

# Percentage Report

## League of Women Voters

### Water Pollution Survey

**January 24, 2002**

Hello, this is ----- with Aspen Market Research in Boulder. I am conducting a brief survey about water and energy use with adult residents. I am not selling anything and your response will be totally confidential,

1. Are you 21 years of age or older?

	<b>Frequency</b>	<b>Percent</b>
Yes, continue	<b>400</b>	<b>100.0%</b>
No, ask to speak to the adult head of household, then repeat introduction and repeat question.	<b>0</b>	<b>0%</b>

2. Which of the following best describes the place where you live?

	<b>Frequency</b>	<b>Percent</b>
City	<b>159</b>	<b>39.8%</b>
Suburb	<b>94</b>	<b>23.5%</b>
Town	<b>80</b>	<b>20.0%</b>
Rural Subdivision	<b>67</b>	<b>16.8%</b>

3. Would you say that Colorado's water resources such as lakes, rivers, and streams are extremely important, very important, somewhat important, not very important or not at all important to you?

	<b>Frequency</b>	<b>Percent</b>
Extremely Important	<b>214</b>	<b>53.5%</b>
Very Important	<b>163</b>	<b>40.8%</b>
Somewhat Important	<b>--</b>	<b>----</b>
Not very Important	<b>2</b>	<b>0.5%</b>
Not at all important	<b>--</b>	<b>----</b>
Don't Know (Do not read)	<b>--</b>	<b>--</b>

4. Which of the following environmental issues do you believe are very important to take action to improve? (Read List) (Rotate answer list) (Record all answers)

	<b>Frequency</b>	<b>Percent</b>
Air pollution from transportation	<b>348</b>	<b>87.00%</b>
Water pollution	<b>366</b>	<b>91.50%</b>
Air pollution from power generation	<b>302</b>	<b>75.50%</b>
Climate change	<b>214</b>	<b>53.50%</b>
Water pollution from common household activities	<b>312</b>	<b>78.00%</b>

5a. Now I would like to ask you some questions about polluted runoff. For purposes of this survey, the term "polluted runoff" is defined as polluted surface water that runs off yards, streets, and driveways; and, enters streams, rivers, and lakes. Polluted runoff is also known as nonpoint pollution. Using a scale from 1 to 10 where 1 is no problem and 10 is a severe problem, how much of a problem do you think polluted runoff is in your community?

<b>Value</b>	<b>Frequency</b>	<b>Percent</b>
1.	<b>49</b>	<b>12.25%</b>
2.	<b>40</b>	<b>10.00%</b>
3.	<b>45</b>	<b>11.25%</b>
4.	<b>45</b>	<b>11.25%</b>
5.	<b>85</b>	<b>21.25%</b>
6.	<b>42</b>	<b>10.50%</b>
7.	<b>22</b>	<b>5.50%</b>
8.	<b>39</b>	<b>9.75%</b>
9.	<b>3</b>	<b>0.75%</b>
10.	<b>10</b>	<b>2.50%</b>
Don't Know	<b>20</b>	<b>5.00%</b>
Mean	<b>4.511</b>	

5b. And using a 1 to 10 scale where 1 is not at all and 10 is a great deal, how much do you think household activities contribute to polluted runoff?

<b>Value</b>	<b>Frequency</b>	<b>Percent</b>
1.	<b>28</b>	<b>7.00%</b>
2.	<b>41</b>	<b>10.25%</b>
3.	<b>61</b>	<b>15.25%</b>
4.	<b>39</b>	<b>9.75%</b>
5.	<b>101</b>	<b>25.25%</b>
6.	<b>35</b>	<b>8.75%</b>
7.	<b>35</b>	<b>8.75%</b>
8.	<b>25</b>	<b>6.25%</b>
9.	<b>7</b>	<b>1.75%</b>
10.	<b>17</b>	<b>4.25%</b>
Don't Know	<b>11</b>	<b>2.75</b>
Mean	<b>4.735</b>	

5c. Using the same 1 to 10 scale, how much do you think household- generated polluted runoff reduces your quality of life?

<b>Value</b>	<b>Frequency</b>	<b>Percent</b>
1.	<b>79</b>	<b>19.75%</b>
2.	<b>47</b>	<b>11.75%</b>
3.	<b>50</b>	<b>12.50%</b>
4.	<b>50</b>	<b>12.50%</b>
5.	<b>79</b>	<b>19.75%</b>
6.	<b>26</b>	<b>6.50%</b>
7.	<b>20</b>	<b>5.00%</b>
8.	<b>15</b>	<b>3.75%</b>
9.	<b>1</b>	<b>0.25%</b>
10	<b>14</b>	<b>3.50%</b>
Don't Know	<b>19</b>	<b>4.75%</b>

Mean **3.892**

5d. And again using the same 1 to 10 scale, how much do you think individuals, such as yourself, can prevent household-generated polluted runoff?

<b>Value</b>	<b>Frequency</b>	<b>Percent</b>
1.	<b>31</b>	<b>7.75%</b>
2.	<b>22</b>	<b>5.50%</b>
3.	<b>22</b>	<b>5.50%</b>
4.	<b>18</b>	<b>4.50%</b>
5.	<b>67</b>	<b>16.75%</b>
6.	<b>24</b>	<b>6.00%</b>
7.	<b>33</b>	<b>8.25%</b>
8.	<b>70</b>	<b>17.50%</b>
9.	<b>37</b>	<b>9.25%</b>
10.	<b>15</b>	<b>3.75%</b>
Don't Know	<b>15</b>	<b>3.75%</b>
Mean	<b>6.301</b>	

6. Which of the following would you say most often happens to the water that runs off yards and streets in your community?( read list. Randomize order, only one answer)

	<b>Frequency</b>	<b>Percent</b>
It runs into local streams, rivers, lakes and reservoirs without being treated.?	<b>208</b>	<b>52.0%</b>
It is treated before it reaches local streams, rivers, lakes and reservoirs.	<b>122</b>	<b>30.0%</b>

7a. Now I have several questions about the causes of water pollution. Please tell me how much you think each of the following is as a cause of water pollution. Please use a scale from 1 to 10 with 1 being not a cause and 10 being a major cause.

How much of a cause is home and garden fertilizers running off yards?

<b>Value</b>	<b>Frequency</b>	<b>Percent</b>
1.	<b>32</b>	<b>8.00%</b>
2.	<b>34</b>	<b>8.50%</b>
3.	<b>42</b>	<b>10.50%</b>
4.	<b>45</b>	<b>11.25%</b>
5.	<b>71</b>	<b>17.75%</b>
6.	<b>41</b>	<b>10.25%</b>
7.	<b>39</b>	<b>9.75%</b>
8.	<b>44</b>	<b>11.00%</b>
9.	<b>11</b>	<b>2.75%</b>
10.	<b>32</b>	<b>8.00%</b>
Don't Know	<b>9</b>	<b>2.25%</b>
Mean	<b>5.246</b>	

7b. How much of a cause is home and garden pesticides running off yards?

<b>Value</b>	<b>Frequency</b>	<b>Percent</b>
1.	<b>30</b>	<b>7.50%</b>
2.	<b>33</b>	<b>8.25%</b>
3.	<b>44</b>	<b>11.00%</b>
4.	<b>34</b>	<b>8.50%</b>

5.	65	16.25%
6.	44	11.00%
7.	38	9.50%
8.	48	12.00%
9.	19	4.75%
10.	38	9.50%
Don't Know	7	1.75%
Mean	5.481	

7c. How much of a problem is pet waste?

Value	Frequency	Percent
1.	58	14.50%
2.	53	13.25%
3.	52	13.00%
4.	45	11.25%
5.	71	17.75%
6.	25	6.25%
7.	30	7.50%
8.	28	7.00%
9.	10	2.50%
10.	14	3.50%

Don't Know            **14**            **3.505**

Mean                **4.324**

7d. How much of a problem are automobile maintenance products such as oil and anti-freeze?

<b>Value</b>	<b>Frequency</b>	<b>Percent</b>
1.	<b>41</b>	<b>10.25%</b>
2.	<b>42</b>	<b>10.50%</b>
3.	<b>36</b>	<b>9.00%</b>
4.	<b>35</b>	<b>8.75%</b>
5.	<b>62</b>	<b>15.50%</b>
6.	<b>29</b>	<b>7.25%</b>
7.	<b>41</b>	<b>10.25%</b>
8.	<b>41</b>	<b>10.25%</b>
9.	<b>27</b>	<b>6.75%</b>
10.	<b>36</b>	<b>9.00%</b>
Don't Know	<b>10</b>	<b>2.50%</b>
Mean	<b>5.321</b>	

8. In 2001 the League of Women Voters conducted an educational project to inform the public about polluted runoff. The message was "It's our water, Colorado. Let's be careful what we put in it."

Have you read, heard or seen any information about polluted runoff or the way Colorado residents can prevent it through changes in their household activities?

**Frequency    Percent**

Yes, continue	<b>73</b>	<b>18.3%</b>
Don't Know (Do not read), skip to question 10?	<b>6</b>	<b>15.0%</b>

9a. In which of the following ways did you get that information?  
(Read list, allow multiple answers)

	<b>Frequency</b>	<b>Percent</b>
Television, ask 9b	<b>19</b>	<b>26.0%</b>
Radio, ask 9c	<b>9</b>	<b>12.3%</b>
Newspaper, ask 9d	<b>44</b>	<b>60.3%</b>
Posters	<b>7</b>	<b>9.6%</b>
Bus signs	<b>5</b>	<b>6.8%</b>
At your workplace	<b>11</b>	<b>15.1%</b>
Water, sewer & utility bills	<b>20</b>	<b>27.4%</b>
Libraries	<b>3</b>	<b>4.1%</b>
Don't know	<b>4</b>	<b>5.5%</b>

9b. Was that television advertising or news?

	<b>Frequency</b>	<b>Percent</b>
Advertising	<b>5</b>	<b>26.3%</b>
News	<b>10</b>	<b>52.6%</b>
Both	<b>3</b>	<b>15.8%</b>
Don't know (Do not read)	<b>1</b>	<b>5.3%</b>

9c. Was that radio advertising or news??



	<b>Frequency</b>	<b>Percent</b>
Advertising	1	11.1%
News	5	55.6%
Both	1	11.1%
Don't know (Do not read)	2	22.2%

9d. Was that newspaper advertising or news?

	<b>Frequency</b>	<b>Percent</b>
Advertising	8	18.2%
News	28	63.6%
Both	5	11.4%
Don't know (Do not read)	3	6.8%

10. In 2002 the League of Women Voters will be educating the public about polluted runoff. As I read the following list, please tell me if each is a good way of getting the information to you.

	<b>Frequency</b>	<b>Percent</b>
Advertising on TV	287	71.8%
Advertising on radio	259	64.8%
Advertising in local newspapers	285	71.3%
Billboards	156	39.0%
Posters	101	25.3%
Bus signs	124	31.0%
Bus bench and shelter signs	127	31.8%
News articles in local	296	74.0%

newspapers

News features on radio	<b>256</b>	<b>64.0%</b>
Features on the local television news	<b>296</b>	<b>74.0%</b>
Friends and neighbors	<b>195</b>	<b>48.8%</b>
Your workplace	<b>154</b>	<b>38.5%</b>
Your place of worship	<b>110</b>	<b>27.5%</b>
Information mailed to your home	<b>194</b>	<b>48.5%</b>
Information in water, sewer & utility bills	<b>234</b>	<b>58.5%</b>
Libraries	<b>154</b>	<b>38.5%</b>
None of the above/don't know	<b>5</b>	<b>1.3%</b>

11. Are there other ways to help inform you and your household about this issue?

	<b>Frequency</b>	<b>Percent</b>
On the internet	<b>25</b>	<b>6.3%</b>
On the telephone	<b>6</b>	<b>1.5%</b>
In schools	<b>7</b>	<b>1.8%</b>
Door to door/put flyers	<b>7</b>	<b>1.8%</b>
Community meetings	<b>4</b>	<b>1.0%</b>
Other (See Q11 open ends)	<b>15</b>	<b>3.8%</b>
None	<b>330</b>	<b>82.5%</b>
Don't know/not sure	<b>9</b>	<b>2.3%</b>

Questions 12-17 Deleted.

18. I have just five brief questions left to help group the surveys. First, which of the following best describes your residence? (Read List)

	<b>Frequency</b>	<b>Percent</b>
Single person	100	25.0%
Married	100	25.0%
Partner	100	25.0%
Widow	100	25.0%
Refused	100	25.0%

19. And which of the following ranges includes your age? (Read List)

	<b>Frequency</b>	<b>Percent</b>
18 to 30	<b>62</b>	<b>15.5%</b>
31 to 50	<b>191</b>	<b>47.8%</b>
51 to 70	<b>118</b>	<b>29.5%</b>
Over 70	<b>27</b>	<b>6.8%</b>
Refused	<b>2</b>	<b>0.5%</b>

20. Which of the following best describes your highest level of education?(Read List)

	<b>Frequency</b>	<b>Percent</b>
Have not completed high school	<b>12</b>	<b>3.0%</b>
High school graduate	<b>78</b>	<b>19.5%</b>
Some college	<b>128</b>	<b>32.0%</b>
College graduate	<b>107</b>	<b>26.8%</b>
Post-graduate study	<b>71</b>	<b>17.8%</b>
Refused	<b>4</b>	<b>1.0%</b>

21. Which of the following ranges includes your gross household income per year? (Read List)

	<b>Frequency</b>	<b>Percent</b>
Under \$15,000	<b>28</b>	<b>7.0%</b>
\$15,000 to under \$25,000	<b>34</b>	<b>8.0%</b>

\$25,000 to under \$35,000	50	12.5%
\$35,000 to under \$50,000	71	17.8%
\$50,000 to under \$75,000	69	17.3%
\$75,000 or more	100	25.0%
Refused	48	12.0%

**Only ask 22 if uncertain, other wise indicate gender and go to conclusion**

22. What is your gender?

Male     
 Female     
 Other

CONCLUSION

Thank you for your time, that is all the questions.

**Question 11 open ends:**

**Respondent #**

- #1 Posters in grocery store
- #61 Put better information on product labels about their disposal
- #81 In the office
- #84 Through word of mouth at Chamber of Commerce
- #115 In Magazines
- #266 Tie it in with different promotions in the media
- #272 Use bilingual people for people who don't speak English
- #279 Put information on the packaging for household goods
- #314 Shout
- #327 In the mail, on the radio
- #357 Consequences
- #366 Put an article in my water bill saying that it could save me money
- #389 At the Library
- #393 Soliciting
- #395 Put billboards on taxis