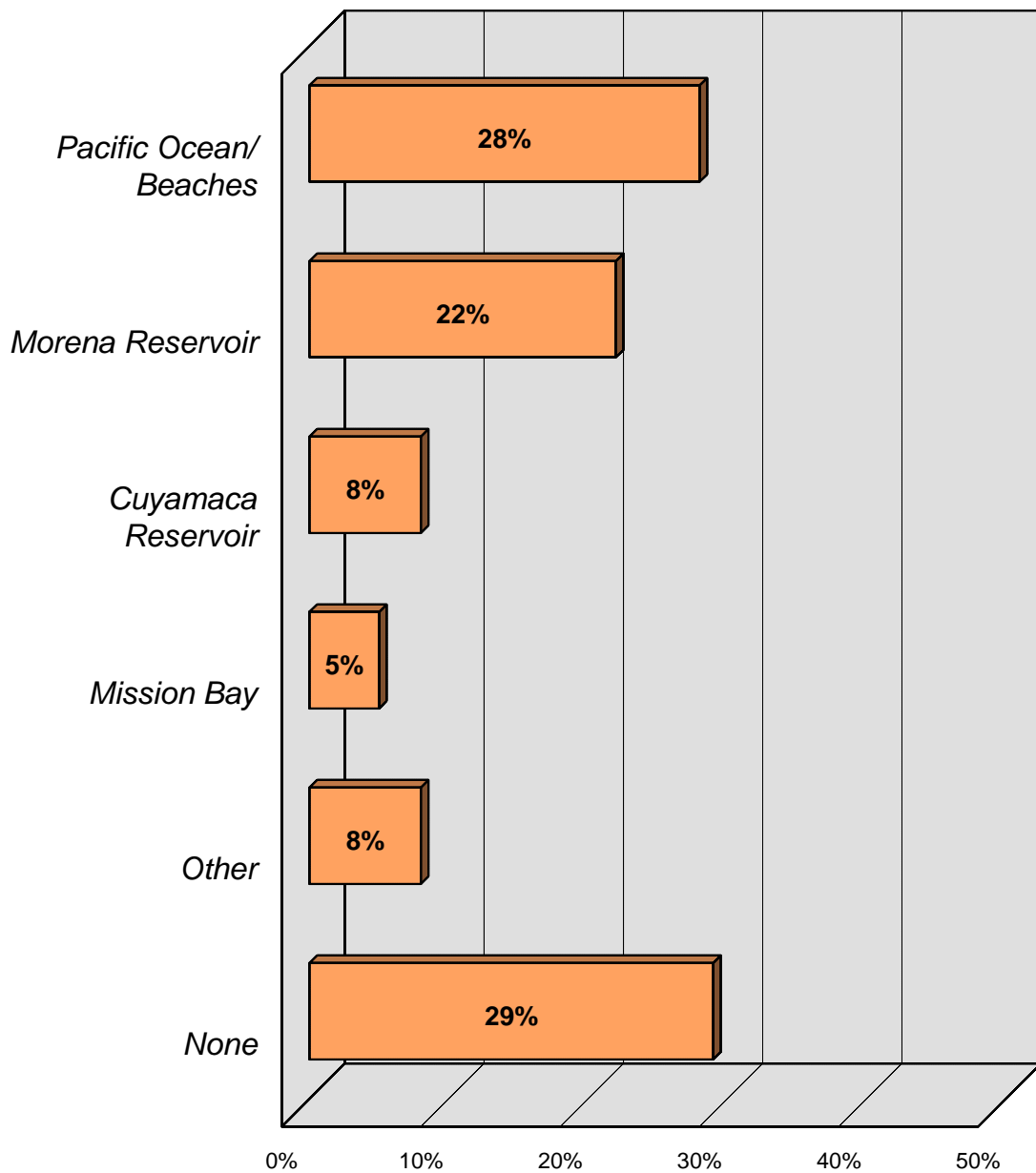




**Chart 28**

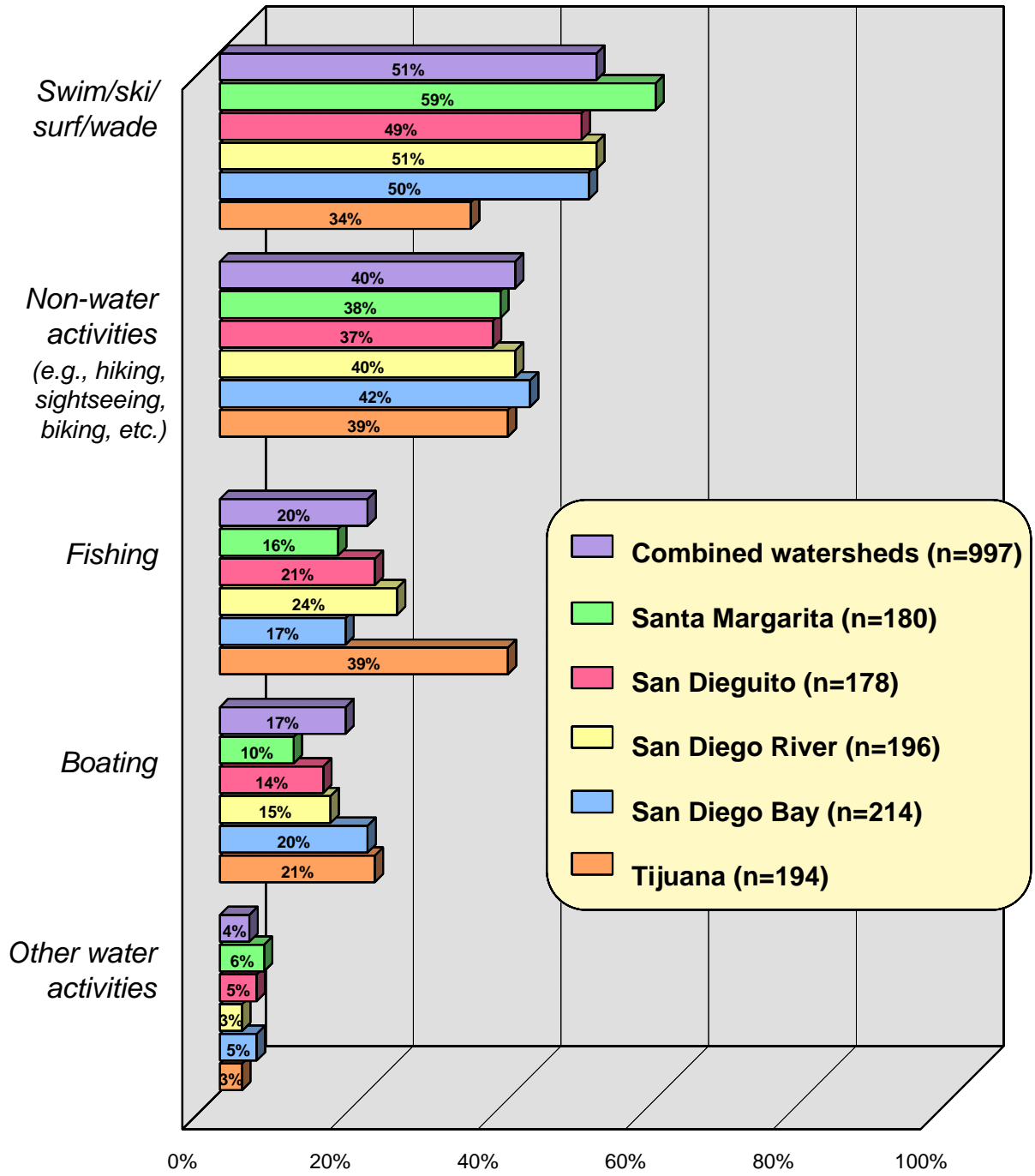
**Body of Water in San Diego County Visit Most Frequently  
for Recreational Purposes**

TIJUANA WATERSHED, n=273



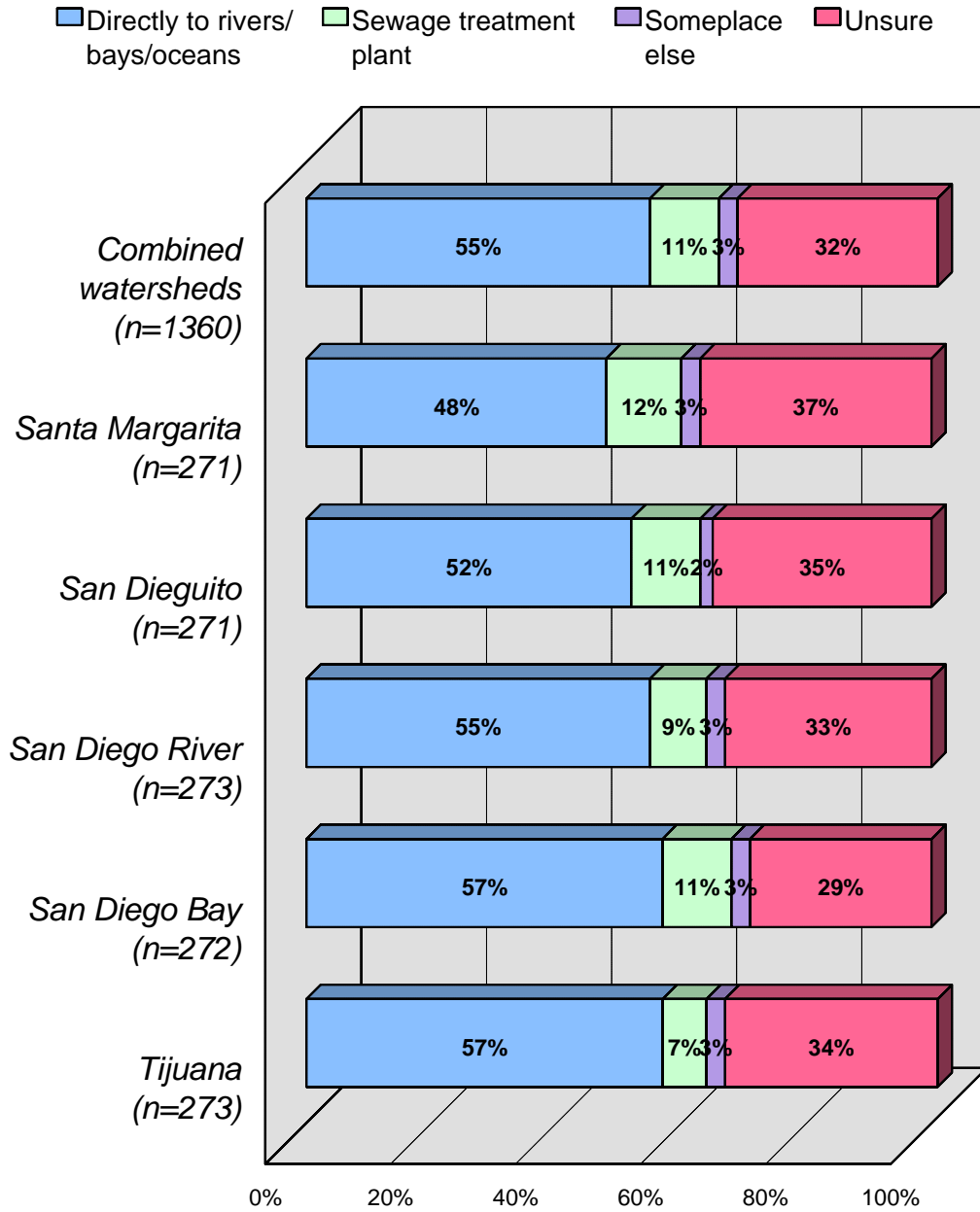
**Chart 29**

**Types of Water Recreation Enjoyed**  
(If visit any San Diego County water body for recreational purposes)



**Chart 30**

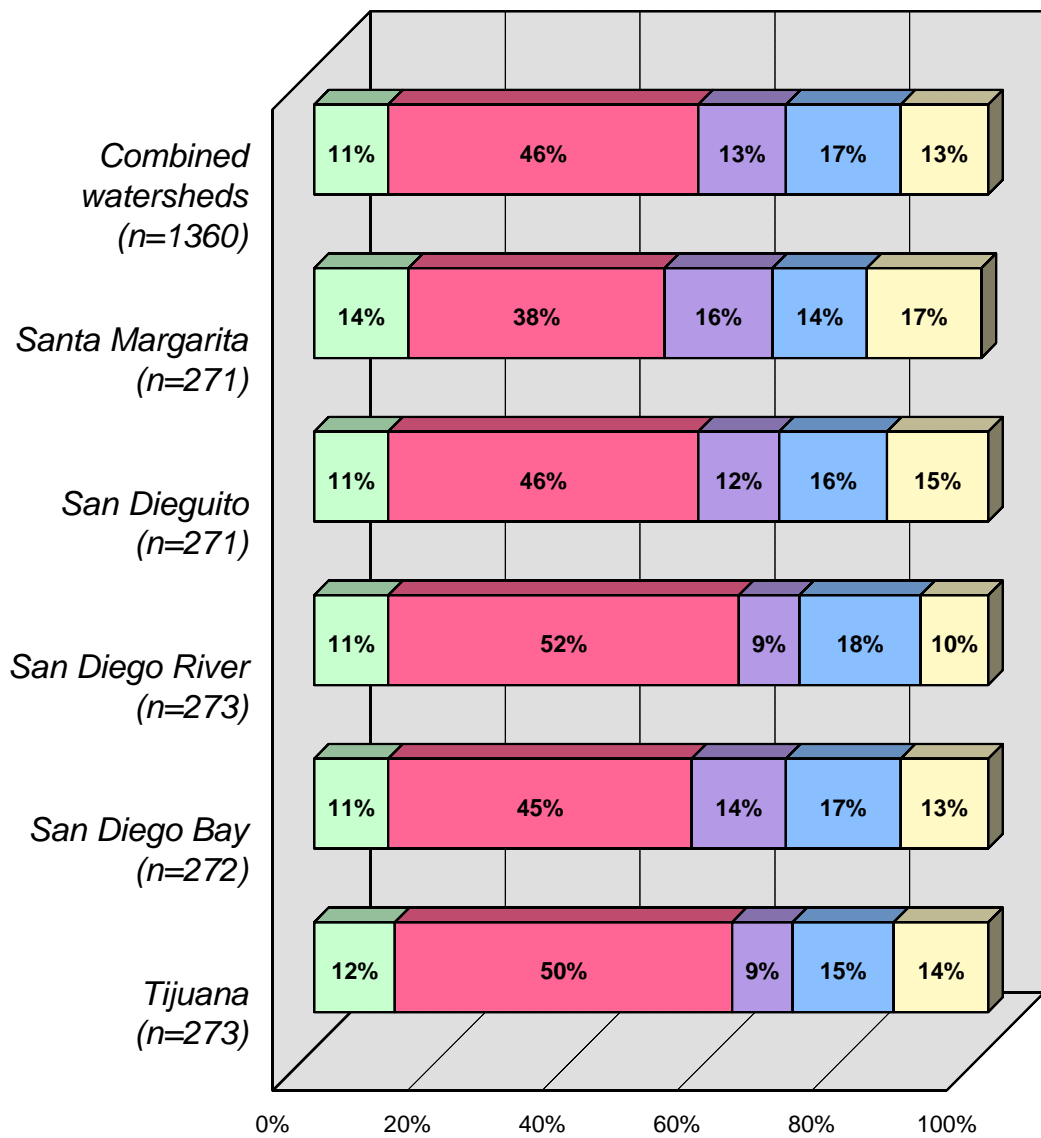
**Destination of Water that Goes into Storm Drains**



**Chart 31**

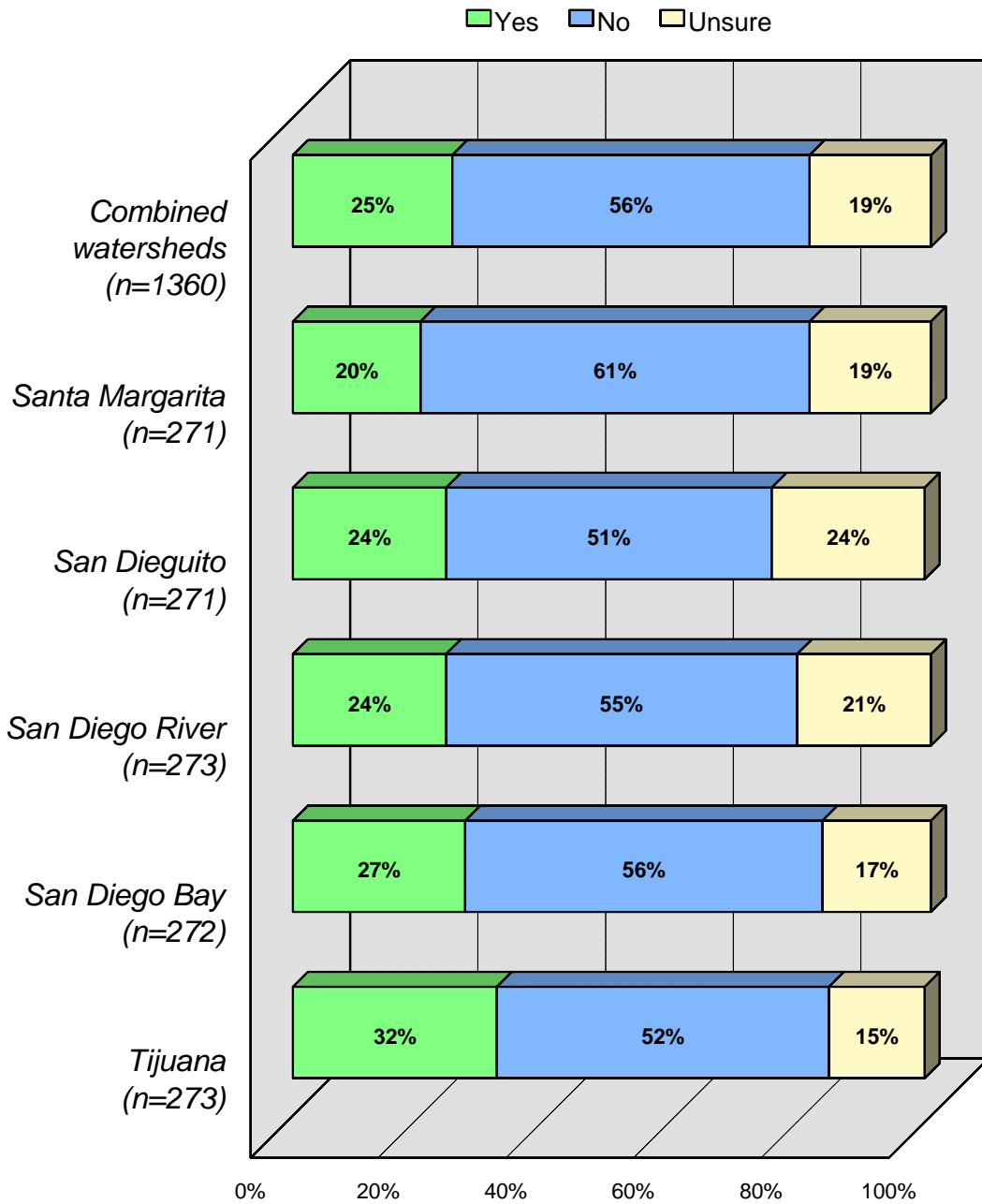
**Which Best Describes a Watershed**

- Area retaining water/ swamp, marsh
- Land area drains to specific water body
- Water intake area feeding treatment plant
- None of above
- Unsure



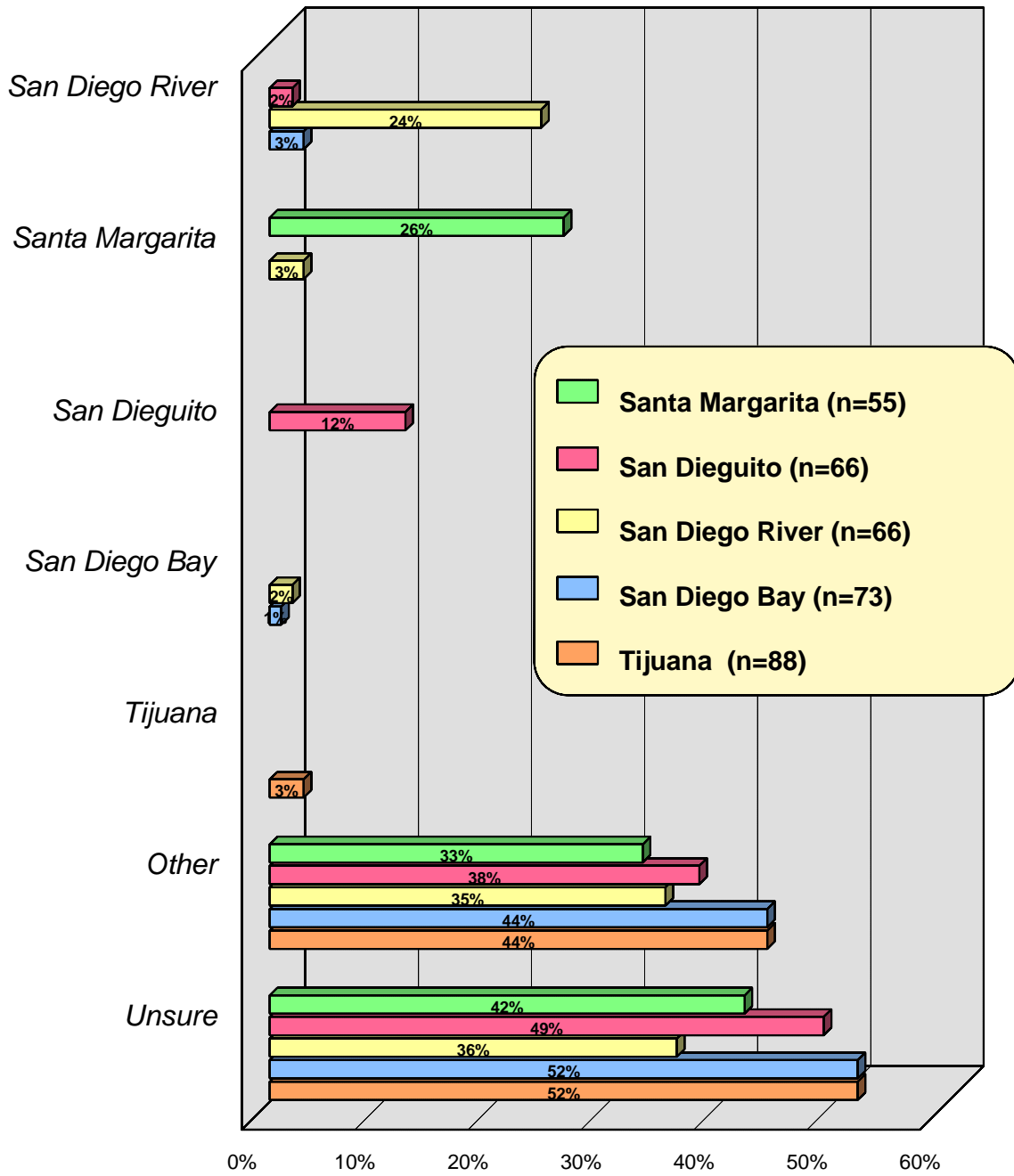
**Chart 32**

Do You Live in a Watershed



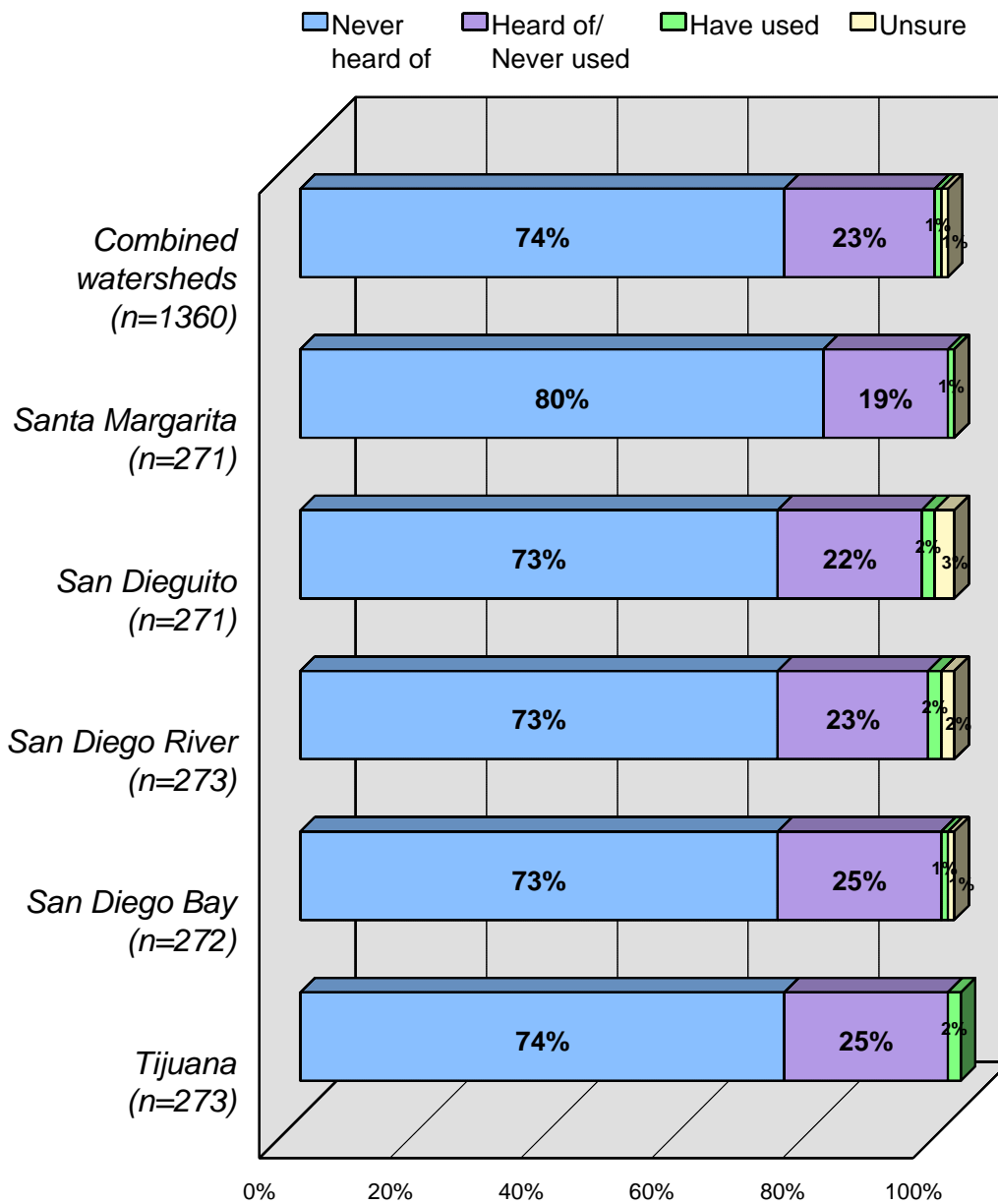
**Chart 33**

Name of Watershed Live In  
(If believe live in a watershed)



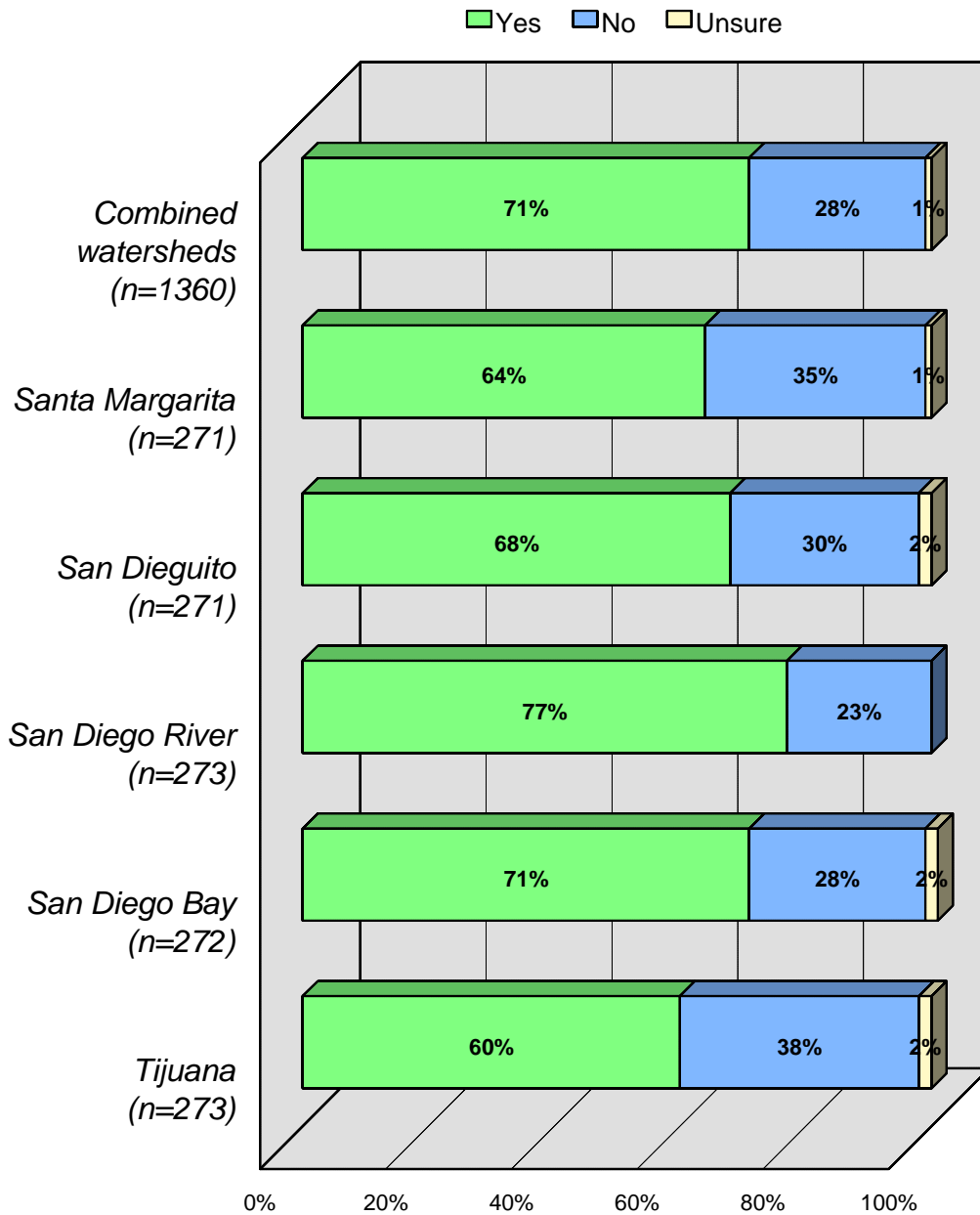
**Chart 34**

**Heard of/Used Hotlines to Report Suspicious Activities Affecting Water Quality**



**Chart 35**

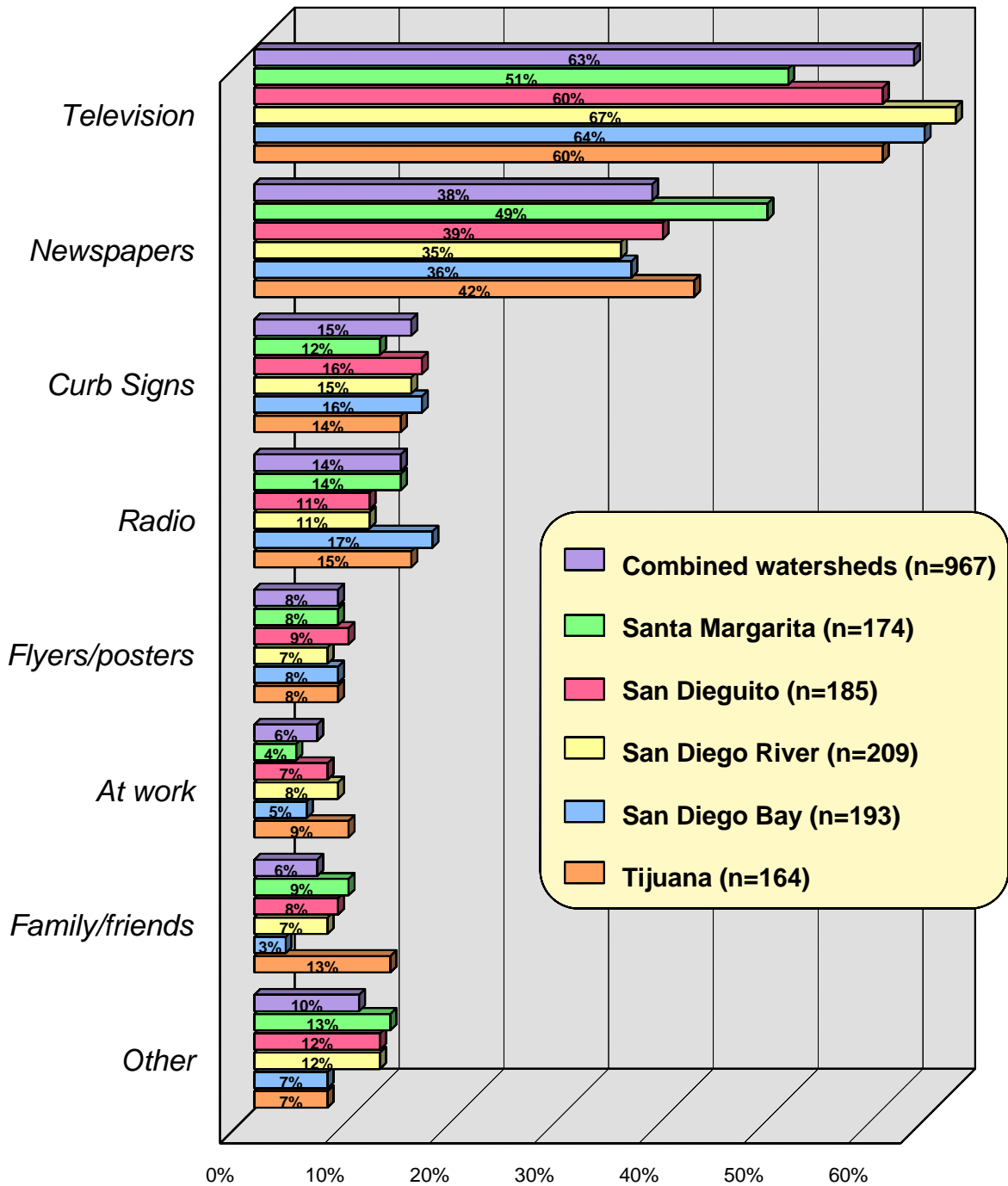
**Seen/Heard/Read Anything During Past Year About Preventing Storm Water Runoff Pollution**





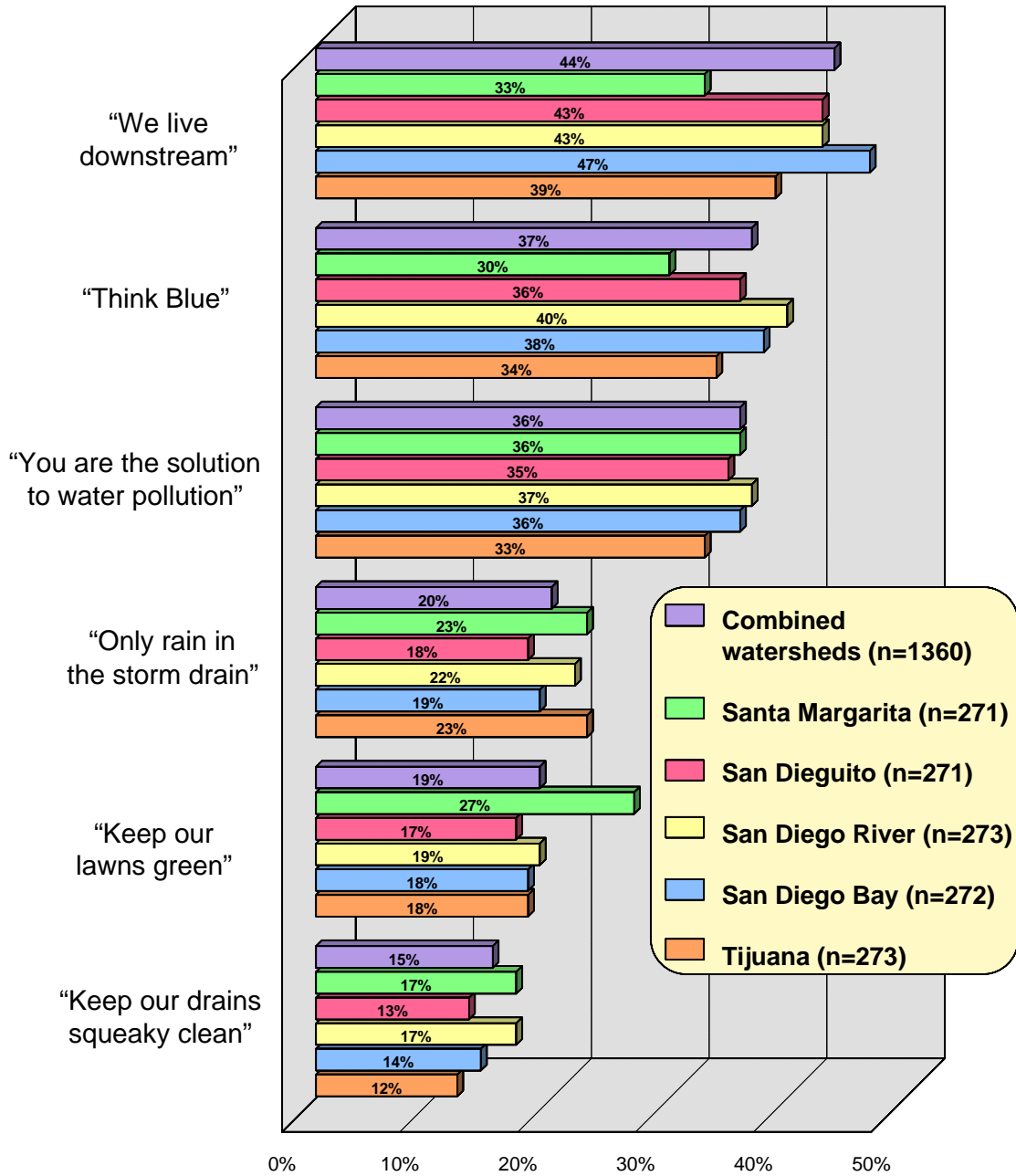
**Chart 36**

Where Saw/Heard About Polluted Storm Water Runoff  
(Among those who saw, read or heard anything)



**Chart 37**

Recognize Public Education Slogans



**Public Awareness Survey:**  
**County Unincorporated Area Watersheds**

**DISTRIBUTION OF RESPONSES**

*Percentages are provided below for all responses based on the entire sample (N=1360). Sample data were statistically weighted to accurately reflect the adult population of the Santa Margarita, San Dieguito, San Diego River, San Diego Bay and Tijuana watersheds.*

VER. VERSION OF INSTRUMENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	VERSION A	713	52.4	52.4	52.4
	VERSION B	647	47.6	47.6	100.0
	<b>Total</b>	<b>1360</b>	<b>100.0</b>	<b>100.0</b>	

SEX. GENDER OF RESPONDENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	679	49.9	49.9	49.9
	FEMALE	681	50.1	50.1	100.0
	<b>Total</b>	<b>1360</b>	<b>100.0</b>	<b>100.0</b>	

ZIP. We're also interested in speaking with people from different areas. Could you please tell me your zip code?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	91901	52	3.8	3.8	3.8
	91902	24	1.8	1.8	5.6
	91905	1	.1	.1	5.7
	91906	13	.9	.9	6.6
	91916	18	1.3	1.3	7.9
	91917	25	1.8	1.8	9.7
	91931	3	.2	.2	9.9
	91935	133	9.8	9.8	19.7
	91941	100	7.3	7.3	27.1
	91948	1	.0	.0	27.1
	91962	7	.5	.5	27.6

ZIP, continued

91963	3	.2	.2	27.9
91977	109	8.0	8.0	35.9
91978	27	2.0	2.0	37.8
91980	1	.1	.1	37.9
92019	89	6.5	6.5	44.4
92021	126	9.2	9.2	53.6
92025	17	1.3	1.3	54.9
92028	156	11.4	11.4	66.4
92040	165	12.1	12.1	78.5
92065	275	20.2	20.2	98.7
92067	7	.5	.5	99.2
92070	4	.3	.3	99.5
92127	7	.5	.5	100.0
<b>Total</b>	<b>1360</b>	<b>100.0</b>	<b>100.0</b>	

WSH. WATERSHED AREA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANTA MARGARITA	156	11.4	11.4	11.4
	SAN DIEGUITO	197	14.5	14.5	25.9
	SAN DIEGO RIVER	376	27.6	27.6	53.5
	SAN DIEGO BAY	604	44.4	44.4	98.0
	TIJUANA	28	2.0	2.0	100.0
	<b>Total</b>	<b>1360</b>	<b>100.0</b>	<b>100.0</b>	

LAN. LANGUAGE OF INTERVIEW

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ENGLISH	1279	94.0	94.0	94.0
	SPANISH	81	6.0	6.0	100.0
	<b>Total</b>	<b>1360</b>	<b>100.0</b>	<b>100.0</b>	

Q1. We're trying to get an accurate measurement of certain types of household activities among residents in this area. Please keep in mind that there are no right or wrong answers, and we really appreciate your honest responses. (Again, this is completely anonymous.)

Now, thinking about your home, is there a lawn or any outdoor plants that you or someone in your household are responsible for?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	1145	84.2	84.2	84.2
	NO/APT/NO YARD	215	15.8	15.8	100.0
	<b>Total</b>	<b>1360</b>	<b>100.0</b>	<b>100.0</b>	

Q1a. [IF YES, N=1145:] Are your lawn or outdoor plants maintained by you and/or members of your household, a gardening service, or both household members and an outside service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RESP/HOUSEHOLD	838	61.6	73.2	73.2
	GARDEN SERVICE	48	3.5	4.2	77.3
	BOTH	260	19.1	22.7	100.0
	<b>Total</b>	<b>1145</b>	<b>84.2</b>	<b>100.0</b>	
Missing	NOT ASKED	215	15.8		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

Q1b. [REMOVED]

Q1c. When watering your lawn or outdoor plants after fertilizing, do any of the following happen? Would you say that a noticeable amount of water hits the sidewalk, patio or driveway next to the lawn or plants, a noticeable amount of water runs off the lawn or plants themselves, both, or neither?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	HIT SIDEWALK	67	5.0	5.9	5.9
	RUN OFF LAWN	50	3.7	4.4	10.3
	BOTH	70	5.1	6.1	16.4
	NEITHER	875	64.3	76.4	92.7
	DO NOT FERTILIZE	66	4.8	5.7	98.5
	DK/REF	18	1.3	1.5	100.0
	<b>Total</b>	<b>1145</b>	<b>84.2</b>	<b>100.0</b>	
Missing	NOT ASKED	215	15.8		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

Q2. Are any pest control products ever used on your lawn, plants, garden or around the outside of your house to control insects, weeds, or plant molds and mildew? This does not include fertilizers.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	789	58.0	59.6	59.6
	NO	536	39.4	40.4	100.0
	<b>Total</b>	<b>1325</b>	<b>97.5</b>	<b>100.0</b>	
Missing	DK/REF	35	2.5		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

Q2a. [IF YES, N=789:] Do you employ a professional pest control service for outdoor pest control?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	226	16.6	28.6	28.6
	NO	563	41.4	71.3	99.9
	DK/REF	1	.1	.1	100.0
	<b>Total</b>	<b>789</b>	<b>58.0</b>	<b>100.0</b>	
Missing	NOT ASKED	571	42.0		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

Q2b. [IF NO, N=563:] From what you know, how are leftover pest control products, or pest control products you no longer use at your home, usually disposed of?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PUT INTO TRASH	109	8.0	19.4	19.4
	DOWN SINK	1	.0	.1	19.5
	HAZ WASTE SITE	72	5.3	12.7	32.2
	LANDFILL	15	1.1	2.7	34.9
	BURIED	1	.1	.2	35.1
	STORED	30	2.2	5.3	40.5
	OTHER	7	.5	1.2	41.7
	NONE LEFT OVER	284	20.9	50.5	92.2
	DK/REF	44	3.2	7.8	100.0
	<b>Total</b>	<b>563</b>	<b>41.4</b>	<b>100.0</b>	
Missing	NOT ASKED	797	58.6		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

OTHER:

- burn them
- company comes around and takes leftovers
- fire
- it is recycled
- mopped up
- pay for disposal
- picked up and recycled
- special room in the house that only I enter

Q2c. From what you know, how carefully are the manufacturers' instructions followed when using a pest control product in your yard? Would you say they are read and followed very carefully, read and followed somewhat carefully, read but not followed too carefully, or not followed at all?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	VERY CAREFULLY	354	26.0	62.9	62.9
	SMWT CAREFULLY	169	12.4	30.1	93.0
	NOT TOO CAREFUL	9	.7	1.7	94.7
	NOT FOLLOWED	6	.5	1.1	95.8
	DK/REF	23	1.7	4.2	100.0
	<b>Total</b>	<b>563</b>	<b>41.4</b>	<b>100.0</b>	
Missing	NOT ASKED	797	58.6		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

Q2d. For the pest control products that require some preparation before using (such as concentrated liquids and powders), do you know if the amount of pest control product used is typically measured, or estimated?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MEASURED	355	26.1	63.0	63.0
	ESTIMATED	108	7.9	19.2	82.2
	DK/REF	100	7.4	17.8	100.0
	<b>Total</b>	<b>563</b>	<b>41.4</b>	<b>100.0</b>	
Missing	NOT ASKED	797	58.6		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

Q2e. [REMOVED]

Q3. Thinking now just about methods for controlling insects, do you (or other household members) use mainly traditional pesticides, meaning typically synthetic chemical products, such as diazinon; mainly alternative or less-toxic methods, such as baits, traps, soaps or oils; or a mixture of both traditional pesticides and alternative or less-toxic methods?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TRADITIONAL	208	15.3	37.0	37.0
	ALTERNATIVE	88	6.5	15.7	52.7
	MIXTURE OF BOTH	232	17.1	41.2	93.9
	DO NOT USE	20	1.5	3.5	97.5
	DK/REF	14	1.0	2.5	100.0
	<b>Total</b>	<b>563</b>	<b>41.4</b>	<b>100.0</b>	
Missing	NOT ASKED	797	58.6		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

Q3a. [REMOVED]

Q3b. [REMOVED]

Q3c. [IF ANY TRADITIONAL PESTICIDES USED OR DK/REF, N=455:] Which one of the following is most important to you when it comes to choosing between traditional and alternative methods of insect control: cost, method of application, potential toxic side effects, speed of results, or some other factor?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	COST	30	2.2	6.5	6.5
	APPLICATION	39	2.9	8.7	15.2
	TOXIC EFFECTS	137	10.0	30.1	45.2
	RESULT SPEED	177	13.0	38.9	84.1
	OTHER	26	1.9	5.6	89.7
	EFFICIENCY	40	3.0	8.9	98.6
	DK/REF	6	.5	1.4	100.0
	<b>Total</b>	<b>455</b>	<b>33.4</b>	<b>100.0</b>	
Missing	NOT ASKED	905	66.6		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

OTHER:

- #1 and #3 (2)
- #1 and #4 (2)
- #1, #3, #6
- #2 and #3
- #2 and #6



Q3c. OTHER, continued

#2 and availability  
 #3 and #4 (2)  
 #3 and #4 depending on area of application  
 #3 and #6 (4)  
 #3, #6, availability, ease of use  
 all options (4)  
 always done it that way  
 availability (2)  
 close to natural stuff  
 convenience: pre-mixed products  
 do not know about alternative methods  
 there are not any alternative methods  
 this is the way we have always done it  
 we know what diazinon does and is: we use diazinon  
 whatever is handy

Q4. Does your household have its own pool and/or spa (jacuzzi)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	POOL	130	9.5	9.6	9.6
	SPA/JACUZZI	129	9.5	9.5	19.0
	BOTH	177	13.0	13.0	32.0
	NEITHER	923	67.9	68.0	100.0
	<b>Total</b>	<b>1359</b>	<b>99.9</b>	<b>100.0</b>	
Missing	DK/REF	1	.1		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

Q4a. [IF POOL AND/OR SPA, N=435:] Do you employ a professional pool service to maintain it?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	136	10.0	31.3	31.3
	NO	299	22.0	68.7	100.0
	DK/REF	0	.0	.0	100.0
	<b>Total</b>	<b>435</b>	<b>32.0</b>	<b>100.0</b>	
Missing	NOT ASKED	925	68.0		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

Q4b. [IF NO, N=299:] Do you use an algaecide to treat your pool or spa, besides chlorine or bromine?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	87	6.4	28.9	28.9
	NO	194	14.3	65.0	93.9
	DK/REF	18	1.3	6.1	100.0
	<b>Total</b>	<b>299</b>	<b>22.0</b>	<b>100.0</b>	
Missing	NOT ASKED	1061	78.0		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

Q4c. [REMOVED]

Q4d. [REMOVED]

Q5. [REMOVED]

Q6. Does anyone in your household have a dog?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	735	54.0	54.0	54.0
	NO	625	46.0	46.0	100.0
	<b>Total</b>	<b>1360</b>	<b>100.0</b>	<b>100.0</b>	

Q6a. [IF YES, N=735:] Would you say that whoever walks the dog(s) picks up the dog droppings always, usually, sometimes, rarely, or never?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ALWAYS	307	22.6	41.8	41.8
	USUALLY	57	4.2	7.8	49.6
	SOMETIMES	34	2.5	4.7	54.2
	RARELY	24	1.8	3.3	57.6
	NEVER	76	5.6	10.3	67.9
	NOT APPLICABLE	234	17.2	31.9	99.8
	DK/REF	1	.1	.2	100.0
	<b>Total</b>	<b>735</b>	<b>54.0</b>	<b>100.0</b>	
Missing	NOT ASKED	625	46.0		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

Q6b. [REMOVED]

Q6c. [IF Q6a INDICATES DOG DROPPINGS ARE PICKED UP, N=423:] How is your pet's waste usually disposed of?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PUT IN TRASH	315	23.2	74.6	74.6
	DOWN TOILET	13	1.0	3.1	77.7
	COMPOSTED	40	2.9	9.4	87.1
	OTHER	1	.1	.3	87.5
	BURIED	27	2.0	6.3	93.8
	LEFT ALONE	12	.9	2.8	96.6
	DK/REF	14	1.1	3.4	100.0
	<b>Total</b>	<b>423</b>	<b>31.1</b>	<b>100.0</b>	
Missing	NOT ASKED	937	68.9		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

OTHER:  
#1 and #4 (2)

Q7. Are there any horses or other livestock kept on your property? (includes chickens, pigs, goats, cows, donkeys, peacocks, rabbits, etc.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	238	17.5	17.5	17.5
	NO	1122	82.5	82.5	100.0
	<b>Total</b>	<b>1360</b>	<b>100.0</b>	<b>100.0</b>	

Q7a. [IF YES, N=238:] Which best describes what happens to the animal waste? Is it left alone, used directly as fertilizer, composted, put in the trash, or taken to a landfill or transfer station?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LEFT ALONE	40	2.9	16.7	16.7
	FERTILIZER	58	4.3	24.5	41.2
	COMPOSTED	60	4.4	25.3	66.5
	PUT IN TRASH	50	3.7	21.2	87.6
	LANDFILL	9	.7	3.9	91.5
	OTHER	18	1.3	7.4	98.9
	DK/REF	3	.2	1.1	100.0
	<b>Total</b>	<b>238</b>	<b>17.5</b>	<b>100.0</b>	
Missing	NOT ASKED	1122	82.5		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

OTHER:

#1 and #2 (2)

#1 and #3

#2 and #3 (4)

#3 and #4

#3 and #5 (2)

all options for horse manure and given to friends

cat #1; chickens #3

cat feces #4; wash out parrot cages in designated carwash drain

cat waste #4; chicken waste #2

cat waste buried in yard

disposed of in the canyon

dog waste #1 and horse manure #2

dumpster for manure; a composter

flushed from cat box with special septic-safe litter box filler

horse and chicken waste cultured (warm farming) then sold commercially

paid dumpster service picks up cats' waste

pay a city service to remove animal waste

pay for service to haul it away

rabbit manure #2; horse/other animal waste #3

taken to field next to lawn

water turtle waste #2; bird waste #4

Q8. [REMOVED]

Q8a. [REMOVED]

Q9. [REMOVED]

Q10. Please think now about litter in your community. Which one of the following four options do you think is the most effective way to decrease the amount of litter in your community: more public trash cans, more and better placed "Do Not Litter" signs, more volunteer community clean-up days, or tickets for littering violations?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TRASH CANS	379	27.8	29.1	29.1
	SIGNS	56	4.1	4.3	33.4
	COMM CLEAN-UP	295	21.7	22.6	56.1
	TICKETS	337	24.8	25.9	82.0
	OTHER	32	2.4	2.5	84.5
	PUBLIC EDUC	87	6.4	6.7	91.1
	EXTEND SERVICES	3	.2	.2	91.3
	ALL/COMBO	106	7.8	8.1	99.5
	REDUCE DUMP FEES	7	.5	.5	100.0
	<b>Total</b>	<b>1301</b>	<b>95.7</b>	<b>100.0</b>	
Missing	DK/REF	59	4.3		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

OTHER:

Adopt-A-Highway Program  
adopt the Japanese clean-up system  
close highways  
community service pickup after getting a ticket for other things  
decrease population  
do not throw trash initially  
employ mentally challenged to clean up public areas and pay them  
enforce the existing laws  
enforce tie-down regulations for construction people  
enforcement of trash separation and use of recycling centers  
everyone clean up after themselves  
get rid of the Mexicans: they litter; we don't litter  
get rid of the trash people  
keep cyclists out; too many  
less packaging material with purchased items: I have garage of boxes  
let illegal aliens go to another city  
monitor homeless: they litter in our community  
organizations are responsible for litter and they pick up  
park inspections  
people are careless and litter no matter what  
people should be more considerate about littering  
people taking more responsibility  
personal responsibility  
pick up after themselves  
pride in community to pick up trash  
recycle  
reduce excess packaging  
residents don't clean up own property; county official need to enforce  
residents or businesses clean particular street, name is on a sign  
stop the illegal aliens from Mexico from coming in and dumping trash  
use jail workers for community cleanup  
use prisoners and probation workers to pick up trash

Q11. Thinking now county-wide, as far as you know, which best describes what happens to the water that goes into our gutters and storm drains: does it go directly to our rivers, bays and/or oceans, does it go to a sewage treatment plant like the water that goes through your household drains, does it go someplace else, or are you not sure?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RIVERS/BAYS	741	54.5	54.9	54.9
	TREATMENT PLANT	143	10.5	10.6	65.5
	SOMEPLACE ELSE	19	1.4	1.4	66.9
	NOT SURE/DK	431	31.7	31.9	98.8
	GROUND	16	1.2	1.2	100.0
	<b>Total</b>	<b>1350</b>	<b>99.3</b>	<b>100.0</b>	
Missing	REF	10	.7		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

SOMEPLACE ELSE:

both options (10)  
 circumstantial: the ocean, farmland, neighborhoods  
 depends on where you live  
 directly to septic tank  
 into septic system  
 Mexico (2)  
 Old Highway 80  
 septic tank (3)  
 to a huge pond then use recycled water to water the public roads

Q12. [REMOVED]

Q13. Have you seen, read or heard anything during the past year about preventing the pollution of storm water runoff or waterways in San Diego County? By waterways, we mean the storm drains, rivers, bays, reservoirs and the ocean.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	967	71.1	71.9	71.9
	NO	377	27.7	28.1	100.0
	<b>Total</b>	<b>1345</b>	<b>98.9</b>	<b>100.0</b>	
Missing	DK/REF	15	1.1		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

Q13a. [IF YES, N=967:] Where do you recall seeing or hearing about polluted storm water runoff or waterways in San Diego County during the past year?

1) TV

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	360	26.5	37.2	37.2
	MENTIONED	607	44.6	62.8	100.0
	<b>Total</b>	<b>967</b>	<b>71.1</b>	<b>100.0</b>	
Missing	NOT ASKED	393	28.9		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

2) RADIO

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	834	61.3	86.2	86.2
	MENTIONED	133	9.8	13.8	100.0
	<b>Total</b>	<b>967</b>	<b>71.1</b>	<b>100.0</b>	
Missing	NOT ASKED	393	28.9		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

3) NEWSPAPER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	601	44.2	62.2	62.2
	MENTIONED	366	26.9	37.8	100.0
	<b>Total</b>	<b>967</b>	<b>71.1</b>	<b>100.0</b>	
Missing	NOT ASKED	393	28.9		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

4) FLYERS/POSTERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	893	65.7	92.3	92.3
	MENTIONED	74	5.5	7.7	100.0
	<b>Total</b>	<b>967</b>	<b>71.1</b>	<b>100.0</b>	
Missing	NOT ASKED	393	28.9		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

## 5) MOVIE THEATRES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	967	71.1	99.9	99.9
	MENTIONED	1	.0	.1	100.0
	<b>Total</b>	<b>967</b>	<b>71.1</b>	<b>100.0</b>	
Missing	NOT ASKED	393	28.9		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

## 6) STICKERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	963	70.8	99.5	99.5
	MENTIONED	5	.3	.5	100.0
	<b>Total</b>	<b>967</b>	<b>71.1</b>	<b>100.0</b>	
Missing	NOT ASKED	393	28.9		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

## 7) CURB SIGNS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	819	60.3	84.7	84.7
	MENTIONED	148	10.9	15.3	100.0
	<b>Total</b>	<b>967</b>	<b>71.1</b>	<b>100.0</b>	
Missing	NOT ASKED	393	28.9		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

## 8) FAMILY/FRIENDS/OTHER WORD OF MOUTH

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	912	67.1	94.3	94.3
	MENTIONED	55	4.0	5.7	100.0
	<b>Total</b>	<b>967</b>	<b>71.1</b>	<b>100.0</b>	
Missing	NOT ASKED	393	28.9		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		



9) OTHER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	940	69.1	97.1	97.1
	MENTIONED	28	2.0	2.9	100.0
	<b>Total</b>	<b>967</b>	<b>71.1</b>	<b>100.0</b>	
Missing	NOT ASKED	393	28.9		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

OTHER:

City of San Diego  
 commercial signs  
 County Building department  
 directly experienced it in Lake Murray  
 disposal company; water district  
 general; individual observation  
 Helix Irrigation: Otay water company  
 I've seen it first hand  
 I saw trash in a stream in a rural area  
 I see construction workers avoid letting run-off go into drains  
 library books  
 military  
 Monterey Bay Aquarium  
 Otay Water District  
 own research from different places  
 parks  
 personally observed  
 petitioner outside of store  
 politicians  
 read a document that talks about that at work for designers  
 recycling center; mail  
 rules for permits when building  
 Sea World; the beach  
 seeing people dumping oil on their property  
 Surfrider Foundation  
 trash company has info  
 trash company pickup place  
 visited the Dept. of Environmental Health in El Cajon  
 when we built our house the county had us adhere to certain standards

10) DK/REF

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	953	70.0	98.5	98.5
	MENTIONED	15	1.1	1.5	100.0
	<b>Total</b>	<b>967</b>	<b>71.1</b>	<b>100.0</b>	
Missing	NOT ASKED	393	28.9		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

### 11) COMMUNITY EVENTS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	950	69.8	98.2	98.2
	MENTIONED	17	1.3	1.8	100.0
	<b>Total</b>	<b>967</b>	<b>71.1</b>	<b>100.0</b>	
Missing	NOT ASKED	393	28.9		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

### 12) INTERNET

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	951	70.0	98.4	98.4
	MENTIONED	16	1.2	1.6	100.0
	<b>Total</b>	<b>967</b>	<b>71.1</b>	<b>100.0</b>	
Missing	NOT ASKED	393	28.9		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

### 13) MAGAZINES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	956	70.3	98.9	98.9
	MENTIONED	11	.8	1.1	100.0
	<b>Total</b>	<b>967</b>	<b>71.1</b>	<b>100.0</b>	
Missing	NOT ASKED	393	28.9		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

### 14) CLASSES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	956	70.3	98.8	98.8
	MENTIONED	12	.9	1.2	100.0
	<b>Total</b>	<b>967</b>	<b>71.1</b>	<b>100.0</b>	
Missing	NOT ASKED	393	28.9		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

15) BILLBOARDS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	962	70.7	99.4	99.4
	MENTIONED	6	.4	.6	100.0
	<b>Total</b>	<b>967</b>	<b>71.1</b>	<b>100.0</b>	
Missing	NOT ASKED	393	28.9		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

16) AT WORK

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	907	66.7	93.7	93.7
	MENTIONED	61	4.5	6.3	100.0
	<b>Total</b>	<b>967</b>	<b>71.1</b>	<b>100.0</b>	
Missing	NOT ASKED	393	28.9		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

Q13ASET SEEN/HEARD STORM WATER - MULT RESPONSE SET (VALID CASES, N=967)

	Responses	Percent Responses	Percent Cases
Q13A_1 SEEN/HEARD STORM WATER: TV	607	39.1%	62.9%
Q13A_2 SEEN/HEARD STORM WATER: RADIO	133	8.6%	13.8%
Q13A_3 SEEN/HEARD STORM WATER: NEWSPAPER	366	23.6%	37.9%
Q13A_4 SEEN/HEARD STORM WATER: FLYERS/POSTERS	74	4.8%	7.7%
Q13A_5 SEEN/HEARD STORM WATER: MOVIE THEATRES	1	.0%	.1%
Q13A_6 SEEN/HEARD STORM WATER: STICKERS	5	.3%	.5%
Q13A_7 SEEN/HEARD STORM WATER: CURB SIGNS	148	9.5%	15.3%
Q13A_8 SEEN/HEARD STORM WATER: FAMILY/FRIENDS	55	3.5%	5.7%
Q13A_9 SEEN/HEARD STORM WATER: OTHER	28	1.8%	2.9%
Q13A_10 SEEN/HEARD STORM WATER: DK/REF	15	.9%	1.5%
Q13A_11 SEEN/HEARD STORM WATER: COMMUN EVENTS	17	1.1%	1.8%
Q13A_12 SEEN/HEARD STORM WATER: INTERNET	16	1.0%	1.6%
Q13A_13 SEEN/HEARD STORM WATER: MAGAZINES	11	.7%	1.1%
Q13A_14 SEEN/HEARD STORM WATER: CLASSES	12	.8%	1.2%
Q13A_15 SEEN/HEARD STORM WATER: BILLBOARDS	6	.4%	.6%
Q13A_16 SEEN/HEARD STORM WATER: AT WORK	61	3.9%	6.3%
<b>Total</b>		<b>100.0%</b>	

Q14. Sometimes slogans are used in advertising and public education to help prevent polluted storm water runoff. Have you heard or seen any of the following slogans used for that purpose:

1) "Only rain in the storm drain"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	277	20.4	20.7	20.7
	NO	1062	78.1	79.3	100.0
	<b>Total</b>	<b>1339</b>	<b>98.5</b>	<b>100.0</b>	
Missing	DK/REF	21	1.5		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

2) "Keep our drains squeaky clean"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	200	14.7	14.9	14.9
	NO	1142	84.0	85.1	100.0
	<b>Total</b>	<b>1342</b>	<b>98.7</b>	<b>100.0</b>	
Missing	DK/REF	18	1.3		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

3) "We live downstream"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	591	43.5	44.1	44.1
	NO	749	55.1	55.9	100.0
	<b>Total</b>	<b>1341</b>	<b>98.6</b>	<b>100.0</b>	
Missing	DK/REF	20	1.4		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

4) "Think Blue"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	506	37.2	38.2	38.2
	NO	817	60.1	61.8	100.0
	<b>Total</b>	<b>1323</b>	<b>97.3</b>	<b>100.0</b>	
Missing	DK/REF	37	2.7		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

5) "Keep our lawns green"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	258	19.0	19.4	19.4
	NO	1073	78.9	80.6	100.0
	<b>Total</b>	<b>1331</b>	<b>97.8</b>	<b>100.0</b>	
Missing	DK/REF	29	2.2		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

6) "You are the solution to water pollution"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	495	36.4	38.3	38.3
	NO	796	58.5	61.7	100.0
	<b>Total</b>	<b>1291</b>	<b>94.9</b>	<b>100.0</b>	
Missing	DK/REF	69	5.1		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

Q15. [REMOVED]

Q16. Have you ever heard of any hotlines to report suspicious or illegal activities that affect the quality of our water, including our storm drains, streams, bays, reservoirs, and oceans?

[IF YES, CLARIFY BEFORE RECORDING:] Have you or has anyone in your household ever used any of these hotlines?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO, NEVER	1007	74.1	75.1	75.1
	YES, NOT USED	318	23.4	23.7	98.9
	YES, USED	15	1.1	1.1	100.0
	<b>Total</b>	<b>1341</b>	<b>98.6</b>	<b>100.0</b>	
Missing	DK/REF	19	1.4		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

Q17\_1. What body of water within San Diego County do you consider to be an important part of your community?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BARRETT LAKE	32	2.3	2.7	2.7
	CEDAR CREEK	1	.1	.1	2.8
	CUYAMACA RESERVOIR	13	1.0	1.1	3.9
	DELUZ CREEK	2	.2	.2	4.1
	DESCANSO CREEK	2	.2	.2	4.3
	DIAMOND VALLEY LAKE	1	.0	.0	4.3
	EL CAPITAN RESERVOIR	37	2.7	3.2	7.5
	JAMUL CREEK	2	.2	.2	7.7
	LAKE HODGES	18	1.3	1.5	9.2
	LAKE JENNINGS	79	5.8	6.7	15.9
	LAKE MURRAY	39	2.9	3.3	19.3
	LAKE POWAY	7	.5	.6	19.9
	LAKE RAMONA	14	1.1	1.2	21.1
	LAKE SKINNER	1	.1	.1	21.2
	LINDO LAKE	16	1.2	1.4	22.5
	LOVELAND RESERVOIR	10	.8	.9	23.4
	MILLER CREEK	2	.2	.2	23.6
	MISSION BAY	49	3.6	4.1	27.8
	MORENA RESERVOIR	33	2.4	2.8	30.6
	OTAY RESERVOIR	60	4.4	5.1	35.7
	OTAY RIVER	4	.3	.3	36.1
	PACIFIC OCEAN/BEACHES	253	18.6	21.6	57.6
	PINE VALLEY CREEK	1	.0	.1	57.7
	RAINBOW CREEK	1	.0	.0	57.7
	SAN DIEGO BAY	37	2.7	3.2	60.9
	SAN DIEGO RIVER	47	3.5	4.0	65.0
	SAN DIEGUITO RIVER	4	.3	.3	65.3
	SAN VICENTE CREEK	6	.5	.5	65.8
	SAN VICENTE RESERVOIR	86	6.3	7.3	73.1
	SANTA MARGARITA ESTUARY	1	.1	.1	73.2
	SANTA MARGARITA RIVER	21	1.6	1.8	75.0
	SANTA MARIA CREEK	3	.2	.2	75.2
	SANTA YSABEL CREEK	1	.1	.1	75.3
	SANTEE LAKES	2	.2	.2	75.5
	SUTHERLAND RESERVOIR	56	4.1	4.8	80.3

Q17\_1, continued

	SWEETWATER RESERVOIR	81	6.0	6.9	87.2
	SWEETWATER RIVER	10	.7	.9	88.1
	TIJUANA RIVER	0	.0	.0	88.1
	SAN LUIS REY RIVER	17	1.2	1.4	89.5
	OTHER	123	9.1	10.5	100.0
	<b>Total</b>	<b>1174</b>	<b>86.3</b>	<b>100.0</b>	
Missing	DK/REF/NONE	186	13.7		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

OTHER:

a lake near Woodside and Los Cochés  
 a particular reservoir  
 a river that I pass by, don't know the name  
 all are important  
 all bodies of water (2)  
 all bodies of water are important  
 all equally  
 all lakes in general  
 all lakes in Pine Valley area  
 all lakes in San Diego  
 all of them (11)  
 all reservoirs (4)  
 all reservoirs are important  
 all reservoirs in general  
 all the reservoirs  
 all the reservoirs that provide our water equally  
 all water bodies  
 all water bodies are important  
 all waterways  
 Alpine Creek  
 any treated water: for human use  
 aquifer  
 Balsas River  
 Beck Reservoir  
 Belzura Creek  
 Calaverdi Lake  
 Campo Creek  
 close to Ramona  
 Colorado River (5)  
 dam near El Cajon  
 dam off of Red Mountain  
 dams in San Diego  
 Dixon Lake (6)  
 Doanes Lake  
 drinking water (3)  
 East Side Reservoir  
 Eastlake (2)  
 every body of water in San Diego County  
 Fallbrook Public Utility District off of East Mission

Q17\_1. OTHER, continued

Fallbrook Reservoir (2)  
groundwater  
Harbison Canyon Reservoir  
Hatfield Creek  
Hidden Lakes  
Imperial River Valley  
lagoon by Fallbrook  
lagoon in Escondido  
Lake Elsinore (2)  
Lake Harris  
Lake Havasu  
Lake Helix  
Lake Henshaw (9)  
lake in Pala  
Lake Wohlford (3)  
lakes in Ramona  
Miramar Reservoir (2)  
Mt. Helix Reservoir  
my groundwater is important to me  
Olivenheim Dam  
Potrero Creek  
Presas in general  
reservoir 12 miles long, biggest in CA, in Temecula by Lake Skinner  
reservoir in San Diego  
reservoir near Del Mar  
reservoir near Escondido  
reservoir near home  
reservoir that is close by, don't know name  
reservoirs  
reservoirs in general (4)  
rivers in general  
Ross Lake (private) (2)  
Scove Creek  
secret lake (holding tank?)  
spring water from the mountains  
subterranean water: our well water  
they are all important  
Tijuana water drainage system  
Twin Lake in Portero  
underground water (2)  
underground water table: aquifer in the Campo area  
well water



Q17\_2. Is there another body of water that you consider to be an important part of your community?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BARRETT LAKE	12	.9	1.0	1.0
	CUYAMACA RESERVOIR	15	1.1	1.3	2.3
	DELUZ CREEK	2	.1	.1	2.4
	DIAMOND VALLEY LAKE	2	.2	.2	2.6
	EL CAPITAN RESERVOIR	48	3.5	4.1	6.7
	LAKE HODGES	27	2.0	2.3	9.0
	LAKE JENNINGS	43	3.1	3.6	12.7
	LAKE MURRAY	34	2.5	2.9	15.5
	LAKE POWAY	12	.8	1.0	16.5
	LAKE RAMONA	19	1.4	1.6	18.1
	LAKE SKINNER	1	.0	.0	18.1
	LINDO LAKE	8	.6	.7	18.8
	LITTLE LAGUNA LAKE	0	.0	.0	18.9
	LOVELAND RESERVOIR	25	1.8	2.1	20.9
	MISSION BAY	41	3.0	3.5	24.4
	MORENA RESERVOIR	34	2.5	2.9	27.3
	OTAY RESERVOIR	39	2.9	3.3	30.6
	OTAY RIVER	5	.3	.4	31.0
	PACIFIC OCEAN/BEACHES	140	10.3	11.9	43.0
	PALO VERDE LAKE	1	.1	.1	43.1
	PINE VALLEY CREEK	3	.2	.2	43.3
	SAN DIEGO BAY	35	2.5	2.9	46.2
	SAN DIEGO RIVER	30	2.2	2.6	48.8
	SAN DIEGUITO LAGOON/ESTUARY	1	.1	.1	48.9
	SAN DIEGUITO RIVER	1	.1	.1	48.9
	SAN VICENTE CREEK	3	.3	.3	49.2
	SAN VICENTE RESERVOIR	77	5.6	6.5	55.7
	SANTA MARGARITA RIVER	9	.6	.7	56.5
	SANTA MARIA CREEK	2	.2	.2	56.7
	SANTEE LAKES	5	.4	.4	57.1
	SUTHERLAND RESERVOIR	21	1.5	1.7	58.8
	SWEETWATER RESERVOIR	35	2.6	3.0	61.8
	SWEETWATER RIVER	2	.2	.2	62.0
	TECATE CREEK	0	.0	.0	62.0

Q17\_2, continued

	TEMECULA CREEK	1	.1	.1	62.0
	SAN LUIS REY RIVER	15	1.1	1.3	63.3
	OTHER	75	5.5	6.4	69.7
	DK/REF/NONE	355	26.1	30.3	100.0
	<b>Total</b>	<b>1174</b>	<b>86.3</b>	<b>100.0</b>	
Missing	NOT ASKED	186	13.7		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

OTHER:

all bodies of water within San Diego County are important

all fresh water nearby like creeks, rivers

all the lakes

all the reservoirs

all water bodies (2)

all water bodies and retention ponds

any lake, river, or stream

Batiquitos Lagoon

Colorado River (2)

county reservoirs

creek that runs through Ramona

Dixon Lake (8)

drinking water

Elliot Pond #1

Escondido River

Fallbrook Arroyo

ground water by Mallard Road

Henshaw Reservoir

Kitchen Creek

Lake Chollas

Lake Elsinore

Lake Hemet

Lake Henshaw (10)

Lake Jamacha

lake on my property

lake on Palomar Mountain

Lake Perris

Lake Poway and Lake Ramona

Lake Rancho Viejo

Lake Wohlford

lakes in general

Live Oak Stream

Miramar Lake (5)

Miramar Reservoir (3)

Miramar Reservoir; Poway Lake

Mt. Helix Lake

no specific water body as long as it's drinking water

Olivenheim Reservoir: being built right now

Picnic Lake

Q17\_2. OTHER, continued

Red Mountain Reservoir  
 reservoir in Encinitas: El Camino de Dios  
 reservoirs in general (3)  
 reservoirs that drinking water comes from  
 rivers  
 rivers in general (2)  
 Ross Lake off Bailey Road  
 Sandria Creek  
 Spring Valley Creek  
 underground river in Campo  
 water table: groundwater  
 wells in San Diego  
 wells: our wells are dry because casinos use them up  
 Willow Glen Creek  
 Witch Creek

Q18. What one body of water within San Diego County, if any, do you visit most frequently for recreational purposes? (either in or out of your community)

**Q18 BODY OF WATER VISIT MOST FREQUENTLY**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUYAMACA RESERVOIR	39	2.9	3.9	3.9
	DELUZ CREEK	1	.1	.1	4.0
	EL CAPITAN RESERVOIR	15	1.1	1.5	5.5
	LAKE HODGES	7	.5	.7	6.3
	LAKE JENNINGS	23	1.7	2.3	8.6
	LAKE MURRAY	43	3.1	4.3	12.8
	LAKE O'NEILL	2	.1	.2	13.0
	LAKE POWAY	10	.7	1.0	14.0
	LAKE RAMONA	1	.1	.1	14.1
	LAKE SKINNER	1	.1	.1	14.2
	LINDO LAKE	11	.8	1.1	15.3
	MISSION BAY	94	6.9	9.4	24.8
	MORENA RESERVOIR	31	2.3	3.1	27.9
	OTAY RESERVOIR	5	.3	.5	28.3
	PACIFIC OCEAN/BEACHES	549	40.4	55.0	83.4
	PALO VERDE LAKE	6	.4	.6	83.9
	PINE VALLEY CREEK	0	.0	.0	84.0
	SAN DIEGO BAY	61	4.5	6.2	90.1
	SAN DIEGO RIVER	1	.1	.1	90.2
	SAN VICENTE CREEK	1	.1	.1	90.4

Q18, continued

	SAN VICENTE RESERVOIR	25	1.8	2.5	92.9
	SANTA MARGARITA ESTUARY	1	.0	.1	93.0
	SANTA MARGARITA RIVER	2	.2	.2	93.2
	SANTA YSABEL CREEK	1	.1	.1	93.3
	SANTEE LAKES	7	.5	.7	93.9
	SUTHERLAND RESERVOIR	13	.9	1.3	95.2
	SWEETWATER RIVER	2	.2	.2	95.4
	SAN LUIS REY RIVER	2	.1	.2	95.6
	OTHER	44	3.2	4.4	100.0
	<b>Total</b>	<b>997</b>	<b>73.3</b>	<b>100.0</b>	
Missing	DK/REF/NONE	363	26.7		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

OTHER:

Big Bear Lake  
 Calaverdi Lake  
 Chollas Lake  
 Clyde Rexrode Lake  
 Colorado River (2)  
 Colorado River at Parker Dam  
 Colorado River: Mittery Reservoir  
 Coronado Bay  
 Devil's Punchbowl  
 Dixon Lake (10)  
 Fallbrook Park Canal  
 Green Valley Falls  
 Huck Finn Lake  
 La Jolla Indian Reservation  
 Lake Chollas (2)  
 Lake Elsinore (2)  
 Lake Hemet  
 Lake Henshaw (3)  
 lake in La Mesa  
 Lake Sycamore  
 Lake Wohlford (3)  
 Miramar Lake  
 Miramar Reservoir (5)  
 my lake  
 private lakes or ponds attached to ranches  
 we go to Mexicali because it is not polluted there

Q18a. [IF ANY MENTIONED, N=997:] What types of water recreation do you enjoy there?

1) SWIMMING/WATER SKIING/JET SKIING/SURFING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	490	36.0	49.1	49.1
	MENTIONED	507	37.3	50.9	100.0
	<b>Total</b>	<b>997</b>	<b>73.3</b>	<b>100.0</b>	
Missing	NOT ASKED	363	26.7		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

2) BOATING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	829	60.9	83.1	83.1
	MENTIONED	169	12.4	16.9	100.0
	<b>Total</b>	<b>997</b>	<b>73.3</b>	<b>100.0</b>	
Missing	NOT ASKED	363	26.7		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

3) FISHING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	801	58.9	80.3	80.3
	MENTIONED	197	14.5	19.7	100.0
	<b>Total</b>	<b>997</b>	<b>73.3</b>	<b>100.0</b>	
Missing	NOT ASKED	363	26.7		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

4) NON-WATER REC: SIGHTSEEING/VIEWING/HIKING/BIKING NEARBY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	595	43.7	59.6	59.6
	MENTIONED	402	29.6	40.4	100.0
	<b>Total</b>	<b>997</b>	<b>73.3</b>	<b>100.0</b>	
Missing	NOT ASKED	363	26.7		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

## 5) OTHER WATER RECREATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	955	70.2	95.7	95.7
	MENTIONED	43	3.1	4.3	100.0
	<b>Total</b>	<b>997</b>	<b>73.3</b>	<b>100.0</b>	
Missing	NOT ASKED	363	26.7		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

## 6) DK/REF

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	990	72.8	99.2	99.2
	MENTIONED	8	.6	.8	100.0
	<b>Total</b>	<b>997</b>	<b>73.3</b>	<b>100.0</b>	
Missing	NOT ASKED	363	26.7		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

## Q18ASET WATER RECREATION ENGAGE IN - MULT RESPONSE SET (VALID CASES, N=997)

		Responses	Percent Responses	Percent Cases
Q18A_1	WATER RECREATION ENGAGE IN: SWIM/SKI/SURF	507	38.3%	50.9%
Q18A_2	WATER RECREATION ENGAGE IN: BOATING	169	12.7%	16.9%
Q18A_3	WATER RECREATION ENGAGE IN: FISHING	197	14.8%	19.7%
Q18A_4	WATER RECREATION ENGAGE IN: NON-WATER	402	30.4%	40.4%
Q18A_5	WATER RECREATION ENGAGE IN: OTHER WATER	43	3.2%	4.3%
Q18A_6	WATER RECREATION ENGAGE IN: DK/REF	8	.6%	.8%
<b>Total</b>			<b>100.0%</b>	

Q19. Which one of these statements best describes what you believe a "watershed" to be: an area that retains water like a swamp or a marsh, a land area that drains into a specific water body, a water intake area that feeds a water treatment plant, or none of the above?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SWAMP/MARSH	153	11.3	13.0	13.0
	LAND DRAIN	631	46.4	53.4	66.4
	TO TREATMT PLANT	171	12.5	14.4	80.9
	NONE	226	16.6	19.1	100.0
	<b>Total</b>	<b>1181</b>	<b>86.8</b>	<b>100.0</b>	
Missing	DK/REF	179	13.2		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

Q20. As far as you know, do you live in a watershed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	341	25.1	31.1	31.1
	NO	756	55.6	68.9	100.0
	<b>Total</b>	<b>1097</b>	<b>80.7</b>	<b>100.0</b>	
Missing	DK/REF	263	19.3		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

Q20a. [IF YES, N=341:] Can you name the watershed you live in?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANTA MARGARITA	11	.8	3.2	3.2
	SAN DIEGUITO	6	.4	1.7	4.9
	SAN DIEGO RIVER	27	2.0	8.0	12.8
	SAN DIEGO BAY	4	.3	1.1	13.9
	TIJUANA	0	.0	.1	14.0
	OTHER	135	9.9	39.6	53.6
	DK/REF	159	11.7	46.4	100.0
	<b>Total</b>	<b>341</b>	<b>25.1</b>	<b>100.0</b>	
Missing	NOT ASKED	1019	74.9		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

OTHER:

Barona Mesa  
 Barrett Lake (2)  
 Belzura Creek  
 between Barrett and Sweetwater  
 Campo (2)  
 Campo Creek (3)  
 Cleveland National Forest (2)  
 Cottonwood Creek and Tijuana River  
 Cuyamaca Reservoir  
 DeLuz River  
 drains into Pine Creek  
 El Capitan  
 El Capitan Reservoir  
 Fallbrook  
 Fallbrook River  
 Flintsprings  
 flows into Campo Creek which flows into Lake Morena  
 Granite Hills  
 Harbison Canyon Creek  
 High Coastal Mountain  
 Kitchen Creek (2)  
 La Mesa

Q20a. OTHER, continued

Laguna  
Lake Barrett  
Lake Hodges (3)  
Lake Jennings (2)  
Lake Morena (6)  
Lake Morena Basin  
Lake Morena Village in Campo  
Lake Poway  
Lake Ramona  
Lake Rancho Viejo  
Lakeside Basin  
Los Coches Creek  
Loveland Lake  
Loveland Reservoir (2)  
Mesa Grande  
Morena Reservoir  
Mountain Area  
Mountain Empire (2)  
Mt. Helix  
Otay Lakes  
Pacific Ocean (2)  
Palo Verde  
Palomar  
Pine Creek (3)  
Pine Valley  
Pine Valley area  
Pine Valley Creek (4)  
Potrero  
Potrero Creek (2)  
Rainbow Valley  
Ramona Lake  
Ramona Reservoir  
Ramona Water District  
Rattle Snake Mountain  
San Diego Country Estates  
San Elijo  
San Luis Rey (5)  
San Luis Rey River (5)  
San Luis Rey River Valley  
San Luis Rey Valley  
San Pasqual (2)  
San Vicente (4)  
San Vicente Creek (4)  
San Vicente Reservoir (3)  
San Vicente Reservoir area one, don't know the name of it  
Santa Maria Creek (4)  
Santa Maria that runs into Lake Hodges  
Santa Maria Valley  
Santa Ysabel Creek  
south of Sundale Road  
Sunrise Estates  
Sutherland



Q20a. OTHER, continued

Sweetwater (11)  
 Sweetwater Lake  
 Sweetwater Reservoir (3)  
 Sweetwater River (3)  
 Sweetwater River Valley (2)

Q21. During the past 12 months, have you or has anyone in your household done any of the following? The first one is... \*\*

1) Reduced or eliminated use of a product because of concerns that it was polluting the environment?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	533	39.2	41.1	41.1
	NO	765	56.3	58.9	100.0
	<b>Total</b>	<b>1298</b>	<b>95.4</b>	<b>100.0</b>	
Missing	DK/REF	62	4.6		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

2) Reduced or eliminated pesticide use?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	524	38.5	51.4	51.4
	NO	496	36.5	48.6	100.0
	<b>Total</b>	<b>1020</b>	<b>75.0</b>	<b>100.0</b>	
Missing	DK/REF	340	25.0		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

3) Reduced or eliminated fertilizer use?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	412	30.3	40.5	40.5
	NO	605	44.5	59.5	100.0
	<b>Total</b>	<b>1017</b>	<b>74.8</b>	<b>100.0</b>	
Missing	DK/REF	343	25.2		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

4) Helped clean up a stream, lake or beach?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	250	18.4	18.5	18.5
	NO	1105	81.3	81.5	100.0
	<b>Total</b>	<b>1355</b>	<b>99.6</b>	<b>100.0</b>	
Missing	DK/REF	5	.4		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

5) Made efforts to reduce water usage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	1159	85.2	85.6	85.6
	NO	195	14.4	14.4	100.0
	<b>Total</b>	<b>1354</b>	<b>99.6</b>	<b>100.0</b>	
Missing	DK/REF	6	.4		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

6) Purchased products specifically because they are environmentally safe?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	866	63.7	65.4	65.4
	NO	459	33.8	34.6	100.0
	<b>Total</b>	<b>1325</b>	<b>97.4</b>	<b>100.0</b>	
Missing	DK/REF	35	2.6		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

Q22. How long have you lived in your current community?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LESS THN 6 MONTHS	35	2.6	2.6	2.6
	1	78	5.7	5.7	8.3
	2	80	5.9	5.9	14.2
	3	99	7.3	7.3	21.4
	4	71	5.2	5.2	26.6
	5	54	4.0	4.0	30.6
	6	44	3.2	3.2	33.8
	7	36	2.6	2.6	36.5

Q22, continued

8	37	2.7	2.7	39.2
9	30	2.2	2.2	41.4
10	70	5.2	5.2	46.5
11	35	2.6	2.6	49.1
12	38	2.8	2.8	51.9
13	33	2.4	2.4	54.3
14	33	2.4	2.4	56.8
15	56	4.1	4.1	60.9
16	18	1.3	1.3	62.2
17	40	3.0	3.0	65.1
18	24	1.8	1.8	66.9
19	4	.3	.3	67.2
20	71	5.2	5.2	72.4
21	12	.9	.9	73.3
22	31	2.3	2.3	75.5
23	18	1.3	1.3	76.9
24	18	1.3	1.3	78.2
25	38	2.8	2.8	81.0
26	13	1.0	1.0	82.0
27	17	1.2	1.2	83.2
28	17	1.3	1.3	84.5
29	5	.4	.4	84.8
30	56	4.1	4.1	89.0
31	5	.3	.3	89.3
32	6	.4	.4	89.7
33	6	.4	.4	90.2
34	6	.4	.4	90.6
35	20	1.5	1.5	92.1
36	4	.3	.3	92.4
37	1	.1	.1	92.4
38	12	.9	.9	93.3
39	1	.0	.0	93.4
40	29	2.1	2.1	95.5
41	2	.2	.2	95.6
42	8	.6	.6	96.2
43	5	.3	.3	96.6
44	1	.1	.1	96.7
45	4	.3	.3	97.0
46	5	.4	.4	97.4
47	1	.0	.0	97.4
48	4	.3	.3	97.7
50	5	.4	.4	98.1
52	3	.2	.2	98.3

Q22, continued

	53		1	.1	.1	98.4
	54		1	.1	.1	98.5
	55		1	.0	.0	98.6
	56		1	.0	.0	98.6
	57		1	.1	.1	98.7
	58		1	.1	.1	98.8
	60		2	.2	.2	99.0
	61		1	.0	.0	99.0
	63		4	.3	.3	99.3
	64		1	.1	.1	99.4
	66		0	.0	.0	99.4
	68		3	.2	.2	99.6
	70		3	.2	.2	99.8
	72		0	.0	.0	99.8
	73		0	.0	.0	99.8
	75		1	.1	.1	99.9
	78		1	.1	.1	100.0
	<b>Total</b>		<b>1359</b>	<b>100.0</b>	<b>100.0</b>	
Missing	DK/REF		1	.0		
<b>Total</b>			<b>1360</b>	<b>100.0</b>		

	Mean	Median	Mode	Std. Deviation	Minimum	Maximum
Q22 HOW LONG LIVED IN COMMUNITY	15.55	12.00	3	13.23	1.00	78.00

Q23. Do you own your home, or are you renting or leasing it?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	OWN/MORTGAGE	1039	76.4	76.4	76.4
	RENT/LEASE	321	23.6	23.6	100.0
	<b>Total</b>	<b>1360</b>	<b>100.0</b>	<b>100.0</b>	
Missing	DK/REF	0	.0		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

Q24. What is the highest grade or year of school that you have completed and received credit for: high school or less; at least one year of college, trade or vocational school; graduated college with a bachelor's degree; or at least one year of graduate work beyond a bachelor's?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	H.S. OR LESS	276	20.3	20.5	20.5
	SOME COLLEGE	614	45.1	45.5	65.9
	BACHELOR'S	177	13.0	13.1	79.1
	GRADUATE WORK	283	20.8	20.9	100.0
	<b>Total</b>	<b>1351</b>	<b>99.3</b>	<b>100.0</b>	
Missing	DK/REF	9	.7		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

Q25. Please tell me when I mention the category that contains your age...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 TO 24	102	7.5	7.5	7.5
	25 TO 34	137	10.0	10.1	17.6
	35 TO 44	263	19.4	19.4	37.0
	45 TO 54	336	24.7	24.8	61.8
	55 TO 64	243	17.8	17.9	79.6
	65 OR OVER	277	20.4	20.4	100.0
	<b>Total</b>	<b>1358</b>	<b>99.8</b>	<b>100.0</b>	
Missing	DK/REF	2	.2		
<b>Total</b>		<b>1360</b>	<b>100.0</b>		

LEN. LENGTH OF INTERVIEW

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	2	.2	.2	.2
	6	8	.6	.6	.8
	7	29	2.1	2.1	2.9
	8	116	8.5	8.5	11.4
	9	134	9.8	9.8	21.2
	10	194	14.3	14.3	35.5
	11	189	13.9	13.9	49.3
	12	136	10.0	10.0	59.3
	13	127	9.3	9.3	68.7
	14	93	6.9	6.9	75.5
	15	82	6.0	6.0	81.5

LEN, continued

16	49	3.6	3.6	85.2
17	34	2.5	2.5	87.7
18	25	1.8	1.8	89.5
19	33	2.4	2.4	91.9
20	17	1.2	1.2	93.1
21	21	1.5	1.5	94.6
22	14	1.0	1.0	95.7
23	7	.5	.5	96.2
24	11	.8	.8	97.0
25	5	.4	.4	97.3
26	5	.4	.4	97.7
27	6	.4	.4	98.1
28	4	.3	.3	98.4
29	3	.3	.3	98.6
30	2	.1	.1	98.8
31	1	.1	.1	98.9
32	6	.5	.5	99.4
33	4	.3	.3	99.7
34	0	.0	.0	99.7
36	0	.0	.0	99.7
37	0	.0	.0	99.7
38	1	.1	.1	99.8
39	1	.0	.0	99.8
40	1	.0	.0	99.9
42	1	.0	.0	99.9
44	1	.0	.0	100.0
46	1	.0	.0	100.0
<b>Total</b>	<b>1360</b>	<b>100.0</b>	<b>100.0</b>	

	Mean	Median	Mode	Std. Deviation	Minimum	Maximum
LEN LENGTH	12.78	12.00	10	4.73	5.00	46.00

DATE. DATE OF INTERVIEW

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20030624	4	.3	.3	.3
	20030625	3	.2	.2	.5
	20030626	12	.9	.9	1.4
	20030701	17	1.3	1.3	2.7
	20030702	37	2.7	2.7	5.4
	20030703	44	3.2	3.2	8.6
	20030705	35	2.6	2.6	11.2
	20030706	23	1.7	1.7	12.9
	20030707	63	4.6	4.6	17.5
	20030708	74	5.5	5.5	22.9
	20030709	72	5.3	5.3	28.2
	20030710	98	7.2	7.2	35.4
	20030711	48	3.5	3.5	39.0
	20030712	36	2.7	2.7	41.7
	20030713	34	2.5	2.5	44.2
	20030714	59	4.3	4.3	48.5
	20030715	64	4.7	4.7	53.2
	20030716	57	4.2	4.2	57.4
	20030717	47	3.5	3.5	60.8
	20030718	12	.9	.9	61.7
	20030719	13	.9	.9	62.6
	20030720	11	.8	.8	63.5
	20030721	35	2.6	2.6	66.0
	20030722	33	2.4	2.4	68.5
	20030723	21	1.6	1.6	70.0
	20030724	23	1.7	1.7	71.7
	20030725	22	1.6	1.6	73.3
	20030726	28	2.1	2.1	75.4
	20030727	14	1.0	1.0	76.4
	20030728	46	3.4	3.4	79.8
	20030729	39	2.8	2.8	82.6
	20030730	30	2.2	2.2	84.9
	20030731	33	2.4	2.4	87.3
	20030801	18	1.3	1.3	88.6
	20030802	19	1.4	1.4	90.0
	20030803	12	.9	.9	90.9
	20030804	31	2.3	2.3	93.2
	20030805	31	2.3	2.3	95.4
	20030806	62	4.6	4.6	100.0
	<b>Total</b>	<b>1360</b>	<b>100.0</b>	<b>100.0</b>	

**Public Awareness Survey:**  
**County Unincorporated Area Watersheds**

**DISTRIBUTION OF RESPONSES**  
**Santa Margarita Watershed (N=271)**

VER. VERSION OF INSTRUMENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	VERSION A	132	48.7	48.7	48.7
	VERSION B	139	51.3	51.3	100.0
	<b>Total</b>	<b>271</b>	<b>100.0</b>	<b>100.0</b>	

SEX. GENDER OF RESPONDENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	134	49.4	49.4	49.4
	FEMALE	137	50.6	50.6	100.0
	<b>Total</b>	<b>271</b>	<b>100.0</b>	<b>100.0</b>	

ZIP. We're also interested in speaking with people from different areas. Could you please tell me your zip code?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	92028	271	100.0	100.0	100.0

WSH. WATERSHED AREA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANTA MARGARITA	271	100.0	100.0	100.0



LAN. LANGUAGE OF INTERVIEW

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ENGLISH	236	87.1	87.1	87.1
	SPANISH	35	12.9	12.9	100.0
	<b>Total</b>	<b>271</b>	<b>100.0</b>	<b>100.0</b>	

Q1. We're trying to get an accurate measurement of certain types of household activities among residents in this area. Please keep in mind that there are no right or wrong answers, and we really appreciate your honest responses. (Again, this is completely anonymous.)

Now, thinking about your home, is there a lawn or any outdoor plants that you or someone in your household are responsible for?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	224	82.7	82.7	82.7
	NO/APT/NO YARD	47	17.3	17.3	100.0
	<b>Total</b>	<b>271</b>	<b>100.0</b>	<b>100.0</b>	

Q1a. [IF YES, N=224:] Are your lawn or outdoor plants maintained by you and/or members of your household, a gardening service, or both household members and an outside service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RESP/HOUSEHOLD	140	51.7	62.5	62.5
	GARDEN SERVICE	14	5.2	6.3	68.8
	BOTH	70	25.8	31.3	100.0
	<b>Total</b>	<b>224</b>	<b>82.7</b>	<b>100.0</b>	
Missing	NOT ASKED	47	17.3		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q1b. [REMOVED]

Q1c. When watering your lawn or outdoor plants after fertilizing, do any of the following happen? Would you say that a noticeable amount of water hits the sidewalk, patio or driveway next to the lawn or plants, a noticeable amount of water runs off the lawn or plants themselves, both, or neither?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	HIT SIDEWALK	11	4.1	4.9	4.9
	RUN OFF LAWN	6	2.2	2.7	7.6
	BOTH	20	7.4	8.9	16.5
	NEITHER	174	64.2	77.7	94.2
	DO NOT FERTILIZE	9	3.3	4.0	98.2
	DK/REF	4	1.5	1.8	100.0
	<b>Total</b>		<b>224</b>	<b>82.7</b>	<b>100.0</b>
Missing	NOT ASKED	47	17.3		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q2. Are any pest control products ever used on your lawn, plants, garden or around the outside of your house to control insects, weeds, or plant molds and mildew? This does not include fertilizers.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	153	56.5	57.7	57.7
	NO	112	41.3	42.3	100.0
	<b>Total</b>	<b>265</b>	<b>97.8</b>	<b>100.0</b>	
Missing	DK/REF	6	2.2		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q2a. [IF YES, N=153:] Do you employ a professional pest control service for outdoor pest control?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	40	14.8	26.1	26.1
	NO	111	41.0	72.5	98.7
	DK/REF	2	.7	1.3	100.0
	<b>Total</b>	<b>153</b>	<b>56.5</b>	<b>100.0</b>	
Missing	NOT ASKED	118	43.5		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q2b. [IF NO, N=111:] From what you know, how are leftover pest control products, or pest control products you no longer use at your home, usually disposed of?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PUT INTO TRASH	21	7.7	18.9	18.9
	DOWN SINK	1	.4	.9	19.8
	HAZ WASTE SITE	21	7.7	18.9	38.7
	LANDFILL	2	.7	1.8	40.5
	STORED	8	3.0	7.2	47.7
	NONE LEFT OVER	47	17.3	42.3	90.1
	DK/REF	11	4.1	9.9	100.0
	<b>Total</b>		<b>111</b>	<b>41.0</b>	<b>100.0</b>
Missing	NOT ASKED	160	59.0		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q2c. From what you know, how carefully are the manufacturers' instructions followed when using a pest control product in your yard? Would you say they are read and followed very carefully, read and followed somewhat carefully, read but not followed too carefully, or not followed at all?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	VERY CAREFULLY	74	27.3	66.7	66.7
	SMWT CAREFULLY	28	10.3	25.2	91.9
	DK/REF	9	3.3	8.1	100.0
	<b>Total</b>	<b>111</b>	<b>41.0</b>	<b>100.0</b>	
Missing	NOT ASKED	160	59.0		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q2d. For the pest control products that require some preparation before using (such as concentrated liquids and powders), do you know if the amount of pest control product used is typically measured, or estimated?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MEASURED	70	25.8	63.1	63.1
	ESTIMATED	14	5.2	12.6	75.7
	DK/REF	27	10.0	24.3	100.0
	<b>Total</b>	<b>111</b>	<b>41.0</b>	<b>100.0</b>	
Missing	NOT ASKED	160	59.0		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q2e. [REMOVED]

Q3. Thinking now just about methods for controlling insects, do you (or other household members) use mainly traditional pesticides, meaning typically synthetic chemical products, such as diazinon; mainly alternative or less-toxic methods, such as baits, traps, soaps or oils; or a mixture of both traditional pesticides and alternative or less-toxic methods?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TRADITIONAL	29	10.7	26.1	26.1
	ALTERNATIVE	19	7.0	17.1	43.2
	MIXTURE OF BOTH	49	18.1	44.1	87.4
	DO NOT USE	7	2.6	6.3	93.7
	DK/REF	7	2.6	6.3	100.0
	<b>Total</b>		<b>111</b>	<b>41.0</b>	<b>100.0</b>
Missing	NOT ASKED	160	59.0		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q3a. [REMOVED]

Q3b. [REMOVED]

Q3c. [IF ANY TRADITIONAL PESTICIDES USED OR DK/REF, N=85:] Which one of the following is most important to you when it comes to choosing between traditional and alternative methods of insect control: cost, method of application, potential toxic side effects, speed of results, or some other factor?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	COST	4	1.5	4.7	4.7
	APPLICATION	6	2.2	7.1	11.8
	TOXIC EFFECTS	29	10.7	34.1	45.9
	RESULT SPEED	29	10.7	34.1	80.0
	OTHER	6	2.2	7.1	87.1
	EFFICIENCY	8	3.0	9.4	96.5
	DK/REF	3	1.1	3.5	100.0
	<b>Total</b>		<b>85</b>	<b>31.4</b>	<b>100.0</b>
Missing	NOT ASKED	186	68.6		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

OTHER:  
 #1 and #3  
 #1 and #4  
 #1, #3, #6  
 #2 and #6  
 #3 and #6  
 all options

Q4. Does your household have its own pool and/or spa (jacuzzi)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	POOL	17	6.3	6.3	6.3
	SPA/JACUZZI	22	8.1	8.1	14.4
	BOTH	17	6.3	6.3	20.7
	NEITHER	215	79.3	79.3	100.0
<b>Total</b>		<b>271</b>	<b>100.0</b>	<b>100.0</b>	

Q4a. [IF POOL AND/OR SPA, N=56:] Do you employ a professional pool service to maintain it?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	12	4.4	21.4	21.4
	NO	44	16.2	78.6	100.0
	<b>Total</b>	<b>56</b>	<b>20.7</b>	<b>100.0</b>	
Missing	NOT ASKED	215	79.3		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q4b. [IF NO, N=44:] Do you use an algaecide to treat your pool or spa, besides chlorine or bromine?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	8	3.0	18.2	18.2
	NO	33	12.2	75.0	93.2
	DK/REF	3	1.1	6.8	100.0
	<b>Total</b>	<b>44</b>	<b>16.2</b>	<b>100.0</b>	
Missing	NOT ASKED	227	83.8		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q4c. [REMOVED]

Q4d. [REMOVED]

Q5. [REMOVED]

Q6. Does anyone in your household have a dog?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	117	43.2	43.2	43.2
	NO	154	56.8	56.8	100.0
	<b>Total</b>	<b>271</b>	<b>100.0</b>	<b>100.0</b>	

Q6a. [IF YES, N=117:] Would you say that whoever walks the dog(s) picks up the dog droppings always, usually, sometimes, rarely, or never?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ALWAYS	49	18.1	41.9	41.9
	USUALLY	14	5.2	12.0	53.8
	SOMETIMES	2	.7	1.7	55.6
	RARELY	5	1.8	4.3	59.8
	NEVER	15	5.5	12.8	72.6
	NOT APPLICABLE	32	11.8	27.4	100.0
	<b>Total</b>	<b>117</b>	<b>43.2</b>	<b>100.0</b>	
Missing	NOT ASKED	154	56.8		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q6b. [REMOVED]

Q6c. [IF Q6a INDICATES DOG DROPPINGS ARE PICKED UP, N=70:] How is your pet's waste usually disposed of?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PUT IN TRASH	48	17.7	68.6	68.6
	DOWN TOILET	2	.7	2.9	71.4
	COMPOSTED	14	5.2	20.0	91.4
	BURIED	4	1.5	5.7	97.1
	DK/REF	2	.7	2.9	100.0
	<b>Total</b>	<b>70</b>	<b>25.8</b>	<b>100.0</b>	
Missing	NOT ASKED	201	74.2		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q7. Are there any horses or other livestock kept on your property? (includes chickens, pigs, goats, cows, donkeys, peacocks, rabbits, etc.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	32	11.8	11.8	11.8
	NO	239	88.2	88.2	100.0
	<b>Total</b>	<b>271</b>	<b>100.0</b>	<b>100.0</b>	

Q7a. [IF YES, N=32:] Which best describes what happens to the animal waste? Is it left alone, used directly as fertilizer, composted, put in the trash, or taken to a landfill or transfer station?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LEFT ALONE	3	1.1	9.4	9.4
	FERTILIZER	8	3.0	25.0	34.4
	COMPOSTED	6	2.2	18.8	53.1
	PUT IN TRASH	9	3.3	28.1	81.3
	LANDFILL	1	.4	3.1	84.4
	OTHER	4	1.5	12.5	96.9
	DK/REF	1	.4	3.1	100.0
	<b>Total</b>	<b>32</b>	<b>11.8</b>	<b>100.0</b>	
Missing	NOT ASKED	239	88.2		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

OTHER:

cat feces #4; wash out parrot cages in designated carwash drain  
 disposed of in the canyon  
 dog waste #1 and horse manure #2  
 dumpster for manure; a composter

Q8. [REMOVED]

Q8a. [REMOVED]

Q9. [REMOVED]

Q10. Please think now about litter in your community. Which one of the following four options do you think is the most effective way to decrease the amount of litter in your community: more public trash cans, more and better placed "Do Not Litter" signs, more volunteer community clean-up days, or tickets for littering violations?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TRASH CANS	71	26.2	28.2	28.2
	SIGNS	9	3.3	3.6	31.7
	COMM CLEAN-UP	56	20.7	22.2	54.0
	TICKETS	75	27.7	29.8	83.7
	OTHER	6	2.2	2.4	86.1
	PUBLIC EDUC	17	6.3	6.7	92.9
	ALL/COMBO	18	6.6	7.1	100.0
	<b>Total</b>	<b>252</b>	<b>93.0</b>	<b>100.0</b>	
Missing	DK/REF	19	7.0		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

OTHER:

adopt the Japanese clean-up system  
 get rid of the Mexicans: they litter; we don't litter  
 park inspections  
 reduce excess packaging  
 use jail workers for community cleanup  
 use prisoners and probation workers to pick up trash

Q11. Thinking now county-wide, as far as you know, which best describes what happens to the water that goes into our gutters and storm drains: does it go directly to our rivers, bays and/or oceans, does it go to a sewage treatment plant like the water that goes through your household drains, does it go someplace else, or are you not sure?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RIVERS/BAYS	129	47.6	48.0	48.0
	TREATMENT PLANT	32	11.8	11.9	59.9
	SOMEPLACE ELSE	4	1.5	1.5	61.3
	NOT SURE/DK	100	36.9	37.2	98.5
	GROUND	4	1.5	1.5	100.0
	<b>Total</b>	<b>269</b>	<b>99.3</b>	<b>100.0</b>	
Missing	REF	2	.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

SOMEPLACE ELSE:

both options (2)  
 circumstantial: the ocean, farmland, neighborhoods  
 into septic system



Q12. [REMOVED]

Q13. Have you seen, read or heard anything during the past year about preventing the pollution of storm water runoff or waterways in San Diego County? By waterways, we mean the storm drains, rivers, bays, reservoirs and the ocean.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	174	64.2	64.9	64.9
	NO	94	34.7	35.1	100.0
	<b>Total</b>	<b>268</b>	<b>98.9</b>	<b>100.0</b>	
Missing	DK/REF	3	1.1		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q13a. [IF YES, N=174:] Where do you recall seeing or hearing about polluted storm water runoff or waterways in San Diego County during the past year?

1) TV

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	86	31.7	49.4	49.4
	MENTIONED	88	32.5	50.6	100.0
	<b>Total</b>	<b>174</b>	<b>64.2</b>	<b>100.0</b>	
Missing	NOT ASKED	97	35.8		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

2) RADIO

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	150	55.4	86.2	86.2
	MENTIONED	24	8.9	13.8	100.0
	<b>Total</b>	<b>174</b>	<b>64.2</b>	<b>100.0</b>	
Missing	NOT ASKED	97	35.8		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

### 3) NEWSPAPER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	88	32.5	50.6	50.6
	MENTIONED	86	31.7	49.4	100.0
	<b>Total</b>	<b>174</b>	<b>64.2</b>	<b>100.0</b>	
Missing	NOT ASKED	97	35.8		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

### 4) FLYERS/POSTERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	160	59.0	92.0	92.0
	MENTIONED	14	5.2	8.0	100.0
	<b>Total</b>	<b>174</b>	<b>64.2</b>	<b>100.0</b>	
Missing	NOT ASKED	97	35.8		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

### 5) MOVIE THEATRES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	173	63.8	99.4	99.4
	MENTIONED	1	.4	.6	100.0
	<b>Total</b>	<b>174</b>	<b>64.2</b>	<b>100.0</b>	
Missing	NOT ASKED	97	35.8		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

### 6) STICKERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	172	63.5	98.9	98.9
	MENTIONED	2	.7	1.1	100.0
	<b>Total</b>	<b>174</b>	<b>64.2</b>	<b>100.0</b>	
Missing	NOT ASKED	97	35.8		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

## 7) CURB SIGNS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	154	56.8	88.5	88.5
	MENTIONED	20	7.4	11.5	100.0
	<b>Total</b>	<b>174</b>	<b>64.2</b>	<b>100.0</b>	
Missing	NOT ASKED	97	35.8		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

## 8) FAMILY/FRIENDS/OTHER WORD OF MOUTH

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	159	58.7	91.4	91.4
	MENTIONED	15	5.5	8.6	100.0
	<b>Total</b>	<b>174</b>	<b>64.2</b>	<b>100.0</b>	
Missing	NOT ASKED	97	35.8		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

## 9) OTHER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	169	62.4	97.1	97.1
	MENTIONED	5	1.8	2.9	100.0
	<b>Total</b>	<b>174</b>	<b>64.2</b>	<b>100.0</b>	
Missing	NOT ASKED	97	35.8		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

### OTHER:

I've seen it first hand  
 library books  
 Monterey Bay Aquarium  
 personally observed  
 trash company pickup place

10) DK/REF

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	169	62.4	97.1	97.1
	MENTIONED	5	1.8	2.9	100.0
	<b>Total</b>	<b>174</b>	<b>64.2</b>	<b>100.0</b>	
Missing	NOT ASKED	97	35.8		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

11) COMMUNITY EVENTS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	173	63.8	99.4	99.4
	MENTIONED	1	.4	.6	100.0
	<b>Total</b>	<b>174</b>	<b>64.2</b>	<b>100.0</b>	
Missing	NOT ASKED	97	35.8		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

12) INTERNET

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	170	62.7	97.7	97.7
	MENTIONED	4	1.5	2.3	100.0
	<b>Total</b>	<b>174</b>	<b>64.2</b>	<b>100.0</b>	
Missing	NOT ASKED	97	35.8		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

13) MAGAZINES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	170	62.7	97.7	97.7
	MENTIONED	4	1.5	2.3	100.0
	<b>Total</b>	<b>174</b>	<b>64.2</b>	<b>100.0</b>	
Missing	NOT ASKED	97	35.8		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

14) CLASSES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	170	62.7	97.7	97.7
	MENTIONED	4	1.5	2.3	100.0
	<b>Total</b>	<b>174</b>	<b>64.2</b>	<b>100.0</b>	
Missing	NOT ASKED	97	35.8		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

15) BILLBOARDS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	173	63.8	99.4	99.4
	MENTIONED	1	.4	.6	100.0
	<b>Total</b>	<b>174</b>	<b>64.2</b>	<b>100.0</b>	
Missing	NOT ASKED	97	35.8		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

16) AT WORK

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	167	61.6	96.0	96.0
	MENTIONED	7	2.6	4.0	100.0
	<b>Total</b>	<b>174</b>	<b>64.2</b>	<b>100.0</b>	
Missing	NOT ASKED	97	35.8		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q13ASET SEEN/HEARD STORM WATER - MULT RESPONSE SET (VALID CASES, N=174)

	Responses	Percent Responses	Percent Cases
Q13A_1 SEEN/HEARD STORM WATER: TV	88	31.3%	50.6%
Q13A_2 SEEN/HEARD STORM WATER: RADIO	24	8.5%	13.8%
Q13A_3 SEEN/HEARD STORM WATER: NEWSPAPER	86	30.6%	49.4%
Q13A_4 SEEN/HEARD STORM WATER: FLYERS/POSTERS	14	5.0%	8.0%
Q13A_5 SEEN/HEARD STORM WATER: MOVIE THEATRES	1	.4%	.6%
Q13A_6 SEEN/HEARD STORM WATER: STICKERS	2	.7%	1.1%
Q13A_7 SEEN/HEARD STORM WATER: CURB SIGNS	20	7.1%	11.5%

Q13ASET, continued

Q13A_8 SEEN/HEARD STORM WATER: FAMILY/FRIENDS	15	5.3%	8.6%
Q13A_9 SEEN/HEARD STORM WATER: OTHER	5	1.8%	2.9%
Q13A_10 SEEN/HEARD STORM WATER: DK/REF	5	1.8%	2.9%
Q13A_11 SEEN/HEARD STORM WATER: COMMUN EVENTS	1	.4%	.6%
Q13A_12 SEEN/HEARD STORM WATER: INTERNET	4	1.4%	2.3%
Q13A_13 SEEN/HEARD STORM WATER: MAGAZINES	4	1.4%	2.3%
Q13A_14 SEEN/HEARD STORM WATER: CLASSES	4	1.4%	2.3%
Q13A_15 SEEN/HEARD STORM WATER: BILLBOARDS	1	.4%	.6%
Q13A_16 SEEN/HEARD STORM WATER: AT WORK	7	2.5%	4.0%
<b>Total</b>		<b>100.0%</b>	

Q14. Sometimes slogans are used in advertising and public education to help prevent polluted storm water runoff. Have you heard or seen any of the following slogans used for that purpose:

1) "Only rain in the storm drain"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	63	23.2	23.5	23.5
	NO	205	75.6	76.5	100.0
	<b>Total</b>	<b>268</b>	<b>98.9</b>	<b>100.0</b>	
Missing	DK/REF	3	1.1		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

2) "Keep our drains squeaky clean"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	47	17.3	17.7	17.7
	NO	219	80.8	82.3	100.0
	<b>Total</b>	<b>266</b>	<b>98.2</b>	<b>100.0</b>	
Missing	DK/REF	5	1.8		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

3) "We live downstream"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	90	33.2	33.5	33.5
	NO	179	66.1	66.5	100.0
	<b>Total</b>	<b>269</b>	<b>99.3</b>	<b>100.0</b>	
Missing	DK/REF	2	.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

4) "Think Blue"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	81	29.9	30.5	30.5
	NO	185	68.3	69.5	100.0
	<b>Total</b>	<b>266</b>	<b>98.2</b>	<b>100.0</b>	
Missing	DK/REF	5	1.8		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

5) "Keep our lawns green"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	72	26.6	27.1	27.1
	NO	194	71.6	72.9	100.0
	<b>Total</b>	<b>266</b>	<b>98.2</b>	<b>100.0</b>	
Missing	DK/REF	5	1.8		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

6) "You are the solution to water pollution"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	97	35.8	36.9	36.9
	NO	166	61.3	63.1	100.0
	<b>Total</b>	<b>263</b>	<b>97.0</b>	<b>100.0</b>	
Missing	DK/REF	8	3.0		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q15. [REMOVED]

Q16. Have you ever heard of any hotlines to report suspicious or illegal activities that affect the quality of our water, including our storm drains, streams, bays, reservoirs, and oceans?

[IF YES, CLARIFY BEFORE RECORDING:] Have you or has anyone in your household ever used any of these hotlines?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO, NEVER	218	80.4	80.7	80.7
	YES, NOT USED	50	18.5	18.5	99.3
	YES, USED	2	.7	.7	100.0
	<b>Total</b>	<b>270</b>	<b>99.6</b>	<b>100.0</b>	
Missing	DK/REF	1	.4		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q17\_1. What body of water within San Diego County do you consider to be an important part of your community?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DELUZ CREEK	4	1.5	2.0	2.0
	DIAMOND VALLEY LAKE	1	.4	.5	2.4
	EL CAPITAN RESERVOIR	1	.4	.5	2.9
	LAKE HODGES	7	2.6	3.4	6.3
	LAKE SKINNER	2	.7	1.0	7.3
	MISSION BAY	2	.7	1.0	8.3
	PACIFIC OCEAN/BEACHES	80	29.5	39.0	47.3
	RAINBOW CREEK	1	.4	.5	47.8
	SAN DIEGO BAY	1	.4	.5	48.3
	SANTA MARGARITA ESTUARY	2	.7	1.0	49.3
	SANTA MARGARITA RIVER	37	13.7	18.0	67.3
	SAN LUIS REY RIVER	29	10.7	14.1	81.5
	OTHER	38	14.0	18.5	100.0
<b>Total</b>	<b>205</b>	<b>75.6</b>	<b>100.0</b>		
Missing	DK/REF/NONE	66	24.4		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

OTHER:

all of them (2)  
 all reservoirs are important  
 all the reservoirs  
 Balsas River  
 Beck Reservoir  
 Colorado River (2)  
 dam off of Red Mountain  
 Dixon Lake (3)



Q17\_1. OTHER, continued

Doanes Lake  
drinking water  
East Side Reservoir  
Fallbrook Public Utility District off of East Mission  
Fallbrook Reservoir (2)  
Imperial River Valley  
lagoon by Fallbrook  
Lake Elsinore (2)  
Lake Havasu  
Lake Henshaw (3)  
lake in Pala  
Lake Wohlford (3)  
Presas in general  
reservoir 12 miles long, biggest in CA, in Temecula by Lake Skinner  
reservoirs in general  
Ross Lake (private) (2)  
secret lake (holding tank?)  
spring water from the mountains  
well water

Q17\_2. Is there another body of water that you consider to be an important part of your community?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUYAMACA RESERVOIR	1	.4	.5	.5
	DELUZ CREEK	3	1.1	1.5	2.0
	LAKE HODGES	8	3.0	3.9	5.9
	LAKE SKINNER	1	.4	.5	6.3
	MISSION BAY	1	.4	.5	6.8
	PACIFIC OCEAN/BEACHES	19	7.0	9.3	16.1
	SAN DIEGO RIVER	3	1.1	1.5	17.6
	SANTA MARGARITA RIVER	15	5.5	7.3	24.9
	SWEETWATER RESERVOIR	1	.4	.5	25.4
	SAN LUIS REY RIVER	26	9.6	12.7	38.0
	OTHER	31	11.4	15.1	53.2
	DK/REF/NONE	96	35.4	46.8	100.0
	<b>Total</b>	<b>205</b>	<b>75.6</b>	<b>100.0</b>	
Missing	NOT ASKED	66	24.4		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

OTHER:

all bodies of water within San Diego County are important  
all fresh water nearby like creeks, rivers  
any lake, river, or stream  
Colorado River  
Dixon Lake (4)

Q17\_2. OTHER, continued

Fallbrook Arroyo  
 Lake Elsinore  
 Lake Henshaw (6)  
 Lake Jamacha  
 lake on Palomar Mountain  
 Lake Perris  
 Lake Rancho Viejo  
 Lake Wohlford  
 lakes in general  
 Live Oak Stream  
 Miramar Reservoir  
 Red Mountain Reservoir  
 reservoirs in general  
 rivers in general  
 Ross Lake off Bailey Road  
 Sandria Creek  
 water table: groundwater  
 Willow Glen Creek

Q18. What one body of water within San Diego County, if any, do you visit most frequently for recreational purposes? (either in or out of your community)

**Q18 BODY OF WATER VISIT MOST FREQUENTLY**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUYAMACA RESERVOIR	3	1.1	1.7	1.7
	DELUZ CREEK	2	.7	1.1	2.8
	LAKE JENNINGS	1	.4	.6	3.3
	LAKE O'NEILL	3	1.1	1.7	5.0
	LAKE SKINNER	2	.7	1.1	6.1
	MISSION BAY	3	1.1	1.7	7.8
	PACIFIC OCEAN/BEACHES	142	52.4	78.9	86.7
	SAN VICENTE RESERVOIR	2	.7	1.1	87.8
	SANTA MARGARITA ESTUARY	1	.4	.6	88.3
	SANTA MARGARITA RIVER	4	1.5	2.2	90.6
	SAN LUIS REY RIVER	3	1.1	1.7	92.2
	OTHER	14	5.2	7.8	100.0
	<b>Total</b>	<b>180</b>	<b>66.4</b>	<b>100.0</b>	
Missing	DK/REF/NONE	91	33.6		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

OTHER:

Big Bear Lake  
 Clyde Rexrode Lake  
 Dixon Lake (5)  
 Fallbrook Park Canal  
 Lake Elsinore

Q18. OTHER, continued

Lake Hemet  
 Lake Sycamore  
 Lake Wohlford (2)  
 Miramar Reservoir

Q18a. [IF ANY MENTIONED, N=180:] What types of water recreation do you enjoy there?

1) SWIMMING/WATER SKIING/JET SKIING/SURFING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	73	26.9	40.6	40.6
	MENTIONED	107	39.5	59.4	100.0
	<b>Total</b>	<b>180</b>	<b>66.4</b>	<b>100.0</b>	
Missing	NOT ASKED	91	33.6		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

2) BOATING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	162	59.8	90.0	90.0
	MENTIONED	18	6.6	10.0	100.0
	<b>Total</b>	<b>180</b>	<b>66.4</b>	<b>100.0</b>	
Missing	NOT ASKED	91	33.6		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

3) FISHING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	151	55.7	83.9	83.9
	MENTIONED	29	10.7	16.1	100.0
	<b>Total</b>	<b>180</b>	<b>66.4</b>	<b>100.0</b>	
Missing	NOT ASKED	91	33.6		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

4) NON-WATER REC: SIGHTSEEING/VIEWING/HIKING/BIKING NEARBY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	112	41.3	62.2	62.2
	MENTIONED	68	25.1	37.8	100.0
	<b>Total</b>	<b>180</b>	<b>66.4</b>	<b>100.0</b>	
Missing	NOT ASKED	91	33.6		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

5) OTHER WATER RECREATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	169	62.4	93.9	93.9
	MENTIONED	11	4.1	6.1	100.0
	<b>Total</b>	<b>180</b>	<b>66.4</b>	<b>100.0</b>	
Missing	NOT ASKED	91	33.6		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

6) DK/REF

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	178	65.7	98.9	98.9
	MENTIONED	2	.7	1.1	100.0
	<b>Total</b>	<b>180</b>	<b>66.4</b>	<b>100.0</b>	
Missing	NOT ASKED	91	33.6		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q18ASET WATER RECREATION ENGAGE IN - MULT RESPONSE SET (VALID CASES, N=180)

	Responses	Percent Responses	Percent Cases
Q18A_1 WATER RECREATION ENGAGE IN: SWIM/SKI/SURF	107	45.5%	59.4%
Q18A_2 WATER RECREATION ENGAGE IN: BOATING	18	7.7%	10.0%
Q18A_3 WATER RECREATION ENGAGE IN: FISHING	29	12.3%	16.1%
Q18A_4 WATER RECREATION ENGAGE IN: NON-WATER	68	28.9%	37.8%
Q18A_5 WATER RECREATION ENGAGE IN: OTHER WATER	11	4.7%	6.1%
Q18A_6 WATER RECREATION ENGAGE IN: DK/REF	2	.9%	1.1%
<b>Total</b>		<b>100.0%</b>	

Q19. Which one of these statements best describes what you believe a "watershed" to be: an area that retains water like a swamp or a marsh, a land area that drains into a specific water body, a water intake area that feeds a water treatment plant, or none of the above?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SWAMP/MARSH	39	14.4	17.4	17.4
	LAND DRAIN	103	38.0	46.0	63.4
	TO TREATMT PLANT	44	16.2	19.6	83.0
	NONE	38	14.0	17.0	100.0
	<b>Total</b>	<b>224</b>	<b>82.7</b>	<b>100.0</b>	
Missing	DK/REF	47	17.3		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q20. As far as you know, do you live in a watershed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	55	20.3	25.0	25.0
	NO	165	60.9	75.0	100.0
	<b>Total</b>	<b>220</b>	<b>81.2</b>	<b>100.0</b>	
Missing	DK/REF	51	18.8		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q20a. [IF YES, N=55:] Can you name the watershed you live in?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANTA MARGARITA	14	5.2	25.5	25.5
	OTHER	18	6.6	32.7	58.2
	DK/REF	23	8.5	41.8	100.0
	<b>Total</b>	<b>55</b>	<b>20.3</b>	<b>100.0</b>	
Missing	NOT ASKED	216	79.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

OTHER:

- DeLuz River
- Fallbrook
- Fallbrook River
- Lake Rancho Viejo
- Palomar
- Rainbow Valley
- San Luis Rey (5)
- San Luis Rey River (5)
- San Luis Rey River Valley
- San Luis Rey Valley

Q21. During the past 12 months, have you or has anyone in your household done any of the following? The first one is... \*\*

1) Reduced or eliminated use of a product because of concerns that it was polluting the environment?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	116	42.8	45.5	45.5
	NO	139	51.3	54.5	100.0
	<b>Total</b>	<b>255</b>	<b>94.1</b>	<b>100.0</b>	
Missing	DK/REF	16	5.9		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

2) Reduced or eliminated pesticide use?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	113	41.7	53.8	53.8
	NO	97	35.8	46.2	100.0
	<b>Total</b>	<b>210</b>	<b>77.5</b>	<b>100.0</b>	
Missing	DK/REF	61	22.5		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

3) Reduced or eliminated fertilizer use?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	75	27.7	35.9	35.9
	NO	134	49.4	64.1	100.0
	<b>Total</b>	<b>209</b>	<b>77.1</b>	<b>100.0</b>	
Missing	DK/REF	62	22.9		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

4) Helped clean up a stream, lake or beach?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	57	21.0	21.1	21.1
	NO	213	78.6	78.9	100.0
	<b>Total</b>	<b>270</b>	<b>99.6</b>	<b>100.0</b>	
Missing	DK/REF	1	.4		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

5) Made efforts to reduce water usage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	241	88.9	89.6	89.6
	NO	28	10.3	10.4	100.0
	<b>Total</b>	<b>269</b>	<b>99.3</b>	<b>100.0</b>	
Missing	DK/REF	2	.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

6) Purchased products specifically because they are environmentally safe?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	178	65.7	68.5	68.5
	NO	82	30.3	31.5	100.0
	<b>Total</b>	<b>260</b>	<b>95.9</b>	<b>100.0</b>	
Missing	DK/REF	11	4.1		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q22. How long have you lived in your current community?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LESS THN 6 MONTHS	10	3.7	3.7	3.7
	1	24	8.9	8.9	12.6
	2	20	7.4	7.4	20.0
	3	23	8.5	8.5	28.5
	4	12	4.4	4.4	33.0
	5	11	4.1	4.1	37.0
	6	4	1.5	1.5	38.5
	7	11	4.1	4.1	42.6
	8	6	2.2	2.2	44.8
	9	6	2.2	2.2	47.0
	10	15	5.5	5.6	52.6
	11	7	2.6	2.6	55.2
	12	14	5.2	5.2	60.4
	13	11	4.1	4.1	64.4
	14	8	3.0	3.0	67.4
	15	8	3.0	3.0	70.4
	16	5	1.8	1.9	72.2
17	6	2.2	2.2	74.4	

Q22, continued

18	8	3.0	3.0	77.4
19	2	.7	.7	78.1
20	8	3.0	3.0	81.1
22	2	.7	.7	81.9
23	5	1.8	1.9	83.7
24	4	1.5	1.5	85.2
25	4	1.5	1.5	86.7
26	2	.7	.7	87.4
27	4	1.5	1.5	88.9
28	2	.7	.7	89.6
30	7	2.6	2.6	92.2
31	4	1.5	1.5	93.7
32	1	.4	.4	94.1
33	1	.4	.4	94.4
35	3	1.1	1.1	95.6
39	1	.4	.4	95.9
40	1	.4	.4	96.3
42	2	.7	.7	97.0
43	2	.7	.7	97.8
47	1	.4	.4	98.1
48	1	.4	.4	98.5
55	1	.4	.4	98.9
56	1	.4	.4	99.3
61	1	.4	.4	99.6
68	1	.4	.4	100.0
<b>Total</b>	<b>270</b>	<b>99.6</b>	<b>100.0</b>	
Missing	DK/REF	1	.4	
<b>Total</b>	<b>271</b>	<b>100.0</b>		

	Mean	Median	Mode	Std. Deviation	Minimum	Maximum
Q22 HOW LONG LIVED IN COMMUNITY	13.05	10.00	1	11.91	1.00	68.00

Q23. Do you own your home, or are you renting or leasing it?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
OWN/MORTGAGE	191	70.5	70.5	70.5
RENT/LEASE	80	29.5	29.5	100.0
<b>Total</b>	<b>271</b>	<b>100.0</b>	<b>100.0</b>	



Q24. What is the highest grade or year of school that you have completed and received credit for: high school or less; at least one year of college, trade or vocational school; graduated college with a bachelor's degree; or at least one year of graduate work beyond a bachelor's?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	H.S. OR LESS	79	29.2	29.4	29.4
	SOME COLLEGE	99	36.5	36.8	66.2
	BACHELOR'S	43	15.9	16.0	82.2
	GRADUATE WORK	48	17.7	17.8	100.0
	<b>Total</b>	<b>269</b>	<b>99.3</b>	<b>100.0</b>	
Missing	DK/REF	2	.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q25. Please tell me when I mention the category that contains your age...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 TO 24	31	11.4	11.5	11.5
	25 TO 34	36	13.3	13.3	24.8
	35 TO 44	50	18.5	18.5	43.3
	45 TO 54	47	17.3	17.4	60.7
	55 TO 64	43	15.9	15.9	76.7
	65 OR OVER	63	23.2	23.3	100.0
	<b>Total</b>	<b>270</b>	<b>99.6</b>	<b>100.0</b>	
Missing	DK/REF	1	.4		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

LEN. LENGTH OF INTERVIEW

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6	3	1.1	1.1	1.1
	7	4	1.5	1.5	2.6
	8	21	7.7	7.7	10.3
	9	31	11.4	11.4	21.8
	10	34	12.5	12.5	34.3
	11	30	11.1	11.1	45.4
	12	15	5.5	5.5	50.9
	13	26	9.6	9.6	60.5
	14	17	6.3	6.3	66.8
	15	17	6.3	6.3	73.1
	16	10	3.7	3.7	76.8

LEN, continued

17	7	2.6	2.6	79.3
18	9	3.3	3.3	82.7
19	11	4.1	4.1	86.7
20	5	1.8	1.8	88.6
21	3	1.1	1.1	89.7
22	4	1.5	1.5	91.1
24	4	1.5	1.5	92.6
25	2	.7	.7	93.4
26	5	1.8	1.8	95.2
27	1	.4	.4	95.6
28	1	.4	.4	95.9
29	1	.4	.4	96.3
30	1	.4	.4	96.7
31	2	.7	.7	97.4
32	1	.4	.4	97.8
38	1	.4	.4	98.2
39	1	.4	.4	98.5
40	1	.4	.4	98.9
42	1	.4	.4	99.3
44	1	.4	.4	99.6
46	1	.4	.4	100.0
<b>Total</b>	<b>271</b>	<b>100.0</b>	<b>100.0</b>	

	Mean	Median	Mode	Std. Deviation	Minimum	Maximum
LEN LENGTH	14.05	12.00	10	6.56	6.00	46.00

DATE. DATE OF INTERVIEW

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20030624	2	.7	.7	.7
20030625	5	1.8	1.8	2.6
20030626	5	1.8	1.8	4.4
20030701	2	.7	.7	5.2
20030702	8	3.0	3.0	8.1
20030703	19	7.0	7.0	15.1
20030705	13	4.8	4.8	19.9
20030706	5	1.8	1.8	21.8
20030707	13	4.8	4.8	26.6
20030708	27	10.0	10.0	36.5

DATE, continued

20030709	29	10.7	10.7	47.2
20030710	19	7.0	7.0	54.2
20030711	7	2.6	2.6	56.8
20030712	12	4.4	4.4	61.3
20030713	7	2.6	2.6	63.8
20030714	11	4.1	4.1	67.9
20030715	13	4.8	4.8	72.7
20030716	21	7.7	7.7	80.4
20030717	17	6.3	6.3	86.7
20030718	4	1.5	1.5	88.2
20030719	4	1.5	1.5	89.7
20030720	3	1.1	1.1	90.8
20030721	3	1.1	1.1	91.9
20030722	4	1.5	1.5	93.4
20030723	5	1.8	1.8	95.2
20030724	8	3.0	3.0	98.2
20030725	3	1.1	1.1	99.3
20030726	2	.7	.7	100.0
<b>Total</b>	<b>271</b>	<b>100.0</b>	<b>100.0</b>	

**Public Awareness Survey:**  
**County Unincorporated Area Watersheds**

**DISTRIBUTION OF RESPONSES**  
**San Dieguito Watershed (N=271)**

VER. VERSION OF INSTRUMENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	VERSION A	149	55.0	55.0	55.0
	VERSION B	122	45.0	45.0	100.0
	<b>Total</b>	<b>271</b>	<b>100.0</b>	<b>100.0</b>	

SEX. GENDER OF RESPONDENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	135	49.8	49.8	49.8
	FEMALE	136	50.2	50.2	100.0
	<b>Total</b>	<b>271</b>	<b>100.0</b>	<b>100.0</b>	

ZIP. We're also interested in speaking with people from different areas. Could you please tell me your zip code?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	92025	24	8.9	8.9	8.9
	92065	223	82.3	82.3	91.1
	92067	9	3.3	3.3	94.5
	92070	5	1.8	1.8	96.3
	92127	10	3.7	3.7	100.0
	<b>Total</b>	<b>271</b>	<b>100.0</b>	<b>100.0</b>	

WSH. WATERSHED AREA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SAN DIEGUITO	271	100.0	100.0	100.0

LAN. LANGUAGE OF INTERVIEW

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ENGLISH	236	87.1	87.1	87.1
	SPANISH	35	12.9	12.9	100.0
	<b>Total</b>	<b>271</b>	<b>100.0</b>	<b>100.0</b>	

Q1. We're trying to get an accurate measurement of certain types of household activities among residents in this area. Please keep in mind that there are no right or wrong answers, and we really appreciate your honest responses. (Again, this is completely anonymous.)

Now, thinking about your home, is there a lawn or any outdoor plants that you or someone in your household are responsible for?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	223	82.3	82.3	82.3
	NO/APT/NO YARD	48	17.7	17.7	100.0
	<b>Total</b>	<b>271</b>	<b>100.0</b>	<b>100.0</b>	

Q1a. [IF YES, N=223:] Are your lawn or outdoor plants maintained by you and/or members of your household, a gardening service, or both household members and an outside service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RESP/HOUSEHOLD	177	65.3	79.4	79.4
	GARDEN SERVICE	10	3.7	4.5	83.9
	BOTH	36	13.3	16.1	100.0
	<b>Total</b>	<b>223</b>	<b>82.3</b>	<b>100.0</b>	
Missing	NOT ASKED	48	17.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q1b. [REMOVED]

Q1c. When watering your lawn or outdoor plants after fertilizing, do any of the following happen? Would you say that a noticeable amount of water hits the sidewalk, patio or driveway next to the lawn or plants, a noticeable amount of water runs off the lawn or plants themselves, both, or neither?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	HIT SIDEWALK	9	3.3	4.0	4.0
	RUN OFF LAWN	9	3.3	4.0	8.1
	BOTH	17	6.3	7.6	15.7
	NEITHER	170	62.7	76.2	91.9
	DO NOT FERTILIZE	12	4.4	5.4	97.3
	DK/REF	6	2.2	2.7	100.0
	<b>Total</b>	<b>223</b>	<b>82.3</b>	<b>100.0</b>	
Missing	NOT ASKED	48	17.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q2. Are any pest control products ever used on your lawn, plants, garden or around the outside of your house to control insects, weeds, or plant molds and mildew? This does not include fertilizers.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	149	55.0	56.9	56.9
	NO	113	41.7	43.1	100.0
	<b>Total</b>	<b>262</b>	<b>96.7</b>	<b>100.0</b>	
Missing	DK/REF	9	3.3		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q2a. [IF YES, N=149:] Do you employ a professional pest control service for outdoor pest control?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	46	17.0	30.9	30.9
	NO	103	38.0	69.1	100.0
	<b>Total</b>	<b>149</b>	<b>55.0</b>	<b>100.0</b>	
Missing	NOT ASKED	122	45.0		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q2b. [IF NO, N=103:] From what you know, how are leftover pest control products, or pest control products you no longer use at your home, usually disposed of?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PUT INTO TRASH	21	7.7	20.4	20.4
	HAZ WASTE SITE	12	4.4	11.7	32.0
	LANDFILL	4	1.5	3.9	35.9
	STORED	6	2.2	5.8	41.7
	OTHER	1	.4	1.0	42.7
	NONE LEFT OVER	56	20.7	54.4	97.1
	DK/REF	3	1.1	2.9	100.0
	<b>Total</b>	<b>103</b>	<b>38.0</b>	<b>100.0</b>	
Missing	NOT ASKED	168	62.0		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

OTHER:

special room in the house that only I enter

Q2c. From what you know, how carefully are the manufacturers' instructions followed when using a pest control product in your yard? Would you say they are read and followed very carefully, read and followed somewhat carefully, read but not followed too carefully, or not followed at all?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	VERY CAREFULLY	63	23.2	61.2	61.2
	SMWT CAREFULLY	31	11.4	30.1	91.3
	NOT TOO CAREFUL	2	.7	1.9	93.2
	NOT FOLLOWED	3	1.1	2.9	96.1
	DK/REF	4	1.5	3.9	100.0
		<b>Total</b>	<b>103</b>	<b>38.0</b>	<b>100.0</b>
Missing	NOT ASKED	168	62.0		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q2d. For the pest control products that require some preparation before using (such as concentrated liquids and powders), do you know if the amount of pest control product used is typically measured, or estimated?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MEASURED	65	24.0	63.1	63.1
	ESTIMATED	19	7.0	18.4	81.6
	DK/REF	19	7.0	18.4	100.0
	<b>Total</b>	<b>103</b>	<b>38.0</b>	<b>100.0</b>	
Missing	NOT ASKED	168	62.0		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q2e. [REMOVED]

Q3. Thinking now just about methods for controlling insects, do you (or other household members) use mainly traditional pesticides, meaning typically synthetic chemical products, such as diazinon; mainly alternative or less-toxic methods, such as baits, traps, soaps or oils; or a mixture of both traditional pesticides and alternative or less-toxic methods?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TRADITIONAL	40	14.8	38.8	38.8
	ALTERNATIVE	19	7.0	18.4	57.3
	MIXTURE OF BOTH	34	12.5	33.0	90.3
	DO NOT USE	8	3.0	7.8	98.1
	DK/REF	2	.7	1.9	100.0
	<b>Total</b>	<b>103</b>	<b>38.0</b>	<b>100.0</b>	
Missing	NOT ASKED	168	62.0		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q3a. [REMOVED]

Q3b. [REMOVED]



Q3c. [IF ANY TRADITIONAL PESTICIDES USED OR DK/REF, N=76:] Which one of the following is most important to you when it comes to choosing between traditional and alternative methods of insect control: cost, method of application, potential toxic side effects, speed of results, or some other factor?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	COST	7	2.6	9.2	9.2
	APPLICATION	7	2.6	9.2	18.4
	TOXIC EFFECTS	17	6.3	22.4	40.8
	RESULT SPEED	31	11.4	40.8	81.6
	OTHER	7	2.6	9.2	90.8
	EFFICIENCY	4	1.5	5.3	96.1
	DK/REF	3	1.1	3.9	100.0
	<b>Total</b>	<b>76</b>	<b>28.0</b>	<b>100.0</b>	
Missing	NOT ASKED	195	72.0		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

OTHER:

#2 and #3

#3 and #4

#3, #6, availability, ease of use

all options

close to natural stuff

convenience: pre-mixed products

we know what diazinon does and is: we use diazinon

Q4. Does your household have its own pool and/or spa (jacuzzi)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	POOL	24	8.9	8.9	8.9
	SPA/JACUZZI	21	7.7	7.8	16.7
	BOTH	31	11.4	11.5	28.3
	NEITHER	193	71.2	71.7	100.0
	<b>Total</b>	<b>269</b>	<b>99.3</b>	<b>100.0</b>	
Missing	DK/REF	2	.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q4a. [IF POOL AND/OR SPA, N=76:] Do you employ a professional pool service to maintain it?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	18	6.6	23.7	23.7
	NO	58	21.4	76.3	100.0
	<b>Total</b>	<b>76</b>	<b>28.0</b>	<b>100.0</b>	
Missing	NOT ASKED	195	72.0		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q4b. [IF NO, N=58:] Do you use an algacide to treat your pool or spa, besides chlorine or bromine?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	19	7.0	32.8	32.8
	NO	35	12.9	60.3	93.1
	DK/REF	4	1.5	6.9	100.0
	<b>Total</b>	<b>58</b>	<b>21.4</b>	<b>100.0</b>	
Missing	NOT ASKED	213	78.6		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q4c. [REMOVED]

Q4d. [REMOVED]

Q5. [REMOVED]

Q6. Does anyone in your household have a dog?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	152	56.1	56.1	56.1
	NO	119	43.9	43.9	100.0
	<b>Total</b>	<b>271</b>	<b>100.0</b>	<b>100.0</b>	

Q6a. [IF YES, N=152:] Would you say that whoever walks the dog(s) picks up the dog droppings always, usually, sometimes, rarely, or never?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ALWAYS	62	22.9	40.8	40.8
	USUALLY	13	4.8	8.6	49.3
	SOMETIMES	7	2.6	4.6	53.9
	RARELY	6	2.2	3.9	57.9
	NEVER	15	5.5	9.9	67.8
	NOT APPLICABLE	49	18.1	32.2	100.0
	<b>Total</b>		<b>152</b>	<b>56.1</b>	<b>100.0</b>
Missing	NOT ASKED	119	43.9		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q6b. [REMOVED]

Q6c. [IF Q6a INDICATES DOG DROPPINGS ARE PICKED UP, N=88:] How is your pet's waste usually disposed of?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PUT IN TRASH	69	25.5	78.4	78.4
	COMPOSTED	5	1.8	5.7	84.1
	OTHER	2	.7	2.3	86.4
	BURIED	6	2.2	6.8	93.2
	LEFT ALONE	6	2.2	6.8	100.0
	<b>Total</b>		<b>88</b>	<b>32.5</b>	<b>100.0</b>
Missing	NOT ASKED	183	67.5		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

OTHER:  
#1 and #4 (2)

Q7. Are there any horses or other livestock kept on your property? (includes chickens, pigs, goats, cows, donkeys, peacocks, rabbits, etc.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	64	23.6	23.6	23.6
	NO	207	76.4	76.4	100.0
	<b>Total</b>	<b>271</b>	<b>100.0</b>	<b>100.0</b>	

Q7a. [IF YES, N=64:] Which best describes what happens to the animal waste? Is it left alone, used directly as fertilizer, composted, put in the trash, or taken to a landfill or transfer station?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LEFT ALONE	14	5.2	21.9	21.9
	FERTILIZER	14	5.2	21.9	43.8
	COMPOSTED	13	4.8	20.3	64.1
	PUT IN TRASH	10	3.7	15.6	79.7
	LANDFILL	2	.7	3.1	82.8
	OTHER	10	3.7	15.6	98.4
	DK/REF	1	.4	1.6	100.0
	<b>Total</b>	<b>64</b>	<b>23.6</b>	<b>100.0</b>	
Missing	NOT ASKED	207	76.4		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

OTHER:

#1 and #2 (2)

#1 and #3

#2 and #3

#3 and #4

#3 and #5

pay a city service to remove animal waste

pay for service to haul it away

taken to field next to lawn

water turtle waste #2; bird waste #4

Q8. [REMOVED]

Q8a. [REMOVED]

Q9. [REMOVED]

Q10. Please think now about litter in your community. Which one of the following four options do you think is the most effective way to decrease the amount of litter in your community: more public trash cans, more and better placed "Do Not Litter" signs, more volunteer community clean-up days, or tickets for littering violations?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TRASH CANS	77	28.4	29.8	29.8
	SIGNS	11	4.1	4.3	34.1
	COMM CLEAN-UP	51	18.8	19.8	53.9
	TICKETS	69	25.5	26.7	80.6
	OTHER	6	2.2	2.3	82.9
	PUBLIC EDUC	18	6.6	7.0	89.9
	EXTEND SERVICES	1	.4	.4	90.3
	ALL/COMBO	22	8.1	8.5	98.8
	REDUCE DUMP FEES	3	1.1	1.2	100.0
	<b>Total</b>	<b>258</b>	<b>95.2</b>	<b>100.0</b>	
Missing	DK/REF	13	4.8		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

OTHER:

Adopt-A-Highway Program  
 close highways  
 do not throw trash initially  
 people taking more responsibility  
 pick up after themselves  
 recycle

Q11. Thinking now county-wide, as far as you know, which best describes what happens to the water that goes into our gutters and storm drains: does it go directly to our rivers, bays and/or oceans, does it go to a sewage treatment plant like the water that goes through your household drains, does it go someplace else, or are you not sure?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RIVERS/BAYS	141	52.0	52.6	52.6
	TREATMENT PLANT	29	10.7	10.8	63.4
	SOMEPLACE ELSE	3	1.1	1.1	64.6
	NOT SURE/DK	93	34.3	34.7	99.3
	GROUND	2	.7	.7	100.0
	<b>Total</b>	<b>268</b>	<b>98.9</b>	<b>100.0</b>	
Missing	REF	3	1.1		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

SOMEPLACE ELSE:

both options

depends on where you live

to a huge pond then use recycled water to water the public roads

Q12. [REMOVED]

Q13. Have you seen, read or heard anything during the past year about preventing the pollution of storm water runoff or waterways in San Diego County? By waterways, we mean the storm drains, rivers, bays, reservoirs and the ocean.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	185	68.3	69.8	69.8
	NO	80	29.5	30.2	100.0
	<b>Total</b>	<b>265</b>	<b>97.8</b>	<b>100.0</b>	
Missing	DK/REF	6	2.2		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q13a. [IF YES, N=185:] Where do you recall seeing or hearing about polluted storm water runoff or waterways in San Diego County during the past year?

1) TV

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	75	27.7	40.5	40.5
	MENTIONED	110	40.6	59.5	100.0
	<b>Total</b>	<b>185</b>	<b>68.3</b>	<b>100.0</b>	
Missing	NOT ASKED	86	31.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

2) RADIO

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	165	60.9	89.2	89.2
	MENTIONED	20	7.4	10.8	100.0
	<b>Total</b>	<b>185</b>	<b>68.3</b>	<b>100.0</b>	
Missing	NOT ASKED	86	31.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

### 3) NEWSPAPER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	113	41.7	61.1	61.1
	MENTIONED	72	26.6	38.9	100.0
	<b>Total</b>	<b>185</b>	<b>68.3</b>	<b>100.0</b>	
Missing	NOT ASKED	86	31.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

### 4) FLYERS/POSTERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	168	62.0	90.8	90.8
	MENTIONED	17	6.3	9.2	100.0
	<b>Total</b>	<b>185</b>	<b>68.3</b>	<b>100.0</b>	
Missing	NOT ASKED	86	31.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

### 5) MOVIE THEATRES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	185	68.3	100.0	100.0
Missing	NOT ASKED	86	31.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

### 6) STICKERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	184	67.9	99.5	99.5
	MENTIONED	1	.4	.5	100.0
	<b>Total</b>	<b>185</b>	<b>68.3</b>	<b>100.0</b>	
Missing	NOT ASKED	86	31.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

## 7) CURB SIGNS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	156	57.6	84.3	84.3
	MENTIONED	29	10.7	15.7	100.0
	<b>Total</b>	<b>185</b>	<b>68.3</b>	<b>100.0</b>	
Missing	NOT ASKED	86	31.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

## 8) FAMILY/FRIENDS/OTHER WORD OF MOUTH

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	171	63.1	92.4	92.4
	MENTIONED	14	5.2	7.6	100.0
	<b>Total</b>	<b>185</b>	<b>68.3</b>	<b>100.0</b>	
Missing	NOT ASKED	86	31.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

## 9) OTHER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	175	64.6	94.6	94.6
	MENTIONED	10	3.7	5.4	100.0
	<b>Total</b>	<b>185</b>	<b>68.3</b>	<b>100.0</b>	
Missing	NOT ASKED	86	31.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

### OTHER:

City of San Diego  
 commercial signs  
 disposal company; water district  
 general; individual observation  
 I see construction workers avoid letting run-off go into drains  
 military  
 own research from different places  
 parks  
 recycling center; mail  
 visited the Dept. of Environmental Health in El Cajon



10) DK/REF

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	182	67.2	98.4	98.4
	MENTIONED	3	1.1	1.6	100.0
	<b>Total</b>	<b>185</b>	<b>68.3</b>	<b>100.0</b>	
Missing	NOT ASKED	86	31.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

11) COMMUNITY EVENTS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	182	67.2	98.4	98.4
	MENTIONED	3	1.1	1.6	100.0
	<b>Total</b>	<b>185</b>	<b>68.3</b>	<b>100.0</b>	
Missing	NOT ASKED	86	31.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

12) INTERNET

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	182	67.2	98.4	98.4
	MENTIONED	3	1.1	1.6	100.0
	<b>Total</b>	<b>185</b>	<b>68.3</b>	<b>100.0</b>	
Missing	NOT ASKED	86	31.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

13) MAGAZINES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	181	66.8	97.8	97.8
	MENTIONED	4	1.5	2.2	100.0
	<b>Total</b>	<b>185</b>	<b>68.3</b>	<b>100.0</b>	
Missing	NOT ASKED	86	31.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

14) CLASSES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	185	68.3	100.0	100.0
Missing	NOT ASKED	86	31.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

15) BILLBOARDS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	184	67.9	99.5	99.5
	MENTIONED	1	.4	.5	100.0
	<b>Total</b>	<b>185</b>	<b>68.3</b>	<b>100.0</b>	
Missing	NOT ASKED	86	31.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

16) AT WORK

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	172	63.5	93.0	93.0
	MENTIONED	13	4.8	7.0	100.0
	<b>Total</b>	<b>185</b>	<b>68.3</b>	<b>100.0</b>	
Missing	NOT ASKED	86	31.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q13ASET SEEN/HEARD STORM WATER - MULT RESPONSE SET (VALID CASES, N=185)

	Responses	Percent Responses	Percent Cases
Q13A_1 SEEN/HEARD STORM WATER: TV	110	36.7%	59.5%
Q13A_2 SEEN/HEARD STORM WATER: RADIO	20	6.7%	10.8%
Q13A_3 SEEN/HEARD STORM WATER: NEWSPAPER	72	24.0%	38.9%
Q13A_4 SEEN/HEARD STORM WATER: FLYERS/POSTERS	17	5.7%	9.2%
Q13A_5 SEEN/HEARD STORM WATER: MOVIE THEATRES	0	.0%	.0%
Q13A_6 SEEN/HEARD STORM WATER: STICKERS	1	.3%	.5%
Q13A_7 SEEN/HEARD STORM WATER: CURB SIGNS	29	9.7%	15.7%
Q13A_8 SEEN/HEARD STORM WATER: FAMILY/FRIENDS	14	4.7%	7.6%
Q13A_9 SEEN/HEARD STORM WATER: OTHER	10	3.3%	5.4%

Q13ASET, continued

Q13A_10 SEEN/HEARD STORM WATER: DK/REF	3	1.0%	1.6%
Q13A_11 SEEN/HEARD STORM WATER: COMMUN EVENTS	3	1.0%	1.6%
Q13A_12 SEEN/HEARD STORM WATER: INTERNET	3	1.0%	1.6%
Q13A_13 SEEN/HEARD STORM WATER: MAGAZINES	4	1.3%	2.2%
Q13A_14 SEEN/HEARD STORM WATER: CLASSES	0	.0%	.0%
Q13A_15 SEEN/HEARD STORM WATER: BILLBOARDS	1	.3%	.5%
Q13A_16 SEEN/HEARD STORM WATER: AT WORK	13	4.3%	7.0%
<b>Total</b>		<b>100.0%</b>	

Q14. Sometimes slogans are used in advertising and public education to help prevent polluted storm water runoff. Have you heard or seen any of the following slogans used for that purpose:

1) "Only rain in the storm drain"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	48	17.7	18.0	18.0
	NO	219	80.8	82.0	100.0
	<b>Total</b>	<b>267</b>	<b>98.5</b>	<b>100.0</b>	
Missing	DK/REF	4	1.5		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

2) "Keep our drains squeaky clean"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	35	12.9	13.2	13.2
	NO	230	84.9	86.8	100.0
	<b>Total</b>	<b>265</b>	<b>97.8</b>	<b>100.0</b>	
Missing	DK/REF	6	2.2		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

3) "We live downstream"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	116	42.8	43.3	43.3
	NO	152	56.1	56.7	100.0
	<b>Total</b>	<b>268</b>	<b>98.9</b>	<b>100.0</b>	
Missing	DK/REF	3	1.1		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

4) "Think Blue"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	97	35.8	37.0	37.0
	NO	165	60.9	63.0	100.0
	<b>Total</b>	<b>262</b>	<b>96.7</b>	<b>100.0</b>	
Missing	DK/REF	9	3.3		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

5) "Keep our lawns green"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	45	16.6	16.9	16.9
	NO	221	81.5	83.1	100.0
	<b>Total</b>	<b>266</b>	<b>98.2</b>	<b>100.0</b>	
Missing	DK/REF	5	1.8		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

6) "You are the solution to water pollution"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	96	35.4	37.1	37.1
	NO	163	60.1	62.9	100.0
	<b>Total</b>	<b>259</b>	<b>95.6</b>	<b>100.0</b>	
Missing	DK/REF	12	4.4		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q15. [REMOVED]

Q16. Have you ever heard of any hotlines to report suspicious or illegal activities that affect the quality of our water, including our storm drains, streams, bays, reservoirs, and oceans?

[IF YES, CLARIFY BEFORE RECORDING:] Have you or has anyone in your household ever used any of these hotlines?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO, NEVER	199	73.4	75.4	75.4
	YES, NOT USED	60	22.1	22.7	98.1
	YES, USED	5	1.8	1.9	100.0
	<b>Total</b>	<b>264</b>	<b>97.4</b>	<b>100.0</b>	
Missing	DK/REF	7	2.6		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q17\_1. What body of water within San Diego County do you consider to be an important part of your community?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CEDAR CREEK	1	.4	.5	.5
	CUYAMACA RESERVOIR	2	.7	.9	1.4
	LAKE HODGES	15	5.5	6.9	8.3
	LAKE POWAY	8	3.0	3.7	11.9
	LAKE RAMONA	16	5.9	7.3	19.3
	LINDO LAKE	1	.4	.5	19.7
	MISSION BAY	4	1.5	1.8	21.6
	PACIFIC OCEAN/BEACHES	57	21.0	26.1	47.7
	SAN DIEGO BAY	3	1.1	1.4	49.1
	SAN DIEGO RIVER	2	.7	.9	50.0
	SAN DIEGUITO RIVER	3	1.1	1.4	51.4
	SAN VICENTE CREEK	2	.7	.9	52.3
	SAN VICENTE RESERVOIR	33	12.2	15.1	67.4
	SANTA YSABEL CREEK	1	.4	.5	67.9
	SUTHERLAND RESERVOIR	45	16.6	20.6	88.5
	SWEETWATER RIVER	1	.4	.5	89.0
	OTHER	24	8.9	11.0	100.0
	<b>Total</b>		<b>218</b>	<b>80.4</b>	<b>100.0</b>
Missing	DK/REF/NONE	53	19.6		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

OTHER:

a particular reservoir  
a river that I pass by, don't know the name  
all bodies of water  
all lakes in general  
all of them  
all reservoirs  
all waterways  
any treated water: for human use  
close to Ramona  
Dixon Lake (2)  
Hatfield Creek  
lagoon in Escondido  
Lake Harris  
Lake Henshaw (3)  
lakes in Ramona  
Miramar Reservoir (2)  
reservoir near Del Mar  
reservoir near Escondido  
reservoir that is close by, don't know name  
rivers in general

Q17\_2. Is there another body of water that you consider to be an important part of your community?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUYAMACA RESERVOIR	4	1.5	1.8	1.8
	EL CAPITAN RESERVOIR	1	.4	.5	2.3
	LAKE HODGES	16	5.9	7.3	9.6
	LAKE JENNINGS	1	.4	.5	10.1
	LAKE MURRAY	3	1.1	1.4	11.5
	LAKE POWAY	9	3.3	4.1	15.6
	LAKE RAMONA	18	6.6	8.3	23.9
	LOVELAND RESERVOIR	1	.4	.5	24.3
	MISSION BAY	2	.7	.9	25.2
	OTAY RESERVOIR	1	.4	.5	25.7
	PACIFIC OCEAN/BEACHES	18	6.6	8.3	33.9
	SAN DIEGO BAY	1	.4	.5	34.4
	SAN DIEGO RIVER	3	1.1	1.4	35.8
	SAN DIEGUITO LAGOON/ESTUARY	1	.4	.5	36.2
	SAN DIEGUITO RIVER	1	.4	.5	36.7
	SAN VICENTE CREEK	1	.4	.5	37.2
	SAN VICENTE RESERVOIR	27	10.0	12.4	49.5

Q17\_2, continued

	SANTA MARIA CREEK	3	1.1	1.4	50.9
	SUTHERLAND RESERVOIR	15	5.5	6.9	57.8
	TEMECULA CREEK	1	.4	.5	58.3
	OTHER	23	8.5	10.6	68.8
	DK/REF/NONE	68	25.1	31.2	100.0
	<b>Total</b>	<b>218</b>	<b>80.4</b>	<b>100.0</b>	
Missing	NOT ASKED	53	19.6		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

OTHER:

Batiquitos Lagoon  
 county reservoirs  
 Dixon Lake (4)  
 Elliot Pond #1  
 Escondido River  
 Lake Hemet  
 Lake Henshaw (2)  
 lake on my property  
 Lake Poway and Lake Ramona  
 Miramar Lake (3)  
 Miramar Reservoir; Poway Lake  
 no specific water body as long as it's drinking water  
 Olivenheim Reservoir: being built right now  
 reservoir in Encinitas: El Camino de Dios  
 reservoirs in general  
 rivers in general  
 Witch Creek

Q18. What one body of water within San Diego County, if any, do you visit most frequently for recreational purposes? (either in or out of your community)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUYAMACA RESERVOIR	5	1.8	2.8	2.8
	EL CAPITAN RESERVOIR	1	.4	.6	3.4
	LAKE HODGES	7	2.6	3.9	7.3
	LAKE MURRAY	2	.7	1.1	8.4
	LAKE POWAY	10	3.7	5.6	14.0
	LAKE RAMONA	1	.4	.6	14.6
	MISSION BAY	11	4.1	6.2	20.8
	MORENA RESERVOIR	3	1.1	1.7	22.5
	PACIFIC OCEAN/BEACHES	99	36.5	55.6	78.1

Q18, continued

	SAN DIEGO BAY	5	1.8	2.8	80.9
	SAN VICENTE RESERVOIR	8	3.0	4.5	85.4
	SANTA YSABEL CREEK	1	.4	.6	86.0
	SANTEE LAKES	2	.7	1.1	87.1
	SUTHERLAND RESERVOIR	10	3.7	5.6	92.7
	OTHER	13	4.8	7.3	100.0
	<b>Total</b>	<b>178</b>	<b>65.7</b>	<b>100.0</b>	
Missing	DK/REF/NONE	93	34.3		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

OTHER:

Coronado Bay  
 Devil's Punchbowl  
 Dixon Lake (5)  
 Lake Henshaw (2)  
 Lake Wohlford  
 Miramar Reservoir (2)  
 my lake

Q18a. [IF ANY MENTIONED, N=178:] What types of water recreation do you enjoy there?

1) SWIMMING/WATER SKIING/JET SKIING/SURFING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	90	33.2	50.6	50.6
	MENTIONED	88	32.5	49.4	100.0
	<b>Total</b>	<b>178</b>	<b>65.7</b>	<b>100.0</b>	
Missing	NOT ASKED	93	34.3		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

2) BOATING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	154	56.8	86.5	86.5
	MENTIONED	24	8.9	13.5	100.0
	<b>Total</b>	<b>178</b>	<b>65.7</b>	<b>100.0</b>	
Missing	NOT ASKED	93	34.3		
<b>Total</b>		<b>271</b>	<b>100.0</b>		



### 3) FISHING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	140	51.7	78.7	78.7
	MENTIONED	38	14.0	21.3	100.0
	<b>Total</b>	<b>178</b>	<b>65.7</b>	<b>100.0</b>	
Missing	NOT ASKED	93	34.3		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

### 4) NON-WATER REC: SIGHTSEEING/VIEWING/HIKING/BIKING NEARBY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	113	41.7	63.5	63.5
	MENTIONED	65	24.0	36.5	100.0
	<b>Total</b>	<b>178</b>	<b>65.7</b>	<b>100.0</b>	
Missing	NOT ASKED	93	34.3		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

### 5) OTHER WATER RECREATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	169	62.4	94.9	94.9
	MENTIONED	9	3.3	5.1	100.0
	<b>Total</b>	<b>178</b>	<b>65.7</b>	<b>100.0</b>	
Missing	NOT ASKED	93	34.3		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

### 6) DK/REF

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	177	65.3	99.4	99.4
	MENTIONED	1	.4	.6	100.0
	<b>Total</b>	<b>178</b>	<b>65.7</b>	<b>100.0</b>	
Missing	NOT ASKED	93	34.3		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q18ASET WATER RECREATION ENGAGE IN - MULT RESPONSE SET (VALID CASES, N=178)

	Responses	Percent Responses	Percent Cases
Q18A_1 WATER RECREATION ENGAGE IN: SWIM/SKI/SURF	88	39.1%	49.4%
Q18A_2 WATER RECREATION ENGAGE IN: BOATING	24	10.7%	13.5%
Q18A_3 WATER RECREATION ENGAGE IN: FISHING	38	16.9%	21.3%
Q18A_4 WATER RECREATION ENGAGE IN: NON-WATER	65	28.9%	36.5%
Q18A_5 WATER RECREATION ENGAGE IN: OTHER WATER	9	4.0%	5.1%
Q18A_6 WATER RECREATION ENGAGE IN: DK/REF	1	.4%	.6%
<b>Total</b>		<b>100.0%</b>	

Q19. Which one of these statements best describes what you believe a "watershed" to be: an area that retains water like a swamp or a marsh, a land area that drains into a specific water body, a water intake area that feeds a water treatment plant, or none of the above?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SWAMP/MARSH	30	11.1	13.0	13.0
	LAND DRAIN TO TREATMT PLANT	125	46.1	54.3	67.4
	NONE	32	11.8	13.9	81.3
	<b>Total</b>	<b>43</b>	<b>15.9</b>	<b>18.7</b>	<b>100.0</b>
	<b>Total</b>	<b>230</b>	<b>84.9</b>	<b>100.0</b>	
Missing	DK/REF	41	15.1		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q20. As far as you know, do you live in a watershed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	66	24.4	32.2	32.2
	NO	139	51.3	67.8	100.0
	<b>Total</b>	<b>205</b>	<b>75.6</b>	<b>100.0</b>	
Missing	DK/REF	66	24.4		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q20a. [IF YES, N=66:] Can you name the watershed you live in?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SAN DIEGUITO	8	3.0	12.1	12.1
	SAN DIEGO RIVER	1	.4	1.5	13.6
	OTHER	25	9.2	37.9	51.5
	DK/REF	32	11.8	48.5	100.0
	<b>Total</b>	<b>66</b>	<b>24.4</b>	<b>100.0</b>	
Missing	NOT ASKED	205	75.6		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

OTHER:

El Capitan  
 Lake Hodges (3)  
 Lake Poway  
 Lake Ramona  
 Mesa Grande  
 Pacific Ocean  
 Ramona Lake  
 Ramona Reservoir  
 Ramona Water District  
 San Elijo  
 San Pasqual (2)  
 San Vicente Creek (2)  
 San Vicente Reservoir (2)  
 San Vicente Reservoir area one, don't know the name of it  
 Santa Maria Creek (3)  
 Santa Maria that runs into Lake Hodges  
 Santa Maria Valley  
 Santa Ysabel Creek

Q21. During the past 12 months, have you or has anyone in your household done any of the following? The first one is... \*\*

1) Reduced or eliminated use of a product because of concerns that it was polluting the environment?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	95	35.1	36.7	36.7
	NO	164	60.5	63.3	100.0
	<b>Total</b>	<b>259</b>	<b>95.6</b>	<b>100.0</b>	
Missing	DK/REF	12	4.4		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

2) Reduced or eliminated pesticide use?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	82	30.3	43.4	43.4
	NO	107	39.5	56.6	100.0
	<b>Total</b>	<b>189</b>	<b>69.7</b>	<b>100.0</b>	
Missing	DK/REF	82	30.3		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

3) Reduced or eliminated fertilizer use?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	74	27.3	38.5	38.5
	NO	118	43.5	61.5	100.0
	<b>Total</b>	<b>192</b>	<b>70.8</b>	<b>100.0</b>	
Missing	DK/REF	79	29.2		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

4) Helped clean up a stream, lake or beach?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	37	13.7	13.8	13.8
	NO	232	85.6	86.2	100.0
	<b>Total</b>	<b>269</b>	<b>99.3</b>	<b>100.0</b>	
Missing	DK/REF	2	.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

5) Made efforts to reduce water usage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	225	83.0	83.3	83.3
	NO	45	16.6	16.7	100.0
	<b>Total</b>	<b>270</b>	<b>99.6</b>	<b>100.0</b>	
Missing	DK/REF	1	.4		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

6) Purchased products specifically because they are environmentally safe?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	164	60.5	63.1	63.1
	NO	96	35.4	36.9	100.0
	<b>Total</b>	<b>260</b>	<b>95.9</b>	<b>100.0</b>	
Missing	DK/REF	11	4.1		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q22. How long have you lived in your current community?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LESS THN 6 MONTHS	7	2.6	2.6	2.6
	1	16	5.9	5.9	8.5
	2	16	5.9	5.9	14.4
	3	19	7.0	7.0	21.4
	4	12	4.4	4.4	25.8
	5	12	4.4	4.4	30.3
	6	11	4.1	4.1	34.3
	7	6	2.2	2.2	36.5
	8	14	5.2	5.2	41.7
	9	8	3.0	3.0	44.6
	10	11	4.1	4.1	48.7
	11	4	1.5	1.5	50.2
	12	7	2.6	2.6	52.8
	13	10	3.7	3.7	56.5
	14	4	1.5	1.5	57.9
	15	9	3.3	3.3	61.3
	16	3	1.1	1.1	62.4
	17	13	4.8	4.8	67.2
	18	9	3.3	3.3	70.5
	19	1	.4	.4	70.8
	20	17	6.3	6.3	77.1
	21	2	.7	.7	77.9
	22	2	.7	.7	78.6
	23	3	1.1	1.1	79.7
	24	2	.7	.7	80.4
	25	5	1.8	1.8	82.3
	26	6	2.2	2.2	84.5
	27	6	2.2	2.2	86.7
28	2	.7	.7	87.5	

Q22, continued

29	2	.7	.7	88.2
30	7	2.6	2.6	90.8
31	1	.4	.4	91.1
32	1	.4	.4	91.5
33	1	.4	.4	91.9
34	1	.4	.4	92.3
35	1	.4	.4	92.6
36	1	.4	.4	93.0
37	1	.4	.4	93.4
38	1	.4	.4	93.7
40	5	1.8	1.8	95.6
41	1	.4	.4	95.9
42	2	.7	.7	96.7
44	2	.7	.7	97.4
50	1	.4	.4	97.8
52	1	.4	.4	98.2
53	1	.4	.4	98.5
58	2	.7	.7	99.3
70	1	.4	.4	99.6
78	1	.4	.4	100.0
<b>Total</b>	<b>271</b>	<b>100.0</b>	<b>100.0</b>	

	Mean	Median	Mode	Std. Deviation	Minimum	Maximum
Q22 HOW LONG LIVED IN COMMUNITY	14.89	12.00	3	12.96	1.00	78.00

Q23. Do you own your home, or are you renting or leasing it?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
OWN/MORTGAGE	187	69.0	69.0	69.0
RENT/LEASE	84	31.0	31.0	100.0
<b>Total</b>	<b>271</b>	<b>100.0</b>	<b>100.0</b>	

Q24. What is the highest grade or year of school that you have completed and received credit for: high school or less; at least one year of college, trade or vocational school; graduated college with a bachelor's degree; or at least one year of graduate work beyond a bachelor's?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	H.S. OR LESS	75	27.7	27.9	27.9
	SOME COLLEGE	99	36.5	36.8	64.7
	BACHELOR'S	46	17.0	17.1	81.8
	GRADUATE WORK	49	18.1	18.2	100.0
	<b>Total</b>	<b>269</b>	<b>99.3</b>	<b>100.0</b>	
Missing	DK/REF	2	.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

Q25. Please tell me when I mention the category that contains your age...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 TO 24	19	7.0	7.1	7.1
	25 TO 34	34	12.5	12.6	19.7
	35 TO 44	56	20.7	20.8	40.5
	45 TO 54	63	23.2	23.4	63.9
	55 TO 64	52	19.2	19.3	83.3
	65 OR OVER	45	16.6	16.7	100.0
	<b>Total</b>	<b>269</b>	<b>99.3</b>	<b>100.0</b>	
Missing	DK/REF	2	.7		
<b>Total</b>		<b>271</b>	<b>100.0</b>		

LEN. LENGTH OF INTERVIEW

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6	1	.4	.4	.4
	7	7	2.6	2.6	3.0
	8	18	6.6	6.6	9.6
	9	21	7.7	7.7	17.3
	10	38	14.0	14.0	31.4
	11	41	15.1	15.1	46.5
	12	25	9.2	9.2	55.7
	13	29	10.7	10.7	66.4
	14	20	7.4	7.4	73.8
	15	14	5.2	5.2	79.0
	16	10	3.7	3.7	82.7

LEN, continued

17	10	3.7	3.7	86.3
18	6	2.2	2.2	88.6
19	3	1.1	1.1	89.7
20	4	1.5	1.5	91.1
21	4	1.5	1.5	92.6
22	3	1.1	1.1	93.7
23	2	.7	.7	94.5
24	1	.4	.4	94.8
26	1	.4	.4	95.2
27	4	1.5	1.5	96.7
28	4	1.5	1.5	98.2
29	2	.7	.7	98.9
33	2	.7	.7	99.6
38	1	.4	.4	100.0
<b>Total</b>	<b>271</b>	<b>100.0</b>	<b>100.0</b>	

	Mean	Median	Mode	Std. Deviation	Minimum	Maximum
LEN LENGTH	13.24	12.00	11	5.09	6.00	38.00

DATE. DATE OF INTERVIEW

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20030626	2	.7	.7	.7
20030701	3	1.1	1.1	1.8
20030702	4	1.5	1.5	3.3
20030703	4	1.5	1.5	4.8
20030705	3	1.1	1.1	5.9
20030706	3	1.1	1.1	7.0
20030707	12	4.4	4.4	11.4
20030708	7	2.6	2.6	14.0
20030709	7	2.6	2.6	16.6
20030710	13	4.8	4.8	21.4
20030711	4	1.5	1.5	22.9
20030712	3	1.1	1.1	24.0
20030713	4	1.5	1.5	25.5
20030714	6	2.2	2.2	27.7
20030715	4	1.5	1.5	29.2
20030716	6	2.2	2.2	31.4
20030717	8	3.0	3.0	34.3



DATE, continued

20030718	1	.4	.4	34.7
20030719	2	.7	.7	35.4
20030720	2	.7	.7	36.2
20030721	2	.7	.7	36.9
20030722	3	1.1	1.1	38.0
20030723	4	1.5	1.5	39.5
20030724	2	.7	.7	40.2
20030725	7	2.6	2.6	42.8
20030726	1	.4	.4	43.2
20030727	1	.4	.4	43.5
20030728	11	4.1	4.1	47.6
20030729	12	4.4	4.4	52.0
20030730	16	5.9	5.9	57.9
20030731	14	5.2	5.2	63.1
20030801	12	4.4	4.4	67.5
20030802	20	7.4	7.4	74.9
20030803	10	3.7	3.7	78.6
20030804	40	14.8	14.8	93.4
20030805	18	6.6	6.6	100.0
<b>Total</b>	<b>271</b>	<b>100.0</b>	<b>100.0</b>	

**Public Awareness Survey:**  
**County Unincorporated Area Watersheds**

**DISTRIBUTION OF RESPONSES**  
**San Diego River Watershed (N=273)**

VER. VERSION OF INSTRUMENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	VERSION A	122	44.7	44.7	44.7
	VERSION B	151	55.3	55.3	100.0
	<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	

SEX. GENDER OF RESPONDENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	135	49.5	49.5	49.5
	FEMALE	138	50.5	50.5	100.0
	<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	

ZIP. We're also interested in speaking with people from different areas. Could you please tell me your zip code?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	91901	12	4.4	4.4	4.4
	92019	21	7.7	7.7	12.1
	92021	38	13.9	13.9	26.0
	92040	120	44.0	44.0	70.0
	92065	82	30.0	30.0	100.0
	<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	

WSH. WATERSHED AREA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SAN DIEGO RIVER	273	100.0	100.0	100.0

LAN. LANGUAGE OF INTERVIEW

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ENGLISH	264	96.7	96.7	96.7
	SPANISH	9	3.3	3.3	100.0
	<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	

Q1. We're trying to get an accurate measurement of certain types of household activities among residents in this area. Please keep in mind that there are no right or wrong answers, and we really appreciate your honest responses. (Again, this is completely anonymous.)

Now, thinking about your home, is there a lawn or any outdoor plants that you or someone in your household are responsible for?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	230	84.2	84.2	84.2
	NO/APT/NO YARD	43	15.8	15.8	100.0
	<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	

Q1a. [IF YES, N=230:] Are your lawn or outdoor plants maintained by you and/or members of your household, a gardening service, or both household members and an outside service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RESP/HOUSEHOLD	175	64.1	76.1	76.1
	GARDEN SERVICE	4	1.5	1.7	77.8
	BOTH	51	18.7	22.2	100.0
	<b>Total</b>	<b>230</b>	<b>84.2</b>	<b>100.0</b>	
Missing	NOT ASKED	43	15.8		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q1b. [REMOVED]

Q1c. When watering your lawn or outdoor plants after fertilizing, do any of the following happen? Would you say that a noticeable amount of water hits the sidewalk, patio or driveway next to the lawn or plants, a noticeable amount of water runs off the lawn or plants themselves, both, or neither?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	HIT SIDEWALK	12	4.4	5.2	5.2
	RUN OFF LAWN	11	4.0	4.8	10.0
	BOTH	12	4.4	5.2	15.2
	NEITHER	184	67.4	80.0	95.2
	DO NOT FERTILIZE	10	3.7	4.3	99.6
	DK/REF	1	.4	.4	100.0
	<b>Total</b>	<b>230</b>	<b>84.2</b>	<b>100.0</b>	
Missing	NOT ASKED	43	15.8		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q2. Are any pest control products ever used on your lawn, plants, garden or around the outside of your house to control insects, weeds, or plant molds and mildew? This does not include fertilizers.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	172	63.0	64.9	64.9
	NO	93	34.1	35.1	100.0
	<b>Total</b>	<b>265</b>	<b>97.1</b>	<b>100.0</b>	
Missing	DK/REF	8	2.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q2a. [IF YES, N=172:] Do you employ a professional pest control service for outdoor pest control?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	58	21.2	33.7	33.7
	NO	114	41.8	66.3	100.0
	<b>Total</b>	<b>172</b>	<b>63.0</b>	<b>100.0</b>	
Missing	NOT ASKED	101	37.0		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q2b. [IF NO, N=114:] From what you know, how are leftover pest control products, or pest control products you no longer use at your home, usually disposed of?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PUT INTO TRASH	23	8.4	20.2	20.2
	HAZ WASTE SITE	12	4.4	10.5	30.7
	LANDFILL	3	1.1	2.6	33.3
	BURIED	1	.4	.9	34.2
	STORED	7	2.6	6.1	40.4
	OTHER	4	1.5	3.5	43.9
	NONE LEFT OVER	53	19.4	46.5	90.4
	DK/REF	11	4.0	9.6	100.0
	<b>Total</b>	<b>114</b>	<b>41.8</b>	<b>100.0</b>	
Missing	NOT ASKED	159	58.2		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

OTHER:

fire  
it is recycled  
mopped up  
picked up and recycled

Q2c. From what you know, how carefully are the manufacturers' instructions followed when using a pest control product in your yard? Would you say they are read and followed very carefully, read and followed somewhat carefully, read but not followed too carefully, or not followed at all?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	VERY CAREFULLY	62	22.7	54.4	54.4
	SMWT CAREFULLY	41	15.0	36.0	90.4
	NOT TOO CAREFUL	4	1.5	3.5	93.9
	NOT FOLLOWED	1	.4	.9	94.7
	DK/REF	6	2.2	5.3	100.0
		<b>Total</b>	<b>114</b>	<b>41.8</b>	<b>100.0</b>
Missing	NOT ASKED	159	58.2		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q2d. For the pest control products that require some preparation before using (such as concentrated liquids and powders), do you know if the amount of pest control product used is typically measured, or estimated?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MEASURED	65	23.8	57.0	57.0
	ESTIMATED	32	11.7	28.1	85.1
	DK/REF	17	6.2	14.9	100.0
	<b>Total</b>	<b>114</b>	<b>41.8</b>	<b>100.0</b>	
Missing	NOT ASKED	159	58.2		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q2e. [REMOVED]

Q3. Thinking now just about methods for controlling insects, do you (or other household members) use mainly traditional pesticides, meaning typically synthetic chemical products, such as diazinon; mainly alternative or less-toxic methods, such as baits, traps, soaps or oils; or a mixture of both traditional pesticides and alternative or less-toxic methods?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TRADITIONAL	44	16.1	38.6	38.6
	ALTERNATIVE	19	7.0	16.7	55.3
	MIXTURE OF BOTH	46	16.8	40.4	95.6
	DO NOT USE	2	.7	1.8	97.4
	DK/REF	3	1.1	2.6	100.0
	<b>Total</b>	<b>114</b>	<b>41.8</b>	<b>100.0</b>	
Missing	NOT ASKED	159	58.2		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q3a. [REMOVED]

Q3b. [REMOVED]

Q3c. [IF ANY TRADITIONAL PESTICIDES USED OR DK/REF, N=93:] Which one of the following is most important to you when it comes to choosing between traditional and alternative methods of insect control: cost, method of application, potential toxic side effects, speed of results, or some other factor?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	COST	3	1.1	3.2	3.2
	APPLICATION	9	3.3	9.7	12.9
	TOXIC EFFECTS	26	9.5	28.0	40.9
	RESULT SPEED	39	14.3	41.9	82.8
	OTHER	7	2.6	7.5	90.3
	EFFICIENCY	9	3.3	9.7	100.0
	<b>Total</b>	<b>93</b>	<b>34.1</b>	<b>100.0</b>	
Missing	NOT ASKED	180	65.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

OTHER:

#2 and availability

#3 and #6 (2)

always done it that way

availability

this is the way we have always done it

whatever is handy

Q4. Does your household have its own pool and/or spa (jacuzzi)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	POOL	28	10.3	10.3	10.3
	SPA/JACUZZI	24	8.8	8.8	19.0
	BOTH	43	15.8	15.8	34.8
	NEITHER	178	65.2	65.2	100.0
	<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	

Q4a. [IF POOL AND/OR SPA, N=95:] Do you employ a professional pool service to maintain it?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	34	12.5	35.8	35.8
	NO	61	22.3	64.2	100.0
	<b>Total</b>	<b>95</b>	<b>34.8</b>	<b>100.0</b>	
Missing	NOT ASKED	178	65.2		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q4b. [IF NO, N=61:] Do you use an algaecide to treat your pool or spa, besides chlorine or bromine?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	23	8.4	37.7	37.7
	NO	35	12.8	57.4	95.1
	DK/REF	3	1.1	4.9	100.0
	<b>Total</b>	<b>61</b>	<b>22.3</b>	<b>100.0</b>	
Missing	NOT ASKED	212	77.7		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q4c. [REMOVED]

Q4d. [REMOVED]

Q5. [REMOVED]

Q6. Does anyone in your household have a dog?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	154	56.4	56.4	56.4
	NO	119	43.6	43.6	100.0
	<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	

Q6a. [IF YES, N=154:] Would you say that whoever walks the dog(s) picks up the dog droppings always, usually, sometimes, rarely, or never?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ALWAYS	64	23.4	41.6	41.6
	USUALLY	12	4.4	7.8	49.4
	SOMETIMES	10	3.7	6.5	55.8
	RARELY	7	2.6	4.5	60.4
	NEVER	12	4.4	7.8	68.2
	NOT APPLICABLE	48	17.6	31.2	99.4
	DK/REF	1	.4	.6	100.0
	<b>Total</b>	<b>154</b>	<b>56.4</b>	<b>100.0</b>	
Missing	NOT ASKED	119	43.6		
<b>Total</b>		<b>273</b>	<b>100.0</b>		



Q6b. [REMOVED]

Q6c. [IF Q6a INDICATES DOG DROPPINGS ARE PICKED UP, N=93:] How is your pet's waste usually disposed of?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PUT IN TRASH	75	27.5	80.6	80.6
	DOWN TOILET	2	.7	2.2	82.8
	COMPOSTED	8	2.9	8.6	91.4
	BURIED	3	1.1	3.2	94.6
	LEFT ALONE	2	.7	2.2	96.8
	DK/REF	3	1.1	3.2	100.0
	<b>Total</b>		<b>93</b>	<b>34.1</b>	<b>100.0</b>
Missing	NOT ASKED	180	65.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q7. Are there any horses or other livestock kept on your property? (includes chickens, pigs, goats, cows, donkeys, peacocks, rabbits, etc.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	46	16.8	16.8	16.8
	NO	227	83.2	83.2	100.0
	<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	

Q7a. [IF YES, N=46:] Which best describes what happens to the animal waste? Is it left alone, used directly as fertilizer, composted, put in the trash, or taken to a landfill or transfer station?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LEFT ALONE	6	2.2	13.0	13.0
	FERTILIZER	9	3.3	19.6	32.6
	COMPOSTED	15	5.5	32.6	65.2
	PUT IN TRASH	11	4.0	23.9	89.1
	LANDFILL	2	.7	4.3	93.5
	OTHER	2	.7	4.3	97.8
	DK/REF	1	.4	2.2	100.0
	<b>Total</b>		<b>46</b>	<b>16.8</b>	<b>100.0</b>
Missing	NOT ASKED	227	83.2		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

OTHER:  
 #2 and #3  
 #3 and #5

Q8. [REMOVED]

Q8a. [REMOVED]

Q9. [REMOVED]

Q10. Please think now about litter in your community. Which one of the following four options do you think is the most effective way to decrease the amount of litter in your community: more public trash cans, more and better placed "Do Not Litter" signs, more volunteer community clean-up days, or tickets for littering violations?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TRASH CANS	81	29.7	30.9	30.9
	SIGNS	13	4.8	5.0	35.9
	COMM CLEAN-UP	63	23.1	24.0	59.9
	TICKETS	57	20.9	21.8	81.7
	OTHER	6	2.2	2.3	84.0
	PUBLIC EDUC	19	7.0	7.3	91.2
	EXTEND SERVICES	1	.4	.4	91.6
	ALL/COMBO	21	7.7	8.0	99.6
	REDUCE DUMP FEES	1	.4	.4	100.0
	<b>Total</b>	<b>262</b>	<b>96.0</b>	<b>100.0</b>	
Missing	DK/REF	11	4.0		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

OTHER:  
 decrease population  
 employ mentally challenged to clean up public areas and pay them  
 everyone clean up after themselves  
 less packaging material with purchased items: I have garage of boxes  
 monitor homeless: they litter in our community  
 personal responsibility

Q11. Thinking now county-wide, as far as you know, which best describes what happens to the water that goes into our gutters and storm drains: does it go directly to our rivers, bays and/or oceans, does it go to a sewage treatment plant like the water that goes through your household drains, does it go someplace else, or are you not sure?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RIVERS/BAYS	150	54.9	55.1	55.1
	TREATMENT PLANT	24	8.8	8.8	64.0
	SOMEPLACE ELSE	4	1.5	1.5	65.4
	NOT SURE/DK	90	33.0	33.1	98.5
	GROUND	4	1.5	1.5	100.0
	<b>Total</b>	<b>272</b>	<b>99.6</b>	<b>100.0</b>	
Missing	REF	1	.4		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

SOMEPLACE ELSE:

both options (2)  
septic tank  
septic tanks

Q12. [REMOVED]

Q13. Have you seen, read or heard anything during the past year about preventing the pollution of storm water runoff or waterways in San Diego County? By waterways, we mean the storm drains, rivers, bays, reservoirs and the ocean.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	209	76.6	76.6	76.6
	NO	64	23.4	23.4	100.0
	<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	

Q13a. [IF YES, N=209:] Where do you recall seeing or hearing about polluted storm water runoff or waterways in San Diego County during the past year?

1) TV

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	70	25.6	33.5	33.5
	MENTIONED	139	50.9	66.5	100.0
	<b>Total</b>	<b>209</b>	<b>76.6</b>	<b>100.0</b>	
Missing	NOT ASKED	64	23.4		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

## 2) RADIO

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	186	68.1	89.0	89.0
	MENTIONED	23	8.4	11.0	100.0
	<b>Total</b>	<b>209</b>	<b>76.6</b>	<b>100.0</b>	
Missing	NOT ASKED	64	23.4		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

## 3) NEWSPAPER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	135	49.5	64.6	64.6
	MENTIONED	74	27.1	35.4	100.0
	<b>Total</b>	<b>209</b>	<b>76.6</b>	<b>100.0</b>	
Missing	NOT ASKED	64	23.4		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

## 4) FLYERS/POSTERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	195	71.4	93.3	93.3
	MENTIONED	14	5.1	6.7	100.0
	<b>Total</b>	<b>209</b>	<b>76.6</b>	<b>100.0</b>	
Missing	NOT ASKED	64	23.4		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

## 5) MOVIE THEATRES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	209	76.6	100.0	100.0
Missing	NOT ASKED	64	23.4		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

## 6) STICKERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	207	75.8	99.0	99.0
	MENTIONED	2	.7	1.0	100.0
	<b>Total</b>	<b>209</b>	<b>76.6</b>	<b>100.0</b>	
Missing	NOT ASKED	64	23.4		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

## 7) CURB SIGNS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	177	64.8	84.7	84.7
	MENTIONED	32	11.7	15.3	100.0
	<b>Total</b>	<b>209</b>	<b>76.6</b>	<b>100.0</b>	
Missing	NOT ASKED	64	23.4		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

## 8) FAMILY/FRIENDS/OTHER WORD OF MOUTH

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	194	71.1	92.8	92.8
	MENTIONED	15	5.5	7.2	100.0
	<b>Total</b>	<b>209</b>	<b>76.6</b>	<b>100.0</b>	
Missing	NOT ASKED	64	23.4		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

## 9) OTHER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	203	74.4	97.1	97.1
	MENTIONED	6	2.2	2.9	100.0
	<b>Total</b>	<b>209</b>	<b>76.6</b>	<b>100.0</b>	
Missing	NOT ASKED	64	23.4		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

OTHER:

directly experienced it in Lake Murray  
I saw trash in a stream in a rural area  
Otay Water District  
rules for permits when building  
seeing people dumping oil on their property  
Surfrider Foundation

10) DK/REF

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	207	75.8	99.0	99.0
	MENTIONED	2	.7	1.0	100.0
	<b>Total</b>	<b>209</b>	<b>76.6</b>	<b>100.0</b>	
Missing	NOT ASKED	64	23.4		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

11) COMMUNITY EVENTS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	205	75.1	98.1	98.1
	MENTIONED	4	1.5	1.9	100.0
	<b>Total</b>	<b>209</b>	<b>76.6</b>	<b>100.0</b>	
Missing	NOT ASKED	64	23.4		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

12) INTERNET

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	204	74.7	97.6	97.6
	MENTIONED	5	1.8	2.4	100.0
	<b>Total</b>	<b>209</b>	<b>76.6</b>	<b>100.0</b>	
Missing	NOT ASKED	64	23.4		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

### 13) MAGAZINES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	205	75.1	98.1	98.1
	MENTIONED	4	1.5	1.9	100.0
	<b>Total</b>	<b>209</b>	<b>76.6</b>	<b>100.0</b>	
Missing	NOT ASKED	64	23.4		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

### 14) CLASSES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	207	75.8	99.0	99.0
	MENTIONED	2	.7	1.0	100.0
	<b>Total</b>	<b>209</b>	<b>76.6</b>	<b>100.0</b>	
Missing	NOT ASKED	64	23.4		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

### 15) BILLBOARDS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	206	75.5	98.6	98.6
	MENTIONED	3	1.1	1.4	100.0
	<b>Total</b>	<b>209</b>	<b>76.6</b>	<b>100.0</b>	
Missing	NOT ASKED	64	23.4		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

### 16) AT WORK

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	192	70.3	91.9	91.9
	MENTIONED	17	6.2	8.1	100.0
	<b>Total</b>	<b>209</b>	<b>76.6</b>	<b>100.0</b>	
Missing	NOT ASKED	64	23.4		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q13ASET SEEN/HEARD STORM WATER - MULT RESPONSE SET (VALID CASES, N=209)

	Responses	Percent Responses	Percent Cases
Q13A_1 SEEN/HEARD STORM WATER: TV	139	40.6%	66.5%
Q13A_2 SEEN/HEARD STORM WATER: RADIO	23	6.7%	11.0%
Q13A_3 SEEN/HEARD STORM WATER: NEWSPAPER	74	21.6%	35.4%
Q13A_4 SEEN/HEARD STORM WATER: FLYERS/POSTERS	14	4.1%	6.7%
Q13A_5 SEEN/HEARD STORM WATER: MOVIE THEATRES	0	.0%	.0%
Q13A_6 SEEN/HEARD STORM WATER: STICKERS	2	.6%	1.0%
Q13A_7 SEEN/HEARD STORM WATER: CURB SIGNS	32	9.4%	15.3%
Q13A_8 SEEN/HEARD STORM WATER: FAMILY/FRIENDS	15	4.4%	7.2%
Q13A_9 SEEN/HEARD STORM WATER: OTHER	6	1.8%	2.9%
Q13A_10 SEEN/HEARD STORM WATER: DK/REF	2	.6%	1.0%
Q13A_11 SEEN/HEARD STORM WATER: COMMUN EVENTS	4	1.2%	1.9%
Q13A_12 SEEN/HEARD STORM WATER: INTERNET	5	1.5%	2.4%
Q13A_13 SEEN/HEARD STORM WATER: MAGAZINES	4	1.2%	1.9%
Q13A_14 SEEN/HEARD STORM WATER: CLASSES	2	.6%	1.0%
Q13A_15 SEEN/HEARD STORM WATER: BILLBOARDS	3	.9%	1.4%
Q13A_16 SEEN/HEARD STORM WATER: AT WORK	17	5.0%	8.1%
<b>Total</b>		<b>100.0%</b>	

Q14. Sometimes slogans are used in advertising and public education to help prevent polluted storm water runoff. Have you heard or seen any of the following slogans used for that purpose:

1) "Only rain in the storm drain"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	61	22.3	22.8	22.8
	NO	207	75.8	77.2	100.0
	<b>Total</b>	<b>268</b>	<b>98.2</b>	<b>100.0</b>	
Missing	DK/REF	5	1.8		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

2) "Keep our drains squeaky clean"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	45	16.5	16.5	16.5
	NO	227	83.2	83.5	100.0
	<b>Total</b>	<b>272</b>	<b>99.6</b>	<b>100.0</b>	
Missing	DK/REF	1	.4		
<b>Total</b>		<b>273</b>	<b>100.0</b>		



3) "We live downstream"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	118	43.2	44.0	44.0
	NO	150	54.9	56.0	100.0
	<b>Total</b>	<b>268</b>	<b>98.2</b>	<b>100.0</b>	
Missing	DK/REF	5	1.8		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

4) "Think Blue"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	108	39.6	40.3	40.3
	NO	160	58.6	59.7	100.0
	<b>Total</b>	<b>268</b>	<b>98.2</b>	<b>100.0</b>	
Missing	DK/REF	5	1.8		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

5) "Keep our lawns green"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	51	18.7	19.2	19.2
	NO	214	78.4	80.8	100.0
	<b>Total</b>	<b>265</b>	<b>97.1</b>	<b>100.0</b>	
Missing	DK/REF	8	2.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

6) "You are the solution to water pollution"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	102	37.4	39.1	39.1
	NO	159	58.2	60.9	100.0
	<b>Total</b>	<b>261</b>	<b>95.6</b>	<b>100.0</b>	
Missing	DK/REF	12	4.4		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q15. [REMOVED]

Q16. Have you ever heard of any hotlines to report suspicious or illegal activities that affect the quality of our water, including our storm drains, streams, bays, reservoirs, and oceans?

[IF YES, CLARIFY BEFORE RECORDING:] Have you or has anyone in your household ever used any of these hotlines?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO, NEVER	200	73.3	74.6	74.6
	YES, NOT USED	64	23.4	23.9	98.5
	YES, USED	4	1.5	1.5	100.0
	<b>Total</b>	<b>268</b>	<b>98.2</b>	<b>100.0</b>	
Missing	DK/REF	5	1.8		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q17\_1. What body of water within San Diego County do you consider to be an important part of your community?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUYAMACA RESERVOIR	1	.4	.4	.4
	EL CAPITAN RESERVOIR	15	5.5	6.2	6.6
	LAKE HODGES	2	.7	.8	7.4
	LAKE JENNINGS	41	15.0	16.9	24.3
	LAKE MURRAY	1	.4	.4	24.7
	LAKE POWAY	1	.4	.4	25.1
	LAKE RAMONA	2	.7	.8	25.9
	LINDO LAKE	11	4.0	4.5	30.5
	LOVELAND RESERVOIR	1	.4	.4	30.9
	MISSION BAY	8	2.9	3.3	34.2
	MORENA RESERVOIR	3	1.1	1.2	35.4
	OTAY RESERVOIR	3	1.1	1.2	36.6
	OTAY RIVER	1	.4	.4	37.0
	PACIFIC OCEAN/BEACHES	45	16.5	18.5	55.6
	SAN DIEGO BAY	7	2.6	2.9	58.4
	SAN DIEGO RIVER	22	8.1	9.1	67.5
	SAN DIEGUITO RIVER	1	.4	.4	67.9
	SAN VICENTE CREEK	2	.7	.8	68.7
	SAN VICENTE RESERVOIR	38	13.9	15.6	84.4

Q17\_1, continued

	SANTA MARIA CREEK	2	.7	.8	85.2
	SUTHERLAND RESERVOIR	17	6.2	7.0	92.2
	SWEETWATER RESERVOIR	1	.4	.4	92.6
	SWEETWATER RIVER	2	.7	.8	93.4
	OTHER	16	5.9	6.6	100.0
	<b>Total</b>	<b>243</b>	<b>89.0</b>	<b>100.0</b>	
Missing	DK/REF/NONE	30	11.0		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

OTHER:

a lake near Woodside and Los Cochés  
 all lakes in San Diego  
 all of them  
 all reservoirs  
 all the reservoirs that provide our water equally  
 all water bodies  
 Alpine Creek  
 aquifer  
 Colorado River (3)  
 dams in San Diego  
 Dixon Lake  
 Lake Henshaw (2)  
 reservoir near home

Q17\_2. Is there another body of water that you consider to be an important part of your community?

**Q17\_2 IMPORTANT BODY OF WATER TO COMMUNITY (2)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUYAMACA RESERVOIR	2	.7	.8	.8
	EL CAPITAN RESERVOIR	22	8.1	9.1	9.9
	LAKE HODGES	3	1.1	1.2	11.1
	LAKE JENNINGS	22	8.1	9.1	20.2
	LAKE MURRAY	2	.7	.8	21.0
	LAKE POWAY	2	.7	.8	21.8
	LAKE RAMONA	4	1.5	1.6	23.5
	LINDO LAKE	6	2.2	2.5	25.9
	LOVELAND RESERVOIR	1	.4	.4	26.3
	MISSION BAY	7	2.6	2.9	29.2
	MORENA RESERVOIR	3	1.1	1.2	30.5
	OTAY RESERVOIR	3	1.1	1.2	31.7

Q17\_2, continued

	PACIFIC OCEAN/BEACHES	29	10.6	11.9	43.6
	PALO VERDE LAKE	1	.4	.4	44.0
	SAN DIEGO BAY	5	1.8	2.1	46.1
	SAN DIEGO RIVER	14	5.1	5.8	51.9
	SAN VICENTE CREEK	2	.7	.8	52.7
	SAN VICENTE RESERVOIR	30	11.0	12.3	65.0
	SANTEE LAKES	2	.7	.8	65.8
	SUTHERLAND RESERVOIR	7	2.6	2.9	68.7
	SWEETWATER RESERVOIR	2	.7	.8	69.5
	OTHER	10	3.7	4.1	73.7
	DK/REF/NONE	64	23.4	26.3	100.0
	<b>Total</b>	<b>243</b>	<b>89.0</b>	<b>100.0</b>	
Missing	NOT ASKED	30	11.0		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

OTHER:

all the lakes  
 all the reservoirs  
 creek that runs through Ramona  
 Henshaw Reservoir  
 Lake Henshaw  
 Miramar Lake (2)  
 Miramar Reservoir (2)  
 wells in San Diego

Q18. What one body of water within San Diego County, if any, do you visit most frequently for recreational purposes? (either in or out of your community)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUYAMACA RESERVOIR	5	1.8	2.6	2.6
	EL CAPITAN RESERVOIR	7	2.6	3.6	6.1
	LAKE JENNINGS	13	4.8	6.6	12.8
	LAKE MURRAY	4	1.5	2.0	14.8
	LAKE POWAY	2	.7	1.0	15.8
	LINDO LAKE	8	2.9	4.1	19.9
	MISSION BAY	12	4.4	6.1	26.0
	MORENA RESERVOIR	2	.7	1.0	27.0
	PACIFIC OCEAN/BEACHES	109	39.9	55.6	82.7
	PALO VERDE LAKE	1	.4	.5	83.2

Q18, continued

	SAN DIEGO BAY	11	4.0	5.6	88.8
	SAN DIEGO RIVER	1	.4	.5	89.3
	SAN VICENTE CREEK	1	.4	.5	89.8
	SAN VICENTE RESERVOIR	8	2.9	4.1	93.9
	SANTEE LAKES	2	.7	1.0	94.9
	SUTHERLAND RESERVOIR	4	1.5	2.0	96.9
	OTHER	6	2.2	3.1	100.0
	<b>Total</b>	<b>196</b>	<b>71.8</b>	<b>100.0</b>	
Missing	DK/REF/NONE	77	28.2		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

OTHER:

Colorado River  
 Huck Finn Lake  
 La Jolla Indian Reservation  
 Miramar Lake  
 Miramar Reservoir (2)

Q18a. [IF ANY MENTIONED, N=196:] What types of water recreation do you enjoy there?

1) SWIMMING/WATER SKIING/JET SKIING/SURFING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	96	35.2	49.0	49.0
	MENTIONED	100	36.6	51.0	100.0
	<b>Total</b>	<b>196</b>	<b>71.8</b>	<b>100.0</b>	
Missing	NOT ASKED	77	28.2		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

2) BOATING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	166	60.8	84.7	84.7
	MENTIONED	30	11.0	15.3	100.0
	<b>Total</b>	<b>196</b>	<b>71.8</b>	<b>100.0</b>	
Missing	NOT ASKED	77	28.2		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

### 3) FISHING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	149	54.6	76.0	76.0
	MENTIONED	47	17.2	24.0	100.0
	<b>Total</b>	<b>196</b>	<b>71.8</b>	<b>100.0</b>	
Missing	NOT ASKED	77	28.2		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

### 4) NON-WATER REC: SIGHTSEEING/VIEWING/HIKING/BIKING NEARBY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	117	42.9	59.7	59.7
	MENTIONED	79	28.9	40.3	100.0
	<b>Total</b>	<b>196</b>	<b>71.8</b>	<b>100.0</b>	
Missing	NOT ASKED	77	28.2		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

### 5) OTHER WATER RECREATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	191	70.0	97.4	97.4
	MENTIONED	5	1.8	2.6	100.0
	<b>Total</b>	<b>196</b>	<b>71.8</b>	<b>100.0</b>	
Missing	NOT ASKED	77	28.2		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

### 6) DK/REF

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	195	71.4	99.5	99.5
	MENTIONED	1	.4	.5	100.0
	<b>Total</b>	<b>196</b>	<b>71.8</b>	<b>100.0</b>	
Missing	NOT ASKED	77	28.2		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q18ASET WATER RECREATION ENGAGE IN - MULT RESPONSE SET (VALID CASES, N=196)

	Responses	Percent Responses	Percent Cases
Q18A_1 WATER RECREATION ENGAGE IN: SWIM/SKI/SURF	100	38.2%	51.0%
Q18A_2 WATER RECREATION ENGAGE IN: BOATING	30	11.5%	15.3%
Q18A_3 WATER RECREATION ENGAGE IN: FISHING	47	17.9%	24.0%
Q18A_4 WATER RECREATION ENGAGE IN: NON-WATER	79	30.2%	40.3%
Q18A_5 WATER RECREATION ENGAGE IN: OTHER WATER	5	1.9%	2.6%
Q18A_6 WATER RECREATION ENGAGE IN: DK/REF	1	.4%	.5%
<b>Total</b>		<b>100.0%</b>	

Q19. Which one of these statements best describes what you believe a "watershed" to be: an area that retains water like a swamp or a marsh, a land area that drains into a specific water body, a water intake area that feeds a water treatment plant, or none of the above?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SWAMP/MARSH	30	11.0	12.2	12.2
	LAND DRAIN	141	51.6	57.6	69.8
	TO TREATMT PLANT	24	8.8	9.8	79.6
	NONE	50	18.3	20.4	100.0
	<b>Total</b>	<b>245</b>	<b>89.7</b>	<b>100.0</b>	
Missing	DK/REF	28	10.3		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q20. As far as you know, do you live in a watershed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	66	24.2	30.4	30.4
	NO	151	55.3	69.6	100.0
	<b>Total</b>	<b>217</b>	<b>79.5</b>	<b>100.0</b>	
Missing	DK/REF	56	20.5		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q20a. [IF YES, N=66:] Can you name the watershed you live in?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANTA MARGARITA	2	.7	3.0	3.0
	SAN DIEGO RIVER	16	5.9	24.2	27.3
	SAN DIEGO BAY	1	.4	1.5	28.8
	OTHER	23	8.4	34.8	63.6
	DK/REF	24	8.8	36.4	100.0
	<b>Total</b>	<b>66</b>	<b>24.2</b>	<b>100.0</b>	
Missing	NOT ASKED	207	75.8		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

OTHER:

Barona Mesa  
 Cleveland National Forest  
 Flintsprings  
 Lake Jennings  
 Lake Jennings (near Blossom Valley)  
 Lakeside Basin  
 Los Coches Creek  
 Loveland Lake  
 Pacific Ocean  
 Palo Verde  
 Rattle Snake Mountain  
 San Diego Country Estates  
 San Vicente (4)  
 San Vicente Creek (2)  
 San Vicente Reservoir  
 Santa Maria Creek  
 south of Sundale Road  
 Sutherland  
 Sweetwater

Q21. During the past 12 months, have you or has anyone in your household done any of the following? The first one is... \*\*

1) Reduced or eliminated use of a product because of concerns that it was polluting the environment?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	95	34.8	37.0	37.0
	NO	162	59.3	63.0	100.0
	<b>Total</b>	<b>257</b>	<b>94.1</b>	<b>100.0</b>	
Missing	DK/REF	16	5.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		



2) Reduced or eliminated pesticide use?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	115	42.1	54.8	54.8
	NO	95	34.8	45.2	100.0
	<b>Total</b>	<b>210</b>	<b>76.9</b>	<b>100.0</b>	
Missing	DK/REF	63	23.1		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

3) Reduced or eliminated fertilizer use?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	84	30.8	39.4	39.4
	NO	129	47.3	60.6	100.0
	<b>Total</b>	<b>213</b>	<b>78.0</b>	<b>100.0</b>	
Missing	DK/REF	60	22.0		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

4) Helped clean up a stream, lake or beach?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	47	17.2	17.3	17.3
	NO	224	82.1	82.7	100.0
	<b>Total</b>	<b>271</b>	<b>99.3</b>	<b>100.0</b>	
Missing	DK/REF	2	.7		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

5) Made efforts to reduce water usage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	232	85.0	85.3	85.3
	NO	40	14.7	14.7	100.0
	<b>Total</b>	<b>272</b>	<b>99.6</b>	<b>100.0</b>	
Missing	DK/REF	1	.4		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

6) Purchased products specifically because they are environmentally safe?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	182	66.7	69.2	69.2
	NO	81	29.7	30.8	100.0
	<b>Total</b>	<b>263</b>	<b>96.3</b>	<b>100.0</b>	
Missing	DK/REF	10	3.7		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q22. How long have you lived in your current community?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LESS THN 6 MONTHS	4	1.5	1.5	1.5
	1	16	5.9	5.9	7.3
	2	8	2.9	2.9	10.3
	3	17	6.2	6.2	16.5
	4	17	6.2	6.2	22.7
	5	14	5.1	5.1	27.8
	6	7	2.6	2.6	30.4
	7	9	3.3	3.3	33.7
	8	12	4.4	4.4	38.1
	9	6	2.2	2.2	40.3
	10	15	5.5	5.5	45.8
	11	7	2.6	2.6	48.4
	12	11	4.0	4.0	52.4
	13	7	2.6	2.6	54.9
	14	7	2.6	2.6	57.5
	15	9	3.3	3.3	60.8
	16	4	1.5	1.5	62.3
	17	5	1.8	1.8	64.1
	18	4	1.5	1.5	65.6
	19	1	.4	.4	65.9
	20	11	4.0	4.0	70.0
	21	3	1.1	1.1	71.1
	22	7	2.6	2.6	73.6
	23	3	1.1	1.1	74.7
	24	7	2.6	2.6	77.3
	25	8	2.9	2.9	80.2
	26	2	.7	.7	81.0
	27	4	1.5	1.5	82.4
28	4	1.5	1.5	83.9	

Q22, continued

29	1	.4	.4	84.2
30	16	5.9	5.9	90.1
31	1	.4	.4	90.5
32	3	1.1	1.1	91.6
34	2	.7	.7	92.3
35	3	1.1	1.1	93.4
36	1	.4	.4	93.8
40	3	1.1	1.1	94.9
41	1	.4	.4	95.2
42	1	.4	.4	95.6
43	1	.4	.4	96.0
45	3	1.1	1.1	97.1
46	2	.7	.7	97.8
48	1	.4	.4	98.2
54	1	.4	.4	98.5
57	1	.4	.4	98.9
63	1	.4	.4	99.3
64	1	.4	.4	99.6
75	1	.4	.4	100.0
<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	

	Mean	Median	Mode	Std. Deviation	Minimum	Maximum
Q22 HOW LONG LIVED IN COMMUNITY	15.70	12.00	3	13.01	1.00	75.00

Q23. Do you own your home, or are you renting or leasing it?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	OWN/MORTGAGE	211	77.3	77.3	77.3
	RENT/LEASE	62	22.7	22.7	100.0
	<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	

Q24. What is the highest grade or year of school that you have completed and received credit for: high school or less; at least one year of college, trade or vocational school; graduated college with a bachelor's degree; or at least one year of graduate work beyond a bachelor's?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	H.S. OR LESS	57	20.9	20.9	20.9
	SOME COLLEGE	137	50.2	50.2	71.1
	BACHELOR'S	25	9.2	9.2	80.2
	GRADUATE WORK	54	19.8	19.8	100.0
	<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	

Q25. Please tell me when I mention the category that contains your age...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 TO 24	15	5.5	5.5	5.5
	25 TO 34	19	7.0	7.0	12.5
	35 TO 44	61	22.3	22.3	34.8
	45 TO 54	74	27.1	27.1	61.9
	55 TO 64	40	14.7	14.7	76.6
	65 OR OVER	64	23.4	23.4	100.0
	<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	

#### LEN. LENGTH OF INTERVIEW

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6	1	.4	.4	.4
	7	10	3.7	3.7	4.0
	8	18	6.6	6.6	10.6
	9	24	8.8	8.8	19.4
	10	43	15.8	15.8	35.2
	11	42	15.4	15.4	50.5
	12	22	8.1	8.1	58.6
	13	32	11.7	11.7	70.3
	14	18	6.6	6.6	76.9
	15	13	4.8	4.8	81.7
	16	11	4.0	4.0	85.7
	17	8	2.9	2.9	88.6
	18	4	1.5	1.5	90.1
	19	6	2.2	2.2	92.3
	20	3	1.1	1.1	93.4

LEN, continued

21	5	1.8	1.8	95.2
23	2	.7	.7	96.0
24	4	1.5	1.5	97.4
25	1	.4	.4	97.8
26	1	.4	.4	98.2
29	1	.4	.4	98.5
30	1	.4	.4	98.9
32	1	.4	.4	99.3
33	2	.7	.7	100.0
<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	

	Mean	Median	Mode	Std. Deviation	Minimum	Maximum
LEN LENGTH	12.70	11.00	10	4.53	6.00	33.00

DATE. DATE OF INTERVIEW

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20030624	2	.7	.7	.7
20030626	4	1.5	1.5	2.2
20030701	5	1.8	1.8	4.0
20030702	9	3.3	3.3	7.3
20030703	8	2.9	2.9	10.3
20030705	10	3.7	3.7	13.9
20030706	11	4.0	4.0	17.9
20030707	17	6.2	6.2	24.2
20030708	17	6.2	6.2	30.4
20030709	19	7.0	7.0	37.4
20030710	24	8.8	8.8	46.2
20030711	13	4.8	4.8	50.9
20030712	10	3.7	3.7	54.6
20030713	8	2.9	2.9	57.5
20030714	25	9.2	9.2	66.7
20030715	20	7.3	7.3	74.0
20030716	12	4.4	4.4	78.4
20030717	4	1.5	1.5	79.9
20030718	3	1.1	1.1	81.0
20030719	3	1.1	1.1	82.1
20030720	2	.7	.7	82.8

DATE, continued

20030721	5	1.8	1.8	84.6
20030722	4	1.5	1.5	86.1
20030723	4	1.5	1.5	87.5
20030724	2	.7	.7	88.3
20030725	6	2.2	2.2	90.5
20030726	6	2.2	2.2	92.7
20030727	3	1.1	1.1	93.8
20030728	12	4.4	4.4	98.2
20030729	5	1.8	1.8	100.0
<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	

**Public Awareness Survey:**  
**County Unincorporated Area Watersheds**

**DISTRIBUTION OF RESPONSES**  
**San Diego Bay Watershed (N=272)**

VER. VERSION OF INSTRUMENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	VERSION A	156	57.4	57.4	57.4
	VERSION B	116	42.6	42.6	100.0
	<b>Total</b>	<b>272</b>	<b>100.0</b>	<b>100.0</b>	

SEX. GENDER OF RESPONDENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	137	50.4	50.4	50.4
	FEMALE	135	49.6	49.6	100.0
	<b>Total</b>	<b>272</b>	<b>100.0</b>	<b>100.0</b>	

ZIP. We're also interested in speaking with people from different areas. Could you please tell me your zip code?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	91901	16	5.9	5.9	5.9
	91902	11	4.0	4.0	9.9
	91916	8	2.9	2.9	12.9
	91917	11	4.0	4.0	16.9
	91935	60	22.1	22.1	39.0
	91941	45	16.5	16.5	55.5
	91977	49	18.0	18.0	73.5
	91978	12	4.4	4.4	77.9
	92019	27	9.9	9.9	87.9
	92021	33	12.1	12.1	100.0
	<b>Total</b>	<b>272</b>	<b>100.0</b>	<b>100.0</b>	

WSH. WATERSHED AREA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SAN DIEGO BAY	272	100.0	100.0	100.0

LAN. LANGUAGE OF INTERVIEW

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ENGLISH	262	96.3	96.3	96.3
	SPANISH	10	3.7	3.7	100.0
	<b>Total</b>	<b>272</b>	<b>100.0</b>	<b>100.0</b>	

Q1. We're trying to get an accurate measurement of certain types of household activities among residents in this area. Please keep in mind that there are no right or wrong answers, and we really appreciate your honest responses. (Again, this is completely anonymous.)

Now, thinking about your home, is there a lawn or any outdoor plants that you or someone in your household are responsible for?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	232	85.3	85.3	85.3
	NO/APT/NO YARD	40	14.7	14.7	100.0
	<b>Total</b>	<b>272</b>	<b>100.0</b>	<b>100.0</b>	

Q1a. [IF YES, N=232:] Are your lawn or outdoor plants maintained by you and/or members of your household, a gardening service, or both household members and an outside service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RESP/HOUSEHOLD	165	60.7	71.1	71.1
	GARDEN SERVICE	12	4.4	5.2	76.3
	BOTH	55	20.2	23.7	100.0
	<b>Total</b>	<b>232</b>	<b>85.3</b>	<b>100.0</b>	
Missing	NOT ASKED	40	14.7		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

Q1b. [REMOVED]



Q1c. When watering your lawn or outdoor plants after fertilizing, do any of the following happen? Would you say that a noticeable amount of water hits the sidewalk, patio or driveway next to the lawn or plants, a noticeable amount of water runs off the lawn or plants themselves, both, or neither?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	HIT SIDEWALK	17	6.3	7.3	7.3
	RUN OFF LAWN	11	4.0	4.7	12.1
	BOTH	13	4.8	5.6	17.7
	NEITHER	171	62.9	73.7	91.4
	DO NOT FERTILIZE	16	5.9	6.9	98.3
	DK/REF	4	1.5	1.7	100.0
	<b>Total</b>	<b>232</b>	<b>85.3</b>	<b>100.0</b>	
Missing	NOT ASKED	40	14.7		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

Q2. Are any pest control products ever used on your lawn, plants, garden or around the outside of your house to control insects, weeds, or plant molds and mildew? This does not include fertilizers.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	155	57.0	58.3	58.3
	NO	111	40.8	41.7	100.0
	<b>Total</b>	<b>266</b>	<b>97.8</b>	<b>100.0</b>	
Missing	DK/REF	6	2.2		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

Q2a. [IF YES, N=155:] Do you employ a professional pest control service for outdoor pest control?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	40	14.7	25.8	25.8
	NO	115	42.3	74.2	100.0
	<b>Total</b>	<b>155</b>	<b>57.0</b>	<b>100.0</b>	
Missing	NOT ASKED	117	43.0		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

Q2b. [IF NO, N=115:] From what you know, how are leftover pest control products, or pest control products you no longer use at your home, usually disposed of?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PUT INTO TRASH	21	7.7	18.3	18.3
	HAZ WASTE SITE	15	5.5	13.0	31.3
	LANDFILL	3	1.1	2.6	33.9
	STORED	5	1.8	4.3	38.3
	NONE LEFT OVER	62	22.8	53.9	92.2
	DK/REF	9	3.3	7.8	100.0
	<b>Total</b>		<b>115</b>	<b>42.3</b>	<b>100.0</b>
Missing	NOT ASKED	157	57.7		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

Q2c. From what you know, how carefully are the manufacturers' instructions followed when using a pest control product in your yard? Would you say they are read and followed very carefully, read and followed somewhat carefully, read but not followed too carefully, or not followed at all?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	VERY CAREFULLY	78	28.7	67.8	67.8
	SMWT CAREFULLY	32	11.8	27.8	95.7
	NOT TOO CAREFUL	1	.4	.9	96.5
	NOT FOLLOWED	1	.4	.9	97.4
	DK/REF	3	1.1	2.6	100.0
	<b>Total</b>		<b>115</b>	<b>42.3</b>	<b>100.0</b>
Missing	NOT ASKED	157	57.7		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

Q2d. For the pest control products that require some preparation before using (such as concentrated liquids and powders), do you know if the amount of pest control product used is typically measured, or estimated?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MEASURED	77	28.3	67.0	67.0
	ESTIMATED	18	6.6	15.7	82.6
	DK/REF	20	7.4	17.4	100.0
	<b>Total</b>	<b>115</b>	<b>42.3</b>	<b>100.0</b>	
Missing	NOT ASKED	157	57.7		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

Q2e. [REMOVED]

Q3. Thinking now just about methods for controlling insects, do you (or other household members) use mainly traditional pesticides, meaning typically synthetic chemical products, such as diazinon; mainly alternative or less-toxic methods, such as baits, traps, soaps or oils; or a mixture of both traditional pesticides and alternative or less-toxic methods?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TRADITIONAL	44	16.2	38.3	38.3
	ALTERNATIVE	16	5.9	13.9	52.2
	MIXTURE OF BOTH	50	18.4	43.5	95.7
	DO NOT USE	3	1.1	2.6	98.3
	DK/REF	2	.7	1.7	100.0
	<b>Total</b>	<b>115</b>	<b>42.3</b>	<b>100.0</b>	
Missing	NOT ASKED	157	57.7		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

Q3a. [REMOVED]

Q3b. [REMOVED]

Q3c. [IF ANY TRADITIONAL PESTICIDES USED OR DK/REF, N=96:] Which one of the following is most important to you when it comes to choosing between traditional and alternative methods of insect control: cost, method of application, potential toxic side effects, speed of results, or some other factor?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	COST	8	2.9	8.3	8.3
	APPLICATION	8	2.9	8.3	16.7
	TOXIC EFFECTS	31	11.4	32.3	49.0
	RESULT SPEED	36	13.2	37.5	86.5
	OTHER	3	1.1	3.1	89.6
	EFFICIENCY	9	3.3	9.4	99.0
	DK/REF	1	.4	1.0	100.0
	<b>Total</b>	<b>96</b>	<b>35.3</b>	<b>100.0</b>	
Missing	NOT ASKED	176	64.7		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

OTHER:

#1 and #3

#3 and #4

there are not any alternative methods

Q4. Does your household have its own pool and/or spa (jacuzzi)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	POOL	28	10.3	10.3	10.3
	SPA/JACUZZI	29	10.7	10.7	21.0
	BOTH	38	14.0	14.0	34.9
	NEITHER	177	65.1	65.1	100.0
<b>Total</b>		<b>272</b>	<b>100.0</b>	<b>100.0</b>	

Q4a. [IF POOL AND/OR SPA, N=95:] Do you employ a professional pool service to maintain it?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	31	11.4	32.6	32.6
	NO	64	23.5	67.4	100.0
	<b>Total</b>	<b>95</b>	<b>34.9</b>	<b>100.0</b>	
Missing	NOT ASKED	177	65.1		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

Q4b. [IF NO, N=64:] Do you use an algaecide to treat your pool or spa, besides chlorine or bromine?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	16	5.9	25.0	25.0
	NO	44	16.2	68.8	93.8
	DK/REF	4	1.5	6.3	100.0
	<b>Total</b>	<b>64</b>	<b>23.5</b>	<b>100.0</b>	
Missing	NOT ASKED	208	76.5		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

Q4c. [REMOVED]

Q4d. [REMOVED]

Q5. [REMOVED]

Q6. Does anyone in your household have a dog?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	147	54.0	54.0	54.0
	NO	125	46.0	46.0	100.0
	<b>Total</b>	<b>272</b>	<b>100.0</b>	<b>100.0</b>	

Q6a. [IF YES, N=147:] Would you say that whoever walks the dog(s) picks up the dog droppings always, usually, sometimes, rarely, or never?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ALWAYS	63	23.2	42.9	42.9
	USUALLY	10	3.7	6.8	49.7
	SOMETIMES	6	2.2	4.1	53.7
	RARELY	3	1.1	2.0	55.8
	NEVER	17	6.3	11.6	67.3
	NOT APPLICABLE	48	17.6	32.7	100.0
	<b>Total</b>		<b>147</b>	<b>54.0</b>	<b>100.0</b>
Missing	NOT ASKED	125	46.0		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

Q6b. [REMOVED]

Q6c. [IF Q6a INDICATES DOG DROPPINGS ARE PICKED UP, N=82:] How is your pet's waste usually disposed of?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PUT IN TRASH	58	21.3	70.7	70.7
	DOWN TOILET	4	1.5	4.9	75.6
	COMPOSTED	7	2.6	8.5	84.1
	BURIED	7	2.6	8.5	92.7
	LEFT ALONE	2	.7	2.4	95.1
	DK/REF	4	1.5	4.9	100.0
	<b>Total</b>		<b>82</b>	<b>30.1</b>	<b>100.0</b>
Missing	NOT ASKED	190	69.9		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

Q7. Are there any horses or other livestock kept on your property? (includes chickens, pigs, goats, cows, donkeys, peacocks, rabbits, etc.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	46	16.9	16.9	16.9
	NO	226	83.1	83.1	100.0
	<b>Total</b>	<b>272</b>	<b>100.0</b>	<b>100.0</b>	

Q7a. [IF YES, N=46:] Which best describes what happens to the animal waste? Is it left alone, used directly as fertilizer, composted, put in the trash, or taken to a landfill or transfer station?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LEFT ALONE	8	2.9	17.4	17.4
	FERTILIZER	13	4.8	28.3	45.7
	COMPOSTED	11	4.0	23.9	69.6
	PUT IN TRASH	10	3.7	21.7	91.3
	LANDFILL	2	.7	4.3	95.7
	OTHER	2	.7	4.3	100.0
	<b>Total</b>		<b>46</b>	<b>16.9</b>	<b>100.0</b>
Missing	NOT ASKED	226	83.1		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

OTHER:

all options for horse manure and given to friends  
 cat waste #4; chicken waste #2

Q8. [REMOVED]

Q8a. [REMOVED]

Q9. [REMOVED]

Q10. Please think now about litter in your community. Which one of the following four options do you think is the most effective way to decrease the amount of litter in your community: more public trash cans, more and better placed "Do Not Litter" signs, more volunteer community clean-up days, or tickets for littering violations?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TRASH CANS	73	26.8	27.9	27.9
	SIGNS	11	4.0	4.2	32.1
	COMM CLEAN-UP	60	22.1	22.9	55.0
	TICKETS	72	26.5	27.5	82.4
	OTHER	7	2.6	2.7	85.1
	PUBLIC EDUC	16	5.9	6.1	91.2
	ALL/COMBO	22	8.1	8.4	99.6
	REDUCE DUMP FEES	1	.4	.4	100.0
	<b>Total</b>	<b>262</b>	<b>96.3</b>	<b>100.0</b>	
Missing	DK/REF	10	3.7		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

OTHER:

community service pickup after getting a ticket for other things  
 enforce tie-down regulations for construction people  
 enforcement of trash separation and use of recycling centers  
 get rid of the trash people  
 organizations are responsible for litter and they pick up  
 residents or businesses clean particular street, name is on a sign  
 stop the illegal aliens from Mexico from coming in and dumping trash

Q11. Thinking now county-wide, as far as you know, which best describes what happens to the water that goes into our gutters and storm drains: does it go directly to our rivers, bays and/or oceans, does it go to a sewage treatment plant like the water that goes through your household drains, does it go someplace else, or are you not sure?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RIVERS/BAYS	154	56.6	57.0	57.0
	TREATMENT PLANT	31	11.4	11.5	68.5
	SOMEPLACE ELSE	4	1.5	1.5	70.0
	NOT SURE/DK	78	28.7	28.9	98.9
	GROUND	3	1.1	1.1	100.0
	<b>Total</b>	<b>270</b>	<b>99.3</b>	<b>100.0</b>	
Missing	REF	2	.7		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

SOMEPLACE ELSE:

both options (2)  
 Mexico  
 septic tank

Q12. [REMOVED]

Q13. Have you seen, read or heard anything during the past year about preventing the pollution of storm water runoff or waterways in San Diego County? By waterways, we mean the storm drains, rivers, bays, reservoirs and the ocean.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	193	71.0	72.0	72.0
	NO	75	27.6	28.0	100.0
	<b>Total</b>	<b>268</b>	<b>98.5</b>	<b>100.0</b>	
Missing	DK/REF	4	1.5		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

Q13a. [IF YES, N=193:] Where do you recall seeing or hearing about polluted storm water runoff or waterways in San Diego County during the past year?

1) TV

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	69	25.4	35.8	35.8
	MENTIONED	124	45.6	64.2	100.0
	<b>Total</b>	<b>193</b>	<b>71.0</b>	<b>100.0</b>	
Missing	NOT ASKED	79	29.0		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

2) RADIO

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	161	59.2	83.4	83.4
	MENTIONED	32	11.8	16.6	100.0
	<b>Total</b>	<b>193</b>	<b>71.0</b>	<b>100.0</b>	
Missing	NOT ASKED	79	29.0		
<b>Total</b>		<b>272</b>	<b>100.0</b>		



### 3) NEWSPAPER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	123	45.2	63.7	63.7
	MENTIONED	70	25.7	36.3	100.0
	<b>Total</b>	<b>193</b>	<b>71.0</b>	<b>100.0</b>	
Missing	NOT ASKED	79	29.0		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

### 4) FLYERS/POSTERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	178	65.4	92.2	92.2
	MENTIONED	15	5.5	7.8	100.0
	<b>Total</b>	<b>193</b>	<b>71.0</b>	<b>100.0</b>	
Missing	NOT ASKED	79	29.0		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

### 5) MOVIE THEATRES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	193	71.0	100.0	100.0
Missing	NOT ASKED	79	29.0		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

### 6) STICKERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	193	71.0	100.0	100.0
Missing	NOT ASKED	79	29.0		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

## 7) CURB SIGNS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	162	59.6	83.9	83.9
	MENTIONED	31	11.4	16.1	100.0
	<b>Total</b>	<b>193</b>	<b>71.0</b>	<b>100.0</b>	
Missing	NOT ASKED	79	29.0		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

## 8) FAMILY/FRIENDS/OTHER WORD OF MOUTH

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	187	68.8	96.9	96.9
	MENTIONED	6	2.2	3.1	100.0
	<b>Total</b>	<b>193</b>	<b>71.0</b>	<b>100.0</b>	
Missing	NOT ASKED	79	29.0		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

## 9) OTHER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	189	69.5	97.9	97.9
	MENTIONED	4	1.5	2.1	100.0
	<b>Total</b>	<b>193</b>	<b>71.0</b>	<b>100.0</b>	
Missing	NOT ASKED	79	29.0		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

### OTHER:

County Building department  
 Helix Irrigation: Otay water company  
 Sea World; the beach  
 trash company has info

10) DK/REF

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	190	69.9	98.4	98.4
	MENTIONED	3	1.1	1.6	100.0
	<b>Total</b>	<b>193</b>	<b>71.0</b>	<b>100.0</b>	
Missing	NOT ASKED	79	29.0		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

11) COMMUNITY EVENTS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	189	69.5	97.9	97.9
	MENTIONED	4	1.5	2.1	100.0
	<b>Total</b>	<b>193</b>	<b>71.0</b>	<b>100.0</b>	
Missing	NOT ASKED	79	29.0		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

12) INTERNET

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	191	70.2	99.0	99.0
	MENTIONED	2	.7	1.0	100.0
	<b>Total</b>	<b>193</b>	<b>71.0</b>	<b>100.0</b>	
Missing	NOT ASKED	79	29.0		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

13) MAGAZINES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	193	71.0	100.0	100.0
Missing	NOT ASKED	79	29.0		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

14) CLASSES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	190	69.9	98.4	98.4
	MENTIONED	3	1.1	1.6	100.0
	<b>Total</b>	<b>193</b>	<b>71.0</b>	<b>100.0</b>	
Missing	NOT ASKED	79	29.0		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

15) BILLBOARDS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	193	71.0	100.0	100.0
Missing	NOT ASKED	79	29.0		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

16) AT WORK

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	183	67.3	94.8	94.8
	MENTIONED	10	3.7	5.2	100.0
	<b>Total</b>	<b>193</b>	<b>71.0</b>	<b>100.0</b>	
Missing	NOT ASKED	79	29.0		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

Q13ASET SEEN/HEARD STORM WATER - MULT RESPONSE SET (VALID CASES, N=193)

	Responses	Percent Responses	Percent Cases
Q13A_1 SEEN/HEARD STORM WATER: TV	124	40.8%	64.6%
Q13A_2 SEEN/HEARD STORM WATER: RADIO	32	10.5%	16.7%
Q13A_3 SEEN/HEARD STORM WATER: NEWSPAPER	70	23.0%	36.5%
Q13A_4 SEEN/HEARD STORM WATER: FLYERS/POSTERS	15	4.9%	7.8%
Q13A_5 SEEN/HEARD STORM WATER: MOVIE THEATRES	0	.0%	.0%
Q13A_6 SEEN/HEARD STORM WATER: STICKERS	0	.0%	.0%
Q13A_7 SEEN/HEARD STORM WATER: CURB SIGNS	31	10.2%	16.1%
Q13A_8 SEEN/HEARD STORM WATER: FAMILY/FRIENDS	6	2.0%	3.1%
Q13A_9 SEEN/HEARD STORM WATER: OTHER	4	1.3%	2.1%

Q13ASET, continued

Q13A_10 SEEN/HEARD STORM WATER: DK/REF	3	1.0%	1.6%
Q13A_11 SEEN/HEARD STORM WATER: COMMUN EVENTS	4	1.3%	2.1%
Q13A_12 SEEN/HEARD STORM WATER: INTERNET	2	.7%	1.0%
Q13A_13 SEEN/HEARD STORM WATER: MAGAZINES	0	.0%	.0%
Q13A_14 SEEN/HEARD STORM WATER: CLASSES	3	1.0%	1.6%
Q13A_15 SEEN/HEARD STORM WATER: BILLBOARDS	0	.0%	.0%
Q13A_16 SEEN/HEARD STORM WATER: AT WORK	10	3.3%	5.2%
<b>Total</b>		<b>100.0%</b>	

Q14. Sometimes slogans are used in advertising and public education to help prevent polluted storm water runoff. Have you heard or seen any of the following slogans used for that purpose:

1) "Only rain in the storm drain"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	52	19.1	19.4	19.4
	NO	216	79.4	80.6	100.0
	<b>Total</b>	<b>268</b>	<b>98.5</b>	<b>100.0</b>	
Missing	DK/REF	4	1.5		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

2) "Keep our drains squeaky clean"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	37	13.6	13.8	13.8
	NO	231	84.9	86.2	100.0
	<b>Total</b>	<b>268</b>	<b>98.5</b>	<b>100.0</b>	
Missing	DK/REF	4	1.5		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

3) "We live downstream"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	127	46.7	47.4	47.4
	NO	141	51.8	52.6	100.0
	<b>Total</b>	<b>268</b>	<b>98.5</b>	<b>100.0</b>	
Missing	DK/REF	4	1.5		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

4) "Think Blue"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	104	38.2	39.5	39.5
	NO	159	58.5	60.5	100.0
	<b>Total</b>	<b>263</b>	<b>96.7</b>	<b>100.0</b>	
Missing	DK/REF	9	3.3		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

5) "Keep our lawns green"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	49	18.0	18.4	18.4
	NO	218	80.1	81.6	100.0
	<b>Total</b>	<b>267</b>	<b>98.2</b>	<b>100.0</b>	
Missing	DK/REF	5	1.8		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

6) "You are the solution to water pollution"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	99	36.4	38.8	38.8
	NO	156	57.4	61.2	100.0
	<b>Total</b>	<b>255</b>	<b>93.8</b>	<b>100.0</b>	
Missing	DK/REF	17	6.3		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

Q15. [REMOVED]

Q16. Have you ever heard of any hotlines to report suspicious or illegal activities that affect the quality of our water, including our storm drains, streams, bays, reservoirs, and oceans?

[IF YES, CLARIFY BEFORE RECORDING:] Have you or has anyone in your household ever used any of these hotlines?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO, NEVER	199	73.2	74.0	74.0
	YES, NOT USED	68	25.0	25.3	99.3
	YES, USED	2	.7	.7	100.0
	<b>Total</b>	<b>269</b>	<b>98.9</b>	<b>100.0</b>	
Missing	DK/REF	3	1.1		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

Q17\_1. What body of water within San Diego County do you consider to be an important part of your community?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BARRETT LAKE	14	5.1	5.8	5.8
	CUYAMACA RESERVOIR	4	1.5	1.6	7.4
	DESCANSO CREEK	1	.4	.4	7.8
	EL CAPITAN RESERVOIR	7	2.6	2.9	10.7
	JAMUL CREEK	1	.4	.4	11.1
	LAKE JENNINGS	10	3.7	4.1	15.2
	LAKE MURRAY	17	6.3	7.0	22.2
	LOVELAND RESERVOIR	4	1.5	1.6	23.9
	MILLER CREEK	1	.4	.4	24.3
	MISSION BAY	15	5.5	6.2	30.5
	MORENA RESERVOIR	7	2.6	2.9	33.3
	OTAY RESERVOIR	25	9.2	10.3	43.6
	OTAY RIVER	1	.4	.4	44.0
	PACIFIC OCEAN/BEACHES	46	16.9	18.9	63.0
	SAN DIEGO BAY	11	4.0	4.5	67.5
	SAN DIEGO RIVER	7	2.6	2.9	70.4
	SAN VICENTE CREEK	1	.4	.4	70.8
	SAN VICENTE RESERVOIR	4	1.5	1.6	72.4
	SANTEE LAKES	1	.4	.4	72.8
	SWEETWATER RESERVOIR	36	13.2	14.8	87.7
	SWEETWATER RIVER	3	1.1	1.2	88.9
OTHER	27	9.9	11.1	100.0	
	<b>Total</b>	<b>243</b>	<b>89.3</b>	<b>100.0</b>	
Missing	DK/REF/NONE	29	10.7		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

OTHER:

all bodies of water  
all bodies of water are important  
all of them (5)  
all reservoirs  
all water bodies are important  
Belzura Creek  
Calaverdi Lake  
dam near El Cajon  
drinking water  
Eastlake (2)  
every body of water in San Diego County  
Hidden Lakes  
Lake Helix  
Lake Henshaw  
Mt. Helix Reservoir  
my groundwater is important to me  
Olivenheim Dam  
reservoir in San Diego  
reservoirs  
reservoirs in general  
subterranean water: our well water  
they are all important

Q17\_2. Is there another body of water that you consider to be an important part of your community?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BARRETT LAKE	5	1.8	2.1	2.1
	CUYAMACA RESERVOIR	3	1.1	1.2	3.3
	DIAMOND VALLEY LAKE	1	.4	.4	3.7
	EL CAPITAN RESERVOIR	7	2.6	2.9	6.6
	LAKE HODGES	3	1.1	1.2	7.8
	LAKE JENNINGS	5	1.8	2.1	9.9
	LAKE MURRAY	13	4.8	5.3	15.2
	LAKE POWAY	1	.4	.4	15.6
	LOVELAND RESERVOIR	10	3.7	4.1	19.8
	MISSION BAY	13	4.8	5.3	25.1
	MORENA RESERVOIR	12	4.4	4.9	30.0
	OTAY RESERVOIR	15	5.5	6.2	36.2
	OTAY RIVER	2	.7	.8	37.0
	PACIFIC OCEAN/BEACHES	33	12.1	13.6	50.6
	PINE VALLEY CREEK	1	.4	.4	51.0
	SAN DIEGO BAY	12	4.4	4.9	56.0



Q17\_2, continued

	SAN DIEGO RIVER	3	1.1	1.2	57.2
	SAN VICENTE RESERVOIR	7	2.6	2.9	60.1
	SANTEE LAKES	1	.4	.4	60.5
	SWEETWATER RESERVOIR	14	5.1	5.8	66.3
	SWEETWATER RIVER	1	.4	.4	66.7
	OTHER	12	4.4	4.9	71.6
	DK/REF/NONE	69	25.4	28.4	100.0
	<b>Total</b>	<b>243</b>	<b>89.3</b>	<b>100.0</b>	
Missing	NOT ASKED	29	10.7		
	<b>Total</b>	<b>272</b>	<b>100.0</b>		

OTHER:

all water bodies (2)  
 all water bodies and retention ponds  
 Colorado River  
 drinking water  
 Lake Chollas  
 Lake Henshaw  
 Mt. Helix Lake  
 reservoirs in general  
 reservoirs that drinking water comes from  
 rivers  
 Spring Valley Creek

Q18. What one body of water within San Diego County, if any, do you visit most frequently for recreational purposes? (either in or out of your community)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUYAMACA RESERVOIR	11	4.0	5.1	5.1
	EL CAPITAN RESERVOIR	2	.7	.9	6.1
	LAKE HODGES	1	.4	.5	6.5
	LAKE JENNINGS	2	.7	.9	7.5
	LAKE MURRAY	16	5.9	7.5	15.0
	MISSION BAY	30	11.0	14.0	29.0
	MORENA RESERVOIR	9	3.3	4.2	33.2
	OTAY RESERVOIR	2	.7	.9	34.1
	PACIFIC OCEAN/BEACHES	107	39.3	50.0	84.1
	PALO VERDE LAKE	2	.7	.9	85.0
	SAN DIEGO BAY	19	7.0	8.9	93.9

Q18, continued

	SAN VICENTE RESERVOIR	3	1.1	1.4	95.3
	SANTEE LAKES	1	.4	.5	95.8
	SWEETWATER RIVER	1	.4	.5	96.3
	OTHER	8	2.9	3.7	100.0
	<b>Total</b>	<b>214</b>	<b>78.7</b>	<b>100.0</b>	
Missing	DK/REF/NONE	58	21.3		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

OTHER:

Calaverdi Lake  
 Colorado River  
 Colorado River at Parker Dam  
 Green Valley Falls  
 Lake Chollas (2)  
 Lake Elsinore  
 lake in La Mesa

Q18a. [IF ANY MENTIONED, N=214:] What types of water recreation do you enjoy there?

1) SWIMMING/WATER SKIING/JET SKIING/SURFING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	107	39.3	50.0	50.0
	MENTIONED	107	39.3	50.0	100.0
	<b>Total</b>	<b>214</b>	<b>78.7</b>	<b>100.0</b>	
Missing	NOT ASKED	58	21.3		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

2) BOATING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	171	62.9	79.9	79.9
	MENTIONED	43	15.8	20.1	100.0
	<b>Total</b>	<b>214</b>	<b>78.7</b>	<b>100.0</b>	
Missing	NOT ASKED	58	21.3		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

### 3) FISHING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	178	65.4	83.2	83.2
	MENTIONED	36	13.2	16.8	100.0
	<b>Total</b>	<b>214</b>	<b>78.7</b>	<b>100.0</b>	
Missing	NOT ASKED	58	21.3		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

### 4) NON-WATER REC: SIGHTSEEING/VIEWING/HIKING/BIKING NEARBY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	124	45.6	57.9	57.9
	MENTIONED	90	33.1	42.1	100.0
	<b>Total</b>	<b>214</b>	<b>78.7</b>	<b>100.0</b>	
Missing	NOT ASKED	58	21.3		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

### 5) OTHER WATER RECREATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	204	75.0	95.3	95.3
	MENTIONED	10	3.7	4.7	100.0
	<b>Total</b>	<b>214</b>	<b>78.7</b>	<b>100.0</b>	
Missing	NOT ASKED	58	21.3		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

### 6) DK/REF

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	212	77.9	99.1	99.1
	MENTIONED	2	.7	.9	100.0
	<b>Total</b>	<b>214</b>	<b>78.7</b>	<b>100.0</b>	
Missing	NOT ASKED	58	21.3		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

Q18ASET WATER RECREATION ENGAGE IN - MULT RESPONSE SET (VALID CASES, N=214)

	Responses	Percent Responses	Percent Cases
Q18A_1 WATER RECREATION ENGAGE IN: SWIM/SKI/SURF	107	37.2%	50.0%
Q18A_2 WATER RECREATION ENGAGE IN: BOATING	43	14.9%	20.1%
Q18A_3 WATER RECREATION ENGAGE IN: FISHING	36	12.5%	16.8%
Q18A_4 WATER RECREATION ENGAGE IN: NON-WATER	90	31.3%	42.1%
Q18A_5 WATER RECREATION ENGAGE IN: OTHER WATER	10	3.5%	4.7%
Q18A_6 WATER RECREATION ENGAGE IN: DK/REF	2	.7%	.9%
<b>Total</b>		<b>100.0%</b>	

Q19. Which one of these statements best describes what you believe a "watershed" to be: an area that retains water like a swamp or a marsh, a land area that drains into a specific water body, a water intake area that feeds a water treatment plant, or none of the above?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SWAMP/MARSH	29	10.7	12.3	12.3
	LAND DRAIN TO TREATMT PLANT	123	45.2	52.1	64.4
	NONE	39	14.3	16.5	80.9
	<b>Total</b>	<b>236</b>	<b>86.8</b>	<b>100.0</b>	
Missing	DK/REF	36	13.2		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

Q20. As far as you know, do you live in a watershed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	73	26.8	32.4	32.4
	NO	152	55.9	67.6	100.0
	<b>Total</b>	<b>225</b>	<b>82.7</b>	<b>100.0</b>	
Missing	DK/REF	47	17.3		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

Q20a. [IF YES, N=73:] Can you name the watershed you live in?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SAN DIEGO RIVER	2	.7	2.7	2.7
	SAN DIEGO BAY	1	.4	1.4	4.1
	OTHER	32	11.8	43.8	47.9
	DK/REF	38	14.0	52.1	100.0
	<b>Total</b>	<b>73</b>	<b>26.8</b>	<b>100.0</b>	
Missing	NOT ASKED	199	73.2		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

OTHER:

Barrett Lake (2)  
 Belzura Creek  
 between Barrett and Sweetwater  
 Cleveland National Forest  
 Cuyamaca Reservoir  
 El Capitan Reservoir  
 Granite Hills  
 Harbison Canyon Creek  
 High Coastal Mountain  
 La Mesa  
 Loveland Reservoir (2)  
 Mt. Helix  
 Otay Lakes  
 Sunrise Estates  
 Sweetwater (8)  
 Sweetwater Reservoir (3)  
 Sweetwater River (3)  
 Sweetwater River Valley (2)

Q21. During the past 12 months, have you or has anyone in your household done any of the following? The first one is...\*\*

1) Reduced or eliminated use of a product because of concerns that it was polluting the environment?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	115	42.3	43.7	43.7
	NO	148	54.4	56.3	100.0
	<b>Total</b>	<b>263</b>	<b>96.7</b>	<b>100.0</b>	
Missing	DK/REF	9	3.3		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

2) Reduced or eliminated pesticide use?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	103	37.9	50.5	50.5
	NO	101	37.1	49.5	100.0
	<b>Total</b>	<b>204</b>	<b>75.0</b>	<b>100.0</b>	
Missing	DK/REF	68	25.0		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

3) Reduced or eliminated fertilizer use?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	86	31.6	42.8	42.8
	NO	115	42.3	57.2	100.0
	<b>Total</b>	<b>201</b>	<b>73.9</b>	<b>100.0</b>	
Missing	DK/REF	71	26.1		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

4) Helped clean up a stream, lake or beach?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	54	19.9	19.9	19.9
	NO	218	80.1	80.1	100.0
	<b>Total</b>	<b>272</b>	<b>100.0</b>	<b>100.0</b>	

5) Made efforts to reduce water usage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	231	84.9	85.2	85.2
	NO	40	14.7	14.8	100.0
	<b>Total</b>	<b>271</b>	<b>99.6</b>	<b>100.0</b>	
Missing	DK/REF	1	.4		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

6) Purchased products specifically because they are environmentally safe?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	169	62.1	62.8	62.8
	NO	100	36.8	37.2	100.0
	<b>Total</b>	<b>269</b>	<b>98.9</b>	<b>100.0</b>	
Missing	DK/REF	3	1.1		
<b>Total</b>		<b>272</b>	<b>100.0</b>		

Q22. How long have you lived in your current community?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LESS THN 6 MONTHS	8	2.9	2.9	2.9
	1	13	4.8	4.8	7.7
	2	20	7.4	7.4	15.1
	3	21	7.7	7.7	22.8
	4	14	5.1	5.1	27.9
	5	8	2.9	2.9	30.9
	6	10	3.7	3.7	34.6
	7	5	1.8	1.8	36.4
	8	3	1.1	1.1	37.5
	9	5	1.8	1.8	39.3
	10	14	5.1	5.1	44.5
	11	8	2.9	2.9	47.4
	12	4	1.5	1.5	48.9
	13	4	1.5	1.5	50.4
	14	7	2.6	2.6	52.9
	15	14	5.1	5.1	58.1
	16	3	1.1	1.1	59.2
	17	9	3.3	3.3	62.5
	18	3	1.1	1.1	63.6
	20	17	6.3	6.3	69.9
	21	3	1.1	1.1	71.0
	22	8	2.9	2.9	73.9
	23	4	1.5	1.5	75.4
	24	2	.7	.7	76.1
	25	9	3.3	3.3	79.4
	26	2	.7	.7	80.1
	27	2	.7	.7	80.9
	28	4	1.5	1.5	82.4
	29	1	.4	.4	82.7
	30	11	4.0	4.0	86.8

Q22, continued

33	2	.7	.7	87.5
34	1	.4	.4	87.9
35	6	2.2	2.2	90.1
36	1	.4	.4	90.4
38	5	1.8	1.8	92.3
40	9	3.3	3.3	95.6
42	2	.7	.7	96.3
43	1	.4	.4	96.7
46	1	.4	.4	97.1
48	1	.4	.4	97.4
50	2	.7	.7	98.2
52	1	.4	.4	98.5
60	1	.4	.4	98.9
63	1	.4	.4	99.3
68	1	.4	.4	99.6
70	1	.4	.4	100.0
<b>Total</b>	<b>272</b>	<b>100.0</b>	<b>100.0</b>	

	Mean	Median	Mode	Std. Deviation	Minimum	Maximum
Q22 HOW LONG LIVED IN COMMUNITY	16.36	14.00	3	13.72	1.00	70.00

Q23. Do you own your home, or are you renting or leasing it?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
OWN/MORTGAGE	217	79.8	79.8	79.8
RENT/LEASE	55	20.2	20.2	100.0
<b>Total</b>	<b>272</b>	<b>100.0</b>	<b>100.0</b>	

Q24. What is the highest grade or year of school that you have completed and received credit for: high school or less; at least one year of college, trade or vocational school; graduated college with a bachelor's degree; or at least one year of graduate work beyond a bachelor's?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
H.S. OR LESS	41	15.1	15.2	15.2
SOME COLLEGE	127	46.7	47.2	62.5
BACHELOR'S	37	13.6	13.8	76.2
GRADUATE WORK	64	23.5	23.8	100.0
<b>Total</b>	<b>269</b>	<b>98.9</b>	<b>100.0</b>	
Missing				
DK/REF	3	1.1		
<b>Total</b>	<b>272</b>	<b>100.0</b>		



Q25. Please tell me when I mention the category that contains your age...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 TO 24	22	8.1	8.1	8.1
	25 TO 34	28	10.3	10.3	18.4
	35 TO 44	47	17.3	17.3	35.7
	45 TO 54	69	25.4	25.4	61.0
	55 TO 64	54	19.9	19.9	80.9
	65 OR OVER	52	19.1	19.1	100.0
	<b>Total</b>	<b>272</b>	<b>100.0</b>	<b>100.0</b>	

LEN. LENGTH OF INTERVIEW

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	5	1	.4	.4	.4	
	6	2	.7	.7	1.1	
	7	3	1.1	1.1	2.2	
	8	29	10.7	10.7	12.9	
	9	29	10.7	10.7	23.5	
	10	38	14.0	14.0	37.5	
	11	36	13.2	13.2	50.7	
	12	34	12.5	12.5	63.2	
	13	20	7.4	7.4	70.6	
	14	19	7.0	7.0	77.6	
	15	19	7.0	7.0	84.6	
	16	9	3.3	3.3	87.9	
	17	5	1.8	1.8	89.7	
	18	4	1.5	1.5	91.2	
	19	7	2.6	2.6	93.8	
	20	3	1.1	1.1	94.9	
	21	4	1.5	1.5	96.3	
	22	4	1.5	1.5	97.8	
	23	1	.4	.4	98.2	
	24	1	.4	.4	98.5	
	25	1	.4	.4	98.9	
	27	1	.4	.4	99.3	
	32	2	.7	.7	100.0	
		<b>Total</b>	<b>272</b>	<b>100.0</b>	<b>100.0</b>	

	Mean	Median	Mode	Std. Deviation	Minimum	Maximum
LEN LENGTH	12.33	11.00	10	4.06	5.00	32.00

DATE. DATE OF INTERVIEW

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20030626	1	.4	.4	.4
	20030701	3	1.1	1.1	1.5
	20030702	7	2.6	2.6	4.0
	20030703	8	2.9	2.9	7.0
	20030705	5	1.8	1.8	8.8
	20030706	1	.4	.4	9.2
	20030707	10	3.7	3.7	12.9
	20030708	13	4.8	4.8	17.6
	20030709	10	3.7	3.7	21.3
	20030710	19	7.0	7.0	28.3
	20030711	10	3.7	3.7	32.0
	20030712	6	2.2	2.2	34.2
	20030713	7	2.6	2.6	36.8
	20030714	6	2.2	2.2	39.0
	20030715	11	4.0	4.0	43.0
	20030716	10	3.7	3.7	46.7
	20030717	11	4.0	4.0	50.7
	20030718	2	.7	.7	51.5
	20030719	2	.7	.7	52.2
	20030720	2	.7	.7	52.9
	20030721	11	4.0	4.0	57.0
	20030722	10	3.7	3.7	60.7
	20030723	4	1.5	1.5	62.1
	20030724	6	2.2	2.2	64.3
	20030725	3	1.1	1.1	65.4
	20030726	8	2.9	2.9	68.4
	20030727	4	1.5	1.5	69.9
	20030728	9	3.3	3.3	73.2
	20030729	10	3.7	3.7	76.8
	20030730	8	2.9	2.9	79.8
	20030731	10	3.7	3.7	83.5
	20030801	4	1.5	1.5	84.9
	20030802	2	.7	.7	85.7
	20030803	2	.7	.7	86.4
	20030804	1	.4	.4	86.8
	20030805	8	2.9	2.9	89.7
	20030806	28	10.3	10.3	100.0
	<b>Total</b>	<b>272</b>	<b>100.0</b>	<b>100.0</b>	

**Public Awareness Survey:**  
**County Unincorporated Area Watersheds**

**DISTRIBUTION OF RESPONSES**  
**Tijuana Watershed (N=273)**

VER. VERSION OF INSTRUMENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	VERSION A	147	53.8	53.8	53.8
	VERSION B	126	46.2	46.2	100.0
	<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	

SEX. GENDER OF RESPONDENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	136	49.8	49.8	49.8
	FEMALE	137	50.2	50.2	100.0
	<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	

ZIP. We're also interested in speaking with people from different areas. Could you please tell me your zip code?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	91901	1	.4	.4	.4
	91905	10	3.7	3.7	4.0
	91906	123	45.1	45.1	49.1
	91917	2	.7	.7	49.8
	91931	26	9.5	9.5	59.3
	91948	5	1.8	1.8	61.2
	91962	67	24.5	24.5	85.7
	91963	31	11.4	11.4	97.1
	91980	8	2.9	2.9	100.0
	<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	

WSH. WATERSHED AREA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIJUANA	273	100.0	100.0	100.0

LAN. LANGUAGE OF INTERVIEW

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ENGLISH	260	95.2	95.2	95.2
	SPANISH	13	4.8	4.8	100.0
	<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	

Q1. We're trying to get an accurate measurement of certain types of household activities among residents in this area. Please keep in mind that there are no right or wrong answers, and we really appreciate your honest responses. (Again, this is completely anonymous.)

Now, thinking about your home, is there a lawn or any outdoor plants that you or someone in your household are responsible for?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	224	82.1	82.1	82.1
	NO/APT/NO YARD	49	17.9	17.9	100.0
	<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	

Q1a. [IF YES, N=224:] Are your lawn or outdoor plants maintained by you and/or members of your household, a gardening service, or both household members and an outside service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RESP/HOUSEHOLD	211	77.3	94.2	94.2
	GARDEN SERVICE	2	.7	.9	95.1
	BOTH	11	4.0	4.9	100.0
	<b>Total</b>	<b>224</b>	<b>82.1</b>	<b>100.0</b>	
Missing	NOT ASKED	49	17.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q1b. [REMOVED]

Q1c. When watering your lawn or outdoor plants after fertilizing, do any of the following happen? Would you say that a noticeable amount of water hits the sidewalk, patio or driveway next to the lawn or plants, a noticeable amount of water runs off the lawn or plants themselves, both, or neither?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	HIT SIDEWALK	2	.7	.9	.9
	RUN OFF LAWN	5	1.8	2.2	3.1
	BOTH	7	2.6	3.1	6.3
	NEITHER	180	65.9	80.4	86.6
	DO NOT FERTILIZE	24	8.8	10.7	97.3
	DK/REF	6	2.2	2.7	100.0
	<b>Total</b>	<b>224</b>	<b>82.1</b>	<b>100.0</b>	
Missing	NOT ASKED	49	17.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q2. Are any pest control products ever used on your lawn, plants, garden or around the outside of your house to control insects, weeds, or plant molds and mildew? This does not include fertilizers.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	122	44.7	45.2	45.2
	NO	148	54.2	54.8	100.0
	<b>Total</b>	<b>270</b>	<b>98.9</b>	<b>100.0</b>	
Missing	DK/REF	3	1.1		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q2a. [IF YES, N=122:] Do you employ a professional pest control service for outdoor pest control?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	5	1.8	4.1	4.1
	NO	117	42.9	95.9	100.0
	<b>Total</b>	<b>122</b>	<b>44.7</b>	<b>100.0</b>	
Missing	NOT ASKED	151	55.3		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q2b. [IF NO, N=117:] From what you know, how are leftover pest control products, or pest control products you no longer use at your home, usually disposed of?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PUT INTO TRASH	33	12.1	28.2	28.2
	DOWN SINK	1	.4	.9	29.1
	HAZ WASTE SITE	9	3.3	7.7	36.8
	LANDFILL	4	1.5	3.4	40.2
	STORED	4	1.5	3.4	43.6
	OTHER	3	1.1	2.6	46.2
	NONE LEFT OVER	58	21.2	49.6	95.7
	DK/REF	5	1.8	4.3	100.0
	<b>Total</b>	<b>117</b>	<b>42.9</b>	<b>100.0</b>	
Missing	NOT ASKED	156	57.1		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

OTHER:

burn them  
 company comes around and takes leftovers  
 pay for disposal

Q2c. From what you know, how carefully are the manufacturers' instructions followed when using a pest control product in your yard? Would you say they are read and followed very carefully, read and followed somewhat carefully, read but not followed too carefully, or not followed at all?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	VERY CAREFULLY	73	26.7	62.4	62.4
	SMWT CAREFULLY	31	11.4	26.5	88.9
	NOT TOO CAREFUL	3	1.1	2.6	91.5
	NOT FOLLOWED	6	2.2	5.1	96.6
	DK/REF	4	1.5	3.4	100.0
	<b>Total</b>	<b>117</b>	<b>42.9</b>	<b>100.0</b>	
Missing	NOT ASKED	156	57.1		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q2d. For the pest control products that require some preparation before using (such as concentrated liquids and powders), do you know if the amount of pest control product used is typically measured, or estimated?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MEASURED	67	24.5	57.3	57.3
	ESTIMATED	20	7.3	17.1	74.4
	DK/REF	30	11.0	25.6	100.0
	<b>Total</b>	<b>117</b>	<b>42.9</b>	<b>100.0</b>	
Missing	NOT ASKED	156	57.1		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q2e. [REMOVED]

Q3. Thinking now just about methods for controlling insects, do you (or other household members) use mainly traditional pesticides, meaning typically synthetic chemical products, such as diazinon; mainly alternative or less-toxic methods, such as baits, traps, soaps or oils; or a mixture of both traditional pesticides and alternative or less-toxic methods?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TRADITIONAL	43	15.8	36.8	36.8
	ALTERNATIVE	18	6.6	15.4	52.1
	MIXTURE OF BOTH	48	17.6	41.0	93.2
	DO NOT USE	6	2.2	5.1	98.3
	DK/REF	2	.7	1.7	100.0
	<b>Total</b>		<b>117</b>	<b>42.9</b>	<b>100.0</b>
Missing	NOT ASKED	156	57.1		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q3a. [REMOVED]

Q3b. [REMOVED]

Q3c. [IF ANY TRADITIONAL PESTICIDES USED OR DK/REF, N=93:] Which one of the following is most important to you when it comes to choosing between traditional and alternative methods of insect control: cost, method of application, potential toxic side effects, speed of results, or some other factor?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	COST	3	1.1	3.2	3.2
	APPLICATION	7	2.6	7.5	10.8
	TOXIC EFFECTS	30	11.0	32.3	43.0
	RESULT SPEED	38	13.9	40.9	83.9
	OTHER	7	2.6	7.5	91.4
	EFFICIENCY	5	1.8	5.4	96.8
	DK/REF	3	1.1	3.2	100.0
	<b>Total</b>	<b>93</b>	<b>34.1</b>	<b>100.0</b>	
Missing	NOT ASKED	180	65.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

OTHER:

- #1 and #4
- #3 and #4 depending on area of application
- #3 and #6
- all options (2)
- availability
- do not know about alternative methods

Q4. Does your household have its own pool and/or spa (jacuzzi)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	POOL	19	7.0	7.0	7.0
	SPA/JACUZZI	34	12.5	12.5	19.4
	BOTH	7	2.6	2.6	22.0
	NEITHER	213	78.0	78.0	100.0
	<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	

Q4a. [IF POOL AND/OR SPA, N=60:] Do you employ a professional pool service to maintain it?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	4	1.5	6.7	6.7
	NO	55	20.1	91.7	98.3
	DK/REF	1	.4	1.7	100.0
	<b>Total</b>	<b>60</b>	<b>22.0</b>	<b>100.0</b>	
Missing	NOT ASKED	213	78.0		
<b>Total</b>		<b>273</b>	<b>100.0</b>		



Q4b. [IF NO, N=55:] Do you use an algacide to treat your pool or spa, besides chlorine or bromine?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	9	3.3	16.4	16.4
	NO	41	15.0	74.5	90.9
	DK/REF	5	1.8	9.1	100.0
	<b>Total</b>	<b>55</b>	<b>20.1</b>	<b>100.0</b>	
Missing	NOT ASKED	218	79.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q4c. [REMOVED]

Q4d. [REMOVED]

Q5. [REMOVED]

Q6. Does anyone in your household have a dog?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	183	67.0	67.0	67.0
	NO	90	33.0	33.0	100.0
	<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	

Q6a. [IF YES, N=183:] Would you say that whoever walks the dog(s) picks up the dog droppings always, usually, sometimes, rarely, or never?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ALWAYS	58	21.2	31.7	31.7
	USUALLY	9	3.3	4.9	36.6
	SOMETIMES	10	3.7	5.5	42.1
	RARELY	8	2.9	4.4	46.4
	NEVER	22	8.1	12.0	58.5
	NOT APPLICABLE	75	27.5	41.0	99.5
	DK/REF	1	.4	.5	100.0
	<b>Total</b>	<b>183</b>	<b>67.0</b>	<b>100.0</b>	
Missing	NOT ASKED	90	33.0		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q6b. [REMOVED]

Q6c. [IF Q6a INDICATES DOG DROPPINGS ARE PICKED UP, N=85:] How is your pet's waste usually disposed of?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PUT IN TRASH	55	20.1	64.7	64.7
	DOWN TOILET	3	1.1	3.5	68.2
	COMPOSTED	17	6.2	20.0	88.2
	BURIED	4	1.5	4.7	92.9
	LEFT ALONE	4	1.5	4.7	97.6
	DK/REF	2	.7	2.4	100.0
	<b>Total</b>	<b>85</b>	<b>31.1</b>	<b>100.0</b>	
Missing	NOT ASKED	188	68.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q7. Are there any horses or other livestock kept on your property? (includes chickens, pigs, goats, cows, donkeys, peacocks, rabbits, etc.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	77	28.2	28.2	28.2
	NO	196	71.8	71.8	100.0
	<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	

Q7a. [IF YES, N=77:] Which best describes what happens to the animal waste? Is it left alone, used directly as fertilizer, composted, put in the trash, or taken to a landfill or transfer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LEFT ALONE	19	7.0	24.7	24.7
	FERTILIZER	22	8.1	28.6	53.2
	COMPOSTED	22	8.1	28.6	81.8
	PUT IN TRASH	6	2.2	7.8	89.6
	OTHER	8	2.9	10.4	100.0
	<b>Total</b>	<b>77</b>	<b>28.2</b>	<b>100.0</b>	
Missing	NOT ASKED	196	71.8		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

OTHER:

#2 and #3 (2)

cat #1; chickens #3

cat waste buried in yard

flushed from cat box with special septic-safe litter box filler

horse and chicken waste cultured (warm farming) then sold commercially

paid dumpster service picks up cats' waste

rabbit manure #2; horse/other animal waste #3

Q8. [REMOVED]

Q8a. [REMOVED]

Q9. [REMOVED]

Q10. Please think now about litter in your community. Which one of the following four options do you think is the most effective way to decrease the amount of litter in your community: more public trash cans, more and better placed "Do Not Litter" signs, more volunteer community clean-up days, or tickets for littering violations?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TRASH CANS	83	30.4	31.8	31.8
	SIGNS	8	2.9	3.1	34.9
	COMM CLEAN-UP	54	19.8	20.7	55.6
	TICKETS	55	20.1	21.1	76.6
	OTHER	7	2.6	2.7	79.3
	PUBLIC EDUC	20	7.3	7.7	87.0
	EXTEND SERVICES	7	2.6	2.7	89.7
	ALL/COMBO	16	5.9	6.1	95.8
	REDUCE DUMP FEES	11	4.0	4.2	100.0
	<b>Total</b>	<b>261</b>	<b>95.6</b>	<b>100.0</b>	
Missing	DK/REF	12	4.4		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

OTHER:

enforce the existing laws

keep cyclists out; too many

let illegal aliens go to another city

people are careless and litter no matter what

people should be more considerate about littering

pride in community to pick up trash

residents don't clean up own property; county official need to enforce

Q11. Thinking now county-wide, as far as you know, which best describes what happens to the water that goes into our gutters and storm drains: does it go directly to our rivers, bays and/or oceans, does it go to a sewage treatment plant like the water that goes through your household drains, does it go someplace else, or are you not sure?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RIVERS/BAYS	155	56.8	58.1	58.1
	TREATMENT PLANT	18	6.6	6.7	64.8
	SOMEPLACE ELSE	6	2.2	2.2	67.0
	NOT SURE/DK	87	31.9	32.6	99.6
	GROUND	1	.4	.4	100.0
	<b>Total</b>	<b>267</b>	<b>97.8</b>	<b>100.0</b>	
Missing	REF	6	2.2		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

SOMEPLACE ELSE:

both options (3)  
 directly to septic tank  
 Mexico  
 Old Highway 80

Q12. [REMOVED]

Q13. Have you seen, read or heard anything during the past year about preventing the pollution of storm water runoff or waterways in San Diego County? By waterways, we mean the storm drains, rivers, bays, reservoirs and the ocean.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	164	60.1	61.2	61.2
	NO	104	38.1	38.8	100.0
	<b>Total</b>	<b>268</b>	<b>98.2</b>	<b>100.0</b>	
Missing	DK/REF	5	1.8		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q13a. [IF YES, N=164:] Where do you recall seeing or hearing about polluted storm water runoff or waterways in San Diego County during the past year?

1) TV

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	66	24.2	40.2	40.2
	MENTIONED	98	35.9	59.8	100.0
	<b>Total</b>	<b>164</b>	<b>60.1</b>	<b>100.0</b>	
Missing	NOT ASKED	109	39.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

2) RADIO

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	140	51.3	85.4	85.4
	MENTIONED	24	8.8	14.6	100.0
	<b>Total</b>	<b>164</b>	<b>60.1</b>	<b>100.0</b>	
Missing	NOT ASKED	109	39.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

3) NEWSPAPER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	96	35.2	58.5	58.5
	MENTIONED	68	24.9	41.5	100.0
	<b>Total</b>	<b>164</b>	<b>60.1</b>	<b>100.0</b>	
Missing	NOT ASKED	109	39.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

4) FLYERS/POSTERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	151	55.3	92.1	92.1
	MENTIONED	13	4.8	7.9	100.0
	<b>Total</b>	<b>164</b>	<b>60.1</b>	<b>100.0</b>	
Missing	NOT ASKED	109	39.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

### 5) MOVIE THEATRES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	164	60.1	100.0	100.0
Missing	NOT ASKED	109	39.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

### 6) STICKERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	163	59.7	99.4	99.4
	MENTIONED	1	.4	.6	100.0
	<b>Total</b>	<b>164</b>	<b>60.1</b>	<b>100.0</b>	
Missing	NOT ASKED	109	39.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

### 7) CURB SIGNS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	141	51.6	86.0	86.0
	MENTIONED	23	8.4	14.0	100.0
	<b>Total</b>	<b>164</b>	<b>60.1</b>	<b>100.0</b>	
Missing	NOT ASKED	109	39.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

### 8) FAMILY/FRIENDS/OTHER WORD OF MOUTH

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	143	52.4	87.2	87.2
	MENTIONED	21	7.7	12.8	100.0
	<b>Total</b>	<b>164</b>	<b>60.1</b>	<b>100.0</b>	
Missing	NOT ASKED	109	39.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

9) OTHER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	160	58.6	97.6	97.6
	MENTIONED	4	1.5	2.4	100.0
	<b>Total</b>	<b>164</b>	<b>60.1</b>	<b>100.0</b>	
Missing	NOT ASKED	109	39.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

OTHER:

petitioner outside of store

politicians

read a document that talks about that at work for designers

when we built our house the county had us adhere to certain standards

10) DK/REF

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	162	59.3	98.8	98.8
	MENTIONED	2	.7	1.2	100.0
	<b>Total</b>	<b>164</b>	<b>60.1</b>	<b>100.0</b>	
Missing	NOT ASKED	109	39.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

11) COMMUNITY EVENTS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	162	59.3	98.8	98.8
	MENTIONED	2	.7	1.2	100.0
	<b>Total</b>	<b>164</b>	<b>60.1</b>	<b>100.0</b>	
Missing	NOT ASKED	109	39.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

12) INTERNET

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	163	59.7	99.4	99.4
	MENTIONED	1	.4	.6	100.0
	<b>Total</b>	<b>164</b>	<b>60.1</b>	<b>100.0</b>	
Missing	NOT ASKED	109	39.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

### 13) MAGAZINES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	163	59.7	99.4	99.4
	MENTIONED	1	.4	.6	100.0
	<b>Total</b>	<b>164</b>	<b>60.1</b>	<b>100.0</b>	
Missing	NOT ASKED	109	39.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

### 14) CLASSES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	164	60.1	100.0	100.0
Missing	NOT ASKED	109	39.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

### 15) BILLBOARDS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	161	59.0	98.2	98.2
	MENTIONED	3	1.1	1.8	100.0
	<b>Total</b>	<b>164</b>	<b>60.1</b>	<b>100.0</b>	
Missing	NOT ASKED	109	39.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

### 16) AT WORK

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	149	54.6	90.9	90.9
	MENTIONED	15	5.5	9.1	100.0
	<b>Total</b>	<b>164</b>	<b>60.1</b>	<b>100.0</b>	
Missing	NOT ASKED	109	39.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		



Q13ASET SEEN/HEARD STORM WATER - MULT RESPONSE SET (VALID CASES, N=164)

	Responses	Percent Responses	Percent Cases
Q13A_1 SEEN/HEARD STORM WATER: TV	98	35.5%	59.8%
Q13A_2 SEEN/HEARD STORM WATER: RADIO	24	8.7%	14.6%
Q13A_3 SEEN/HEARD STORM WATER: NEWSPAPER	68	24.6%	41.5%
Q13A_4 SEEN/HEARD STORM WATER: FLYERS/POSTERS	13	4.7%	7.9%
Q13A_5 SEEN/HEARD STORM WATER: MOVIE THEATRES	0	.0%	.0%
Q13A_6 SEEN/HEARD STORM WATER: STICKERS	1	.4%	.6%
Q13A_7 SEEN/HEARD STORM WATER: CURB SIGNS	23	8.3%	14.0%
Q13A_8 SEEN/HEARD STORM WATER: FAMILY/FRIENDS	21	7.6%	12.8%
Q13A_9 SEEN/HEARD STORM WATER: OTHER	4	1.4%	2.4%
Q13A_10 SEEN/HEARD STORM WATER: DK/REF	2	.7%	1.2%
Q13A_11 SEEN/HEARD STORM WATER: COMMUN EVENTS	2	.7%	1.2%
Q13A_12 SEEN/HEARD STORM WATER: INTERNET	1	.4%	.6%
Q13A_13 SEEN/HEARD STORM WATER: MAGAZINES	1	.4%	.6%
Q13A_14 SEEN/HEARD STORM WATER: CLASSES	0	.0%	.0%
Q13A_15 SEEN/HEARD STORM WATER: BILLBOARDS	3	1.1%	1.8%
Q13A_16 SEEN/HEARD STORM WATER: AT WORK	15	5.4%	9.1%
<b>Total</b>		<b>100.0%</b>	

Q14. Sometimes slogans are used in advertising and public education to help prevent polluted storm water runoff. Have you heard or seen any of the following slogans used for that purpose:

1) "Only rain in the storm drain"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	63	23.1	23.6	23.6
	NO	204	74.7	76.4	100.0
	<b>Total</b>	<b>267</b>	<b>97.8</b>	<b>100.0</b>	
Missing	DK/REF	6	2.2		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

2) "Keep our drains squeaky clean"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	32	11.7	12.0	12.0
	NO	235	86.1	88.0	100.0
	<b>Total</b>	<b>267</b>	<b>97.8</b>	<b>100.0</b>	
Missing	DK/REF	6	2.2		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

3) "We live downstream"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	105	38.5	39.0	39.0
	NO	164	60.1	61.0	100.0
	<b>Total</b>	<b>269</b>	<b>98.5</b>	<b>100.0</b>	
Missing	DK/REF	4	1.5		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

4) "Think Blue"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	92	33.7	34.5	34.5
	NO	175	64.1	65.5	100.0
	<b>Total</b>	<b>267</b>	<b>97.8</b>	<b>100.0</b>	
Missing	DK/REF	6	2.2		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

5) "Keep our lawns green"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	50	18.3	18.8	18.8
	NO	216	79.1	81.2	100.0
	<b>Total</b>	<b>266</b>	<b>97.4</b>	<b>100.0</b>	
Missing	DK/REF	7	2.6		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

6) "You are the solution to water pollution"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	90	33.0	34.7	34.7
	NO	169	61.9	65.3	100.0
	<b>Total</b>	<b>259</b>	<b>94.9</b>	<b>100.0</b>	
Missing	DK/REF	14	5.1		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q15. [REMOVED]

Q16. Have you ever heard of any hotlines to report suspicious or illegal activities that affect the quality of our water, including our storm drains, streams, bays, reservoirs, and oceans?

[IF YES, CLARIFY BEFORE RECORDING:] Have you or has anyone in your household ever used any of these hotlines?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO, NEVER	201	73.6	73.6	73.6
	YES, NOT USED	68	24.9	24.9	98.5
	YES, USED	4	1.5	1.5	100.0
	<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	

Q17\_1. What body of water within San Diego County do you consider to be an important part of your community?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BARRETT LAKE	5	1.8	2.2	2.2
	CUYAMACA RESERVOIR	17	6.2	7.4	9.5
	EL CAPITAN RESERVOIR	4	1.5	1.7	11.3
	LAKE HODGES	1	.4	.4	11.7
	LAKE JENNINGS	2	.7	.9	12.6
	LOVELAND RESERVOIR	1	.4	.4	13.0
	MISSION BAY	3	1.1	1.3	14.3
	MORENA RESERVOIR	132	48.4	57.1	71.4
	OTAY RESERVOIR	7	2.6	3.0	74.5
	OTAY RIVER	2	.7	.9	75.3
	PACIFIC OCEAN/BEACHES	18	6.6	7.8	83.1
	PINE VALLEY CREEK	6	2.2	2.6	85.7
	SAN DIEGO BAY	5	1.8	2.2	87.9
	SAN DIEGO RIVER	2	.7	.9	88.7
	SAN VICENTE RESERVOIR	4	1.5	1.7	90.5
	SWEETWATER RESERVOIR	1	.4	.4	90.9
	TIJUANA RIVER	1	.4	.4	91.3
	OTHER	20	7.3	8.7	100.0
	<b>Total</b>	<b>231</b>	<b>84.6</b>	<b>100.0</b>	
Missing	DK/REF/NONE	42	15.4		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

OTHER:

all are important

all equally

all lakes in Pine Valley area

all of them (2)

Q17\_1. OTHER, continued

- all reservoirs
- all reservoirs in general
- Campo Creek
- drinking water
- groundwater
- Harbison Canyon Reservoir
- Potrero Creek
- reservoirs in general (2)
- Scove Creek
- Tijuana water drainage system
- Twin Lake in Portero
- underground water (2)
- underground water table: aquifer in the Campo area

Q17\_2. Is there another body of water that you consider to be an important part of your community?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BARRETT LAKE	8	2.9	3.5	3.5
	CUYAMACA RESERVOIR	19	7.0	8.2	11.7
	EL CAPITAN RESERVOIR	16	5.9	6.9	18.6
	LAKE HODGES	1	.4	.4	19.0
	LAKE JENNINGS	4	1.5	1.7	20.8
	LITTLE LAGUNA LAKE	1	.4	.4	21.2
	LOVELAND RESERVOIR	2	.7	.9	22.1
	MISSION BAY	4	1.5	1.7	23.8
	MORENA RESERVOIR	31	11.4	13.4	37.2
	OTAY RESERVOIR	7	2.6	3.0	40.3
	OTAY RIVER	2	.7	.9	41.1
	PACIFIC OCEAN/BEACHES	28	10.3	12.1	53.2
	PINE VALLEY CREEK	3	1.1	1.3	54.5
	SAN DIEGO BAY	3	1.1	1.3	55.8
	SAN DIEGO RIVER	1	.4	.4	56.3
	SAN VICENTE RESERVOIR	1	.4	.4	56.7
	SWEETWATER RESERVOIR	3	1.1	1.3	58.0
	TECATE CREEK	1	.4	.4	58.4
	OTHER	5	1.8	2.2	60.6
	DK/REF/NONE	91	33.3	39.4	100.0
	<b>Total</b>	<b>231</b>	<b>84.6</b>	<b>100.0</b>	
Missing	NOT ASKED	42	15.4		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

OTHER:

ground water by Mallard Road  
Kitchen Creek  
Picnic Lake  
underground river in Campo  
wells: our wells are dry because casinos use them up

Q18. What one body of water within San Diego County, if any, do you visit most frequently for recreational purposes? (either in or out of your community)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CUYAMACA RESERVOIR	21	7.7	10.8	10.8
	EL CAPITAN RESERVOIR	2	.7	1.0	11.9
	LAKE HODGES	1	.4	.5	12.4
	LAKE JENNINGS	2	.7	1.0	13.4
	LAKE MURRAY	1	.4	.5	13.9
	MISSION BAY	13	4.8	6.7	20.6
	MORENA RESERVOIR	61	22.3	31.4	52.1
	OTAY RESERVOIR	1	.4	.5	52.6
	PACIFIC OCEAN/BEACHES	76	27.8	39.2	91.8
	PINE VALLEY CREEK	2	.7	1.0	92.8
	SAN DIEGO BAY	4	1.5	2.1	94.8
	SAN VICENTE CREEK	1	.4	.5	95.4
	SAN VICENTE RESERVOIR	3	1.1	1.5	96.9
	SANTEE LAKES	1	.4	.5	97.4
	OTHER	5	1.8	2.6	100.0
	<b>Total</b>	<b>194</b>	<b>71.1</b>	<b>100.0</b>	
Missing	DK/REF/NONE	79	28.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

OTHER:

Chollas Lake  
Colorado River: Mittery Reservoir  
Lake Henshaw  
private lakes or ponds attached to ranches  
we go to Mexicali because it is not polluted there

Q18a. [IF ANY MENTIONED, N=194:] What types of water recreation do you enjoy there?

1) SWIMMING/WATER SKIING/JET SKIING/SURFING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	128	46.9	66.0	66.0
	MENTIONED	66	24.2	34.0	100.0
	<b>Total</b>	<b>194</b>	<b>71.1</b>	<b>100.0</b>	
Missing	NOT ASKED	79	28.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

2) BOATING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	154	56.4	79.4	79.4
	MENTIONED	40	14.7	20.6	100.0
	<b>Total</b>	<b>194</b>	<b>71.1</b>	<b>100.0</b>	
Missing	NOT ASKED	79	28.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

3) FISHING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	119	43.6	61.3	61.3
	MENTIONED	75	27.5	38.7	100.0
	<b>Total</b>	<b>194</b>	<b>71.1</b>	<b>100.0</b>	
Missing	NOT ASKED	79	28.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

4) NON-WATER REC: SIGHTSEEING/VIEWING/HIKING/BIKING NEARBY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	119	43.6	61.3	61.3
	MENTIONED	75	27.5	38.7	100.0
	<b>Total</b>	<b>194</b>	<b>71.1</b>	<b>100.0</b>	
Missing	NOT ASKED	79	28.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

## 5) OTHER WATER RECREATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	188	68.9	96.9	96.9
	MENTIONED	6	2.2	3.1	100.0
	<b>Total</b>	<b>194</b>	<b>71.1</b>	<b>100.0</b>	
Missing	NOT ASKED	79	28.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

## 6) DK/REF

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NOT MENTIONED	193	70.7	99.5	99.5
	MENTIONED	1	.4	.5	100.0
	<b>Total</b>	<b>194</b>	<b>71.1</b>	<b>100.0</b>	
Missing	NOT ASKED	79	28.9		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

## Q18ASET WATER RECREATION ENGAGE IN - MULT RESPONSE SET (VALID CASES, N=194)

		Responses	Percent Responses	Percent Cases
Q18A_1	WATER RECREATION ENGAGE IN: SWIM/SKI/SURF	66	25.1%	34.0%
Q18A_2	WATER RECREATION ENGAGE IN: BOATING	40	15.2%	20.6%
Q18A_3	WATER RECREATION ENGAGE IN: FISHING	75	28.5%	38.7%
Q18A_4	WATER RECREATION ENGAGE IN: NON-WATER	75	28.5%	38.7%
Q18A_5	WATER RECREATION ENGAGE IN: OTHER WATER	6	2.3%	3.1%
Q18A_6	WATER RECREATION ENGAGE IN: DK/REF	1	.4%	.5%
<b>Total</b>			<b>100.0%</b>	

Q19. Which one of these statements best describes what you believe a "watershed" to be: an area that retains water like a swamp or a marsh, a land area that drains into a specific water body, a water intake area that feeds a water treatment plant, or none of the above?\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SWAMP/MARSH	32	11.7	13.7	13.7
	LAND DRAIN	136	49.8	58.1	71.8
	TO TREATMT PLANT	24	8.8	10.3	82.1
	NONE	42	15.4	17.9	100.0
	<b>Total</b>	<b>234</b>	<b>85.7</b>	<b>100.0</b>	
Missing	DK/REF	39	14.3		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q20. As far as you know, do you live in a watershed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	88	32.2	38.1	38.1
	NO	143	52.4	61.9	100.0
	<b>Total</b>	<b>231</b>	<b>84.6</b>	<b>100.0</b>	
Missing	DK/REF	42	15.4		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q20a. [IF YES, N=88:] Can you name the watershed you live in?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIJUANA	3	1.1	3.4	3.4
	OTHER	39	14.3	44.3	47.7
	DK/REF	46	16.8	52.3	100.0
	<b>Total</b>	<b>88</b>	<b>32.2</b>	<b>100.0</b>	
Missing	NOT ASKED	185	67.8		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

OTHER:

Campo (2)  
 Campo Creek (3)  
 Cottonwood Creek and Tijuana River  
 drains into Pine Creek  
 flows into Campo Creek which flows into Lake Morena  
 Kitchen Creek (2)  
 Laguna  
 Lake Barrett  
 Lake Morena (6)  
 Lake Morena Basin  
 Lake Morena Village in Campo  
 Morena Reservoir  
 Mountain Area  
 Mountain Empire (2)  
 Pine Creek (3)  
 Pine Valley  
 Pine Valley area  
 Pine Valley Creek (4)  
 Potrero  
 Potrero Creek (2)  
 Sweetwater (2)  
 Sweetwater Lake



Q21. During the past 12 months, have you or has anyone in your household done any of the following? The first one is...\*\*

1) Reduced or eliminated use of a product because of concerns that it was polluting the environment?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	110	40.3	43.5	43.5
	NO	143	52.4	56.5	100.0
	<b>Total</b>	<b>253</b>	<b>92.7</b>	<b>100.0</b>	
Missing	DK/REF	20	7.3		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

2) Reduced or eliminated pesticide use?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	121	44.3	62.1	62.1
	NO	74	27.1	37.9	100.0
	<b>Total</b>	<b>195</b>	<b>71.4</b>	<b>100.0</b>	
Missing	DK/REF	78	28.6		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

3) Reduced or eliminated fertilizer use?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	82	30.0	46.3	46.3
	NO	95	34.8	53.7	100.0
	<b>Total</b>	<b>177</b>	<b>64.8</b>	<b>100.0</b>	
Missing	DK/REF	96	35.2		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

4) Helped clean up a stream, lake or beach?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	59	21.6	21.6	21.6
	NO	214	78.4	78.4	100.0
	<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	

5) Made efforts to reduce water usage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	243	89.0	89.7	89.7
	NO	28	10.3	10.3	100.0
	<b>Total</b>	<b>271</b>	<b>99.3</b>	<b>100.0</b>	
Missing	DK/REF	2	.7		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

6) Purchased products specifically because they are environmentally safe?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	183	67.0	68.3	68.3
	NO	85	31.1	31.7	100.0
	<b>Total</b>	<b>268</b>	<b>98.2</b>	<b>100.0</b>	
Missing	DK/REF	5	1.8		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q22. How long have you lived in your current community?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LESS THN 6 MONTHS	7	2.6	2.6	2.6
	1	15	5.5	5.5	8.1
	2	12	4.4	4.4	12.5
	3	19	7.0	7.0	19.5
	4	8	2.9	2.9	22.4
	5	20	7.3	7.4	29.8
	6	15	5.5	5.5	35.3
	7	15	5.5	5.5	40.8
	8	4	1.5	1.5	42.3
	9	9	3.3	3.3	45.6
	10	18	6.6	6.6	52.2
	11	5	1.8	1.8	54.0
	12	10	3.7	3.7	57.7
	13	7	2.6	2.6	60.3
	14	4	1.5	1.5	61.8
	15	11	4.0	4.0	65.8
	16	6	2.2	2.2	68.0
17	6	2.2	2.2	70.2	

Q22, continued

18	7	2.6	2.6	72.8
19	3	1.1	1.1	73.9
20	9	3.3	3.3	77.2
21	1	.4	.4	77.6
22	6	2.2	2.2	79.8
23	2	.7	.7	80.5
24	2	.7	.7	81.3
25	12	4.4	4.4	85.7
26	3	1.1	1.1	86.8
27	1	.4	.4	87.1
28	4	1.5	1.5	88.6
30	8	2.9	2.9	91.5
31	1	.4	.4	91.9
32	2	.7	.7	92.6
33	1	.4	.4	93.0
35	2	.7	.7	93.8
36	1	.4	.4	94.1
40	3	1.1	1.1	95.2
47	1	.4	.4	95.6
48	1	.4	.4	96.0
50	3	1.1	1.1	97.1
53	1	.4	.4	97.4
54	1	.4	.4	97.8
55	1	.4	.4	98.2
56	1	.4	.4	98.5
61	1	.4	.4	98.9
66	1	.4	.4	99.3
72	1	.4	.4	99.6
73	1	.4	.4	100.0
<b>Total</b>	<b>272</b>	<b>99.6</b>	<b>100.0</b>	
Missing	DK/REF	1	.4	
<b>Total</b>	<b>273</b>	<b>100.0</b>		

	Mean	Median	Mode	Std. Deviation	Minimum	Maximum
Q22 HOW LONG LIVED IN COMMUNITY	14.55	10.00	5	13.31	1.00	73.00

Q23. Do you own your home, or are you renting or leasing it?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	OWN/MORTGAGE	212	77.7	77.9	77.9
	RENT/LEASE	60	22.0	22.1	100.0
	<b>Total</b>	<b>272</b>	<b>99.6</b>	<b>100.0</b>	
Missing	DK/REF	1	.4		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q24. What is the highest grade or year of school that you have completed and received credit for: high school or less; at least one year of college, trade or vocational school; graduated college with a bachelor's degree; or at least one year of graduate work beyond a bachelor's?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	H.S. OR LESS	70	25.6	25.8	25.8
	SOME COLLEGE	144	52.7	53.1	79.0
	BACHELOR'S	27	9.9	10.0	88.9
	GRADUATE WORK	30	11.0	11.1	100.0
	<b>Total</b>	<b>271</b>	<b>99.3</b>	<b>100.0</b>	
Missing	DK/REF	2	.7		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

Q25. Please tell me when I mention the category that contains your age...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 TO 24	13	4.8	4.8	4.8
	25 TO 34	28	10.3	10.3	15.1
	35 TO 44	55	20.1	20.2	35.3
	45 TO 54	83	30.4	30.5	65.8
	55 TO 64	50	18.3	18.4	84.2
	65 OR OVER	43	15.8	15.8	100.0
	<b>Total</b>	<b>272</b>	<b>99.6</b>	<b>100.0</b>	
Missing	DK/REF	1	.4		
<b>Total</b>		<b>273</b>	<b>100.0</b>		

LEN. LENGTH OF INTERVIEW

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	6	1	.4	.4	.4	
	7	7	2.6	2.6	2.9	
	8	12	4.4	4.4	7.3	
	9	31	11.4	11.4	18.7	
	10	32	11.7	11.7	30.4	
	11	37	13.6	13.6	44.0	
	12	33	12.1	12.1	56.0	
	13	26	9.5	9.5	65.6	
	14	20	7.3	7.3	72.9	
	15	16	5.9	5.9	78.8	
	16	13	4.8	4.8	83.5	
	17	7	2.6	2.6	86.1	
	18	7	2.6	2.6	88.6	
	19	3	1.1	1.1	89.7	
	20	2	.7	.7	90.5	
	21	5	1.8	1.8	92.3	
	22	8	2.9	2.9	95.2	
	23	2	.7	.7	96.0	
	24	2	.7	.7	96.7	
	25	2	.7	.7	97.4	
	26	1	.4	.4	97.8	
	28	1	.4	.4	98.2	
	31	1	.4	.4	98.5	
	32	1	.4	.4	98.9	
	34	1	.4	.4	99.3	
	36	1	.4	.4	99.6	
	37	1	.4	.4	100.0	
	<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>		
				Std. Deviation		
		Mean	Median	Mode	Minimum	Maximum
LEN LENGTH		13.22	12.00	11	6.00	37.00

DATE. DATE OF INTERVIEW

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20030625	1	.4	.4	.4
	20030626	3	1.1	1.1	1.5
	20030701	4	1.5	1.5	2.9
	20030702	12	4.4	4.4	7.3
	20030703	13	4.8	4.8	12.1
	20030705	7	2.6	2.6	14.7
	20030706	4	1.5	1.5	16.1
	20030707	8	2.9	2.9	19.0
	20030708	13	4.8	4.8	23.8
	20030709	17	6.2	6.2	30.0
	20030710	25	9.2	9.2	39.2
	20030711	12	4.4	4.4	43.6
	20030712	3	1.1	1.1	44.7
	20030713	7	2.6	2.6	47.3
	20030714	7	2.6	2.6	49.8
	20030715	15	5.5	5.5	55.3
	20030716	14	5.1	5.1	60.4
	20030717	14	5.1	5.1	65.6
	20030718	5	1.8	1.8	67.4
	20030719	2	.7	.7	68.1
	20030720	8	2.9	2.9	71.1
	20030721	5	1.8	1.8	72.9
	20030722	10	3.7	3.7	76.6
	20030723	10	3.7	3.7	80.2
	20030724	6	2.2	2.2	82.4
	20030725	4	1.5	1.5	83.9
	20030726	3	1.1	1.1	85.0
	20030727	3	1.1	1.1	86.1
	20030728	14	5.1	5.1	91.2
	20030729	7	2.6	2.6	93.8
	20030730	8	2.9	2.9	96.7
	20030731	9	3.3	3.3	100.0
	<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	

**Telephonic Stratified Random Sample Public Awareness Survey:  
County Unincorporated Area - Santa Margarita, San Dieguito,  
San Diego River, San Diego Bay and Tijuana Watersheds**

**INTRO:** Hello, my name is \_\_\_\_\_. I'm calling from the Social Science Research Lab at San Diego State University. We're conducting a study about some issues in San Diego County and we're interested in your opinions. County officials are looking for input to help guide them in getting information out to the public. **[IF ASKED TOPIC:]** The questions ask about care of homes, lawns and gardens, and some environmental health issues.

**BDY:** First, in order to get a random sample, we are asking to speak to the person 18 or older in the household who last had their birthday. Is that you? **[SCHEDULE CB IF NEEDED OR CONTINUE]**

**SEX:** 1-MALE 2-FEMALE **[CHECK QUOTAS]**

**UNI:** For this particular study we're speaking with people who live in the unincorporated areas of San Diego County, meaning not within the city limits of San Diego, El Cajon, Chula Vista, Escondido, Oceanside, Poway, etc. Do you live in a city or in the unincorporated part of San Diego County? **[IF A CITY/DK/REF, THANK AND CODE "NQR-UNI"]**

**ZIP:** We're also interested in speaking with people from different areas. Could you please tell me your zip code? **[IF NOT ELIGIBLE ZIP, THANK AND CODE "NQR-ZIP"]**

\_\_\_\_\_ 99999-DK/REF -----> **IMPORT FROM SAMPLE**

**WSH:** **[CATI ASSIGNS CODE FROM ZIP CODE; ONLY IF NEEDED:]**  
Are you *{insert appropriate clarification}*? ---> **ASSIGN CODE**  
1-SANTA MARGARITA 4-SAN DIEGO BAY  
2-SAN DIEGUITO 5-TIJUANA  
3-SAN DIEGO RIVER

----- **QUALIFIED RESPONDENT: QUOTAS CHECKED; DATA SAVED** -----

**LP:** **[IF INDICATED BY AN ACCENT:]** Would you prefer that we speak in English or Spanish?

1-ENGLISH 2-SPANISH -----> **USE SPANISH VERSION INSTEAD**

**IC:** Let me assure you this phone number was generated randomly, so no names or addresses are associated with the telephone numbers, and all responses are completely anonymous. Your participation is voluntary, and the questions only take about 10 minutes.

To ensure that my work is done honestly and correctly, this call may be monitored.

**[IF ASKED ABOUT MONITORING:]** My supervisor randomly listens to interviews to make sure we're reading the questions exactly as written and not influencing answers in any way.  
(Is this a good time to answer some questions?)

Q1. We're trying to get an accurate measurement of certain types

of household activities among residents in this area. Please keep in mind that there are no right or wrong answers, and we really appreciate your honest responses. (Again, this is completely anonymous.)

Now, thinking about your home, is there a lawn or any outdoor plants that you or someone in your household are responsible for?

- 1 - YES
- 2 - NO/APT/CONDO/NO YARD RESPONSIBILITIES -----> **GO TO Q2**
- 9 - DK/REF -----> **GO TO Q2**

Q1a. **[IF YES:]** Are your lawn or outdoor plants maintained by...

- 1 - you and/or members of your household,
- 2 - a gardening service, or [INCLUDES OTHER SOURCES]
- 3 - both household members and an outside service?
- 9 - DK/REF

Q1b. [REMOVED]

Q1c. When watering your lawn or outdoor plants after fertilizing, do any of the following happen? Would you say that...\* **(options 1-2 reversed)**

- 1 - a noticeable amount of water hits the sidewalk, patio or driveway next to the lawn or plants,
- 2 - a noticeable amount of water runs off the lawn or plants themselves,
- 3 - both, or
- 4 - neither?
- 5 - NEVER FERTILIZE
- 9 - DK/REF

Q2. Are any pest control products ever used on your lawn, plants, garden or around the outside of your house to control insects, weeds, or plant molds and mildew? This does not include fertilizers.

- 1 - YES
- 2 - NO -----> **GO TO Q4**
- 9 - DK/REF -----> **GO TO Q4**

Q2a. **[IF YES:]** Do you employ a professional pest control service for outdoor pest control?

- 1 - YES -----> **GO TO Q4**
- 2 - NO
- 9 - DK/REF -----> **GO TO Q4**



Q2b. [IF NO:] From what you know, how are leftover pest control products, or pest control products you no longer use at your home, usually disposed of?

[DO NOT READ; RECORD ONE ONLY; FOCUS ON DISPOSAL OF PRODUCT, NOT EMPTY CONTAINERS]

- 1 - PUT INTO TRASH
- 2 - POURED DOWN SINK OR DRAIN
- 3 - POURED INTO GUTTER OR STORM DRAIN
- 4 - TAKEN TO HAZARDOUS WASTE COLLECTION SITE/EVENT
- 5 - TAKEN TO LANDFILL/TRANSFER STATION/"THE DUMP"
- 6 - BURIED IN YARD
- 7 - STORED IN GARAGE OR SHED INDEFINITELY
- 8 - OTHER, SPECIFY: \_\_\_\_\_
- 9 - NOT APPLICABLE--NO LEFTOVERS
- 99 - DK/REF

Q2c. From what you know, how carefully are the manufacturers' instructions followed when using a pest control product in your yard? Would you say they are...\*

- 1 - read and followed very carefully,
- 2 - read and followed somewhat carefully,
- 3 - read but not followed too carefully, or
- 4 - not followed at all? [INCLUDES DON'T READ AND/OR DON'T KNOW MFG INSTRUCTIONS]
- 9 - DK/REF

Q2d. For the pest control products that require some preparation before using (such as concentrated liquids and powders), do you know if the amount of pest control product used is typically...\*

- 1 - measured, or
- 2 - estimated?
- 9 - DK/REF

Q2e. [REMOVED]

Q3. Thinking now just about methods for controlling insects, do you (or other household members) use...\* (reverse 1-2 only)

- 1 - mainly traditional pesticides, meaning typically synthetic chemical products, such as diazinon,
- 2 - mainly alternative or less-toxic methods, such as baits, traps, soaps or oils, -----> GO TO Q4
- 3 - or a mixture of both traditional pesticides and alternative or less-toxic methods?
- 4 - DO NOT USE ANY INSECT CONTROL METHOD VOL.-----> GO TO Q4
- 9 - DK/REF

Q3a. [REMOVED]

Q3b. [REMOVED]

Q3c. **[IF ANY TRADITIONAL PESTICIDES USED OR DK/REF:]** Which one of the following is most important to you when it comes to choosing between traditional and alternative methods of insect control...\* (reverse 1-4 only)

- 1 - cost,
- 2 - method of application,
- 3 - potential toxic side effects,
- 4 - speed of results, or
- 5 - some other factor? [SPECIFY:] \_\_\_\_\_
- 9 - DK/REF

Q4. Does your household have its own pool and/or spa (jacuzzi)?  
**[CLARIFY IF POOL, SPA/JACUZZI OR BOTH; ONLY RECORD A COMMUNITY POOL IF THE RESPONDENT'S HOUSEHOLD IS RESPONSIBLE FOR MAINTENANCE]**

- 1 - POOL ONLY
- 2 - SPA/JACUZZI ONLY
- 3 - BOTH
- 4 - NO -----> GO TO Q5
- 9 - DK/REF -----> GO TO Q5

Q4a. **[IF POOL AND/OR SPA:]** Do you employ a professional pool service to maintain it?

- 1 - YES -----> GO TO Q5
- 2 - NO
- 9 - DK/REF -----> GO TO Q5

Q4b. **[IF NO:]** Do you use an algaecide to treat your pool or spa, besides chlorine or bromine?

- 1 - YES
- 2 - NO
- 9 - DK/REF

Q4c. [REMOVED]

Q4d. [REMOVED]

Q5. [REMOVED]

Q6. Does anyone in your household have a dog?

- 1 - YES
- 2 - NO -----> GO TO Q7
- 9 - DK/REF -----> GO TO Q7

Q6a. **[IF YES:]** Would you say that whoever walks the dog(s) picks up the dog droppings...\* **[INCLUDES HAVING DOGS IN ANY PUBLIC PLACE, SUCH AS DOG PARKS, BEACHES OR CAMPING]**

- 1 - always,
- 2 - usually,
- 3 - sometimes,
- 4 - rarely, or
- 5 - never?
- 6 - NOT APPLICABLE--DOG(S) NOT TAKEN OUT OF YARD FOR WALKS
- 9 - DK/REF

Q6b. [REMOVED]

Q6c. **[IF Q6a INDICATES DOG DROPPINGS ARE PICKED UP:]**

How is your pet's waste usually disposed of? **[DO NOT READ]**

- 1 - PUT INTO TRASH
- 2 - FLUSHED DOWN TOILET
- 3 - WASHED INTO STREET GUTTER/STORM DRAIN
- 4 - COMPOSTED IN YARD/NEIGHBORING YARD/OPEN SPACE
- 5 - OTHER, SPECIFY: \_\_\_\_\_
- 9 - DK/REF

Q7. Are there any horses or other livestock kept on your property? (includes chickens, pigs, goats, cows, donkeys, peacocks, rabbits, etc.)

- 1 - YES
- 2 - NO -----> GO TO Q10
- 9 - DK/REF -----> GO TO Q10

Q7a. **[IF YES:]** Which best describes what happens to the animal waste? Is it...\*

- 1 - left alone,
- 2 - used directly as fertilizer,
- 3 - composted,
- 4 - put in the trash, or
- 5 - taken to a landfill or transfer station?
- 6 - OTHER, SPECIFY: \_\_\_\_\_
- 9 - DK/REF

Q8. [REMOVED]

Q8a. [REMOVED]

Q9. [REMOVED]

Q10. Please think now about litter in your community. Which one of the following four options do you think is the most effective way to decrease the amount of litter in your community...\*

- 1 - [REMOVED]
- 2 - more public trash cans,
- 3 - more and better placed "Do Not Litter" signs,
- 4 - more volunteer community clean-up days,
- 5 - [REMOVED], or
- 6 - tickets for littering violations?
- 7 - OTHER/COMBO VOLUNTEERED, SPECIFY: \_\_\_\_\_
- 9 - DK/REF

Q11. Thinking now county-wide, as far as you know, which best describes what happens to the water that goes into our gutters and storm drains...\* (**reverse options 1-2 only**)

- 1 - does it go directly to our rivers, bays and/or oceans,
- 2 - does it go to a sewage treatment plant like the water that goes through your household drains,
- 3 - does it go someplace else, or [SPECIFY: \_\_\_\_\_]
- 4 - are you not sure? [INCLUDES DK]
- 9 - REF

Q12. [REMOVED]

Q13. Have you seen, read or heard anything during the past year about preventing the pollution of storm water runoff or waterways in San Diego County? By waterways, we mean the storm drains, rivers, bays, reservoirs and the ocean.

- 1 - YES
- 2 - NO -----> GO TO Q14
- 9 - DK/REF -----> GO TO Q14

Q13a. [**IF YES:**] Where do you recall seeing or hearing about polluted storm water runoff or waterways in San Diego County during the past year? [**DO NOT READ; RECORD ALL MENTIONED**]

- 1) TV
- 2) RADIO
- 3) NEWSPAPER
- 4) FLYERS/POSTERS
- 5) MOVIE THEATRES
- 6) STICKERS
- 7) CURB SIGNS
- 8) FAMILY/FRIENDS/OTHER WORD OF MOUTH
- 9) OTHER, SPECIFY: \_\_\_\_\_
- 99-DK/REF

Q14. Sometimes slogans are used in advertising and public education to help prevent polluted storm water runoff. Have you heard or seen any of the following slogans used for that purpose...\*\*

	<u>YES</u>	<u>NO</u>	<u>DK/REF</u>
1) "Only rain in the storm drain"?	1	2	9
2) "Keep our drains squeaky clean"?	1	2	9
3) "We live downstream"?	1	2	9
4) "Think Blue"?	1	2	9
5) "Keep our lawns green"?	1	2	9
6) "You are the solution to water pollution"?	1	2	9

Q15. [REMOVED]

Q16. Have you ever heard of any hotlines to report suspicious or illegal activities that affect the quality of our water, including our storm drains, streams, bays, reservoirs, and oceans?

**[IF YES, CLARIFY BEFORE RECORDING:]** Have you or has anyone in your household ever used any of these hotlines?

- 1 - NO, NEVER HEARD OF HOTLINES
- 2 - YES: HAVE HEARD OF HOTLINES BUT NEVER USED
- 3 - YES: HAVE ACTUALLY USED HOTLINES
- 9 - DK/REF

Q17. What body of water within San Diego County do you consider to be an important part of your community? **[DO NOT READ; RECORD UP TO TWO USING CODE FORM LIST, PROBING AS NEEDED WITH:]**  
Is there another body of water that you consider to be an important part of your community?

1ST MENTION: \_\_\_\_\_ **[ENTER CODE FROM LIST]**  
97 - OTHER, DESCRIBE PRECISELY: \_\_\_\_\_  
99 - DK/REF/NONE

2ND MENTION: \_\_\_\_\_ **[ENTER CODE FROM LIST]**  
97 - OTHER, DESCRIBE PRECISELY: \_\_\_\_\_  
99 - DK/REF/NONE

Q18. What one body of water within San Diego County, if any, do you visit most frequently for recreational purposes? (either in or out of your community) **[DO NOT READ; RECORD ONLY ONE]**

\_\_\_\_\_ **[ENTER CODE FROM LIST]**  
97 - OTHER, DESCRIBE PRECISELY: \_\_\_\_\_  
99 - DK/REF/NONE -----> GO TO Q19

Q18a. **[IF ANY MENTIONED:]** What types of water recreation do you

enjoy there? **[DO NOT READ; RECORD ALL MENTIONED]**

- 1) SWIMMING/WATER SKIING/JET SKIING/SURFING
- 2) BOATING
- 3) FISHING
- 4) NON-WATER REC: SIGHTSEEING/VIEWING/HIKING/BIKING NEARBY
- 5) OTHER WATER RECREATION
- 99-DK/REF

Q19. Which one of these statements best describes what you believe a "watershed" to be...\*

- 1 - an area that retains water like a swamp or a marsh,
- 2 - a land area that drains into a specific water body,
- 3 - a water intake area that feeds a water treatment plant,
- 4 - or none of the above?
- 9 - DK/REF

Q20. As far as you know, do you live in a watershed?

- 1 - YES
- 2 - NO -----> **GO TO Q21**
- 9 - DK/REF -----> **GO TO Q21**

Q20a. **[IF YES:]** Can you name the watershed you live in?  
**[DO NOT READ; RECORD ONE ONLY]**

- 1 - SANTA MARGARITA
- 2 - SAN DIEGUITO
- 3 - SAN DIEGO RIVER
- 4 - SAN DIEGO BAY
- 5 - TIJUANA
- 6 - OTHER, SPECIFY: \_\_\_\_\_
- 9 - DK/REF

Q21. During the past 12 months, have you or has anyone in your household done any of the following? The first one is...\*\*

**[RECORD 9=NOT APPLICABLE IF NEVER USED PESTICIDES OR FERTILIZERS ON ITEMS #2 AND #3]**

	<u>YES</u>	<u>NO</u>	<u>DK/REF/NA</u>
1) Reduced or eliminated use of a product because of concerns that it was polluting the environment? .....	1	2	9
2) Reduced or eliminated pesticide use? .....	1	2	9
3) Reduced or eliminated fertilizer use? .....	1	2	9
4) Helped clean up a stream, lake or beach? ....	1	2	9
5) Made efforts to reduce water usage? .....	1	2	9
6) Purchased products specifically because they are environmentally safe? .....	1	2	9

In closing, these last few questions are for comparison purposes only.

Q22. How long have you lived in your current community?  
**[RECORD CUMULATIVE YEARS IF A GAP IN THEIR RESIDENCE WITHIN THAT COMMUNITY/CITY]**

\_\_\_\_\_ YEARS  
0-LESS THAN 6 MONTHS  
99-DK/REF

Q23. Do you own your home, or are you renting or leasing it?  
1 - OWN/PAYING A MORTGAGE  
2 - RENT/LEASE/PARENTS OWN/OWN MOBILE & RENT SPACE/OTHER  
9 - DK/REF

Q24. What is the highest grade or year of school that you have completed and received credit for...  
1 - high school or less,  
2 - at least one year of college, trade or vocational school,  
3 - graduated college with a bachelor's degree, or  
4 - at least one year of graduate work beyond a bachelor's?  
9 - DK/REF

Q25. Please tell me when I mention the category that contains your age...  
1 - 18 to 24,  
2 - 25 to 34,  
3 - 35 to 44,  
4 - 45 to 54,  
5 - 55 to 64, or  
6 - 65 or over?  
9 - DK/REF

**LAN: (RECORD LANGUAGE OF INTERVIEW) 1-ENGLISH 2-SPANISH**

Those are all the questions I have. In case my supervisor should need to verify this interview, may I please have just your first name or initials? Your name and phone number will be separated from your responses to these questions and destroyed after the data has been processed. **[THANK RESPONDENT AND RECORD ALL INFORMATION BELOW]**

**TELEPHONE NUMBER:** \_\_\_\_\_ **REC#:** \_\_\_\_\_

**RESPONDENT NAME:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**TIME ENDED:** \_\_\_\_\_ **--> LENGTH OF INTERVIEW (LEN):** \_\_\_\_\_ minutes

**TELEPHONE INTERVIEWER NAME:** \_\_\_\_\_ **TIN:** \_\_\_\_\_

**VER: (VERSION OF INTERVIEW) 1-VERSION A 2-VERSION B\***

*\*=RESPONSE OPTIONS REVERSED ON VERSION B FOR ALL QUESTIONS INDICATED*

*\*\*=ITEMS ON LIST RANDOMLY ROTATED FOR ALL QUESTIONS INDICATED*

**Public Awareness Survey:**  
**County Unincorporated Area Watersheds**

**SURVEY INSTRUMENT - SPANISH VERSION**

**INTRO:** Hola, mi nombre es \_\_\_\_\_. Estoy llamando del Laboratorio de Ciencias Sociales de la Universidad Estatal de San Diego. Estamos llevando a cabo un estudio sobre algunos temas del Condado de San Diego, y estamos interesados en sus opiniones. Las autoridades del condado están buscando opiniones y datos que les ayudarán a proporcionar información al público. **[IF ASKED TOPIC:]** Las preguntas están relacionadas al cuidado del hogar, césped y jardines, y algunos asuntos de salud relacionados al medio ambiente.

**BDY:** Primeramente, para poder obtener una muestra representativa, estamos pidiendo hablar con la persona de 18 años o mayor que haya tenido el cumpleaños más reciente. (Sería la persona de 18 años o mayor que haya celebrado últimamente su cumpleaños) ¿Es Ud. esa persona? **[SCHEDULE CB IF NEEDED OR CONTINUE]**

**SEX:** 1 - MALE 2 - FEMALE **[CHECK QUOTAS]**

**UNI:** Para este estudio en particular, estamos pidiendo hablar con personas que viven en las áreas del Condado de San Diego no incorporadas. Las áreas no incorporadas son las áreas del condado que no están dentro de los límites de una ciudad ya sea San Diego, El Cajon, Chula Vista, Escondido, Oceanside, Poway, etc. ¿Vive Ud. en una ciudad, o en una área no incorporada del Condado de San Diego? **[IF A CITY/DK/REF, THANK AND CODE "NQR-UNI"]**

**ZIP:** Estamos interesados en hablar con gente de diferentes áreas. ¿me puede decir por favor su código postal? **[IF NOT ELIGIBLE ZIP, THANK AND CODE "NQR-ZIP"]**  
\_\_\_\_\_ 99999 - DK/REF -----> **IMPORT FROM SAMPLE**

**WSH:** **[CATI ASSIGNS CODE FROM ZIP CODE; ONLY IF NEEDED:]**  
¿Está Ud. en... *{insert appropriate clarification}*? -----> **ASSIGN CODE**  
1 - SANTA MARGARITA                      4 - SAN DIEGO BAY  
2 - SAN DIEGUITO                            5 - TIJUANA  
3 - SAN DIEGO RIVER

----- **QUALIFIED RESPONDENT: QUOTAS CHECKED; DATA SAVED** -----

**LP:** **[IF INDICATED BY AN ACCENT:]** ¿Preferiría hablar en inglés o en español?  
1 - ENGLISH 2 - SPANISH -----> **USE SPANISH VERSION INSTEAD**

**IC** Permítame asegurarle que este número telefónico fue escogido al azar, y por lo tanto no hay ningún nombre ni domicilio asociado con los números telefónicos, y todas las respuestas son completamente anónimas. Para asegurar que mi trabajo es hecho honesto y correctamente, esta llamada puede ser escuchada por mi supervisor.



**[IF ASKED ABOUT MONITORING:]** Mi supervisor escucha arbitrariamente las entrevistas para asegurarse de que estamos leyendo las preguntas exactamente como están escritas y que no influenciamos las respuestas de ninguna forma. (¿Es este un buen momento para contestar unas preguntas?)

Q1. Estamos tratando de obtener medidas relacionadas a ciertos tipos de actividades caseras entre las personas que radican en esta área. Por favor, tenga en cuenta que no hay respuestas correctas o incorrectas, y agradecemos su honestidad en las respuestas. (Nuevamente, esto es completamente anónimo.)

Pensando ahora en su propio hogar, ¿tiene alguna área con césped o plantas afuera de su casa de las cuales Ud. o alguien más sea responsable?

1 - YES

2 - NO/APT/CONDO/NO YARD RESPONSIBILITIES -----> **GO TO Q2**

9 - DK/REF -----> **GO TO Q2**

Q1a. **[IF YES:]** ¿Su césped o plantas que están afuera de su casa son mantenidos por...

1 - usted y/o miembros de su familia,

2 - un servicio de jardinería, o [INCLUDES OTHER SOURCES]

3 - ambos, su familia y un servicio de jardinería?

9 - DK/REF

Q1b. [REMOVED]

Q1c. Cuando riega el césped o las plantas que están afuera de su casa después de fertilizarlas, ¿pasa alguno de los siguientes? ¿Diría Ud. que...\* (options 1-2 reversed)

1 - una cantidad notable de agua cae en la banqueta,  
patio o entrada de autos cerca del césped o plantas,

2 - una cantidad notable de agua corre fuera del césped o de las mismas plantas,

3 - ambos, o

4 - ninguno?

5 - NEVER FERTILIZE

9 - DK/REF

Q2. ¿Utiliza productos para control de plagas en el césped, las plantas o alrededor de la parte externa de su casa para controlar insectos, hierbas, hongos en plantas y moho? Esto no incluye fertilizantes.

1 - YES

2 - NO -----> **GO TO Q4**

9 - Ø/REF -----> **GO TO Q4**

Q2a. **[IF YES:]** ¿Emplea un servicio profesional de control de plagas para control de plagas exteriores?

1 - YES -----> **GO TO Q4**

2 - NO

9 - DK/REF -----> **GO TO Q4**

Q2b. **[IF NO:]** De lo que Ud. sabe, ¿usualmente cómo se deshace de los productos para control de plagas que ya no usa o que sobran? **[DO NOT READ; RECORD ONE ONLY; FOCUS ON DISPOSAL OF PRODUCT, NOT EMPTY CONTAINERS]**

1 - PUT INTO TRASH

2 - Poured DOWN SINK OR DRAIN

3 - Poured INTO GUTTER OR STORM DRAIN

4 - TAKEN TO HAZARDOUS WASTE COLLECTION SITE/EVENT

5 - TAKEN TO LANDFILL/TRANSFER STATION/"THE DUMP"

6 - BURIED IN YARD

7 - STORED IN GARAGE OR SHED INDEFINITELY

8 - OTHER, SPECIFY: \_\_\_\_\_

9 - NOT APPLICABLE--NO LEFTOVERS

99 - DK/REF

Q2c. En su conocimiento, ¿qué tan cuidadosamente se siguen las instrucciones del fabricante cuando se usan productos para controlar plagas en su jardín?  
¿Diría Ud. que...\*

1 - se leen y se siguen cuidadosamente,

2 - se leen y se siguen más o menos cuidadosamente,

3 - se leen pero no se siguen muy cuidadosamente, o

4 - no se siguen para nada? [INCLUDES DON'T READ AND/OR DON'T KNOW MFG INSTRUCTIONS]

9 - DK/REF

Q2d. Concierniente a los productos para control de plagas que requieren alguna preparación antes de usarse (como polvos y líquidos concentrados), ¿sabe Ud. si la cantidad de pesticida usada es típicamente...\*

1 - medida, o

2 - estimada?

9 - DK/REF

Q2e. [REMOVED]

Q3. Pensando ahora en los métodos para control de insectos, ¿usa Ud. u otros miembros de su hogar...\* (reverse 1-2 only)

- 1 - principalmente pesticidas tradicionales, o sea típicamente productos químicos sintéticos como diazinon,
- 2 - principalmente métodos alternativos o menos tóxicos como cebo, trampas, jabones o aceites, -----> **GO TO Q4**
- 3 - o una mezcla de pesticidas tradicionales y métodos alternativos o menos tóxicos?
- 4 - DO NOT USE ANY INSECT CONTROL METHOD VOL.-----> **GO TO Q4**
- 9 - DK/REF

Q3a. [REMOVED]

Q3b. [REMOVED]

Q3c. **[IF ANY TRADITIONAL PESTICIDES USED OR DK/REF:]** ¿Cuál de los siguientes es más importante para Ud. cuando tiene que escoger entre métodos tradicionales y alternativos para controlar insectos...\* (reverse 1-4 only)

- 1 - costo,
- 2 - método de aplicación,
- 3 - efectos secundarios tóxicos potenciales,
- 4 - rapidez de resultados, o
- 5 - algún otro factor? [SPECIFY:] \_\_\_\_\_
- 9 - DK/REF

Q4. ¿Tiene en su casa alberca propia y/o spa, es decir, jacuzzi?  
**[CLARIFY IF POOL, SPA/JACUZZI OR BOTH; ONLY RECORD A COMMUNITY POOL IF THE RESPONDENT'S HOUSEHOLD IS RESPONSIBLE FOR MAINTENANCE]**

- 1 - POOL ONLY
- 2 - SPA/JACUZZI ONLY
- 3 - BOTH
- 4 - NO -----> **GO TO Q5**
- 9 - DK/REF -----> **GO TO Q5**

Q4a. **[IF POOL AND/OR SPA:]** ¿Emplea un servicio profesional para el mantenimiento de la alberca y/o jacuzzi?

- 1 - YES -----> **GO TO Q5**
- 2 - NO
- 9 - DK/REF -----> **GO TO Q5**

Q4b. **[IF NO:]** ¿Utiliza algún químico para prevenir el crecimiento de algas en su alberca o jacuzzi, además de cloro o bromo?

- 1 - YES
- 2 - NO
- 9 - DK/REF

Q4c. [REMOVED]

Q4d. [REMOVED]

Q5. [REMOVED]

Q6. ¿Hay alguien en su casa que tenga un perro?

- 1 - YES
- 2 - NO -----> **GO TO Q7**
- 9 - DK/REF -----> **GO TO Q7**

Q6a. **[IF YES:]** ¿Diría Ud. que la persona que pasea a su perro(s) recoge la suciedad...\* **[INCLUDES HAVING DOGS IN ANY PUBLIC PLACE, SUCH AS DOG PARKS, BEACHES OR CAMPING]**

- 1 - siempre,
- 2 - usualmente,
- 3 - algunas veces,
- 4 - raramente, o
- 5 - nunca?
- 6 - NOT APPLICABLE--DOG(S) NOT TAKEN OUT OF YARD FOR WALKS
- 9 - DK/REF

Q6b. [REMOVED]

Q6c. **[IF Q6a INDICATES DOG DROPPINGS ARE PICKED UP:]**  
¿Usualmente cómo se deshace del excremento de su mascota? **[DO NOT READ]**

- 1 - PUT INTO TRASH
- 2 - FLUSHED DOWN TOILET
- 3 - WASHED INTO STREET GUTTER/STORM DRAIN
- 4 - COMPOSTED IN YARD/NEIGHBORING YARD/OPEN SPACE
- 5 - OTHER, SPECIFY: \_\_\_\_\_
- 9 - DK/REF

Q7. ¿Hay caballos u otro tipo de ganado dentro de su propiedad? (incluye gallinas, puercos, cabras, vacas, burros, pavos reales, conejos, etc.)

- 1 - YES
- 2 - NO -----> **GO TO Q10**
- 9 - DK/REF -----> **GO TO Q10**

Q7a. **[IF YES:]** ¿Cuál de los siguientes describe mejor lo que pasa con el excremento de estos animales? ¿Se...\*

- 1 - deja sin tocar,
- 2 - usa directamente como fertilizante,
- 3 - convierte en abono orgánico,
- 4 - pone en la basura, o
- 5 - lleva a un vertedero de basura?
- 6 - OTHER, SPECIFY: \_\_\_\_\_
- 9 - DK/REF

Q8. [REMOVED]

Q8a. [REMOVED]

Q9. [REMOVED]

Q10. Por favor, piense acerca de la basura en su comunidad. ¿Cuál de los siguientes cuatro opciones cree Ud. que sea la forma más efectiva de disminuir la cantidad de basura en su comunidad...\*

- 1 - [REMOVED]
- 2 - más botes de basura públicos,
- 3 - más y mejor ubicados letreros de "No Tirar Basura",
- 4 - más días de limpieza llevados a cabo por voluntarios en la comunidad,
- 5 - [REMOVED], o
- 6 - multas por tirar basura?
- 7 - OTHER/COMBO VOLUNTEERED, SPECIFY: \_\_\_\_\_
- 9 - DK/REF

Q11. Piense acerca del condado en general, en su conocimiento, ¿cuál de los siguientes describe mejor lo que pasa con el agua que va al desagüe o drenaje de lluvias...\*  
(reverse options 1-2 only)

- 1 - va directamente a nuestros ríos, bahías y océanos,
- 2 - va a una planta tratadora de aguas negras como el agua que va por el drenaje de su casa,
- 3 - va a algún otro lugar, o [SPECIFY: \_\_\_\_\_]
- 4 - no está seguro/a? [INCLUDES DK]
- 9 - REF

Q12. [REMOVED]

Q13. ¿Ha visto, leído o escuchado algo durante el último año acerca de la prevención de contaminación de agua de lluvia que corre a los drenajes o vías fluviales en el Condado de San Diego? Nos referimos por vías fluviales a los drenajes de lluvia, ríos, bahías, reservorios y el océano.

- 1 - YES
- 2 - NO -----> **GO TO Q14**
- 9 - DK/REF -----> **GO TO Q14**

Q13a. **[IF YES:]** ¿En dónde se acuerda Ud. haber visto o escuchado algo acerca de la contaminación de agua de lluvia que corre a los drenajes o vías fluviales en el condado de San Diego en el último año? **[DO NOT READ; RECORD ALL MENTIONED]**

- 1) TV
- 2) RADIO
- 3) NEWSPAPER
- 4) FLYERS/POSTERS
- 5) MOVIE THEATRES
- 6) STICKERS
- 7) CURB SIGNS
- 8) FAMILY/FRIENDS/OTHER WORD OF MOUTH
- 9) OTHER, SPECIFY: \_\_\_\_\_
- 99 - DK/REF

Q14. Algunas veces se utilizan lemas en publicidad y educación pública para ayudar en la prevención de contaminación de agua de lluvia que corre a los drenajes. ¿Ha escuchado o visto alguno de los siguientes lemas usados para este propósito...\*\*

	<u>YES</u>	<u>NO</u>	<u>DK/REF</u>
1) "Sólo lluvia en el alcantarillado"?	1	2	9
2) "Deja nuestros alcantarillas resplandecientemente limpias"?	1	2	9
3) "Nosotros vivimos corriente abajo"?	1	2	9
4) "Piensa Azul"?	1	2	9
5) "Mantenga nuestro césped verde"?	1	2	9
6) "Tú eres la solución para la contaminación"?	1	2	9

Q15. [REMOVED]

Q16. ¿Ha escuchado acerca de algunas líneas telefónicas para reportar actividades sospechosas o ilegales que puedan afectar la calidad de nuestra agua, incluyendo nuestros drenajes de lluvias, arroyos, bahías, reservorios y océanos?

**[IF YES, CLARIFY BEFORE RECORDING:]** ¿Alguna vez ha usado Ud. o alguien de su familia alguna de estas líneas telefónicas?

- 1 - NO, NEVER HEARD OF HOTLINES
- 2 - YES: HAVE HEARD OF HOTLINES BUT NEVER USED
- 3 - YES: HAVE ACTUALLY USED HOTLINES
- 9 - DK/REF

Q17. ¿Qué cuerpo de agua dentro del condado de San Diego considera que sea una parte importante de su comunidad? **[DO NOT READ; RECORD UP TO TWO USING CODE FORM LIST, PROBING AS NEEDED WITH:]** (por cuerpo de agua queremos decir un río, lago, laguna, arroyo, bahía, reservorio (presa), o el océano)

¿Hay algún otro cuerpo de agua que Ud. considere que sea importante en su comunidad?

1ST MENTION: \_\_\_\_\_ **[ENTER CODE FROM LIST]**  
97 - OTHER, DESCRIBE PRECISELY: \_\_\_\_\_  
99 - DK/REF/NONE

2ND MENTION: \_\_\_\_\_ **[ENTER CODE FROM LIST]**  
97 - OTHER, DESCRIBE PRECISELY: \_\_\_\_\_  
99 - DK/REF/NONE

Q18. ¿Qué cuerpo de agua en particular dentro del condado de San Diego, si es que hay alguno, Ud. visita más frecuentemente con propósitos de recreación? (ya sea dentro o fuera de su comunidad) **[DO NOT READ; RECORD ONLY ONE]**

\_\_\_\_\_ **[ENTER CODE FROM LIST]**  
97 - OTHER, DESCRIBE PRECISELY: \_\_\_\_\_  
99 - DK/REF/NONE -----> **GO TO Q19**

Q18a. **[IF ANY MENTIONED:]** ¿Qué tipos de actividades acuáticas recreativas disfruta ahí? **[DO NOT READ; RECORD ALL MENTIONED]**

- 1) SWIMMING/WATER SKIING/JET SKIING/SURFING
- 2) BOATING
- 3) FISHING
- 4) NON-WATER REC: SIGHTSEEING/VIEWING/HIKING/BIKING NEARBY
- 5) OTHER WATER RECREATION
- 99 - DK/REF

Q19. ¿Cuál de estas frases describe mejor lo que Ud. cree que es una "cuenca"...\*

- 1 - un área que retiene agua como un pantano o ciénaga,
- 2 - un área de tierra que drena a un cuerpo de agua específico,
- 3 - una entrada de aguas que alimenta una planta de tratamiento de agua,
- 5 - o ninguna de las anteriores?
- 9 - DK/REF

Q20. En su conocimiento, ¿vive Ud. en una cuenca?

- 1 - YES
- 2 - NO -----> **GO TO Q21**
- 9 - DK/REF -----> **GO TO Q21**

Q20a. **[IF YES:]** ¿Puede nombrar la cuenca donde Ud. vive?

**[DO NOT READ; RECORD ONE ONLY]**

- 1 - SANTA MARGARITA
- 2 - SAN DIEGUITO
- 3 - SAN DIEGO RIVER
- 4 - SAN DIEGO BAY
- 5 - TIJUANA
- 6 - OTHER, SPECIFY: \_\_\_\_\_
- 9 - DK/REF

Q21. Durante los últimos 12 meses, ¿ha hecho Ud. o algún miembro de su familia alguno de los siguientes? ¿Ha...\*\* **[RECORD 9=NOT APPLICABLE IF NEVER USED PESTICIDES OR FERTILIZERS ON ITEMS #2 AND #3]**

	<u>YES</u>	<u>NO</u>	<u>DK/REF/NA</u>
1) Reducido o eliminado el uso de un producto debido a preocupación de que estaba contaminando el medio ambiente? .....	1	2	9
2) Reducido o eliminado el uso de pesticidas? .....	1	2	9
3) Reducido o eliminado el uso de fertilizantes? .....	1	2	9
4) Ayudado a limpiar un arroyo, lago o playa? .....	1	2	9
5) Hecho esfuerzos para reducir el uso del agua?.....	1	2	9
6) Comprado productos específicamente por que son seguros para el medio ambiente? .....	1	2	9

Q22. Para concluir, estas últimas preguntas son sólo para propósitos de comparación: ¿Cuánto tiempo ha vivido en su comunidad actual? **[RECORD CUMULATIVE YEARS IF A GAP IN THEIR RESIDENCE WITHIN THAT COMMUNITY/CITY]**

- \_\_\_\_\_ YEARS
- 0 - LESS THAN 6 MONTHS
  - 99 - DK/REF



- Q23. ¿Es propietario de su casa, o renta o arrenda su casa?  
 1 - OWN/PAYING A MORTGAGE  
 2 - RENT/LEASE/PARENTS OWN/OWN MOBILE & RENT SPACE/OTHER  
 9 - DK/REF
- Q24. ¿Cuál es el más alto grado escolar que Ud. ha completado y recibido crédito...  
 1 - preparatoria o menos,  
 2 - al menos un año de colegio universitario, escuela técnica o vocacional,  
 3 - graduado de la universidad con licenciatura, o  
 4 - al menos un año de estudios graduados después de la licenciatura?  
 9 - DK/REF
- Q25. Por favor, dígame cuando mencione la categoría que contiene su edad...  
 1 - 18 a 24,  
 2 - 25 a 34,  
 3 - 35 a 44,  
 4 - 45 a 54,  
 5 - 55 a 64, o  
 6 - 65 o más.  
 9 - DK/REF

LAN: [LANGUAGE OF INTERVIEW:] 2 - SPANISH

Estas son todas las preguntas que tengo. En caso de que mi supervisor necesite verificar esta entrevista, por favor, ¿me puede decir sólo su primer nombre o sus iniciales? Su nombre y número de teléfono serán separados de sus respuestas a estas preguntas y serán destruidas una vez que la información sea procesada.

**[THANK RESPONDENT AND RECORD ALL INFORMATION BELOW]**

TELEPHONE NUMBER: \_\_\_\_\_ REC#: \_\_\_\_\_

RESPONDENT NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

TIME ENDED: \_\_\_\_\_ --> LENGTH OF INTERVIEW (LEN): \_\_\_\_\_ minutes

TELEPHONE INTERVIEWER NAME: \_\_\_\_\_ TIN: \_\_\_\_\_

VER: (VERSION OF INTERVIEW) 1 - VERSION A 2 - VERSION B\*

\*=RESPONSE OPTIONS REVERSED ON VERSION B FOR ALL QUESTIONS INDICATED

\*\*=ITEMS ON LIST RANDOMLY ROTATED FOR ALL QUESTIONS INDICATED