

PRE-WAVE DRAFT

**BASMAA REGIONAL MONITOR**  
**SPRING 1997 CAMPAIGN EVALUATION**  
**PRE-WAVE**  
**SCHEDULE: 5 - 12 MARCH**

**Sample Frame:**

- 400n Randomly selected residents. Cluster sample proportional to Bay Area population: San Francisco, San Mateo, Santa Clara, Alameda, Contra Costa, Solano and Marin Counties.
- Margin of Error =  $\pm 4.9\%$  in 95 out of 100 cases. That is, if this survey was conducted 100 times, the results produced in at least 95 surveys would be identical to those shown here within the margin of error.

DATE:	RECORD:
BEGIN:	INTRVWR:
END:	SPRVSr:

Hello ... my name is [INTERVIEWER NAME] of Western Opinion Research, a national marketing research firm. We are talking with people in your area today and would like to ask you a few questions. Your responses will be strictly anonymous and recorded for statistical purposes only. This will take about 15 minutes.

***[IF NECESSARY]***

*This is not a sales call and you will never be contacted as a result of the answers you give.*

Have I reached you at your primary residence?

- YES [CONTINUE] 1  
 NO [ASK TO SPEAK WITH  
 PRIMARY RESIDENT] 2

Do you or anyone in your family work for the NEWS MEDIA, ADVERTISING or MARKET RESEARCH?

- YES [THANK & TERMINATE] 1  
 NO [CONTINUE] 2

PRE-WAVE DRAFT

LET'S BEGIN ...

Is your household a detached single family home or is it an attached condominium, townhome or apartment?

- DETACHED HOME [CONTINUE] 1
- TERMINATE:**
- CONDO / TOWNHOME 2
- APARTMENT 3
- TRAILER HOME / PARK 4
- OTHER 5
- DONT KNOW 6

Do you own your own home ... or do you rent?

- OWN 1
- RENT 2
- OTHER 3
- DONT KNOW 4

## PRE-WAVE DRAFT

Now a different subject ... I'm going to read you several causes of pollution to the BAY AREA's natural environment. For each, please tell me how serious of a threat that source of pollution is to Bay Area environment. On a scale of 1 to 100 -- where "1" is NO THREAT, and "100" is a VERY SERIOUS THREAT -- how much of a threat is ...

1-100

## [RANDOM:]

CHEMICAL WASTE FROM FACTORIES  
 AUTOMOBILE EXHAUST  
 INDUSTRIAL SEWAGE & WASTE  
 PEOPLE CLEANING CHEMICALS AND  
 PAINTS INTO THE STREETS  
 POLLUTION FLOWING INTO STORM DRAINS  
 OIL AND GREASE FROM CARS  
 AGRICULTURAL FERTILIZERS AND PESTICIDES  
 LAWN FERTILIZER AND GARDEN PESTICIDES RUN-OFF  
 HOUSEHOLD TRASH  
 SEWAGE FROM HOUSEHOLDS

OTHER

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In your own words, what is polluting the Bay, Creeks, and Delta?

[PROBE: "Can you tell me more about that?"]

## [DO NOT READ]

INDUSTRIES / FACTORIES / REFINERIES	1
PEOPLE / HOUSEHOLDS / EVERYBODY	2
AGRICULTURAL WASTE / AGRICULTURAL PESTICIDES	3
HOUSEHOLD PESTICIDES	4
GARBAGE DUMPING	5
OIL SPILLS / OIL WASTE	6
SEWAGE SYSTEM	7
WASTE MATERIALS IN GENERAL	8
BOATS / TANKERS	9
AUTOMOBILES	10
BAY IS NOT POLLUTED	11
OTHER	12
DONT KNOW	13

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PRE-WAVE DRAFT

Now, let's do the same rating for causes of pollution in the San Francisco Bay, Delta and creeks. I'm going to read several sources of pollution to the Bay Area waters. On a scale of 1 to 100 -- where "1" is NOT A CAUSE, and "100" is a MAJOR CAUSE -- please tell me how much each contributes to pollution in Bay Area waters.

MEAN

[RANDOM:]

- CHEMICAL WASTE FROM FACTORIES
- INDUSTRIAL SEWAGE & WASTE
- AGRICULTURAL FERTILIZERS AND PESTICIDES
- POLLUTION FLOWING INTO STORM DRAINS
- FERTILIZER AND PESTICIDE RUN-OFF FROM  
LAWNS AND GARDENS
- OIL AND GREASE FROM CARS
- PEOPLE CLEANING CHEMICALS AND  
PAINTS INTO THE STREETS
- SEWAGE FROM HOUSEHOLDS
- HOUSEHOLD TRASH

[DO NOT READ]

OTHER [SPECIFY:] \_\_\_\_\_  
DONT KNOW

## PRE-WAVE DRAFT

Now, I'm going to read you several statements. For each, please tell me if you AGREE or DISAGREE using a 1 to 5 scale -- where 1 is STRONGLY DISAGREE and 5 is STRONGLY AGREE.

**[RANDOM:]****MEAN**

The health of families could be threatened in their own neighborhood.

Individuals should be held legally responsible for polluting local streams, even if it is unintentional or accidental.

Products that people use around the house and garden directly affect the environment around me.

Local industries threaten the quality of my local environment much more than anything I do.

Lawn and Garden products like fertilizers and pesticides are more dangerous to families than industrial waste.

Pollution in the Bay and Delta get diluted and washed out to sea, where it does less damage.

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## PRE-WAVE DRAFT

In your opinion, what ONE THING can people like yourself do to reduce water pollution in the Bay Area?

[DO NOT READ]

INDIVID DISPOSE PROPERLY	1
NOT USE HARMFUL CHEMICALS	2
NO OVER-WATERING	3
USE FEWER PESTICIDES / FERTILIZERS	
& CHEMICALS	4
PROTEST AGAINST INDUSTRY	5
JOIN ENVIRONMENTAL GROUPS	6
WRITE / CALL GOV'T	7
PREVENT AUTO LEAKS	8
DRIVE LESS	9
RECYCLE	10
ALLOW ONLY RAIN INTO	
STORM DRAINS	11
NOTHING	12
OTHER	13
DONT KNOW	14

PRE-WAVE DRAFT

Now thinking specifically about the water in and around your house ...

[ROTATE A / B:]

Water from your kitchen and bath run through pipes into the sewer. Does that water from inside your home ...

[RANDOM:]

- FLOW DIRECTLY INTO THE GROUND 1
- FLOW DIRECTLY INTO THE BAY, CREEKS AND DELTA 2
- FLOW DIRECTLY INTO A TREATMENT PLANT 3
- [DO NOT READ]
- OTHER 4
- DONT KNOW 5

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Does that water outside your house in the lawn, garden and driveway .....

[RANDOM:]

- FLOW DIRECTLY INTO THE GROUND 1
- FLOW DIRECTLY INTO THE BAY, CREEKS AND DELTA 2
- FLOW DIRECTLY INTO A TREATMENT PLANT 3
- [DO NOT READ]
- OTHER 4
- DONT KNOW 5

## PRE-WAVE DRAFT

How likely is it in the next 12 months you will use household products like garden fertilizers and pesticides or other chemicals? Would you say ...

EXTREMELY LIKELY	[ASK Q ]	1
VERY LIKELY	[ASK Q ]	2
YOU MIGHT OR MIGHT NOT	[ASK Q ]	3
NOT VERY LIKELY	[GO TO Q ]	4
NOT AT ALL LIKELY	[GO TO Q ]	5
[DO NOT READ]		
DONT KNOW		6

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PRE-WAVE DRAFT

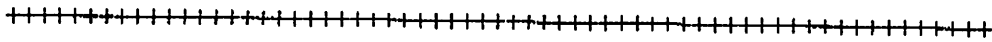
Now, thinking specifically about how you use household products like garden fertilizers, pesticides, and chemicals ...

[ROTATE SERIES:]

Which of the following statements best describes the amount of these kinds products you typically use?

[RANDOM:]

- A. I use a little less than the instruction on the container recommends 1
- B. I use exactly the amount instructions on the container recommends 2
- C. I use a little more than the instructions on the container recommends 3



Which of the following statements best describes how frequently you typically use these kinds of products?

[RANDOM:]

- A. I use them a little less often than instructions on the container recommend 1
- B. I use them only as often as instructions on the container recommend 2
- C. I use them a little more often than instructions on the container recommend 3

PRE-WAVE DRAFT

Sometimes when people work around the house, they have leftover amounts of things like pesticides, fertilizers, and chemicals. When you use items like these ... in general what do you do with the leftover products?

[DO NOT READ; CODE UP TO TWO RESPONSES]

- POUR DOWN SINK 1
  - DRAIN INTO THE STREET GUTTER / STORM DRAIN 2
  - STORE FOR FUTURE USE 3
  - DONATE / GIVE AWAY 4
  - SPREAD OVER AREA WHERE USING IT 5
  - POUR OVER OPEN GROUND 6
  - IN THE REGULAR TRASH FOR PICK-UP 7
  - RECYCLE / TAKE TO DISPOSAL SITE 8
  - [DO NOT READ]
  - DO NOT USE PRODUCTS 9
  - DO NOT RINSE 10
  - OTHER 11
  - DONT KNOW 12
-

PRE-WAVE DRAFT

Do you use any products in your home or garden that you might consider harmful to fish, animals or the local environment?

[PROBE:]

And what would those be?

[DO NOT READ;

CODE ALL RESPONSES]

YES

- GARDEN FERTILIZERS 1
- WEED KILLERS 2
- PESTICIDES / BUG KILLERS 3
- PAINT 4
- AUTO FLUIDS 5
- HOUSEHOLD CHEMICALS 6
- OTHER 7
- NO 8
- DONT KNOW 9

Now a slightly different question ... How would you find information about ways to prevent water pollution when you work around your lawn or garden?

[DO NOT READ; PROBE / CODE 2 RESPONSES:]

- |                                     | <u>1st</u> | <u>2nd</u> |
|-------------------------------------|------------|------------|
| ASK GARBAGE COMPANY                 | 1          | 1          |
| CITY / COUNTY AGENCIES              | 2          | 2          |
| PHONE BOOK / GOVERNMENT PAGES       | 3          | 3          |
| CALL 888-BAYWISE / OTHER 800 NUMBER | 4          | 4          |
| SCHOOLS / COMMUNITY COLLEGE         | 5          | 5          |
| FIRE DEPARTMENT                     | 6          | 6          |
| ASK RETAILERS WHERE PURCHASED       |            |            |
| NURSERY / GARDEN / HARDWARE STORES  | 7          | 7          |
| MAGAZINES / NEWSPAPERS              | 8          | 8          |
| ASK FAMILY / FRIEND /               |            |            |
| CO-WORKERS                          | 9          | 9          |
| RADIO / TV PROGRAMS                 | 10         | 10         |
| OTHER                               | 11         | 11         |
| DONT KNOW                           | 12         | 12         |

## PRE-WAVE DRAFT

If there were a toll-free telephone number you could call to find out about preventing water pollution around your home and garden ... what kind information do you think would be available on that number?

**[DO NOT READ; RECORD 2 RESPONSES]**

DISPOSAL / RECYCLING SITES	1
ENVIRONMENTAL INFORMATION	2
GENERAL GARDENING, HOUSEHOLD TIPS	3
LIVE OPERATOR	4
POISON HOTLINE	5
POLLUTION PREVENTION	6
WATER POLLUTION / GENERAL	7
SPECIFIC INFO ON HOW, WHEN USE PRODUCTS	8
SPECIFIC CLEAN-UP, DISPOSAL METHODS	9
TOUCH-TONE MESSAGES / NO LIVE OPERATOR	10
WARNINGS ON HAZARDS	11
OTHER	24
DONT KNOW	-

And how likely are you to call a special number to find out how to prevent water pollution around your home and garden? Would you say ...

EXTREMELY LIKELY	1
VERY LIKELY	2
YOU MIGHT OR MIGHT NOT	3
NOT VERY LIKELY	4
NOT AT ALL LIKELY	5
DONT KNOW	6

**[DO NOT READ]**

In the past few months, have you tried to find out information like that?

YES [ASK Q. ]	1
NO [GO TO Q. ]	2
DONT KNOW [GO TO Q. ]	3

## PRE-WAVE DRAFT

And do you remember where you tried to get that information?

## [RECORD 2 RESPONSES]

	<u>1st</u>	<u>2nd</u>
GARBAGE COMPANY	1	1
CITY / COUNTY AGENCIES	2	2
PHONE BOOK / GOVERNMENT PAGES	3	3
888-BAYWISE / OTHER 800 NUMBER	4	4
SCHOOLS / COMMUNITY COLLEGE	5	5
FIRE DEPARTMENT	6	6
RETAILERS WHERE PURCHASED / NURSERY / GARDEN / HARDWARE STORES	7	7
MAGAZINES / NEWSPAPERS	8	8
FAMILY / FRIEND / CO-WORKERS	9	9
RADIO / TV PROGRAMS	10	10
OTHER	11	11
DONT KNOW	12	12

And can you tell me if you have actually used the information you received?

YES / USED	1
NO / NOT USED	2
DONT KNOW	3

Can you tell me how useful that information was in helping you properly use pesticides and fertilizers ... and preventing water pollution?

EXTREMELY USEFUL	1
VERY USEFUL	2
SOMEWHAT USEFUL	3
NOT VERY USEFUL	4
NOT AT ALL USEFUL	5
DONT KNOW	6

PRE-WAVE DRAFT

Over the past month or two, have you seen, read or heard anything about preventing water pollution around your home and garden?

- YES / HEARD [ASK Q. ] 1
- NO / NOT HEARD [GO TO Q. ] 2
- DONT KNOW [GO TO Q. ] 3

Thinking specifically about that ... what one or two things do you remember most?

[PROBE: CAN YOU TELL ME MORE ABOUT THAT?]

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## PRE-WAVE DRAFT

Do you recall where you saw or heard about that?

**[DO NOT READ]**

TELEVISION	
GENERAL	1
NEWS	2
COMMERCIAL	3
RADIO	
GENERAL	4
NEWS	5
COMMERCIAL	6
NEWSPAPER	
GENERAL	7
ADVERTISEMENT	
INSERT	8
BILLBOARD/ OUTDOOR	9
STORM DRAIN STENCIL / SIGN	10
FRIEND / FAMILY / CO-WORKER	11
STORE PROMOTION	12
COMMUNITY EVENT	13
INTERNET	14
OTHER	15
DONT KNOW	16

Grow It!

## PRE-WAVE DRAFT

And in the past month or two have you seen, read or heard anything specifically about THE GUIDE TO A LESS TOXIC GARDEN or tips for properly using pesticides and fertilizers?

YES / HEARD [ASK Q. ]	1
NO / NOT HEARD [GO TO Q. ]	2
DONT KNOW [GO TO Q. ]	3

Do you recall where you saw or heard about that?

TELEVISION	
GENERAL	1
NEWS	2
COMMERCIAL	3
RADIO	
GENERAL	4
NEWS	5
COMMERCIAL	6
NEWSPAPER	
GENERAL	7
ADVERTISEMENT /	
INSERT	8
BILLBOARD/ OUTDOOR	9
STORM DRAIN STENCIL / SIGN	10
FRIEND / FAMILY / CO-WORKER	11
STORE PROMOTION	12
COMMUNITY EVENT	13
INTERNET	14
OTHER	15
DONT KNOW	16





PRE-WAVE DRAFT

Do the messages about THE GUIDE TO A LESS TOXIC GARDEN and properly using pesticides and fertilizers make you **(MORE LIKELY ... or ... LESS LIKELY)** to reduce and eliminate chemicals from your garden? Or does it not make a difference to you?

[WAIT FOR RESPONSE, THEN ASK:]

Would that be *much* (MORE / LESS) likely or only *somewhat* (MORE / LESS) likely?

- |                      |            |   |
|----------------------|------------|---|
| MUCH MORE LIKELY     | [ASK Q ]   | 1 |
| SOMEWHAT MORE LIKELY | [ASK Q ]   | 2 |
| SOMEWHAT LESS LIKELY | [GO TO Q ] | 3 |
| MUCH LESS LIKELY     | [GO TO Q ] | 4 |
| [DO NOT READ]        |            |   |
| NO DIFFERENCE        | [GO TO Q ] | 5 |
| BAY NOT POLLUTED     | [GO TO Q ] | 6 |
| DONT KNOW            | [GO TO Q ] | 7 |

And, after hearing these messages, how likely are you to get information about what you can do to reduce pesticides and fertilizers ... and prevent water pollution?

Would that be *much* (MORE / LESS) likely or only *somewhat* (MORE / LESS) likely?

- |                      |   |
|----------------------|---|
| MUCH MORE LIKELY     | 1 |
| SOMEWHAT MORE LIKELY | 2 |
| SOMEWHAT LESS LIKELY | 3 |
| MUCH LESS LIKELY     | 4 |
| NO DIFFERENCE        | 5 |
| DONT KNOW            | 6 |

AWN

PRE-WAVE DRAFT

How has that message about the causes of water pollution changed the way you work around the garden?

[DO NOT READ; RECORD MULTIPLE RESPONSES]

- COMPOSTING / MORE OFTEN 1
- DISPOSE PROPERLY / GENERAL 2
- NO LONGER DUMP INTO STORM DRAINS 3
- NO LONGER DUMP INTO TRASH 4
- RECYCLE CHEMICALS / PESTICIDES / FERTILIZERS 5
- USE LESS CHEMICALS / FERTILIZER / PESTICIDE 6
- USE CHEMICALS / FERTILIZERS / PEST. LESS FREQUENTLY 7
- USE INDOOR SEWAGE DRAINS / NOT STORM DRAINS 8
- USE ALTERNATIVES TO CHEMICALS / PESTICIDES 9
- WATERING LESS 10
  
- NO CHANGE 11
- OTHER 12
- DONT KNOW 13

## PRE-WAVE DRAFT

Now, I have just a few more questions that will be used for statistical purposes only.  
None of your answers will be attributed to you personally.

What was the last grade of formal education that you completed?  
[DO NOT READ]

HI SCHOOL GRAD OR LESS	1
SOME COLLEGE	2
COLLEGE GRAD	3
MASTERS DEGREE	4
DOCTORATE	5
REFUSED	6

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Are you employed full-time, that is, 35 hours a week or more? Or part-time? Or are you unemployed ... a student ... retired ... or a home-maker?

EMPLOYED:	
FULL TIME [ASK Q. ]	1
PART TIME [ASK Q. ]	2
STUDENT	3
RETIRED	4
HOME-MAKER	5
UNEMPLOYED / DISABLED	
OTHER	6

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## [ASK ONLY IF EMPLOYED]

What is your present job or position?

PROFESSIONAL / TECHNICAL	1
MANAGER / EXECUTIVE	2
SALES	3
SKILLED LABOR	4
UNSKILLED LABOR / OPERATORS	5
SERVICE WORKER	6
MILITARY	7
GOVERNMENT	8
REFUSED	9

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PRE-WAVE DRAFT

Which of the following groups includes your total household income from last year?

- LESS THAN \$15,000 1
- \$15,000 - \$24,999 2
- \$25,000 - \$34,999 3
- \$35,000 - \$49,999 4
- \$50,000 - \$75,000 5
- MORE THAN \$75,000 6
- REFUSED 7

What do you consider to be your racial background?

- CAUCASIAN 1
- HISPANIC 2
- AFRICAN AMERICAN 3
- ASIAN 4
- OTHER 5
- REFUSED 6

What will be your age on your next birthday?

- 18 - 24 1
- 25 - 34 2
- 35 - 44 3
- 45 - 54 4
- 55 - 64 5
- 65 & OLDER 6
- REFUSED 7

What ZIP CODE do you live in? \_\_\_\_\_

May I have your first name in case my supervisor wants to verify that this survey was conducted?

NAME: \_\_\_\_\_

**THANK & GOOD-BYE**

SEX [BY OBSERVATION]

MALE  
FEMALE

PRE-WAVE DRAFT  
1  
2

FROM SAMPLE:

PHONE NUMBER \_\_\_\_\_

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I HAVE READ THIS COMPLETED INTERVIEW SCHEDULE AND CERTIFY THAT ALL QUESTIONS REQUIRING ANSWERS HAVE BEEN APPROPRIATELY CODED AND THAT THIS INTERVIEW HAS BEEN LEGALLY OBTAINED FROM THE INDIVIDUAL.

INTERVIEWER SIGNATURE: \_\_\_\_\_

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