

PUBLIC OPINION SURVEY
JANUARY 2003



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A. EXECUTIVE SUMMARY

The Bay Area Stormwater Management Agencies Association (BASMAA) retained the services of Panagraph, Inc. in the fall of 2002 to assist the Regional Advertising Campaign Committee in developing a public outreach effort to promote watershed awareness and change patterns of behavior that adversely impact Bay Area watersheds.

This study was implemented through a telephone survey of 600 heads of household in the Bay Area to provide baseline data about public attitudes, perceptions and behaviors that will be helpful in the strategic development and implementation of BASMAA's regional advertising campaign. The survey provided information about the following issues:

- Perceptions of the seriousness and impacts of pollution
- Understanding of major contributors to water pollution
- Use patterns and disposal practices of pollution related products
- Awareness of storm drains and the storm drain system
- Watershed understanding, specifically where water comes from and ends up
- Willingness to participate in pollution prevention practices
- Level of awareness and understanding of stormwater pollution prevention messages
- Level of awareness of BASMAA and the BAYWISE number

The principal findings of the survey are listed on the following four pages.

Perceptions of the Seriousness and Impacts of Pollution

1. Water pollution ranked highest among a list of environmental issues according to 29 percent of the respondents. Air pollution followed closely with 24 percent.
2. The top two perceived impacts of water pollution are human health problems (33%) and harm to natural habitat (31%).

Understanding of Major Contributors to Water Pollution

3. In response to an open-ended question on the causes of water pollution, industrial plants (25%), people/everyone/residents (17%) and trash (13%) were the top three contributors identified.
4. When respondents were asked to rate 12 sources on the level of contribution, the ranking changed. The top three rated contributors were industrial plants, agricultural chemicals and automotive fluids. Residents moved down to tenth place, and trash moved down to seventh place.

Use Patterns and Disposal Practices of Pollution Related Products

5. Seventeen percent (17%) admitted to throwing trash or cigarette butts on the ground in the last year. Many of these litterbugs are aged 18-29, renters, low income and residents of Alameda County.
6. Almost half of the respondents reported using pesticides (43%) or fertilizers (44%) in the past year. Many of these users are homeowners, Caucasians and Contra Costa County residents. Thirteen percent (13%) indicated that they threw the leftovers in the trash and three percent (3%) confessed to burying it.
7. Only 13% of the respondents reported using a mercury thermometer in the last year, whereas 53 percent indicated that they had used fluorescent light bulbs. Over half (53%) admitted to throwing one or the other in the trash, and 11 percent said they didn't know what to do them.

8. Nearly a third (32%) reported changing their own oil. The vast majority (79%) of the respondents take their used oil to a collection center and another five percent (5%) use curbside collection. Only nine percent (9%) confessed to putting the used oil in the trash, in the dirt, down the drain or in the gutter.

Awareness of the Storm Drain System

9. Males tended to report much more familiarity with the storm drain system than females, Latinos and those aged 18-29.
10. When respondents were asked to agree or disagree with a statement about the storm drain system and sewer system sharing the same underground pipes, 40 percent incorrectly agreed and another 20 percent were unable to decide. Much confusion remains over the differences between the storm drain system and the sewer system.
11. When respondents were asked to agree or disagree with a statement about stormwater being routed to a treatment plant, 48 percent incorrectly agreed and 13 percent were unable to decide. Many still seem to think, or at least hope, that stormwater is being treated before it goes to the Bay.

Qualitative Interpretations of the Watershed

12. Only 17 percent of the top-of-mind comments on “the watershed you live in” referred to the key concept of drainage from land into waterways. The most frequent response was “I have no idea what a watershed is” at 31 percent.

Awareness of the Stormwater in the Watershed

13. When asked to identify where stormwater goes after it flows into the storm drains, the most frequent response was “to the Bay” by 41 percent of the respondents. Thirteen percent (13%) reported that they didn’t know, and eight percent (8%) incorrectly stated that stormwater is routed to a treatment plant.

14. When asked to think about where stormwater flows from before it ends up in the storm drain, the vast majority (85%) gave one of many correct answers. The most frequent response was “driveways” (28%) followed by “sidewalks” (16%).

Perceptions of Stormwater Pollution

15. When asked specifically how the water that flows into storm drains can get polluted, 38 percent of the respondents first mentioned illegal dumping by individuals. As they were allowed to give multiple responses, the other sources garnered more votes, but illegal dumping remained in the lead with 18% of the total mentions.
16. When respondents were asked to agree or disagree with a statement about the link between water pollution and air pollution, 83 percent correctly agreed.
17. When respondents were asked to agree or disagree with a statement about Bay Area residents causing most of the stormwater pollution, the majority (58%) agreed with this true statement, but almost a third (29%) disagreed, presumably placing more blame on industry.

Willingness to Participate in Pollution Prevention Practices

18. Females represent a significant portion of the 94 percent who would be very willing to recycle glass, plastic, metal and newspapers.
19. Latinos and Alameda County residents represent a significant portion of the 51 percent who would be very willing to call an 800 number for more information.
20. Latinos represent a significant portion of the 43 percent who would be very willing to participate in community events to help prevent pollution. Women would be more likely to participate than men.

Awareness Levels of Stormwater Messages and BASMAA

21. Only 29 percent of the respondents reported hearing or seeing in the last year any news reports or advertising about stormwater pollution and what is being done to protect the region's water bodies. The primary source of information was television (63%).

22. When asked what they specifically recalled about the stormwater information they had heard or seen, 46 percent of the comments touched upon key stormwater pollution prevention messages. Other responses were more general in nature.

23. Only 14 percent of the respondents had heard of BASMAA, the BAYWISE number or both.

B. INTRODUCTION

The Bay Area Stormwater Management Agencies Association (BASMAA) seeks to promote watershed awareness and change patterns of behavior that adversely impact Bay Area watersheds. This regional effort is funded by six collaborating agencies: Alameda Countywide Clean Water Program, Contra Costa Clean Water Program, Fairfield-Suisun Urban Runoff Management Program, Marin County Stormwater Pollution Prevention Program, San Mateo Countywide Stormwater Pollution Prevention Program and the Vallejo Sanitation and Flood Control District.

In the fall of 2002, Panagraph, Inc. was retained to assist BASMAA with developing a regional advertising campaign that would accomplish its goal of generating watershed awareness and stewardship.

Purpose

This public opinion survey was intended to provide baseline data, informing BASMAA about public attitudes, perceptions and behaviors that will be helpful in the strategic development and implementation of its outreach effort. The objectives of the study were to ascertain:

- Perceptions of the seriousness and impacts of pollution
- Understanding of major contributors to water pollution
- Use patterns and disposal practices of pollution related products
- Awareness of storm drains and the storm drain system
- Watershed understanding, specifically where water comes from and ends up
- Willingness to participate in pollution prevention practices
- Level of awareness and understanding of stormwater pollution prevention messages
- Level of awareness of BASMAA and the BAYWISE number

Method

Panagraph collaborated with BASMAA staff and the Regional Advertising Committee to design a survey plan and prepare an interview questionnaire. Several drafts were prepared until a final draft was approved. A copy of the questionnaire with frequencies can be found in Appendix B.

The services of AIS Market Research, a Computer Assisted Telephone Interviewing (CATI) facility, were retained to implement the actual telephone interviews. The random digit dialing and computer-based tabulation system assured that residents with unlisted phone numbers could be included in the sample.

Approximately 600, 12-15 minute telephone interviews were conducted throughout the Bay Area in November 2002. A pre-test survey was conducted to determine the effectiveness of the questionnaire in measuring the critical variables of the study. Pre-test interviews were included in the final analysis as no significant subsequent changes were made to the content of the questionnaire.

Participant responses were entered directly into the computer while the interview was being conducted. The use of CATI software as a research tool significantly reduces sampling error as skips or branching in the questionnaire are automated or PC-prompted as opposed to being manually processed by the interviewer. All interviewers were trained by an experienced data collection supervisor and were monitored by an on-site supervisor during the entire course of the study. Bilingual interviewers were used to provide Spanish-speaking and Vietnamese-speaking respondents an opportunity to participate in the survey.

Sample

Six hundred heads of household residing in specified Bay Area counties for at least the past six months were interviewed via telephone on a series of issues dealing with stormwater management and pollution prevention. Households in five counties were targeted for this survey: Alameda, Contra Costa, Marin, San Mateo and Solano. A quota sampling procedure was employed to ensure a representative population distribution, according to the U.S. Census 2000, among the five counties.

Demographic factors are presented in this report when they vary from the total survey trends to the degree that they influence the implementation of the outreach effort. Sample demographics are presented in Appendix A.

The sample yields a reliability, in the most conservative case, of +/- 4% at a 95% level of confidence. That is, the data will not vary by more than +/- 4% in 95 out of 100 replications of the study.

Frequencies and Cross Tabulations

Frequencies represent the exact number of times each response was given and the percentage of all responses to a particular question represented by that number. The survey questionnaire with frequencies is included in Appendix B.

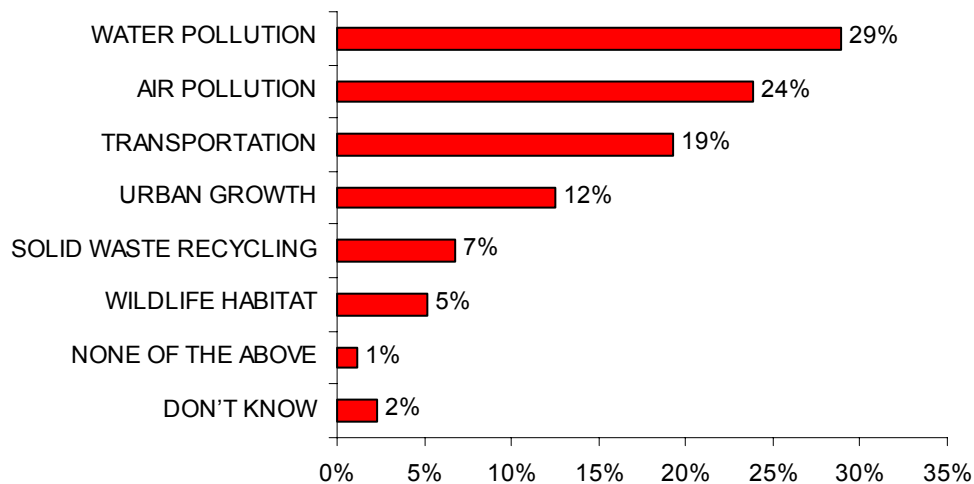
Cross tabulation tables represent how many times, and in what percentage of the time, a particular group gave specific responses. Fluctuations in cross tabulation analyses that are at the 95% confidence level are considered significant. Only those groups that have a different opinion at the highest level indicated by the symbols “+++” and “---” are mentioned in this report. Two sets of cross tabulations are included in Appendix D.

C. SIGNIFICANT FINDINGS

Perceptions of the Seriousness and Impacts of Pollution

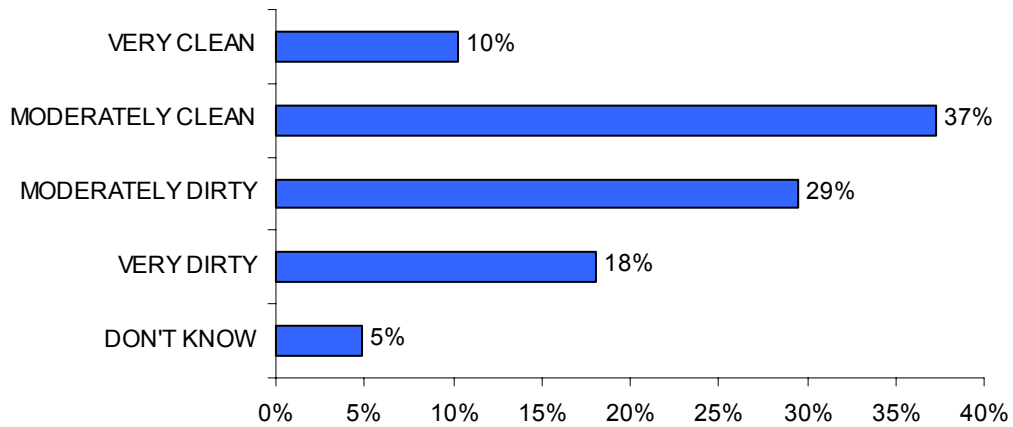
Respondents were read a short list of environmental issues and asked to select the one they felt was most serious. Water pollution ranked highest according to 29 percent of the respondents. Air pollution followed closely with 24 percent.

Figure 1. Most Serious Environmental Issue (N=602)



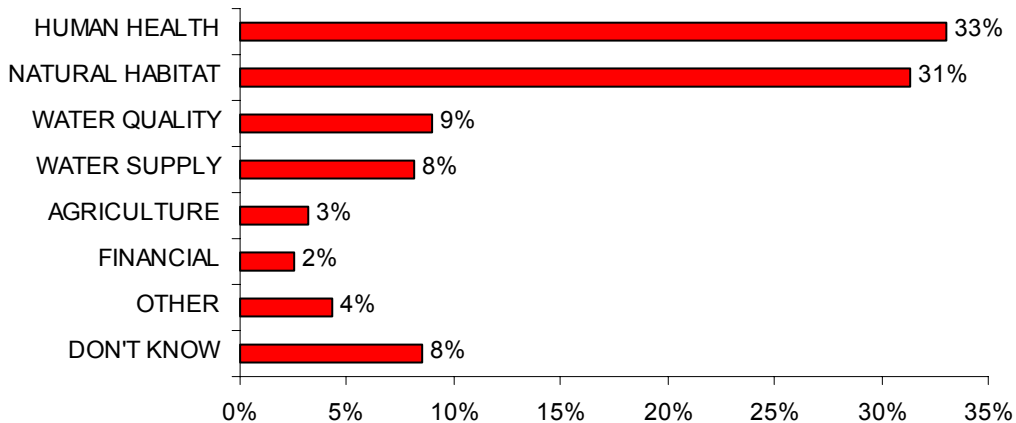
The vast majority (74%) of respondents were able to identify a body of water near their home. Most rated the quality of that water body as “moderately clean” (37%) or “moderately dirty” (29%). Cross tabulation analysis of key demographic variables reveals that Caucasians, homeowners, those with an annual income over \$110k, those with a graduate education and residents of Marin County tended to rate the nearest body of water as “moderately clean.” Of the 18 percent who rated the water body as “very dirty,” a disproportionate number were aged 18-29, African American and residents of Solano County.

Figure 2. Perceived Cleanliness of Nearest Body of Water (N=448)



When asked to identify the main impacts of water pollution problems, a third (33%) of the respondents pointed to human health problems. Another 31 percent indicated harm to natural habitats. Addressing these two fundamental concerns will significantly add to the effectiveness of the regional advertising campaign.

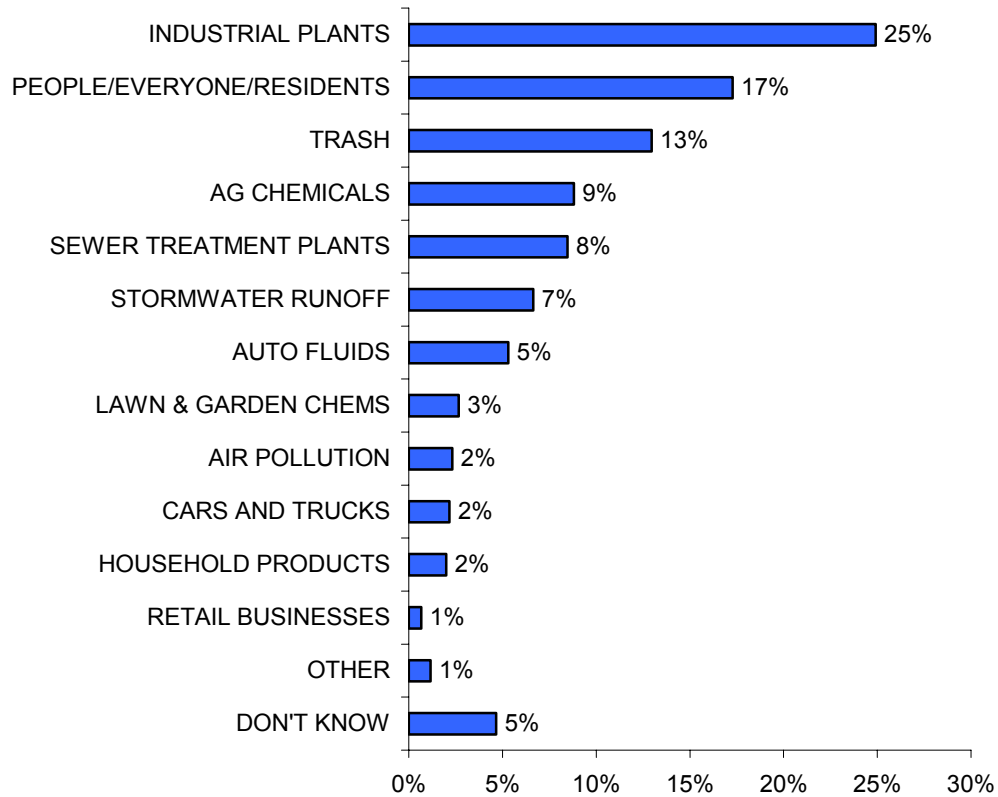
Figure 3. Main Impacts of Water Pollution (N=602)



Understanding of Major Contributors to Water Pollution

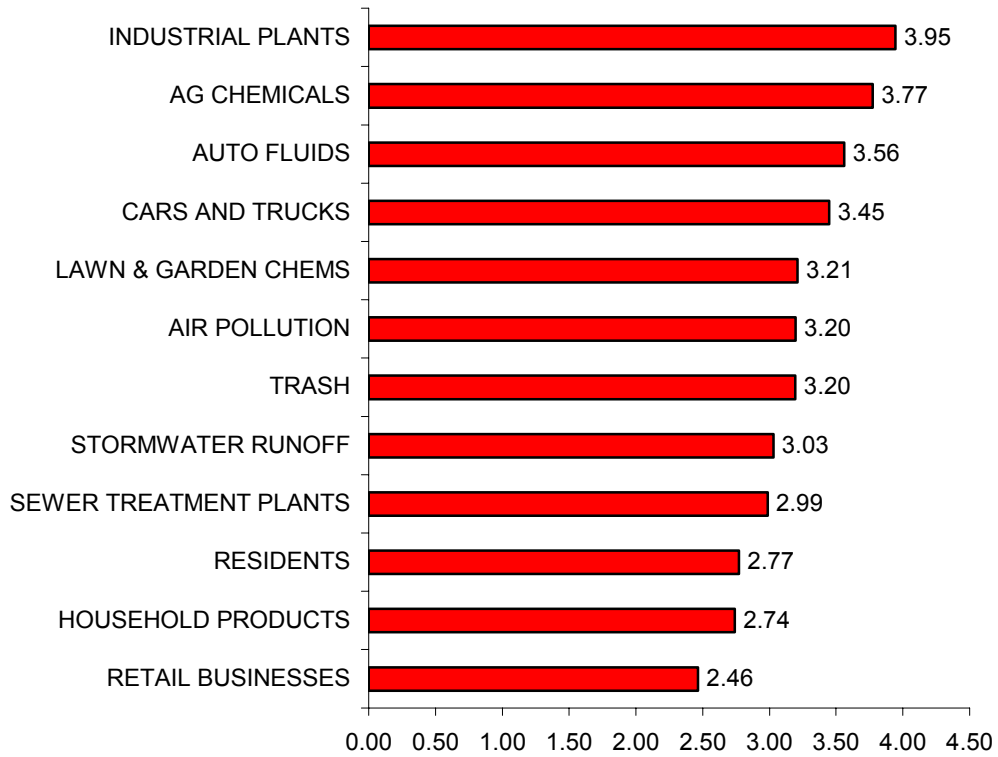
In response to an open-ended question on the causes of water pollution, a quarter (25%) of the respondents pointed to industrial and manufacturing plants. The next two culprits in line were reported to be “people/everyone/residents” (17%) and “trash” (13%).

Figure 4. Top-of-Mind Causes of Water Pollution (N=602)



Respondents were then asked to rate various contributors to water pollution on a scale of 1 to 5, with 1 being low contribution to water pollution and 5 being high contribution. The mean rating was calculated for each contributor, giving a new ranking in Figure 5.

Figure 5. Mean Ranking of Contributors to Water Pollution



It is interesting to note the changes in rank as the respondents had time to think about and rate each contributor. “Agricultural chemicals” moved up from fourth place to second. “Trash” moved down from third place to seventh. “People/everyone/residents” moved down from second place to tenth place when asked to rate “residents.” This significant drop could be due to the fact that in the open-ended question, respondents may have been implicating “other” people. The term “residents” is more personal and to rate this contributor high would mean placing some blame on oneself.

Figure 6. Variation in Rankings of Contributors to Water Pollution

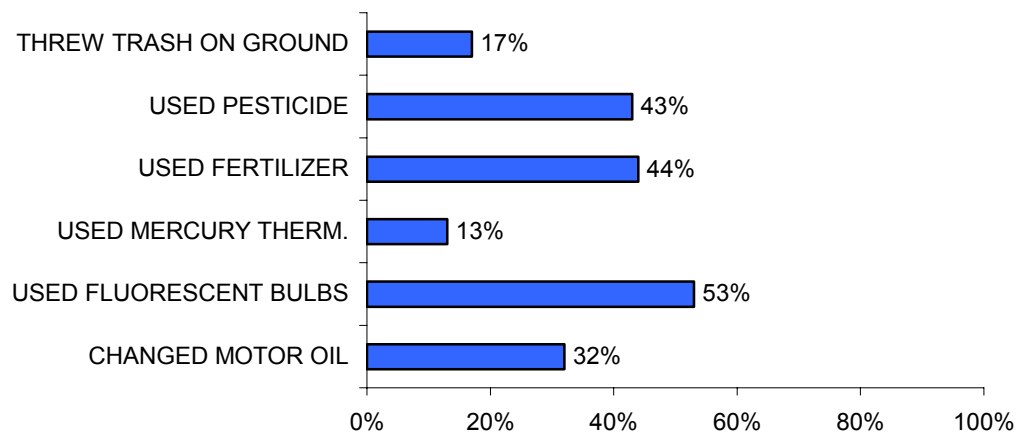
Top of Mind	Each Rated
1. Industrial Plants	1. Industrial Plants
2. People/Everyone/Residents	2. Ag Chemicals
3. Trash	3. Auto Fluids
4. Ag Chemicals	4. Cars and Trucks
5. Sewer Treatment Plants	5. Lawn & Garden Chemicals
6. Stormwater Runoff	6. Air Pollution
7. Auto Fluids	7. Trash
8. Lawn & Garden Chemicals	8. Stormwater Runoff
9. Air Pollution	9. Sewer Treatment Plants
10. Cars and Trucks	10. Residents
11. Household Products	11. Household Products
12. Retail Businesses	12. Retail Businesses

Cross tabulation analysis reveals that females rated all sources of pollution higher than males, with the exception of stormwater runoff. Low-income residents rated auto fluids, cars, air pollution, trash and sewer treatment plants “high” compared to more affluent residents. Marin County residents disproportionately rated lawn and garden chemicals “high” compared to other counties. Latinos rated lawn and garden chemicals “low” and trash “high” compared to other ethnic groups. Contra Costa County residents and those earning an annual income over \$110k disproportionately rated cars as “moderately low.”

Use Patterns and Disposal Practices of Pollution Related Products

Although 98 percent of the respondents reported using trash bins as their normal method of getting rid of their trash when away from home, 17 percent admitted to throwing trash or cigarette butts on the ground in the last year. Thirteen percent (13%) reported that they had thrown trash or cigarette butts out of a car window in the last year. Cross tabulation analysis reveals that a significant proportion of these litterbugs are aged 18-29, renters, low income and residents of Alameda County. Interestingly, none of the Marin County residents confessed to littering.

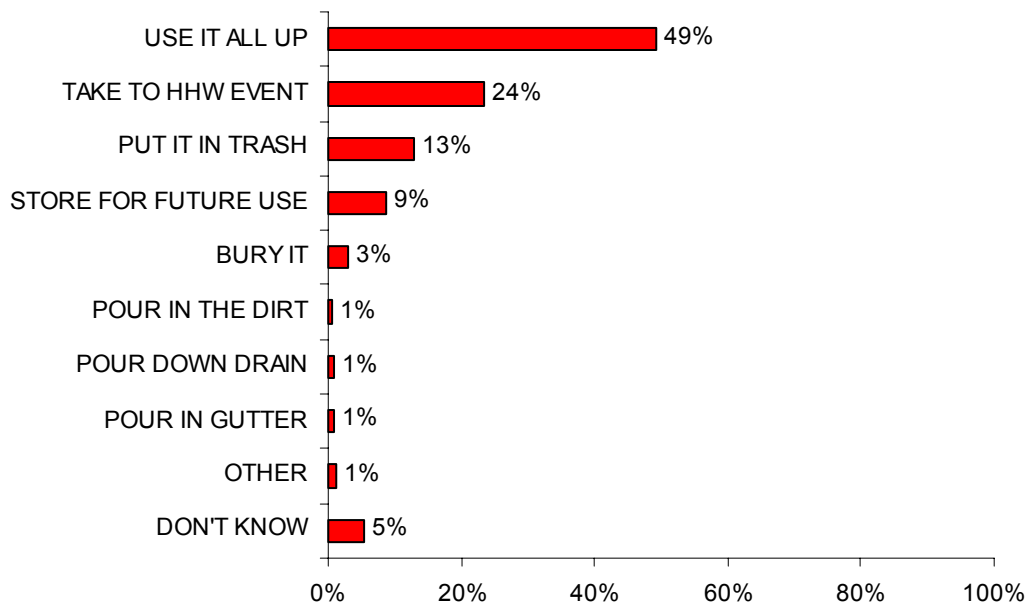
Figure 7. Reported Behaviors in the Last Year (N=602)



Almost half of the respondents reported using pesticides (43%) or fertilizers (44%) in the past year. Cross tabulation analysis reveals that a significant proportion of these respondents are homeowners, Caucasians and Contra Costa County residents.

When asked how they normally disposed of leftover pesticides or fertilizers, 49 percent indicated that they used it all up and 9 percent reported storing it for future use. Almost a quarter (24%) of the respondents knew to take it to a household hazardous waste collection center. Unfortunately, 13 percent indicated that they threw the leftovers in the trash, and three percent (3%) confessed to burying it. Cross tabulation analysis shows that a significant proportion of those utilizing the household hazardous waste collection center are from Contra Costa County.

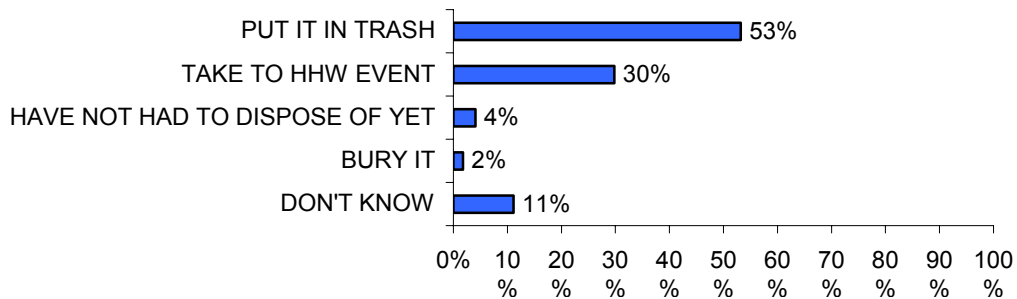
Figure 8. Disposal Methods for Pesticides or Fertilizers (N=335)



Only 13 percent of the respondents reported using a mercury thermometer in the past year. This low number is not surprising due to recent efforts to replace them with safer alcohol or digital versions. Another recent trend of replacing incandescent light bulbs with more efficient fluorescent light bulbs accounts for such a high number, over half (53%) of the respondents, reporting use of fluorescent bulbs. Cross tabulation analysis reveals that a significant proportion of these fluorescent bulb users are aged 50-59, homeowners and earning an annual income of more than \$110k.

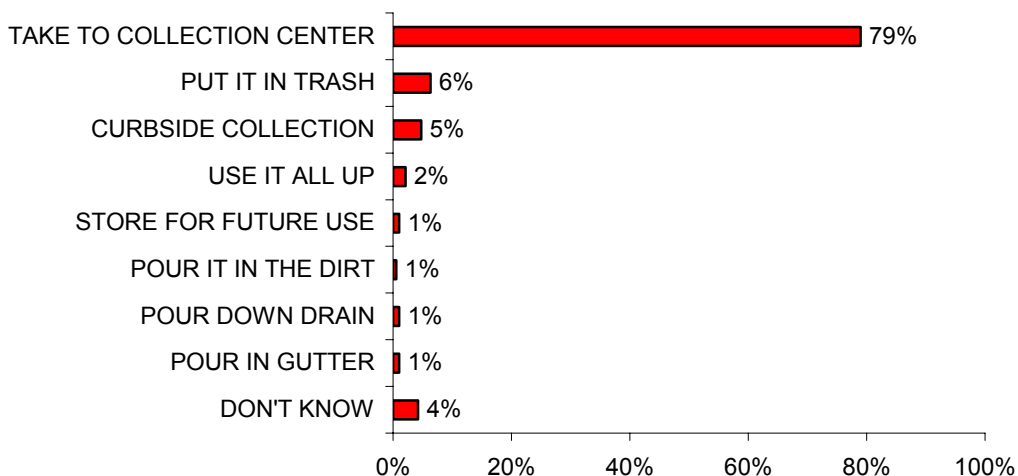
When asked how they normally dispose of a mercury thermometer or a fluorescent light bulb, over half (53%) reported putting them in the trash, many of them aged 18-29. Another 11 percent said they didn't know what to do with them, many of them females. Thirty percent (30%) knew that they needed to go to a household hazardous waste collection center, many of them homeowners.

Figure 9. Disposal Methods for Mercury Thermometers or Fluorescent Light Bulbs (N=343)



Nearly a third (32%) of the respondents reported that they changed their own oil. Most of these “do-it-yourselfers” are males and those earning an annual household income of \$35-50k. The vast majority (79%) of the respondents take the used oil to a collection center and another five percent (5%) use curbside collection. Very few reported putting the used oil in the trash (6%), in the dirt (1%), down the drain (1%) or in the gutter (1%).

Figure 10. Disposal Methods for Used Motor Oil (N=190)

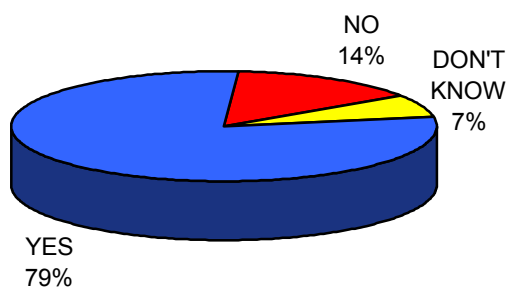


Cross tabulation analysis reveals that 87 percent of males who change their own oil take it to a household hazardous waste or used oil collection center. Fourteen percent (14%) of Alameda County residents who change their own oil reported putting it in the trash, significantly higher than the regional figure of six percent.

Awareness of the Storm Drain System

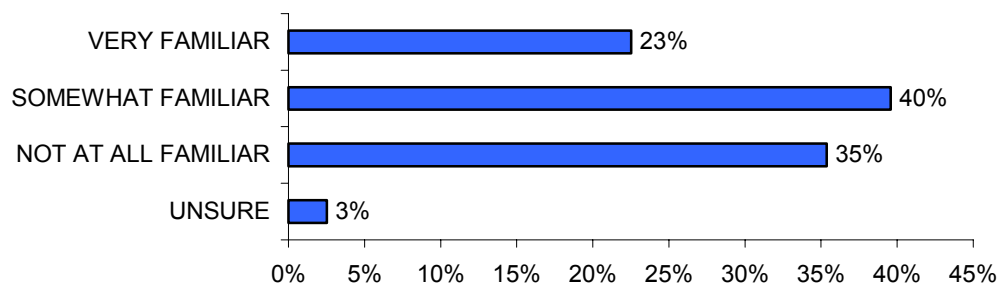
The vast majority (79%) of the respondents are aware of storm drains in their neighborhood. Not surprisingly, homeowners are more aware of storm drains in the neighborhood than renters. Fourteen percent (14%) indicated that there aren't any storm drains where they live, which is true for many older neighborhoods. Some of these respondents, however, may not be aware of storm drains actually present. A disproportionate number of those reporting no storm drains are Latinos.

Figure 11. Presence of Storm Drains in Neighborhood (N=602)



The 475 respondents, who reported the presence of storm drains in their neighborhood, were then asked how familiar they were with the storm drain system in their area. Almost a quarter (23%) indicated that they are "very familiar" with the system, many of them males. Females, Latinos and those aged 18-29 make up a significant portion of the 35 percent who claimed that they were "not at all familiar" with the system.

Figure 12. Familiarity with the Storm Drain System (N=475)

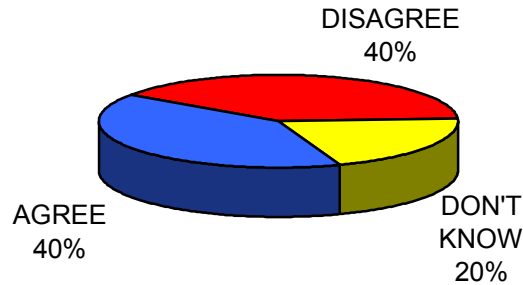


In order to probe further into their knowledge of the storm drain system, all of the respondents were asked to agree or disagree with the following statement: *Our community's storm drain system and sewer system share the same underground pipe system.* Forty percent (40%) incorrectly agreed, and 20 percent

simply stated that they didn't know. Cross tabulation analysis reveals that males, Caucasians and those with a graduate education significantly represent the 40 percent who correctly disagreed with the false statement.

Figure 13. Concept Check: Storm Drain System vs. Sewer System (N=602)

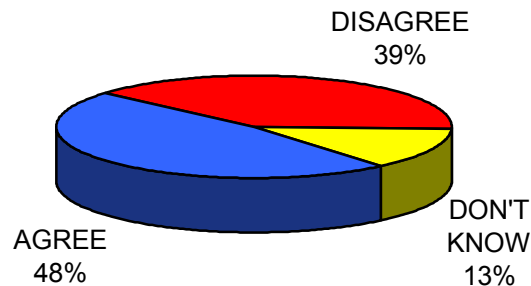
"Our community's storm drain system and sewer system share the same underground pipe system."



Respondents were then asked to agree or disagree with a statement designed to probe into the treatment issue: *Water and other substances that flow through the storm drains go to a treatment plant to be processed and filtered to remove pollutants.* The largest group of respondents (48%) incorrectly agreed, and 13 percent didn't know. Thirty-nine percent (39%) understood that stormwater is not treated and correctly disagreed with this false statement. Cross tabulation analysis shows that males, Caucasians, those earning \$95k-100k and Contra Costa County residents significantly represent this group. Females were among those who stated they didn't know.

Figure 14. Concept Check: Treatment of Stormwater (N=602)

"Water and other substances that flow through the storm drains go to a treatment plant to be processed and filtered to remove pollutants."



These two concept checks confirm that much confusion remains about the difference between the storm drain system and the sewer system.

Qualitative Interpretations of the Watershed

Respondents were asked to share the first thing that came to mind when asked about the watershed they live in. The top-of-mind comments from 475 respondents were subsequently sorted into 11 categories. The frequencies and percents of 541 comments are summarized by category in Table 1. A complete presentation of the verbatim responses can be found in Appendix C.

Table 1. Top-of-Mind Comments on the Watershed

Comment Categories	Number of Responses	Percentage of Total Responses
Water that drains into the Bay or other waterway	36	7%
Runoff, street drainage, storm drains	49	9%
Land, mountains, hills	7	1%
Reservoir or other place where water is stored	74	14%
Wildlife and natural habitat	13	2%
Polluted water, dirty, contaminated	60	11%
Hope that it's clean, should be kept clean	65	12%
Drinking water, unsure if safe to drink	35	6%
Water supply, not having enough	15	3%
Miscellaneous Comments	20	4%
Don't Know	167	31%
Total (a particular respondent's set of comments may count in more than one category)	541	100%

Only 17 percent of the comments touched upon the key concept of drainage from land into waterways. The most frequent response was "I have no idea what a watershed is" at 31 percent. Others ventured a guess that it is a reservoir or some place where water is stored (14%). The remaining comments centered on concern over water quality and supply. Clearly, much education is still needed to generate awareness of the watershed and motivate behavior change that will protect it.

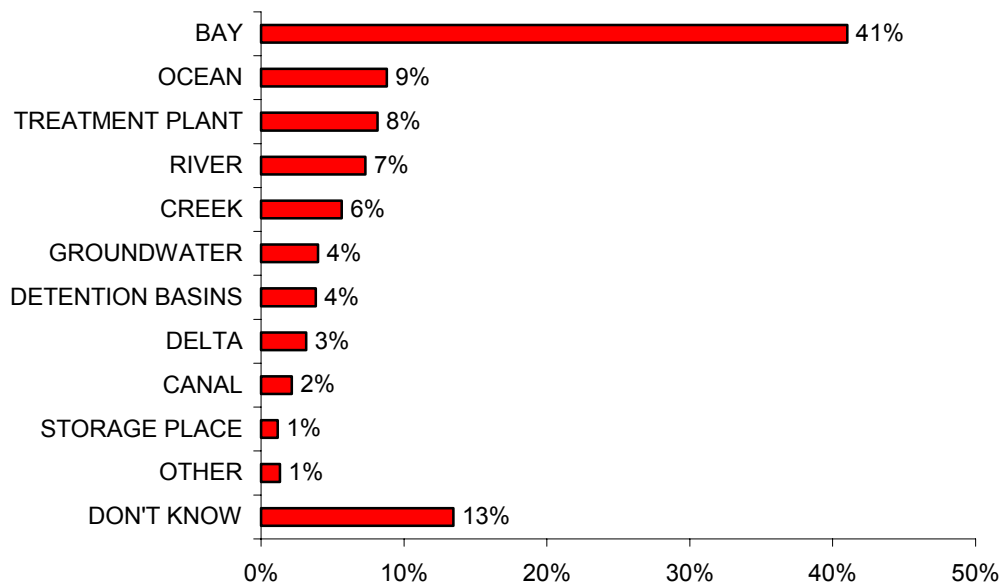
Awareness of Stormwater in the Watershed

When asked to identify where stormwater goes after it flows into the storm drains, the most frequent response was “to the Bay” by 41 percent of the respondents. Contra Costa County residents tended to mention a river, creek or the Delta more often than the Bay. Of the nine percent (9%) who answered “to the ocean,” a significant number of them were from San Mateo County.

Thirteen percent (13%) reported that they don’t know where stormwater goes. Many in this group are aged 18-29, females, Latinos, those earning less than \$20k, those with less than a high school education and Solano County residents.

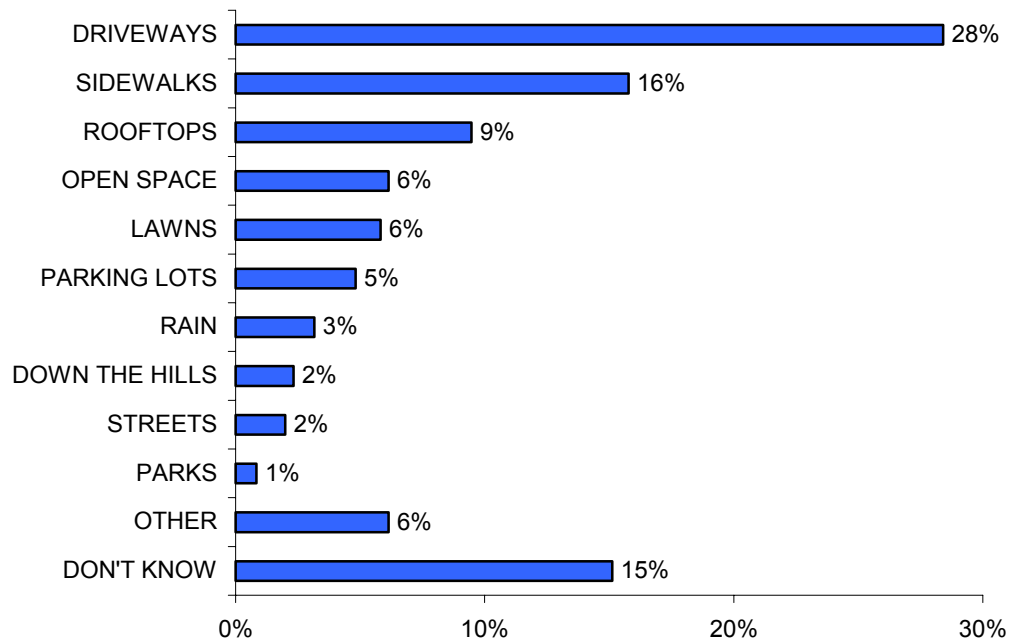
Only eight percent (8%) incorrectly stated that stormwater is routed to a treatment plant. However, analysis of Figures 13 and 14 above showed that 60 percent of the respondents are clearly confused about whether or not stormwater is treated. It appears that many are under the impression that stormwater is treated before it ends up in the Bay and other waterways.

Figure 15. Knowledge of Where Stormwater Goes (N=602)



When asked to think about where stormwater flows from before it ends up in the storm drain, the vast majority (85%) gave one of many correct answers. The most frequent response was “driveways” (28%) followed by “sidewalks” (16%). Respondents clearly understand how stormwater gets to the storm drain, which provides an opportunity to focus educational efforts on how runoff can pick up pollutants from these various surfaces.

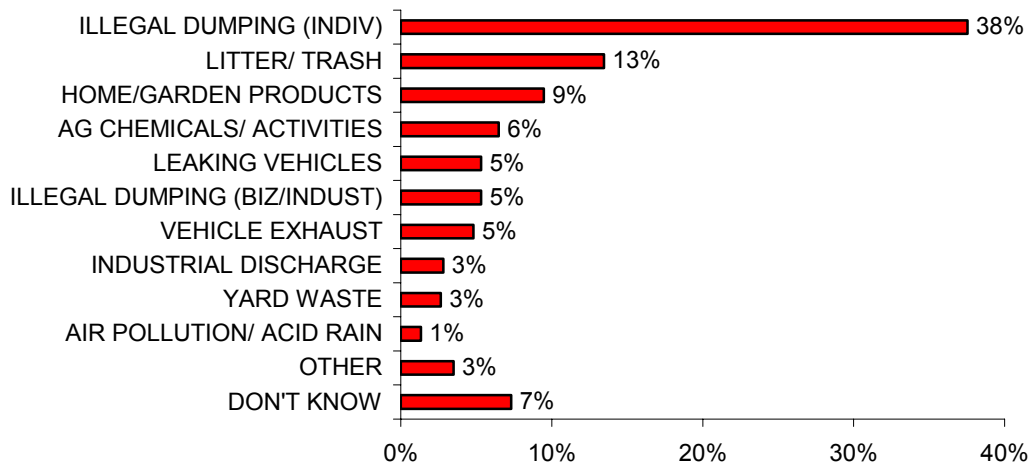
Figure 16. Knowledge of Where Stormwater Flows From (N=602)



Perceptions of Stormwater Pollution

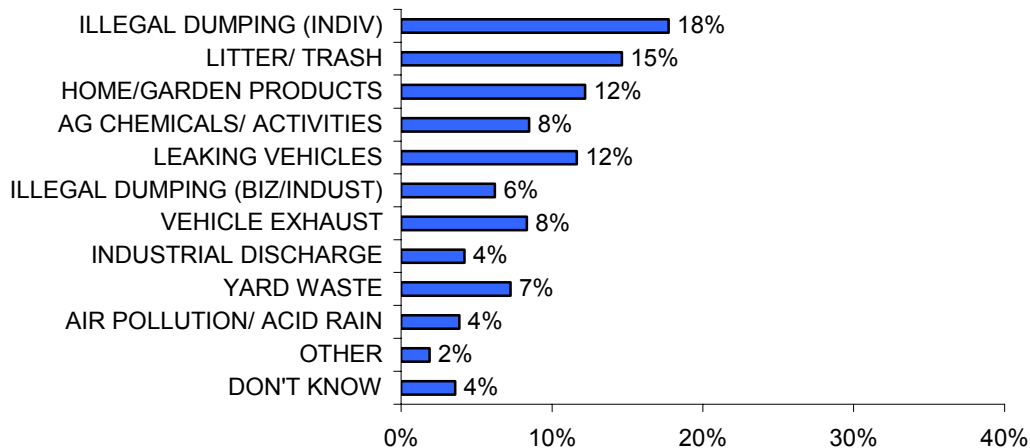
When asked specifically how the water that flows into storm drains can get polluted, 38 percent of the respondents first mentioned illegal dumping by individuals.

Figure 17. Top-of-Mind Cause of Stormwater Pollution (N=602)



As they were allowed to give multiple responses to the question, the other sources garnered more votes. Figure 18 shows the frequency of each response category for the total 1477 comments received from this question. Illegal dumping by individuals remained in the lead with 18% of the responses, followed closely by litter (15%), home and garden products (12%) and leaking vehicles (12%). This data suggests that the respondents understand to some degree that well-meaning residents can contribute to stormwater pollution just as much as illegal dumpers, agriculture and industry.

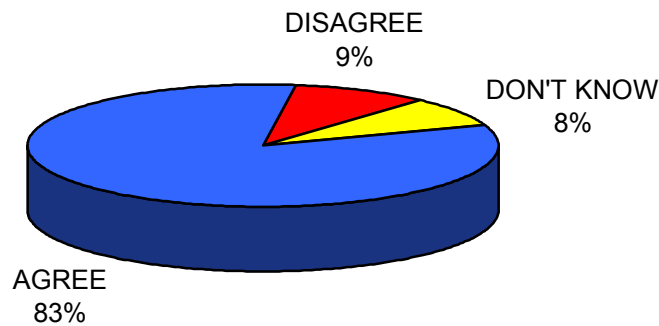
Figure 18. Total Responses for Causes of Stormwater Pollution (N=1477)



Some of the respondents pointed out the link between water pollution and air pollution by including vehicle exhaust (8%) and air pollution in general (4%) as one of the many causes of stormwater pollution. This link was further explored by asking the respondents to agree or disagree with the following statement: *Water can be polluted by pollution in the air, such as auto exhaust or fireplace smoke.* The vast majority (83%) of the respondents correctly agreed with this statement.

Figure 19. Concept Check: The Link Between Water Pollution and Air Pollution (N=602)

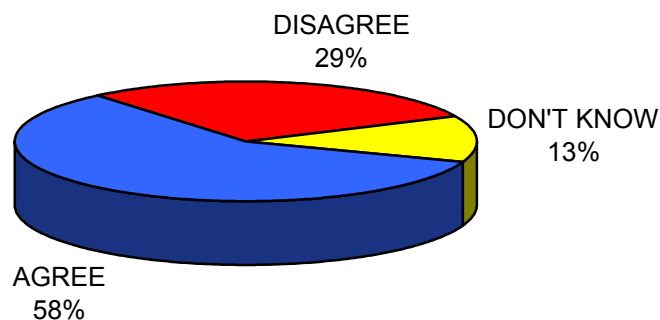
"Water can be polluted by pollution in the air, such as auto exhaust or fireplace smoke."



In order to probe further into their perceptions of residents' role in stormwater pollution, all of the respondents were asked to agree or disagree with the following statement: *Bay Area residents cause most of the stormwater pollution in our area.* The majority (58%) agreed with this true statement, but almost a third (29%) disagreed, presumably placing more blame on industry.

Figure 20. Concept Check: Residents Cause Most of the Stormwater Pollution (N=602)

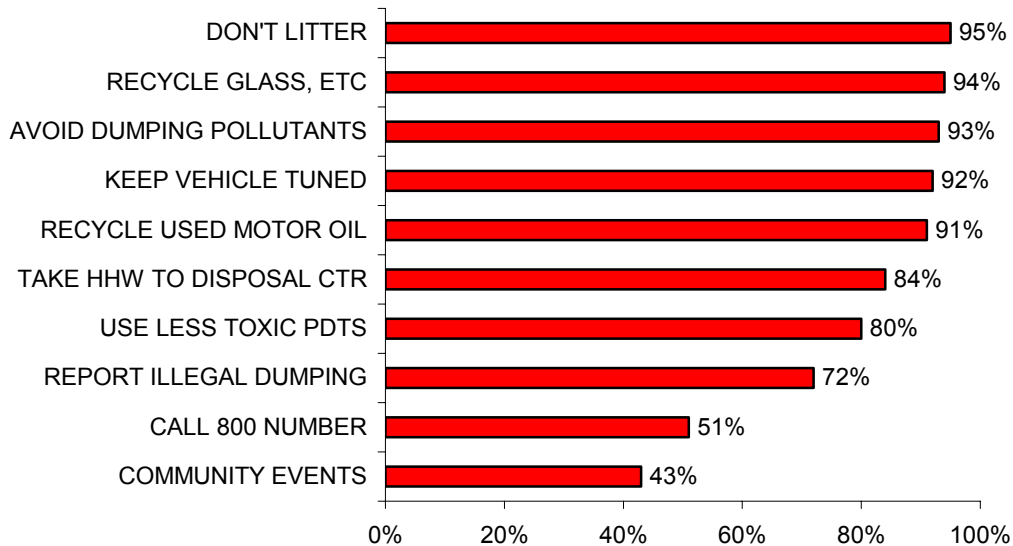
"Bay Area residents cause most of the stormwater pollution in our area."



Willingness to Participate in Pollution Prevention Practices

Respondents were read a list of possible ways to help reduce stormwater pollution and were asked to state if they would be very willing, somewhat willing or not willing to participate in each activity. Figure 20 summarizes the data for those respondents who indicated that they were “very willing” to prevent pollution.

Figure 21. Those Very Willing to Help Reduce Stormwater Pollution (N=602)

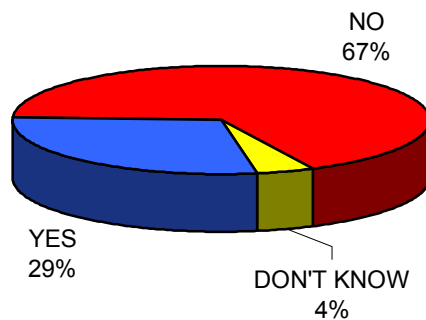


Cross tabulation analysis reveals that Latinos and residents of Alameda County are among those who stated that they would be very willing to call an 800 number for more information. A significant number of those very willing to recycle glass, plastic and other household materials are females. Latinos are more willing to participate in community events to help prevent pollution than other ethnic groups. Males, however, are most likely to turn down a community event opportunity. Contra Costa County residents were among those who indicated that they were only somewhat willing to use less toxic methods to control pests.

Awareness Levels of Stormwater Messages and BASMAA

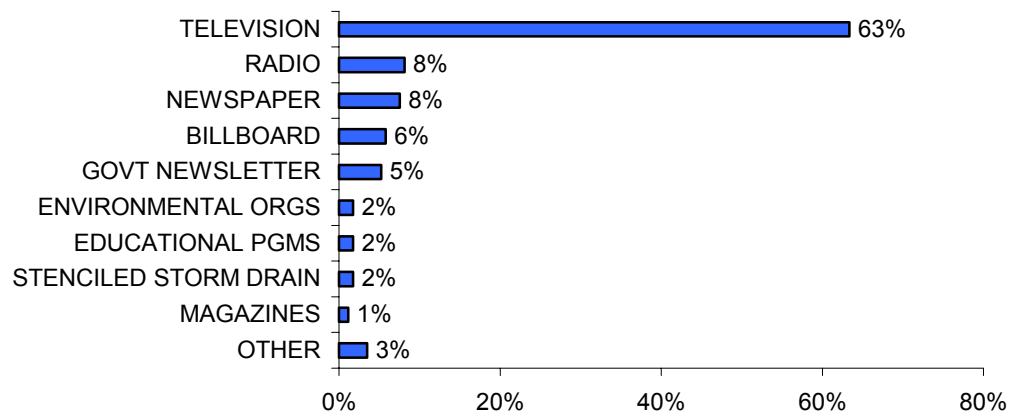
Only 29 percent of the respondents reported hearing or seeing in the last year any reports, television or radio spots, advertising or other information about stormwater pollution and what is being done to protect the region's water bodies. Males and those earning an annual income of \$65k-85k comprised a significant portion of those exposed to stormwater messages in the media.

Figure 22. Awareness of News Reports or Advertising on Stormwater Issues (N=602)



Of the 172 respondents who had seen or heard stormwater information in the last year, a majority (63%) claimed they saw it on television. This high number is not surprising since television is known to have the highest recall rate of all media. It is possible, however, that this number may be slightly inflated due to some respondents remembering that they saw something but incorrectly assuming it was television. Nonetheless, it is clear that television has achieved the greatest reach and should be a significant portion of the media mix for future campaigns.

Figure 23. Source of Stormwater Information (N=172)



These 172 respondents were asked what they specifically recalled about the stormwater information they had heard or seen. Their top-of-mind comments were subsequently sorted into 12 categories. The frequencies and percents of 209 comments are summarized by category in Table 2. A complete presentation of the verbatim responses can be found in Appendix D.

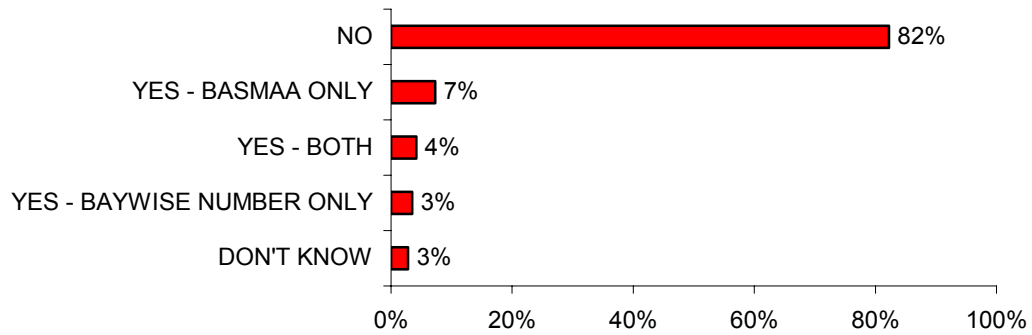
Forty-six percent (46%) of the comments touched upon key stormwater pollution prevention messages. Other comments were more general in nature. The most frequent response was “Don’t dump oil in the storm drains” at 15 percent, followed by “Recycle” (12%) and “Oil in the storm drain means oil in the Bay” (7%).

Table 2. Top-of-Mind Comments on the Stormwater Messages

Comment Categories	Number of Responses	Percentage of Total Responses
Water in storm drains goes to the Bay (or other waterway)	15	7%
Don't dump oil (or other wastes) in storm drains	32	15%
Dispose of wastes properly, recycle	24	12%
Avoid using toxic pesticides and soap outdoors	6	3%
Don't litter	9	4%
Pollution harms wildlife	11	5%
Don't pollute (general)	12	6%
Protect the water, keep it clean (general)	15	7%
Pollution is a problem (general)	24	12%
Conserve water	9	4%
Miscellaneous Comments	17	8%
Don't Remember	35	17%
Total (a particular respondent's set of comments may count in more than one category)	209	100%

The survey concluded with the question of whether or not they had ever heard of the Bay Area Stormwater Management Agencies Association or the BAYWISE phone number. Only 14 percent of the 602 respondents had heard of one or the other or both. In order to increase name and number recognition, it would help to make these elements more prominent in future campaigns.

Figure 24. Recognition of BASMAA or the BAYWISE Number (N=602)



APPENDIX A: DEMOGRAPHIC SUMMARY

Table 3. County of Residence

Alameda	232	39%
Contra Costa	152	25%
Marin	41	7%
San Mateo	113	19%
Solano	64	11%

Table 4. Race/Ethnicity

Caucasian	403	67%
Latino	63	10%
African American	52	9%
Asian	45	7%
Native American	5	1%
Mixed Race	15	2%
Other Miscellaneous	1	<1%
Refused	18	3%

Table 5. Language of Interview

English	584	97%
Spanish	17	3%
Vietnamese	1	<1%

Table 6. Gender

Male	293	49%
Female	309	51%

Table 7. Age

18 to 29 years	96	16%
30 to 39 years	120	20%
40 to 49 years	133	22%
50 to 59 years	111	18%
60 and over	124	21%
Refused	18	3%

Table 8. Home Ownership

Own	382	63%
Rent/Lease	198	33%
Other	1	<1%
Refused	21	3%

Table 9. Household Income

Less than \$20,000	45	7%
Between \$20,000 and \$34,999	53	9%
Between \$35,000 and \$49,999	71	12%
Between \$50,000 and \$64,999	53	9%
Between \$65,000 and \$79,999	61	10%
Between \$80,000 and \$94,999	40	7%
Between \$95,000 and \$109,999	34	6%
\$110,000 or more	45	7%
Refused	200	33%

Table 10. Level of Education Completed

Some Elementary (Less than Grade 6)	7	1%
Completed Elementary (Grade 6)	4	1%
Some Jr. High (Grade 7)	2	<1%
Completed Jr. High (Grade 8)	0	0%
Some High School (Grades 9 Thru 11)	32	5%
Completed High School (Grade 12)	114	19%
Some College	139	23%
College Graduate	170	28%
Some Graduate School	27	4%
Graduate Degree	84	14%
Vocational/Technical Training	5	1%
Refused	18	3%

APPENDIX B: QUESTIONNAIRE & FREQUENCIES

Hello, I'm calling from AIS MARKET RESEARCH a California based Market Research Company. We're talking with adults over the age of 18 today concerning some important environmental issues our area will be facing in the future, and we'd like to include your opinions. It will only take a few minutes.

S1. Are you over the age of 18? (If yes, continue.) If no, ask to speak to any other adult at home. Check quotas and continue. Terminate and tally if no adult.

	<u>NUMBER</u>	<u>PERCENT</u>
YES	602	100%
NO	0	0%
REFUSED	0	0%

S2. And, are you the (male/female) head of your household? (If yes, continue.) If no, ask to speak to any head of household at home now. Terminate and tally if no h/h.

	<u>NUMBER</u>	<u>PERCENT</u>
YES	602	100%
NO	0	0%
REFUSED	0	0%

S3. Approximately how long have you lived in the Bay Area?

	<u>NUMBER</u>	<u>PERCENT</u>
Less than 6 months	0	0%
6 to 12 months	19	3%
1 or more years	583	97%

S4. What county do you live in?

	<u>NUMBER</u>	<u>PERCENT</u>
Alameda	232	39%
Contra Costa	152	25%
Marin	41	7%
San Mateo	113	19%
Solano	64	11%

Questionnaire:

1. I'm going to read you a short list of environmental issues. After I have read all six, please tell me which one you think is the most serious.

	<u>NUMBER</u>	<u>PERCENT</u>
Water pollution	174	29%
Air pollution	144	24%
Wildlife habitat	31	5%
Urban growth	75	12%
Transportation	116	19%
Solid waste & recycling	41	7%
None	7	1%
Don't know	14	2%

Total: 602

2.	Are there any bodies of water near your home such as a lake, river, reservoir, creek or bay?		
		<u>NUMBER</u>	<u>PERCENT</u>
	Yes	448	74%
	No	149	25%
	Don't know	5	1%

3.	Would you say that this body of water is:		
		<u>NUMBER</u>	<u>PERCENT</u>
	Very clean	46	10%
	Moderately clean	167	37%
	Moderately dirty	132	29%
	Very dirty	81	18%
	Don't know/unsure	22	5%
		Total: 448	

4.	In your opinion, what causes water pollution? (do not read; probe for one major cause only)		
		<u>NUMBER</u>	<u>PERCENT</u>
	Industrial and manufacturing plants	150	25%
	Sewer/wastewater treatment plants	51	8%
	Air pollution	14	2%
	Improper disposal of trash in city streets	78	13%
	Improper disposal of used automotive fluids like oil and antifreeze	32	5%
	Use and improper disposal of lawn and garden chemicals	16	3%
	Household products used outdoors	12	2%
	Retail businesses and stores	4	1%
	The operation of cars and trucks	13	2%
	Stormwater runoff from homes and businesses	40	7%
	Agricultural chemicals including pesticides, sprays, and fertilizers	53	9%
	People/everyone/residents	104	17%
	Other (specify)	7	1%
	Refused/unable to answer	28	5%
		Total: 602	

5. What do you feel have been the main impacts of these types of problems? (do not read; probe for clarity)

	<u>NUMBER</u>	<u>PERCENT</u>
<u>Natural environment is affected</u> – causes harm to nature, the environment, ecology, wildlife, animals and marine life, etc.	189	31%
<u>Human health problems</u> – causes health problems including sickness, cancer, poisoning, toxicity, affects the growth/health/future wellness of children	199	33%
<u>Agriculture</u> – impacts the production/growing of foods, crops, etc.	19	3%
<u>Water supply</u> – reduces the water supply available for us to use	49	8%
<u>Water quality</u> – affects the quality of our drinking water, water used for domestic purposes, makes our water unsafe	54	9%
<u>Financial</u> – costs us more to treat the water for drinking or discharging (releasing, disposing) of it, causes increases in water rates, or affects the costs/success of doing business	15	2%
Other (specify)	26	4%
Refused/unable to answer	51	8%

6. There are many things that contribute to water pollution in our area. Using a scale of 1 to 5, with 5 being high and 1 being low, how would you rate each of the following as to how much they contribute to water pollution? Here's the first: (read list)

<u>INDUSTRIAL AND MANUFACTURING PLANTS</u>	<u>NUMBER</u>	<u>PERCENT</u>
Low	41	7%
Moderately low	46	8%
Moderately	91	15%
Moderately high	132	22%
High	274	46%
Don't know	18	3%

<u>SEWER/WASTEWATER TREATMENT PLANTS</u>	<u>NUMBER</u>	<u>PERCENT</u>
Low	99	16%
Moderately low	103	17%
Moderately	161	27%
Moderately high	113	19%
High	90	15%
Don't know	36	6%

<u>AIR POLLUTION</u>	<u>NUMBER</u>	<u>PERCENT</u>
Low	61	10%
Moderately low	105	17%
Moderately	177	29%
Moderately high	122	20%
High	109	18%
Don't know	28	5%

<u>IMPROPER DISPOSAL OF TRASH IN CITY STREETS</u>	<u>NUMBER</u>	<u>PERCENT</u>
Low	70	12%
Moderately low	112	19%
Moderately	163	27%
Moderately high	121	20%
High	123	20%
Don't know	13	2%

<u>IMPROPER DISPOSAL OF USED AUTOMOTIVE FLUIDS LIKE OIL AND ANTIFREEZE</u>	<u>NUMBER</u>	<u>PERCENT</u>
Low	45	7%
Moderately low	72	12%
Moderately	156	26%
Moderately high	134	22%
High	178	30%
Don't know	17	3%

<u>USE AND IMPROPER DISPOSAL OF LAWN AND GARDEN CHEMICALS</u>	<u>NUMBER</u>	<u>PERCENT</u>
Low	65	11%
Moderately low	106	18%
Moderately	171	28%
Moderately high	123	20%
High	118	20%
Don't know	19	3%

<u>HOUSEHOLD PRODUCTS USED OUTDOORS</u>	<u>NUMBER</u>	<u>PERCENT</u>
Low	102	17%
Moderately low	155	26%
Moderately	170	28%
Moderately high	96	16%
High	56	9%
Don't know	23	4%

<u>RETAIL BUSINESSES AND STORES</u>	<u>NUMBER</u>	<u>PERCENT</u>
Low	125	21%
Moderately low	172	29%
Moderately	177	29%
Moderately high	65	11%
High	27	4%
Don't know	36	6%

<u>THE OPERATION OF CARS AND TRUCKS</u>	<u>NUMBER</u>	<u>PERCENT</u>
Low	49	8%
Moderately low	73	12%
Moderately	168	28%
Moderately high	166	28%
High	135	22%
Don't know	11	2%

<u>STORMWATER RUNOFF FROM HOMES/BUSINESSES</u>	<u>NUMBER</u>	<u>PERCENT</u>
Low	75	12%
Moderately low	103	17%
Moderately	200	33%
Moderately high	130	22%
High	70	12%
Don't know	24	4%

<u>AGRICULTURAL CHEMICALS INCLUDING PESTICIDES, SPRAYS, AND FERTILIZERS</u>	<u>NUMBER</u>	<u>PERCENT</u>
Low	42	7%
Moderately low	45	7%
Moderately	133	22%
Moderately high	149	25%
High	217	36%
Don't know	16	3%

<u>RESIDENTS</u>	<u>NUMBER</u>	<u>PERCENT</u>
Low	90	15%
Moderately low	161	27%
Moderately	193	32%
Moderately high	75	12%
High	66	11%
Don't know	17	3%

7. When you're away from home, how do you normally get rid of your trash? (do not read)

	<u>NUMBER</u>	<u>PERCENT</u>
Use trash bins/receptacles	590	98%
Throw it on the ground	3	<1%
Throw it out the car window	0	0%
Other (specify)	4	1%
Don't know/refused	5	1%
Total:	602	

8. In the last year, have you ever thrown trash or cigarette butts on the ground?

	<u>NUMBER</u>	<u>PERCENT</u>
Yes	100	17%
No	495	83%
Don't know/refused	4	1%
Total:	599	

9. In the last year, have you ever thrown trash or cigarette butts out of the car window?

	<u>NUMBER</u>	<u>PERCENT</u>
Yes	78	13%
No	521	87%
Don't know/refused	3	<1%
Total:	602	

10. Now, I'd like to read a list of products that are found in some households. As I read each, please tell me if you or someone in your household has used this product in the past year or so.

A. PESTICIDES OR WEED KILLERS

	<u>NUMBER</u>	<u>PERCENT</u>
Yes	259	43%
No	339	56%
Don't know/ Refused	4	1%

B. FERTILIZERS

	<u>NUMBER</u>	<u>PERCENT</u>
Yes	266	44%
No	331	55%
Don't know/ Refused	5	1%

C. MERCURY THERMOMETER

	<u>NUMBER</u>	<u>PERCENT</u>
Yes	81	13%
No	514	85%
Don't know/ Refused	7	1%

D. FLOURESCENT LIGHT BULBS

	<u>NUMBER</u>	<u>PERCENT</u>
Yes	322	53%
No	270	45%
Don't know/ Refused	10	2%

11. (If pesticides/fertilizers used in Q10 ask:) How do you normally get rid of or dispose of, leftover pesticides and fertilizers? (do not read)

	<u>NUMBER</u>	<u>PERCENT</u>
Use it all up, nothing left	155	46%
Bury it in the ground	9	3%
Put it in the trash/landfill	41	12%
Pour it in the gutter/street (storm) drain	3	1%
Pour it down a sewer/household drain	3	1%
Pour it on the dirt/ground	2	1%
Store it for future use	27	8%
Take it to a household hazardous waste collection event/center	74	22%
Other (specify)	4	<1%
Refused/unable to answer	17	5%
	Total: 335	

12. (If mercury thermometer/fluorescent light bulbs used in Q10, ask:) How do you normally get rid of, or dispose of, mercury thermometer or fluorescent light bulbs? (do not read)

	<u>NUMBER</u>	<u>PERCENT</u>
Bury it in the ground	6	2%
Put it in the trash/landfill	182	53%
Take it to a household hazardous waste collection event/center	102	30%
Other (specify)	1	<1%
Refused/unable to answer	38	11%
Have not had to dispose of yet	14	4%
	Total: 343	

13. Have you or anyone in your household ever changed the oil in your car, or anyone else's car, while at home?

	<u>NUMBER</u>	<u>PERCENT</u>
Yes	190	32%
No	410	68%
Refused/ don't know	2	<1%
	Total: 602	

14. How do you normally get rid of, or dispose of, leftover oil? (do not read)

	<u>NUMBER</u>	<u>PERCENT</u>
Use it all up, nothing left	4	2%
Bury it in the ground	0	0%
Put it in the trash/landfill	12	6%
Pour it in the gutter/street (storm) drain	2	1%
Pour it down a sewer/household drain	2	1%
Pour it on the dirt/ground	1	1%
Store it for future use take it to a household hazardous waste	2	1%
Collection event/center	150	79%
Curbside collection	9	5%
Other (specify)	0	0%
Refused/unable to answer	8	4%
Total:	190	

15. Do you have storm drains in your neighborhood?

	<u>NUMBER</u>	<u>PERCENT</u>
Yes	475	79%
No	87	14%
Don't know	40	7%
Total:	602	

16. Generally, how familiar would you say you are with the storm drain system in your area? Would you say you are: (read each)

	<u>NUMBER</u>	<u>PERCENT</u>
Very familiar	107	23%
Somewhat familiar	188	40%
Not at all familiar	168	35%
Don't know/ Unsure	12	3%
Total:	475	

17. When you think about the watershed you live in, what is the first thing that comes to your mind? (record verbatim responses)

18. As you may know, rainwater flows through streets, along gutters and into underground storm drain pipelines. As far as you know, where does the water that flows into the storm drains go? (do not read, record first mention and total responses)

FIRST MENTION

	<u>NUMBER</u>	<u>PERCENT</u>
To detention/retention basins	23	4%
To a river	44	7%
To groundwater	24	4%
To a creek	34	6%
To the Delta	19	3%
To the Bay	247	41%
To the Ocean	53	9%
To a canal/irrigation canal	13	2%
To a sewage plant, wastewater treatment plant	49	8%
To some sort of place where it is stored	7	1%
Other (specify)	8	1%
Don't know	81	13%
	Total: 602	

TOTAL RESPONSES

	<u>NUMBER</u>	<u>PERCENT</u>
To detention/retention basins	26	3%
To a river	60	7%
To groundwater	35	4%
To a creek	56	7%
To the Delta	29	4%
To the Bay	292	35%
To the Ocean	96	12%
To a canal/irrigation canal	29	4%
To a sewage plant, wastewater treatment plant	78	9%
To some sort of place where it is stored	18	2%
Other (specify)	10	1%
Don't know	95	12%
	Total: 824	

19. As far as you know, how does the water that ends up in storm drains get there? That is, where does it flow from? (do not read, record first mention and total responses)

FIRST MENTION

	<u>NUMBER</u>	<u>PERCENT</u>
Driveways	171	28%
Rooftops	57	9%
Sidewalks	95	16%
Parking lots	29	5%
Lawns	35	6%
Parks	5	1%
Open space	37	6%
Streets	12	2%
Rain	19	3%
Down the hills	14	2%
Other (specify)	37	6%
Don't know	91	15%
	Total: 602	

TOTAL RESPONSES

	<u>NUMBER</u>	<u>PERCENT</u>
Driveways	205	17%
Rooftops	149	12%
Sidewalks	225	18%
Parking lots	135	11%
Lawns	148	12%
Parks	61	5%
Open space	91	7%
Streets	17	1%
Rain	21	2%
Down the hills	14	1%
Other (specify)	45	4%
Don't know	110	9%
	Total: 1221	

20. How would you say that this water – the water that flows into storm drains – can get polluted? (do not read, record first mention and total responses)

FIRST MENTION

	<u>NUMBER</u>	<u>PERCENT</u>
Illegal dumping by individuals	226	38%
Illegal dumping by business, industry or shipping	32	5%
Industrial discharge	17	3%
Agricultural chemicals and activities	39	6%
Litter/trash in the streets	81	13%
Home garden care products/pesticides/fertilizers	57	9%
Yard waste	16	3%
Vehicle exhaust	29	5%
Air pollution/acid rain	8	1%
Leaking vehicles	32	5%
Other (specify)	21	3%
Don't know	44	7%
Total: 602		

TOTAL RESPONSES

	<u>NUMBER</u>	<u>PERCENT</u>
Illegal dumping by individuals	262	18%
Illegal dumping by business, industry or shipping	92	6%
Industrial discharge	62	4%
Agricultural chemicals and activities	125	8%
Litter/trash in the streets	216	15%
Home garden care products/pesticides/fertilizers	180	12%
Yard waste	107	7%
Vehicle exhaust	123	8%
Air pollution/acid rain	57	4%
Leaking vehicles	172	12%
Other (specify)	28	2%
Don't know	53	4%
Total: 1477		

21. I am going to read you a list of some possible ways to reduce stormwater pollution. Please tell me whether you would be very willing, somewhat willing or not willing to do the following.

A. AVOID POLLUTANTS IN A STORM DRAIN	<u>NUMBER</u>	<u>PERCENT</u>
Very willing	561	93%
Somewhat willing	32	5%
Not willing	5	1%
Don't know	4	1%
Total: 602		

B. REPORT ANY ILLEGAL DUMPING YOU WITNESS	<u>NUMBER</u>	<u>PERCENT</u>
Very willing	433	72%
Somewhat willing	128	21%
Not willing	33	5%
Don't know	8	1%
C. KEEP YOUR VEHICLE TUNED AND LEAK FREE	<u>NUMBER</u>	<u>PERCENT</u>
Very willing	556	92%
Somewhat willing	35	6%
Not willing	2	<1%
Don't know	9	1%
D. CALL AN 800 NUMBER FOR MORE INFORMATION	<u>NUMBER</u>	<u>PERCENT</u>
Very willing	310	51%
Somewhat willing	172	29%
Not willing	110	18%
Don't know	10	2%
E. RECYCLE OR PROPERLY DISPOSE OF AUTOMOBILE FLUIDS, SUCH AS CAR OIL & ANTIFREEZE	<u>NUMBER</u>	<u>PERCENT</u>
Very willing	549	91%
Somewhat willing	31	5%
Not willing	4	1%
Don't know	18	3%
F. TAKE YOUR HOUSEHOLD HAZARDOUS WASTE TO A DISPOSAL CENTER	<u>NUMBER</u>	<u>PERCENT</u>
Very willing	507	84%
Somewhat willing	73	12%
Not willing	12	2%
Don't know	10	2%
G. USE LESS-TOXIC METHODS TO CONTROL PESTS AND WEEDS	<u>NUMBER</u>	<u>PERCENT</u>
Very willing	480	80%
Somewhat willing	89	15%
Not willing	19	3%
Don't know	14	2%
H. PROPERLY DISPOSE OF LITTER	<u>NUMBER</u>	<u>PERCENT</u>
Very willing	573	95%
Somewhat willing	25	4%
Not willing	2	<1%
Don't know	2	<1%

I. RECYCLE GLASS, PLASTIC, METAL, AND NEWSPAPER	<u>NUMBER</u>	<u>PERCENT</u>
Very willing	565	94%
Somewhat willing	30	5%
Not willing	6	1%
Don't know	1	<1%

J. PARTICIPATE IN COMMUNITY EVENTS TO HELP PREVENT POLLUTION	<u>NUMBER</u>	<u>PERCENT</u>
Very willing	258	43%
Somewhat willing	210	35%
Not willing	122	20%
Don't know	12	2%

22. In the past year, have you heard or seen any reports, television or radio spots, advertising or other information about stormwater pollution and what's being done to protect the region's water bodies?

	<u>NUMBER</u>	<u>PERCENT</u>
Yes	172	29%
No	403	67%
Don't know	27	4%

Total: 602

23. Where did you hear or see this information? (do not read, record first mention and total responses)

FIRST MENTION

	<u>NUMBER</u>	<u>PERCENT</u>
Television	109	63%
Radio	14	8%
Newspaper	13	8%
Magazines	2	1%
Government agencies/newsletter	9	5%
Billboards	10	6%
Stenciled storm drains	2	1%
Educational programs	3	2%
Environmental organizations	3	2%
Friends/relatives/neighbors	0	0%
Children	0	0%
Clean water program	0	0%
Other (specify)	6	3%
Refused	1	1%

Total: 172

TOTAL RESPONSES

	<u>NUMBER</u>	<u>PERCENT</u>
Television	116	35%
Radio	52	16%
Newspaper	43	13%
Magazines	19	6%
Government agencies/newsletter	18	5%
Billboards	27	8%
Stenciled storm drains	4	1%
Educational programs	11	3%
Environmental organizations	8	2%
Friends/relatives/neighbors	7	2%
Children	5	2%
Clean water program	7	2%
Other (specify)	13	4%
Refused	3	1%
	Total: 333	

24. Do you recall what the message was? That is, what did it say to you? (record verbatim responses.)

25. Now I am going to read to you four statements and ask you to tell me if you agree or disagree with each. Here's the first statement:

- A. Our community's storm drain and sewer systems share the same underground pipe system. Would you say you agree or disagree with that statement?

	<u>NUMBER</u>	<u>PERCENT</u>
Agree	242	40%
Disagree	238	40%
Don't know	122	20%
	Total: 602	

- B. Here's the next statement: Water and other substances that flow through the storm drains go to a treatment plant to be processed and filtered to remove pollutants. Would you say you agree or disagree with that statement?

	<u>NUMBER</u>	<u>PERCENT</u>
Agree	286	48%
Disagree	235	39%
Don't know	81	13%

C. Here's the next statement: Water can be polluted by pollution in the air, such as auto exhaust or fireplace smoke. Would you say you agree or disagree with that statement?

	<u>NUMBER</u>	<u>PERCENT</u>
Agree	499	83%
Disagree	57	9%
Don't know	46	8%

D. Here's the last statement: Bay Area residents cause most of the stormwater pollution in our area. Would you say you agree or disagree with that statement?

	<u>NUMBER</u>	<u>PERCENT</u>
Agree	351	58%
Disagree	175	29%
Don't know	76	13%

26. Have you ever heard of the Bay Area Stormwater Management Agencies Association or the BayWise phone number? (If yes, which one?)

	<u>NUMBER</u>	<u>PERCENT</u>
Yes – BASMAA ONLY	44	7%
Yes – BayWise phone number ONLY	21	3%
Yes – Both	25	4%
No	495	82%
Don't know	16	3%
Refused	1	<1%

Demographics:

Now in order to classify your responses along with others, I need to ask a few questions about you.

D1. What is your zip code?

D2. Do you own or rent your current home?

	<u>NUMBER</u>	<u>PERCENT</u>
Own	382	63%
Rent/lease	198	33%
Other (specify)	1	<1%
Refused	21	3%

D3. What is your current age? (do not read)

	<u>NUMBER</u>	<u>PERCENT</u>
18 – 29	96	16%
30 – 39	120	20%
40 – 49	133	22%
50 – 59	111	18%
60+	124	21%
Refused	18	3%

D4. What is the last grade in school you completed? (do not read)

	<u>NUMBER</u>	<u>PERCENT</u>
Some elementary (less than grade 6)	7	1%
Completed elementary (grades 1 thru 6)	4	1%
Some jr. high (grade 7)	2	<1%
Completed jr. high (grades 7 and 8)	0	0%
Some high school (grades 9 thru 12)	32	5%
Completed high school (grade 12)	114	19%
Some college	139	23%
College graduate	170	28%
Some graduate school	27	4%
Graduate degree	84	14%
Vocational/technical training	5	1%
Refused	18	3%

D5. What is your ethnic background? (do not read)

	<u>NUMBER</u>	<u>PERCENT</u>
Caucasian/White	403	67%
Latino/Hispanic	63	10%
African-American/Black	52	9%
Asian	45	7%
Native American/American Indian	5	1%
Mixed Race	15	2%
Other (specify)	1	<1%
Refused	18	3%

D6. And finally, which of the following categories best describes your total household income last year, before taxes. Please stop me when I come to your category. (read each)

	<u>NUMBER</u>	<u>PERCENT</u>
\$19,999 or less	45	7%
\$20,000 – 34,999	53	9%
\$35,000 – 49,999	71	12%
\$50,000 – 64,999	53	9%
\$65,000 – 79,999	61	10%
\$80,000 – 94,999	40	7%
\$95,000 – 109,999	34	6%
\$110,000 +	45	7%
Refused	200	33%

Record gender:

	<u>NUMBER</u>	<u>PERCENT</u>
Male	293	49%
Female	309	51%

Language the interview was conducted in:

	<u>NUMBER</u>	<u>PERCENT</u>
English	584	97%
Spanish	17	3%
Vietnamese	1	<1%

That's all the questions I have. On behalf of AIS market research, I'd like to thank you for your participation.

APPENDIX C: VERBATIM RESPONSES FOR Q17

17. When you think about the watershed you live in, what is the first thing that comes to your mind?

I don't know, just to make sure it's clean and okay for me to drink.

The water from it drains into the Bay.

I just hope that our water is clean.

Drought is the first thing that comes to mind. I have to worry about conserving water that is not already contaminated.

I think of the wildlife that is affected by the dirty water, making more endangered species.

It's very good. There is no foul taste. The water is very clean and very clear.

I'm not sure if it's safe to drink or not.

I'm not exactly sure what or where my watershed is.

The water is dirty, but does not seem to taste funny.

I do not use the water. I don't even drink it.

I think of the stability of the creek that I live next to.

The conservation of the water and what's being done to our water.

I don't often think about it. I just know that it's there.

The cows graze around there. I think that has something to do with it. I really don't know what the questions means.

I have not checked into it. I only know that it runs off into the street drainage.

Erosion and mudslides when our ground opens up. It washes down hills and makes pollution.

There is a lot of contamination. People are throwing stuff in our drains. Oil and brake fluid are leaking from our cars.

They're nasty. The chemicals in our water are making things bad. The water taste is very awful in this area.

What is a watershed? I don't really know. I don't know what a watershed is.

I don't know what a watershed is.

Reservoirs, that's all that comes to mind.

We have too much water. It's almost overflowing.

The water is extremely polluted.

The first thing that comes to mind is if they are contaminated or not.

The tides in the Bay, birds and wildlife. The birds can get sick. It needs to be kept cleaner in the area.

Nothing really.

Nothing comes to my mind about the watershed.

Nothing really comes to mind.

Nothing. I don't know what a watershed is, so nothing comes to mind.

I can't say that I have an opinion. The statement is extremely broad and I don't even know what a watershed is.

The watershed makes the water more polluted for my neighborhood.

Our water supply doesn't go through a storm shed. It goes straight through the creek to the Bay.

I think about being flooded out because I'm below the water level.

I don't know. I think of who's using it as in who is doing what to make it so bad.

I am clueless on that. I live on a military base.

I would hope that the water is clean. There's a pond nearby my apartments and there are ducks in the pond.

Poison, the water is poison.

It's probably a little scary.

They are holding tanks for water. It's a large holding tank for water.

The water from it goes right to the Bay.

Ugly, I think it's ugly.

It's big, hopefully it's clean and filled with clean water.

It's probably a little scary.

There is a park that is right across the street. Residents continuously litter everywhere, which always ends up polluting our water because the litter is not being properly disposed of.

I don't have a watershed in the area.

The lake. The water is very dirty in the lake. It's just disgusting.

My watershed is wet because it's been raining a lot in my city so everything is soaked.

I think that the water is shipped in from somewhere else.

I fish there a lot. The water level is low.

Our area is a township with lots of open space and there is no dangerous looking runoff. I don't think it's a problem.

It should be kept clean so it doesn't become contaminated.

I am worried about the gas in the storage because I'm afraid it may leak into our water supplies.

It's clean. It should be clean because we drink from it.

Nothing, I can't think of anything.

We have pretty clean water and a lot of people say that our water is very clean.

We have ELR. We have that in our water. We have a clean and healthy water supply.

The reservoirs - that's where the pollutants are going.

They get backed up. They need to put more down in our neighborhood.

I can't think of anything really.

I can't think of anything.

Hetch Hetchy Reservoir, that's what comes to mind.

I don't know what a watershed is.

It has a lot of blockage. It's getting polluted by building more and having homes and businesses around the surrounding area.

Our watershed, I hope that it's clean.

I wonder where it flows from.

It's polluted, dirty water and it needs to be cleaned. It has a bad taste to it.

I think it's average. That's all I know.

I don't like to walk near them. I don't care for them. There are rodents there, and I don't feel safe.

It doesn't seem like a problem.

Hopefully it will be adequate to take care of the runoff from the excess water.

It's a marsh. It's about a mile long from here and it's dirty, mushy and I would not ever walk through that.

The water tastes terrible.

The amount of water allows for vegetation from the drainage system.

I think of the reservoir and how they are too full.

I think of all of the soot, just soot.

I hope that the water is clean.

I wonder how clean the water is.

Reservoirs, that's what I can think of.

We don't have enough watersheds. There is not enough land for the water to sink through. That is why our water table is getting low.

It's dirty. I don't know really anything about them.

The water needs to be cleaner.

Wanting to keep it clean.

I think of it as a real relaxing place.

I hope it's clean when I drink the water from it.

I don't know anything about it.

I'm not familiar with the watershed around my area.

It's causing pollution in the water drains.

Southern California has a questionable thirst for water.

Yes, they drain in the front of my house.

That would be the storm drains. I'm not too sure about those.

I think it all ends in the Bay.

I think about the water runoff going into it and making our drinking water dirty.

We have good pure water and the storm drains are frequently monitored.

There are cancer chemicals in the water.

They are very nasty. Yuck!

Our watershed is fine.

It drains right to the Bay.

I don't think about it.

The Bay. Everything goes to the Straight and then to the Bay.

I hope it has good, clean water.

They are man made.

I don't know too much about our watershed or what it does. We get all of our water from a water well and that is pretty good water.

I don't really think about my watershed. I'm not really sure if I know what a watershed is.

It has overgrown itself. The people that are responsible for it aren't paying attention to it. They don't clean it out from growing plants, trash and junk.

It's a lake or creek where water has been stored for drinking, bathing, etc.

I wonder where the water goes before it gets to our watershed.

Has the water that's in the watershed been properly filtered?

I don't know what a watershed is.

I've never thought of it.

Richardson Bay. I can see it from our house. It's the collection point for the watershed.

Most of the water is pretty well protected.

I don't think we have one in our area.

I think of it as water storage.

I don't think of anything. It never strikes my mind.

I really never thought about it. It provides us clean water.

Sewage. I don't know what you mean. Where does the drinking water come from? How is the water purified for drinking?

I hope it's full enough. I know where it is, and it's recently been covered because a dead dog was found in it.

I have no idea what you mean.

I live at high tide level. I have come within inches of having my house flooded from the Bay.

That it's being taken care of really well right now. It's clean.

I don't have a watershed. I live in an apartment.
It's pretty clean. I can't think of anything else.
I think of the lagoon around the area.
It's getting smaller.
Clean water.
I want to make sure it's safe to use.
I wonder if it's very clean.
I've never seen any. They took those down 2 years ago.
I don't know. I'm glad it's there. I hope it's clean.
I wonder where it's going.
The watershed goes to drinking water.
That question makes absolutely no sense to me. I have no idea what a watershed is. What is a watershed?
Nothing in particular comes to mind.
The pollution in the water.
I want to make sure it's clean.
I don't know. If I would drink it, I would boil it first. I think the water has too many chemicals.
The water is possibly polluted.
Why do we have no balls, no guts - Governor Davis who won't ban MTBE in the state? Wells in the city are showing signs of contamination.
I'm not real familiar with it.
I live in Vallejo. We have good drinking water.
Hopefully it's under control. The program is really good.
It shouldn't be bad at all.
All of the water is coming to my house.
The seagulls and the environment. I see a lot of seagulls around it.
I would think Sha-Bo. That's the name of the watershed. It's closest to us.
It's near my drinking water.
I think of the water going away.
I want to make sure that nothing goes into the water that I drink.
Nothing in particular comes to mind.
It's our water that we drink. I can't think of anything else.
To not put bad things into the storm drain and be aware of how polluted it can get.
Water filtering. There are areas that we need to keep clean to keep our water clean.

It's in a nice location out of town. It's not too far, but it's far enough to not be an eyesore.

Nothing. I've never thought about it.

It's nothing that bothers me.

I don't know about that.

There is runoff, and there are health concerns.

We usually need them.

The water is quite healthy.

It's a reservoir. I live close to one.

Nothing. I don't have an opinion about that.

I really don't know. I pour almost everything in the gutter, so our water is probably not that clean.

I don't know. I hope that it's clean.

I've never thought about it.

I don't really think about it.

I want to make sure the water is clean.

I don't know what a watershed is.

I just know that it's gotten better.

I guess it needs to be preserved.

I don't even know where it's at. I don't think about it at all.

I don't know. I don't know what it's about. I don't know anything about it.

What's a watershed?

I want to make sure it's clean.

The water is fresh.

What's going out to the ground and ocean and converted to drinking water.

It's gearing up because it's the rain season.

The chemicals are making it safe and clean.

That's where the water runs off the homes and into the gutter.

I hope that the water that's stored there is clean.

It's a place where the water is reserved.

There is an overflow from the watershed.

I think of the animals and our drinking water.

It should be preserved and clean so people can drink it.

We need to do all we can to keep the water clean.

I hope that whatever is in the watershed is clean.

I won't drink the water unless it's clean.

I don't know anything about it around this area.

Algae is a common pollutant in the area, but it's not dangerous.

I'm not sure about the water. It comes from the Delta. I drink bottled water.

I don't think about it.

I don't really pay much attention to that.

They are too sparse.

There are a lot of them around the area.

I think it's a reservoir.

Nothing comes to mind at all.

I don't think about it at all.

Nothing comes to mind.

The rain washes things down like chemicals that contaminate the water in the watershed. Chemicals from the mountain contaminate our watershed.

It is a source of a lot of pollution. The water gathers in it and germs multiply, which makes pollution.

There is not much water above ground.

It's okay I guess. I don't know much about it.

I don't really know what that is.

I don't really know anything about it.

I don't know. I'm not familiar with it.

They have too many cows around it and they contaminate the water.

I don't really know what it is.

I think that it is moderately low. The water level is low.

They need to save rainwater. I think it's a waste that it goes to the rivers and lakes where it can't be used for drinking.

It's not adequately provided for. It's not well taken care of.

I think of the sewage back-up.

I hope it's staying clean.

I think of how it affects our Bay Area. The way it affects our natural environment.

I want to make sure the water is clean.

I just hope the water is clean.

I wonder if the water is clean and pure.

I wonder if it's pretty clean.

It is over populated. There are too many people that use it.

It is runoff from the highway.

We need to help keep it the way it is.

It is used for getting rid of water.

I don't know, the trash?

I don't know anything about it.

I wonder where all of this water is going to end up.

I want to make sure the water gets to where it needs to go.

I worry about the runoff that gets polluted then seeps into the groundwater we drink.

I see the storm drains clogged all of the time and I worry about the water flooding the streets.

The drinking water - they haven't done anything about it to improve it.

I think about the creek that our water comes from.

The local reservoirs - they release water unnaturally.

I haven't heard anything about it.

It's dirty. The residents and homeowners wash down their driveways and they're not informed or educated to know what should be washed into the storm drains. That water goes to the creek and from there it goes to the Delta.

Is the supply clean and is it enough?

There are leaves and yard waste that backs up the drainage system so the streets are always flooded.

It's just very large.

The watershed is very big.

We don't have enough water.

Clean as much as you can. Keep it clean.

Is it safe? Is the water safe to drink?

I wonder if it's going to be enough water.

It's a structure that might store water.

It's like a water tower to store a larger amount of water in.

That it is being very polluted. The residents are polluting our watershed.

I hope that the water is clean.

Contamination.

It's dirty.

The watershed is dirty.

It's pretty good quality.

I don't have a watershed. I don't know, I just don't know.
I think of the trees and plant life that grow near it.
All of our drinking water is affected by our watershed.
Mountains, that's all I can think of.
MTBE gas additives, and the idea that they allow people to ride around in ships polluting the area.
I think in terms of geology in the area.
I've heard of it, but I can't really remember what it is basically.
The water storage.
The water goes down the drains, creeks or lakes. It depends on where it's located.
I wonder about how well the water tastes and the quality of it.
It could be better.
The water runs down the drains.
I'm not sure what it means.
It's in an urban environment.
It's a place where the water is stored.
I think of the hills around it.
Creeks and rivers.
The water that goes to the Bay.
I think it's great that we have one to clean the water.
I think of the number of contaminants.
It's okay. It's is the storage of the local rainfall.
It's a shed that the water goes into.
Drainage, a place where water filters through.
It's a catch basin that's behind me so it keeps the water clean and safe. It goes down the drain and into the ground.
How pretty the hills are where the water flows from.
It's the drainage area. It all drains to the Delta.
It's pretty effective. It's new, so it works well.
I think the watershed is good quality and well organized.
We don't have a watershed.
I don't know anything about watersheds.
I hope that the watershed is clean because it's supplying our water.
Crystal Creek. I think about that creek.
The watersheds need to be kept clean.

They're quiet.

I wonder if the water flow is up or down and if we will have enough water.

I think about the runoff from the drains.

I don't know what a watershed is.

I would like for it to be open as a recreational area to attract more attention to it.

It's pretty underdeveloped and needs to be open more to the public for recreation use.

They call it Crystal Springs. That is the name of the watershed.

It is a nice place. The area is not developed and should stay that way.

The name is Crystal Springs Lake. It is managed real well. They keep it clean and a very nice addition to the area.

To not pollute it. It's where the water goes and we should protect it.

Nothing comes to mind. I don't even know what a water shed is.

I don't know how I am going to answer this question if I don't know what a watershed is.

I don't have a watershed in my area.

I don't know. I don't think about the watershed.

I know the water goes somewhere, but where do the leaves go?

I don't live in a watershed. What do you mean? I don't think we have a large enough water supply.

I pray to God that it's clean and there's a big supply.

I wonder what is being done to keep the water clean.

I guess it's where the good drinking water is being stored.

We need more security and/or control since September 11th.

Will it hold enough water for us if we need it?

People in the area don't care enough to be more cautious about the waste and pollution. Everybody needs water.

The pollution in the Bay is in our home soil.

It works properly.

There is practically not much clean water. A majority of the watersheds are dirty.

I'm not sure what a watershed is.

The animals that live there. I'm not sure if we're doing a good enough job keeping it clean and pollutant free.

I have no idea what that is so I can't give an opinion of any kind.

I have no clue what that is. I think it might have something to do with the lake, but I don't know.

There are too many people. There is too much population for the environment.

There's no watershed here. All of the major creeks are concrete lined. The water goes straight to the Bay so it won't be flooded.

Stormwater. Water flows through the creeks and the Bay.

Rain. It washes into the storm drains that comes from the lawn.

Sprinklers from the lawn travel to the drain and it gets polluted by the lawn.

I wonder how clean the water is.

They're not doing good enough, and it is called Crystal Springs. It's doing good delivering the water.

They say you can't fish there, but I'm trying to find a way to fish in it.

I think the water is clean. I haven't seen any dirty water come from there.

The oil in the streets goes straight to the storm drain and out to the Bay.

It gets flooded. When it rains our area gets flooded and we have to open the sewage to let the water flow in.

The first thing that comes to mind is the drinking water.

Safety, the reservoirs are safe.

People need to be careful in what they throw down in the storm drains.

I think about what things are collected down in the storm systems.

I wonder where the water comes from.

It's a runoff of water.

It's a shed full of water or holds water.

It's a place where water is stored.

I just hope that we can get pure water from it.

The watersheds are clean in my area.

It holds water or cleans water.

It's a place where dirty water goes.

Wildlife, streets, roads and dust going down the storm drains.

It seems to be working. I don't really know.

There are a lot of seasonal creeks that flow there.

It's a big tank that holds water.

A lot of water or a place where water is collected.

Don't eat the fish!

I think of the trees and the local creeks.

There are heavy metals in the Bay.

Nothing really, just dirty water.

The lake is dirty and smelly.

East Bay MUD.

It's a natural water collection system.
It's the water that runs off.
I think it's a reservoir. It's where water is stored for drinking.
When it storms, we have to have it cleaned.
I don't know what a watershed is.
Water storage and water collection, things like that.
I think about keeping them clean.
There is not enough water in it.
It's a forest area where water is collected and runs into a creek.
Flooding.
It has water that is saved up.
It's a water storage area.
Well, it has excess water that flows to the Bay.
Rivers and streams.
I think it cleans out the water.
Nothing. I don't think about it. I have more important things to think about.
I think of ducks.
It's like water that comes off of something.
I don't think much about it. I hope it's routed to the Bay.
Hetch Hetchy Reservoir.
I'd like to know more about it.
It drains to the Bay.
I think of our drinking water.
It's agriculture runoff in my area, that's what comes to mind.
The watershed in our area is not useable.
There's enough water to cover our population needs.
I don't know what a watershed is, I have no opinions.
Don't dump in the storm drains. It's causing pollution in the water and bays.
Putting trash in the storm drains is not good for our water.
I don't think we have a big problem with the watersheds.
The litter signs that say it drains to the lake and not to put anything in the drains.
It's a flooded area due to too much runoff.
I think of the lakes in the area and the Delta.

I think it's a reservoir and we need to keep it clean.
It's a place where water is stored and pushed into the ocean.
A place that has water.
A place that water is stored.
A shed full of water.
A place where water goes.
It's a place that measures the rainfall when it rains.
It's drainage into the canals.
I think of the pollution that goes into the ocean.
The well by my house provides the drinking water that my house uses.
It's a place where water is kept at, like a dam of some sort.
It is under threat. People are kind of searching for contamination in our area.
It cleans our water.
I think that it is real dirty. Like I said, the cars and trucks that leave oil on the ground, then the water washes all of that oil down the gutter and contaminates our water.
Water coming from high areas to the lower areas.
Water goes from the drains for recycling.
Water goes from the top of the hills to the Bay.
I don't know what a watershed is.
I don't understand what a watershed is.
I don't recall what a watershed is.
It's a novel or a book.
I don't have an opinion on it.
I can't think of anything.
The Bay.
The water runs down to the rivers and Bay.
It's very small and can't hold a lot of water.
They need a new one. It's a place full of water.
A place to store water.
A whole lot of water in one place.
A place where water is kept.
A place water is kept from the rainwater.
The watersheds are not noticeable. It's not easy to see them.
Water that comes from the watershed areas goes into the Bay.

Water runoff.

Nothing that I can think of, I don't know what a watershed is.

Where does the water go? To the landfill, a reservoir? Is it dirty or polluted?

I don't have any idea what a watershed is.

There's really not that much water. There's not enough water in our area. There can be a water shortage. I don't know where the water goes.

I can't think of anything. I don't know what a watershed is.

I don't know what a watershed is.

I really don't know, don't ask me these questions, I don't know what a watershed is.

I don't know what a watershed is, I wish I did, but I don't.

I don't really know what a watershed is.

I don't know what a watershed is.

I really don't know what a watershed is.

I don't know what a watershed is.

It's the Hetch Hetchy Reservoir.

I really just don't know what a watershed is.

I don't know what a watershed is.

I really don't know what a watershed is.

I think it's the lake, I can't remember.

I really don't know.

There are animals in the sea, such as whales, that are affected by the water in the watersheds.

I really don't know what a watershed is.

It has a lot of open space around it.

I don't know what a watershed is.

Debris and soil.

Storm drains.

We are low on watersheds.

They are moderately clean.

The reservoir.

I don't know what a watershed is.

I really couldn't tell you what a watershed is.

I am not sure what a watershed is.

I don't know anything about watersheds.

Nothing comes to mind.

I can't think of anything except the health concerns and our watershed.
Water that runs off.
I don't know what a watershed is.
I don't know anything about a watershed.
I really haven't thought about it.
I have no idea what a watershed is.
I don't know what a watershed is.
I don't know what a watershed is.
I don't know.
I don't know what a watershed is.
I don't know.
I have no idea what a watershed is.
We're pretty new to the area, I don't know what a watershed is.
I don't get it, I don't know what a watershed is.
I don't know what a watershed is.
I don't know what a watershed is.
I think of all of the waste.
I don't think of it a lot.
I don't know what a watershed is.
The oil on the water.
The only thing that I can think of is poison.
I don't know.
I couldn't say, I don't know what a watershed is.
I like fishing, nothing else, I just like to fish.
I have no idea what the term "watershed" means.
Watershed equals pollution. It's not the water, it's your drinking water.
Somewhere that they save water.
I don't know what a watershed is.
I don't know exactly what a watershed is.
Water that goes in the drain.
I don't know what a watershed is.
Keeping it in good condition and keeping it clean.
Gutters.

I can't think of anything.

There is not enough water.

I don't know what a watershed is.

Nothing in particular comes to mind.

Protection.

Nothing comes to mind.

Water damage and stagnant mosquitoes.

Nothing really comes to mind.

APPENDIX D: VERBATIM RESPONSES FOR Q24

24. Do you recall what the message was? That is, what did it say to you? [Referring to reports, television or radio spots, advertising or other information about stormwater pollution heard or seen in the last year.]

To properly dispose of batteries and oil and to use pesticides wisely.

Oil in the storm drains and oil in the bay, there is no difference.

"Save the Bay" (on the curbside by the drains). It means not to throw your trash in the gutters.

I don't remember exactly what it said. All I remember is that they stressed the fact that you shouldn't pour your car oil down the drains.

The wildlife is getting harmed. Now it's getting to us human beings. That's the problem now.

It says don't pollute the water because it all goes into the Bay, then it had pictures of animals on it.

No polluting our wetlands or the Bay Area.

You should never wash your car in the drive. If you do an oil change, dispose of the oil properly.

It was about the ways to reduce air pollution.

Don't litter. It could earn you some money. And when you're washing your car, don't use harmful soap that could pollute our water.

I don't remember right off hand.

It bothered me. I don't remember what the commercial was, but it bothered me.

I get concerned about stories on what's not being done and that politicians are not doing anything.

I don't remember, but I do know that it showed me a very ugly picture.

I don't really remember the message. It was something about the relationship between storm drains and the bay.

I don't remember the message, but I do remember bumper stickers about storm drain dumping.

It was something about the public helping to clean the beaches.

I don't recall the message, but I have heard something on the TV and the radio.

I saw it in the newspaper and it said, "If you give a hoot, don't pollute."

It was something about polluting the drinking water. The picture showed paint being poured down the drain or into our waters.

Recycle the trash and also take the oils to a recycle center so we can protect our waters.

I remember seeing it, but I can't really recall what it said.

A politician was trying to pass a water bill. I'm not sure what it was for.

It said to protect our water, rivers and oceans.

It just said not to contaminate our bays and rivers.

Our storm drains are emptying into our bay.

I think it was probably early in the years, about testing for water and being careful how much you use and not wasting it.

I don't remember. I have a vague memory.

I don't remember.

It was a message about improper dumping. It was talking about taking your things to the dump.

A storm drain had painting on it saying "Don't pollute our Storm Drains."

To be careful of what you put in the water drains and storm drains.

I saw political ads against Grey Davis and ad about not dumping things into the storm drains.

It was a problem. I don't remember if it's being addressed. Individuals shouldn't dump anything in storm drains.

It was something about a cartoon fish and it say's, "Please don't pollute. It's hurting our waters." I just recall it was something like that.

I can't remember anything specific.

We still have a water pollution problem. Our area seems to be improving, but I believe what I see. Our waters are still dirty.

I can't recall what it was about or what it said.

I don't recall.

It was a fish and I can't remember what it said.

I remember that there was a man changing his oil and his neighbor saw him throw the motor oil in the storm drains. The man that was watching told the other man that he was killing all of the fishes in the water.

Beware of what is put in the storm drains.

I do not recall what the message said.

It was something to the effect of, "Give a hoot, don't pollute."

I can't recall, I really don't know.

I seem to recall an ad about not dumping oil and antifreeze into the water because it leads to the fishes.

It was about the ozone and about the illegal dumping being done in the water and around town.

Don't pour oil in the sewers.

It was to make people aware of the impact of pesticides on the wetlands.

There were several showing oil being poured in the drains and killing the fish.

I don't remember. There was something about pesticides getting to the fish.

I can't remember. I can't even remember what I had for dinner.

Basically to not pollute our water.

It says, "Now entering the watershed. Take care of it."

They actually give you information on how not to pollute our water system.

Not to dump oil into the storm drains.

I don't know. I don't recall the message.

It was something about not littering, don't pollute the area or something. I don't really remember exactly.

I don't recall exactly what the message was or what it was about.

I don't remember the message. I wasn't really paying attention.

The stormwater runs into the creeks and pollutes the water.

It said that we need to protect our bay.

There are little signs all over that say, "The water drains into the bay, don't dump in the bay."

We need to protect our bodies of water and stop polluting.

It was something about the topic of water, but I'm not sure what exactly.

I do not recall what it was.

If it goes into the storm drains, it winds up in the bay.

It was a warning of the hazardous waste, what causes pollution and how we can prevent it.

It was on a public access channel. It talked about curb-side pick up for motor oil. I have also been trained through my job. I work for the City of Walnut Creek.

It was about pollution or something. I don't really recall.

We need to do a lot to save our water.

We need to be aware, aware of our environment and how it's doing.

They were warnings regarding storm drains and that Berkeley is not allowed to use pesticides.

The effects of water and the storm drain systems.

They are a pain in the a*s.

I don't remember.

It was about water pollution and its effects.

Water pollution and its impact.

For me to be more aware of the environmental problems facing us.

People are concerned about water runoff and pollution.

It tells me that you're concerned about the environment and that you guys are trying to do what you can.

It was something about Proposition 20 on water pollution.

I do not remember what the message was.

It told me to eliminate pollution.

Save our water because we're running out of it.

Keep our water clean and throw our trash away.

Don't waste water.

Save our water, don't litter. Do you like to drink garbage?

Only to wash after a certain time and keep our waters clean.

Be careful of what is flowing in our streets.

Don't dump. Recycle and watch what goes in our streets.

I think it was about saving our water.

The pesticides that farmers use are going into our rivers and affecting our fish.

It was about how much the automobiles contribute to the water pollution.

No, I do not recall anything.

I don't know. It was too long ago that I saw the message.

It was on PBS. It was trying to tell people where the water goes to. It goes out to the creek.

Man is polluting the water. Man is killing our water.

Do not dump your oil down the storm drains.

Oil. It told me not to dump oil in the storm drains.

The department of Fish and Games will be cleaning up the delta.

"Give a hoot, don't pollute," It was an owl saying that.

I don't recall exactly what the message was about.

It said not to dump stuff in the storm drains and to dispose of chemicals properly. Take them to the recycle center.

Dispose of the trash properly. Do not dump illegally in the water or on the ground.

Don't dump oil down the drain because it goes into the bay.

The sign just said, "Clean water."

It encourages people not to dump gasoline or chemicals into the storm drain.

It just said what is going into the water and saying not to dump things in there because it will be polluted.

Dispose of chemicals properly because it goes in our bay.

To keep your water clean and don't pollute it.

Be careful not to dump oil and pesticides in the storm drains.

I heard something on the radio about helping to protect the water.

Keep the water clean and don't dump trash in the streets.

Clean up after yourself and don't dump chemicals because we use the water.

It said, "Which water would you drink?" and it showed a glass of clean water and a glass with garbage in it.

Please keep our water clean.

Don't waste water, sweep your sidewalks rather than hosing them off.

You have to keep the water clean and don't waste the water.

Stay healthy and control the environment with the products you use.

The storm drains don't flow into the sewer system.

Be more aware of waste and pollution in the area.

Recycle and save.

It had something to do with voting on a measure to help the environment.

It was on an initiative on the ballot.

I can't think of anything except a water faucet.

It talked about recycling.

It basically talked about storm water.

Try to save the water, it's our future.

No matter what we do, it will never be solved until God takes over.

To prevent or help to prevent pollution to be aware of the problem.

Don't dump s**t into the gutters! Dispose of oil properly.

Beware when you dump things into the watershed.

No chemicals should be dumped and stop watering your driveways.

No, I don't recall what the message was.

We need to be more aware and not dump our trash in the streets.

It was about water pollution and it's effects, I guess.

I'm not sure, but I agreed with it.

Be careful about what you put in the storm drains.

Start taking care of the earth. The U.S. is the biggest polluter and is not giving many solutions.

I don't know. Take care of your oil and don't let it drip into the water.

Oil in the storm drains is oil in the bay.

To take your oil and antifreeze to the disposal center.

I don't remember exactly what it was about.

Don't pour oil into the storm drains.

I don't recall what the message said.

Not to pour oil down the drain.

You can earn money by recycling.

Report car fumes to the proper people.

Put trash in the proper places, don't litter.

Keep our animals in the ocean safe. Don't throw trash in the ocean.

Save our planet, recycle.

It talked about how much fish eat out of the bay and talked about the mercury in the water.

It was general guidelines making people aware of the pollution in the Bay Area.

I saw something on TV that said that if you don't recycle your oil right, it could contaminate our water.

It was a survey on water pollution.

It was about pollution in general.

It was a precaution message with an address and phone number to get more information on recycling.

There has been an increase in the pollution in our water. A lot of companies are getting away with a lot of stuff because of the money people have.

I saw an article in the paper that was about the water storm drains. I can't remember exactly the full article.

Beware of the water that goes into the ocean.

It asked the question; "Do you want to drink this water?" And then it showed a picture of the bay full of trash and dead animals.

Put your trash in the trash cans.

Trash belongs in the trash can, not in the streets or in our water.

Get extra money, recycle.

We need our water, stop wasting it.

Recycle everything.

To keep our streets clean and don't trash the storm drains.

Recycle. Don't throw trash in the water. That water goes to the bay.

The clean water act needs to be upheld.

Contain storm water on site and it informed us where it goes, the area or location of where it flows to.

It was about storm water and fluids from the vehicles mixing with our water.

I don't really remember what the message was.

It asked if we knew where our water comes from and then it gave a number and a web page of how to find out.

I don't remember.

I don't recall right now what the message was.

Pollution of water is a big problem that needs to be addressed.

It was about environmental health.

It was something about water pollution and the environment.

It was about solving pollution problems in Oakland.

It was to make people conscious of water pollution.

Water pollution.

Not to put things in the storm drains.

No, I do not recall what the message was.

I don't recall what it was about.

It was about water damage or something like that.

It was about storm drains, water and its effects.

APPENDIX E: CROSS TABULATIONS

Table 7: S1 Hello, this is _____ and I'm calling from AIS MARKET RESEARCH a California based market research company. We're talking with adults over the age of 18 today con

	Total	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								
		18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/HISP	AFRI CAN-AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602 100%	96 100% 16%	120 100% 20%	133 100% 22%	111 100% 18%	124 100% 21%	293 100% 49%	309 100% 51%	403 100% 67%	63 100% 10%	52 100% 9%	45 100% 7%	382 100% 63%	198 100% 33%	45 100% 7%	53 100% 9%	71 100% 12%	53 100% 9%	61 100% 10%	40 100% 7%	34 100% 6%	45 100% 7%	200 100% 33%
YES	602 100%	96 100% 16%	120 100% 20%	133 100% 22%	111 100% 18%	124 100% 21%	293 100% 49%	309 100% 51%	403 100% 67%	63 100% 10%	52 100% 9%	45 100% 7%	382 100% 63%	198 100% 33%	45 100% 7%	53 100% 9%	71 100% 12%	53 100% 9%	61 100% 10%	40 100% 7%	34 100% 6%	45 100% 7%	200 100% 33%
NO (ASK TO SPEAK TO SOMEONE OVER THE AGE OF 18)	0 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%
REFUSED (TERMINATE)	0 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%

Table 8: S2 Are you the (MALE/FEMALE) head of household?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEMALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K- 35K	35K- 50K	50K- 65K	65K- 80K	80K- 95K	95K- 110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
YES	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
NO (ASK FOR HEAD OF HOUSEHOLD)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
REFUSED (TERMINATE)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Table 9: S3 Approximately how long have you lived in the bay area?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF	
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K		110K MORE
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
LESS THAN 6 MONTHS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
6 TO 12 MONTHS	19	6	2	4	6	1	8	11	10	4	3	2	10	8	3	3	2	1	1	0	0	2	7
	3%	6%	2%	3%	5%	1%	3%	4%	2%	6%	6%	4%	3%	4%	7%	6%	3%	2%	2%	0%	0%	4%	4%
		32%	11%	21%	32%	5%	42%	58%	53%	21%	16%	11%	53%	42%	16%	16%	11%	5%	5%	0%	0%	11%	37%
		+				-																	
1 OR MORE YEARS	583	90	118	129	105	123	285	298	393	59	49	43	372	190	42	50	69	52	60	40	34	43	193
	97%	94%	98%	97%	95%	99%	97%	96%	98%	94%	94%	96%	97%	96%	93%	94%	97%	98%	98%	100%	100%	96%	96%
		15%	20%	22%	18%	21%	49%	51%	67%	10%	8%	7%	64%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
		-				+																	

Table 10: S4 What county do you live in?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF	
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEMALE	CAUC	LATINO/HISP	AFRICAN-AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K		110K MORE
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
ALAMEDA	232	43	47	55	46	37	116	116	144	24	28	26	140	87	23	23	30	16	24	9	15	21	71
	39%	45%	39%	41%	41%	30%	40%	38%	36%	38%	54%	58%	37%	44%	51%	43%	42%	30%	39%	22%	44%	47%	35%
		19%	20%	24%	20%	16%	50%	50%	62%	10%	12%	11%	60%	38%	10%	10%	13%	7%	10%	4%	6%	9%	31%
						--			--		++	+++		+	+					--			
CONTRA COSTA	152	21	32	31	27	36	74	78	112	16	8	4	101	43	8	14	18	15	14	8	7	9	59
	25%	22%	27%	23%	24%	29%	25%	25%	28%	25%	15%	9%	26%	22%	18%	26%	25%	28%	23%	20%	21%	20%	29%
		14%	21%	20%	18%	24%	49%	51%	74%	11%	5%	-	66%	28%	5%	9%	12%	10%	9%	5%	5%	6%	39%
									++			---											+
MARIN	41	1	7	12	8	11	18	23	36	2	0	0	29	10	3	5	0	4	4	6	1	7	11
	7%	1%	6%	9%	7%	9%	6%	7%	9%	3%	0%	0%	8%	5%	7%	9%	0%	8%	7%	15%	3%	16%	5%
		2%	17%	29%	20%	27%	44%	56%	88%	5%	0%	0%	71%	24%	7%	12%	0%	10%	10%	15%	2%	17%	27%
		--							+++											++			++
SAN MATEO	113	16	24	25	19	25	52	61	77	18	1	10	69	40	4	8	13	15	14	9	7	5	38
	19%	17%	20%	19%	17%	20%	18%	20%	19%	29%	2%	22%	18%	20%	9%	15%	18%	28%	23%	22%	21%	11%	19%
		14%	21%	22%	17%	22%	46%	54%	68%	16%	1%	9%	61%	35%	4%	7%	12%	13%	12%	8%	6%	4%	34%
									++		---				-			+					
SOLANO	64	15	10	10	11	15	33	31	34	3	15	5	43	18	7	3	10	3	5	8	4	3	21
	11%	16%	8%	8%	10%	12%	11%	10%	8%	5%	29%	11%	11%	9%	16%	6%	14%	6%	8%	20%	12%	7%	10%
		23%	16%	16%	17%	23%	52%	48%	53%	5%	23%	8%	67%	28%	11%	5%	16%	5%	8%	13%	6%	5%	33%
		+							--		+++									++			
OTHER	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
REFUSED	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Table 11: Q1 I'm going to read to you a short list of environmental issues. After I have read all six, please tell me which one you think is the most serious.

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
WATER POLLUTION	174	33	25	42	30	40	91	83	119	16	20	10	112	58	15	15	16	16	20	9	8	17	58
	29%	34%	21%	32%	27%	32%	31%	27%	30%	25%	38%	22%	29%	29%	33%	28%	23%	30%	33%	22%	24%	38%	29%
		19%	14%	24%	17%	23%	52%	48%	68%	9%	11%	6%	64%	33%	9%	9%	9%	9%	11%	5%	5%	10%	33%
AIR POLLUTION	144	29	24	30	27	27	60	84	89	14	18	15	90	47	10	13	17	7	16	12	9	8	52
	24%	30%	20%	23%	24%	22%	20%	27%	22%	22%	35%	33%	24%	24%	22%	25%	24%	13%	26%	30%	26%	18%	26%
		20%	17%	21%	19%	19%	42%	58%	62%	10%	13%	10%	63%	33%	7%	9%	12%	5%	11%	8%	6%	6%	36%
WILDLIFE HABITAT	31	6	9	10	5	1	16	15	22	5	2	1	18	12	3	2	5	3	3	3	2	0	10
	5%	6%	8%	8%	5%	1%	5%	5%	5%	8%	4%	2%	5%	6%	7%	4%	7%	6%	5%	8%	6%	0%	5%
		19%	29%	32%	16%	3%	52%	48%	71%	16%	6%	3%	58%	39%	10%	6%	16%	10%	10%	10%	6%	0%	32%
URBAN GROWTH	75	5	16	16	16	20	43	32	60	2	4	2	51	22	3	7	11	9	4	2	5	6	28
	12%	5%	13%	12%	14%	16%	15%	10%	15%	3%	8%	4%	13%	11%	7%	13%	15%	17%	7%	5%	15%	13%	14%
		7%	21%	21%	21%	27%	57%	43%	80%	3%	5%	3%	68%	29%	4%	9%	15%	12%	5%	3%	7%	8%	37%
TRANSPORTATION	116	15	29	23	23	24	56	60	83	11	3	11	81	29	8	9	9	13	10	11	9	13	34
	19%	16%	24%	17%	21%	19%	19%	19%	21%	17%	6%	24%	21%	15%	18%	17%	13%	25%	16%	28%	26%	29%	17%
		13%	25%	20%	20%	21%	48%	52%	72%	9%	3%	9%	70%	25%	7%	8%	8%	11%	9%	9%	8%	11%	29%
SOLID WASTE AND RECYCLING	41	5	12	7	7	7	17	24	22	8	4	5	22	17	3	5	7	4	4	3	1	1	13
	7%	5%	10%	5%	6%	6%	6%	8%	5%	13%	8%	11%	6%	9%	7%	9%	10%	8%	7%	8%	3%	2%	6%
		12%	29%	17%	17%	17%	41%	59%	54%	20%	10%	12%	54%	41%	7%	12%	17%	10%	10%	7%	2%	2%	32%
NONE	7	2	0	1	1	3	4	3	0	5	1	2	5	0	1	4	0	2	0	0	0	0	0
	1%	2%	0%	1%	1%	2%	1%	1%	0%	8%	2%	1%	3%	0%	2%	6%	0%	3%	0%	0%	0%	0%	0%
		29%	0%	14%	14%	43%	57%	43%	0%	71%	14%	14%	29%	71%	0%	14%	57%	0%	29%	0%	0%	0%	0%

(continued)

Table 11: Q1 I'm going to read to you a short list of environmental issues. After I have read all six, please tell me which one you think is the most serious.

(continued)

	Total	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								
		18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602 100%	96 100% 16%	120 100% 20%	133 100% 22%	111 100% 18%	124 100% 21%	293 100% 49%	309 100% 51%	403 100% 67%	63 100% 10%	52 100% 9%	45 100% 7%	382 100% 63%	198 100% 33%	45 100% 7%	53 100% 9%	71 100% 12%	53 100% 9%	61 100% 10%	40 100% 7%	34 100% 6%	45 100% 7%	200 100% 33%
DON'T KNOW/UNSURE	14 2%	1 1% 7%	5 4% 36%	4 3% 29%	2 2% 14%	2 2% 14%	6 2% 43%	8 3% 57%	8 2% 57%	2 3% 14%	0 0% 0%	0 0% 0%	6 2% 43%	8 4% 57% +	3 7% 21% ++	1 2% 7%	2 3% 14%	1 2% 7%	2 3% 14%	0 0% 0%	0 0% 0%	0 0% 0%	5 3% 36%
REFUSED	0 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%

Table 12: Q2 Are there any bodies of water near your home such as a lake, river, reservoir, creek or bay?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
YES	448	65	87	105	91	84	224	224	313	35	37	29	289	141	28	36	47	46	48	30	31	38	144
	74%	68%	73%	79%	82%	68%	76%	72%	78%	56%	71%	64%	76%	71%	62%	68%	66%	87%	79%	75%	91%	84%	72%
		15%	19%	23%	20%	19%	50%	50%	70%	8%	8%	6%	65%	31%	6%	8%	10%	10%	11%	7%	7%	8%	32%
					++	-			+++	---					-		-	++			++		
NO	149	30	31	27	20	39	69	80	88	25	15	16	90	55	17	16	23	6	12	10	3	7	55
	25%	31%	26%	20%	18%	31%	24%	26%	22%	40%	29%	36%	24%	28%	38%	30%	32%	11%	20%	25%	9%	16%	28%
		20%	21%	18%	13%	26%	46%	54%	59%	17%	10%	11%	60%	37%	11%	11%	15%	4%	8%	7%	2%	5%	37%
					-	+			--	+++	+				++			--			--		
DON'T KNOW	5	1	2	1	0	1	0	5	2	3	0	0	3	2	0	1	1	1	1	0	0	0	1
	1%	1%	2%	1%	0%	1%	0%	2%	0%	5%	0%	0%	1%	1%	0%	2%	1%	2%	2%	0%	0%	0%	0%
		20%	40%	20%	0%	20%	0%	100%	40%	60%	0%	0%	60%	40%	0%	20%	20%	20%	20%	0%	0%	0%	20%
								++		+++													

Table 13: Q3 Would you say that this body of water is:

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF	
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K		110K MORE
Unweighted Base	448 100%	65 100%	87 100%	105 100%	91 100%	84 100%	224 100%	224 100%	313 100%	35 100%	37 100%	29 100%	289 100%	141 100%	28 100%	36 100%	47 100%	46 100%	48 100%	30 100%	31 100%	38 100%	144 100%
VERY CLEAN	46 10%	3 5%	11 13%	11 10%	9 10%	9 11%	27 12%	19 8%	35 11%	7 20%	1 3%	1 3%	27 9%	18 13%	1 4%	4 11%	3 6%	5 11%	3 6%	5 17%	3 10%	4 11%	18 13%
		7%	24%	24%	20%	20%	59%	41%	76%	15%	2%	2%	59%	39%	2%	9%	7%	11%	7%	11%	7%	9%	39%
					++			+++		++		+++	---	---								+++	
MODERATELY CLEAN	167 37%	17 26%	30 34%	38 36%	39 43%	40 48%	82 37%	85 38%	131 42%	12 34%	5 14%	9 31%	121 42%	40 28%	7 25%	16 44%	17 36%	17 37%	16 33%	12 40%	12 39%	22 58%	48 33%
		10%	18%	23%	23%	24%	49%	51%	78%	7%	3%	5%	72%	24%	4%	10%	10%	10%	10%	7%	7%	13%	29%
		--	--	--	++	++	++	++	+++	---	---	+++	---	---								+++	
MODERATELY DIRTY	132 29%	22 34%	25 29%	35 33%	26 29%	20 24%	77 34%	55 25%	89 28%	12 34%	13 35%	11 38%	78 27%	49 35%	12 43%	8 22%	18 38%	14 30%	16 33%	6 20%	10 32%	5 13%	43 30%
		17%	19%	27%	20%	15%	58%	42%	67%	9%	10%	8%	59%	37%	9%	6%	14%	11%	12%	5%	8%	4%	33%
							++	--					+									--	
VERY DIRTY	81 18%	21 32%	17 20%	16 15%	12 13%	10 12%	32 14%	49 22%	43 14%	4 11%	15 41%	5 17%	45 16%	32 23%	7 25%	8 22%	9 19%	6 13%	12 25%	7 23%	5 16%	5 13%	22 15%
		26%	21%	20%	15%	12%	40%	60%	53%	5%	19%	6%	56%	40%	9%	10%	11%	7%	15%	9%	6%	6%	27%
		+++					--	++	---		+++		-	+									
DON'T KNOW/ UNSURE	22 5%	2 3%	4 5%	5 5%	5 5%	5 6%	6 3%	16 7%	15 5%	0 0%	3 8%	3 10%	18 6%	2 1%	1 4%	0 0%	0 0%	4 9%	1 2%	0 0%	1 3%	2 5%	13 9%
		9%	18%	23%	23%	23%	27%	73%	68%	0%	14%	14%	82%	9%	5%	0%	0%	18%	5%	0%	5%	9%	59%
							--	++					+	--									+++

Table 14: Q4 In your opinion, what causes water pollution? (DO NOT READ; PROBE FOR ONE MAJOR CAUSE ONLY)

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF	
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K		110K MORE
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
01 INDUSTRIAL AND MANUFACTURING PLANTS	147	24	29	36	24	28	72	75	107	7	13	11	94	50	9	12	14	18	19	10	6	14	45
	24%	25%	24%	27%	22%	23%	25%	24%	27%	11%	25%	24%	25%	25%	20%	23%	20%	34%	31%	25%	18%	31%	22%
		16%	20%	24%	16%	19%	49%	51%	73%	5%	9%	7%	64%	34%	6%	8%	10%	12%	13%	7%	4%	10%	31%
									+									+					
02 SEWER/ WASTEWATER TREATMENT PLANTS	49	8	11	9	12	8	26	23	35	3	5	2	29	19	5	7	4	5	3	2	5	5	13
	8%	8%	9%	7%	11%	6%	9%	7%	9%	5%	10%	4%	8%	10%	11%	13%	6%	9%	5%	5%	15%	11%	6%
		16%	22%	18%	24%	16%	53%	47%	71%	6%	10%	4%	59%	39%	10%	14%	8%	10%	6%	4%	10%	10%	27%
03 AIR POLLUTION	14	4	5	1	3	1	4	10	11	1	1	1	8	5	2	1	0	0	4	1	1	0	5
	2%	4%	4%	1%	3%	1%	1%	3%	3%	2%	2%	2%	2%	3%	4%	2%	0%	0%	7%	3%	3%	0%	3%
		29%	36%	7%	21%	7%	29%	71%	79%	7%	7%	7%	57%	36%	14%	7%	0%	0%	29%	7%	7%	0%	36%
																			++				
04 IMPROPER DISPOSAL OF TRASH IN CITY STREETS	78	12	19	10	14	21	37	41	47	16	5	7	49	25	8	10	11	4	6	5	3	4	27
	13%	13%	16%	8%	13%	17%	13%	13%	12%	25%	10%	16%	13%	13%	18%	19%	15%	8%	10%	13%	9%	9%	14%
		15%	24%	13%	18%	27%	47%	53%	60%	21%	6%	9%	63%	32%	10%	13%	14%	5%	8%	6%	4%	5%	35%
				--						+++													
05 IMPROPER DISPOSAL OF USED AUTOMOTIVE FLUIDS LIKE OIL AND ANTIFREEZE	31	7	7	7	7	2	17	14	16	7	3	3	18	11	2	2	7	5	4	2	0	4	5
	5%	7%	6%	5%	6%	2%	6%	5%	4%	11%	6%	7%	5%	6%	4%	4%	10%	9%	7%	5%	0%	9%	3%
		23%	23%	23%	23%	6%	55%	45%	52%	23%	10%	10%	58%	35%	6%	6%	23%	16%	13%	6%	0%	13%	16%
					--				-	++							+						--
06 USE AND IMPROPER DISPOSAL OF LAWN AND GARDEN CHEMICALS	16	3	5	3	3	1	9	7	9	2	1	1	7	8	0	4	3	0	1	1	1	0	6
	3%	3%	4%	2%	3%	1%	3%	2%	2%	3%	2%	2%	2%	4%	0%	8%	4%	0%	2%	3%	3%	0%	3%
		19%	31%	19%	19%	6%	56%	44%	56%	13%	6%	6%	44%	50%	0%	25%	19%	0%	6%	6%	6%	0%	38%
													-			++							
07 HOUSEHOLD PRODUCTS USED OUTDOORS	12	0	1	5	1	2	4	8	10	0	0	0	9	0	0	0	1	1	1	1	0	2	6
	2%	0%	1%	4%	1%	2%	1%	3%	2%	0%	0%	0%	2%	0%	0%	0%	1%	2%	2%	3%	0%	4%	3%
		0%	8%	42%	8%	17%	33%	67%	83%	0%	0%	0%	75%	0%	0%	0%	8%	8%	8%	8%	0%	17%	50%
				+																			

(continued)

Table 14: Q4 In your opinion, what causes water pollution? (DO NOT READ; PROBE FOR ONE MAJOR CAUSE ONLY) (continued)

	AGE					GENDER			ETHNICITY				OWN/RENT		INCOME								REF
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
08 RETAIL BUSNISSES AND STORES	3	0	1	1	0	1	1	2	2	1	0	0	2	1	0	0	1	0	0	1	0	0	1
	0%	0%	1%	1%	0%	1%	0%	1%	0%	2%	0%	0%	1%	1%	0%	0%	1%	0%	0%	3%	0%	0%	0%
		0%	33%	33%	0%	33%	33%	67%	67%	33%	0%	0%	67%	33%	0%	0%	33%	0%	0%	33%	0%	0%	33%
09 THE OPERATION OF CARS AND TRUCKS	13	1	2	5	0	5	5	8	7	2	1	2	8	5	2	0	1	0	0	2	3	0	5
	2%	1%	2%	4%	0%	4%	2%	3%	2%	3%	2%	4%	2%	3%	4%	0%	1%	0%	0%	5%	9%	0%	3%
		8%	15%	38%	0%	38%	38%	62%	54%	15%	8%	15%	62%	38%	15%	0%	8%	0%	0%	15%	23%	0%	38%
																					+++		
STORM WATER RUNOFF FROM HOMES AND BUSINESSES	40	4	4	8	13	11	23	17	31	5	0	3	32	7	3	4	3	4	0	1	7	5	13
	7%	4%	3%	6%	12%	9%	8%	6%	8%	8%	0%	7%	8%	4%	7%	8%	4%	8%	0%	3%	21%	11%	6%
		10%	10%	20%	32%	28%	57%	43%	77%	13%	0%	8%	80%	17%	8%	10%	8%	10%	0%	3%	17%	13%	32%
					++							++	--								+++		
AGRICULTURAL CHEMICALS INCLUDING PESTICIDES, SPRAYS AND FERTILIZERS	53	8	13	13	6	12	27	26	40	4	5	2	34	18	1	1	7	5	7	3	4	5	20
	9%	8%	11%	10%	5%	10%	9%	8%	10%	6%	10%	4%	9%	9%	2%	2%	10%	9%	11%	8%	12%	11%	10%
		15%	25%	25%	11%	23%	51%	49%	75%	8%	9%	4%	64%	34%	2%	2%	13%	9%	13%	6%	8%	9%	38%
PEOPLE/ EVERYONE/ RESIDENTS	103	16	17	20	26	23	46	57	62	9	14	11	69	33	6	9	15	6	11	9	3	4	40
	17%	17%	14%	15%	23%	19%	16%	18%	15%	14%	27%	24%	18%	17%	13%	17%	21%	11%	18%	22%	9%	9%	20%
		16%	17%	19%	25%	22%	45%	55%	60%	9%	14%	11%	67%	32%	6%	9%	15%	6%	11%	9%	3%	4%	39%
					+					++													
OTHER (SPECIFY _____)	15	2	3	6	1	3	8	7	8	0	3	2	10	4	2	0	1	3	3	2	0	0	4
	2%	2%	3%	5%	1%	2%	3%	2%	2%	0%	6%	4%	3%	2%	4%	0%	1%	6%	5%	5%	0%	0%	2%
		13%	20%	40%	7%	20%	53%	47%	53%	0%	20%	13%	67%	27%	13%	0%	7%	20%	20%	13%	0%	0%	27%
					+																		
REFUSED/ UNABLE TO ANSWER	28	7	3	9	1	6	14	14	18	6	1	0	13	12	5	3	3	2	2	0	1	2	10
	5%	7%	3%	7%	1%	5%	5%	5%	4%	10%	2%	0%	3%	6%	11%	6%	4%	4%	3%	0%	3%	4%	5%
		25%	11%	32%	4%	21%	50%	50%	64%	21%	4%	0%	46%	43%	18%	11%	11%	7%	7%	0%	4%	7%	36%
					--					+					++								

Table 15: Q5 What do you feel have been the main impacts of these types of problems? (DO NOT READ; PROBE FOR CLARITY)

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
NATURAL ENVIROMENT IS AFFECTED	188	32	42	44	35	32	90	98	131	17	16	15	118	64	13	15	25	16	22	12	13	14	58
	31%	33%	35%	33%	32%	26%	31%	32%	33%	27%	31%	33%	31%	32%	29%	28%	35%	30%	36%	30%	38%	31%	29%
		17%	22%	23%	19%	17%	48%	52%	70%	9%	9%	8%	63%	34%	7%	8%	13%	9%	12%	6%	7%	7%	31%
HUMAN HEALTH PROBLEMS	198	32	35	35	42	45	87	111	124	24	16	19	125	67	16	18	32	11	17	14	8	15	67
	33%	33%	29%	26%	38%	36%	30%	36%	31%	38%	31%	42%	33%	34%	36%	34%	45%	21%	28%	35%	24%	33%	34%
		16%	18%	18%	21%	23%	44%	56%	63%	12%	8%	10%	63%	34%	8%	9%	16%	6%	9%	7%	4%	8%	34%
				-													++	--					
AGRICULTURE	19	2	4	7	2	3	11	8	10	5	1	1	12	6	1	2	2	3	0	1	0	1	9
	3%	2%	3%	5%	2%	2%	4%	3%	2%	8%	2%	2%	3%	3%	2%	4%	3%	6%	0%	3%	0%	2%	5%
		11%	21%	37%	11%	16%	58%	42%	53%	26%	5%	5%	63%	32%	5%	11%	11%	16%	0%	3%	0%	5%	47%
										++													
WATER SUPPLY	49	7	8	16	5	10	29	20	36	3	4	3	26	18	2	4	1	3	8	3	3	6	19
	8%	7%	7%	12%	5%	8%	10%	6%	9%	5%	8%	7%	7%	9%	4%	8%	1%	6%	13%	8%	9%	13%	9%
		14%	16%	33%	10%	20%	59%	41%	73%	6%	8%	6%	53%	37%	4%	8%	2%	6%	16%	6%	6%	12%	39%
				+														--					
WATER QUALITY	54	4	13	14	14	9	30	24	40	4	3	1	41	13	1	4	2	10	5	6	5	4	17
	9%	4%	11%	11%	13%	7%	10%	8%	10%	6%	6%	2%	11%	7%	2%	8%	3%	19%	8%	15%	15%	9%	9%
		7%	24%	26%	26%	17%	56%	44%	74%	7%	6%	2%	76%	24%	2%	7%	4%	19%	9%	11%	9%	7%	31%
		-										-	++		-		-	+++					
FINANCIAL	15	2	1	4	5	3	11	4	10	2	2	0	13	1	0	4	0	2	1	1	2	2	3
	2%	2%	1%	3%	5%	2%	4%	1%	2%	3%	4%	0%	3%	1%	0%	8%	0%	4%	2%	3%	6%	4%	1%
		13%	7%	27%	33%	20%	73%	27%	67%	13%	13%	0%	87%	7%	0%	27%	0%	13%	7%	7%	13%	13%	20%
							+	-				+	--		++								
OTHER (SPECIFY _____)	20	3	3	6	2	5	9	11	15	0	2	2	12	7	3	2	2	3	2	2	1	0	5
	3%	3%	3%	5%	2%	4%	3%	4%	4%	0%	4%	4%	3%	4%	7%	4%	3%	6%	3%	5%	3%	0%	3%
		15%	15%	30%	10%	25%	45%	55%	75%	0%	10%	10%	60%	35%	15%	10%	10%	15%	10%	10%	5%	0%	25%

(continued)

Table 15: Q5 What do you feel have been the main impacts of these types of problems? (DO NOT READ; PROBE FOR CLARITY) (continued)

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
REFUSED/ UNABLE TO ANSWER	51	13	10	7	5	15	23	28	31	8	8	3	30	19	9	3	5	3	5	1	2	1	22
	8%	14%	8%	5%	5%	12%	8%	9%	8%	13%	15%	7%	8%	10%	20%	6%	7%	6%	8%	3%	6%	2%	11%
		25%	20%	14%	10%	29%	45%	55%	61%	16%	16%	6%	59%	37%	18%	6%	10%	6%	10%	2%	4%	2%	43%
		+			-					+				+++									
OVER POPULATION/ GROWTH	8	1	4	0	1	2	3	5	6	0	0	1	5	3	0	1	2	2	1	0	0	2	0
	1%	1%	3%	0%	1%	2%	1%	2%	1%	0%	0%	2%	1%	2%	0%	2%	3%	4%	2%	0%	0%	4%	0%
		13%	50%	0%	13%	25%	38%	63%	75%	0%	0%	13%	63%	38%	0%	13%	25%	25%	13%	0%	0%	25%	0%
			++																			+	

Table 16: Q6 There are many things that contribute to water pollution in our area. Using a scale of 1 to 5, with 5 being high and 1 being low, how would you rate each of the following, INDUSTRIAL AND MANUFACTURING PLANTS?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
LOW	41	3	5	12	10	10	26	15	28	6	2	2	30	9	2	5	6	0	6	5	3	2	12
	7%	3%	4%	9%	9%	8%	9%	5%	7%	10%	4%	4%	8%	5%	4%	9%	8%	0%	10%	13%	9%	4%	6%
		7%	12%	29%	24%	24%	63%	37%	68%	15%	5%	5%	73%	22%	5%	12%	15%	0%	15%	12%	7%	5%	29%
							+	-															
MODERATELY LOW	46	8	9	10	4	14	30	16	32	3	6	2	25	17	3	2	10	3	3	1	2	4	18
	8%	8%	8%	8%	4%	11%	10%	5%	8%	5%	12%	4%	7%	9%	7%	4%	14%	6%	5%	3%	6%	9%	9%
		17%	20%	22%	9%	30%	65%	35%	70%	7%	13%	4%	54%	37%	7%	4%	22%	7%	7%	2%	4%	9%	39%
					-	+	++	--									++						
MODERATELY	91	16	24	19	12	16	42	49	60	17	5	5	60	28	5	8	9	4	14	5	6	8	32
	15%	17%	20%	14%	11%	13%	14%	16%	15%	27%	10%	11%	16%	14%	11%	15%	13%	8%	23%	13%	18%	18%	16%
		18%	26%	21%	13%	18%	46%	54%	66%	19%	5%	5%	66%	31%	5%	9%	10%	4%	15%	5%	7%	9%	35%
			+				+	++	+++										+				
MODERATELY HIGH	132	24	27	33	26	21	70	62	81	9	13	19	85	44	7	8	8	15	15	11	9	12	47
	22%	25%	22%	25%	23%	17%	24%	20%	20%	14%	25%	42%	22%	22%	16%	15%	11%	28%	25%	28%	26%	27%	23%
		18%	20%	25%	20%	16%	53%	47%	61%	7%	10%	14%	64%	33%	5%	6%	6%	11%	11%	8%	7%	9%	36%
											+++						--						
HIGH	274	40	55	58	57	54	117	157	189	26	26	17	171	95	23	28	36	30	23	18	14	19	83
	46%	42%	46%	44%	51%	44%	40%	51%	47%	41%	50%	38%	45%	48%	51%	53%	51%	57%	38%	45%	41%	42%	41%
		15%	20%	21%	21%	20%	43%	57%	69%	9%	9%	6%	62%	35%	8%	10%	13%	11%	8%	7%	5%	7%	30%
							---	+++									+						
DON'T KNOW	18	5	0	1	2	9	8	10	13	2	0	0	11	5	5	2	2	1	0	0	0	0	8
	3%	5%	0%	1%	2%	7%	3%	3%	3%	3%	0%	0%	3%	3%	11%	4%	3%	2%	0%	0%	0%	0%	4%
		28%	0%	6%	11%	50%	44%	56%	72%	11%	0%	0%	61%	28%	28%	11%	11%	6%	0%	0%	0%	0%	44%
				-		+++									+++								

Table 17: Q6 There are many things that contribute to water pollution in our area. Using a scale of 1 to 5, with 5 being high and 1 being low, how would you rate each of the following, SEWER/ WASTEWATER TREATMENT PLANT?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF		
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K		110K MORE	
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%	
LOW	99	9	14	21	24	27	66	33	68	13	8	4	66	29	3	10	13	7	9	6	8	10	33	
	16%	9%	12%	16%	22%	22%	23%	11%	17%	21%	15%	9%	17%	15%	7%	19%	18%	13%	15%	15%	24%	22%	17%	
		9%	14%	21%	24%	27%	67%	33%	69%	13%	8%	4%	67%	29%	3%	10%	13%	7%	9%	6%	8%	10%	33%	
		--				+	+++	--							--									
MODERATELY LOW	103	12	15	25	22	29	65	38	82	8	1	8	79	23	8	6	3	12	11	5	8	11	39	
	17%	13%	13%	19%	20%	23%	22%	12%	20%	13%	2%	18%	21%	12%	18%	11%	4%	23%	18%	13%	24%	24%	19%	
		12%	15%	24%	21%	28%	63%	37%	80%	8%	1%	8%	77%	22%	8%	6%	3%	12%	11%	5%	8%	11%	38%	
						++	+++	--	+++				+++	--										
MODERATELY	161	27	38	41	27	25	72	89	111	18	9	13	97	58	6	14	18	13	18	16	6	8	62	
	27%	28%	32%	31%	24%	20%	25%	29%	28%	29%	17%	29%	25%	29%	13%	26%	25%	25%	30%	40%	18%	18%	31%	
		17%	24%	25%	17%	16%	45%	55%	69%	11%	6%	8%	60%	36%	4%	9%	11%	8%	11%	10%	4%	5%	39%	
						-									--					++			+	
MODERATELY HIGH	113	21	21	28	22	16	54	59	64	11	20	12	70	40	8	8	19	12	17	6	6	8	29	
	19%	22%	17%	21%	20%	13%	18%	19%	16%	17%	38%	27%	18%	20%	18%	15%	27%	23%	28%	15%	18%	18%	14%	
		19%	19%	25%	19%	14%	48%	52%	57%	10%	18%	11%	62%	35%	7%	7%	17%	11%	15%	5%	5%	7%	26%	
						-			--		+++							+					-	
HIGH	90	22	25	14	12	13	28	62	55	11	12	5	42	43	15	13	13	6	5	3	4	7	24	
	15%	23%	21%	11%	11%	10%	10%	20%	14%	17%	23%	11%	11%	22%	33%	25%	18%	11%	8%	8%	12%	16%	12%	
		24%	28%	16%	13%	14%	31%	69%	61%	12%	13%	6%	47%	48%	17%	14%	14%	7%	6%	3%	4%	8%	27%	
		++	++				--	+++		+			--	+++	+++	++								
DON'T KNOW	36	5	7	4	4	14	8	28	23	2	2	3	28	5	5	2	5	3	1	4	2	1	13	
	6%	5%	6%	3%	4%	11%	3%	9%	6%	3%	4%	7%	7%	3%	11%	4%	7%	6%	2%	10%	6%	2%	6%	
		14%	19%	11%	11%	39%	22%	78%	64%	6%	6%	8%	78%	14%	14%	6%	14%	8%	3%	11%	6%	3%	36%	
						+++	--	+++					+	--										

Table 18: Q6 There are many things that contribute to water pollution in our area. Using a scale of 1 to 5, with 5 being high and 1 being low, how would you rate each of the following, AIR POLLUTION?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF	
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K		110K MORE
Unweighted Base	602 100%	96 100%	120 100%	133 100%	111 100%	124 100%	293 100%	309 100%	403 100%	63 100%	52 100%	45 100%	382 100%	198 100%	45 100%	53 100%	71 100%	53 100%	61 100%	40 100%	34 100%	45 100%	200 100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
LOW	61 10%	5 5%	10 8%	16 16%	13 26%	16 21%	41 67%	20 33%	44 72%	4 7%	5 8%	3 5%	48 79%	10 16%	2 3%	2 3%	8 13%	4 7%	7 11%	8 20%	4 12%	6 13%	20 33%
		-	-	-	-	-	+++	---	-	-	-	+++	---	-	-	-	-	-	-	++	-	-	-
MODERATELY LOW	105 17%	17 18%	19 16%	22 17%	19 17%	26 21%	59 20%	46 15%	74 18%	7 11%	9 17%	7 16%	74 19%	26 13%	6 13%	9 17%	15 21%	10 19%	10 16%	3 8%	6 18%	9 20%	37 19%
		16%	18%	21%	18%	25%	56%	44%	70%	7%	9%	7%	70%	25%	6%	9%	14%	10%	10%	3%	6%	9%	35%
MODERATELY	177 29%	31 32%	40 33%	42 32%	31 28%	27 22%	81 28%	96 31%	126 31%	17 27%	16 31%	9 20%	107 28%	65 33%	13 29%	16 30%	14 20%	19 36%	21 34%	11 28%	7 21%	18 40%	58 29%
		18%	23%	24%	18%	15%	46%	54%	71%	10%	9%	5%	60%	37%	7%	9%	8%	11%	12%	6%	4%	10%	33%
MODERATELY HIGH	122 20%	21 22%	25 21%	26 20%	28 25%	21 17%	63 22%	59 19%	78 19%	13 21%	12 23%	16 36%	74 19%	46 23%	7 16%	9 17%	18 25%	8 15%	12 20%	7 17%	10 29%	9 20%	42 21%
		17%	20%	21%	23%	17%	52%	48%	64%	11%	10%	13%	61%	38%	6%	7%	15%	7%	10%	6%	8%	7%	34%
HIGH	109 18%	18 19%	24 20%	20 15%	16 14%	24 19%	36 12%	73 24%	64 16%	19 30%	8 15%	9 20%	61 16%	45 23%	15 33%	13 25%	15 21%	9 17%	8 13%	11 28%	5 15%	3 7%	30 15%
		17%	22%	18%	15%	22%	33%	67%	59%	17%	7%	8%	56%	41%	14%	12%	14%	8%	7%	10%	5%	3%	28%
DON'T KNOW	28 5%	4 4%	2 2%	7 5%	4 4%	10 8%	13 4%	15 5%	17 4%	3 5%	2 4%	1 2%	18 5%	6 3%	2 4%	4 8%	1 1%	3 6%	3 5%	0 0%	2 6%	0 0%	13 6%
		14%	7%	25%	14%	36%	46%	54%	61%	11%	7%	4%	64%	21%	7%	14%	4%	11%	11%	0%	7%	0%	46%

Table 19: Q6 There are many things that contribute to water pollution in our area. Using a scale of 1 to 5, with 5 being high and 1 being low, how would you rate each of the following, IMPROPER DISPOSAL OF TRASH IN CITY LIMITS?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
LOW	70	9	6	16	16	21	39	31	45	10	5	2	45	23	4	7	11	6	6	2	5	8	21
	12%	9%	5%	12%	14%	17%	13%	10%	11%	16%	10%	4%	12%	12%	9%	13%	15%	11%	10%	5%	15%	18%	10%
		13%	9%	23%	23%	30%	56%	44%	64%	14%	7%	3%	64%	33%	6%	10%	16%	9%	9%	3%	7%	11%	30%
			--			++																	
MODERATELY LOW	112	14	26	25	21	24	61	51	83	7	8	8	75	35	2	7	9	12	14	10	7	14	37
	19%	15%	22%	19%	19%	19%	21%	17%	21%	11%	15%	18%	20%	18%	4%	13%	13%	23%	23%	25%	21%	31%	19%
		13%	23%	22%	19%	21%	54%	46%	74%	6%	7%	7%	67%	31%	2%	6%	8%	11%	13%	9%	6%	13%	33%
									+						--							++	
MODERATELY	163	20	40	36	30	32	91	72	115	15	13	14	102	52	7	6	21	13	18	10	11	14	63
	27%	21%	33%	27%	27%	26%	31%	23%	29%	24%	25%	31%	27%	26%	16%	11%	30%	25%	30%	25%	32%	31%	31%
		12%	25%	22%	18%	20%	56%	44%	71%	9%	8%	9%	63%	32%	4%	4%	13%	8%	11%	6%	7%	9%	39%
			+				++	--							-	---							+
MODERATELY HIGH	121	23	29	29	19	16	43	78	76	10	12	12	74	43	14	14	9	12	14	7	3	7	41
	20%	24%	24%	22%	17%	13%	15%	25%	19%	16%	23%	27%	19%	22%	31%	26%	13%	23%	23%	17%	9%	16%	20%
		19%	24%	24%	16%	13%	36%	64%	63%	8%	10%	10%	61%	36%	12%	12%	7%	10%	12%	6%	2%	6%	34%
						--	---	+++							+			-				-	
HIGH	123	28	16	25	22	28	53	70	76	21	14	7	75	44	17	18	18	9	7	10	8	2	34
	20%	29%	13%	19%	20%	23%	18%	23%	19%	33%	27%	16%	20%	22%	38%	34%	25%	17%	11%	25%	24%	4%	17%
		23%	13%	20%	18%	23%	43%	57%	62%	17%	11%	6%	61%	36%	14%	15%	15%	7%	6%	8%	7%	2%	28%
		++	--							+++					+++	++						---	
DON'T KNOW	13	2	3	2	3	3	6	7	8	0	0	2	11	1	1	1	3	1	2	1	0	0	4
	2%	2%	3%	2%	3%	2%	2%	2%	2%	0%	0%	4%	3%	1%	2%	2%	4%	2%	3%	3%	0%	0%	2%
		15%	23%	15%	23%	23%	46%	54%	62%	0%	0%	15%	85%	8%	8%	8%	23%	8%	15%	8%	0%	0%	31%

Table 20: Q6 There are many things that contribute to water pollution in our area. Using a scale of 1 to 5, with 5 being high and 1 being low, how would you rate each of the following, IMPROPER DISPOSAL OF USED AUTOMOTIVE FLUIDS LIKE OIL AND ANTIFREEZE?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME										REF
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE		
Unweighted Base	602 100%	96 100%	120 100%	133 100%	111 100%	124 100%	293 100%	309 100%	403 100%	63 100%	52 100%	45 100%	382 100%	198 100%	45 100%	53 100%	71 100%	53 100%	61 100%	40 100%	34 100%	45 100%	200 100%	
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%	
LOW	45 7%	5 11%	7 16%	10 22%	9 20%	14 31%	28 62%	17 38%	29 64%	5 11%	5 11%	3 7%	31 69%	14 31%	3 7%	2 4%	8 18%	5 11%	7 16%	2 4%	3 7%	6 13%	9 20%	
						+	+	-															-	
MODERATELY LOW	72 12%	7 10%	19 26%	15 21%	12 17%	18 25%	42 58%	30 42%	52 72%	5 7%	6 8%	5 7%	48 67%	21 29%	3 4%	9 13%	11 15%	6 8%	5 7%	3 4%	4 6%	12 17%	19 26%	
							+	-														+++	+	
MODERATELY	156 26%	27 17%	30 19%	36 23%	28 18%	31 20%	81 52%	75 48%	116 74%	12 8%	9 6%	12 8%	107 69%	43 28%	5 3%	7 4%	13 8%	11 7%	20 13%	10 6%	16 10%	17 11%	57 37%	
									++						--	--					+++	+		
MODERATELY HIGH	134 22%	25 19%	27 20%	33 25%	20 15%	26 19%	70 52%	64 48%	88 66%	13 10%	13 10%	16 12%	81 60%	50 37%	6 4%	17 13%	14 10%	13 10%	13 10%	10 7%	6 4%	6 4%	49 37%	
											++					+								
HIGH	178 30%	29 16%	37 21%	34 19%	41 23%	27 15%	65 37%	113 63%	109 61%	25 14%	17 10%	9 5%	104 58%	67 38%	25 14%	18 10%	22 12%	18 10%	16 9%	13 7%	4 2%	4 2%	58 33%	
					+	--	+++	-		+					+++						--	--		
DON'T KNOW	17 3%	3 18%	0 0%	5 29%	1 6%	8 47%	7 41%	10 59%	9 53%	3 18%	2 12%	0 0%	11 65%	3 18%	3 18%	0 0%	3 18%	0 0%	0 0%	2 12%	1 6%	0 0%	8 47%	
						+++																		

Table 21: Q6 There are many things that contribute to water pollution in our area. Using a scale of 1 to 5, with 5 being high and 1 being low, how would you rate each of the following, USE AND IMPROPER DISPOSAL OF LAWN AND GARDEN CHEMICALS?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF	
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K		110K MORE
Unweighted Base	602 100%	96 100%	120 100%	133 100%	111 100%	124 100%	293 100%	309 100%	403 100%	63 100%	52 100%	45 100%	382 100%	198 100%	45 100%	53 100%	71 100%	53 100%	61 100%	40 100%	34 100%	45 100%	200 100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
LOW	65 11%	16 25%	10 15%	9 14%	9 14%	19 29%	42 65%	23 35%	42 65%	13 20%	3 5%	2 3%	43 66%	18 28%	6 9%	5 8%	10 15%	4 6%	8 12%	4 6%	1 2%	7 11%	20 31%
		++		-		+	+++	---		+++													
MODERATELY LOW	106 18%	20 21%	20 17%	25 19%	11 10%	27 22%	59 20%	47 15%	68 17%	9 14%	13 25%	8 18%	60 16%	42 21%	10 22%	12 23%	12 17%	10 19%	10 16%	5 13%	7 21%	10 22%	30 15%
		19%	19%	24%	10%	25%	56%	44%	64%	8%	12%	8%	57%	40%	9%	11%	11%	9%	9%	5%	7%	9%	28%
MODERATELY	171 28%	25 26%	32 27%	45 34%	35 32%	33 27%	89 30%	82 27%	118 29%	13 21%	16 31%	18 40%	119 31%	50 25%	6 13%	14 26%	24 34%	16 30%	18 30%	10 25%	13 38%	12 27%	58 29%
		15%	19%	26%	20%	19%	52%	48%	69%	8%	9%	11%	70%	29%	4%	8%	14%	9%	11%	6%	8%	7%	34%
											+	++			--								
MODERATELY HIGH	123 20%	18 19%	27 22%	29 22%	27 24%	17 14%	58 20%	65 21%	81 20%	13 21%	11 21%	10 22%	76 20%	43 22%	9 20%	11 21%	9 13%	15 28%	15 25%	10 25%	6 18%	10 22%	38 19%
		15%	22%	24%	22%	14%	47%	53%	66%	11%	9%	8%	62%	35%	7%	9%	7%	12%	12%	8%	5%	8%	31%
						--																	
HIGH	118 20%	15 16%	30 25%	23 17%	25 21%	20 17%	40 34%	78 66%	81 69%	11 9%	9 8%	7 6%	75 64%	38 32%	8 7%	10 8%	15 13%	8 7%	10 8%	11 9%	6 5%	6 5%	44 37%
		13%	25%	19%	21%	17%	34%	66%	69%	9%	8%	6%	64%	32%	7%	8%	13%	7%	8%	9%	5%	5%	
			+				---	+++															
DON'T KNOW	19 3%	2 2%	1 1%	2 5%	4 11%	8 21%	5 26%	14 74%	13 68%	4 21%	0 0%	0 0%	9 47%	7 37%	6 32%	1 5%	1 5%	0 0%	0 0%	0 0%	1 5%	0 0%	10 53%
						++	--	++							+++								+

Table 22: Q6 There are many things that contribute to water pollution in our area. Using a scale of 1 to 5, with 5 being high and 1 being low, how would you rate each of the following, HOUSEHOLD PRODUCTS USED OUTDOORS?

	AGE					GENDER			ETHNICITY				OWN/RENT		INCOME								
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602 100%	96 100%	120 100%	133 100%	111 100%	124 100%	293 100%	309 100%	403 100%	63 100%	52 100%	45 100%	382 100%	198 100%	45 100%	53 100%	71 100%	53 100%	61 100%	40 100%	34 100%	45 100%	200 100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
LOW	102 17%	18 19%	13 11%	26 20%	14 13%	29 23%	59 20%	43 14%	67 17%	14 22%	9 17%	5 11%	70 18%	29 15%	9 20%	11 21%	13 18%	5 9%	10 16%	5 13%	8 24%	9 20%	32 16%
		18%	13%	25%	14%	28%	55%	42%	66%	14%	9%	5%	69%	28%	9%	11%	13%	5%	10%	5%	8%	9%	31%
			--			++	++	--															
MODERATELY LOW	155 26%	29 30%	33 28%	35 26%	27 24%	30 24%	86 29%	69 22%	108 27%	16 25%	17 33%	11 24%	97 25%	55 28%	9 20%	14 26%	18 25%	19 36%	18 30%	12 30%	12 35%	10 22%	43 22%
		19%	21%	23%	17%	19%	55%	45%	70%	10%	11%	7%	63%	35%	6%	9%	12%	12%	12%	8%	8%	6%	28%
							++	--										+					-
MODERATELY	170 28%	24 25%	37 31%	38 29%	32 27%	33 27%	80 29%	90 29%	122 30%	12 19%	15 29%	13 29%	109 29%	54 27%	8 18%	10 19%	20 28%	14 26%	19 31%	11 28%	7 21%	16 36%	65 32%
		14%	22%	22%	19%	19%	47%	53%	72%	7%	9%	8%	64%	32%	5%	6%	12%	8%	11%	6%	4%	9%	38%
MODERATELY HIGH	96 16%	14 15%	20 17%	22 17%	24 22%	13 10%	42 14%	54 17%	63 16%	13 21%	4 8%	10 22%	60 16%	34 17%	8 18%	11 21%	10 14%	10 19%	10 16%	6 15%	3 9%	8 18%	30 15%
		15%	21%	23%	25%	14%	44%	56%	66%	14%	4%	10%	63%	35%	8%	11%	10%	10%	10%	6%	3%	8%	31%
					+	-																	
HIGH	56 9%	9 9%	14 12%	10 8%	10 9%	9 7%	18 6%	38 12%	31 8%	5 8%	5 10%	5 11%	32 8%	21 11%	6 13%	7 13%	9 13%	5 9%	1 2%	5 13%	3 9%	2 4%	18 9%
		16%	25%	18%	18%	16%	32%	68%	55%	9%	9%	9%	57%	38%	11%	13%	16%	9%	2%	9%	5%	4%	32%
							---	+++	-										--				
DON'T KNOW	23 4%	2 2%	3 3%	2 2%	4 4%	10 8%	8 3%	15 5%	12 3%	3 5%	2 4%	1 2%	14 4%	5 3%	5 11%	0 0%	1 1%	0 0%	3 5%	1 3%	1 3%	0 0%	12 6%
		9%	13%	9%	17%	43%	35%	65%	52%	13%	9%	4%	61%	22%	22%	0%	4%	0%	13%	4%	4%	0%	52%
						+++									+++								++

Table 23: Q6 There are many things that contribute to water pollution in our area. Using a scale of 1 to 5, with 5 being high and 1 being low, how would you rate each of the following, RETAIL BUSINESS AND STORES?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602 100%	96 100%	120 100%	133 100%	111 100%	124 100%	293 100%	309 100%	403 100%	63 100%	52 100%	45 100%	382 100%	198 100%	45 100%	53 100%	71 100%	53 100%	61 100%	40 100%	34 100%	45 100%	200 100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
LOW	125 21%	23 18%	21 17%	29 22%	23 21%	25 20%	69 24%	56 18%	82 20%	16 25%	13 25%	5 11%	78 20%	43 22%	12 27%	13 25%	15 21%	7 13%	13 21%	6 15%	8 24%	11 24%	40 20%
							55%	45%	66%	13%	10%	4%	62%	34%	10%	10%	12%	6%	10%	5%	6%	9%	32%
MODERATELY LOW	172 29%	25 15%	41 24%	38 29%	29 26%	36 29%	100 34%	72 23%	131 33%	9 14%	13 25%	12 27%	108 28%	60 30%	12 27%	13 25%	20 28%	20 38%	26 43%	10 25%	10 29%	13 29%	48 24%
							+++	42%	76%	5%	8%	7%	63%	35%	7%	8%	12%	12%	15%	6%	6%	8%	28%
MODERATELY	177 29%	29 16%	31 18%	43 24%	35 20%	33 19%	81 28%	96 31%	117 29%	15 24%	17 33%	14 31%	121 32%	50 25%	9 20%	10 19%	18 25%	18 34%	15 25%	14 35%	10 29%	14 31%	69 34%
							46%	54%	66%	8%	10%	8%	68%	28%	5%	6%	10%	10%	8%	8%	6%	8%	39%
MODERATELY HIGH	65 11%	14 22%	11 17%	16 25%	15 23%	7 11%	23 8%	42 14%	42 10%	8 13%	5 10%	6 13%	34 9%	27 14%	4 9%	7 13%	11 15%	5 9%	3 5%	7 17%	4 12%	3 7%	21 10%
							--	65%	65%	12%	8%	9%	52%	42%	6%	11%	17%	8%	5%	11%	6%	5%	32%
HIGH	27 4%	3 11%	8 30%	3 11%	6 22%	5 19%	7 26%	20 74%	11 41%	7 26%	2 7%	5 19%	17 63%	10 37%	3 11%	5 19%	3 11%	1 4%	2 7%	2 7%	1 4%	2 7%	8 30%
							--	++	---	+++	++					+							
DON'T KNOW	36 6%	2 6%	8 22%	4 11%	3 8%	18 50%	13 36%	23 64%	20 56%	8 22%	2 6%	3 8%	24 67%	8 22%	5 14%	5 14%	4 11%	2 6%	2 6%	1 3%	1 3%	2 6%	14 39%
						+++		64%	56%	22%	6%	8%	67%	22%	14%	14%	11%	6%	6%	3%	3%	6%	39%

Table 24: Q6 There are many things that contribute to water pollution in our area. Using a scale of 1 to 5, with 5 being high and 1 being low, how would you rate each of the following, THE OPERATION OF CARS AND TRUCKS?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
LOW	49	8	10	9	6	13	30	19	30	5	4	5	31	16	5	2	6	5	5	1	2	7	16
	8%	8%	8%	7%	5%	10%	10%	6%	7%	8%	8%	11%	8%	8%	11%	4%	8%	9%	8%	3%	6%	16%	8%
		16%	20%	18%	12%	27%	61%	39%	61%	10%	8%	10%	63%	33%	10%	4%	12%	10%	10%	2%	4%	14%	33%
							+	-														+	
MODERATELY LOW	73	13	13	16	15	14	40	33	54	8	3	4	48	21	5	5	10	5	8	3	5	11	21
	12%	14%	11%	12%	14%	11%	14%	11%	13%	13%	6%	9%	13%	11%	11%	9%	14%	9%	13%	8%	15%	24%	10%
		18%	18%	22%	21%	19%	55%	45%	74%	11%	4%	5%	66%	29%	7%	7%	14%	7%	11%	4%	7%	15%	29%
																						+++	
MODERATELY	168	30	34	41	28	31	91	77	119	15	18	11	106	57	11	13	17	11	22	12	11	12	59
	28%	31%	28%	31%	25%	25%	31%	25%	30%	24%	35%	24%	28%	29%	24%	25%	24%	21%	36%	30%	32%	27%	29%
		18%	20%	24%	17%	18%	54%	46%	71%	9%	11%	7%	63%	34%	7%	8%	10%	7%	13%	7%	7%	7%	35%
							+	-															
MODERATELY HIGH	166	26	37	34	35	30	77	89	113	13	13	15	105	56	9	12	22	22	16	14	10	12	49
	28%	27%	31%	26%	32%	24%	26%	29%	28%	21%	25%	33%	27%	28%	20%	23%	31%	42%	26%	35%	29%	27%	25%
		16%	22%	20%	21%	18%	46%	54%	68%	8%	8%	9%	63%	34%	5%	7%	13%	13%	10%	8%	6%	7%	30%
																						++	
HIGH	135	17	24	32	26	32	51	84	80	19	14	10	87	44	13	21	15	10	9	10	6	3	48
	22%	18%	20%	24%	23%	26%	17%	27%	20%	30%	27%	22%	23%	22%	29%	40%	21%	19%	15%	25%	18%	7%	24%
		13%	18%	24%	19%	24%	38%	62%	59%	14%	10%	7%	64%	33%	10%	16%	11%	7%	7%	7%	4%	2%	36%
							---	+++	--							+++						---	
DON'T KNOW	11	2	2	1	1	4	4	7	7	3	0	0	5	4	2	0	1	0	1	0	0	0	7
	2%	2%	2%	1%	1%	3%	1%	2%	2%	5%	0%	0%	1%	2%	4%	0%	1%	0%	2%	0%	0%	0%	4%
		18%	18%	9%	9%	36%	36%	64%	64%	27%	0%	0%	45%	36%	18%	0%	9%	0%	9%	0%	0%	0%	64%
										+													++

Table 25: Q6 There are many things that contribute to water pollution in our area. Using a scale of 1 to 5, with 5 being high and 1 being low, how would you rate each of the following, STORM WATER RUNOFF FROM HOMES AND BUSINESSES?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602 100%	96 100%	120 100%	133 100%	111 100%	124 100%	293 100%	309 100%	403 100%	63 100%	52 100%	45 100%	382 100%	198 100%	45 100%	53 100%	71 100%	53 100%	61 100%	40 100%	34 100%	45 100%	200 100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
LOW	75 12%	8 11%	17 23%	14 19%	13 17%	20 27%	41 55%	34 45%	47 63%	10 13%	7 9%	7 9%	47 63%	26 35%	12 16%	11 15%	8 11%	6 8%	10 13%	3 4%	2 3%	7 9%	16 21%
														+++	+								--
MODERATELY LOW	103 17%	16 17%	20 17%	25 19%	13 13%	26 25%	55 53%	48 47%	70 68%	11 11%	9 9%	7 7%	65 63%	33 32%	4 4%	8 8%	9 9%	12 12%	11 11%	4 4%	2 2%	8 8%	45 44%
		16%	19%	24%	13%	25%	53%	47%	68%	11%	9%	7%	63%	32%	4%	8%	9%	12%	11%	4%	2%	8%	++
MODERATELY	200 33%	41 20%	41 20%	43 22%	36 18%	35 17%	93 47%	107 54%	138 69%	20 10%	18 9%	15 8%	123 62%	74 37%	16 8%	14 7%	27 14%	15 8%	21 10%	16 8%	11 5%	15 8%	65 32%
		++																					
MODERATELY HIGH	130 22%	19 20%	27 22%	34 26%	26 23%	20 16%	68 23%	62 20%	96 24%	9 14%	8 15%	11 24%	82 21%	43 22%	5 11%	11 21%	19 27%	16 30%	13 21%	7 17%	11 32%	10 22%	38 19%
		15%	21%	26%	20%	15%	52%	48%	74%	7%	6%	8%	63%	33%	4%	8%	15%	12%	10%	5%	8%	8%	29%
HIGH	70 12%	10 14%	11 16%	13 19%	21 30%	12 17%	28 40%	42 60%	42 60%	8 11%	8 11%	3 4%	50 71%	16 23%	4 6%	7 10%	5 7%	3 4%	6 9%	8 11%	6 9%	5 7%	26 37%
					+++									-						+			
DON'T KNOW	24 4%	2 8%	4 17%	4 17%	2 8%	11 46%	8 33%	16 67%	10 42%	5 21%	2 8%	2 8%	15 63%	6 25%	4 17%	2 8%	3 13%	1 4%	0 0%	2 8%	2 8%	0 0%	10 42%
					+++				---	+					+								

Table 26: Q6 There are many things that contribute to water pollution in our area. Using a scale of 1 to 5, with 5 being high and 1 being low, how would you rate each of the following, AGRICULTURAL CHEMICALS INCLUDING PESTICIDES, SPRAYS, AND FERTILIZERS?

	AGE					GENDER		ETHNICITY					OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF	
Unweighted Base	602 100%	96 100% 16%	120 100% 20%	133 100% 22%	111 100% 18%	124 100% 21%	293 100% 49%	309 100% 51%	403 100% 67%	63 100% 10%	52 100% 9%	45 100% 7%	382 100% 63%	198 100% 33%	45 100% 7%	53 100% 9%	71 100% 12%	53 100% 9%	61 100% 10%	40 100% 7%	34 100% 6%	45 100% 7%	200 100% 33%	
LOW	42 7%	9 9% 21%	4 3% 10%	7 5% 17%	5 5% 12%	16 13% 38% +++	20 7% 48%	22 7% 52%	25 6% 60%	9 14% 21% ++	4 8% 10%	2 4% 5%	29 8% 69%	12 6% 29%	1 2% 2%	6 11% 14%	7 10% 17%	5 9% 12%	3 5% 7%	1 3% 2%	1 3% 2%	3 7% 7%	15 8% 36%	
MODERATELY LOW	45 7%	5 5% 11%	7 6% 16%	8 6% 18%	10 9% 22%	14 11% 31% +	26 9% 58%	19 6% 42%	29 7% 64%	3 5% 7%	5 10% 11%	5 11% 11%	33 9% 73%	12 6% 27%	3 7% 7%	4 8% 9%	4 6% 9%	1 2% 2%	3 5% 7%	2 5% 4%	6 18% 13% ++	6 13% 13%	16 8% 36%	
MODERATELY	133 22%	30 31% 23% ++	25 21% 19%	29 22% 22%	21 19% 16%	23 19% 17%	69 24% 52%	64 21% 48%	86 21% 65%	15 24% 11%	11 21% 8%	16 36% 12% ++	78 20% 59%	48 24% 36%	6 13% 5%	10 19% 8%	17 24% 13%	9 17% 7%	11 18% 8%	13 32% 10%	8 24% 6%	10 22% 8%	49 25% 37%	
MODERATELY HIGH	149 25%	23 24% 15%	37 31% 25% +	37 28% 25%	27 24% 18%	22 18% 15% --	82 28% 55% +	67 22% 45% -	108 27% 72% +	9 14% 6% --	15 29% 10% --	9 20% 6%	91 24% 61%	55 28% 37%	10 22% 7%	8 15% 5% -	16 23% 11%	16 30% 11%	21 34% 14%	7 17% 5% +	10 29% 7%	15 33% 10%	46 23% 31%	
HIGH	217 36%	26 27% 12% --	44 37% 20%	50 38% 23%	46 41% 21%	43 35% 20%	88 30% 41% --	129 42% 59% +++	147 36% 68%	24 38% 11%	16 31% 7%	12 27% 6%	141 37% 65%	67 34% 31%	21 47% 10%	22 42% 10%	26 37% 12%	22 42% 10%	23 38% 11%	17 43% 8%	9 26% 4%	10 22% 5%	67 34% 31%	
DON'T KNOW	16 3%	3 3% 19%	3 3% 19%	2 2% 13%	2 2% 13%	6 5% 38% +	8 3% 50%	8 3% 50%	8 2% 50%	3 5% 19%	1 2% 6%	1 2% 6%	10 3% 63%	4 2% 25%	4 9% 25% +++	3 6% 19%	1 1% 6%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	1 2% 6%	7 4% 44%	

Table 27: Q6 There are many things that contribute to water pollution in our area. Using a scale of 1 to 5, with 5 being high and 1 being low, how would you rate each of the following, RESIDENTS?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF	
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K		110K MORE
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
LOW	90	13	18	19	14	23	51	39	60	9	9	6	62	26	5	10	9	6	9	6	6	10	29
	15%	14%	15%	14%	13%	19%	17%	13%	15%	14%	17%	13%	16%	13%	11%	19%	13%	11%	15%	15%	18%	22%	14%
		14%	20%	21%	16%	26%	57%	43%	67%	10%	10%	7%	69%	29%	6%	11%	10%	7%	10%	7%	7%	11%	32%
							+	-															
MODERATELY LOW	161	24	31	38	29	36	93	68	109	21	13	12	109	45	12	13	19	12	17	8	8	15	57
	27%	25%	26%	29%	26%	29%	32%	22%	27%	33%	25%	27%	29%	23%	27%	25%	27%	23%	28%	20%	24%	33%	28%
		15%	19%	24%	18%	22%	58%	42%	68%	13%	8%	7%	68%	28%	7%	8%	12%	7%	11%	5%	5%	9%	35%
							+++	---															
MODERATELY	193	30	42	45	37	32	82	111	136	13	14	20	114	73	10	15	25	26	18	12	11	16	60
	32%	31%	35%	34%	33%	26%	28%	36%	34%	21%	27%	44%	30%	37%	22%	28%	35%	49%	30%	30%	32%	36%	30%
		16%	22%	23%	19%	17%	42%	58%	70%	7%	7%	10%	59%	38%	5%	8%	13%	13%	9%	6%	6%	8%	31%
							-	++		--	+							+++					
MODERATELY HIGH	75	19	13	15	14	13	30	45	49	10	6	5	43	31	8	9	8	4	6	9	4	2	25
	12%	20%	11%	11%	13%	10%	10%	15%	12%	16%	12%	11%	11%	16%	18%	17%	11%	8%	10%	22%	12%	4%	13%
		25%	17%	20%	19%	17%	40%	60%	65%	13%	8%	7%	57%	41%	11%	12%	11%	5%	8%	12%	5%	3%	33%
			++											+						++			
HIGH	66	8	13	15	14	14	28	38	41	8	8	2	46	18	7	5	9	5	9	4	5	2	20
	11%	8%	11%	11%	13%	11%	10%	12%	10%	13%	15%	4%	12%	9%	16%	9%	13%	9%	15%	10%	15%	4%	10%
		12%	20%	23%	21%	21%	42%	58%	62%	12%	12%	3%	70%	27%	11%	8%	14%	8%	14%	6%	8%	3%	30%
DON'T KNOW	17	2	3	1	3	6	9	8	8	2	2	0	8	5	3	1	1	0	2	1	0	0	9
	3%	2%	3%	1%	3%	5%	3%	3%	2%	3%	4%	0%	2%	3%	7%	2%	1%	0%	3%	3%	0%	0%	5%
		12%	18%	6%	18%	35%	53%	47%	47%	12%	12%	0%	47%	29%	18%	6%	6%	0%	12%	6%	0%	0%	53%
																							+

Table 28: Q7 When you're away from home, how do you normally get rid of your trash? (DO NOT READ)

	AGE					GENDER		ETHNICITY			OWN/RENT		INCOME										
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
USE TRASH BINS/ RECEPTACLES	590	95	120	130	109	118	287	303	398	61	51	41	376	192	42	52	71	52	60	40	34	44	195
	98%	99%	100%	98%	98%	95%	98%	98%	99%	97%	98%	91%	98%	97%	93%	98%	100%	98%	98%	100%	100%	98%	98%
		16%	20%	22%	18%	20%	49%	51%	67%	10%	9%	7%	64%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
			+			--			+		---			--									
THROW IT ON THE GROUND	3	0	0	2	1	0	2	1	0	0	0	3	1	2	0	0	0	0	1	0	0	0	2
	0%	0%	0%	2%	1%	0%	1%	0%	0%	0%	0%	7%	0%	1%	0%	0%	0%	0%	2%	0%	0%	0%	1%
		0%	0%	67%	33%	0%	67%	33%	0%	0%	0%	100%	33%	67%	0%	0%	0%	0%	33%	0%	0%	0%	67%
				+							+++												
THROW IT OUT THE CAR WINDOW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
OTHER (SPECIFY _____)	4	1	0	0	0	3	2	2	3	0	1	0	2	2	1	0	0	1	0	0	0	0	2
	1%	1%	0%	0%	0%	2%	1%	1%	1%	0%	2%	0%	1%	1%	2%	0%	0%	2%	0%	0%	0%	0%	1%
		25%	0%	0%	0%	75%	50%	50%	75%	0%	25%	0%	50%	50%	25%	0%	0%	25%	0%	0%	0%	0%	50%
						+++																	
DON'T KNOW/ REFUSED	5	0	0	1	1	3	2	3	2	2	0	1	3	2	2	1	0	0	0	0	0	1	1
	1%	0%	0%	1%	1%	2%	1%	1%	0%	3%	0%	2%	1%	1%	4%	2%	0%	0%	0%	0%	0%	2%	0%
		0%	0%	20%	20%	60%	40%	60%	40%	40%	0%	20%	60%	40%	40%	20%	0%	0%	0%	0%	0%	20%	20%
						++				++					+++								

Table 29: Q8 In the last year, have you ever thrown trash or cigarette butts on the ground?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	599 100%	96 100%	120 100%	131 100%	110 100%	124 100%	291 100%	308 100%	403 100%	63 100%	52 100%	42 100%	381 100%	196 100%	45 100%	53 100%	71 100%	53 100%	60 100%	40 100%	34 100%	45 100%	198 100%
		16%	20%	22%	18%	21%	49%	51%	67%	11%	9%	7%	64%	33%	8%	9%	12%	9%	10%	7%	6%	8%	33%
YES	100 17%	31 32%	20 17%	21 16%	12 11%	10 8%	57 20%	43 14%	62 15%	10 16%	13 25%	7 17%	49 13%	44 22%	16 36%	14 26%	11 15%	8 15%	17 28%	6 15%	2 6%	5 11%	21 11%
		31% +++	20%	21%	12% -	10% ---	57% +	43% -	62% -	10% +	13% +	7% -	49% ---	44% +++	16% +++	14% ++	11% +	8% ++	17% ++	6% -	2% -	5% -	21% ---
NO	495 83%	65 68%	98 82%	109 83%	98 89%	113 91%	232 80%	263 85%	338 84%	52 83%	39 75%	35 83%	331 87%	149 76%	27 60%	39 74%	60 85%	45 85%	43 72%	34 85%	32 94%	40 89%	175 88%
		13% ---	20%	22%	20% ++	23% +++	47% -	53% +	68% -	11% +	8% +	7% +	67% +++	30% ---	5% ---	8% -	9% -	9% --	7% --	6% +	8% +	35% +++	
DON'T KNOW/ REFUSED	4 1%	0 0%	2 2%	1 1%	0 0%	1 1%	2 1%	2 1%	3 1%	1 2%	0 0%	0 0%	1 25%	3 75%	2 50%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 1%
		0% 0%	50%	25%	0% 0%	25% 25%	50% 50%	50% 75%	25% 25%	0% 0%	0% 0%	0% 25%	1% 75%	3% 50%	2% 50%	4% 0%	0% 0%	0% 0%	0% 0%	0% 0%	0% 0%	0% 0%	1% 50%

Table 30: Q9 In the last year, have you ever thrown trash or cigarette butts out the car window?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
YES	78	27	15	17	11	6	39	39	48	8	9	6	41	31	8	10	11	7	14	4	2	4	18
	13%	28%	13%	13%	10%	5%	13%	13%	12%	13%	17%	13%	11%	16%	18%	19%	15%	13%	23%	10%	6%	9%	9%
		35%	19%	22%	14%	8%	50%	50%	62%	10%	12%	8%	53%	40%	10%	13%	14%	9%	18%	5%	3%	5%	23%
		+++				---						--						++					--
NO	521	69	105	114	100	117	251	270	353	55	43	39	339	166	36	43	60	46	47	36	32	41	180
	87%	72%	88%	86%	90%	94%	86%	87%	88%	87%	83%	87%	89%	84%	80%	81%	85%	87%	77%	90%	94%	91%	90%
		13%	20%	22%	19%	22%	48%	52%	68%	11%	8%	7%	65%	32%	7%	8%	12%	9%	9%	7%	6%	8%	35%
		---				+++						++						--					+
DON'T KNOW/ REFUSED	3	0	0	2	0	1	3	0	2	0	0	0	2	1	1	0	0	0	0	0	0	0	2
	0%	0%	0%	2%	0%	1%	1%	0%	0%	0%	0%	0%	1%	1%	2%	0%	0%	0%	0%	0%	0%	0%	1%
		0%	0%	67%	0%	33%	100%	0%	67%	0%	0%	0%	67%	33%	33%	0%	0%	0%	0%	0%	0%	0%	67%
				+			+								+								

Table 31: Q10A Now, I'd like to read a list of products that are found in some households. As I read each, please tell me if you or someone in your household has used this product in the past year or so. PESTICIDES OR WEED KILLERS?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
YES	259	32	46	65	50	61	135	124	191	22	18	16	198	55	12	22	23	23	31	23	19	27	79
	43%	33%	38%	49%	45%	49%	46%	40%	47%	35%	35%	36%	52%	28%	27%	42%	32%	43%	51%	57%	56%	60%	40%
		12%	18%	25%	19%	24%	52%	48%	74%	8%	7%	6%	76%	21%	5%	8%	9%	12%	9%	12%	7%	10%	31%
		--							+++				+++	---	--		-			+		++	
NO	339	64	74	67	61	61	156	183	209	41	34	29	182	142	32	31	48	30	29	17	15	18	119
	56%	67%	62%	50%	55%	49%	53%	59%	52%	65%	65%	64%	48%	72%	71%	58%	68%	57%	48%	43%	44%	40%	60%
		19%	22%	20%	18%	18%	46%	54%	62%	12%	10%	9%	54%	42%	9%	9%	14%	9%	9%	5%	4%	5%	35%
		++				-			---				---	+++	++		++			-		--	
DON'T KNOW/ REFUSED	4	0	0	1	0	2	2	2	3	0	0	0	2	1	1	0	0	0	1	0	0	0	2
	1%	0%	0%	1%	0%	2%	1%	1%	1%	0%	0%	0%	1%	1%	2%	0%	0%	0%	2%	0%	0%	0%	1%
		0%	0%	25%	0%	50%	50%	50%	75%	0%	0%	0%	50%	25%	25%	0%	0%	0%	25%	0%	0%	0%	50%

Table 32: Q10B Now, I'd like to read a list of products that are found in some households. As I read each, please tell me if you or someone in your household has used this product in the past year or so. FERTILIZERS?

	AGE					GENDER		ETHNICITY					OWN/RENT		INCOME								
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
YES	266	24	42	67	63	66	143	123	201	20	15	17	211	47	16	16	26	20	27	19	21	37	84
	44%	25%	35%	50%	57%	53%	49%	40%	50%	32%	29%	38%	55%	24%	36%	30%	37%	38%	44%	47%	62%	82%	42%
		9%	16%	25%	24%	25%	54%	46%	76%	8%	6%	6%	79%	18%	6%	6%	10%	8%	10%	7%	8%	14%	32%
		---	--	---	+++	++	++	--	+++	--	--	---	+++	---							++	+++	
NO	331	71	77	64	48	57	148	183	198	43	36	28	167	150	28	37	45	32	34	21	12	8	114
	55%	74%	64%	48%	43%	46%	51%	59%	49%	68%	69%	62%	44%	76%	62%	70%	63%	60%	56%	52%	35%	18%	57%
		21%	23%	19%	15%	17%	45%	55%	60%	13%	11%	8%	50%	45%	8%	11%	14%	10%	10%	6%	4%	2%	34%
		+++	++	-	---	--	--	++	---	++	++	---	---	+++			++				--	---	
DON'T KNOW/ REFUSED	5	1	1	2	0	1	2	3	4	0	1	0	4	1	1	0	0	1	0	0	1	0	2
	1%	1%	1%	2%	0%	1%	1%	1%	1%	0%	2%	0%	1%	1%	2%	0%	0%	2%	0%	0%	3%	0%	1%
		20%	20%	40%	0%	20%	40%	60%	80%	0%	20%	0%	80%	20%	20%	0%	0%	20%	0%	0%	20%	0%	40%

Table 33: Q11 How do you normally get rid of or dispose of, leftover pesticides and fertilizers? (DO NOT READ)

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	335	37	60	83	70	80	173	162	243	27	23	25	252	75	19	25	30	30	37	26	24	38	106
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		11%	18%	25%	21%	24%	52%	48%	73%	8%	7%	7%	75%	22%	6%	7%	9%	9%	11%	8%	7%	11%	32%
01 USE IT ALL UP, NOTHING LEFT	155	13	24	43	33	41	91	64	119	7	12	10	125	28	6	12	10	12	20	13	14	17	51
	46%	35%	40%	52%	47%	51%	53%	40%	49%	26%	52%	40%	50%	37%	32%	48%	33%	40%	54%	50%	58%	45%	48%
		8%	15%	28%	21%	26%	59%	41%	77%	5%	8%	6%	81%	18%	4%	8%	6%	8%	13%	8%	9%	11%	33%
							++	--					++	-									
02 BURY IT IN THE GROUND	9	1	2	2	2	1	5	4	4	1	2	1	3	4	0	0	0	2	0	0	2	0	5
	3%	3%	3%	2%	3%	1%	3%	2%	2%	4%	9%	4%	1%	5%	0%	0%	0%	7%	0%	0%	8%	0%	5%
		11%	22%	22%	22%	11%	56%	44%	44%	11%	22%	11%	33%	44%	0%	0%	0%	22%	0%	0%	22%	0%	56%
									-				---										
03 PUT IT IN THE TRASH/ LANDFILL	41	4	11	8	7	10	18	23	30	3	3	4	30	9	5	4	0	5	4	2	2	6	13
	12%	11%	18%	10%	10%	13%	10%	14%	12%	11%	13%	16%	12%	12%	26%	16%	0%	17%	11%	8%	8%	16%	12%
		10%	27%	20%	17%	24%	44%	56%	73%	7%	7%	10%	73%	22%	12%	10%	0%	12%	10%	5%	5%	15%	32%
04 POUR IT IN THE GUTTER/ STREET (STORM) DRAIN	3	0	0	1	0	1	0	3	2	0	0	0	1	1	0	1	0	1	0	0	0	0	1
	1%	0%	0%	1%	0%	1%	0%	2%	1%	0%	0%	0%	0%	1%	0%	4%	0%	3%	0%	0%	0%	0%	1%
		0%	0%	33%	0%	33%	0%	100%	67%	0%	0%	0%	33%	33%	0%	33%	0%	33%	0%	0%	0%	0%	33%
								+					-										
05 POUR IT DOWN A SERWER/ HOUSEHOLD DRAIN	3	1	0	0	1	1	0	3	0	0	0	2	1	2	1	1	0	0	1	0	0	0	0
	1%	3%	0%	0%	1%	1%	0%	2%	0%	0%	0%	8%	0%	3%	5%	4%	0%	0%	3%	0%	0%	0%	0%
		33%	0%	0%	33%	33%	0%	100%	0%	0%	0%	67%	33%	67%	33%	33%	0%	0%	33%	0%	0%	0%	0%
								+					-	+									
06 POUR IT ON THE DIRT/ GROUND	2	1	1	0	0	0	1	1	2	0	0	0	1	1	1	0	0	0	0	0	0	1	0
	1%	3%	2%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	1%	5%	0%	0%	0%	0%	0%	0%	3%	0%
		50%	50%	0%	0%	0%	50%	50%	100%	0%	0%	0%	50%	50%	50%	0%	0%	0%	0%	0%	0%	50%	0%
		+																				+	
07 STORE IT FOR FUTURE USE	27	3	8	5	7	4	13	14	16	4	3	2	19	8	3	0	3	0	3	2	2	2	12
	8%	8%	13%	6%	10%	5%	8%	9%	7%	15%	13%	8%	8%	11%	16%	0%	10%	0%	8%	8%	8%	5%	11%
		11%	30%	19%	26%	15%	48%	52%	59%	15%	11%	7%	70%	30%	11%	0%	11%	0%	11%	7%	7%	7%	44%
			+																				

(continued)

Table 33: Q11 How do you normally get rid of or dispose of, leftover pesticides and fertilizers? (DO NOT READ) (continued)

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	335	37	60	83	70	80	173	162	243	27	23	25	252	75	19	25	30	30	37	26	24	38	106
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		11%	18%	25%	21%	24%	52%	48%	73%	8%	7%	7%	75%	22%	6%	7%	9%	9%	11%	8%	7%	11%	32%
08 TAKE IT TO A HOUSEHOLD HAZARDOUS WASTE COLLECTION EVENT/ CENTER	74	10	7	20	17	19	38	36	58	9	2	2	60	13	3	3	13	10	6	6	3	10	20
	22%	27%	12%	24%	24%	24%	22%	22%	24%	33%	9%	8%	24%	17%	16%	12%	43%	33%	16%	23%	13%	26%	19%
		14%	9%	27%	23%	26%	51%	49%	78%	12%	3%	3%	81%	18%	4%	4%	18%	14%	8%	8%	4%	14%	27%
			--														+++						
09 OTHER (SPECIFY _____)	4	0	0	1	2	1	1	3	2	1	0	1	4	0	0	1	0	0	0	1	0	2	0
		1%	0%	0%	1%	3%	1%	1%	2%	1%	4%	0%	4%	2%	0%	0%	4%	0%	0%	0%	4%	0%	5%
		0%	0%	25%	50%	25%	25%	75%	50%	25%	0%	25%	100%	0%	0%	25%	0%	0%	0%	25%	0%	50%	0%
																						++	
REFUSED/ UNABLE TO ANSWER	17	4	7	3	1	2	6	11	10	2	1	3	8	9	0	3	4	0	3	2	1	0	4
	5%	11%	12%	4%	1%	3%	3%	7%	4%	7%	4%	12%	3%	12%	0%	12%	13%	0%	8%	8%	4%	0%	4%
		24%	41%	18%	6%	12%	35%	65%	59%	12%	6%	18%	47%	53%	0%	18%	24%	0%	18%	12%	6%	0%	24%
		+	++										--	+++			++						

Table 34: Q10C Now, I'd like to read a list of products that are found in some households. As I read each, please tell me if you or someone in your household has used this product in the past year or so. MERCURY THERMOMETER?

	AGE					GENDER		ETHNICITY					OWN/RENT		INCOME								
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
YES	81	11	15	21	13	21	41	40	58	3	7	4	48	30	5	8	11	6	8	5	8	6	24
	13%	11%	13%	16%	12%	17%	14%	13%	14%	5%	13%	9%	13%	15%	11%	15%	15%	11%	13%	13%	24%	13%	12%
		14%	19%	26%	16%	26%	51%	49%	72%	4%	9%	5%	59%	37%	6%	10%	14%	7%	10%	6%	10%	7%	30%
										--											+		
NO	514	83	104	111	98	101	247	267	341	59	44	40	328	167	39	45	60	47	53	35	26	39	170
	85%	86%	87%	83%	88%	81%	84%	86%	85%	94%	85%	89%	86%	84%	87%	85%	89%	87%	88%	76%	87%	85%	
		16%	20%	22%	19%	20%	48%	52%	66%	11%	9%	8%	64%	32%	8%	9%	12%	9%	10%	7%	5%	8%	33%
										++													
DON'T KNOW/ REFUSED	7	2	1	1	0	2	5	2	4	1	1	1	6	1	1	0	0	0	0	0	0	0	6
	1%	2%	1%	1%	0%	2%	2%	1%	1%	2%	2%	2%	2%	1%	2%	0%	0%	0%	0%	0%	0%	0%	3%
		29%	14%	14%	0%	29%	71%	29%	57%	14%	14%	14%	86%	14%	14%	0%	0%	0%	0%	0%	0%	0%	86%
																							+++

Table 35: Q10D Now, I'd like to read a list of products that are found in some households. As I read each, please tell me if you or someone in your household has used this product in the past year or so. FLOURESCENT LIGHT BULBS?

	AGE					GENDER		ETHNICITY					OWN/RENT		INCOME								
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
YES	322	47	56	68	74	71	164	158	228	25	26	22	229	84	22	34	36	24	34	26	25	33	88
	53%	49%	47%	51%	67%	57%	56%	51%	57%	40%	50%	49%	60%	42%	49%	64%	51%	45%	56%	65%	74%	73%	44%
		15%	17%	21%	23%	22%	51%	49%	71%	8%	8%	7%	71%	26%	7%	11%	11%	7%	11%	8%	8%	10%	27%
			-		+++				++	--		+++	--								++	+++	--
NO	270	47	62	62	35	53	125	145	168	38	25	22	146	112	22	19	34	26	26	14	9	12	108
	45%	49%	52%	47%	32%	43%	43%	47%	42%	60%	48%	49%	38%	57%	49%	36%	48%	49%	43%	35%	26%	27%	54%
		17%	23%	23%	13%	20%	46%	54%	62%	14%	9%	8%	54%	41%	8%	7%	13%	10%	10%	5%	3%	4%	40%
			+		---				--	+++		---	+++								--	--	+++
DON'T KNOW/ REFUSED	10	2	2	3	2	0	4	6	7	0	1	1	7	2	1	0	1	3	1	0	0	0	4
	2%	2%	2%	2%	2%	0%	1%	2%	2%	0%	2%	2%	2%	1%	2%	0%	1%	6%	2%	0%	0%	0%	2%
		20%	20%	30%	20%	0%	40%	60%	70%	0%	10%	10%	70%	20%	10%	0%	10%	30%	10%	0%	0%	0%	40%
																		++					

Table 36: Q12 How do you normally get rid of or dispose of, mercury thermometers or fluorescent light bulbs? (DO NOT READ)

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	343	49	60	78	76	74	173	170	240	25	29	25	238	96	24	36	39	26	36	27	25	33	97
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		14%	17%	23%	22%	22%	50%	50%	70%	7%	8%	7%	69%	28%	7%	10%	11%	8%	10%	8%	7%	10%	28%
BURY IT IN THE GROUND	6	0	1	2	2	1	3	3	3	0	2	1	4	2	0	1	0	0	2	0	0	0	3
	2%	0%	2%	3%	3%	1%	2%	2%	1%	0%	7%	4%	2%	2%	0%	3%	0%	0%	6%	0%	0%	0%	3%
		0%	17%	33%	33%	17%	50%	50%	50%	0%	33%	17%	67%	33%	0%	17%	0%	0%	33%	0%	0%	0%	50%
																			+				
PUT IT IN THE TRASH/ LANDFILL	182	37	30	44	33	34	99	83	122	14	18	17	118	56	15	19	18	13	18	15	13	15	56
	53%	76%	50%	56%	43%	46%	57%	49%	51%	56%	62%	68%	50%	58%	63%	53%	46%	50%	50%	56%	52%	45%	58%
		20%	16%	24%	18%	19%	54%	46%	67%	8%	10%	9%	65%	31%	8%	10%	10%	7%	10%	8%	7%	8%	31%
		+++			-								-										
TAKE IT TO A HOUSEHOLD HAZARDOUS WASTE COLLECTION EVENT/ CENTER	102	5	18	23	30	24	55	47	75	9	8	3	82	19	6	7	15	8	9	9	9	15	24
	30%	10%	30%	29%	39%	32%	32%	28%	31%	36%	28%	12%	34%	20%	25%	19%	38%	31%	25%	33%	36%	45%	25%
		5%	18%	23%	29%	24%	54%	46%	74%	9%	8%	3%	80%	19%	6%	7%	15%	8%	9%	9%	9%	15%	24%
		---			++							+++	--									++	
OTHER (SPECIFY _____)	1	0	0	0	0	1	0	1	1	0	0	0	0	1	1	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	4%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	100%	0%	100%	100%	0%	0%	0%	0%	100%	100%	0%	0%	0%	0%	0%	0%	0%	0%
						+																	
REFUSED/ UNABLE TO ANSWER	38	5	9	7	9	8	11	27	27	1	1	4	26	12	0	6	4	5	7	2	1	3	10
	11%	10%	15%	9%	12%	11%	6%	16%	11%	4%	3%	16%	11%	13%	0%	17%	10%	19%	19%	7%	4%	9%	10%
		13%	24%	18%	24%	21%	29%	71%	71%	3%	3%	11%	68%	32%	0%	16%	11%	13%	18%	5%	3%	8%	26%
							---	+++															
HAVE NOT HAD TO DISPOSE OF YET	14	2	2	2	2	6	5	9	12	1	0	0	8	6	2	3	2	0	0	1	2	0	4
	4%	4%	3%	3%	3%	8%	3%	5%	5%	4%	0%	0%	3%	6%	8%	8%	5%	0%	0%	4%	8%	0%	4%
		14%	14%	14%	14%	43%	36%	64%	86%	7%	0%	0%	57%	43%	14%	21%	14%	0%	0%	7%	14%	0%	29%
						++																	

Table 37: Q13 Have you or anyone in your household ever changed the oil in your car, or anyone else's car, while at your home?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
YES	190	27	37	52	39	30	114	76	131	22	9	10	133	50	13	16	32	18	19	19	15	6	52
	32%	28%	31%	39%	35%	24%	39%	25%	33%	35%	17%	22%	35%	25%	29%	30%	45%	34%	31%	47%	44%	13%	26%
		14%	19%	27%	21%	16%	60%	40%	69%	12%	5%	5%	70%	26%	7%	8%	17%	9%	10%	10%	8%	3%	27%
				++		--	+++	--			--		++	--			+++			++		--	--
NO	410	69	82	80	72	94	178	232	271	41	43	34	248	147	32	37	39	34	42	21	19	39	147
	68%	72%	68%	60%	65%	76%	61%	75%	67%	65%	83%	76%	65%	74%	71%	70%	55%	64%	69%	52%	56%	87%	74%
		17%	20%	20%	18%	23%	43%	57%	66%	10%	10%	8%	60%	36%	8%	9%	10%	8%	10%	5%	5%	10%	36%
				--		++	--	+++			++		--	++			--			--		+++	++
REFUSED/ DON'T KNOW	2	0	1	1	0	0	1	1	1	0	0	1	1	1	0	0	0	1	0	0	0	0	1
	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	2%	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	0%
		0%	50%	50%	0%	0%	50%	50%	50%	0%	0%	50%	50%	50%	0%	0%	0%	50%	0%	0%	0%	0%	50%
											++							++					

Table 38: Q14 How do you normally get rid of, or dispose of, leftover oil?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF	
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K		110K MORE
Unweighted Base	190	27	37	52	39	30	114	76	131	22	9	10	133	50	13	16	32	18	19	19	15	6	52
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		14%	19%	27%	21%	16%	60%	40%	69%	12%	5%	5%	70%	26%	7%	8%	17%	9%	10%	10%	8%	3%	27%
01 USE IT ALL UP, NOTHING LEFT	4	0	0	1	2	1	2	2	2	1	0	1	3	1	0	0	1	0	2	1	0	0	0
	2%	0%	0%	2%	5%	3%	2%	3%	2%	5%	0%	10%	2%	2%	0%	0%	3%	0%	11%	5%	0%	0%	0%
		0%	0%	25%	50%	25%	50%	50%	50%	25%	0%	25%	75%	25%	0%	0%	25%	0%	50%	25%	0%	0%	0%
02 BURY IT IN THE GROUND	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
03 PUT IT IN THE TRASH/ LANDFILL	12	2	4	2	1	2	5	7	5	3	1	1	5	6	4	3	1	0	0	1	2	0	1
	6%	7%	11%	4%	3%	7%	4%	9%	4%	14%	11%	10%	4%	12%	31%	19%	3%	0%	0%	5%	13%	0%	2%
		17%	33%	17%	8%	17%	42%	58%	42%	25%	8%	8%	42%	50%	33%	25%	8%	0%	0%	8%	17%	0%	8%
									--					+									
04 POUR IT IN THE GUTTER/ STREET (STORM) DRAIN	2	0	0	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	2
	1%	0%	0%	2%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%
		0%	0%	50%	0%	0%	50%	50%	50%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%
																							++
05 POUR IT DOWN A SERWER/ HOUSEHOLD DRAIN	2	0	0	0	0	2	0	2	1	0	0	0	2	0	0	1	0	0	0	0	0	0	1
	1%	0%	0%	0%	0%	7%	0%	3%	1%	0%	0%	0%	2%	0%	0%	6%	0%	0%	0%	0%	0%	0%	2%
		0%	0%	0%	0%	100%	0%	100%	50%	0%	0%	0%	100%	0%	0%	50%	0%	0%	0%	0%	0%	0%	50%
						+++		+															
06 POUR IT ON THE DIRT/ GROUND	1	0	1	0	0	0	1	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	1
	1%	0%	3%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%
		0%	100%	0%	0%	0%	100%	0%	100%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%
																							++
07 STORE IT FOR FUTURE USE	2	0	0	1	0	1	1	1	2	0	0	0	2	0	0	1	0	0	0	0	0	0	1
	1%	0%	0%	2%	0%	3%	1%	1%	2%	0%	0%	0%	2%	0%	0%	6%	0%	0%	0%	0%	0%	0%	2%
		0%	0%	50%	0%	50%	50%	50%	100%	0%	0%	0%	100%	0%	0%	50%	0%	0%	0%	0%	0%	0%	50%

(continued)

Table 38: Q14 How do you normally get rid of, or dispose of, leftover oil?
(continued)

	Total	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF
		18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	
Unweighted Base	190	27	37	52	39	30	114	76	131	22	9	10	133	50	13	16	32	18	19	19	15	6	52
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		14%	19%	27%	21%	16%	60%	40%	69%	12%	5%	5%	70%	26%	7%	8%	17%	9%	10%	10%	8%	3%	27%
08 TAKE IT TO A HOUSEHOLD HAZARDOUS WASTE COLLECTION EVENT/ CENTER	150	23	28	45	34	19	99	51	108	14	7	7	108	39	6	11	29	15	17	15	12	5	40
	79%	85%	76%	87%	87%	63%	87%	67%	82%	64%	78%	70%	81%	78%	46%	69%	91%	83%	89%	79%	80%	83%	77%
		15%	19%	30%	23%	13%	66%	34%	72%	9%	5%	5%	72%	26%	4%	7%	19%	10%	11%	10%	8%	3%	27%
						--	+++	---	+								+						
09 CURBSIDE COLLECTION	9	1	2	1	2	3	4	5	4	4	0	1	7	2	1	0	0	2	0	2	1	1	2
	5%	4%	5%	2%	5%	10%	4%	7%	3%	18%	0%	10%	5%	4%	8%	0%	0%	11%	0%	11%	7%	17%	4%
		11%	22%	11%	22%	33%	44%	56%	44%	44%	0%	11%	78%	22%	11%	0%	0%	22%	0%	22%	11%	11%	22%
OTHER (SPECIFY _____)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
REFUSED/ UNABLE TO ANSWER	8	1	2	1	0	2	1	7	7	0	1	0	5	2	2	0	1	1	0	0	0	0	4
	4%	4%	5%	2%	0%	7%	1%	9%	5%	0%	11%	0%	4%	4%	15%	0%	3%	6%	0%	0%	0%	0%	8%
		13%	25%	13%	0%	25%	13%	88%	88%	0%	13%	0%	63%	25%	25%	0%	13%	13%	0%	0%	0%	0%	50%
							---	+++															

Table 39: Q15 Do you have storm drains in your neighborhood?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
YES	475	68	90	107	95	102	239	236	324	44	45	31	316	143	35	37	54	45	45	36	32	39	152
	79%	71%	75%	80%	86%	82%	82%	76%	80%	70%	87%	69%	83%	72%	78%	70%	76%	85%	74%	90%	94%	87%	76%
		14%	19%	23%	20%	21%	50%	50%	68%	9%	9%	7%	67%	30%	7%	8%	11%	9%	9%	8%	7%	8%	32%
		--			+					-		+++	---						+	++			
NO	87	18	18	18	14	17	41	46	53	16	3	10	49	34	6	11	10	7	9	1	2	5	36
	14%	19%	15%	14%	13%	14%	14%	15%	13%	25%	6%	22%	13%	17%	13%	21%	14%	13%	15%	3%	6%	11%	18%
		21%	21%	21%	16%	20%	47%	53%	61%	18%	3%	11%	56%	39%	7%	13%	11%	8%	10%	1%	2%	6%	41%
									+++	-										--			+
DON'T KNOW	40	10	12	8	2	5	13	27	26	3	4	4	17	21	4	5	7	1	7	3	0	1	12
	7%	10%	10%	6%	2%	4%	4%	9%	6%	5%	8%	9%	4%	11%	9%	9%	10%	2%	11%	8%	0%	2%	6%
		25%	30%	20%	5%	13%	32%	68%	65%	8%	10%	10%	43%	52%	10%	13%	17%	3%	17%	8%	0%	3%	30%
			+		--		--	++				---	+++										

Table 40: Q16 Generally, how familiar would you say you are with the storm drain system in your area? Would you say you are.....

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF	
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K		110K MORE
Unweighted Base	475 100%	68 100%	90 100%	107 100%	95 100%	102 100%	239 100%	236 100%	324 100%	44 100%	45 100%	31 100%	316 100%	143 100%	35 100%	37 100%	54 100%	45 100%	45 100%	36 100%	32 100%	39 100%	152 100%
		14%	19%	23%	20%	21%	50%	50%	68%	9%	9%	7%	67%	30%	7%	8%	11%	9%	9%	8%	7%	8%	32%
VERY FAMILIAR	107 23%	8 12%	11 12%	27 25%	27 25%	32 30%	69 29%	38 16%	79 24%	6 14%	10 22%	2 6%	81 26%	22 15%	5 14%	10 27%	6 11%	7 16%	9 20%	9 25%	6 19%	11 28%	44 29%
		7%	10%	25%	25%	30%	64%	36%	74%	6%	9%	2%	76%	21%	5%	9%	6%	7%	8%	8%	6%	10%	41%
		--	--			++	+++	--				--	++	--									++
SOMEWHAT FAMILIAR	188 40%	20 29%	38 42%	46 43%	36 38%	43 42%	105 44%	83 35%	139 43%	14 32%	11 24%	16 52%	128 41%	55 38%	8 23%	13 35%	23 43%	21 47%	22 49%	18 50%	15 47%	12 31%	56 37%
		11%	20%	24%	19%	23%	56%	44%	74%	7%	6%	9%	68%	29%	4%	7%	12%	11%	12%	10%	8%	6%	30%
		-					+	-	++			--		--									
NOT AT ALL FAMILIAR	168 35%	36 53%	39 43%	32 30%	32 34%	24 24%	58 24%	110 47%	100 31%	24 55%	21 47%	12 39%	102 32%	59 41%	19 54%	11 30%	24 44%	17 38%	13 29%	9 25%	11 34%	16 41%	48 32%
		21%	23%	19%	19%	14%	35%	65%	60%	14%	13%	7%	61%	35%	11%	7%	14%	10%	8%	5%	7%	10%	29%
		+++	+			--	--	+++	--	+++	+	--	+	+	++								
DON'T KNOW/ UNSURE	12 3%	4 6%	2 2%	2 2%	0 0%	3 3%	7 3%	5 2%	6 2%	0 0%	3 7%	1 3%	5 2%	7 5%	3 9%	3 8%	1 2%	0 0%	1 2%	0 0%	0 0%	0 0%	4 3%
		33%	17%	17%	0%	25%	58%	42%	50%	0%	25%	8%	42%	58%	25%	25%	8%	0%	8%	0%	0%	0%	33%
		+									+	-	++	++	++								

Table 41: Q18 As you may know, rainwater flows through streets, along gutters and into underground storm drain pipelines. As far as you know, where does the water that flows into the storm drains go? FIRST MENTION

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K- 35K	35K- 50K	50K- 65K	65K- 80K	80K- 95K	95K- 110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
01 TO DETENTION/ RETENTION BASINS	23	4	5	2	8	4	7	16	17	2	3	1	13	10	2	4	4	0	3	2	0	2	6
	4%	4%	4%	2%	7%	3%	2%	5%	4%	3%	6%	2%	3%	5%	4%	8%	6%	0%	5%	5%	0%	4%	3%
		17%	22%	9%	35%	17%	30%	70%	74%	9%	13%	4%	57%	43%	9%	17%	17%	0%	13%	9%	0%	9%	26%
					++		-																
02 TO A RIVER	44	3	11	8	9	12	18	26	31	6	2	3	35	9	2	5	5	3	7	4	2	5	11
	7%	3%	9%	6%	8%	10%	6%	8%	8%	10%	4%	7%	9%	5%	4%	9%	7%	6%	11%	10%	6%	11%	5%
		7%	25%	18%	20%	27%	41%	59%	70%	14%	5%	7%	80%	20%	5%	11%	11%	7%	16%	9%	5%	11%	25%
		-											++	-									
03 TO GROUNDWATER	24	5	6	5	1	5	10	14	11	3	4	5	9	13	1	0	1	2	3	0	0	1	16
	4%	5%	5%	4%	1%	4%	3%	5%	3%	5%	8%	11%	2%	7%	2%	0%	1%	4%	5%	0%	0%	2%	8%
		21%	25%	21%	4%	21%	42%	58%	46%	13%	17%	21%	38%	54%	4%	0%	4%	8%	13%	0%	0%	4%	67%
					-				--			++	---	++									+++
04 TO A CREEK	34	5	6	11	4	7	20	14	26	4	1	2	21	11	2	3	2	2	4	4	3	3	11
	6%	5%	5%	8%	4%	6%	7%	5%	6%	6%	2%	4%	5%	6%	4%	6%	3%	4%	7%	10%	9%	7%	5%
		15%	18%	32%	12%	21%	59%	41%	76%	12%	3%	6%	62%	32%	6%	9%	6%	6%	12%	12%	9%	9%	32%
05 TO THE DELTA	19	2	4	7	5	1	13	6	17	1	0	0	14	5	1	0	1	4	3	2	2	2	4
	3%	2%	3%	5%	5%	1%	4%	2%	4%	2%	0%	0%	4%	3%	2%	0%	1%	8%	5%	5%	6%	4%	2%
		11%	21%	37%	26%	5%	68%	32%	89%	5%	0%	0%	74%	26%	5%	0%	5%	21%	16%	11%	11%	11%	21%
						-	+	-	++									+					
06 TO THE BAY	247	30	47	68	49	45	146	101	179	11	19	17	171	70	12	21	23	21	28	18	18	23	83
	41%	31%	39%	51%	44%	36%	50%	33%	44%	17%	37%	38%	45%	35%	27%	40%	32%	40%	46%	45%	53%	51%	41%
		12%	19%	28%	20%	18%	59%	41%	72%	4%	8%	7%	69%	28%	5%	9%	9%	9%	11%	7%	7%	9%	34%
		--		+++			+++	---	++	---		++	--	--									
07 TO THE OCEAN	53	7	12	8	11	13	27	26	27	8	7	7	29	21	4	6	10	6	2	3	1	3	18
	9%	7%	10%	6%	10%	10%	9%	8%	7%	13%	13%	16%	8%	11%	9%	11%	14%	11%	3%	8%	3%	7%	9%
		13%	23%	15%	21%	25%	51%	49%	51%	15%	13%	13%	55%	40%	8%	11%	19%	11%	4%	6%	2%	6%	34%
									---			+					+						

(continued)

Table 41: Q18 As you may know, rainwater flows through streets, along gutters and into underground storm drain pipelines. As far as you know, where does the water that flows into the storm drains go? FIRST MENTION
(continued)

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME										REF
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K- 35K	35K- 50K	50K- 65K	65K- 80K	80K- 95K	95K- 110K	110K MORE		
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%	
08 TO A CANAL/ IRRIGATION CANAL	13	2	3	2	4	2	3	10	9	3	1	0	9	2	1	2	1	2	0	2	1	0	4	
	2%	2%	3%	2%	4%	2%	1%	3%	2%	5%	2%	0%	2%	1%	2%	4%	1%	4%	0%	5%	3%	0%	2%	
		15%	23%	15%	31%	15%	23%	77%	69%	23%	8%	0%	69%	15%	8%	15%	8%	15%	0%	15%	8%	0%	31%	
							-	+																
09 TO A SEWAGE PLANT/ WASTEWATER TREATMENT PLANT	49	12	10	7	9	11	18	31	34	7	4	3	32	17	4	4	8	3	7	3	4	3	13	
	8%	13%	8%	5%	8%	9%	6%	10%	8%	11%	8%	7%	8%	9%	9%	8%	11%	6%	11%	8%	12%	7%	6%	
		24%	20%	14%	18%	22%	37%	63%	69%	14%	8%	6%	65%	35%	8%	8%	16%	6%	14%	6%	8%	6%	27%	
		+					-	+																
TO SOME SORT OF PLACE WHERE IT IS SORTED	7	2	1	3	1	0	4	3	5	0	0	1	3	3	1	1	1	1	0	0	0	1	2	
	1%	2%	1%	2%	1%	0%	1%	1%	1%	0%	0%	2%	1%	2%	2%	2%	1%	2%	0%	0%	0%	2%	1%	
		29%	14%	43%	14%	0%	57%	43%	71%	0%	0%	14%	43%	43%	14%	14%	14%	14%	0%	0%	0%	14%	29%	
OTHER (SPECIFY _____)	8	3	0	2	0	3	2	6	5	0	2	1	6	2	1	0	0	0	0	1	1	0	5	
	1%	3%	0%	2%	0%	2%	1%	2%	1%	0%	4%	2%	2%	1%	2%	0%	0%	0%	0%	3%	3%	0%	3%	
		38%	0%	25%	0%	38%	25%	75%	63%	0%	25%	13%	75%	25%	13%	0%	0%	0%	0%	13%	13%	0%	63%	
		+									+												+	
DON'T KNOW	81	21	15	10	10	21	25	56	42	18	9	5	40	35	14	7	15	9	4	1	2	2	27	
	13%	22%	13%	8%	9%	17%	9%	18%	10%	29%	17%	11%	10%	18%	31%	13%	21%	17%	7%	3%	6%	4%	14%	
		26%	19%	12%	12%	26%	31%	69%	52%	22%	11%	6%	49%	43%	17%	9%	19%	11%	5%	1%	2%	2%	33%	
		+++		--			---	+++	---	+++		---	++	+++			++		-	--		-		
NO MORE MENTIONS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

Table 42: Q18 As you may know, rainwater flows through streets, along gutters and into underground storm drain pipelines. As far as you know, where does the water that flows into the storm drains go? TOTAL RESPONSES

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF	
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K- 35K	35K- 50K	50K- 65K	65K- 80K	80K- 95K	95K- 110K		110K MORE
Weighted base	824	116	164	192	160	165	399	425	549	89	63	69	524	268	50	72	96	70	101	62	47	60	266
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		14%	20%	23%	19%	20%	48%	52%	67%	11%	8%	8%	64%	33%	6%	9%	12%	8%	12%	8%	6%	7%	32%
01 TO DETENTION/ RETENTION BASINS	26	5	5	3	9	4	9	17	19	2	3	1	15	11	2	6	4	0	4	2	0	2	6
	3%	4%	3%	2%	6%	2%	2%	4%	3%	2%	5%	1%	3%	4%	4%	8%	4%	0%	4%	3%	0%	3%	2%
		19%	19%	12%	35%	15%	35%	65%	73%	8%	12%	4%	58%	42%	8%	23%	15%	0%	15%	8%	0%	8%	23%
					+											++							
02 TO A RIVER	60	5	13	12	15	13	26	34	40	7	2	6	45	13	2	6	6	4	10	5	4	6	17
	7%	4%	8%	6%	9%	8%	7%	8%	7%	8%	3%	9%	9%	5%	4%	8%	6%	6%	10%	8%	9%	10%	6%
		8%	22%	20%	25%	22%	43%	57%	67%	12%	3%	10%	75%	22%	3%	10%	10%	7%	17%	8%	7%	10%	28%
03 TO GROUNDWATER	35	6	10	7	3	7	13	22	16	7	5	6	13	20	1	3	3	3	6	0	0	1	18
	4%	5%	6%	4%	2%	4%	3%	5%	3%	8%	8%	9%	2%	7%	2%	4%	3%	4%	6%	0%	0%	2%	7%
		17%	29%	20%	9%	20%	37%	63%	46%	20%	14%	17%	37%	57%	3%	9%	9%	9%	17%	0%	0%	3%	51%
									--				---	+++									++
04 TO A CREEK	56	6	11	16	9	13	31	25	44	6	1	4	36	17	2	5	5	5	8	5	5	5	16
	7%	5%	7%	8%	6%	8%	8%	6%	8%	7%	2%	6%	7%	6%	4%	7%	5%	7%	8%	8%	11%	8%	6%
		11%	20%	29%	16%	23%	55%	45%	79%	11%	2%	7%	64%	30%	4%	9%	9%	9%	14%	9%	9%	9%	29%
									+														
05 TO THE DELTA	29	2	5	9	7	5	19	10	23	3	1	1	20	9	1	1	1	5	4	3	2	4	8
	4%	2%	3%	5%	4%	3%	5%	2%	4%	3%	2%	1%	4%	3%	2%	1%	1%	7%	4%	5%	4%	7%	3%
		7%	17%	31%	24%	17%	66%	34%	79%	10%	3%	3%	69%	31%	3%	3%	3%	17%	14%	10%	7%	14%	28%
06 TO THE BAY	292	38	52	79	58	56	167	125	211	16	23	20	200	84	14	23	31	25	34	23	20	27	95
	35%	33%	32%	41%	36%	34%	42%	29%	38%	18%	37%	29%	38%	31%	28%	32%	32%	36%	34%	37%	43%	45%	36%
		13%	18%	27%	20%	19%	57%	43%	72%	5%	8%	7%	68%	29%	5%	8%	11%	9%	12%	8%	7%	9%	33%
							+++	---	++	---			+										
07 TO THE OCEAN	96	11	22	23	16	20	50	46	54	12	8	14	54	37	5	8	14	9	10	6	5	6	33
	12%	9%	13%	12%	10%	12%	13%	11%	10%	13%	13%	20%	10%	14%	10%	11%	15%	13%	10%	10%	11%	10%	12%
		11%	23%	24%	17%	21%	52%	48%	56%	13%	8%	15%	56%	39%	5%	8%	15%	9%	10%	6%	5%	6%	34%
									-				+										

(continued)

Table 42: Q18 As you may know, rainwater flows through streets, along gutters and into underground storm drain pipelines. As far as you know, where does the water that flows into the storm drains go? TOTAL RESPONSES
(continued)

	Total	AGE					GENDER		ETHNICITY					OWN/RENT		INCOME										REF
		18-29	30-39	40-49	50-59	60+	MALE	FEMALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE				
Weighted base	824	116	164	192	160	165	399	425	549	89	63	69	524	268	50	72	96	70	101	62	47	60	266			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
		14%	20%	23%	19%	20%	48%	52%	67%	11%	8%	8%	64%	33%	6%	9%	12%	8%	12%	8%	6%	7%	32%			
08 TO A CANAL/ IRRIGATION CANAL	29	2	8	5	8	6	10	19	17	7	1	3	19	8	3	2	5	2	1	6	2	0	8			
	4%	2%	5%	3%	5%	4%	3%	4%	3%	8%	2%	4%	4%	3%	6%	3%	5%	3%	1%	10%	4%	0%	3%			
		7%	28%	17%	28%	21%	34%	66%	59%	24% ++	3%	10%	66%	28%	10%	7%	17%	7%	3%	21% ++	7%	0%	28%			
09 TO A SEWAGE PLANT/ WASTEWATER TREATMENT PLANT	78	13	16	18	16	14	34	44	54	8	7	5	56	21	4	4	10	6	14	6	5	5	24			
	9%	11%	10%	9%	10%	8%	9%	10%	10%	9%	11%	7%	11%	8%	8%	6%	10%	9%	14%	10%	11%	8%	9%			
		17%	21%	23%	21%	18%	44%	56%	69%	10%	9%	6%	72%	27%	5%	5%	13%	8%	18%	8%	6%	6%	31%			
TO SOME SORT OF PLACE WHERE IT IS SORTED	18	3	6	4	4	1	7	11	12	3	0	2	11	6	1	3	2	1	4	3	0	1	3			
	2%	3%	4%	2%	3%	1%	2%	3%	2%	3%	0%	3%	2%	2%	2%	4%	2%	1%	4%	5%	0%	2%	1%			
		17%	33%	22%	22%	6%	39%	61%	67%	17%	0%	11%	61%	33%	6%	17%	11%	6%	22%	17%	0%	6%	17%			
OTHER (SPECIFY _____)	10	3	0	2	1	4	2	8	6	0	2	2	7	3	1	1	0	0	1	1	1	0	5			
	1%	3%	0%	1%	1%	2%	1%	2%	1%	0%	3%	3%	1%	1%	2%	1%	0%	0%	1%	2%	2%	0%	2%			
		30%	0%	20%	10%	40%	20%	80%	60%	0%	20%	20%	70%	30%	10%	10%	0%	0%	10%	10%	10%	0%	50%			
DON'T KNOW	95	22	16	14	14	22	31	64	53	18	10	5	48	39	14	10	15	10	5	2	3	3	33			
	12%	19%	10%	7%	9%	13%	8%	15%	10%	20%	16%	7%	9%	15%	28%	14%	16%	14%	5%	3%	6%	5%	12%			
		23%	17%	15%	15%	23%	33%	67%	56%	19%	11%	5%	51%	41%	15%	11%	16%	11%	5%	2%	3%	3%	35%			
		++		-			---	+++	--	++			--	+++				-	-							

Table 43: Q19 As far as you know, how does the water that ends up in storm drains get there? That is where does it flow from?
FIRST MENTION

	Total	AGE					GENDER			ETHNICITY				OWN/RENT		INCOME									
		18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/HISP	AFRI CAN-AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF		
Unweighted Base	602 100%	96 100%	120 100%	133 100%	111 100%	124 100%	293 100%	309 100%	403 100%	63 100%	52 100%	45 100%	382 100%	198 100%	45 100%	53 100%	71 100%	53 100%	61 100%	40 100%	34 100%	45 100%	200 100%		
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%		
01 DRIVEWAYS	171 28%	27 16%	37 22%	34 20%	38 22%	31 18%	81 47%	90 53%	120 70%	20 12%	12 7%	7 4%	114 67%	49 29%	6 4%	11 6%	19 11%	15 9%	18 11%	15 9%	9 5%	14 8%	64 37%		
02 ROOFTOPS	57 9%	8 14%	8 14%	18 32%	14 25%	8 14%	33 58%	24 42%	36 63%	6 11%	5 9%	5 9%	35 61%	21 37%	5 9%	9 16%	3 5%	2 4%	7 12%	3 5%	5 9%	5 9%	18 32%		
03 SIDEWALKS	95 16%	17 18%	18 19%	22 23%	11 12%	24 25%	54 57%	41 43%	74 78%	7 7%	5 5%	4 4%	68 72%	25 26%	6 6%	7 7%	14 15%	10 11%	9 9%	5 5%	6 6%	6 6%	32 34%		
04 PARKING LOTS	29 5%	7 24%	6 21%	8 28%	2 7%	4 14%	16 55%	13 45%	17 59%	2 7%	2 7%	3 10%	14 48%	13 45%	3 10%	4 14%	2 7%	1 3%	3 10%	2 7%	3 10%	1 3%	10 34%		
05 LAWNS	35 6%	4 11%	8 23%	6 17%	6 17%	8 23%	15 43%	20 57%	28 80%	1 3%	2 6%	3 9%	21 60%	12 34%	1 3%	2 6%	3 9%	3 9%	5 14%	3 9%	2 6%	6 17%	10 29%		
06 PARKS	5 1%	2 40%	1 20%	0 0%	0 0%	2 40%	3 60%	2 40%	3 60%	1 20%	1 20%	0 0%	4 80%	1 20%	0 0%	1 20%	1 20%	1 20%	0 0%	0 0%	0 0%	0 0%	2 40%		
07 OPEN SPACE	37 6%	3 8%	8 22%	8 22%	8 22%	9 24%	18 49%	19 51%	23 62%	4 11%	3 8%	6 16%	26 70%	11 30%	5 14%	4 11%	3 8%	3 8%	5 14%	5 14%	0 0%	1 3%	11 30%		

(continued)

Table 43: Q19 As far as you know, how does the water that ends up in storm drains get there? That is where does it flow from?
 FIRST MENTION
 (continued)

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
08 OTHER (SPECIFY _____)	37	6	8	7	6	10	17	20	24	1	6	6	23	13	4	3	5	6	2	2	2	3	10
	6%	6%	7%	5%	5%	8%	6%	6%	6%	2%	12%	13%	6%	7%	9%	6%	7%	11%	3%	5%	6%	7%	5%
		16%	22%	19%	16%	27%	46%	54%	65%	3%	16%	16%	62%	35%	11%	8%	14%	16%	5%	5%	5%	8%	27%
											+	++											
09 DON'T KNOW	91	16	21	19	15	17	34	57	45	20	10	9	47	40	8	8	19	8	8	0	3	4	33
	15%	17%	17%	14%	14%	14%	12%	18%	11%	32%	19%	20%	12%	20%	18%	15%	27%	15%	13%	0%	9%	9%	17%
		18%	23%	21%	16%	19%	37%	63%	49%	22%	11%	10%	52%	44%	9%	9%	21%	9%	9%	0%	3%	4%	36%
							--	++	--	+++			--	++			+++						
NO MORE MENTIONS	14	2	0	4	4	4	7	7	10	0	3	1	8	5	2	2	0	0	1	2	0	2	5
	2%	2%	0%	3%	4%	3%	2%	2%	2%	0%	6%	2%	2%	3%	4%	4%	0%	0%	2%	5%	0%	4%	3%
		14%	0%	29%	29%	29%	50%	50%	71%	0%	21%	7%	57%	36%	14%	14%	0%	0%	7%	14%	0%	14%	36%
											+												
STREETS	12	2	3	3	1	2	6	6	9	0	1	0	4	7	3	2	1	3	1	0	0	1	1
	2%	2%	3%	2%	1%	2%	2%	2%	2%	0%	2%	0%	1%	4%	7%	4%	1%	6%	2%	0%	0%	2%	0%
		17%	25%	25%	8%	17%	50%	50%	75%	0%	8%	0%	33%	58%	25%	17%	8%	25%	8%	0%	0%	8%	8%
													--	+	++			++					-
RAIN	19	2	2	4	6	5	9	10	14	1	2	1	18	1	2	0	1	1	2	3	4	2	4
	3%	2%	2%	3%	5%	4%	3%	3%	3%	2%	4%	2%	5%	1%	4%	0%	1%	2%	3%	8%	12%	4%	2%
		11%	11%	21%	32%	26%	47%	53%	74%	5%	11%	5%	95%	5%	11%	0%	5%	5%	11%	16%	21%	11%	21%
													+++	---							+++		
DOWN THE HILLS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Table 44: Q19 As far as you know, how does the water that ends up in storm drains get there? That is where does it flow from?
TOTAL RESPONSES

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF	
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K		110K MORE
Weighted base	1221	196	246	248	250	244	611	610	848	126	94	68	779	396	61	97	139	118	138	75	73	94	426
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	20%	20%	20%	50%	50%	69%	10%	8%	6%	64%	32%	5%	8%	11%	10%	11%	6%	6%	8%	35%
01 DRIVEWAYS	205	35	42	44	43	36	100	105	147	21	15	9	133	63	6	16	23	17	19	18	12	18	76
	17%	18%	17%	18%	17%	15%	16%	17%	17%	17%	16%	13%	17%	16%	10%	16%	17%	14%	14%	24%	16%	19%	18%
		17%	20%	21%	21%	18%	49%	51%	72%	10%	7%	4%	65%	31%	3%	8%	11%	8%	9%	9%	6%	9%	37%
02 ROOFTOPS	149	26	30	36	32	22	76	73	103	18	9	9	91	54	7	14	14	11	21	8	9	12	53
	12%	13%	12%	15%	13%	9%	12%	12%	12%	14%	10%	13%	12%	14%	11%	14%	10%	9%	15%	11%	12%	13%	12%
		17%	20%	24%	21%	15%	51%	49%	69%	12%	6%	6%	61%	36%	5%	9%	9%	7%	14%	5%	6%	8%	36%
03 SIDEWALKS	225	37	45	44	47	46	121	104	165	22	17	8	148	69	10	13	28	26	24	13	11	18	82
	18%	19%	18%	18%	19%	19%	20%	17%	19%	17%	18%	12%	19%	17%	16%	13%	20%	22%	17%	17%	15%	19%	19%
		16%	20%	20%	21%	20%	54%	46%	73%	10%	8%	4%	66%	31%	4%	6%	12%	12%	11%	6%	5%	8%	36%
04 PARKING LOTS	135	25	25	23	28	29	72	63	93	15	8	5	86	44	4	13	14	9	18	8	12	6	51
	11%	13%	10%	9%	11%	12%	12%	10%	11%	12%	9%	7%	11%	11%	7%	13%	10%	8%	13%	11%	16%	6%	12%
		19%	19%	17%	21%	21%	53%	47%	69%	11%	6%	4%	64%	33%	3%	10%	10%	7%	13%	6%	9%	4%	38%
05 LAWNS	148	21	35	30	24	32	76	72	109	15	8	8	95	48	8	8	16	17	16	8	11	16	48
	12%	11%	14%	12%	10%	13%	12%	12%	13%	12%	9%	12%	12%	12%	13%	8%	12%	14%	12%	11%	15%	17%	11%
		14%	24%	20%	16%	22%	51%	49%	74%	10%	5%	5%	64%	32%	5%	5%	11%	11%	11%	5%	7%	11%	32%
06 PARKS	61	13	12	10	12	12	31	30	42	6	3	2	41	18	0	6	7	6	6	3	3	5	25
	5%	7%	5%	4%	5%	5%	5%	5%	5%	5%	3%	3%	5%	5%	0%	6%	5%	5%	4%	4%	4%	5%	6%
		21%	20%	16%	20%	20%	51%	49%	69%	10%	5%	3%	67%	30%	0%	10%	11%	10%	10%	5%	5%	8%	41%
07 OPEN SPACE	91	9	20	17	20	22	46	45	64	6	6	7	62	27	6	9	10	9	15	9	3	4	26
	7%	5%	8%	7%	8%	9%	8%	7%	8%	5%	6%	10%	8%	7%	10%	9%	7%	8%	11%	12%	4%	4%	6%
		10%	22%	19%	22%	24%	51%	49%	70%	7%	7%	8%	68%	30%	7%	10%	11%	10%	16%	10%	3%	4%	29%

(continued)

Table 44: Q19 As far as you know, how does the water that ends up in storm drains get there? That is where does it flow from?
TOTAL RESPONSES

(continued)

	AGE						GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF	
Weighted base	1221 100%	196 100%	246 100%	248 100%	250 100%	244 100%	611 100%	610 100%	848 100%	126 100%	94 100%	68 100%	779 100%	396 100%	61 100%	97 100%	139 100%	118 100%	138 100%	75 100%	73 100%	94 100%	426 100%	
		16%	20%	20%	20%	20%	50%	50%	69%	10%	8%	6%	64%	32%	5%	8%	11%	10%	11%	6%	6%	8%	35%	
08 OTHER (SPECIFY _____)	45 4%	6 3%	8 3%	9 4%	10 4%	11 5%	21 3%	24 4%	29 3%	1 1%	7 7%	7 10%	28 4%	15 4%	4 7%	4 4%	5 4%	6 5%	3 2%	2 3%	3 4%	5 5%	13 3%	
		13%	18%	20%	22%	24%	47%	53%	64%	2%	16%	16%	62%	33%	9%	9%	11%	13%	7%	4%	7%	11%	29%	
											++													
09 DON'T KNOW	110 9%	18 9%	23 9%	23 9%	22 9%	20 8%	44 7%	66 11%	57 7%	21 17%	14 15%	11 16%	59 8%	44 11%	9 15%	10 10%	20 14%	11 9%	10 7%	1 1%	5 7%	5 5%	39 9%	
		16%	21%	21%	20%	18%	40%	60%	52%	19%	13%	10%	54%	40%	8%	9%	18%	10%	9%	1%	5%	5%	35%	
									---	++		+					+							
STREETS	17 1%	2 1%	4 2%	4 2%	2 1%	4 2%	8 1%	9 1%	13 2%	0 0%	2 2%	0 0%	8 1%	8 2%	3 5%	2 2%	1 1%	4 3%	3 2%	0 0%	0 0%	1 1%	3 1%	
		12%	24%	24%	12%	24%	47%	53%	76%	0%	12%	0%	47%	47%	18%	12%	6%	24%	18%	0%	0%	6%	18%	
															++									
RAIN	21 2%	2 1%	2 1%	4 2%	6 2%	6 2%	9 1%	12 2%	16 2%	1 1%	2 2%	1 1%	20 3%	1 0%	2 3%	0 0%	1 1%	2 2%	2 1%	3 4%	4 5%	2 2%	5 1%	
		10%	10%	19%	29%	29%	43%	57%	76%	5%	10%	5%	95%	5%	10%	0%	5%	10%	10%	14%	19%	10%	24%	
												++	-							+				
DOWN THE HILLS	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	

Table 45: Q20 How would you say that this water - the water that flows into storm drains - can get polluted? FIRST MENTION

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME							REF		
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K		95K-110K	110K MORE
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
01 ILLEGAL DUMPING BY INDIVIDUALS	226	29	52	53	42	42	104	122	150	18	22	22	156	66	16	21	24	14	28	20	14	16	73
	38%	30%	43%	40%	38%	34%	35%	39%	37%	29%	42%	49%	41%	33%	36%	40%	34%	26%	46%	50%	41%	36%	37%
		13%	23%	23%	19%	19%	46%	54%	66%	8%	10%	10%	69%	29%	7%	9%	11%	6%	12%	9%	6%	7%	32%
													++					-		+			
02 ILLEGAL DUMPING BY BUSINESS, INDUSTRY OR SHIPPING	32	7	4	5	6	10	15	17	23	6	1	2	18	14	2	2	5	2	3	1	2	1	14
	5%	7%	3%	4%	5%	8%	5%	6%	6%	10%	2%	4%	5%	7%	4%	4%	7%	4%	5%	3%	6%	2%	7%
		22%	13%	16%	19%	31%	47%	53%	72%	19%	3%	6%	56%	44%	6%	6%	16%	6%	9%	3%	6%	3%	44%
03 INDUSTRIAL DISCHARGE	17	4	4	3	2	3	9	8	10	0	3	0	10	6	2	0	2	0	2	0	1	0	10
	3%	4%	3%	2%	2%	2%	3%	3%	2%	0%	6%	0%	3%	3%	4%	0%	3%	0%	3%	0%	3%	0%	5%
		24%	24%	18%	12%	18%	53%	47%	59%	0%	18%	0%	59%	35%	12%	0%	12%	0%	12%	0%	6%	0%	59%
																							++
04 AGRICULTURAL CHEMICALS AND ACTIVITIES	39	7	4	6	13	7	20	19	30	2	3	1	30	6	1	4	1	3	1	4	2	4	19
	6%	7%	3%	5%	12%	6%	7%	6%	7%	3%	6%	2%	8%	3%	2%	8%	1%	6%	2%	10%	6%	9%	9%
		18%	10%	15%	33%	18%	51%	49%	77%	5%	8%	3%	77%	15%	3%	10%	3%	8%	3%	10%	5%	10%	49%
					++								+	--				-					++
05 LITTER/ TRASH IN THE STREETS	81	11	21	16	13	17	40	41	55	12	5	5	46	30	1	9	14	5	9	5	3	6	29
	13%	11%	17%	12%	12%	14%	14%	13%	14%	19%	10%	11%	12%	15%	2%	17%	20%	9%	15%	13%	9%	13%	14%
		14%	26%	20%	16%	21%	49%	51%	68%	15%	6%	6%	57%	37%	--	11%	17%	6%	11%	6%	4%	7%	36%
																							+
06 HOME GARDEN CARE PRODUCTS/ PESTICIDES/ FERTILIZERS	57	11	9	15	13	9	28	29	42	6	5	3	38	18	4	2	8	8	5	3	7	10	10
	9%	11%	8%	11%	12%	7%	10%	9%	10%	10%	7%	10%	9%	9%	4%	11%	15%	8%	8%	21%	22%	5%	
		19%	16%	26%	23%	16%	49%	51%	74%	11%	9%	5%	67%	32%	7%	4%	14%	14%	9%	5%	12%	18%	18%
																					++	+++	--
07 YARD WASTE	16	1	4	2	1	8	4	12	9	4	1	0	12	4	2	2	1	5	2	1	0	1	2
	3%	1%	3%	2%	1%	6%	1%	4%	2%	6%	2%	0%	3%	2%	4%	4%	1%	9%	3%	3%	0%	2%	1%
		6%	25%	13%	6%	50%	25%	75%	56%	25%	6%	0%	75%	25%	13%	13%	6%	31%	13%	6%	0%	6%	13%
						+++	-	+		+								+++					-

(continued)

Table 45: Q20 How would you say that this water - the water that flows into storm drains - can get polluted? FIRST MENTION (continued)

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
08 VEHICLE EXHAUST	29	7	4	8	7	3	19	10	22	3	1	1	15	13	3	3	5	5	2	3	2	1	5
	5%	7%	3%	6%	6%	2%	6%	3%	5%	5%	2%	2%	4%	7%	7%	6%	7%	9%	3%	8%	6%	2%	3%
		24%	14%	28%	24%	10%	66%	34%	76%	10%	3%	3%	52%	45%	10%	10%	17%	17%	7%	10%	7%	3%	17%
							+	-															-
09 AIR POLLUTION/ ACID RAIN	8	2	2	1	1	2	6	2	4	2	2	0	4	4	2	2	0	1	0	1	0	0	2
	1%	2%	2%	1%	1%	2%	2%	1%	1%	3%	4%	0%	1%	2%	4%	4%	0%	2%	0%	3%	0%	0%	1%
		25%	25%	13%	13%	25%	75%	25%	50%	25%	25%	0%	50%	50%	25%	25%	0%	13%	0%	13%	0%	0%	25%
											+												
LEAKING VEHICLES	32	5	7	9	4	6	20	12	20	2	4	3	19	13	2	2	5	3	6	0	2	3	9
	5%	5%	6%	7%	4%	5%	7%	4%	5%	3%	8%	7%	5%	7%	4%	4%	7%	6%	10%	0%	6%	7%	5%
		16%	22%	28%	13%	19%	63%	38%	63%	6%	13%	9%	59%	41%	6%	6%	16%	9%	19%	0%	6%	9%	28%
																			+				
OTHER (SPECIFY _____)	21	3	2	5	3	8	11	10	15	1	1	3	13	7	3	2	1	1	2	2	1	2	7
	3%	3%	2%	4%	3%	6%	4%	3%	4%	2%	2%	7%	3%	4%	7%	4%	1%	2%	3%	5%	3%	4%	4%
		14%	10%	24%	14%	38%	52%	48%	71%	5%	5%	14%	62%	33%	14%	10%	5%	5%	10%	10%	5%	10%	33%
						++																	
DON'T KNOW	44	9	7	10	6	9	17	27	23	7	4	5	21	17	7	4	5	6	1	0	0	1	20
	7%	9%	6%	8%	5%	7%	6%	9%	6%	11%	8%	11%	5%	9%	16%	8%	7%	11%	2%	0%	0%	2%	10%
		20%	16%	23%	14%	20%	39%	61%	52%	16%	9%	11%	48%	39%	16%	9%	11%	14%	2%	0%	0%	2%	45%
									--				--		++				-				+
NO MORE MENTIONS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Table 46: Q20 How would you say that this water - the water that flows into storm drains - can get polluted? TOTAL RESPONSES

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF	
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K		110K MORE
Weighted base	1477	203	317	334	308	273	714	763	1039	129	115	108	982	451	66	113	162	162	183	120	88	113	470
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		14%	21%	23%	21%	18%	48%	52%	70%	9%	8%	7%	66%	31%	4%	8%	11%	11%	12%	8%	6%	8%	32%
01 ILLEGAL DUMPING BY INDIVIDUALS	262	33	61	59	49	52	128	134	180	20	23	22	180	78	17	22	26	24	31	21	17	20	84
	18%	16%	19%	18%	16%	19%	18%	18%	17%	16%	20%	20%	18%	17%	26%	19%	16%	15%	17%	17%	19%	18%	18%
		13%	23%	23%	19%	20%	49%	51%	69%	8%	9%	8%	69%	30%	6%	8%	10%	9%	12%	8%	6%	8%	32%
02 ILLEGAL DUMPING BY BUSINESS, INDUSTRY OR SHIPPING	92	16	22	17	20	15	44	48	70	6	6	9	56	34	3	5	10	6	18	5	6	6	33
	6%	8%	7%	5%	6%	5%	6%	6%	7%	5%	5%	8%	6%	8%	5%	4%	6%	4%	10%	4%	7%	5%	7%
		17%	24%	18%	22%	16%	48%	52%	76%	7%	7%	10%	61%	37%	3%	5%	11%	7%	20%	5%	7%	7%	36%
03 INDUSTRIAL DISCHARGE	62	11	15	12	12	9	29	33	42	3	7	5	37	22	2	3	7	6	9	5	1	5	24
	4%	5%	5%	4%	4%	3%	4%	4%	4%	2%	6%	5%	4%	5%	3%	3%	4%	4%	5%	4%	1%	4%	5%
		18%	24%	19%	19%	15%	47%	53%	68%	5%	11%	8%	60%	35%	3%	5%	11%	10%	15%	8%	2%	8%	39%
04 AGRICULTURAL CHEMICALS AND ACTIVITIES	125	14	25	25	32	22	67	58	96	7	6	7	93	26	1	9	9	12	13	14	7	8	52
	8%	7%	8%	7%	10%	8%	9%	8%	9%	5%	5%	6%	9%	6%	2%	8%	6%	7%	7%	12%	8%	7%	11%
		11%	20%	20%	26%	18%	54%	46%	77%	6%	5%	6%	74%	21%	1%	7%	7%	10%	10%	11%	6%	6%	42%
05 LITTER/ TRASH IN THE STREETS	216	33	48	52	43	34	93	123	142	30	18	14	140	69	6	17	35	23	28	17	9	13	68
	15%	16%	15%	16%	14%	12%	13%	16%	14%	23%	16%	13%	14%	15%	9%	15%	22%	14%	15%	14%	10%	12%	14%
		15%	22%	24%	20%	16%	43%	57%	66%	14%	8%	6%	65%	32%	3%	8%	16%	11%	13%	8%	4%	6%	31%
06 HOME GARDEN CARE PRODUCTS/ PESTICIDES/ FERTILIZERS	180	24	35	45	40	31	87	93	136	15	10	10	129	44	4	12	22	23	18	17	16	20	48
	12%	12%	11%	13%	13%	11%	12%	12%	13%	12%	9%	9%	13%	10%	6%	11%	14%	14%	10%	14%	18%	18%	10%
		13%	19%	25%	22%	17%	48%	52%	76%	8%	6%	6%	72%	24%	2%	7%	12%	13%	10%	9%	9%	11%	27%
07 YARD WASTE	107	13	21	19	26	26	48	59	74	8	10	7	73	32	4	7	12	14	12	8	8	13	29
	7%	6%	7%	6%	8%	10%	7%	8%	7%	6%	9%	6%	7%	7%	6%	6%	7%	9%	7%	7%	9%	12%	6%
		12%	20%	18%	24%	24%	45%	55%	69%	7%	9%	7%	68%	30%	4%	7%	11%	13%	11%	7%	7%	12%	27%

(continued)

Table 46: Q20 How would you say that this water - the water that flows into storm drains - can get polluted? TOTAL RESPONSES (continued)

	Total	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
		18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K- 35K	35K- 50K	50K- 65K	65K- 80K	80K- 95K	95K- 110K	110K MORE	REF	
Weighted base	1477 100%	203 100%	317 100%	334 100%	308 100%	273 100%	714 100%	763 100%	1039 100%	129 100%	115 100%	108 100%	982 100%	451 100%	66 100%	113 100%	162 100%	162 100%	183 100%	120 100%	88 100%	113 100%	470 100%	
		14%	21%	23%	21%	18%	48%	52%	70%	9%	8%	7%	66%	31%	4%	8%	11%	11%	12%	8%	6%	8%	32%	
08 VEHICLE EXHAUST	123 8%	17 8%	24 8%	31 9%	24 8%	26 10%	61 9%	62 8%	88 8%	12 9%	9 8%	8 7%	86 9%	36 8%	5 8%	13 12%	10 6%	17 10%	20 11%	11 9%	6 7%	8 7%	33 7%	
		14%	20%	25%	20%	21%	50%	50%	72%	10%	7%	7%	70%	29%	4%	11%	8%	14%	16%	9%	5%	7%	27%	
09 AIR POLLUTION/ ACID RAIN	57 4%	8 4%	12 4%	12 4%	15 5%	8 3%	31 4%	26 3%	39 4%	5 4%	7 6%	5 5%	33 3%	23 5%	4 6%	7 6%	5 3%	5 3%	5 3%	4 3%	2 2%	6 5%	19 4%	
		14%	21%	21%	26%	14%	54%	46%	68%	9%	12%	9%	58%	40%	7%	12%	9%	9%	9%	7%	4%	11%	33%	
LEAKING VEHICLES	172 12%	19 9%	40 13%	42 13%	38 12%	30 11%	91 13%	81 11%	124 12%	14 11%	12 10%	10 9%	114 12%	54 12%	6 9%	12 11%	20 12%	23 14%	26 14%	15 13%	14 16%	8 7%	48 10%	
		11%	23%	24%	22%	17%	53%	47%	72%	8%	7%	6%	66%	31%	3%	7%	12%	13%	15%	9%	8%	5%	28%	
OTHER (SPECIFY _____)	28 2%	4 2%	4 1%	8 2%	3 1%	9 3%	14 2%	14 2%	20 2%	2 2%	1 1%	4 4%	16 2%	11 2%	5 8%	2 2%	1 1%	2 1%	2 1%	3 3%	2 2%	4 4%	7 1%	
		14%	14%	29%	11%	32%	50%	50%	71%	7%	4%	14%	57%	39%	18%	7%	4%	7%	7%	11%	7%	14%	25%	
DON'T KNOW	53 4%	11 5%	10 3%	12 4%	6 2%	11 4%	21 3%	32 4%	28 3%	7 5%	6 5%	7 6%	25 3%	22 5%	9 14%	4 4%	5 3%	7 4%	1 1%	0 0%	0 0%	2 2%	25 5%	
		21%	19%	23%	11%	21%	40%	60%	53%	13%	11%	13%	47%	42%	17%	8%	9%	13%	2%	0%	0%	4%	47%	

Table 47: Q21 I am going to read you a list of some possible ways to reduce storm water pollution. Please tell me whether you would be very willing, somewhat willing or not willing to do the following, AVOID DUMPING POLLUTANTS IN A STORM DRAIN?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602 100%	96 100%	120 100%	133 100%	111 100%	124 100%	293 100%	309 100%	403 100%	63 100%	52 100%	45 100%	382 100%	198 100%	45 100%	53 100%	71 100%	53 100%	61 100%	40 100%	34 100%	45 100%	200 100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
VERY WILLING	561 93%	91 95%	112 93%	122 92%	106 95%	117 94%	268 91%	293 95%	381 95%	58 92%	49 94%	40 89%	363 95%	183 92%	43 96%	50 94%	68 96%	51 96%	57 93%	39 98%	32 94%	44 98%	177 88%
		16%	20%	22%	19%	21%	48%	52%	68% +	10%	9%	7%	65% ++	33% ++	8%	9%	12%	9%	10%	7%	6%	8%	32% ---
SOMEWHAT WILLING	32 5%	3 3%	7 6%	10 8%	3 3%	5 4%	21 7%	11 4%	17 4%	4 6%	3 7%	3 7%	13 3%	12 6%	1 2%	2 4%	2 3%	1 2%	3 5%	0 0%	2 6%	1 3%	20 10%
		9%	22%	31%	9%	16%	66% ++	34% --	53% -	13% -	9% -	9% ---	41% ---	38% ---	3% ---	6% ---	6% ---	3% ---	9% ---	0% ---	6% ---	3% ---	63% +++
NOT WILLING	5 1%	2 2%	0 0%	0 0%	1 1%	1 1%	2 1%	3 1%	2 0%	1 2%	0 0%	1 2%	4 1%	1 1%	0 0%	1 2%	0 0%	0 0%	1 2%	1 3%	0 0%	0 0%	2 1%
		40%	0%	0%	20%	20%	40%	60%	40%	20%	0%	20%	80%	20%	0%	20%	0%	0%	20%	20%	0%	0%	40%
DON'T KNOW	4 1%	0 0%	1 1%	1 1%	1 1%	1 1%	2 1%	2 1%	3 1%	0 0%	0 0%	1 2%	2 1%	2 1%	1 2%	0 0%	1 1%	1 2%	0 0%	0 0%	0 0%	0 0%	1 0%
		0%	25%	25%	25%	25%	50%	50%	75%	0%	0%	25%	50%	50%	25%	0%	25%	25%	0%	0%	0%	0%	25%

Table 48: Q21 I am going to read you a list of some possible ways to reduce storm water pollution. Please tell me whether you would be very willing, somewhat willing or not willing to do the following, REPORT ANY ILLEGAL DUMPING YOU WITNESS?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
VERY WILLING	433	59	88	95	87	95	201	232	291	49	36	29	287	137	32	37	52	41	38	33	25	35	140
	72%	61%	73%	71%	78%	77%	69%	75%	72%	78%	69%	64%	75%	69%	71%	70%	73%	77%	62%	82%	74%	78%	70%
		14%	20%	22%	20%	22%	46%	54%	67%	11%	8%	7%	66%	32%	7%	9%	12%	9%	9%	8%	6%	8%	32%
		--			+		-	+					++						-				
SOMEWHAT WILLING	128	26	27	27	20	21	64	64	86	10	12	11	74	43	6	10	15	11	19	6	8	8	45
	21%	27%	22%	20%	18%	17%	22%	21%	21%	16%	23%	24%	19%	22%	13%	19%	21%	21%	31%	15%	24%	18%	22%
		20%	21%	21%	16%	16%	50%	50%	67%	8%	9%	9%	58%	34%	5%	8%	12%	9%	15%	5%	6%	6%	35%
																		++					
NOT WILLING	33	9	4	9	3	6	21	12	20	4	3	4	16	15	4	5	3	1	4	0	1	2	13
	5%	9%	3%	7%	3%	5%	7%	4%	5%	6%	9%	4%	8%	9%	9%	4%	2%	7%	0%	3%	4%	6%	6%
		27%	12%	27%	9%	18%	64%	36%	61%	12%	9%	12%	48%	45%	12%	15%	9%	3%	12%	0%	3%	6%	39%
		+					+	-					-										
DON'T KNOW	8	2	1	2	1	2	7	1	6	0	1	1	5	3	3	1	1	0	0	1	0	0	2
	1%	2%	1%	2%	1%	2%	88%	0%	1%	0%	2%	2%	1%	2%	7%	2%	1%	0%	0%	3%	0%	0%	1%
		25%	13%	25%	13%	25%	88%	13%	75%	0%	13%	13%	63%	38%	38%	13%	13%	0%	0%	13%	0%	0%	25%
							++	--							+++								

Table 49: Q21 I am going to read you a list of some possible ways to reduce storm water pollution. Please tell me whether you would be very willing, somewhat willing or not willing to do the following, KEEP YOUR VEHICLE TUNED AND LEAK FREE?

	AGE					GENDER		ETHNICITY					OWN/RENT		INCOME								
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
VERY WILLING	556	93	112	121	106	110	267	289	373	59	47	41	359	178	38	46	70	50	57	38	32	43	182
	92%	97%	93%	91%	95%	89%	91%	94%	93%	94%	90%	91%	94%	90%	84%	87%	99%	94%	93%	95%	94%	96%	91%
		17%	20%	22%	19%	20%	48%	52%	67%	11%	8%	7%	65%	32%	7%	8%	13%	9%	10%	7%	6%	8%	33%
		+				-						++			--		++						
SOMEWHAT WILLING	35	3	8	11	5	4	22	13	22	2	5	3	16	16	2	5	1	3	4	2	2	2	14
	6%	3%	7%	8%	5%	3%	8%	4%	5%	3%	10%	7%	4%	8%	4%	9%	1%	6%	7%	5%	6%	4%	7%
		9%	23%	31%	14%	11%	63%	37%	63%	6%	14%	9%	46%	46%	6%	14%	3%	9%	11%	6%	6%	6%	40%
							+	-				--	+				-						
NOT WILLING	2	0	0	0	0	2	1	1	1	0	0	1	2	0	0	0	0	0	0	0	0	0	2
	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
		0%	0%	0%	0%	100%	50%	50%	50%	0%	0%	50%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%
						+++						++											++
DON'T KNOW	9	0	0	1	0	8	3	6	7	2	0	0	5	4	5	2	0	0	0	0	0	0	2
	1%	0%	0%	1%	0%	6%	1%	2%	2%	3%	0%	0%	1%	2%	11%	4%	0%	0%	0%	0%	0%	0%	1%
		0%	0%	11%	0%	89%	33%	67%	78%	22%	0%	0%	56%	44%	56%	22%	0%	0%	0%	0%	0%	0%	22%
						+++									+++								

Table 50: Q21 I am going to read you a list of some possible ways to reduce storm water pollution. Please tell me whether you would be very willing, somewhat willing or not willing to do the following, CALL AN 800 NUMBER FOR MORE INFORMATION?

	Total	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF
		18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	
Unweighted Base	602 100%	96 100% 16%	120 100% 20%	133 100% 22%	111 100% 18%	124 100% 21%	293 100% 49%	309 100% 51%	403 100% 67%	63 100% 10%	52 100% 9%	45 100% 7%	382 100% 63%	198 100% 33%	45 100% 7%	53 100% 9%	71 100% 12%	53 100% 9%	61 100% 10%	40 100% 7%	34 100% 6%	45 100% 7%	200 100% 33%
VERY WILLING	310 51%	44 46% 14%	62 52% 20%	61 46% 20%	67 60% 22% ++	67 54% 22%	141 48% 45%	169 55% 55%	191 47% 62%	46 73% 15% ---	27 52% 9%	24 53% 8%	195 51% 63%	105 53% 34%	25 56% 8%	35 66% 11% ++	40 56% 13%	25 47% 8%	29 48% 9%	17 43% 5%	15 44% 5%	21 47% 7%	103 51% 33%
SOMEWHAT WILLING	172 29%	34 35% 20%	39 32% 23%	42 32% 24%	29 26% 17% --	25 20% 15% --	86 29% 50%	86 28% 50%	127 32% 74% ++	12 19% 7% --	13 25% 8%	14 31% 8%	115 30% 67%	53 27% 31%	11 24% 6%	10 19% 6%	21 30% 12%	21 40% 12%	18 30% 10%	10 25% 6%	11 32% 6%	15 33% 9%	55 28% 32%
NOT WILLING	110 18%	18 19% 16%	18 15% 16%	27 20% 25%	15 14% 14% +	28 23% 25% +	62 21% 56% +	48 16% 44% -	78 19% 71% --	3 5% 3% ---	12 23% 11%	7 16% 6%	65 17% 59%	37 19% 34%	7 16% 6%	8 15% 7%	9 13% 8%	6 11% 5%	13 21% 12%	13 32% 12% ++	6 18% 5%	9 20% 8%	39 19% 35%
DON'T KNOW	10 2%	0 0% 0%	1 1% 10%	3 2% 30%	0 0% 0%	4 3% 40%	4 1% 40%	6 2% 60%	7 2% 70%	2 3% 20%	0 0% 0%	0 0% 0%	7 2% 70%	3 2% 30%	2 4% 20%	0 0% 0%	1 1% 10%	1 2% 10%	1 2% 10%	0 0% 0%	2 6% 20% ++	0 0% 0%	3 1% 30%

Table 51: Q21 I am going to read you a list of some possible ways to reduce storm water pollution. Please tell me whether you would be very willing, somewhat willing or not willing to do the following, RECYCLE OR PROPERLY DISPOSE OF AUTOMOBILE FLUIDS, SUCH AS CAR OIL & ANTIFREEZE?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF	
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K		110K MORE
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
VERY WILLING	549	92	115	117	103	109	266	283	368	58	46	42	355	178	39	50	63	48	58	37	34	45	175
	91%	96%	96%	88%	93%	88%	91%	92%	91%	92%	88%	93%	93%	90%	87%	94%	89%	91%	95%	93%	100%	100%	88%
		17%	21%	21%	19%	20%	48%	52%	67%	11%	8%	8%	65%	32%	7%	9%	11%	9%	11%	7%	6%	8%	32%
		+	++										++								+	++	--
SOMEWHAT WILLING	31	3	5	12	5	4	18	13	18	4	4	3	14	12	2	0	5	3	3	1	0	0	17
	5%	3%	4%	9%	5%	3%	6%	4%	4%	6%	8%	7%	4%	6%	4%	0%	7%	6%	5%	3%	0%	0%	9%
		10%	16%	39%	16%	13%	58%	42%	58%	13%	13%	10%	45%	39%	6%	0%	16%	10%	10%	3%	0%	0%	55%
				++									--										+++
NOT WILLING	4	1	0	0	0	2	1	3	3	0	0	0	1	2	0	1	0	1	0	0	0	0	2
	1%	1%	0%	0%	0%	2%	0%	1%	1%	0%	0%	0%	0%	1%	0%	2%	0%	2%	0%	0%	0%	0%	1%
		25%	0%	0%	0%	50%	25%	75%	75%	0%	0%	0%	25%	50%	0%	25%	0%	25%	0%	0%	0%	0%	50%
DON'T KNOW	18	0	0	4	3	9	8	10	14	1	2	0	12	6	4	2	3	1	0	2	0	0	6
	3%	0%	0%	3%	3%	7%	3%	3%	3%	2%	4%	0%	3%	3%	9%	4%	4%	2%	0%	5%	0%	0%	3%
		0%	0%	22%	17%	50%	44%	56%	78%	6%	11%	0%	67%	33%	22%	11%	17%	6%	0%	11%	0%	0%	33%
					+++									++									

Table 52: Q21 I am going to read you a list of some possible ways to reduce storm water pollution. Please tell me whether you would be very willing, somewhat willing or not willing to do the following, TAKE YOUR HOUSEHOLD HAZARDOUS WASTE TO A DISPOSAL CENTER?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF	
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K		110K MORE
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
VERY WILLING	507	79	107	109	95	106	248	259	337	58	45	38	329	165	38	45	60	42	51	36	30	39	166
	84%	82%	89%	82%	86%	85%	85%	84%	84%	92%	87%	84%	86%	83%	84%	85%	85%	79%	84%	90%	88%	87%	83%
		16%	21%	21%	19%	21%	49%	51%	66%	11%	9%	7%	65%	33%	7%	9%	12%	8%	10%	7%	6%	8%	33%
			+							+			+										
SOMEWHAT WILLING	73	14	8	23	15	8	37	36	51	4	6	7	42	25	4	4	9	11	8	4	4	4	25
	12%	15%	7%	17%	14%	6%	13%	12%	13%	6%	12%	16%	11%	13%	9%	8%	13%	21%	13%	10%	12%	9%	13%
		19%	11%	32%	21%	11%	51%	49%	70%	5%	8%	10%	58%	34%	5%	5%	12%	15%	11%	5%	5%	5%	34%
			--	++		--												++					
NOT WILLING	12	2	5	0	1	3	3	9	7	0	1	0	6	5	0	3	2	0	1	0	0	2	4
	2%	2%	4%	0%	1%	2%	1%	3%	2%	0%	2%	0%	2%	3%	0%	6%	3%	0%	2%	0%	0%	4%	2%
		17%	42%	0%	8%	25%	25%	75%	58%	0%	8%	0%	50%	42%	0%	25%	17%	0%	8%	0%	0%	17%	33%
			+				-	+								++							
DON'T KNOW	10	1	0	1	0	7	5	5	8	1	0	0	5	3	3	1	0	0	1	0	0	0	5
	2%	1%	0%	1%	0%	6%	2%	2%	2%	2%	0%	0%	1%	2%	7%	2%	0%	0%	2%	0%	0%	0%	3%
		10%	0%	10%	0%	70%	50%	50%	80%	10%	0%	0%	50%	30%	30%	10%	0%	0%	10%	0%	0%	0%	50%
						+++									+++								

Table 53: Q21 I am going to read you a list of some possible ways to reduce storm water pollution. Please tell me whether you would be very willing, somewhat willing or not willing to do the following, USE LESS-TOXIC METHODS TO CONTROL PESTS AND WEEDS?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF	
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K		110K MORE
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
VERY WILLING	480	77	99	106	90	94	221	259	316	55	38	40	304	159	39	45	58	42	49	31	29	35	152
	80%	80%	82%	80%	81%	76%	75%	84%	78%	87%	73%	89%	80%	80%	87%	85%	82%	79%	80%	77%	85%	78%	76%
		16%	21%	22%	19%	20%	46%	54%	66%	11%	8%	8%	63%	33%	8%	9%	12%	9%	10%	6%	6%	7%	32%
							--	++															
SOMEWHAT WILLING	89	15	18	20	17	15	51	38	63	6	10	4	55	29	4	4	8	11	8	7	5	8	34
	15%	16%	15%	15%	15%	12%	17%	12%	16%	10%	19%	9%	14%	15%	9%	8%	11%	21%	13%	17%	15%	18%	17%
		17%	20%	22%	19%	17%	57%	43%	71%	7%	11%	4%	62%	33%	4%	4%	9%	12%	9%	8%	6%	9%	38%
							+	-															
NOT WILLING	19	3	3	4	3	6	13	6	14	0	3	0	15	4	0	3	3	0	3	2	0	1	7
	3%	3%	3%	3%	3%	5%	4%	2%	3%	0%	6%	0%	4%	2%	0%	6%	4%	0%	5%	5%	0%	2%	4%
		16%	16%	21%	16%	32%	68%	32%	74%	0%	16%	0%	79%	21%	0%	16%	16%	0%	16%	11%	0%	5%	37%
							+	-															
DON'T KNOW	14	1	0	3	1	9	8	6	10	2	1	1	8	6	2	1	2	0	1	0	0	1	7
	2%	1%	0%	2%	1%	7%	3%	2%	2%	3%	2%	2%	2%	3%	4%	2%	3%	0%	2%	0%	0%	2%	4%
		7%	0%	21%	7%	64%	57%	43%	71%	14%	7%	7%	57%	43%	14%	7%	14%	0%	7%	0%	0%	7%	50%
						+++																	

Table 54: Q21 I am going to read you a list of some possible ways to reduce storm water pollution. Please tell me whether you would be very willing, somewhat willing or not willing to do the following, PROPERLY DISPOSE OF LITTER?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
VERY WILLING	573	91	115	125	108	119	277	296	389	61	49	39	369	188	44	52	69	51	58	40	33	42	184
	95%	95%	96%	94%	97%	96%	95%	96%	97%	97%	94%	87%	97%	95%	98%	98%	97%	96%	95%	100%	97%	93%	92%
		16%	20%	22%	19%	21%	48%	52%	68%	11%	9%	7%	64%	33%	8%	9%	12%	9%	10%	7%	6%	7%	32%
									++			--	++										--
SOMEWHAT WILLING	25	5	5	6	2	4	13	12	11	2	3	5	10	9	1	1	1	2	3	0	1	3	13
	4%	5%	4%	5%	2%	3%	4%	4%	3%	3%	6%	11%	3%	5%	2%	2%	1%	4%	5%	0%	3%	7%	6%
		20%	20%	24%	8%	16%	52%	48%	44%	8%	12%	20%	40%	36%	4%	4%	4%	8%	12%	0%	4%	12%	52%
									--			++	--										++
NOT WILLING	2	0	0	1	1	0	2	0	1	0	0	1	1	1	0	0	0	0	0	0	0	0	2
	0%	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%	2%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%
		0%	0%	50%	50%	0%	100%	0%	50%	0%	0%	50%	50%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%
									--			++	--										++
DON'T KNOW	2	0	0	1	0	1	1	1	2	0	0	0	2	0	0	0	1	0	0	0	0	0	1
	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	50%	0%	50%	50%	100%	0%	0%	0%	100%	0%	0%	0%	0%	50%	0%	0%	0%	0%	0%	50%
																	+						

Table 55: Q21 I am going to read you a list of some possible ways to reduce storm water pollution. Please tell me whether you would be very willing, somewhat willing or not willing to do the following, RECYCLE GLASS, PLASTIC, METAL AND NEWSPAPER

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF	
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K		110K MORE
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
VERY WILLING	565	90	114	118	109	117	266	299	375	61	50	42	363	183	44	50	67	49	56	40	30	44	185
	94%	94%	95%	89%	98%	94%	91%	97%	93%	97%	96%	93%	95%	92%	98%	94%	94%	92%	92%	100%	88%	98%	93%
		16%	20%	21%	19%	21%	47%	53%	66%	11%	9%	7%	64%	32%	8%	9%	12%	9%	10%	7%	5%	8%	33%
				---	++		---	+++												+			
SOMEWHAT WILLING	30	5	4	12	2	6	21	9	24	1	2	1	16	11	1	3	3	3	4	0	4	0	12
	5%	5%	3%	9%	2%	5%	7%	3%	6%	2%	4%	2%	4%	6%	2%	6%	4%	6%	7%	0%	12%	0%	6%
		17%	13%	40%	7%	20%	70%	30%	80%	3%	7%	3%	53%	37%	3%	10%	10%	10%	13%	0%	13%	0%	40%
				++	-		++	--													+		
NOT WILLING	6	1	2	2	0	1	5	1	3	1	0	2	2	4	0	0	1	1	1	0	0	1	2
	1%	1%	2%	2%	0%	1%	2%	0%	1%	2%	0%	4%	1%	2%	0%	0%	1%	2%	2%	0%	0%	2%	1%
		17%	33%	33%	0%	17%	83%	17%	50%	17%	0%	33%	33%	67%	0%	0%	17%	17%	17%	0%	0%	17%	33%
							+	-				++	+										
DON'T KNOW	1	0	0	1	0	0	1	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	1
	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	100%	0%	0%	100%	0%	100%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%
				+																			

Table 56: Q21 I am going to read you a list of some possible ways to reduce storm water pollution. Please tell me whether you would be very willing, somewhat willing or not willing to do the following, PARTICIPATE IN COMMUNITY EVENTS TO HELP PREVENT WATER POLLUTION?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF	
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K		110K MORE
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
VERY WILLING	258	35	55	57	47	57	125	133	164	39	20	19	165	84	21	24	34	20	22	21	18	17	81
	43%	36%	46%	43%	42%	46%	43%	43%	41%	62%	38%	42%	43%	42%	47%	45%	48%	38%	36%	52%	53%	38%	41%
		14%	21%	22%	18%	22%	48%	52%	64%	+++	8%	7%	64%	33%	8%	9%	13%	8%	9%	8%	7%	7%	31%
SOMEWHAT WILLING	210	35	47	43	44	37	91	119	140	15	22	22	136	69	12	16	24	22	26	9	11	19	71
	35%	36%	39%	32%	40%	30%	31%	39%	35%	24%	42%	49%	36%	35%	27%	30%	34%	42%	43%	22%	32%	42%	35%
		17%	22%	20%	21%	18%	43%	57%	67%	7%	10%	10%	65%	33%	6%	8%	11%	10%	12%	4%	5%	9%	34%
NOT WILLING	122	25	18	32	19	23	73	49	92	6	9	4	75	42	9	12	11	10	13	10	5	9	43
	20%	26%	15%	24%	17%	19%	25%	16%	23%	10%	17%	9%	20%	21%	20%	23%	15%	19%	21%	25%	15%	20%	22%
		20%	15%	26%	16%	19%	60%	40%	75%	5%	7%	3%	61%	34%	7%	10%	9%	8%	11%	8%	4%	7%	35%
							+++	---	++	--	--	--											
DON'T KNOW	12	1	0	1	1	7	4	8	7	3	1	0	6	3	3	1	2	1	0	0	0	0	5
	2%	1%	0%	1%	1%	6%	1%	3%	2%	5%	2%	0%	2%	2%	7%	2%	3%	2%	0%	0%	0%	0%	3%
		8%	0%	8%	8%	58%	33%	67%	58%	25%	8%	0%	50%	25%	25%	8%	17%	8%	0%	0%	0%	0%	42%
						+++				+					++								

Table 57: Q22 In the past year, have you heard or seen any reports, television or radio spots, advertising or other information about stormwater pollution and what's being done to p

	AGE					GENDER		ETHNICITY					OWN/RENT		INCOME								
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
YES	172	33	34	40	37	27	104	68	123	19	9	13	116	55	9	17	22	12	27	14	7	13	51
	29%	34%	28%	30%	33%	22%	35%	22%	31%	30%	17%	29%	30%	28%	20%	32%	31%	23%	44%	35%	21%	29%	25%
		19%	20%	23%	22%	16%	60%	40%	72%	11%	5%	8%	67%	32%	5%	10%	13%	7%	16%	8%	4%	8%	30%
						-	+++	---			-								+++				
NO	403	63	78	86	70	92	176	227	263	44	41	28	251	133	35	34	45	38	31	25	26	32	137
	67%	66%	65%	65%	63%	74%	60%	73%	65%	70%	79%	62%	66%	67%	78%	64%	63%	72%	51%	63%	76%	71%	69%
		16%	19%	21%	17%	23%	44%	56%	65%	11%	10%	7%	62%	33%	9%	8%	11%	9%	8%	6%	6%	8%	34%
						+	---	+++			+								---				
DON'T KNOW/ REFUSED	27	0	8	7	4	5	13	14	17	0	2	4	15	10	1	2	4	3	3	1	1	0	12
	4%	0%	7%	5%	4%	4%	4%	5%	4%	0%	4%	9%	4%	5%	2%	4%	6%	6%	5%	3%	3%	0%	6%
		0%	30%	26%	15%	19%	48%	52%	63%	0%	7%	15%	56%	37%	4%	7%	15%	11%	11%	4%	4%	0%	44%

Table 58: Q23 Where did you hear or see this information? FIRST MENTION

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF	
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K		110K MORE
Unweighted Base	172	33	34	40	37	27	104	68	123	19	9	13	116	55	9	17	22	12	27	14	7	13	51
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		19%	20%	23%	22%	16%	60%	40%	72%	11%	5%	8%	67%	32%	5%	10%	13%	7%	16%	8%	4%	8%	30%
01 TELEVISION	109	19	28	19	24	18	61	48	71	14	8	9	73	35	5	13	15	8	18	9	1	8	32
	63%	58%	82%	47%	65%	67%	59%	71%	58%	74%	89%	69%	63%	64%	56%	76%	68%	67%	67%	64%	14%	62%	63%
		17%	26%	17%	22%	17%	56%	44%	65%	13%	7%	8%	67%	32%	5%	12%	14%	7%	17%	8%	1%	7%	29%
			++	--					--														
02 RADIO	14	3	1	5	3	2	12	2	11	3	0	0	7	7	0	2	1	0	2	1	3	1	4
	8%	9%	3%	13%	8%	7%	12%	3%	9%	16%	0%	0%	6%	13%	0%	12%	5%	0%	7%	7%	43%	8%	8%
		21%	7%	36%	21%	14%	86%	14%	79%	21%	0%	0%	50%	50%	0%	14%	7%	0%	14%	7%	21%	7%	29%
							++	--															
03 NEWSPAPER	13	2	0	5	3	3	11	2	11	0	1	0	9	4	0	0	2	2	0	1	1	1	6
	8%	6%	0%	13%	8%	11%	11%	3%	9%	0%	11%	0%	8%	7%	0%	0%	9%	17%	0%	7%	14%	8%	12%
		15%	0%	38%	23%	23%	85%	15%	85%	0%	8%	0%	69%	31%	0%	0%	15%	15%	0%	8%	8%	8%	46%
							+	-															
04 MAGAZINES	2	0	0	1	1	0	1	1	1	1	0	0	2	0	0	0	0	0	0	1	1	0	0
	1%	0%	0%	3%	3%	0%	1%	1%	1%	5%	0%	0%	2%	0%	0%	0%	0%	0%	0%	7%	14%	0%	0%
		0%	0%	50%	50%	0%	50%	50%	50%	50%	0%	0%	100%	0%	0%	0%	0%	0%	0%	50%	50%	0%	0%
05 GOVERNMENT AGENCIES/ NEWSLETTER	9	1	0	3	3	2	4	5	8	0	0	1	6	3	1	1	2	0	2	1	0	0	2
	5%	3%	0%	8%	8%	7%	4%	7%	7%	0%	0%	8%	5%	5%	11%	6%	9%	0%	7%	7%	0%	0%	4%
		11%	0%	33%	33%	22%	44%	56%	89%	0%	0%	11%	67%	33%	11%	11%	22%	0%	22%	11%	0%	0%	22%
06 BILLBOARDS	10	4	0	4	2	0	7	3	7	0	0	3	6	4	1	1	1	0	3	1	0	0	3
	6%	12%	0%	10%	5%	0%	7%	4%	6%	0%	0%	23%	5%	7%	11%	6%	5%	0%	11%	7%	0%	0%	6%
		40%	0%	40%	20%	0%	70%	30%	70%	0%	0%	30%	60%	40%	10%	10%	10%	0%	30%	10%	0%	0%	30%
							+																
07 STENCILED STORM DRAINS	2	0	1	0	0	1	2	0	2	0	0	0	1	1	1	0	0	0	0	0	0	0	1
	1%	0%	3%	0%	0%	4%	2%	0%	2%	0%	0%	0%	1%	2%	11%	0%	0%	0%	0%	0%	0%	0%	2%
		0%	50%	0%	0%	50%	100%	0%	100%	0%	0%	0%	50%	50%	50%	0%	0%	0%	0%	0%	0%	0%	50%

(continued)

Table 58: Q23 Where did you hear or see this information? FIRST MENTION (continued)

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEMALE	CAUC	LATI NO/HISP	AFRI CAN-AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	172	33	34	40	37	27	104	68	123	19	9	13	116	55	9	17	22	12	27	14	7	13	51
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		19%	20%	23%	22%	16%	60%	40%	72%	11%	5%	8%	67%	32%	5%	10%	13%	7%	16%	8%	4%	8%	30%
08 EDUCATIONAL PROGRAMS	3	1	1	0	1	0	2	1	3	0	0	0	3	0	0	0	0	0	1	0	0	1	1
	2%	3%	3%	0%	3%	0%	2%	1%	2%	0%	0%	0%	3%	0%	0%	0%	0%	0%	4%	0%	0%	8%	2%
		33%	33%	0%	33%	0%	67%	33%	100%	0%	0%	0%	100%	0%	0%	0%	0%	0%	33%	0%	0%	33%	33%
09 ENVIROMENTAL ORGANIZATIONS	3	1	0	1	0	1	0	3	2	1	0	0	3	0	0	0	0	1	1	0	0	0	1
	2%	3%	0%	3%	0%	4%	0%	4%	2%	5%	0%	0%	3%	0%	0%	0%	0%	8%	4%	0%	0%	0%	2%
		33%	0%	33%	0%	33%	0%	100%	67%	33%	0%	0%	100%	0%	0%	0%	0%	33%	33%	0%	0%	0%	33%
										++													
FRIENDS/ RELATIVES/ NEIGHBORS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CHILDREN	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CLEAN WATER PROGRAM	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
OTHER (SPECIFY _____)	6	1	3	2	0	0	3	3	6	0	0	0	5	1	0	0	1	1	0	0	1	2	1
	3%	3%	9%	5%	0%	0%	3%	4%	5%	0%	0%	0%	4%	2%	0%	0%	5%	8%	0%	0%	14%	15%	2%
		17%	50%	33%	0%	0%	50%	50%	100%	0%	0%	0%	83%	17%	0%	0%	17%	17%	0%	0%	17%	33%	17%
			+																				
REFUSED	1	1	0	0	0	0	1	0	1	0	0	0	1	0	1	0	0	0	0	0	0	0	0
	1%	3%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	11%	0%	0%	0%	0%	0%	0%	0%	0%
		100%	0%	0%	0%	0%	100%	0%	100%	0%	0%	0%	100%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%
			+																				
NO MORE MENTIONS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Table 59: Q23 Where did you hear or see this information? TOTAL RESPONSES

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF	
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K		110K MORE
Weighted base	333	57	61	93	69	52	182	151	240	36	10	28	230	99	14	24	31	23	71	34	9	22	105
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		17%	18%	28%	21%	16%	55%	45%	72%	11%	3%	8%	69%	30%	4%	7%	9%	7%	21%	10%	3%	7%	32%
01 TELEVISION	116	20	28	21	27	19	66	50	77	15	8	9	77	38	5	14	15	9	19	9	3	8	34
	35%	35%	46%	23%	39%	37%	36%	33%	32%	42%	80%	32%	33%	38%	36%	58%	48%	39%	27%	26%	33%	36%	32%
		17%	24%	18%	23%	16%	57%	43%	66%	13%	7%	8%	66%	33%	4%	12%	13%	8%	16%	8%	3%	7%	29%
02 RADIO	52	8	8	15	14	7	31	21	38	9	0	3	35	16	0	3	4	3	10	6	3	6	17
	16%	14%	13%	16%	20%	13%	17%	14%	16%	25%	0%	11%	15%	16%	0%	13%	13%	13%	14%	18%	33%	27%	16%
		15%	15%	29%	27%	13%	60%	40%	73%	17%	0%	6%	67%	31%	0%	6%	8%	6%	19%	12%	6%	12%	33%
03 NEWSPAPER	43	4	3	16	11	9	28	15	33	2	2	2	32	11	1	2	4	4	8	5	1	2	16
	13%	7%	5%	17%	16%	17%	15%	10%	14%	6%	20%	7%	14%	11%	7%	8%	13%	17%	11%	15%	11%	9%	15%
		9%	7%	37%	26%	21%	65%	35%	77%	5%	5%	5%	74%	26%	2%	5%	9%	9%	19%	12%	2%	5%	37%
04 MAGAZINES	19	2	5	7	4	1	11	8	15	2	0	1	16	3	0	0	1	0	6	2	1	1	8
	6%	4%	8%	8%	6%	2%	6%	5%	6%	6%	0%	4%	7%	3%	0%	0%	3%	0%	8%	6%	11%	5%	8%
		11%	26%	37%	21%	5%	58%	42%	79%	11%	0%	5%	84%	16%	0%	0%	5%	0%	32%	11%	5%	5%	42%
05 GOVERNMENT AGENCIES/ NEWSLETTER	18	4	0	6	4	4	8	10	13	1	0	2	12	6	1	2	3	0	5	1	0	1	5
	5%	7%	0%	6%	6%	8%	4%	7%	5%	3%	0%	7%	5%	6%	7%	8%	10%	0%	7%	3%	0%	5%	5%
		22%	0%	33%	22%	22%	44%	56%	72%	6%	0%	11%	67%	33%	6%	11%	17%	0%	28%	6%	0%	6%	28%
06 BILLBOARDS	27	6	4	11	4	2	15	12	20	2	0	4	18	9	1	1	2	3	8	5	0	0	7
	8%	11%	7%	12%	6%	4%	8%	8%	8%	6%	0%	14%	8%	9%	7%	4%	6%	13%	11%	15%	0%	0%	7%
		22%	15%	41%	15%	7%	56%	44%	74%	7%	0%	15%	67%	33%	4%	4%	7%	11%	30%	19%	0%	0%	26%
07 STENCILED STORM DRAINS	4	2	1	0	0	1	3	1	3	0	0	1	1	3	1	0	0	1	0	0	0	0	2
	1%	4%	2%	0%	0%	2%	2%	1%	1%	0%	0%	4%	0%	3%	7%	0%	0%	4%	0%	0%	0%	0%	2%
		50%	25%	0%	0%	25%	75%	25%	75%	0%	0%	25%	25%	75%	25%	0%	0%	25%	0%	0%	0%	0%	50%

(continued)

Table 59: Q23 Where did you hear or see this information? TOTAL RESPONSES (continued)

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF	
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEMALE	CAUC	LATI NO/HISP	AFRI CAN-AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K		110K MORE
Weighted base	333	57	61	93	69	52	182	151	240	36	10	28	230	99	14	24	31	23	71	34	9	22	105
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		17%	18%	28%	21%	16%	55%	45%	72%	11%	3%	8%	69%	30%	4%	7%	9%	7%	21%	10%	3%	7%	32%
08 EDUCATIONAL PROGRAMS	11	2	3	3	2	1	6	5	9	1	0	1	10	1	0	1	0	0	4	2	0	1	3
	3%	4%	5%	3%	3%	2%	3%	3%	4%	3%	0%	4%	4%	1%	0%	4%	0%	0%	6%	6%	0%	5%	3%
		18%	27%	27%	18%	9%	55%	45%	82%	9%	0%	9%	91%	9%	0%	9%	0%	0%	36%	18%	0%	9%	27%
09 ENVIROMENTAL ORGANIZATIONS	8	2	0	2	1	3	2	6	6	1	0	1	6	2	1	0	0	1	1	2	0	0	3
	2%	4%	0%	2%	1%	6%	1%	4%	3%	3%	0%	4%	3%	2%	7%	0%	0%	4%	1%	6%	0%	0%	3%
		25%	0%	25%	13%	38%	25%	75%	75%	13%	0%	13%	75%	25%	13%	0%	0%	13%	13%	25%	0%	0%	38%
FRIENDS/ RELATIVES/ NEIGHBORS	7	1	1	4	1	0	4	3	5	1	0	1	6	1	0	0	0	0	3	0	0	0	4
	2%	2%	2%	4%	1%	0%	2%	2%	2%	3%	0%	4%	3%	1%	0%	0%	0%	0%	4%	0%	0%	0%	4%
		14%	14%	57%	14%	0%	57%	43%	71%	14%	0%	14%	86%	14%	0%	0%	0%	0%	43%	0%	0%	0%	57%
CHILDREN	5	1	1	2	0	1	1	4	4	0	0	1	3	2	0	0	0	0	3	1	0	0	1
	2%	2%	2%	2%	0%	2%	1%	3%	2%	0%	0%	4%	1%	2%	0%	0%	0%	0%	4%	3%	0%	0%	1%
		20%	20%	40%	0%	20%	20%	80%	80%	0%	0%	20%	60%	40%	0%	0%	0%	0%	60%	20%	0%	0%	20%
CLEAN WATER PROGRAM	7	1	2	3	0	1	1	6	5	1	0	1	5	2	2	0	0	0	4	0	0	0	1
	2%	2%	3%	3%	0%	2%	1%	4%	2%	3%	0%	4%	2%	2%	14%	0%	0%	0%	6%	0%	0%	0%	1%
		14%	29%	43%	0%	14%	14%	86%	71%	14%	0%	14%	71%	29%	29%	0%	0%	0%	57%	0%	0%	0%	14%
OTHER (SPECIFY _____)	13	3	4	3	1	2	5	8	10	1	0	1	7	5	1	1	2	2	0	1	1	2	3
	4%	5%	7%	3%	1%	4%	3%	5%	4%	3%	0%	4%	3%	5%	7%	4%	6%	9%	0%	3%	11%	9%	3%
		23%	31%	23%	8%	15%	38%	62%	77%	8%	0%	8%	54%	38%	8%	8%	15%	15%	0%	8%	8%	15%	23%
REFUSED	3	1	1	0	0	1	1	2	2	0	0	0	2	0	1	0	0	0	0	0	0	1	1
	1%	2%	2%	0%	0%	2%	1%	1%	1%	0%	0%	0%	1%	0%	7%	0%	0%	0%	0%	0%	0%	5%	1%
		33%	33%	0%	0%	33%	33%	67%	67%	0%	0%	0%	67%	0%	33%	0%	0%	0%	0%	0%	0%	33%	33%

Table 60: Q25A Our community's storm drain and sewer systems share the same underground pipe systems.

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF	
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K		110K MORE
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
AGREE	242	48	57	48	39	46	114	128	150	29	28	20	148	86	24	24	28	22	22	13	11	14	84
	40%	50%	47%	36%	35%	37%	39%	41%	37%	46%	54%	44%	39%	43%	53%	45%	39%	42%	36%	32%	32%	31%	42%
		20%	24%	20%	16%	19%	47%	53%	62%	12%	12%	8%	61%	36%	10%	10%	12%	9%	9%	5%	5%	6%	35%
		++	+						--		++				+								
DISAGREE	238	37	39	63	48	45	143	95	181	14	15	14	163	69	13	16	27	18	26	19	20	24	75
	40%	39%	32%	47%	43%	36%	49%	31%	45%	22%	29%	31%	43%	35%	29%	30%	38%	34%	43%	47%	59%	53%	38%
		16%	16%	26%	20%	19%	60%	40%	76%	6%	6%	6%	68%	29%	5%	7%	11%	8%	11%	8%	8%	10%	32%
			-	++			+++	--	+++	--	-		++	-							++	++	
DON'T KNOW	122	11	24	22	24	33	36	86	72	20	9	11	71	43	8	13	16	13	13	8	3	7	41
	20%	11%	20%	17%	22%	27%	12%	28%	18%	32%	17%	24%	19%	22%	18%	25%	23%	25%	21%	20%	9%	16%	20%
		9%	20%	18%	20%	27%	30%	70%	59%	16%	7%	9%	58%	35%	7%	11%	13%	11%	11%	7%	2%	6%	34%
		--				++	--	+++	--	++											-		

Table 61: Q25B Water and other substances that flow through the storm drains go to a treatment plant to be processed and filtered to remove pollutants.

	Total	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME							REF		
		18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/HISP	AFRI CAN-AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K		110K MORE	
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%	
AGREE	286	44	54	63	54	60	132	154	179	37	23	26	188	85	28	26	29	21	29	16	10	19	108	
	48%	46%	45%	47%	49%	48%	45%	50%	44%	59%	44%	58%	49%	43%	62%	49%	41%	40%	48%	40%	29%	42%	54%	
		15%	19%	22%	19%	21%	46%	54%	63%	--	+	8%	9%	66%	30%	10%	9%	10%	7%	10%	6%	3%	7%	38%
							+++	---	+++	--	+	9%	6%	64%	35%	6%	10%	11%	8%	11%	8%	9%	27%	
DISAGREE	235	41	51	55	43	42	136	99	178	12	20	14	150	82	13	23	26	19	27	18	22	23	64	
	39%	43%	43%	41%	39%	34%	46%	32%	44%	19%	38%	31%	39%	41%	29%	43%	37%	36%	44%	45%	65%	51%	32%	
		17%	22%	23%	18%	18%	58%	42%	76%	5%	9%	6%	64%	35%	6%	10%	11%	8%	11%	8%	9%	10%	27%	
							+++	---	+++	--	---	9%	6%	64%	35%	6%	10%	11%	8%	11%	8%	9%	27%	
DON'T KNOW	81	11	15	15	14	22	25	56	46	14	9	5	44	31	4	4	16	13	5	6	2	3	28	
	13%	11%	13%	11%	13%	18%	9%	18%	11%	22%	17%	11%	12%	16%	9%	8%	23%	25%	8%	15%	6%	7%	14%	
		14%	19%	19%	17%	27%	31%	69%	57%	17%	11%	6%	54%	38%	5%	5%	20%	16%	6%	7%	2%	4%	35%	
							---	+++	--	++	--	-	-	-	-	-	++	++	-	-	-	-	-	

Table 62: Q25C Water can be polluted by pollution in the air, such as auto exhaust or fireplace smoke.

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF	
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K		110K MORE
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
AGREE	499	81	97	112	95	100	249	250	342	47	45	38	321	163	42	40	52	46	50	37	31	42	159
	83%	84%	81%	84%	86%	81%	85%	81%	85%	75%	87%	84%	84%	82%	93%	75%	73%	87%	82%	93%	91%	93%	80%
		16%	19%	22%	19%	20%	50%	50%	69%	9%	9%	8%	64%	33%	8%	8%	10%	9%	10%	7%	6%	8%	32%
									+	-					+		--			+		+	
DSIAGREE	57	9	13	14	9	12	26	31	37	5	4	4	38	18	0	9	10	3	6	3	2	2	22
	9%	9%	11%	11%	8%	10%	9%	10%	9%	8%	8%	9%	10%	9%	0%	17%	14%	6%	10%	8%	6%	4%	11%
		16%	23%	25%	16%	21%	46%	54%	65%	9%	7%	7%	67%	32%	0%	16%	18%	5%	11%	5%	4%	4%	39%
															+								
DON'T KNOW	46	6	10	7	7	12	18	28	24	11	3	3	23	17	3	4	9	4	5	0	1	1	19
	8%	6%	8%	5%	6%	10%	6%	9%	6%	17%	6%	7%	6%	9%	7%	8%	13%	8%	8%	0%	3%	2%	9%
		13%	22%	15%	15%	26%	39%	61%	52%	24%	7%	7%	50%	37%	7%	9%	20%	9%	11%	0%	2%	2%	41%
									--	+++			--				+						

Table 63: Q25D Bay area residents cause most of the storm water pollution in our area.

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
AGREE	351	62	68	74	60	80	181	170	242	39	31	22	226	115	25	29	45	27	35	24	22	28	116
	58%	65%	57%	56%	54%	65%	62%	55%	60%	62%	60%	49%	59%	58%	56%	55%	63%	51%	57%	60%	65%	62%	58%
		18%	19%	21%	17%	23%	52%	48%	69%	11%	9%	6%	64%	33%	7%	8%	13%	8%	10%	7%	6%	8%	33%
							+	-															
DISAGREE	175	24	38	45	37	28	79	96	113	15	16	17	110	62	14	19	15	17	20	14	8	15	53
	29%	25%	32%	34%	33%	23%	27%	31%	28%	24%	31%	38%	29%	31%	31%	36%	21%	32%	33%	35%	24%	33%	26%
		14%	22%	26%	21%	16%	45%	55%	65%	9%	9%	10%	63%	35%	8%	11%	9%	10%	11%	8%	5%	9%	30%
							-																
DON'T KNOW	76	10	14	14	14	16	33	43	48	9	5	6	46	21	6	5	11	9	6	2	4	2	31
	13%	10%	12%	11%	13%	13%	11%	14%	12%	14%	10%	13%	12%	11%	13%	9%	15%	17%	10%	5%	12%	4%	16%
		13%	18%	18%	18%	21%	43%	57%	63%	12%	7%	8%	61%	28%	8%	7%	14%	12%	8%	3%	5%	3%	41%

Table 64: Q26 Have you ever heard of the Bay Area Stormwater Management Agencies Association or the BAYWISE phone number?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
YES BASMAA ONLY	44	3	11	11	10	8	21	23	27	5	5	3	35	6	2	5	5	3	5	3	1	7	13
	7%	3%	9%	8%	9%	6%	7%	7%	7%	8%	10%	7%	9%	3%	4%	9%	7%	6%	8%	8%	3%	16%	6%
		7%	25%	25%	23%	18%	48%	52%	61%	11%	11%	7%	80%	14%	5%	11%	11%	7%	11%	7%	2%	16%	30%
		-											++	---								++	
BAYWISE PHONE NUMBER ONLY	21	2	5	4	7	2	9	12	17	0	1	1	15	5	1	0	2	4	4	3	2	1	4
	3%	2%	4%	3%	6%	2%	3%	4%	4%	0%	2%	2%	4%	3%	2%	0%	3%	8%	7%	8%	6%	2%	2%
		10%	24%	19%	33%	10%	43%	57%	81%	0%	5%	5%	71%	24%	5%	0%	10%	19%	19%	14%	10%	5%	19%
					+													+					
YES BOTH	25	1	6	7	6	5	17	8	18	3	1	1	21	4	1	2	2	1	4	0	5	8	
	4%	1%	5%	5%	5%	4%	6%	3%	4%	5%	2%	2%	5%	2%	2%	4%	3%	4%	2%	10%	0%	11%	4%
		4%	24%	28%	24%	20%	68%	32%	72%	12%	4%	4%	84%	16%	4%	8%	8%	8%	4%	16%	0%	20%	32%
		-					++	--				++	-						+		++		
NO	495	87	96	106	88	104	238	257	327	54	45	39	297	181	39	42	60	42	49	30	31	32	170
	82%	91%	80%	80%	79%	84%	81%	83%	81%	86%	87%	87%	78%	91%	87%	79%	85%	79%	80%	75%	91%	71%	85%
		18%	19%	21%	18%	21%	48%	52%	66%	11%	9%	8%	60%	37%	8%	8%	12%	8%	10%	6%	6%	6%	34%
		++										---	+++									--	
DON'T KNOW	16	3	2	5	0	5	7	9	14	1	0	1	14	2	2	4	2	2	0	0	0	0	4
	3%	3%	2%	4%	0%	4%	2%	3%	3%	2%	0%	2%	4%	1%	4%	8%	3%	4%	3%	0%	0%	0%	2%
		19%	13%	31%	0%	31%	44%	56%	88%	6%	0%	6%	88%	13%	13%	25%	13%	13%	13%	0%	0%	0%	25%
								+				++	-		++								
REFUSED	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%

Table 65: QD2 Do you own or rent your current home?

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF	
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K		110K MORE
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
OWN	382	34	54	93	92	104	189	193	288	24	26	25	382	0	12	27	31	40	45	34	27	38	128
	63%	35%	45%	70%	83%	84%	65%	62%	71%	38%	50%	56%	100%	0%	27%	51%	44%	75%	74%	85%	79%	84%	64%
		9%	14%	24%	24%	27%	49%	51%	75%	6%	7%	7%	100%	0%	3%	7%	8%	10%	12%	9%	7%	10%	34%
		---	---	+	+++	+++			+++	---	--	+++			---	--	---	+	+	+++	++	+++	
RENT/ LEASE	198	59	65	36	17	18	93	105	108	36	25	20	0	198	32	26	40	13	16	6	7	7	51
	33%	61%	54%	27%	15%	15%	32%	34%	27%	57%	48%	44%	0%	100%	71%	49%	56%	25%	26%	15%	21%	16%	25%
		30%	33%	18%	9%	9%	47%	53%	55%	18%	13%	10%	0%	100%	16%	13%	20%	7%	8%	3%	4%	4%	26%
		+++	+++		---	---			---	+++	++	+	+++	+++	+++	+++	+++			--		--	---
OTHER (SPECIFY _____)	1	1	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1
	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		100%	0%	0%	0%	0%	0%	100%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%
		++																					
REFUSED	21	2	1	4	2	2	11	10	6	3	1	0	0	0	1	0	0	0	0	0	0	0	20
	3%	2%	1%	3%	2%	2%	4%	3%	1%	5%	2%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	10%
		10%	5%	19%	10%	10%	52%	48%	29%	14%	5%	0%	0%	0%	5%	0%	0%	0%	0%	0%	0%	0%	95%
			-						---														+++

Table 66: QD3 What is your current age? Please stop me when I get to you age group.

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF	
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K		110K MORE
Unweighted Base	602 100%	96 100%	120 100%	133 100%	111 100%	124 100%	293 100%	309 100%	403 100%	63 100%	52 100%	45 100%	382 100%	198 100%	45 100%	53 100%	71 100%	53 100%	61 100%	40 100%	34 100%	45 100%	200 100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
18-29	96 16%	96 100%	0 0%	0 0%	0 0%	0 0%	46 16%	50 16%	49 12%	17 27%	15 29%	9 20%	34 9%	59 30%	17 38%	13 25%	11 15%	4 8%	8 13%	5 13%	2 6%	4 9%	32 16%
		100%	0%	0%	0%	0%	48%	52%	51%	18%	16%	9%	35%	61%	18%	14%	11%	4%	8%	5%	2%	4%	33%
		+++							---	++	+++		---	+++	+++	+		-			-		
30-39	120 20%	0 0%	120 100%	0 0%	0 0%	0 0%	57 19%	63 20%	79 20%	14 22%	6 12%	15 33%	54 14%	65 33%	6 13%	10 19%	29 41%	9 17%	13 21%	6 15%	9 26%	13 29%	25 13%
		0%	100%	0%	0%	0%	47%	52%	66%	12%	5%	13%	45%	54%	5%	8%	24%	8%	11%	5%	8%	11%	21%
			+++						66%	12%	5%	++	---	+++			+++						---
40-49	133 22%	0 0%	0 0%	133 100%	0 0%	0 0%	74 25%	59 19%	102 25%	6 10%	9 17%	8 18%	93 24%	36 18%	4 9%	12 23%	9 13%	16 30%	20 33%	14 35%	11 32%	11 24%	36 18%
		0%	0%	100%	0%	0%	56%	44%	77%	5%	7%	6%	70%	27%	3%	9%	7%	12%	15%	11%	8%	8%	27%
		0%	0%	+++	0%	0%	+	-	+++	--			+		--		--	++	++				-
50-59	111 18%	0 0%	0 0%	0 0%	111 100%	0 0%	52 18%	59 19%	74 18%	7 11%	14 27%	10 22%	92 24%	17 9%	3 7%	6 11%	8 11%	8 15%	14 23%	9 22%	7 21%	10 22%	46 23%
		0%	0%	0%	100%	0%	47%	53%	67%	6%	13%	9%	83%	15%	3%	5%	7%	7%	13%	8%	6%	9%	41%
		0%	0%	0%	+++	0%			+++	+			+++	---	--		-						++
60+	124 21%	0 0%	0 0%	0 0%	0 0%	124 100%	57 19%	67 22%	91 23%	18 29%	8 15%	3 7%	104 27%	18 9%	13 29%	12 23%	14 20%	16 30%	6 10%	6 15%	5 15%	7 16%	45 22%
		0%	0%	0%	0%	100%	46%	54%	73%	15%	6%	2%	84%	15%	10%	10%	11%	13%	5%	5%	4%	6%	36%
		0%	0%	0%	0%	+++			+	+		--	+++	---			+	--					
REFUSED	18 3%	0 0%	0 0%	0 0%	0 0%	0 0%	7 2%	11 4%	8 2%	1 2%	0 0%	0 0%	5 1%	3 2%	2 4%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	16 8%
		0%	0%	0%	0%	0%	39%	61%	44%	6%	0%	0%	28%	17%	11%	0%	0%	0%	0%	0%	0%	0%	89%
		0%	0%	0%	0%	0%			--				---										+++

Table 67: QD4 What was the last grade in school you completed? (DO NOT READ)

	AGE					GENDER			ETHNICITY				OWN/RENT		INCOME								REF
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
01 SOME ELEMENTARY (LESS THAN GRADE 6)	7	1	2	0	1	3	3	4	1	5	0	0	3	4	2	1	4	0	0	0	0	0	0
	1%	1%	2%	0%	1%	2%	1%	1%	0%	8%	0%	0%	1%	2%	4%	2%	6%	0%	0%	0%	0%	0%	0%
		14%	29%	0%	14%	43%	43%	57%	14%	71%	0%	0%	43%	57%	29%	14%	57%	0%	0%	0%	0%	0%	0%
									--	+++					++		+++						
02 COMPLETED ELEMENTARY (GRADE 1 THRU 6)	4	1	1	0	0	2	3	1	0	4	0	0	1	3	1	1	1	0	0	0	0	0	1
	1%	1%	1%	0%	0%	2%	1%	0%	0%	6%	0%	0%	0%	2%	2%	2%	1%	0%	0%	0%	0%	0%	0%
		25%	25%	0%	0%	50%	75%	25%	0%	100%	0%	0%	25%	75%	25%	25%	25%	0%	0%	0%	0%	0%	25%
										+++				+									
03 SOME JR. HIGH (GRADE 7)	2	0	0	1	1	0	1	1	1	0	1	0	1	1	0	0	1	0	0	0	0	0	1
	0%	0%	0%	1%	1%	0%	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%
		0%	0%	50%	50%	0%	50%	50%	50%	0%	50%	0%	50%	50%	0%	0%	50%	0%	0%	0%	0%	0%	50%
										++							+						
04 COMPLETED JR. HIGH (GRADES 7 AND 8)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
05 SOME HIGH SCHOOL (GRADES 9 THRU 12)	32	6	9	3	2	12	14	18	16	8	6	2	16	16	5	7	5	1	2	4	0	0	8
	5%	6%	8%	2%	2%	10%	5%	6%	4%	13%	12%	4%	4%	8%	11%	13%	7%	2%	3%	10%	0%	0%	4%
		19%	28%	9%	6%	38%	44%	56%	50%	25%	19%	6%	50%	50%	16%	22%	16%	3%	6%	13%	0%	0%	25%
				-	-	++			--	+++	++			++	+	+++							
06 COMPLETED HIGH SCHOOL (GRADE 12)	114	26	24	21	18	21	56	58	69	17	15	5	65	46	16	12	23	4	5	6	1	5	42
	19%	27%	20%	16%	16%	17%	19%	19%	17%	27%	29%	11%	17%	23%	36%	23%	32%	8%	8%	15%	3%	11%	21%
		23%	21%	18%	16%	18%	49%	51%	61%	15%	13%	4%	57%	40%	14%	11%	20%	4%	4%	5%	1%	4%	37%
		++								+	+			+	+++		+++	--	--		--		
07 SOME COLLEGE	139	33	24	30	24	27	65	74	92	15	11	11	79	58	12	17	13	17	15	6	2	7	50
	23%	34%	20%	23%	22%	22%	24%	23%	24%	21%	24%	21%	29%	27%	32%	18%	32%	25%	15%	6%	16%	25%	
		24%	17%	22%	17%	19%	47%	53%	66%	11%	8%	8%	57%	42%	9%	12%	9%	12%	11%	4%	1%	5%	36%
		+++											-	++						--			

(continued)

Table 67: QD4 What was the last grade in school you completed? (DO NOT READ)
(continued)

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
08 COLLEGE GRADUATE	170	17	40	42	35	32	81	89	127	8	12	17	126	41	6	9	16	18	27	16	16	16	46
	28%	18%	33%	32%	32%	26%	28%	29%	32%	13%	23%	38%	33%	21%	13%	17%	23%	34%	44%	40%	47%	36%	23%
		10%	24%	25%	21%	19%	48%	52%	75%	5%	7%	10%	74%	24%	4%	5%	9%	11%	16%	9%	9%	9%	27%
		--	--	--	--	--	--	--	++	---	---	+++	---	--	--	-	+	+++	+	++	--	--	--
09 SOME GRADUATE SCHOOL	27	1	4	9	5	8	12	15	21	2	2	1	22	5	1	1	4	3	3	2	4	3	6
	4%	1%	3%	7%	5%	6%	4%	5%	5%	3%	4%	2%	6%	3%	2%	2%	6%	6%	5%	5%	12%	7%	3%
		4%	15%	33%	19%	30%	44%	56%	78%	7%	7%	4%	81%	19%	4%	4%	15%	11%	11%	7%	15%	11%	22%
		-	-	-	-	-	-	-	++	---	---	++	---	--	--	--	--	--	--	--	++	++	++
GRADUATE DEGREE	84	8	15	23	23	15	46	38	70	1	3	7	63	19	0	4	3	10	9	6	11	14	27
	14%	8%	13%	17%	21%	12%	16%	12%	17%	2%	6%	16%	16%	10%	0%	8%	4%	19%	15%	15%	32%	31%	14%
		10%	18%	27%	27%	18%	55%	45%	83%	1%	4%	8%	75%	23%	0%	5%	4%	12%	11%	7%	13%	17%	32%
		-	-	-	++	-	-	-	+++	---	-	-	++	--	--	--	--	--	--	--	+++	+++	+++
VOCATIONAL/ TECHNICAL TRAINING	5	1	1	0	1	2	1	4	2	1	1	0	4	1	1	1	1	0	0	0	0	0	2
	1%	1%	1%	0%	1%	2%	0%	1%	0%	2%	2%	0%	1%	1%	2%	2%	1%	0%	0%	0%	0%	0%	1%
		20%	20%	0%	20%	40%	20%	80%	40%	20%	20%	0%	80%	20%	20%	20%	20%	0%	0%	0%	0%	0%	40%
REFUSED	18	2	0	4	1	2	11	7	4	2	1	2	2	4	1	0	0	0	0	0	0	0	17
	3%	2%	0%	3%	1%	2%	4%	2%	1%	3%	2%	4%	1%	2%	2%	0%	0%	0%	0%	0%	0%	0%	9%
		11%	0%	22%	6%	11%	61%	39%	22%	11%	6%	11%	11%	22%	6%	0%	0%	0%	0%	0%	0%	0%	94%
		--	--	--	--	--	--	--	---	---	---	---	---	---	---	---	---	---	---	---	---	---	+++

Table 68: QD5 What is your ethnic background? (DO NOT READ)

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME								REF	
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K		110K MORE
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
CAUCASIAN/ WHITE	403	49	79	102	74	91	206	197	403	0	0	0	288	108	23	29	44	45	42	33	28	34	125
	67%	51%	66%	77%	67%	73%	70%	64%	100%	0%	0%	0%	75%	55%	51%	55%	62%	85%	69%	82%	82%	76%	63%
		12%	20%	25%	18%	23%	51%	49%	100%	0%	0%	0%	71%	27%	6%	7%	11%	11%	10%	8%	7%	8%	31%
		---		+++		+	+	-	+++				+++	---	--	--		+++		++	++		
LATINO/ HISPANIC	63	17	14	6	7	18	26	37	0	63	0	0	24	36	11	11	14	3	2	2	0	2	18
	10%	18%	12%	5%	6%	15%	9%	12%	0%	100%	0%	0%	6%	18%	24%	21%	20%	6%	3%	5%	0%	4%	9%
		27%	22%	10%	11%	29%	41%	59%	0%	100%	0%	0%	38%	57%	17%	17%	22%	5%	3%	3%	0%	3%	29%
		++		--		+				+++			---	+++	+++	++	+++						
AFRICAN-AMERICAN/ BLACK	52	15	6	9	14	8	23	29	0	0	52	0	26	25	8	4	8	2	7	1	2	2	18
	9%	16%	5%	7%	13%	6%	8%	9%	0%	0%	100%	0%	7%	13%	18%	8%	11%	4%	11%	3%	6%	4%	9%
		29%	12%	17%	27%	15%	44%	56%	0%	0%	100%	0%	50%	48%	15%	8%	15%	4%	13%	2%	4%	4%	35%
		+++			+					+++			--	++	++								
ASIAN	45	9	15	8	10	3	21	24	0	0	0	45	25	20	1	5	3	2	7	3	4	5	15
	7%	9%	13%	6%	9%	2%	7%	8%	0%	0%	0%	100%	7%	10%	2%	9%	4%	4%	11%	8%	12%	11%	8%
		20%	33%	18%	22%	7%	47%	53%	0%	0%	0%	100%	56%	44%	2%	11%	7%	4%	16%	7%	9%	11%	33%
			++			--				+++			+										
NATIVE AMERICAN/ AMERICAN INDIAN	5	2	1	0	0	1	2	3	0	0	0	0	3	2	0	2	0	0	0	0	0	0	3
	1%	2%	1%	0%	0%	1%	1%	1%	0%	0%	0%	0%	1%	1%	0%	4%	0%	0%	0%	0%	0%	0%	1%
		40%	20%	0%	0%	20%	40%	60%	0%	0%	0%	0%	60%	40%	0%	40%	0%	0%	0%	0%	0%	0%	60%
																++							
MIXED RACE	15	2	4	6	3	0	5	10	0	0	0	0	9	6	2	1	1	1	2	1	0	2	5
	2%	2%	3%	5%	3%	0%	2%	3%	0%	0%	0%	0%	2%	3%	4%	2%	1%	2%	3%	3%	0%	4%	3%
		13%	27%	40%	20%	0%	33%	67%	0%	0%	0%	0%	60%	40%	13%	7%	7%	7%	13%	7%	0%	13%	33%
				+																			
OTHER (SPECIFY _____)	1	0	0	0	0	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	100%	0%	100%	0%	0%	0%	0%	100%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%
						++										+++							
REFUSED	18	2	1	2	3	2	10	8	0	0	0	0	6	1	0	0	1	0	1	0	0	0	16
	3%	2%	1%	2%	3%	2%	3%	3%	0%	0%	0%	0%	2%	1%	0%	0%	1%	0%	2%	0%	0%	0%	8%
		11%	6%	11%	17%	11%	56%	44%	0%	0%	0%	0%	33%	6%	0%	0%	6%	0%	6%	0%	0%	0%	89%
													---	--									+++

Table 69: QD6 And finally, which of the following categories best describes your total household income last year, before taxes. Please stop me when I come to your category.

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/HISP	AFRI CAN-AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
\$19,999 OR LESS	45	17	6	4	3	13	17	28	23	11	8	1	12	32	45	0	0	0	0	0	0	0	0
	7%	18%	5%	3%	3%	10%	6%	9%	6%	17%	15%	2%	3%	16%	100%	0%	0%	0%	0%	0%	0%	0%	0%
		38%	13%	9%	7%	29%	38%	62%	51%	24%	18%	2%	27%	71%	100%	0%	0%	0%	0%	0%	0%	0%	0%
		+++								+++	++			+++									
\$20,000 - 34,999	53	13	10	12	6	12	20	33	29	11	4	5	27	26	0	53	0	0	0	0	0	0	0
	9%	14%	8%	9%	5%	10%	7%	11%	7%	17%	8%	11%	7%	13%	0%	100%	0%	0%	0%	0%	0%	0%	0%
		25%	19%	23%	11%	23%	38%	62%	55%	21%	8%	9%	51%	49%	0%	100%	0%	0%	0%	0%	0%	0%	0%
		+								++				+++									
\$35,000 - 49,999	71	11	29	9	8	14	35	36	44	14	8	3	31	40	0	0	71	0	0	0	0	0	0
	12%	11%	24%	7%	7%	11%	12%	12%	11%	22%	15%	7%	8%	20%	0%	0%	100%	0%	0%	0%	0%	0%	0%
		15%	41%	13%	11%	20%	49%	51%	62%	20%	11%	4%	44%	56%	0%	0%	100%	0%	0%	0%	0%	0%	0%
			+++							+++				+++			+++						
\$50,000 - 64,999	53	4	9	16	8	16	17	36	45	3	2	2	40	13	0	0	0	53	0	0	0	0	0
	9%	4%	8%	12%	7%	13%	6%	12%	11%	5%	4%	4%	10%	7%	0%	0%	0%	100%	0%	0%	0%	0%	0%
		8%	17%	30%	15%	30%	32%	68%	85%	6%	4%	4%	75%	25%	0%	0%	0%	100%	0%	0%	0%	0%	0%
		-				+	--	++	+++				+					+++					
\$65,000 - 79,999	61	8	13	20	14	6	34	27	42	2	7	7	45	16	0	0	0	0	61	0	0	0	0
	10%	8%	11%	15%	13%	5%	12%	9%	10%	3%	13%	16%	12%	8%	0%	0%	0%	0%	100%	0%	0%	0%	0%
		13%	21%	33%	23%	10%	56%	44%	69%	3%	11%	11%	74%	26%	0%	0%	0%	0%	100%	0%	0%	0%	0%
				++		--				-			+					+++					
\$80,000 - 94,999	40	5	6	14	9	6	20	20	33	2	1	3	34	6	0	0	0	0	0	40	0	0	0
	7%	5%	5%	11%	8%	5%	7%	6%	8%	3%	2%	7%	9%	3%	0%	0%	0%	0%	0%	100%	0%	0%	0%
		13%	15%	35%	22%	15%	50%	50%	82%	5%	3%	8%	85%	15%	0%	0%	0%	0%	0%	100%	0%	0%	0%
				++					++				+++	--					+++				
\$95,000 - 109,999	34	2	9	11	7	5	21	13	28	0	2	4	27	7	0	0	0	0	0	0	34	0	0
	6%	2%	8%	8%	6%	4%	7%	4%	7%	0%	4%	9%	7%	4%	0%	0%	0%	0%	0%	0%	100%	0%	0%
		6%	26%	32%	21%	15%	62%	38%	82%	0%	6%	12%	79%	21%	0%	0%	0%	0%	0%	0%	100%	0%	0%
		-							++				++							+++			

(continued)

Table 69: QD6 And finally, which of the following categories best describes your total household income last year, before taxes.
Please stop me when I come to your category.

(continued)

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
\$110,000 +	45	4	13	11	10	7	30	15	34	2	2	5	38	7	0	0	0	0	0	0	0	45	0
	7%	4%	11%	8%	9%	6%	10%	5%	8%	3%	4%	11%	10%	4%	0%	0%	0%	0%	0%	0%	0%	100%	0%
		9%	29%	24%	22%	16%	67%	33%	76%	4%	4%	11%	84%	16%	0%	0%	0%	0%	0%	0%	0%	100%	0%
							++	--				+++	--									+++	
REFUSED	200	32	25	36	46	45	99	101	125	18	18	15	128	51	0	0	0	0	0	0	0	0	200
	33%	33%	21%	27%	41%	36%	34%	33%	31%	29%	35%	33%	34%	26%	0%	0%	0%	0%	0%	0%	0%	0%	100%
		16%	13%	18%	23%	22%	50%	50%	63%	9%	9%	8%	64%	25%	0%	0%	0%	0%	0%	0%	0%	0%	100%
			--	-	++								---										+++

Table 70: QD7 RECORD RESPONDENTS GENDER (DO NOT ASK)

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
MALE	293	46	57	74	52	57	293	0	206	26	23	21	189	93	17	20	35	17	34	20	21	30	99
	49%	48%	47%	56%	47%	46%	100%	0%	51%	41%	44%	47%	49%	47%	38%	38%	49%	32%	56%	50%	62%	67%	50%
		16%	19%	25%	18%	19%	100%	0%	70%	9%	8%	7%	65%	32%	6%	7%	12%	6%	12%	7%	7%	10%	34%
				+			+++		+							-		--				++	
FEMALE	309	50	63	59	59	67	0	309	197	37	29	24	193	105	28	33	36	36	27	20	13	15	101
	51%	52%	52%	44%	53%	54%	0%	100%	49%	59%	56%	53%	51%	53%	62%	62%	51%	68%	44%	50%	38%	33%	50%
		16%	20%	19%	19%	22%	0%	100%	64%	12%	9%	8%	62%	34%	9%	11%	12%	12%	9%	6%	4%	5%	33%
				-			+++		-							+		++				--	

Table 71: QD8 LANGUAGE THE INTERVIEW WAS CONDUCTED IN: (DO NOT READ)

	AGE					GENDER		ETHNICITY				OWN/RENT		INCOME									
	Total	18-29	30-39	40-49	50-59	60+	MALE	FEM ALE	CAUC	LATI NO/ HISP	AFRI CAN- AMER	ASIA	OWN	RENT / LEAS	20K LESS	20K-35K	35K-50K	50K-65K	65K-80K	80K-95K	95K-110K	110K MORE	REF
Unweighted Base	602	96	120	133	111	124	293	309	403	63	52	45	382	198	45	53	71	53	61	40	34	45	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		16%	20%	22%	18%	21%	49%	51%	67%	10%	9%	7%	63%	33%	7%	9%	12%	9%	10%	7%	6%	7%	33%
ENGLISH	584	92	113	131	110	121	282	302	403	46	52	44	380	184	43	50	62	53	61	40	34	45	196
	97%	96%	94%	98%	99%	98%	96%	98%	100%	73%	100%	98%	99%	93%	96%	94%	87%	100%	100%	100%	100%	100%	98%
		16%	19%	22%	19%	21%	48%	52%	69%	8%	9%	8%	65%	32%	7%	9%	11%	9%	10%	7%	6%	8%	34%
			--						+++	--		+++	--				---						
SPANISH	17	4	7	1	1	3	10	7	0	17	0	0	2	13	2	3	9	0	0	0	0	0	3
	3%	4%	6%	1%	1%	2%	3%	2%	0%	27%	0%	0%	1%	7%	4%	6%	13%	0%	0%	0%	0%	0%	1%
		24%	41%	6%	6%	18%	59%	41%	0%	100%	0%	0%	12%	76%	12%	18%	53%	0%	0%	0%	0%	0%	18%
			++							+++			---	+++			+++						
VIETNAMESE	1	0	0	1	0	0	1	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	1
	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	2%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	100%	0%	0%	100%	0%	0%	0%	0%	100%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	100%
				+								+++											

Table 7: S1 Hello, this is _____ and I'm calling from AIS MARKET RESEARCH a California based market research company. We're talking with adults over the age of 18 today con

	EDUCATION						REGION					
	Total	COMP			SOME			ALA	CNTR	MAR	SAN	
		LESS HS	LETE HS	SOME COLL	COLL GRAD	GRAD MORE	MEDA				CSTA	IN
Unweighted Base	602 100%	45 100% 7%	114 100% 19%	139 100% 23%	170 100% 28%	111 100% 18%	232 100% 39%	152 100% 25%	41 100% 7%	113 100% 19%	64 100% 11%	
YES	602 100%	45 100% 7%	114 100% 19%	139 100% 23%	170 100% 28%	111 100% 18%	232 100% 39%	152 100% 25%	41 100% 7%	113 100% 19%	64 100% 11%	
NO (ASK TO SPEAK TO SOMEONE OVER THE AGE OF 18)	0 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	
REFUSED (TERMINATE)	0 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	

Table 8: S2 Are you the (MALE/FEMALE) head of household?

	Total	EDUCATION					REGION				
		COMP		SOME			ALA	CNTR	MAR	SAN	
		LESS HS	LETE HS	SOME COLL	COLL GRAD	GRAD MORE				MAT EO	SOL ANO
Unweighted Base	602 100%	45 100%	114 100%	139 100%	170 100%	111 100%	232 100%	152 100%	41 100%	113 100%	64 100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
YES	602 100%	45 100%	114 100%	139 100%	170 100%	111 100%	232 100%	152 100%	41 100%	113 100%	64 100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
NO (ASK FOR HEAD OF HOUSEHOLD)	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
REFUSED (TERMINATE)	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Table 9: S3 Approximately how long have you lived in the bay area?

	Total	EDUCATION					REGION				
		COMP		SOME			ALA	CNTR	MAR	SAN	
		LESS HS	LETE HS	SOME COLL	COLL GRAD	GRAD MORE				MAT EO	SOL ANO
Unweighted Base	602 100%	45 100%	114 100%	139 100%	170 100%	111 100%	232 100%	152 100%	41 100%	113 100%	64 100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
LESS THAN 6 MONTHS	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
6 TO 12 MONTHS	19 3%	3 7%	5 4%	6 4%	3 2%	1 1%	8 3%	3 2%	3 7%	4 4%	1 2%
		16%	26%	32%	16%	5%	42%	16%	16%	21%	5%
1 OR MORE YEARS	583 97%	42 93%	109 96%	133 96%	167 98%	110 99%	224 97%	149 98%	38 93%	109 96%	63 98%
		7%	19%	23%	29%	19%	38%	26%	7%	19%	11%

Table 10: S4 What county do you live in?

	EDUCATION						REGION					
	Total	COMP		SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN		SOL ANO
		LESS HS	LETE HS							MAT EO	SOL ANO	
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%	
ALAMEDA	232	21	39	46	76	45	232	0	0	0	0	
	39%	47%	34%	33%	45%	41%	100%	0%	0%	0%	0%	
		9%	17%	20%	33%	19%	100%	0%	0%	0%	0%	
					+		+++					
CONTRA COSTA	152	8	29	38	38	30	0	152	0	0	0	
	25%	18%	25%	27%	22%	27%	0%	100%	0%	0%	0%	
		5%	19%	25%	25%	20%	0%	100%	0%	0%	0%	
								+++				
MARIN	41	2	7	8	10	13	0	0	41	0	0	
	7%	4%	6%	6%	6%	12%	0%	0%	100%	0%	0%	
		5%	17%	20%	24%	32%	0%	0%	100%	0%	0%	
						++			+++			
SAN MATEO	113	9	20	26	35	19	0	0	0	113	0	
	19%	20%	18%	19%	21%	17%	0%	0%	0%	100%	0%	
		8%	18%	23%	31%	17%	0%	0%	0%	100%	0%	
										+++		
SOLANO	64	5	19	21	11	4	0	0	0	0	64	
	11%	11%	17%	15%	6%	4%	0%	0%	0%	0%	100%	
		8%	30%	33%	17%	6%	0%	0%	0%	0%	100%	
			++	+	--	---					+++	
OTHER	0	0	0	0	0	0	0	0	0	0	0	
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
REFUSED	0	0	0	0	0	0	0	0	0	0	0	
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

Table 11: Q1 I'm going to read to you a short list of environmental issues. After I have read all six, please tell me which one you think is the most serious.

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
WATER POLLUTION	174	15	36	41	54	22	62	52	12	31	17
	29%	33%	32%	29%	32%	20%	27%	34%	29%	27%	27%
		9%	21%	24%	31%	13%	36%	30%	7%	18%	10%
AIR POLLUTION	144	10	29	32	39	25	62	34	2	23	23
	24%	22%	25%	23%	23%	27%	22%	22%	5%	20%	36%
		7%	20%	22%	27%	17%	43%	24%	1%	16%	16%
									---		++
WILDLIFE HABITAT	31	2	7	6	8	7	12	8	3	5	3
	5%	4%	6%	4%	5%	6%	5%	5%	7%	4%	5%
		6%	23%	19%	26%	23%	39%	26%	10%	16%	10%
URBAN GROWTH	75	2	10	19	24	18	31	22	10	8	4
	12%	4%	9%	14%	14%	16%	13%	14%	24%	7%	6%
		3%	13%	25%	32%	24%	41%	29%	13%	11%	5%
		-							++		-
TRANSPORTATION	116	8	15	25	35	31	41	26	11	24	14
	19%	18%	13%	18%	21%	28%	18%	17%	27%	21%	22%
		7%	13%	22%	30%	27%	35%	22%	9%	21%	12%
			-			++					
SOLID WASTE AND RECYCLING	41	4	10	12	7	6	17	8	2	12	2
	7%	9%	9%	9%	4%	5%	7%	5%	5%	11%	3%
		10%	24%	29%	17%	15%	41%	20%	5%	29%	5%
					-					+	
NONE	7	3	2	0	2	0	1	0	0	6	0
	1%	7%	2%	0%	1%	0%	0%	0%	0%	5%	0%
		43%	29%	0%	29%	0%	14%	0%	0%	86%	0%
		+++								+++	

(continued)

Table 11: Q1 I'm going to read to you a short list of environmental issues. After I have read all six, please tell me which one you think is the most serious.

(continued)

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	COLL GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602 100%	45 100% 7%	114 100% 19%	139 100% 23%	170 100% 28%	111 100% 18%	232 100% 39%	152 100% 25%	41 100% 7%	113 100% 19%	64 100% 11%
DON'T KNOW/UNSURE	14 2%	1 2% 7%	5 4% 36%	4 3% 29%	1 1% 7%	2 2% 14%	6 3% 43%	2 1% 14%	1 2% 7%	4 4% 29%	1 2% 7%
REFUSED	0 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%

Table 12: Q2 Are there any bodies of water near your home such as a lake, river, reservoir, creek or bay?

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME COLL GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
YES	448	23	78	104	127	97	176	105	37	86	44
	74%	51%	68%	75%	75%	87%	76%	69%	90%	76%	69%
		5%	17%	23%	28%	22%	39%	23%	8%	19%	10%
		---				+++		-		++	
NO	149	22	35	32	43	13	56	46	3	25	19
	25%	49%	31%	23%	25%	12%	24%	30%	7%	22%	30%
		15%	23%	21%	29%	9%	38%	31%	2%	17%	13%
		+++				---		+		---	
DON'T KNOW	5	0	1	3	0	1	0	1	1	2	1
	1%	0%	1%	2%	0%	1%	0%	1%	2%	2%	2%
		0%	20%	60%	0%	20%	0%	20%	20%	40%	20%
				++							

Table 13: Q3 Would you say that this body of water is:

	Total	EDUCATION					REGION				
		COMP		SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN	
		LESS HS	LETE HS							MAT EO	SOL ANO
Unweighted Base	448 100%	23 5%	78 17%	104 23%	127 28%	97 22%	176 39%	105 23%	37 8%	86 19%	44 10%
VERY CLEAN	46 10%	2 4%	8 17%	12 26%	13 28%	10 22%	19 41%	13 28%	3 7%	10 22%	1 2%
MODERATELY CLEAN	167 37%	11 7%	24 14%	30 18%	46 28%	50 30%	64 38%	35 21%	24 14%	35 21%	9 5%
MODERATELY DIRTY	132 29%	5 4%	25 19%	33 25%	41 31%	23 17%	54 41%	29 22%	7 5%	29 22%	13 10%
VERY DIRTY	81 18%	4 5%	16 20%	25 31%	19 23%	10 12%	29 36%	21 26%	3 4%	10 12%	18 22%
DON'T KNOW/ UNSURE	22 5%	1 5%	5 23%	4 18%	8 36%	4 18%	10 45%	7 32%	0 0%	2 9%	3 14%

Table 14: Q4 In your opinion, what causes water pollution? (DO NOT READ; PROBE FOR ONE MAJOR CAUSE ONLY)

	Total	EDUCATION					REGION				
		COMP		SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN	
		LESS HS	LETE HS							MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
01 INDUSTRIAL AND MANUFACTURING PLANTS	147	6	17	43	52	23	57	45	11	16	18
	24%	13%	15%	31%	31%	21%	25%	30%	27%	14%	28%
		4%	12%	29%	35%	16%	39%	31%	7%	11%	12%
		-	---	++	++			+		---	
02 SEWER/ WASTEWATER TREATMENT PLANTS	49	4	14	9	9	12	19	8	6	12	4
	8%	9%	12%	6%	5%	11%	8%	5%	15%	11%	6%
		8%	29%	18%	18%	24%	39%	16%	12%	24%	8%
			+								
03 AIR POLLUTION	14	0	4	3	7	0	8	3	0	3	0
	2%	0%	4%	2%	4%	0%	3%	2%	0%	3%	0%
		0%	29%	21%	50%	0%	57%	21%	0%	21%	0%
				+							
04 IMPROPER DISPOSAL OF TRASH IN CITY STREETS	78	8	16	16	22	13	35	18	2	18	5
	13%	18%	14%	12%	13%	12%	15%	12%	5%	16%	8%
		10%	21%	21%	28%	17%	45%	23%	3%	23%	6%
05 IMPROPER DISPOSAL OF USED AUTOMOTIVE FLUIDS LIKE OIL AND ANTIFREEZE	31	5	8	7	6	2	12	4	1	11	3
	5%	11%	7%	5%	4%	2%	5%	3%	2%	10%	5%
		16%	26%	23%	19%	6%	39%	13%	3%	35%	10%
		+				-				++	
06 USE AND IMPROPER DISPOSAL OF LAWN AND GARDEN CHEMICALS	16	3	4	5	3	1	4	5	1	4	2
	3%	7%	4%	4%	2%	1%	2%	3%	2%	4%	3%
		19%	25%	31%	19%	6%	25%	31%	6%	25%	13%
		+									
07 HOUSEHOLD PRODUCTS USED OUTDOORS	12	1	1	1	2	4	1	4	3	4	0
	2%	2%	1%	1%	1%	4%	0%	3%	7%	4%	0%
		8%	8%	8%	17%	33%	8%	33%	25%	33%	0%
							--		++		

(continued)

Table 14: Q4 In your opinion, what causes water pollution? (DO NOT READ; PROBE FOR ONE MAJOR CAUSE ONLY) (continued)

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
08 RETAIL BUSNISSES AND STORES	3	1	0	0	1	1	1	2	0	0	0
	0%	2%	0%	0%	1%	1%	0%	1%	0%	0%	0%
		33%+	0%	0%	33%	33%	33%	67%+	0%	0%	0%
09 THE OPERATION OF CARS AND TRUCKS	13	1	2	2	3	5	8	2	0	2	1
	2%	2%	2%	1%	2%	5%	3%	1%	0%	2%	2%
		8%	15%	15%	23%	38%+	62%+	15%	0%	15%	8%
STORM WATER RUNOFF FROM HOMES AND BUSINESSES	40	2	6	6	12	14	13	11	3	8	5
	7%	4%	5%	4%	7%	13%	6%	7%	7%	7%	8%
		5%	15%	15%	30%	35%+++	32%	28%	8%	20%	13%
AGRICULTURAL CHEMICALS INCLUDING PESTICIDES, SPRAYS AND FERTILIZERS	53	5	7	10	15	15	16	15	1	15	6
	9%	11%	6%	7%	9%	14%	7%	10%	2%	13%	9%
		9%	13%	19%	28%	28%+	30%	28%	2%	28%	11%
PEOPLE/ EVERYONE/ RESIDENTS	103	7	24	27	29	13	40	27	11	14	11
	17%	16%	21%	19%	17%	12%	17%	18%	27%	12%	17%
		7%	23%	26%	28%	13%-	39%	26%	11%+	14%	11%
OTHER (SPECIFY _____)	15	0	3	5	4	3	3	3	0	2	7
	2%	0%	3%	4%	2%	3%	1%	2%	0%	2%	11%
		0%	20%	33%	27%	20%	20%	20%	0%	13%	47%+++
REFUSED/ UNABLE TO ANSWER	28	2	8	5	5	5	15	5	2	4	2
	5%	4%	7%	4%	3%	5%	6%	3%	5%	4%	3%
		7%	29%	18%	18%	18%	54%+	18%	7%	14%	7%

Table 15: Q5 What do you feel have been the main impacts of these types of problems? (DO NOT READ; PROBE FOR CLARITY)

	Total	EDUCATION					REGION				
		COMP		SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN	
		LESS HS	LETE HS							MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
NATURAL ENVIROMENT IS AFFECTED	188	8	41	43	54	39	72	45	15	40	16
	31%	18%	36%	31%	32%	35%	31%	30%	37%	35%	25%
		4%	22%	23%	29%	21%	38%	24%	8%	21%	9%
		--									
HUMAN HEALTH PROBLEMS	198	17	30	43	68	28	83	51	11	32	21
	33%	38%	26%	31%	40%	25%	36%	34%	27%	28%	33%
		9%	15%	22%	34%	14%	42%	26%	6%	16%	11%
			-		++	-					
AGRICULTURE	19	1	4	7	4	2	5	6	3	2	3
	3%	2%	4%	5%	2%	2%	2%	4%	7%	2%	5%
		5%	21%	37%	21%	11%	26%	32%	16%	11%	16%
WATER SUPPLY	49	5	9	10	13	10	17	15	5	9	3
	8%	11%	8%	7%	8%	9%	7%	10%	12%	8%	5%
		10%	18%	20%	27%	20%	35%	31%	10%	18%	6%
WATER QUALITY	54	6	5	11	15	17	11	15	4	18	6
	9%	13%	4%	8%	9%	15%	5%	10%	10%	16%	9%
		11%	9%	20%	28%	31%	20%	28%	7%	33%	11%
			-		+++	---				+++	
FINANCIAL	15	1	3	4	4	3	7	5	1	0	2
	2%	2%	3%	3%	2%	3%	3%	3%	2%	0%	3%
		7%	20%	27%	27%	20%	47%	33%	7%	0%	13%
OTHER (SPECIFY _____)	20	1	3	9	2	4	6	4	0	3	7
	3%	2%	3%	6%	1%	4%	3%	3%	0%	3%	11%
		5%	15%	45%	10%	20%	30%	20%	0%	15%	35%
				++	-						+++

(continued)

Table 15: Q5 What do you feel have been the main impacts of these types of problems? (DO NOT READ; PROBE FOR CLARITY) (continued)

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	COLL GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602 100%	45 100%	114 100%	139 100%	170 100%	111 100%	232 100%	152 100%	41 100%	113 100%	64 100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
REFUSED/ UNABLE TO ANSWER	51 8%	5 11%	18 16%	9 6%	8 5%	7 6%	25 11%	11 7%	2 5%	8 7%	5 8%
		10%	35% +++	18%	16%	14% --	49%	22%	4%	16%	10%
OVER POPULATION/ GROWTH	8 1%	1 2%	1 1%	3 2%	2 1%	1 1%	6 3%	0 0%	0 0%	1 1%	1 2%
		13%	13%	38%	25%	13%	75% ++	0%	0%	13%	13%

Table 16: Q6 There are many things that contribute to water pollution in our area. Using a scale of 1 to 5, with 5 being high and 1 being low, how would you rate each of the following, INDUSTRIAL AND MANUFACTURING PLANTS?

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
LOW	41	2	7	8	13	9	12	10	5	10	4
	7%	4%	6%	6%	8%	8%	5%	7%	12%	9%	6%
		5%	17%	20%	32%	22%	29%	24%	12%	24%	10%
MODERATELY LOW	46	4	11	9	10	11	20	13	4	5	4
	8%	9%	10%	6%	6%	10%	9%	9%	10%	4%	6%
		9%	24%	20%	22%	24%	43%	28%	9%	11%	9%
MODERATELY	91	8	13	23	27	17	36	25	0	26	4
	15%	18%	11%	17%	16%	15%	16%	16%	0%	23%	6%
		9%	14%	25%	30%	19%	40%	27%	0%	29%	4%
									+++		--
MODERATELY HIGH	132	9	20	33	37	27	44	37	7	25	19
	22%	20%	18%	24%	22%	24%	19%	24%	17%	22%	30%
		7%	15%	25%	28%	20%	33%	28%	5%	19%	14%
HIGH	274	20	60	60	81	44	114	62	22	45	31
	46%	44%	53%	43%	48%	40%	49%	41%	54%	40%	48%
		7%	22%	22%	30%	16%	42%	23%	8%	16%	11%
			+								
DON'T KNOW	18	2	3	6	2	3	6	5	3	2	2
	3%	4%	3%	4%	1%	3%	3%	3%	7%	2%	3%
		11%	17%	33%	11%	17%	33%	28%	17%	11%	11%
									+		

Table 17: Q6 There are many things that contribute to water pollution in our area. Using a scale of 1 to 5, with 5 being high and 1 being low, how would you rate each of the following, SEWER/ WASTEWATER TREATMENT PLANT?

	EDUCATION						REGION				
	Total	LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
LOW	99	6	19	20	24	23	44	21	6	16	12
	16%	13%	17%	14%	14%	21%	19%	14%	15%	14%	19%
		6%	19%	20%	24%	23%	44%	21%	6%	16%	12%
MODERATELY LOW	103	3	15	24	37	21	40	30	8	18	7
	17%	7%	13%	17%	22%	19%	17%	20%	20%	16%	11%
		3%	15%	23%	36%	20%	39%	29%	8%	17%	7%
		-			+						
MODERATELY	161	11	28	38	44	36	56	49	13	31	12
	27%	24%	25%	27%	26%	32%	24%	32%	32%	27%	19%
		7%	17%	24%	27%	22%	35%	30%	8%	19%	7%
								+			
MODERATELY HIGH	113	11	21	30	38	9	42	22	6	29	14
	19%	24%	18%	22%	22%	8%	18%	14%	15%	26%	22%
		10%	19%	27%	34%	8%	37%	19%	5%	26%	12%
						---				++	
HIGH	90	11	21	20	17	17	36	22	6	15	11
	15%	24%	18%	14%	10%	15%	16%	14%	15%	13%	17%
		12%	23%	22%	19%	19%	40%	24%	7%	17%	12%
		+			--						
DON'T KNOW	36	3	10	7	10	5	14	8	2	4	8
	6%	7%	9%	5%	6%	5%	6%	5%	5%	4%	13%
		8%	28%	19%	28%	14%	39%	22%	6%	11%	22%
											++

Table 18: Q6 There are many things that contribute to water pollution in our area. Using a scale of 1 to 5, with 5 being high and 1 being low, how would you rate each of the following, AIR POLLUTION?

	EDUCATION						REGION				
	Total	LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602 100%	45 100%	114 100%	139 100%	170 100%	111 100%	232 100%	152 100%	41 100%	113 100%	64 100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
LOW	61 10%	4 9%	11 10%	10 7%	15 9%	17 15%	26 11%	16 11%	2 5%	11 10%	6 9%
		7%	18%	16%	25%	28% ++	43%	26%	3%	18%	10%
MODERATELY LOW	105 17%	6 13%	15 13%	24 17%	30 18%	26 23%	37 16%	25 16%	12 29%	22 19%	9 14%
		6%	14%	23%	29%	25% +	35%	24%	11% ++	21%	9%
MODERATELY	177 29%	10 22%	31 27%	45 32%	56 33%	31 28%	70 30%	50 33%	12 29%	33 29%	12 19%
		6%	18%	25%	32%	18%	40%	28%	7%	19%	7% --
MODERATELY HIGH	122 20%	12 27%	27 24%	27 19%	33 19%	21 19%	49 21%	29 19%	7 17%	21 19%	16 25%
		10%	22%	22%	27%	17%	40%	24%	6%	17%	13%
HIGH	109 18%	13 29%	26 23%	24 17%	29 17%	10 9%	40 17%	27 18%	6 15%	20 18%	16 25%
		12% +	24%	22%	27%	9% ---	37%	25%	6%	18%	15%
DON'T KNOW	28 5%	0 0%	4 4%	9 6%	7 4%	6 5%	10 4%	5 3%	2 5%	6 5%	5 8%
		0%	14%	32%	25%	21%	36%	18%	7%	21%	18%

Table 19: Q6 There are many things that contribute to water pollution in our area. Using a scale of 1 to 5, with 5 being high and 1 being low, how would you rate each of the following, IMPROPER DISPOSAL OF TRASH IN CITY LIMITS?

	EDUCATION						REGION				
	Total	LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602 100%	45 100%	114 100%	139 100%	170 100%	111 100%	232 100%	152 100%	41 100%	113 100%	64 100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
LOW	70 12%	6 13%	14 12%	11 8%	16 9%	18 16%	28 12%	17 11%	5 12%	13 12%	7 11%
		9%	20%	16%	23%	26%	40%	24%	7%	19%	10%
						+					
MODERATELY LOW	112 19%	7 16%	20 18%	31 22%	25 15%	27 24%	37 16%	35 23%	9 22%	17 15%	14 22%
		6%	18%	28%	22%	24%	33%	31%	8%	15%	13%
						+					
MODERATELY	163 27%	8 18%	26 23%	34 24%	54 32%	35 32%	71 31%	43 28%	10 24%	30 27%	9 14%
		5%	16%	21%	33%	21%	44%	26%	6%	18%	6%
						+					--
MODERATELY HIGH	121 20%	9 20%	21 18%	28 20%	43 25%	15 14%	44 19%	26 17%	11 27%	27 24%	13 20%
		7%	17%	23%	36%	12%	36%	21%	9%	22%	11%
					++	-					
HIGH	123 20%	14 31%	31 27%	32 23%	26 15%	15 14%	47 20%	27 18%	5 12%	26 23%	18 28%
		11%	25%	26%	21%	12%	38%	22%	4%	21%	15%
		+	++		--	--					
DON'T KNOW	13 2%	1 2%	2 2%	3 2%	6 4%	1 1%	5 2%	4 3%	1 2%	0 0%	3 5%
		8%	15%	23%	46%	8%	38%	31%	8%	0%	23%

Table 20: Q6 There are many things that contribute to water pollution in our area. Using a scale of 1 to 5, with 5 being high and 1 being low, how would you rate each of the following, IMPROPER DISPOSAL OF USED AUTOMOTIVE FLUIDS LIKE OIL AND ANTIFREEZE?

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	COLL GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602 100%	45 100%	114 100%	139 100%	170 100%	111 100%	232 100%	152 100%	41 100%	113 100%	64 100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
LOW	45 7%	5 11%	10 9%	7 5%	7 4%	13 12%	19 8%	5 3%	4 10%	7 6%	10 16%
		11%	22%	16%	16%	--	42%	11%	9%	16%	22%
						+		--			+++
MODERATELY LOW	72 12%	5 11%	7 6%	17 12%	27 16%	15 14%	27 12%	21 14%	6 15%	13 12%	5 8%
		7%	10%	24%	38%	21%	38%	29%	8%	18%	7%
			--		+						
MODERATELY	156 26%	7 16%	23 20%	33 24%	49 29%	38 34%	67 29%	46 30%	8 20%	27 24%	8 13%
		4%	15%	21%	31%	24%	43%	29%	5%	17%	5%
		-				++					---
MODERATELY HIGH	134 22%	10 22%	29 25%	36 26%	31 18%	25 23%	47 20%	33 22%	15 37%	25 22%	14 22%
		7%	22%	27%	23%	19%	35%	25%	11%	19%	10%
									++		
HIGH	178 30%	16 36%	41 36%	43 31%	52 31%	18 16%	67 29%	40 26%	8 20%	41 36%	22 34%
		9%	23%	24%	29%	10%	38%	22%	4%	23%	12%
			+			---				+	
DON'T KNOW	17 3%	2 4%	4 4%	3 2%	4 2%	2 2%	5 2%	7 5%	0 0%	0 0%	5 8%
		12%	24%	18%	24%	12%	29%	41%	0%	0%	29%
											++

Table 21: Q6 There are many things that contribute to water pollution in our area. Using a scale of 1 to 5, with 5 being high and 1 being low, how would you rate each of the following, USE AND IMPROPER DISPOSAL OF LAWN AND GARDEN CHEMICALS?

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	COLL GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602 100%	45 100%	114 100%	139 100%	170 100%	111 100%	232 100%	152 100%	41 100%	113 100%	64 100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
LOW	65 11%	5 11%	19 17%	15 11%	9 5%	14 13%	25 11%	19 13%	3 7%	8 7%	10 16%
		8%	29% ++	23%	14% ---	22%	38%	29%	5%	12%	15%
MODERATELY LOW	106 18%	8 18%	17 15%	29 21%	27 16%	20 18%	36 16%	23 15%	8 20%	23 20%	16 25%
		8%	16%	27%	25%	19%	34%	22%	8%	22%	15%
MODERATELY	171 28%	16 36%	25 22%	34 24%	60 35%	32 29%	71 31%	51 34%	7 17%	28 25%	14 22%
		9%	15% -	20%	35% ++	19%	42%	30%	4% -	16%	8%
MODERATELY HIGH	123 20%	5 11%	21 18%	27 19%	42 25%	23 21%	45 19%	25 16%	15 37%	28 25%	10 16%
		4%	17%	22%	34%	19%	37%	20%	12% +++	23%	8%
HIGH	118 20%	9 20%	30 26%	28 20%	30 18%	18 16%	46 20%	29 19%	7 17%	24 21%	12 19%
		8%	25% ++	24%	25%	15%	39%	25%	6%	20%	10%
DON'T KNOW	19 3%	2 4%	2 2%	6 4%	2 1%	4 4%	9 4%	5 3%	1 2%	2 2%	2 3%
		11%	11%	32%	11% -	21%	47%	26%	5%	11%	11%

Table 22: Q6 There are many things that contribute to water pollution in our area. Using a scale of 1 to 5, with 5 being high and 1 being low, how would you rate each of the following, HOUSEHOLD PRODUCTS USED OUTDOORS?

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602 100%	45 100%	114 100%	139 100%	170 100%	111 100%	232 100%	152 100%	41 100%	113 100%	64 100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
LOW	102 17%	8 18%	25 22%	22 16%	21 12%	22 20%	41 18%	22 14%	9 22%	19 17%	11 17%
		8%	25%	22%	21%	22%	40%	22%	9%	19%	11%
MODERATELY LOW	155 26%	9 20%	19 17%	40 29%	48 28%	36 32%	59 25%	37 24%	11 27%	30 27%	18 28%
		6%	12%	26%	31%	23%	38%	24%	7%	19%	12%
MODERATELY	170 28%	14 31%	27 24%	39 28%	54 32%	26 23%	69 30%	41 27%	12 29%	32 28%	16 25%
		8%	16%	23%	32%	15%	41%	24%	7%	19%	9%
MODERATELY HIGH	96 16%	5 11%	23 20%	19 14%	30 18%	17 15%	34 15%	28 18%	6 15%	21 19%	7 11%
		5%	24%	20%	31%	18%	35%	29%	6%	22%	7%
HIGH	56 9%	8 18%	14 12%	13 9%	13 8%	6 5%	23 10%	18 12%	2 5%	7 6%	6 9%
		14%	25%	23%	23%	11%	41%	32%	4%	13%	11%
DON'T KNOW	23 4%	1 2%	6 5%	6 4%	4 2%	4 4%	6 3%	6 4%	1 2%	4 4%	6 9%
		4%	26%	26%	17%	17%	26%	26%	4%	17%	26%
											++

Table 23: Q6 There are many things that contribute to water pollution in our area. Using a scale of 1 to 5, with 5 being high and 1 being low, how would you rate each of the following, RETAIL BUSINESS AND STORES?

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
LOW	125	8	27	33	32	22	48	29	12	20	16
	21%	18%	24%	24%	19%	20%	21%	19%	29%	18%	25%
		6%	22%	26%	26%	18%	38%	23%	10%	16%	13%
MODERATELY LOW	172	11	25	38	59	35	66	38	10	39	19
	29%	24%	22%	27%	35%	32%	28%	25%	24%	35%	30%
		6%	15%	22%	34%	20%	38%	22%	6%	23%	11%
				-	++						
MODERATELY	177	10	34	36	48	37	62	58	11	32	14
	29%	22%	30%	26%	28%	33%	27%	38%	27%	28%	22%
		6%	19%	20%	27%	21%	35%	33%	6%	18%	8%
								+++			
MODERATELY HIGH	65	7	15	19	14	8	25	16	5	12	7
	11%	16%	13%	14%	8%	7%	11%	11%	12%	11%	11%
		11%	23%	29%	22%	12%	38%	25%	8%	18%	11%
HIGH	27	5	8	2	9	3	14	4	1	7	1
	4%	11%	7%	1%	5%	3%	6%	3%	2%	6%	2%
		19%	30%	7%	33%	11%	52%	15%	4%	26%	4%
		++		--							
DON'T KNOW	36	4	5	11	8	6	17	7	2	3	7
	6%	9%	4%	8%	5%	5%	7%	5%	5%	3%	11%
		11%	14%	31%	22%	17%	47%	19%	6%	8%	19%
										-	+

Table 24: Q6 There are many things that contribute to water pollution in our area. Using a scale of 1 to 5, with 5 being high and 1 being low, how would you rate each of the following, THE OPERATION OF CARS AND TRUCKS?

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602 100%	45 100%	114 100%	139 100%	170 100%	111 100%	232 100%	152 100%	41 100%	113 100%	64 100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
LOW	49 8%	5 11%	11 10%	7 5%	13 8%	10 9%	17 7%	10 7%	3 7%	10 9%	9 14%
		10%	22%	14%	27%	20%	35%	20%	6%	20%	18% +
MODERATELY LOW	73 12%	2 4%	11 10%	21 15%	16 9%	20 18%	21 9%	28 18%	4 10%	14 12%	6 9%
		3%	15%	29%	22%	27%	29%	38%	5%	19%	8%
						++	-	+++			
MODERATELY	168 28%	13 29%	24 21%	45 32%	50 29%	31 28%	68 29%	38 25%	12 29%	36 32%	14 22%
		8%	14%	27%	30%	18%	40%	23%	7%	21%	8%
				-							
MODERATELY HIGH	166 28%	11 24%	29 25%	39 28%	49 29%	30 27%	64 28%	43 28%	17 41%	24 21%	18 28%
		7%	17%	23%	30%	18%	39%	26%	10%	14%	11%
									++	-	
HIGH	135 22%	13 29%	37 32%	25 18%	39 23%	18 16%	60 26%	27 18%	5 12%	28 25%	15 23%
		10%	27%	19%	29%	13%	44%	20%	4%	21%	11%
			+++			-					
DON'T KNOW	11 2%	1 2%	2 2%	2 1%	3 2%	2 2%	2 1%	6 4%	0 0%	1 1%	2 3%
		9%	18%	18%	27%	18%	18%	55%	0%	9%	18%
								++			

Table 25: Q6 There are many things that contribute to water pollution in our area. Using a scale of 1 to 5, with 5 being high and 1 being low, how would you rate each of the following, STORM WATER RUNOFF FROM HOMES AND BUSINESSES?

	EDUCATION						REGION				
	Total	LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
LOW	75	8	12	15	26	12	36	14	4	16	5
	12%	18%	11%	11%	15%	11%	16%	9%	10%	14%	8%
		11%	16%	20%	35%	16%	48%	19%	5%	21%	7%
							+				
MODERATELY LOW	103	10	17	30	22	20	36	29	6	17	15
	17%	22%	15%	22%	13%	18%	16%	19%	15%	15%	23%
		10%	17%	29%	21%	19%	35%	28%	6%	17%	15%
							-				
MODERATELY	200	14	39	41	59	39	70	54	13	43	20
	33%	31%	34%	29%	35%	35%	30%	36%	32%	38%	31%
		7%	19%	20%	29%	19%	35%	27%	6%	22%	10%
MODERATELY HIGH	130	6	24	29	39	27	54	32	12	24	8
	22%	13%	21%	21%	23%	24%	23%	21%	29%	21%	13%
		5%	18%	22%	30%	21%	42%	25%	9%	18%	6%
											-
HIGH	70	4	19	18	19	9	26	17	5	9	13
	12%	9%	17%	13%	11%	8%	11%	11%	12%	8%	20%
		6%	27%	26%	27%	13%	37%	24%	7%	13%	19%
			+								++
DON'T KNOW	24	3	3	6	5	4	10	6	1	4	3
	4%	7%	3%	4%	3%	4%	4%	4%	2%	4%	5%
		13%	13%	25%	21%	17%	42%	25%	4%	17%	13%

Table 26: Q6 There are many things that contribute to water pollution in our area. Using a scale of 1 to 5, with 5 being high and 1 being low, how would you rate each of the following, AGRICULTURAL CHEMICALS INCLUDING PESTICIDES, SPRAYS, AND FERTILIZERS?

	EDUCATION						REGION				
	Total	LESS HS	COMP LETE HS	SOME COLL	COLL GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602 100%	45 100%	114 100%	139 100%	170 100%	111 100%	232 100%	152 100%	41 100%	113 100%	64 100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
LOW	42 7%	1 2%	10 9%	11 8%	7 4%	10 9%	15 6%	9 6%	3 7%	11 10%	4 6%
		2%	24%	26%	17%	24%	36%	21%	7%	26%	10%
					-						
MODERATELY LOW	45 7%	5 11%	6 5%	15 11%	12 7%	7 6%	20 9%	8 5%	2 5%	4 4%	11 17%
		11%	13%	33%	27%	16%	44%	18%	4%	9%	24%
				+						-	+++
MODERATELY	133 22%	11 24%	27 24%	32 23%	39 23%	18 16%	53 23%	35 23%	7 17%	22 19%	16 25%
		8%	20%	24%	29%	14%	40%	26%	5%	17%	12%
					-						
MODERATELY HIGH	149 25%	8 18%	25 22%	31 22%	45 26%	32 29%	51 22%	46 30%	13 32%	25 22%	14 22%
		5%	17%	21%	30%	21%	34%	31%	9%	17%	9%
							+				
HIGH	217 36%	18 40%	43 38%	46 33%	65 38%	39 35%	84 36%	51 34%	15 37%	49 43%	18 28%
		8%	20%	21%	30%	18%	39%	24%	7%	23%	8%
										+	
DON'T KNOW	16 3%	2 4%	3 3%	4 3%	2 1%	5 5%	9 4%	3 2%	1 2%	2 2%	1 2%
		13%	19%	25%	13%	31%	56%	19%	6%	13%	6%

Table 27: Q6 There are many things that contribute to water pollution in our area. Using a scale of 1 to 5, with 5 being high and 1 being low, how would you rate each of the following, RESIDENTS?

	EDUCATION					REGION					
	Total	LESS HS	COMP LETE HS	SOME COLL	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO	
Unweighted Base	602 100%	45 100%	114 100%	139 100%	170 100%	111 100%	232 100%	152 100%	41 100%	113 100%	64 100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
LOW	90 15%	6 13%	18 16%	21 15%	16 9%	25 23%	32 14%	19 13%	9 22%	16 14%	14 22%
		7%	20%	23%	18%	-- ++	36%	21%	10%	18%	16%
MODERATELY LOW	161 27%	13 29%	26 23%	31 22%	58 34%	27 24%	70 30%	43 28%	6 15%	24 21%	18 28%
		8%	16%	19%	36%	17%	43%	27%	4%	15%	11%
					++				-		
MODERATELY	193 32%	15 33%	29 25%	50 36%	56 33%	37 33%	71 31%	56 37%	14 34%	39 35%	13 20%
		8%	15%	26%	29%	19%	37%	29%	7%	20%	7%
											--
MODERATELY HIGH	75 12%	5 11%	21 18%	16 12%	21 12%	10 9%	28 12%	20 13%	6 15%	17 15%	4 6%
		7%	28%	21%	28%	13%	37%	27%	8%	23%	5%
											++
HIGH	66 11%	5 11%	15 13%	17 12%	16 9%	10 9%	24 10%	11 7%	5 12%	16 14%	10 16%
		8%	23%	26%	24%	15%	36%	17%	8%	24%	15%
											-
DON'T KNOW	17 3%	1 2%	5 4%	4 3%	3 2%	2 2%	7 3%	3 2%	1 2%	1 1%	5 8%
		6%	29%	24%	18%	12%	41%	18%	6%	6%	29%
											++

Table 28: Q7 When you're away from home, how do you normally get rid of your trash? (DO NOT READ)

	Total	EDUCATION					REGION				
		COMP		SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN	
		LESS HS	LETE HS							MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
USE TRASH BINS/ RECEPTACLES	590	43	112	138	167	108	227	149	41	111	62
	98%	96%	98%	99%	98%	97%	98%	98%	100%	98%	97%
		7%	19%	23%	28%	18%	38%	25%	7%	19%	11%
THROW IT ON THE GROUND	3	0	0	0	1	1	2	0	0	1	0
	0%	0%	0%	0%	1%	1%	1%	0%	0%	1%	0%
		0%	0%	0%	33%	33%	67%	0%	0%	33%	0%
THROW IT OUT THE CAR WINDOW	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
OTHER (SPECIFY _____)	4	1	1	0	1	1	0	2	0	1	1
	1%	2%	1%	0%	1%	1%	0%	1%	0%	1%	2%
		25%	25%	0%	25%	25%	0%	50%	0%	25%	25%
DON'T KNOW/ REFUSED	5	1	1	1	1	1	3	1	0	0	1
	1%	2%	1%	1%	1%	1%	1%	1%	0%	0%	2%
		20%	20%	20%	20%	20%	60%	20%	0%	0%	20%

Table 29: Q8 In the last year, have you ever thrown trash or cigarette butts on the ground?

	Total	EDUCATION					REGION				
		COMP		SOME COLL	SOME COLL GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN	
		LESS HS	LETE HS							MAT EO	SOL ANO
Unweighted Base	599 100%	45 100%	114 100%	139 100%	169 100%	110 100%	230 100%	152 100%	41 100%	112 100%	64 100%
		8%	19%	23%	28%	18%	38%	25%	7%	19%	11%
YES	100 17%	10 22%	25 22%	27 19%	20 12%	11 10%	43 19%	22 14%	3 7%	18 16%	14 22%
		10%	25%	27%	20%	11%	43%	22%	3%	18%	14%
			+		--	--			-		
NO	495 83%	35 78%	87 76%	111 80%	149 88%	98 89%	185 80%	129 85%	37 90%	94 84%	50 78%
		7%	18%	22%	30%	20%	37%	26%	7%	19%	10%
			--		++	++					
DON'T KNOW/ REFUSED	4 1%	0 0%	2 2%	1 1%	0 0%	1 1%	2 1%	1 1%	1 2%	0 0%	0 0%
		0%	50%	25%	0%	25%	50%	25%	25%	0%	0%

Table 30: Q9 In the last year, have you ever thrown trash or cigarette butts out the car window?

	Total	EDUCATION					REGION				
		COMP		SOME			ALA	CNTR	MAR	SAN	
		LESS HS	LETE HS	SOME COLL	COLL GRAD	GRAD MORE				MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
YES	78	11	14	19	16	13	45	12	0	13	8
	13%	24%	12%	14%	9%	12%	19%	8%	0%	12%	13%
		14%	18%	24%	21%	17%	58%	15%	0%	17%	10%
		++					+++	--			
NO	521	34	99	119	154	97	186	139	41	99	56
	87%	76%	87%	86%	91%	87%	80%	91%	100%	88%	88%
		7%	19%	23%	30%	19%	36%	27%	8%	19%	11%
		--			+		---	++	+++		
DON'T KNOW/ REFUSED	3	0	1	1	0	1	1	1	0	1	0
	0%	0%	1%	1%	0%	1%	0%	1%	0%	1%	0%
		0%	33%	33%	0%	33%	33%	33%	0%	33%	0%

Table 31: Q10A Now, I'd like to read a list of products that are found in some households. As I read each, please tell me if you or someone in your household has used this product in the past year or so. PESTICIDES OR WEED KILLERS?

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	COLL GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
YES	259	18	47	58	76	50	91	81	15	40	32
	43%	40%	41%	42%	45%	45%	39%	53%	37%	35%	50%
		7%	18%	22%	29%	19%	35%	31%	6%	15%	12%
							+++				-
NO	339	27	66	81	93	60	140	70	26	71	32
	56%	60%	58%	58%	55%	54%	60%	46%	63%	63%	50%
		8%	19%	24%	27%	18%	41%	21%	8%	21%	9%

DON'T KNOW/ REFUSED	4	0	1	0	1	1	1	1	0	2	0
	1%	0%	1%	0%	1%	1%	0%	1%	0%	2%	0%
		0%	25%	0%	25%	25%	25%	25%	0%	50%	0%

Table 32: Q10B Now, I'd like to read a list of products that are found in some households. As I read each, please tell me if you or someone in your household has used this product in the past year or so. FERTILIZERS?

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
YES	266	17	53	48	81	55	99	81	19	35	32
	44%	38%	46%	35%	48%	50%	43%	53%	46%	31%	50%
		6%	20%	18%	30%	21%	37%	30%	7%	13%	12%
				---				+++		---	
NO	331	28	60	90	87	55	130	69	22	78	32
	55%	62%	53%	65%	51%	50%	56%	45%	54%	69%	50%
		8%	18%	27%	26%	17%	39%	21%	7%	24%	10%
				+++				---		+++	
DON'T KNOW/ REFUSED	5	0	1	1	2	1	3	2	0	0	0
	1%	0%	1%	1%	1%	1%	1%	1%	0%	0%	0%
		0%	20%	20%	40%	20%	60%	40%	0%	0%	0%

Table 33: Q11 How do you normally get rid of or dispose of, leftover pesticides and fertilizers? (DO NOT READ)

	Total	EDUCATION					REGION				
		COMP		SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN	
		LESS HS	LETE HS							MAT EO	SOL ANO
Unweighted Base	335	22	64	71	99	66	119	99	24	53	40
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	21%	30%	20%	36%	30%	7%	16%	12%
01 USE IT ALL UP, NOTHING LEFT	155	8	25	32	51	34	63	38	7	26	21
	46%	36%	39%	45%	52%	52%	53%	38%	29%	49%	52%
		5%	16%	21%	33%	22%	41%	25%	5%	17%	14%
							+	-			
02 BURY IT IN THE GROUND	9	1	3	0	3	1	3	4	1	1	0
	3%	5%	5%	0%	3%	2%	3%	4%	4%	2%	0%
		11%	33%	0%	33%	11%	33%	44%	11%	11%	0%
03 PUT IT IN THE TRASH/ LANDFILL	41	3	6	10	13	6	14	14	4	8	1
	12%	14%	9%	14%	13%	9%	12%	14%	17%	15%	3%
		7%	15%	24%	32%	15%	34%	34%	10%	20%	2%
											--
04 POUR IT IN THE GUTTER/ STREET (STORM) DRAIN	3	1	0	0	1	0	1	2	0	0	0
	1%	5%	0%	0%	1%	0%	1%	2%	0%	0%	0%
		33%	0%	0%	33%	0%	33%	67%	0%	0%	0%
05 POUR IT DOWN A SERWER/ HOUSEHOLD DRAIN	3	1	0	1	1	0	1	0	0	2	0
	1%	5%	0%	1%	1%	0%	1%	0%	0%	4%	0%
		33%	0%	33%	33%	0%	33%	0%	0%	67%	0%
										++	
06 POUR IT ON THE DIRT/ GROUND	2	0	1	1	0	0	1	0	0	0	1
	1%	0%	2%	1%	0%	0%	1%	0%	0%	0%	3%
		0%	50%	50%	0%	0%	50%	0%	0%	0%	50%
											+
07 STORE IT FOR FUTURE USE	27	4	6	6	6	4	9	6	3	3	6
	8%	18%	9%	8%	6%	6%	8%	6%	13%	6%	15%
		15%	22%	22%	22%	15%	33%	22%	11%	11%	22%
											+

(continued)

Table 33: Q11 How do you normally get rid of or dispose of, leftover pesticides and fertilizers? (DO NOT READ) (continued)

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	COLL GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	335	22	64	71	99	66	119	99	24	53	40
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	21%	30%	20%	36%	30%	7%	16%	12%
08 TAKE IT TO A HOUSEHOLD HAZARDOUS WASTE COLLECTION EVENT/ CENTER	74	2	18	16	19	17	20	31	5	10	8
	22%	9%	28%	23%	19%	26%	17%	31%	21%	19%	20%
		3%	24%	22%	26%	23%	27%	42%	7%	14%	11%
							-	+++			
09 OTHER (SPECIFY _____)	4	0	1	2	1	0	1	1	1	1	0
		1%	0%	2%	3%	1%	0%	1%	1%	4%	2%
		0%	25%	50%	25%	0%	25%	25%	25%	25%	0%
REFUSED/ UNABLE TO ANSWER	17	2	4	3	4	4	6	3	3	2	3
	5%	9%	6%	4%	4%	6%	5%	3%	13%	4%	8%
		12%	24%	18%	24%	24%	35%	18%	18%	12%	18%

Table 34: Q10C Now, I'd like to read a list of products that are found in some households. As I read each, please tell me if you or someone in your household has used this product in the past year or so. MERCURY THERMOMETER?

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
YES	81	5	17	20	20	14	32	23	5	14	7
	13%	11%	15%	14%	12%	13%	14%	15%	12%	12%	11%
		6%	21%	25%	25%	17%	40%	28%	6%	17%	9%
NO	514	38	94	117	150	97	196	128	36	97	57
	85%	84%	82%	84%	88%	87%	84%	84%	88%	86%	89%
		7%	18%	23%	29%	19%	38%	25%	7%	19%	11%
DON'T KNOW/ REFUSED	7	2	3	2	0	0	4	1	0	2	0
	1%	4%	3%	1%	0%	0%	2%	1%	0%	2%	0%
		29%	43%	29%	0%	0%	57%	14%	0%	29%	0%
			++								

Table 35: Q10D Now, I'd like to read a list of products that are found in some households. As I read each, please tell me if you or someone in your household has used this product in the past year or so. FLOURESCENT LIGHT BULBS?

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
YES	322	14	62	80	84	73	128	77	28	49	40
	53%	31%	54%	58%	49%	66%	55%	51%	68%	43%	63%
		4%	19%	25%	26%	23%	40%	24%	9%	15%	12%
		---				+++			++	--	
NO	270	30	50	56	84	37	99	74	11	62	24
	45%	67%	44%	40%	49%	33%	43%	49%	27%	55%	38%
		11%	19%	21%	31%	14%	37%	27%	4%	23%	9%
		+++				---			--	++	
DON'T KNOW/ REFUSED	10	1	2	3	2	1	5	1	2	2	0
	2%	2%	2%	2%	1%	1%	2%	1%	5%	2%	0%
		10%	20%	30%	20%	10%	50%	10%	20%	20%	0%
									+		

Table 36: Q12 How do you normally get rid of or dispose of, mercury thermometers or fluorescent light bulbs? (DO NOT READ)

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME COLL GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	343	16	67	83	90	77	139	81	30	52	41
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		5%	20%	24%	26%	22%	41%	24%	9%	15%	12%
BURY IT IN THE GROUND	6	1	0	3	1	1	2	2	0	2	0
	2%	6%	0%	4%	1%	1%	1%	2%	0%	4%	0%
		17%	0%	50%	17%	17%	33%	33%	0%	33%	0%
PUT IT IN THE TRASH/ LANDFILL	182	11	38	51	43	33	85	39	11	24	23
	53%	69%	57%	61%	48%	43%	61%	48%	37%	46%	56%
		6%	21%	28%	24%	18%	47%	21%	6%	13%	13%
				+		--	++		-		
TAKE IT TO A HOUSEHOLD HAZARDOUS WASTE COLLECTION EVENT/ CENTER	102	3	20	16	33	27	33	26	13	18	12
	30%	19%	30%	19%	37%	35%	24%	32%	43%	35%	29%
		3%	20%	16%	32%	26%	32%	25%	13%	18%	12%
				--	+		--		+		
OTHER (SPECIFY _____)	1	0	1	0	0	0	0	0	1	0	0
	0%	0%	1%	0%	0%	0%	0%	0%	3%	0%	0%
		0%	100%	0%	0%	0%	0%	0%	100%	0%	0%
			++						+++		
REFUSED/ UNABLE TO ANSWER	38	1	5	9	10	12	17	7	3	6	5
	11%	6%	7%	11%	11%	16%	12%	9%	10%	12%	12%
		3%	13%	24%	26%	32%	45%	18%	8%	16%	13%
HAVE NOT HAD TO DISPOSE OF YET	14	0	3	4	3	4	2	7	2	2	1
	4%	0%	4%	5%	3%	5%	1%	9%	7%	4%	2%
		0%	21%	29%	21%	29%	14%	50%	14%	14%	7%
							--	++			

Table 37: Q13 Have you or anyone in your household ever changed the oil in your car, or anyone else's car, while at your home?

	Total	EDUCATION					REGION				
		COMP		SOME			ALA	CNTR	MAR	SAN	
		LESS HS	LETE HS	SOME COLL	COLL GRAD	GRAD MORE				MAT EO	SOL ANO
Unweighted Base	602 100%	45 100%	114 100%	139 100%	170 100%	111 100%	232 100%	152 100%	41 100%	113 100%	64 100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
YES	190 32%	11 24%	44 39%	46 33%	49 29%	30 27%	74 32%	47 31%	10 24%	33 29%	26 41%
		6%	23%	24%	26%	16%	39%	25%	5%	17%	14%
			+								+
NO	410 68%	34 76%	69 61%	93 67%	120 71%	81 73%	156 67%	105 69%	31 76%	80 71%	38 59%
		8%	17%	23%	29%	20%	38%	26%	8%	20%	9%
			-								
REFUSED/ DON'T KNOW	2 0%	0 0%	1 1%	0 0%	1 1%	0 0%	2 1%	0 0%	0 0%	0 0%	0 0%
		0%	50%	0%	50%	0%	100%	0%	0%	0%	0%
							+				

Table 38: Q14 How do you normally get rid of, or dispose of, leftover oil?

	Total	EDUCATION					REGION				
		COMP		SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN	
		LESS HS	LETE HS							MAT EO	SOL ANO
Unweighted Base	190 100%	11 100%	44 100%	46 100%	49 100%	30 100%	74 100%	47 100%	10 100%	33 100%	26 100%
		6%	23%	24%	26%	16%	39%	25%	5%	17%	14%
01 USE IT ALL UP, NOTHING LEFT	4 2%	0 0%	0 0%	2 4%	1 2%	1 3%	1 1%	1 2%	0 0%	2 6%	0 0%
		0%	0%	50%	25%	25%	25%	25%	0%	50%	0%
										+	
02 BURY IT IN THE GROUND	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
03 PUT IT IN THE TRASH/ LANDFILL	12 6%	0 0%	2 5%	5 11%	2 4%	2 7%	10 14%	1 2%	0 0%	1 3%	0 0%
		0%	17%	42%	17%	17%	83%	8%	0%	8%	0%
							+++				
04 POUR IT IN THE GUTTER/ STREET (STORM) DRAIN	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 4%	0 0%	0 0%	0 0%
		0%	0%	0%	0%	0%	0%	100%	0%	0%	0%
								++			
05 POUR IT DOWN A SERWER/ HOUSEHOLD DRAIN	2 1%	1 9%	0 0%	0 0%	0 0%	1 3%	2 3%	0 0%	0 0%	0 0%	0 0%
		50%	0%	0%	0%	50%	100%	0%	0%	0%	0%
							+				
06 POUR IT ON THE DIRT/ GROUND	1 1%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%
		0%	0%	100%	0%	0%	0%	100%	0%	0%	0%
				+				+			
07 STORE IT FOR FUTURE USE	2 1%	1 9%	1 2%	0 0%	0 0%	0 0%	0 0%	1 2%	0 0%	1 3%	0 0%
		50%	50%	0%	0%	0%	0%	50%	0%	50%	0%

(continued)

Table 38: Q14 How do you normally get rid of, or dispose of, leftover oil?
(continued)

	Total	EDUCATION					REGION				
		LESS HS	COMPLETE HS	SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	190	11	44	46	49	30	74	47	10	33	26
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		6%	23%	24%	26%	16%	39%	25%	5%	17%	14%
08 TAKE IT TO A HOUSEHOLD HAZARDOUS WASTE COLLECTION EVENT/CENTER	150	7	39	33	39	25	53	39	9	25	24
	79%	64%	89%	72%	80%	83%	72%	83%	90%	76%	92%
		5%	26%	22%	26%	17%	35%	26%	6%	17%	16%
			+				--				
09 CURBSIDE COLLECTION	9	1	1	3	4	0	4	1	0	3	1
	5%	9%	2%	7%	8%	0%	5%	2%	0%	9%	4%
		11%	11%	33%	44%	0%	44%	11%	0%	33%	11%
OTHER (SPECIFY _____)	0	0	0	0	0	0	0	0	0	0	0
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
REFUSED/ UNABLE TO ANSWER	8	1	1	2	3	1	4	1	1	1	1
	4%	9%	2%	4%	6%	3%	5%	2%	10%	3%	4%
		13%	13%	25%	38%	13%	50%	13%	13%	13%	13%

Table 39: Q15 Do you have storm drains in your neighborhood?

	Total	EDUCATION					REGION				
		COMP		SOME			ALA MEDA	CNTR CSTA	MAR IN	SAN	
		LESS HS	LETE HS	SOME COLL	COLL GRAD	GRAD MORE				MAT EO	SOL ANO
Unweighted Base	602 100%	45 100%	114 100%	139 100%	170 100%	111 100%	232 100%	152 100%	41 100%	113 100%	64 100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
YES	475 79%	34 76%	94 82%	99 71%	136 80%	95 86%	186 80%	116 76%	32 78%	84 74%	57 89%
		7%	20%	21%	29%	20%	39%	24%	7%	18%	12%
				--		+					++
NO	87 14%	8 18%	15 13%	28 20%	22 13%	10 9%	32 14%	23 15%	5 12%	24 21%	3 5%
		9%	17%	32%	25%	11%	37%	26%	6%	28%	3%
				++		-				++	--
DON'T KNOW	40 7%	3 7%	5 4%	12 9%	12 7%	6 5%	14 6%	13 9%	4 10%	5 4%	4 6%
		8%	13%	30%	30%	15%	35%	32%	10%	13%	10%

Table 40: Q16 Generally, how familiar would you say you are with the storm drain system in your area? Would you say you are.....

	Total	EDUCATION					REGION				
		COMP		SOME COLL	SOME COLL GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN	
		LESS HS	LETE HS							MAT EO	SOL ANO
Unweighted Base	475	34	94	99	136	95	186	116	32	84	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	20%	21%	29%	20%	39%	24%	7%	18%	12%
VERY FAMILIAR	107	8	16	22	29	26	41	26	12	20	8
	23%	24%	17%	22%	21%	27%	22%	22%	38%	24%	14%
		7%	15%	21%	27%	24%	38%	24%	11%	19%	7%
									++		
SOMEWHAT FAMILIAR	188	11	38	31	62	40	76	51	12	31	18
	40%	32%	40%	31%	46%	42%	41%	44%	38%	37%	32%
		6%	20%	16%	33%	21%	40%	27%	6%	16%	10%
				-	+						
NOT AT ALL FAMILIAR	168	13	35	44	45	27	62	38	8	32	28
	35%	38%	37%	44%	33%	28%	33%	33%	25%	38%	49%
		8%	21%	26%	27%	16%	37%	23%	5%	19%	17%
				++							++
DON'T KNOW/ UNSURE	12	2	5	2	0	2	7	1	0	1	3
	3%	6%	5%	2%	0%	2%	4%	1%	0%	1%	5%
		17%	42%	17%	0%	17%	58%	8%	0%	8%	25%
			+								

Table 41: Q18 As you may know, rainwater flows through streets, along gutters and into underground storm drain pipelines. As far as you know, where does the water that flows into the storm drains go? FIRST MENTION

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
01 TO DETENTION/ RETENTION BASINS	23	2	7	3	7	3	12	3	3	5	0
	4%	4%	6%	2%	4%	3%	5%	2%	7%	4%	0%
		9%	30%	13%	30%	13%	52%	13%	13%	22%	0%
02 TO A RIVER	44	3	10	8	17	4	8	23	2	6	5
	7%	7%	9%	6%	10%	4%	3%	15%	5%	5%	8%
		7%	23%	18%	39%	9%	18%	52%	5%	14%	11%
						-	---	+++			
03 TO GROUNDWATER	24	2	5	6	6	2	9	9	1	4	1
	4%	4%	4%	4%	4%	2%	4%	6%	2%	4%	2%
		8%	21%	25%	25%	8%	38%	38%	4%	17%	4%
04 TO A CREEK	34	1	4	11	11	7	12	16	1	3	2
	6%	2%	4%	8%	6%	6%	5%	11%	2%	3%	3%
		3%	12%	32%	32%	21%	35%	47%	3%	9%	6%
								+++			
05 TO THE DELTA	19	1	4	3	8	3	4	12	0	0	3
	3%	2%	4%	2%	5%	3%	2%	8%	0%	0%	5%
		5%	21%	16%	42%	16%	21%	63%	0%	0%	16%
								+++			
06 TO THE BAY	247	13	45	49	72	62	110	43	20	48	26
	41%	29%	39%	35%	42%	56%	47%	28%	49%	42%	41%
		5%	18%	20%	29%	25%	45%	17%	8%	19%	11%
		-				+++	++	---			
07 TO THE OCEAN	53	5	11	11	16	8	23	8	2	18	2
	9%	11%	10%	8%	9%	7%	10%	5%	5%	16%	3%
		9%	21%	21%	30%	15%	43%	15%	4%	34%	4%
								-		+++	-

(continued)

Table 41: Q18 As you may know, rainwater flows through streets, along gutters and into underground storm drain pipelines. As far as you know, where does the water that flows into the storm drains go? FIRST MENTION
(continued)

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	COLL GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
08 TO A CANAL/ IRRIGATION CANAL	13	0	4	4	2	2	4	4	1	3	1
	2%	0%	4%	3%	1%	2%	2%	3%	2%	3%	2%
		0%	31%	31%	15%	15%	31%	31%	8%	23%	8%
09 TO A SEWAGE PLANT/ WASTEWATER TREATMENT PLANT	49	3	8	14	10	13	16	11	6	10	6
	8%	7%	7%	10%	6%	12%	7%	7%	15%	9%	9%
		6%	16%	29%	20%	27%	33%	22%	12%	20%	12%
TO SOME SORT OF PLACE WHERE IT IS SORTED	7	0	2	3	2	0	4	1	0	1	1
	1%	0%	2%	2%	1%	0%	2%	1%	0%	1%	2%
		0%	29%	43%	29%	0%	57%	14%	0%	14%	14%
OTHER (SPECIFY _____)	8	0	2	1	1	3	4	2	0	1	1
	1%	0%	2%	1%	1%	3%	2%	1%	0%	1%	2%
		0%	25%	13%	13%	38%	50%	25%	0%	13%	13%
DON'T KNOW	81	15	12	26	18	4	26	20	5	14	16
	13%	33%	11%	19%	11%	4%	11%	13%	12%	12%	25%
		19%	15%	32%	22%	5%	32%	25%	6%	17%	20%
		+++		++		---					+++
NO MORE MENTIONS	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Table 42: Q18 As you may know, rainwater flows through streets, along gutters and into underground storm drain pipelines. As far as you know, where does the water that flows into the storm drains go? TOTAL RESPONSES

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Weighted base	824 100%	58 100%	149 100%	176 100%	241 100%	161 100%	311 100%	207 100%	57 100%	175 100%	74 100%
		7%	18%	21%	29%	20%	38%	25%	7%	21%	9%
01 TO DETENTION/ RETENTION BASINS	26 3%	3 5%	8 5%	4 2%	7 3%	3 2%	13 4%	4 2%	3 5%	6 3%	0 0%
		12%	31%	15%	27%	12%	50%	15%	12%	23%	0%
02 TO A RIVER	60 7%	3 5%	12 8%	12 7%	19 8%	10 6%	12 4%	29 14%	4 7%	10 6%	5 7%
		5%	20%	20%	32%	17%	20%	48%	7%	17%	8%
							--	+++			
03 TO GROUNDWATER	35 4%	3 5%	7 5%	10 6%	8 3%	4 2%	13 4%	9 4%	1 2%	11 6%	1 1%
		9%	20%	29%	23%	11%	37%	26%	3%	31%	3%
04 TO A CREEK	56 7%	1 2%	8 5%	14 8%	20 8%	12 7%	17 5%	26 13%	2 4%	8 5%	3 4%
		2%	14%	25%	36%	21%	30%	46%	4%	14%	5%
								+++			
05 TO THE DELTA	29 4%	1 2%	4 3%	6 3%	11 5%	6 4%	5 2%	18 9%	1 2%	2 1%	3 4%
		3%	14%	21%	38%	21%	17%	62%	3%	7%	10%
							--	+++			
06 TO THE BAY	292 35%	17 29%	48 32%	59 34%	88 37%	68 42%	128 41%	57 28%	24 42%	56 32%	27 36%
		6%	16%	20%	30%	23%	44%	20%	8%	19%	9%
						+	++	--			
07 TO THE OCEAN	96 12%	7 12%	20 13%	14 8%	32 13%	18 11%	38 12%	15 7%	3 5%	32 18%	8 11%
		7%	21%	15%	33%	19%	40%	16%	3%	33%	8%
								-		++	

(continued)

Table 42: Q18 As you may know, rainwater flows through streets, along gutters and into underground storm drain pipelines. As far as you know, where does the water that flows into the storm drains go? TOTAL RESPONSES
(continued)

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	COLL GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Weighted base	824 100%	58 100%	149 100%	176 100%	241 100%	161 100%	311 100%	207 100%	57 100%	175 100%	74 100%
		7%	18%	21%	29%	20%	38%	25%	7%	21%	9%
08 TO A CANAL/ IRRIGATION CANAL	29 4%	1 2%	10 7%	5 3%	8 3%	4 2%	11 4%	7 3%	4 7%	5 3%	2 3%
		3%	34% ++	17%	28%	14%	38%	24%	14%	17%	7%
09 TO A SEWAGE PLANT/ WASTEWAER TREATMENT PLANT	78 9%	4 7%	11 7%	17 10%	20 8%	24 15%	28 9%	15 7%	8 14%	20 11%	7 9%
		5%	14%	22%	26%	31% ++	36%	19%	10%	26%	9%
TO SOME SORT OF PLACE WHERE IT IS SORTED	18 2%	2 3%	3 2%	4 2%	7 3%	2 1%	9 3%	2 1%	1 2%	5 3%	1 1%
		11%	17%	22%	39%	11%	50%	11%	6%	28%	6%
OTHER (SPECIFY _____)	10 1%	0 0%	2 1%	1 1%	2 1%	3 2%	5 2%	2 1%	0 0%	2 1%	1 1%
		0%	20%	10%	20%	30%	50%	20%	0%	20%	10%
DON'T KNOW	95 12%	16 28%	16 11%	30 17%	19 8%	7 4%	32 10%	23 11%	6 11%	18 10%	16 22%
		17% +++	17%	32% ++	20%	7% -	34% ---	24%	6%	19%	17% +++

Table 43: Q19 As far as you know, how does the water that ends up in storm drains get there? That is where does it flow from?
FIRST MENTION

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
01 DRIVEWAYS	171	10	26	39	58	32	53	39	13	48	18
	28%	22%	23%	28%	34%	29%	23%	26%	32%	42%	28%
		6%	15%	23%	34%	19%	31%	23%	8%	28%	11%
					+		--			+++	
02 ROOFTOPS	57	5	7	15	17	12	24	17	2	12	2
	9%	11%	6%	11%	10%	11%	10%	11%	5%	11%	3%
		9%	12%	26%	30%	21%	42%	30%	4%	21%	4%
											-
03 SIDEWALKS	95	4	21	24	31	13	43	24	6	14	8
	16%	9%	18%	17%	18%	12%	19%	16%	15%	12%	13%
		4%	22%	25%	33%	14%	45%	25%	6%	15%	8%
04 PARKING LOTS	29	2	5	11	8	1	7	13	0	7	2
	5%	4%	4%	8%	5%	1%	3%	9%	0%	6%	3%
		7%	17%	38%	28%	3%	24%	45%	0%	24%	7%
				+		--	++				
05 LAWNS	35	2	9	6	8	8	16	12	4	2	1
	6%	4%	8%	4%	5%	7%	7%	8%	10%	2%	2%
		6%	26%	17%	23%	23%	46%	34%	11%	6%	3%
										--	
06 PARKS	5	0	0	2	3	0	1	3	0	1	0
	1%	0%	0%	1%	2%	0%	0%	2%	0%	1%	0%
		0%	0%	40%	60%	0%	20%	60%	0%	20%	0%
							+				
07 OPEN SPACE	37	3	7	7	8	11	19	10	2	3	3
	6%	7%	6%	5%	5%	10%	8%	7%	5%	3%	5%
		8%	19%	19%	22%	30%	51%	27%	5%	8%	8%
					+	+				-	

(continued)

Table 43: Q19 As far as you know, how does the water that ends up in storm drains get there? That is where does it flow from?
FIRST MENTION

(continued)

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	COLL GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602 100%	45 100%	114 100%	139 100%	170 100%	111 100%	232 100%	152 100%	41 100%	113 100%	64 100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
08 OTHER (SPECIFY _____)	37 6%	3 7%	6 5%	11 8%	7 4%	10 9%	18 8%	4 3%	2 5%	3 3%	10 16%
		8%	16%	30%	19%	27%	49%	11%	5%	8%	27%
							--			-	+++
09 DON'T KNOW	91 15%	14 31%	24 21%	15 11%	19 11%	14 13%	36 16%	19 13%	4 10%	19 17%	13 20%
		15%	26%	16%	21%	15%	40%	21%	4%	21%	14%
		+++	++		-						
NO MORE MENTIONS	14 2%	1 2%	4 4%	2 1%	3 2%	2 2%	9 4%	5 3%	0 0%	0 0%	0 0%
		7%	29%	14%	21%	14%	64%	36%	0%	0%	0%
							++				
STREETS	12 2%	1 2%	1 1%	2 1%	3 2%	3 3%	2 1%	3 2%	5 12%	0 0%	2 3%
		8%	8%	17%	25%	25%	17%	25%	42%	0%	17%
									+++		
RAIN	19 3%	0 0%	4 4%	5 4%	5 3%	5 5%	4 2%	3 2%	3 7%	4 4%	5 8%
		0%	21%	26%	26%	26%	21%	16%	16%	21%	26%
											++
DOWN THE HILLS	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Table 44: Q19 As far as you know, how does the water that ends up in storm drains get there? That is where does it flow from?
TOTAL RESPONSES

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Weighted base	1221	78	222	282	360	230	425	295	71	313	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		6%	18%	23%	29%	19%	35%	24%	6%	26%	10%
01 DRIVEWAYS	205	13	30	52	66	37	72	45	14	54	20
	17%	17%	14%	18%	18%	16%	17%	15%	20%	17%	17%
		6%	15%	25%	32%	18%	35%	22%	7%	26%	10%
02 ROOFTOPS	149	9	23	38	47	27	44	38	8	48	11
	12%	12%	10%	13%	13%	12%	10%	13%	11%	15%	9%
		6%	15%	26%	32%	18%	30%	26%	5%	32%	7%
03 SIDEWALKS	225	12	42	56	70	38	81	53	12	61	18
	18%	15%	19%	20%	19%	17%	19%	18%	17%	19%	15%
		5%	19%	25%	31%	17%	36%	24%	5%	27%	8%
04 PARKING LOTS	135	10	25	29	41	24	37	36	4	44	14
	11%	13%	11%	10%	11%	10%	9%	12%	6%	14%	12%
		7%	19%	21%	30%	18%	27%	27%	3%	33%	10%
05 LAWNS	148	7	33	33	42	27	55	37	8	35	13
	12%	9%	15%	12%	12%	12%	13%	13%	11%	11%	11%
		5%	22%	22%	28%	18%	37%	25%	5%	24%	9%
06 PARKS	61	2	11	12	18	15	15	20	1	22	3
	5%	3%	5%	4%	5%	7%	4%	7%	1%	7%	3%
		3%	18%	20%	30%	25%	25%	33%	2%	36%	5%
07 OPEN SPACE	91	5	15	20	26	20	32	29	6	18	6
	7%	6%	7%	7%	7%	9%	8%	10%	8%	6%	5%
		5%	16%	22%	29%	22%	35%	32%	7%	20%	7%

(continued)

Table 44: Q19 As far as you know, how does the water that ends up in storm drains get there? That is where does it flow from?
TOTAL RESPONSES

(continued)

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	COLL GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Weighted base	1221 100%	78 100% 6%	222 100% 18%	282 100% 23%	360 100% 29%	230 100% 19%	425 100% 35%	295 100% 24%	71 100% 6%	313 100% 26%	117 100% 10%
08 OTHER (SPECIFY _____)	45 4%	3 4% 7%	6 3% 13%	13 5% 29%	12 3% 27%	11 5% 24%	22 5% 49%	5 2% 11%	4 6% 9%	4 1% 9%	10 9% 22% ++
09 DON'T KNOW	110 9%	15 19% 14% ++	27 12% 25%	20 7% 18%	25 7% 23%	17 7% 15%	48 11% 44%	20 7% 18%	5 7% 5%	22 7% 20%	15 13% 14%
STREETS	17 1%	1 1% 6%	1 0% 6%	2 1% 12%	4 1% 24%	7 3% 41% +	4 1% 24%	4 1% 24%	6 8% 35% +++	1 0% 6%	2 2% 12%
RAIN	21 2%	0 0% 0%	5 2% 24%	5 2% 24%	6 2% 29%	5 2% 24%	6 1% 29%	3 1% 14%	3 4% 14%	4 1% 19%	5 4% 24%
DOWN THE HILLS	0 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%

Table 45: Q20 How would you say that this water - the water that flows into storm drains - can get polluted? FIRST MENTION

	Total	EDUCATION					REGION				
		COMP		SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN	
		LESS HS	LETE HS							MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
01 ILLEGAL DUMPING BY INDIVIDUALS	226	14	41	56	72	38	92	55	16	36	27
	38%	31%	36%	40%	42%	34%	40%	36%	39%	32%	42%
		6%	18%	25%	32%	17%	41%	24%	7%	16%	12%
02 ILLEGAL DUMPING BY BUSINESS, INDUSTRY OR SHIPPING	32	3	2	9	12	6	14	10	1	5	2
	5%	7%	2%	6%	7%	5%	6%	7%	2%	4%	3%
		9%	6%	28%	38%	19%	44%	31%	3%	16%	6%
03 INDUSTRIAL DISCHARGE	17	1	2	4	4	4	5	5	1	4	2
	3%	2%	2%	3%	2%	4%	2%	3%	2%	4%	3%
		6%	12%	24%	24%	24%	29%	29%	6%	24%	12%
04 AGRICULTURAL CHEMICALS AND ACTIVITIES	39	3	8	6	12	9	12	12	5	6	4
	6%	7%	7%	4%	7%	8%	5%	8%	12%	5%	6%
		8%	21%	15%	31%	23%	31%	31%	13%	15%	10%
05 LITTER/ TRASH IN THE STREETS	81	5	20	17	20	14	32	16	4	25	4
	13%	11%	18%	12%	12%	13%	14%	11%	10%	22%	6%
		6%	25%	21%	25%	17%	40%	20%	5%	31%	5%
										+++	-
06 HOME GARDEN CARE PRODUCTS/ PESTICIDES/ FERTILIZERS	57	6	4	14	16	17	23	13	3	14	4
	9%	13%	4%	10%	9%	15%	10%	9%	7%	12%	6%
		11%	7%	25%	28%	30%	40%	23%	5%	25%	7%
			--			++					
07 YARD WASTE	16	2	3	6	4	1	6	4	0	5	1
	3%	4%	3%	4%	2%	1%	3%	3%	0%	4%	2%
		13%	19%	38%	25%	6%	38%	25%	0%	31%	6%

(continued)

Table 45: Q20 How would you say that this water - the water that flows into storm drains - can get polluted? FIRST MENTION (continued)

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
08 VEHICLE EXHAUST	29	1	7	7	6	8	8	14	1	4	2
	5%	2%	6%	5%	4%	7%	3%	9%	2%	4%	3%
		3%	24%	24%	21%	28%	28%	48%	3%	14%	7%
								+++			
09 AIR POLLUTION/ ACID RAIN	8	1	2	1	3	1	2	2	1	0	3
	1%	2%	2%	1%	2%	1%	1%	1%	2%	0%	5%
		13%	25%	13%	38%	13%	25%	25%	13%	0%	38%
											++
LEAKING VEHICLES	32	1	6	8	8	8	15	6	4	4	3
	5%	2%	5%	6%	5%	7%	6%	4%	10%	4%	5%
		3%	19%	25%	25%	25%	47%	19%	13%	13%	9%
OTHER (SPECIFY _____)	21	2	7	4	4	1	7	2	2	2	8
	3%	4%	6%	3%	2%	1%	3%	1%	5%	2%	13%
		10%	33%	19%	19%	5%	33%	10%	10%	10%	38%
			+			-		-			+++
DON'T KNOW	44	6	12	7	9	4	16	13	3	8	4
	7%	13%	11%	5%	5%	4%	7%	9%	7%	7%	6%
		14%	27%	16%	20%	9%	36%	30%	7%	18%	9%
						-					
NO MORE MENTIONS	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Table 46: Q20 How would you say that this water - the water that flows into storm drains - can get polluted? TOTAL RESPONSES

	Total	EDUCATION					REGION				
		COMP		SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN	
		LESS HS	LETE HS							MAT EO	SOL ANO
Weighted base	1477	78	238	353	423	349	518	379	119	296	165
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		5%	16%	24%	29%	24%	35%	26%	8%	20%	11%
01 ILLEGAL DUMPING BY INDIVIDUALS	262	14	46	65	84	48	108	63	18	44	29
	18%	18%	19%	18%	20%	14%	21%	17%	15%	15%	18%
		5%	18%	25%	32%	18%	41%	24%	7%	17%	11%
02 ILLEGAL DUMPING BY BUSINESS, INDUSTRY OR SHIPPING	92	6	13	20	33	20	31	26	8	17	10
	6%	8%	5%	6%	8%	6%	6%	7%	7%	6%	6%
		7%	14%	22%	36%	22%	34%	28%	9%	18%	11%
03 INDUSTRIAL DISCHARGE	62	3	8	12	19	18	17	18	9	11	7
	4%	4%	3%	3%	4%	5%	3%	5%	8%	4%	4%
		5%	13%	19%	31%	29%	27%	29%	15%	18%	11%
04 AGRICULTURAL CHEMICALS AND ACTIVITIES	125	4	18	33	34	33	36	35	13	28	13
	8%	5%	8%	9%	8%	9%	7%	9%	11%	9%	8%
		3%	14%	26%	27%	26%	29%	28%	10%	22%	10%
05 LITTER/ TRASH IN THE STREETS	216	12	38	48	62	49	78	48	14	56	20
	15%	15%	16%	14%	15%	14%	15%	13%	12%	19%	12%
		6%	18%	22%	29%	23%	36%	22%	6%	26%	9%
06 HOME GARDEN CARE PRODUCTS/ PESTICIDES/ FERTILIZERS	180	11	25	45	43	54	57	48	16	36	23
	12%	14%	11%	13%	10%	15%	11%	13%	13%	12%	14%
		6%	14%	25%	24%	30%	32%	27%	9%	20%	13%
07 YARD WASTE	107	5	17	22	30	32	41	34	8	16	8
	7%	6%	7%	6%	7%	9%	8%	9%	7%	5%	5%
		5%	16%	21%	28%	30%	38%	32%	7%	15%	7%

(continued)

Table 46: Q20 How would you say that this water - the water that flows into storm drains - can get polluted? TOTAL RESPONSES (continued)

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Weighted base	1477	78	238	353	423	349	518	379	119	296	165
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		5%	16%	24%	29%	24%	35%	26%	8%	20%	11%
08 VEHICLE EXHAUST	123	7	18	32	38	26	40	34	9	27	13
	8%	9%	8%	9%	9%	7%	8%	9%	8%	9%	8%
		6%	15%	26%	31%	21%	33%	28%	7%	22%	11%
09 AIR POLLUTION/ ACID RAIN	57	2	5	16	14	18	22	12	5	12	6
	4%	3%	2%	5%	3%	5%	4%	3%	4%	4%	4%
		4%	9%	28%	25%	32%	39%	21%	9%	21%	11%
LEAKING VEHICLES	172	5	26	46	48	44	60	42	14	35	21
	12%	6%	11%	13%	11%	13%	12%	11%	12%	12%	13%
		3%	15%	27%	28%	26%	35%	24%	8%	20%	12%
OTHER (SPECIFY _____)	28	2	10	5	6	2	10	5	2	2	9
	2%	3%	4%	1%	1%	1%	2%	1%	2%	1%	5%
		7%	36%	18%	21%	7%	36%	18%	7%	7%	32%
			+								++
DON'T KNOW	53	7	14	9	12	5	18	14	3	12	6
	4%	9%	6%	3%	3%	1%	3%	4%	3%	4%	4%
		13%	26%	17%	23%	9%	34%	26%	6%	23%	11%
			+								

Table 47: Q21 I am going to read you a list of some possible ways to reduce storm water pollution. Please tell me whether you would be very willing, somewhat willing or not willing to do the following, AVOID DUMPING POLLUTANTS IN A STORM DRAIN?

	EDUCATION						REGION				
	Total	LESS HS	COMP LETE HS	SOME COLL	COLL GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602 100%	45 100%	114 100%	139 100%	170 100%	111 100%	232 100%	152 100%	41 100%	113 100%	64 100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
VERY WILLING	561 93%	40 89%	104 91%	132 95%	161 95%	109 98%	222 96%	134 88%	40 98%	105 93%	60 94%
		7%	19%	24%	29%	19% ++	40% +	24% ---	7%	19%	11%
SOMEWHAT WILLING	32 5%	4 9%	8 7%	5 4%	6 4%	1 1%	6 3%	16 11%	1 2%	8 7%	1 2%
		13%	25%	16%	19%	3% --	19% --	50% +++	3%	25%	3%
NOT WILLING	5 1%	1 2%	1 1%	1 1%	2 1%	0 0%	2 1%	1 1%	0 0%	0 0%	2 3%
		20%	20%	20%	40%	0%	40%	20%	0%	0%	40% ++
DON'T KNOW	4 1%	0 0%	1 1%	1 1%	1 1%	1 1%	2 1%	1 1%	0 0%	0 0%	1 2%
		0%	25%	25%	25%	25%	50%	25%	0%	0%	25%

Table 48: Q21 I am going to read you a list of some possible ways to reduce storm water pollution. Please tell me whether you would be very willing, somewhat willing or not willing to do the following, REPORT ANY ILLEGAL DUMPING YOU WITNESS?

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	COLL GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
VERY WILLING	433	32	86	100	122	81	169	102	29	79	54
	72%	71%	75%	72%	72%	73%	73%	67%	71%	70%	84%
		7%	20%	23%	28%	19%	39%	24%	7%	18%	12%
											++
SOMEWHAT WILLING	128	6	17	34	39	23	42	41	12	26	7
	21%	13%	15%	24%	23%	21%	18%	27%	29%	23%	11%
		5%	13%	27%	30%	18%	33%	32%	9%	20%	5%
			-					++			--
NOT WILLING	33	6	7	4	8	6	19	4	0	8	2
	5%	13%	6%	3%	5%	5%	8%	3%	0%	7%	3%
		18%	21%	12%	24%	18%	58%	12%	0%	24%	6%
		++					++	-			
DON'T KNOW	8	1	4	1	1	1	2	5	0	0	1
	1%	2%	4%	1%	1%	1%	1%	3%	0%	0%	2%
		13%	50%	13%	13%	13%	25%	63%	0%	0%	13%
			++					++			

Table 49: Q21 I am going to read you a list of some possible ways to reduce storm water pollution. Please tell me whether you would be very willing, somewhat willing or not willing to do the following, KEEP YOUR VEHICLE TUNED AND LEAK FREE?

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
VERY WILLING	556	36	105	129	164	104	215	135	39	110	57
	92%	80%	92%	93%	96%	94%	93%	89%	95%	97%	89%
		6%	19%	23%	29%	19%	39%	24%	7%	20%	10%
		---			++			-		++	
SOMEWHAT WILLING	35	6	6	8	5	5	14	12	1	3	5
	6%	13%	5%	6%	3%	5%	6%	8%	2%	3%	8%
		17%	17%	23%	14%	14%	40%	34%	3%	9%	14%
		++			-						
NOT WILLING	2	1	0	0	0	1	1	1	0	0	0
	0%	2%	0%	0%	0%	1%	0%	1%	0%	0%	0%
		50%	0%	0%	0%	50%	50%	50%	0%	0%	0%
		++									
DON'T KNOW	9	2	3	2	1	1	2	4	1	0	2
	1%	4%	3%	1%	1%	1%	1%	3%	2%	0%	3%
		22%	33%	22%	11%	11%	22%	44%	11%	0%	22%
		+									

Table 50: Q21 I am going to read you a list of some possible ways to reduce storm water pollution. Please tell me whether you would be very willing, somewhat willing or not willing to do the following, CALL AN 800 NUMBER FOR MORE INFORMATION?

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	COLL GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602 100%	45 100%	114 100%	139 100%	170 100%	111 100%	232 100%	152 100%	41 100%	113 100%	64 100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
VERY WILLING	310 51%	28 62%	60 53%	77 55%	82 48%	51 46%	137 59%	73 48%	19 46%	53 47%	28 44%
		9%	19%	25%	26%	16%	44% +++	24%	6%	17%	9%
SOMEWHAT WILLING	172 29%	9 20%	32 28%	38 27%	54 32%	35 32%	58 25%	44 29%	16 39%	39 35%	15 23%
		5%	19%	22%	31%	20%	34%	26%	9%	23%	9%
NOT WILLING	110 18%	7 16%	19 17%	22 16%	33 19%	22 20%	35 15%	31 20%	6 15%	19 17%	19 30%
		6%	17%	20%	30%	20%	32%	28%	5%	17%	17% ++
DON'T KNOW	10 2%	1 2%	3 3%	2 1%	1 1%	3 3%	2 1%	4 3%	0 0%	2 2%	2 3%
		10%	30%	20%	10%	30%	20%	40%	0%	20%	20%

Table 51: Q21 I am going to read you a list of some possible ways to reduce storm water pollution. Please tell me whether you would be very willing, somewhat willing or not willing to do the following, RECYCLE OR PROPERLY DISPOSE OF AUTOMOBILE FLUIDS, SUCH AS CAR OIL & ANTIFREEZE?

	EDUCATION						REGION				
	Total	LESS HS	COMP LETE HS	SOME COLL	COLL GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602 100%	45 100%	114 100%	139 100%	170 100%	111 100%	232 100%	152 100%	41 100%	113 100%	64 100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
VERY WILLING	549 91%	39 87%	101 89%	129 93%	158 93%	106 95%	216 93%	131 86%	39 95%	105 93%	58 91%
		7%	18%	23%	29%	19% +	39%	24% --	7%	19%	11%
SOMEWHAT WILLING	31 5%	5 11%	7 6%	3 2%	9 5%	1 1%	9 4%	13 9%	1 2%	6 5%	2 3%
		16% +	23%	10% -	29%	3% --	29%	42% ++	3%	19%	6%
NOT WILLING	4 1%	1 2%	0 0%	1 1%	1 1%	0 0%	1 0%	1 1%	0 0%	2 2%	0 0%
		25%	0%	25%	25%	0%	25%	25%	0%	50%	0%
DON'T KNOW	18 3%	0 0%	6 5%	6 4%	2 1%	4 4%	6 3%	7 5%	1 2%	0 0%	4 6%
		0%	33%	33%	11%	22%	33%	39%	6%	0%	22%

Table 52: Q21 I am going to read you a list of some possible ways to reduce storm water pollution. Please tell me whether you would be very willing, somewhat willing or not willing to do the following, TAKE YOUR HOUSEHOLD HAZARDOUS WASTE TO A DISPOSAL CENTER?

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	COLL GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602 100%	45 100%	114 100%	139 100%	170 100%	111 100%	232 100%	152 100%	41 100%	113 100%	64 100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
VERY WILLING	507 84%	40 89%	102 89%	111 80%	147 86%	94 85%	205 88%	119 78%	31 76%	93 82%	59 92%
		8%	20% +	22%	29%	19%	40% ++	23% --	6%	18%	12% +
SOMEWHAT WILLING	73 12%	3 7%	9 8%	20 14%	20 12%	14 13%	21 9%	25 16%	7 17%	17 15%	3 5%
		4%	12%	27%	27%	19%	29% -	34% +	10%	23%	4% -
NOT WILLING	12 2%	2 4%	1 1%	4 3%	3 2%	0 0%	4 2%	3 2%	1 2%	3 3%	1 2%
		17%	8%	33%	25%	0%	33%	25%	8%	25%	8%
DON'T KNOW	10 2%	0 0%	2 2%	4 3%	0 0%	3 3%	2 1%	5 3%	2 5%	0 0%	1 2%
		0%	20%	40%	0%	30%	20%	50% +	20% +	0%	10%

Table 53: Q21 I am going to read you a list of some possible ways to reduce storm water pollution. Please tell me whether you would be very willing, somewhat willing or not willing to do the following, USE LESS-TOXIC METHODS TO CONTROL PESTS AND WEEDS?

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME COLL GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
VERY WILLING	480	33	89	115	138	91	187	111	36	95	51
	80%	73%	78%	83%	81%	82%	81%	73%	88%	84%	80%
		7%	19%	24%	29%	19%	39%	23%	8%	20%	11%
								--			
SOMEWHAT WILLING	89	8	16	16	26	15	31	35	2	11	10
	15%	18%	14%	12%	15%	14%	13%	23%	5%	10%	16%
		9%	18%	18%	29%	17%	35%	39%	2%	12%	11%
								+++	-	-	
NOT WILLING	19	1	5	5	3	4	8	1	2	5	3
	3%	2%	4%	4%	2%	4%	3%	1%	5%	4%	5%
		5%	26%	26%	16%	21%	42%	5%	11%	26%	16%
								--			
DON'T KNOW	14	3	4	3	3	1	6	5	1	2	0
	2%	7%	4%	2%	2%	1%	3%	3%	2%	2%	0%
		21%	29%	21%	21%	7%	43%	36%	7%	14%	0%
			++								

Table 54: Q21 I am going to read you a list of some possible ways to reduce storm water pollution. Please tell me whether you would be very willing, somewhat willing or not willing to do the following, PROPERLY DISPOSE OF LITTER?

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
VERY WILLING	573	43	108	131	167	109	225	141	40	104	63
	95%	96%	95%	94%	98%	98%	97%	93%	98%	92%	98%
		8%	19%	23%	29%	19%	39%	25%	7%	18%	11%
					++						-
SOMEWHAT WILLING	25	2	5	6	3	2	5	10	1	8	1
	4%	4%	4%	4%	2%	2%	2%	7%	2%	7%	2%
		8%	20%	24%	12%	8%	20%	40%	4%	32%	4%
					-		-	+		+	
NOT WILLING	2	0	0	1	0	0	1	0	0	1	0
	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%
		0%	0%	50%	0%	0%	50%	0%	0%	50%	0%
DON'T KNOW	2	0	1	1	0	0	1	1	0	0	0
	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%
		0%	50%	50%	0%	0%	50%	50%	0%	0%	0%

Table 55: Q21 I am going to read you a list of some possible ways to reduce storm water pollution. Please tell me whether you would be very willing, somewhat willing or not willing to do the following, RECYCLE GLASS, PLASTIC, METAL AND NEWSPAPER

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	COLL GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602 100%	45 100%	114 100%	139 100%	170 100%	111 100%	232 100%	152 100%	41 100%	113 100%	64 100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
VERY WILLING	565 94%	42 93%	107 94%	131 94%	160 94%	107 96%	217 94%	138 91%	39 95%	110 97%	61 95%
		7%	19%	23%	28%	19%	38%	24%	7%	19%	11%
								-		+	
SOMEWHAT WILLING	30 5%	3 7%	5 4%	6 4%	9 5%	3 3%	10 4%	14 9%	1 2%	2 2%	3 5%
		10%	17%	20%	30%	10%	33%	47%	3%	7%	10%
								+++		-	
NOT WILLING	6 1%	0 0%	1 1%	2 1%	1 1%	1 1%	4 2%	0 0%	1 2%	1 1%	0 0%
		0%	17%	33%	17%	17%	67%	0%	17%	17%	0%
DON'T KNOW	1 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%
		0%	100%	0%	0%	0%	100%	0%	0%	0%	0%
				++							

Table 56: Q21 I am going to read you a list of some possible ways to reduce storm water pollution. Please tell me whether you would be very willing, somewhat willing or not willing to do the following, PARTICIPATE IN COMMUNITY EVENTS TO HELP PREVENT WATER POLLUTION?

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	COLL GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602 100%	45 100%	114 100%	139 100%	170 100%	111 100%	232 100%	152 100%	41 100%	113 100%	64 100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
VERY WILLING	258 43%	26 58%	57 50%	53 38%	74 44%	38 34%	105 45%	58 38%	20 49%	48 42%	27 42%
		10%	22%	21%	29%	15%	41%	22%	8%	19%	10%
		++	+	-	-	--					
SOMEWHAT WILLING	210 35%	12 27%	32 28%	55 40%	62 36%	41 37%	81 35%	55 36%	13 32%	38 34%	23 36%
		6%	15%	26%	30%	20%	39%	26%	6%	18%	11%
		-	-	-	-	-					
NOT WILLING	122 20%	6 13%	22 19%	27 19%	32 19%	30 27%	42 18%	37 24%	7 17%	26 23%	10 16%
		5%	18%	22%	26%	25%	34%	30%	6%	21%	8%
						++					
DON'T KNOW	12 2%	1 2%	3 3%	4 3%	2 1%	2 2%	4 2%	2 1%	1 2%	1 1%	4 6%
		8%	25%	33%	17%	17%	33%	17%	8%	8%	33%
											++

Table 57: Q22 In the past year, have you heard or seen any reports, television or radio spots, advertising or other information about stormwater pollution and what's being done to p

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
YES	172	9	30	46	45	36	65	49	8	34	16
	29%	20%	26%	33%	26%	32%	28%	32%	20%	30%	25%
		5%	17%	27%	26%	21%	38%	28%	5%	20%	9%
NO	403	36	79	88	116	71	159	96	33	72	43
	67%	80%	69%	63%	68%	64%	69%	63%	80%	64%	67%
		9%	20%	22%	29%	18%	39%	24%	8%	18%	11%
		+							+		
DON'T KNOW/ REFUSED	27	0	5	5	9	4	8	7	0	7	5
	4%	0%	4%	4%	5%	4%	3%	5%	0%	6%	8%
		0%	19%	19%	33%	15%	30%	26%	0%	26%	19%

Table 58: Q23 Where did you hear or see this information? FIRST MENTION

	Total	EDUCATION					REGION				
		COMP		SOME			ALA	CNTR	MAR	SAN	
		LESS HS	LETE HS	SOME COLL	COLL GRAD	GRAD MORE				MAT EO	SOL ANO
Unweighted Base	172	9	30	46	45	36	65	49	8	34	16
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		5%	17%	27%	26%	21%	38%	28%	5%	20%	9%
01 TELEVISION	109	4	23	28	23	26	40	32	6	20	11
	63%	44%	77%	61%	51%	72%	62%	65%	75%	59%	69%
		4%	21%	26%	21%	24%	37%	29%	6%	18%	10%
			+		--						
02 RADIO	14	2	1	3	6	2	2	7	1	4	0
	8%	22%	3%	7%	13%	6%	3%	14%	13%	12%	0%
		14%	7%	21%	43%	14%	14%	50%	7%	29%	0%
							-	+			
03 NEWSPAPER	13	0	2	4	5	2	5	3	0	4	1
	8%	0%	7%	9%	11%	6%	8%	6%	0%	12%	6%
		0%	15%	31%	38%	15%	38%	23%	0%	31%	8%
04 MAGAZINES	2	0	0	0	0	2	0	1	0	1	0
	1%	0%	0%	0%	0%	6%	0%	2%	0%	3%	0%
		0%	0%	0%	0%	100%	0%	50%	0%	50%	0%
						+++					
05 GOVERNMENT AGENCIES/ NEWSLETTER	9	1	0	5	1	1	3	2	1	1	2
	5%	11%	0%	11%	2%	3%	5%	4%	13%	3%	13%
		11%	0%	56%	11%	11%	33%	22%	11%	11%	22%
				++							
06 BILLBOARDS	10	1	1	4	2	2	6	2	0	1	1
	6%	11%	3%	9%	4%	6%	9%	4%	0%	3%	6%
		10%	10%	40%	20%	20%	60%	20%	0%	10%	10%
07 STENCILED STORM DRAINS	2	0	0	1	1	0	0	1	0	1	0
	1%	0%	0%	2%	2%	0%	0%	2%	0%	3%	0%
		0%	0%	50%	50%	0%	0%	50%	0%	50%	0%

(continued)

Table 58: Q23 Where did you hear or see this information? FIRST MENTION (continued)

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	172	9	30	46	45	36	65	49	8	34	16
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		5%	17%	27%	26%	21%	38%	28%	5%	20%	9%
08 EDUCATIONAL PROGRAMS	3	0	1	0	2	0	1	0	0	1	1
	2%	0%	3%	0%	4%	0%	2%	0%	0%	3%	6%
		0%	33%	0%	67%	0%	33%	0%	0%	33%	33%
09 ENVIROMENTAL ORGANIZATIONS	3	0	1	1	1	0	3	0	0	0	0
	2%	0%	3%	2%	2%	0%	5%	0%	0%	0%	0%
		0%	33%	33%	33%	0%	100%	0%	0%	0%	0%
							++				
FRIENDS/ RELATIVES/ NEIGHBORS	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CHILDREN	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CLEAN WATER PROGRAM	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
OTHER (SPECIFY _____)	6	0	1	0	4	1	4	1	0	1	0
	3%	0%	3%	0%	9%	3%	6%	2%	0%	3%	0%
		0%	17%	0%	67%	17%	67%	17%	0%	17%	0%
							++				
REFUSED	1	1	0	0	0	0	1	0	0	0	0
	1%	11%	0%	0%	0%	0%	2%	0%	0%	0%	0%
		100%	0%	0%	0%	0%	100%	0%	0%	0%	0%
NO MORE MENTIONS	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Table 59: Q23 Where did you hear or see this information? TOTAL RESPONSES

	Total	EDUCATION					REGION				
		COMP		SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN	
		LESS HS	LETE HS							MAT EO	SOL ANO
Weighted base	333	12	52	76	94	89	112	100	16	87	18
	100%	4%	16%	23%	28%	27%	34%	30%	5%	26%	5%
01 TELEVISION	116	5	23	30	25	28	41	37	6	21	11
	35%	4%	20%	26%	22%	24%	35%	32%	5%	18%	9%
02 RADIO	52	3	6	11	18	13	16	21	2	13	0
	16%	6%	12%	21%	35%	25%	31%	40%	4%	25%	0%
03 NEWSPAPER	43	0	5	11	14	13	14	13	2	13	1
	13%	0%	12%	26%	33%	30%	33%	30%	5%	30%	2%
04 MAGAZINES	19	0	2	3	5	9	4	7	0	7	1
	6%	0%	11%	16%	26%	47%	21%	37%	0%	37%	5%
05 GOVERNMENT AGENCIES/ NEWSLETTER	18	1	2	6	3	5	7	4	2	3	2
	5%	6%	11%	33%	17%	28%	39%	22%	11%	17%	11%
06 BILLBOARDS	27	1	2	8	8	8	9	7	1	9	1
	8%	4%	7%	30%	30%	30%	33%	26%	4%	33%	4%
07 STENCILED STORM DRAINS	4	0	1	1	1	1	1	1	0	2	0
	1%	0%	25%	25%	25%	25%	25%	25%	0%	50%	0%

(continued)

Table 59: Q23 Where did you hear or see this information? TOTAL RESPONSES (continued)

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Weighted base	333	12	52	76	94	89	112	100	16	87	18
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		4%	16%	23%	28%	27%	34%	30%	5%	26%	5%
08 EDUCATIONAL PROGRAMS	11	0	2	1	6	2	4	1	1	4	1
	3%	0%	4%	1%	6%	2%	4%	1%	6%	5%	6%
		0%	18%	9%	55%	18%	36%	9%	9%	36%	9%
09 ENVIROMENTAL ORGANIZATIONS	8	0	2	2	2	1	4	1	1	2	0
	2%	0%	4%	3%	2%	1%	4%	1%	6%	2%	0%
		0%	25%	25%	25%	13%	50%	13%	13%	25%	0%
FRIENDS/ RELATIVES/ NEIGHBORS	7	0	1	0	2	4	1	2	0	4	0
	2%	0%	2%	0%	2%	4%	1%	2%	0%	5%	0%
		0%	14%	0%	29%	57%	14%	29%	0%	57%	0%
CHILDREN	5	0	1	2	1	1	1	2	0	2	0
	2%	0%	2%	3%	1%	1%	1%	2%	0%	2%	0%
		0%	20%	40%	20%	20%	20%	40%	0%	40%	0%
CLEAN WATER PROGRAM	7	0	2	1	2	1	3	1	1	2	0
	2%	0%	4%	1%	2%	1%	3%	1%	6%	2%	0%
		0%	29%	14%	29%	14%	43%	14%	14%	29%	0%
OTHER (SPECIFY _____)	13	1	3	0	6	2	6	2	0	4	1
	4%	8%	6%	0%	6%	2%	5%	2%	0%	5%	6%
		8%	23%	0%	46%	15%	46%	15%	0%	31%	8%
REFUSED	3	1	0	0	1	1	1	1	0	1	0
	1%	8%	0%	0%	1%	1%	1%	1%	0%	1%	0%
		33%	0%	0%	33%	33%	33%	33%	0%	33%	0%

Table 60: Q25A Our community's storm drain and sewer systems share the same underground pipe systems.

	Total	EDUCATION					REGION				
		COMP		SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN	
		LESS HS	LETE HS							MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
AGREE	242	20	58	60	69	30	90	62	19	45	26
	40%	44%	51%	43%	41%	27%	39%	41%	46%	40%	41%
		8%	24%	25%	29%	12%	37%	26%	8%	19%	11%
			+++			---					
DISAGREE	238	11	35	47	76	60	98	59	16	43	22
	40%	24%	31%	34%	45%	54%	42%	39%	39%	38%	34%
		5%	15%	20%	32%	25%	41%	25%	7%	18%	9%
		--	--			+++					
DON'T KNOW	122	14	21	32	25	21	44	31	6	25	16
	20%	31%	18%	23%	15%	19%	19%	20%	15%	22%	25%
		11%	17%	26%	20%	17%	36%	25%	5%	20%	13%
		+				--					

Table 61: Q25B Water and other substances that flow through the storm drains go to a treatment plant to be processed and filtered to remove pollutants.

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
AGREE	286	24	55	62	78	53	116	60	21	62	27
	48%	53%	48%	45%	46%	48%	50%	39%	51%	55%	42%
		8%	19%	22%	27%	19%	41%	21%	7%	22%	9%
								--		+	
DISAGREE	235	10	37	57	74	52	89	76	16	31	23
	39%	22%	32%	41%	44%	47%	38%	50%	39%	27%	36%
		4%	16%	24%	31%	22%	38%	32%	7%	13%	10%
		--				+		+++		---	
DON'T KNOW	81	11	22	20	18	6	27	16	4	20	14
	13%	24%	19%	14%	11%	5%	12%	11%	10%	18%	22%
		14%	27%	25%	22%	7%	33%	20%	5%	25%	17%
		++	++			---					++

Table 62: Q25C Water can be polluted by pollution in the air, such as auto exhaust or fireplace smoke.

	Total	EDUCATION					REGION				
		COMP		SOME			ALA MEDA	CNTR CSTA	MAR IN	SAN	
		LESS HS	LETE HS	SOME COLL	COLL GRAD	GRAD MORE				MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
AGREE	499	30	93	115	147	100	203	121	36	87	52
	83%	67%	82%	83%	86%	90%	88%	80%	88%	77%	81%
		6%	19%	23%	29%	20%	41%	24%	7%	17%	10%
		---				++	++				-
DSIAGREE	57	5	13	16	13	7	16	20	2	10	9
	9%	11%	11%	12%	8%	6%	7%	13%	5%	9%	14%
		9%	23%	28%	23%	12%	28%	35%	4%	18%	16%
							-	+			
DON'T KNOW	46	10	8	8	10	4	13	11	3	16	3
	8%	22%	7%	6%	6%	4%	6%	7%	7%	14%	5%
		22%	17%	17%	22%	9%	28%	24%	7%	35%	7%
		+++				-				+++	

Table 63: Q25D Bay area residents cause most of the storm water pollution in our area.

	Total	EDUCATION					REGION				
		COMP		SOME			ALA	CNTR	MAR	SAN	
		LESS HS	LETE HS	SOME COLL	COLL GRAD	GRAD MORE				MAT EO	SOL ANO
Unweighted Base	602 100%	45 100%	114 100%	139 100%	170 100%	111 100%	232 100%	152 100%	41 100%	113 100%	64 100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
AGREE	351 58%	23 51%	69 61%	80 58%	99 58%	69 62%	138 59%	92 61%	25 61%	63 56%	33 52%
		7%	20%	23%	28%	20%	39%	26%	7%	18%	9%
DISAGREE	175 29%	12 27%	29 25%	47 34%	52 31%	30 27%	73 31%	37 24%	11 27%	33 29%	21 33%
		7%	17%	27%	30%	17%	42%	21%	6%	19%	12%
DON'T KNOW	76 13%	10 22%	16 14%	12 9%	19 11%	12 11%	21 9%	23 15%	5 12%	17 15%	10 16%
		13%	21%	16%	25%	16%	28%	30%	7%	22%	13%
			++				--				

Table 64: Q26 Have you ever heard of the Bay Area Stormwater Management Agencies Association or the BAYWISE phone number?

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
YES BASMAA ONLY	44	4	11	5	11	11	16	10	8	4	6
	7%	9%	10%	4%	6%	10%	7%	7%	20%	4%	9%
		9%	25%	11%	25%	25%	36%	23%	18%	9%	14%
				-					+++	-	
BAYWISE PHONE NUMBER ONLY	21	1	2	4	8	5	5	10	1	5	0
	3%	2%	2%	3%	5%	5%	2%	7%	2%	4%	0%
		5%	10%	19%	38%	24%	24%	48%	5%	24%	0%
								++			
YES BOTH	25	0	3	5	9	7	8	8	3	6	0
	4%	0%	3%	4%	5%	6%	3%	5%	7%	5%	0%
		0%	12%	20%	36%	28%	32%	32%	12%	24%	0%
NO	495	39	93	123	140	83	194	120	29	94	58
	82%	87%	82%	88%	82%	75%	84%	79%	71%	83%	91%
		8%	19%	25%	28%	17%	39%	24%	6%	19%	12%
				++		--			--		+
DON'T KNOW	16	1	5	2	2	5	9	3	0	4	0
	3%	2%	4%	1%	1%	5%	4%	2%	0%	4%	0%
		6%	31%	13%	13%	31%	56%	19%	0%	25%	0%
REFUSED	1	0	0	0	0	0	0	1	0	0	0
	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
		0%	0%	0%	0%	0%	0%	100%	0%	0%	0%
								+			

Table 65: QD2 Do you own or rent your current home?

	Total	EDUCATION					REGION				
		COMP		SOME COLL	SOME COLL GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN	
		LESS HS	LETE HS							MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
OWN	382	21	65	79	126	85	140	101	29	69	43
	63%	47%	57%	57%	74%	77%	60%	66%	71%	61%	67%
		5%	17%	21%	33%	22%	37%	26%	8%	18%	11%
		--		-	+++	+++					
RENT/ LEASE	198	24	46	58	41	24	87	43	10	40	18
	33%	53%	40%	42%	24%	22%	38%	28%	24%	35%	28%
		12%	23%	29%	21%	12%	44%	22%	5%	20%	9%
		+++	+	++	---	---	+				
OTHER (SPECIFY _____)	1	0	0	1	0	0	0	1	0	0	0
	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%
		0%	0%	100%	0%	0%	0%	100%	0%	0%	0%
				+				+			
REFUSED	21	0	3	1	3	2	5	7	2	4	3
	3%	0%	3%	1%	2%	2%	2%	5%	5%	4%	5%
		0%	14%	5%	14%	10%	24%	33%	10%	19%	14%
				--							

Table 66: QD3 What is your current age? Please stop me when I get to you age group.

	Total	EDUCATION					REGION				
		COMP		SOME COLL	SOME COLL GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN	
		LESS HS	LETE HS							MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
18-29	96	8	26	33	17	9	43	21	1	16	15
	16%	18%	23%	24%	10%	8%	19%	14%	2%	14%	23%
		8%	27%	34%	18%	9%	45%	22%	1%	17%	16%
			++	+++	--	--			--		+
30-39	120	12	24	24	40	19	47	32	7	24	10
	20%	27%	21%	17%	24%	17%	20%	21%	17%	21%	16%
		10%	20%	20%	33%	16%	39%	27%	6%	20%	8%
40-49	133	4	21	30	42	32	55	31	12	25	10
	22%	9%	18%	22%	25%	29%	24%	20%	29%	22%	16%
		3%	16%	23%	32%	24%	41%	23%	9%	19%	8%
		--				+					
50-59	111	4	18	24	35	28	46	27	8	19	11
	18%	9%	16%	17%	21%	25%	20%	18%	20%	17%	17%
		4%	16%	22%	32%	25%	41%	24%	7%	17%	10%
		-				++					
60+	124	17	21	27	32	23	37	36	11	25	15
	21%	38%	18%	19%	19%	21%	16%	24%	27%	22%	23%
		14%	17%	22%	26%	19%	30%	29%	9%	20%	12%
		+++					--				
REFUSED	18	0	4	1	4	0	4	5	2	4	3
	3%	0%	4%	1%	2%	0%	2%	3%	5%	4%	5%
		0%	22%	6%	22%	0%	22%	28%	11%	22%	17%

Table 67: QD4 What was the last grade in school you completed? (DO NOT READ)

	EDUCATION						REGION				
	Total	COMP		SOME		ALA MEDA	CNTR CSTA	MAR IN	SAN		SOL ANO
		LESS HS	LETE HS	SOME COLL	COLL GRAD				GRAD MORE	MAT EO	
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
01 SOME ELEMENTARY (LESS THAN GRADE 6)	7	7	0	0	0	0	2	1	0	3	1
	1%	16%	0%	0%	0%	0%	1%	1%	0%	3%	2%
	100%	0%	0%	0%	0%	29%	14%	0%	43%	14%	
		+++									
02 COMPLETED ELEMENTARY (GRADE 1 THRU 6)	4	4	0	0	0	0	2	0	0	2	0
	1%	9%	0%	0%	0%	0%	1%	0%	0%	2%	0%
	100%	0%	0%	0%	0%	50%	0%	0%	50%	0%	
		+++									
03 SOME JR. HIGH (GRADE 7)	2	2	0	0	0	0	2	0	0	0	0
	0%	4%	0%	0%	0%	0%	1%	0%	0%	0%	0%
	100%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%
		+++					+				
04 COMPLETED JR. HIGH (GRADES 7 AND 8)	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
05 SOME HIGH SCHOOL (GRADES 9 THRU 12)	32	32	0	0	0	0	15	7	2	4	4
	5%	71%	0%	0%	0%	0%	6%	5%	5%	4%	6%
	100%	0%	0%	0%	0%	47%	22%	6%	13%	13%	
		+++									
06 COMPLETED HIGH SCHOOL (GRADE 12)	114	0	114	0	0	0	39	29	7	20	19
	19%	0%	100%	0%	0%	0%	17%	19%	17%	18%	30%
		0%	100%	0%	0%	0%	34%	25%	6%	18%	17%
			+++								++
07 SOME COLLEGE	139	0	0	139	0	0	46	38	8	26	21
	23%	0%	0%	100%	0%	0%	20%	25%	20%	23%	33%
		0%	0%	100%	0%	0%	33%	27%	6%	19%	15%
				+++							+

(continued)

Table 67: QD4 What was the last grade in school you completed? (DO NOT READ)
(continued)

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
08 COLLEGE GRADUATE	170	0	0	0	170	0	76	38	10	35	11
	28%	0%	0%	0%	100%	0%	33%	25%	24%	31%	17%
		0%	0%	0%	100%	0%	45%	22%	6%	21%	6%
					+++		+				--
09 SOME GRADUATE SCHOOL	27	0	0	0	0	27	11	10	1	4	1
	4%	0%	0%	0%	0%	24%	5%	7%	2%	4%	2%
		0%	0%	0%	0%	100%	41%	37%	4%	15%	4%
						+++					
GRADUATE DEGREE	84	0	0	0	0	84	34	20	12	15	3
	14%	0%	0%	0%	0%	76%	15%	13%	29%	13%	5%
		0%	0%	0%	0%	100%	40%	24%	14%	18%	4%
						+++			+++		--
VOCATIONAL/ TECHNICAL TRAINING	5	0	0	0	0	0	2	0	1	1	1
	1%	0%	0%	0%	0%	0%	1%	0%	2%	1%	2%
		0%	0%	0%	0%	0%	40%	0%	20%	20%	20%
REFUSED	18	0	0	0	0	0	3	9	0	3	3
	3%	0%	0%	0%	0%	0%	1%	6%	0%	3%	5%
		0%	0%	0%	0%	0%	17%	50%	0%	17%	17%
							-	++			

Table 68: QD5 What is your ethnic background? (DO NOT READ)

	Total	EDUCATION					REGION				
		COMP		SOME COLL	SOME GRAD	SOME MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN	
		LESS HS	LETE HS							MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
CAUCASIAN/ WHITE	403	18	69	92	127	91	144	112	36	77	34
	67%	40%	61%	66%	75%	82%	62%	74%	88%	68%	53%
		4%	17%	23%	32%	23%	36%	28%	9%	19%	8%
		---			++	+++	--	++	+++		--
LATINO/ HISPANIC	63	17	17	15	8	3	24	16	2	18	3
	10%	38%	15%	11%	5%	3%	10%	11%	5%	16%	5%
		27%	27%	24%	13%	5%	38%	25%	3%	29%	5%
		+++	+		---	---				++	
AFRICAN-AMERICAN/ BLACK	52	7	15	11	12	5	28	8	0	1	15
	9%	16%	13%	8%	7%	5%	12%	5%	0%	1%	23%
		13%	29%	21%	23%	10%	54%	15%	0%	2%	29%
		+	+			-	++	-		---	+++
ASIAN	45	2	5	11	17	8	26	4	0	10	5
	7%	4%	4%	8%	10%	7%	11%	3%	0%	9%	8%
		4%	11%	24%	38%	18%	58%	9%	0%	22%	11%
							+++	---			
NATIVE AMERICAN/ AMERICAN INDIAN	5	0	3	1	0	1	0	2	0	1	2
	1%	0%	3%	1%	0%	1%	0%	1%	0%	1%	3%
		0%	60%	20%	0%	20%	0%	40%	0%	20%	40%
			++								++
MIXED RACE	15	0	3	8	4	0	6	3	1	3	2
	2%	0%	3%	6%	2%	0%	3%	2%	2%	3%	3%
		0%	20%	53%	27%	0%	40%	20%	7%	20%	13%
				+++							
OTHER (SPECIFY _____)	1	1	0	0	0	0	1	0	0	0	0
	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		100%	0%	0%	0%	0%	100%	0%	0%	0%	0%
		+++									
REFUSED	18	0	2	1	2	3	3	7	2	3	3
	3%	0%	2%	1%	1%	3%	1%	5%	5%	3%	5%
		0%	11%	6%	11%	17%	17%	39%	11%	17%	17%
				-			-				

Table 69: QD6 And finally, which of the following categories best describes your total household income last year, before taxes. Please stop me when I come to your category.

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	SOME GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
\$19,999 OR LESS	45	8	16	12	6	1	23	8	3	4	7
	7%	18%	14%	9%	4%	1%	10%	5%	7%	4%	11%
		18%	36%	27%	13%	2%	51%	18%	7%	9%	16%
		+++	+++		--	---	+			-	
\$20,000 - 34,999	53	9	12	17	9	5	23	14	5	8	3
	9%	20%	11%	12%	5%	5%	10%	9%	12%	7%	5%
		17%	23%	32%	17%	9%	43%	26%	9%	15%	6%
		+++			-	-					
\$35,000 - 49,999	71	11	23	13	16	7	30	18	0	13	10
	12%	24%	20%	9%	9%	6%	13%	12%	0%	12%	16%
		15%	32%	18%	23%	10%	42%	25%	0%	18%	14%
		+++	+++			--					
\$50,000 - 64,999	53	1	4	17	18	13	16	15	4	15	3
	9%	2%	4%	12%	11%	12%	7%	10%	10%	13%	5%
		2%	8%	32%	34%	25%	30%	28%	8%	28%	6%
			--							+	
\$65,000 - 79,999	61	2	5	15	27	12	24	14	4	14	5
	10%	4%	4%	11%	16%	11%	10%	9%	10%	12%	8%
		3%	8%	25%	44%	20%	39%	23%	7%	23%	8%
			--		+++						
\$80,000 - 94,999	40	4	6	6	16	8	9	8	6	9	8
	7%	9%	5%	4%	9%	7%	4%	5%	15%	8%	13%
		10%	15%	15%	40%	20%	22%	20%	15%	22%	20%
				+			--		++		++
\$95,000 - 109,999	34	0	1	2	16	15	15	7	1	7	4
	6%	0%	1%	1%	9%	14%	6%	5%	2%	6%	6%
		0%	3%	6%	47%	44%	44%	21%	3%	21%	12%
			--	--	++	+++					

(continued)

Table 69: QD6 And finally, which of the following categories best describes your total household income last year, before taxes.
Please stop me when I come to your category.

(continued)

	Total	EDUCATION					REGION				
		LESS HS	COMP LETE HS	SOME COLL	COLL GRAD	SOME GRAD MORE	ALA MEDA	CNTR CSTA	MAR IN	SAN MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
\$110,000 +	45	0	5	7	16	17	21	9	7	5	3
	7%	0%	4%	5%	9%	15%	9%	6%	17%	4%	5%
		0%	11%	16%	36%	38%	47%	20%	16%	11%	7%
						+++			++		
REFUSED	200	10	42	50	46	33	71	59	11	38	21
	33%	22%	37%	36%	27%	30%	31%	39%	27%	34%	33%
		5%	21%	25%	23%	17%	35%	29%	5%	19%	10%
					--			+			

Table 70: QD7 RECORD RESPONDENTS GENDER (DO NOT ASK)

	Total	EDUCATION					REGION				
		COMP		SOME			ALA MEDA	CNTR CSTA	MAR IN	SAN	
		LESS HS	LETE HS	SOME COLL	COLL GRAD	GRAD MORE				MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
MALE	293	21	56	65	81	58	116	74	18	52	33
	49%	47%	49%	47%	48%	52%	50%	49%	44%	46%	52%
		7%	19%	22%	28%	20%	40%	25%	6%	18%	11%
FEMALE	309	24	58	74	89	53	116	78	23	61	31
	51%	53%	51%	53%	52%	48%	50%	51%	56%	54%	48%
		8%	19%	24%	29%	17%	38%	25%	7%	20%	10%

Table 71: QD8 LANGUAGE THE INTERVIEW WAS CONDUCTED IN: (DO NOT READ)

	Total	EDUCATION					REGION				
		COMP		SOME			ALA MEDA	CNTR CSTA	MAR IN	SAN	
		LESS HS	LETE HS	SOME COLL	COLL GRAD	GRAD MORE				MAT EO	SOL ANO
Unweighted Base	602	45	114	139	170	111	232	152	41	113	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7%	19%	23%	28%	18%	39%	25%	7%	19%	11%
ENGLISH	584	38	109	136	170	111	227	150	41	102	64
	97%	84%	96%	98%	100%	100%	98%	99%	100%	90%	100%
		7%	19%	23%	29%	19%	39%	26%	7%	17%	11%
		---			+++	++				---	
SPANISH	17	7	5	3	0	0	4	2	0	11	0
	3%	16%	4%	2%	0%	0%	2%	1%	0%	10%	0%
		41%	29%	18%	0%	0%	24%	12%	0%	65%	0%
		+++								+++	
VIETNAMESE	1	0	0	0	0	0	1	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		0%	0%	0%	0%	0%	100%	0%	0%	0%	0%