



WARD RESEARCH

Clean Water Survey

A Telephone Survey among O'ahu Residents

Prepared for:

The Limtiaco Company

and

City and County of Honolulu,

Department of Environmental Service

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AWARENESS: CAUSES OF WATER POLLUTION

Top-of-Mind Awareness: Causes of Water Pollution (2002 vs. 2003)

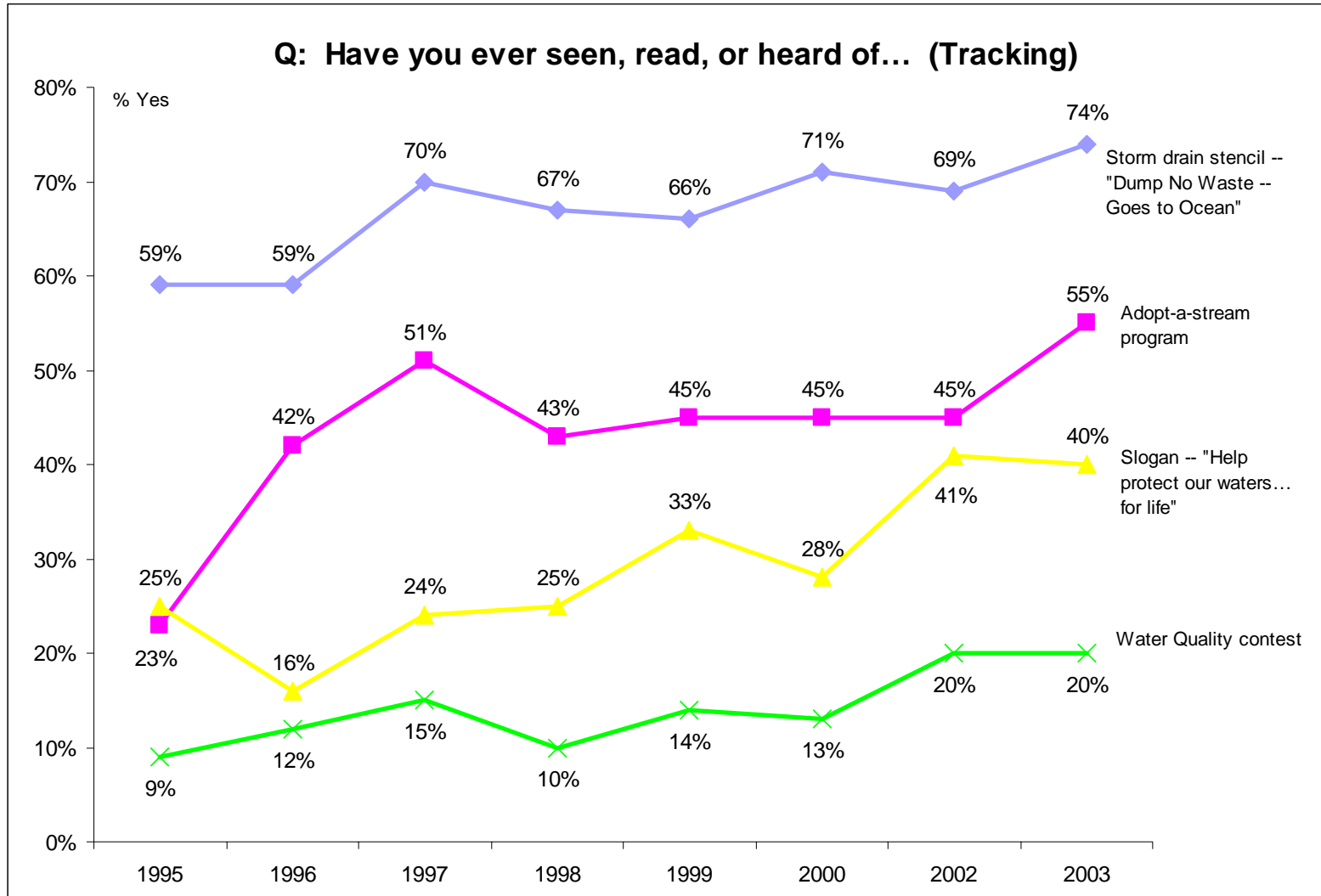
- There have been notable increases in top-of-mind mention for *“trash and pollutants being thrown into gutters and storm drains”* among both O‘ahu and Wai‘anae residents

<u>Top-of-Mind Mention - Tracking</u>	O‘ahu		Wai‘anae	
	2002	2003	2002	2003
Trash & pollutants that go into gutters & storm drains	26%	33%	35%	42%
Runoff from rains	10%	9%	9%	11%
Spills from sewage/wastewater treatment plants	12%	9%	5%	10%
Toxic chemicals	4%	8%	7%	4%
Oil and grease	11%	8%	9%	5%
Excess fertilizers and pesticides	5%	5%	2%	2%
Industrial waste	5%	4%	2%	5%
Trash thrown into ocean	3%	3%	4%	4%
Trash/debris/litter/garbage	1%	2%	9%	1%
Base:	(314)	(323)	(104)	(101)

AWARENESS OF VARIOUS PROGRAMS AND CAMPAIGNS

Awareness of Various Programs/Campaigns (1995 to 2003)

- Awareness of *storm drain stencils* and the *Adopt-a-stream program* reached their highest points in the tracking.



OBSERVED BEHAVIORS

Observed Behaviors (2003)

- Awareness of many observed behaviors was slightly higher among Wai'anae residents than among O'ahu residents as a whole. A majority of respondents recall *seeing someone washing their cars or vehicles with soapy water running off into street gutters or storm drains*, while roughly one-third remember *seeing someone blowing or hosing leaves into gutter and drains* in the past several months.

