

**ATTITUDES AND ACTIONS TAKEN BY THE
PUBLIC ABOUT
WATER RESOURCE ISSUES IN THE PNW**

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Survey Strategy

- Four-state region (AK, ID, OR, WA)
- Survey every 5 years (2002, 2007)
- Mail-based surveys
 - ✓ attitudes
 - ✓ actions
 - ✓ change

Methods – 2007

- Sample size – 1,800 residents
 - ✓ based on proportional population
- Dillman survey approach
 - ✓ four mailings
 - ✓ similar to 2002 strategy
- 48 question survey
 - ✓ 80% similarity to 2002

Methods – 2007

- Return rate – 56.2%
 - ✓ 1,012 out of 1,800 surveys
- Response rates ranged from 52% (AK) to 60% (ID)
- Response demographics similar to census demographics (except gender)

Outline

- 1) Learning Opportunities (5 years)
- 2) WATER QUALITY
- 3) WATER QUANTITY
- 4) Importance of Issues
- 5) Information Sources

Learning Opportunity

ACTIVITY

%

Read newspaper

60.5

Watched TV

58.2

Read printed fact sheets

57.6

Viewed display / demo

21.3

Learning Opportunity

ACTIVITY

%

Visited web site

18.5

Attended short course

5.2

Watched video/DVD

4.9

Took course for credit

2.9

Opportunity × Age

Opportunity

Age

< 40

40-60

> 60

%

Newspaper

45

62

65

Television

39

59

64

Print materials

47

67

54

Web site

30

24

8

Opportunity × Education

Opportunity

Education

High School

College Grad

Adv. Degree

%

Newspaper

62

62

69

Television

62

57

55

Print materials

49

62

67

Web site

5

23

25

Water Quality Actions – 5 Years

ACTION

%

Home waste disposal

46.1

Pesticide / fertilizer use

31.0

Motor oil disposal

29.1

No actions taken

26.2

Quality × Age

Action

----- **Age** -----

< 30

30-50

50-70

> 70

----- **%** -----

Home waste

28

30

35

22

Pest/fert use

21

30

33

21

Motor oil

28

46

49

48

No action

45

27

21

30

Water Quantity Actions – 5 Years

ACTION

%

Installed water saving appliance

58.8

Changed yard watering

46.0

Changed household water use

42.9

Changed vehicle washing

30.0

No actions taken

17.5

Quantity × Age

Action

----- **Age** -----

< 40

40-50

50-70

> 70

----- **%** -----

Appliance

54

68

61

49

Yard

36

57

49

36

Household

46

54

39

37

Quantity × State

Action	State			
	AK	ID	OR	WA
	%			
Appliance	47	56	62	61
Yard	27	53	47	47
Household	29	15	17	16

Quantity × Community Size

Action ----- **Community size** -----
> 100,000 **25-100** **7-25** **3.5-7** **< 3.5**
----- % -----

Appliance	61	65	56	54	49
Yard	51	51	43	31	40
No action	15	14	20	23	24

Issue Importance

Issue	Very or extremely important		
	2007	2002	Change
	----- % -----		
1. Drinking water	99	99	—
2. Clean rivers	94	94	—
3. Clean groundwater	93	93	—

Issue Importance

Issue	Very or extremely important		
	2007	2002	Change
	----- % -----		
4. Water for ag	77	84	- 7
5. Salmon	74	69	+ 5
6. Wetlands	73	69	+ 4
7. Wshed restoration	72	68	+ 4

Issue Importance

Issue	Very or extremely important		
	2007	2002	Change
	----- % -----		
8. Power generation	71	72	- 1
9. Econ development	65	70	- 5
10. Recreation	49	58	- 9

Information Sources (received)

Source	2007	2002	Change
	----- % -----		
Newspapers	65	68	- 3
Television	56	59	- 3
Municipal government	51	NA	NA
Environmental agencies	47	51	- 4

Information Sources (received)

Source	2007	2002	Change
	----- % -----		
Citizen groups	41	46	- 5
Extension	25	28	- 3
Universities	24	25	- 1
Internet	20	15	+ 5
Schools	18	20	- 2

Preferred Learning Opportunities

Opportunity	2007	2002	Change
	----- % -----		
Read fact sheets	62	53	+ 9
Read newspapers	48	54	- 6
Watch TV	47	55	- 8
Visit web site	32	30	+ 2

Preferred Learning Opportunities

Opportunity	2007	2002	Change
	----- % -----		
View display	17	21	- 4
Watch DVD	12	16	- 4
Attend short course	7	18	- 11
Take credit course	4	7	-3

Key Points

- A majority of PNW citizens have made the choice to individually address water quantity and quality issues
- Significant citizen changes in actions have occurred in the last 5 years
- Printed materials are still much more important to people than electronic media

Conclusions

- Education is very cost effective!
- Educational efforts by multiple organizations have resulted in public habit change
- Public habit change will result in enhanced water resources (QUALITY and QUANTITY)