CITY OF SAN DIEGO

STORM WATER POLLUTION PROGRAM

2004 FOLLOW-UP SURVEY OF CITY RESIDENTS

FINAL REPORT

JD FRANZ RESEARCH, INC.
Public Opinion and Marketing Research

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CONTENTS

I. INTRODUCTION

The research findings presented in this report derive from a survey of residents of the City of San Diego that was commissioned by the City's Storm Water Pollution Program and conducted by JD Franz Research, Inc., of Sacramento. Encompassing 400 completed interviews, the survey was implemented between July 13 and July 28, 2004.

The primary purpose of the survey was to serve as a follow-up measure of awareness, attitudes, and behaviors relative to storm water pollution. The baseline survey was conducted in June and July of 2001; the first follow-up survey was conducted in July

and August of 2002, and the second follow-up survey was conducted in July and August of 2003. Specific areas of inquiry included the following:

- Importance of various issues the City of San Diego is dealing with
- Potential sources of storm water pollution that respondents own
- Among vehicle owners:
    - Whether vehicles are washed at home
    - Where the wash water runs
    - Whether oil is changed at home
    - How the used oil is disposed of
    - Whether radiators are drained at home
    - How the radiator fluid is disposed of
- Among those with gardens:
    - How lawn clippings or other green waste are disposed of
    - How clippings on walkways, patios, and driveways are cleaned up
    - How often water from the garden runs into the gutter or street
    - Whether pesticides, herbicides, or fungicides are used
    - How well instructions are followed when pesticides, herbicides, or fungicides are used
    - How often these chemicals wash off into the street
    - How leftovers of these chemicals are disposed of

    - Types of chemicals used
    - Considerations in choosing chemicals to use
- Among those who have dogs:
    - How often droppings are picked up when the dog is being walked
    - How often dog droppings are cleaned up in yards
- After cooking, how grease in pots and pans is disposed of
- Among those who paint around the house:
    - Where paint brushes, rollers, and pans are cleaned out
    - How leftover paint is disposed of
- Extent to which respondents have experienced blocked sewers where they live
- Causes of blockages
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- Zip Code of residence

- Water bodies that are viewed as being part of the community where respondents live
- Water bodies used for recreational purposes
- Health of the water body or bodies into which storm water from respondents' Zip Codes drain
- Familiarity with the concept of a watershed
- Ability to define the term
- Whether respondents believe they live in a watershed
- Extent to which respondents have heard something about the storm drain system
- Where things that enter the storm drains go
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- Sources of awareness of the slogan
- Meaning of the slogan
- Reactions to the slogan
- Probability of attending to various sources of information about preventing contamination of the ocean, bays, and beaches
- Respondent demographics, including type of residence, home ownership status, educational attainment, age, ethnicity, income, and gender

Following this Introduction, the report is divided into three additional sections. **Section II** contains a detailed discussion of the **Research Methods** used in conducting the

survey, while **Section III** presents and discusses the **Findings**. Finally, **Section IV** contains the research firm's **Conclusions and Recommendations**.

For reference, there are also two appendices. **Appendix A** contains a copy of the **Survey Instrument** that was used in conducting the research, and **Appendix B** includes **Detailed Data Tabulations** for all of the survey questions.

II. RESEARCH METHODS

Instrument Design

The survey instrument that was used in conducting this research was identical to the instrument used in the 2003 follow-up survey. Originally, the instrument was designed by the President of JD Franz Research in consultation with the Supervising Public Information Officer for the City of San Diego's Storm Water Pollution Prevention Program.

Sample Selection

The sample for the survey was a random digit dialing (RDD) telephone sample designed to represent all households in the City of San Diego. RDD, the most sophisticated strategy for telephone survey sampling, ensures the inclusion of unlisted, erroneously listed, and newly listed households in the sample. The 2004 sample was selected in precisely the same manner as all previous samples.

Area codes and prefixes for the sample were determined by Survey Sampling, Inc., the nation's leading supplier. SSI then randomly appended the final four numbers of a telephone number to these area code/prefix combinations by computer.

Interviewer Training

All of the interviewers who conducted the survey had undergone intensive training and briefing prior to conducting any actual interviews. Training included instruction in interviewing techniques, orientation to the mechanics of sample selection and recording, use of the Computer Assisted Telephone Interviewing (CATI) system software, and extensive practice with survey instruments as well as with a systematic approach to answering respondents' inquiries.

Survey Implementation

Interviewing for the survey was conducted from the centralized, fully monitored, and CATI-equipped facility at JD Franz Research under the ongoing oversight of full-time supervisors. Immediately upon completion of each interview, a supervisor checked it for accuracy, clarity, and completeness so that any problem areas could be discussed with the interviewer while the conversation was still remembered.

In the event problems could not be resolved by recall, respondents were called back for clarification or amplification. Interviews that could not be corrected (n=30) were discarded and replaced so there would be no missing data in the database.

In order to ensure that working people were adequately represented, calling took place only during the evening hours (5 to 9 p.m.) and on weekends (10 a.m. to 6 p.m. on Saturdays and 2 to 9 p.m. on Sundays). Up to four attempts were made to reach an eligible respondent at each number in the sample.

Interviewing commenced on July 13, 2004 and was concluded on July 28. The cooperation rate for the survey was 69 percent, which is generally viewed as being very good. A cooperation rate of this magnitude lends considerable credibility to the validity and reliability of the findings.

Data Coding, Tabulation, and Analysis

Coding of the survey's closed-ended questions was accomplished by the interviewers as they conducted the interviews. Coding of the survey's open-ended questions was then undertaken in three stages.

First, a coding team comprised of supervisors and specially trained supervisory and interviewing staff used previously developed codebooks to code the open-ended questions, setting aside any responses that failed to conform to the coding schemes for the possible addition of new codes. In order to achieve consistency, the coding team worked in pairs and as a group, checking each others' work and fully discussing any debatable responses prior to coding them.

Once all of the interviews that failed to conform to the initially established coding scheme had been identified, the Supervisor and the coding team reviewed the uncoded answers and added new codes as appropriate. This approach ensures that there is a minimal percentage of "other" responses to the open-ended questions. Finally, as a check on the integrity of the coding as a whole, the Project Manager reviewed a ten percent sample of all of the coded interviews.

The resulting data were then exported and key entered into the data analytic software SPSS for Windows and computer-checked for accuracy, adherence to the pre-

established coding scheme, and internal logic. Tabulations, means, and other analyses were prepared using SPSS for Windows.

III. FINDINGS

Findings from the survey are presented here in the same order in which the questions were posed to respondents. Readers who are interested in the precise phrasing of the inquiries are invited to consult the copy of the survey instrument that can be found in Appendix A. Throughout, results from 2004 are compared to those from the baseline year in which the question was first asked. Any statistically significant differences between the years are also noted.

IMPORTANCE OF VARIOUS ISSUES

Figure 1 portrays the mean importance of various issues the City of San Diego is dealing with on a scale of one to four where one equals not at all important and four equals very important. As this display indicates, all of the issues were viewed as being more than somewhat important (mean value of 3.00) in both years, although littering was noticeably less likely than the other issues to be viewed as being important.

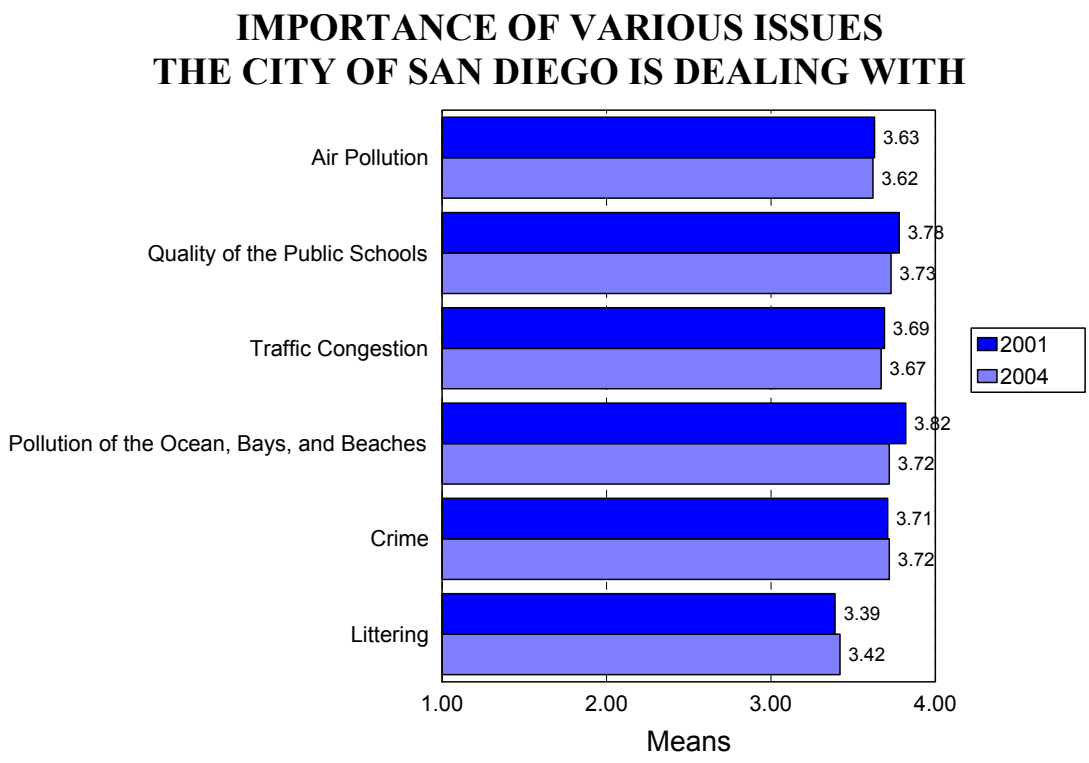


Figure 1

POSSESSION OF SELECTED SOURCES OF POLLUTION

Figure 2 displays the extent to which respondents said they have or own various potential sources of storm water pollution. As this graphic demonstrates, the only source a majority of respondents said they have or own (89 percent in 2001 and 91 percent in 2004) is a car, truck, or van. Second most likely to be in respondents' possession (45 percent in 2001 and 42 percent in 2004) was a garden; third most likely (28 percent in 2001 and 29 percent in 2004) was a dog.

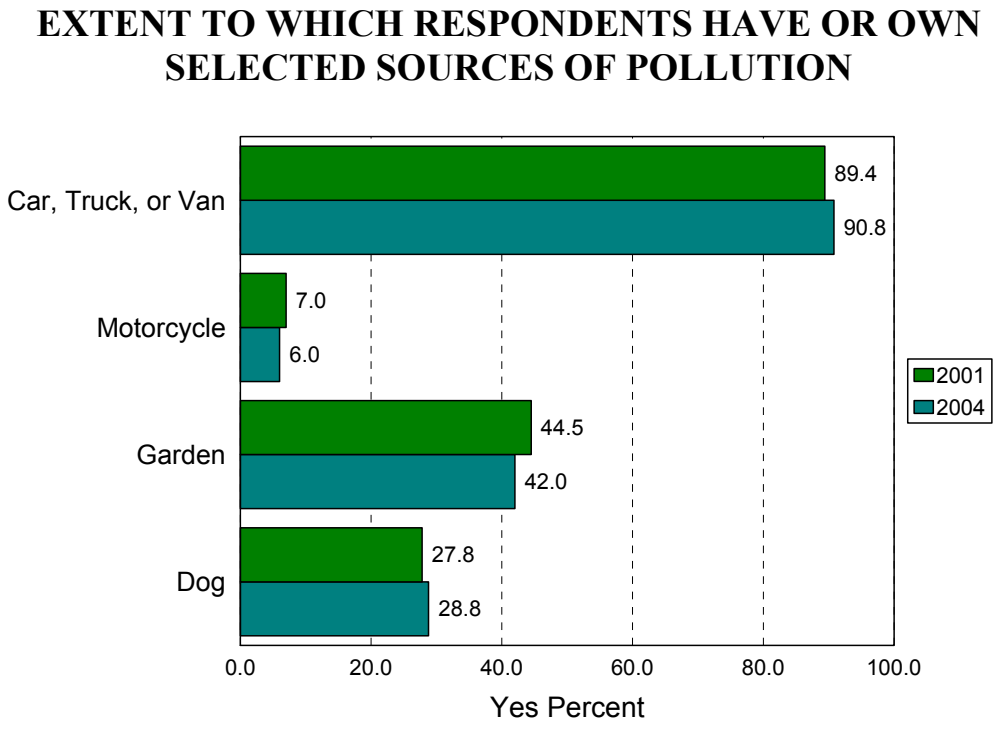


Figure 2

VEHICLE ISSUES

Washing

As shown in Figure 3, around two-fifths of those with vehicles (44 percent in 2001 and 39 percent in 2004) said they wash them at home at least occasionally. Of these, as Table 1 illustrates, about three-quarters (78 percent in 2001 and 74 percent in 2004) said they let the water run onto pavement such as a driveway, street, or gutter.

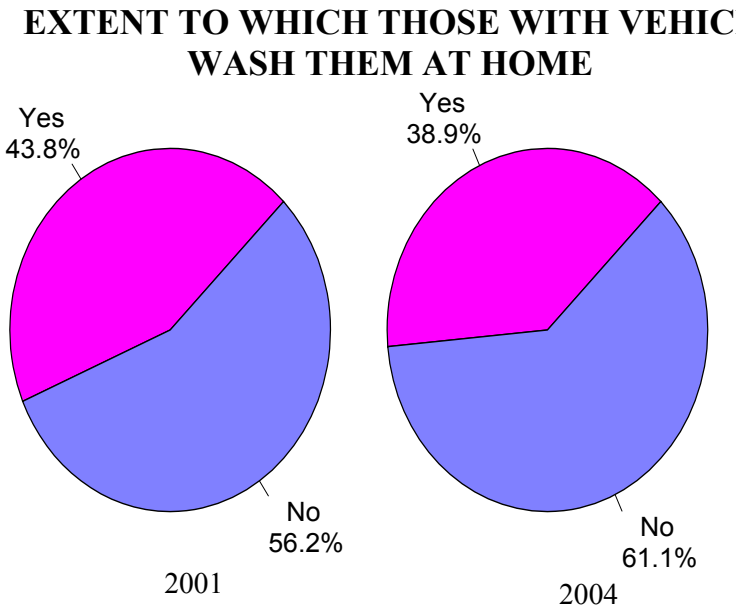


Figure 3

Table 1

WHERE WATER FROM VEHICLE WASHING RUNS

	2001	2004
	Percent	
Onto Pavement Like Driveway, Street, Gutter	78.2	73.9
Onto Dirt	8.0	1.4
Onto Grass, Lawn, Garden	8.0	9.2
Other	5.7	15.5

Oil Changing

Figure 4 indicates that about one in five of those with vehicles in 2001 (21 percent) said they change the oil in these vehicles at least sometimes. The comparable figure for 2004 was 12 percent. The decrease in this measure since the baseline survey is statistically significant.

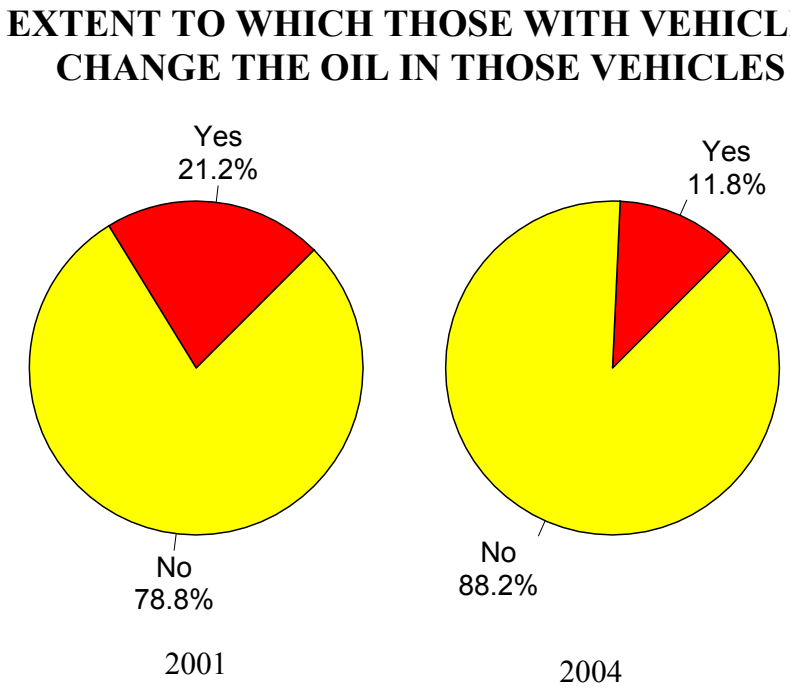


Figure 4

Of those who change their oil, as shown in Table 2, by far the majority (82 percent in 2001 and 84 percent in 2004) said they take the used oil to a recycling center. In addition, seven percent in 2001 and 14 percent in 2004 said they take it to a hazardous waste event. When these figures are summed, they total almost nine in ten (89 percent) in 2001 and well over nine in ten in 2004 (98 percent).

Table 2

WHAT IS DONE WITH THE USED OIL

	2001	2004
	Percent	
Pour Down Inside Drain	2.4	-
Pour Down Storm Drain	1.2	-
Throw in Trash/Garbage	4.8	-
Keep Around the House	2.4	-
Take to Hazardous Waste Event/Roundup	7.1	14.0
Take to Recycling Center	82.1	83.7
Insists on Multiple	-	2.3

Radiator Draining

As illustrated in Figure 5, less than one in ten of those who own vehicles (8 percent in 2001 and 5 percent in 2004) said they drain the vehicles' radiators at least occasionally. Of these, as Table 3 demonstrates, the majority in 2001 (61 percent) and close to half in 2004 (47 percent) said they take the radiator fluid to a recycling center. In addition, more than one in ten in 2001 (12 percent) and close to quarter in 2003 (24 percent) said they take it to a hazardous waste event. These two figures total close to three-quarters

(73 and 71 percent). Because of the small numbers involved, none of the differences on this measure are statistically significant.

EXTENT TO WHICH THOSE WITH VEHICLES DRAIN THE VEHICLES' RADIATORS

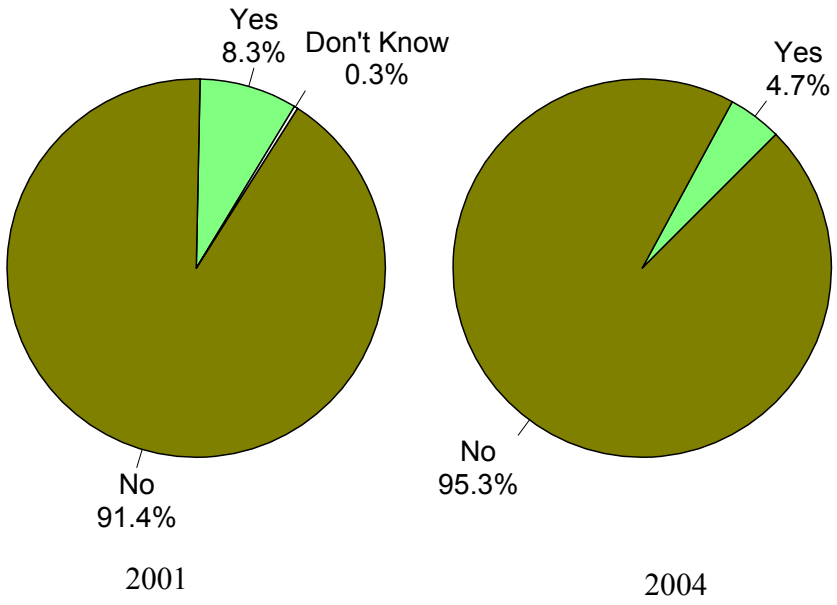


Figure 5

Table 3

WHAT IS DONE WITH THE RADIATOR FLUID

	2001	2004
	Percent	
Pour Down Inside Drain	6.1	5.9
Pour Down Storm Drain	3.0	5.9
Pour Onto Ground	3.0	-
Throw in Trash/Garbage	6.1	5.9
Keep Around the House	9.1	5.9
Take to Hazardous Waste Event/Roundup	12.1	23.5
Take to Recycling Center	60.6	47.1
Insists on Multiple	-	5.9

GARDEN ISSUES

Green Waste Disposal

Table 4 illustrates that the largest group of those with gardens in 2001 (39 percent) said they throw their grass clippings and other green waste into the trash or garbage. In 2004, on the other hand, the largest group (41 percent) said they put them into the green waste cans. The major contributing factor to changes in this measure was the introduction of curbside recycling in San Diego. It is also worth noting in this regard, however, that the increase in the use of curbside recycling between 2003 and 2004 is statistically significant.

Table 4

HOW LAWN CLIPPINGS AND OTHER GREEN WASTE ARE DISPOSED OF

	2001	2002	2003	2004
	Percent			
Throw in Trash/Garbage	38.6	31.6	30.8	23.8
Green Waste Can/Curbside Recycling	-	24.3	29.6	40.5
Taken Away by Gardener/Lawn Service	13.2	2.0	5.0	5.4
Put in Compost Pile/Use as Mulch	13.2	19.7	14.5	7.7
Leave on Lawn	3.6	2.0	1.3	.6
Take to Compost Facility	2.5	2.0	3.8	3.0
Take to Landfill/Transfer Station	4.1	3.3	3.1	-
Other	14.7	6.6	7.5	13.1
Don't Know What Gardener/Other Family Member Does	10.2	8.6	4.4	6.0

As shown in Table 5, the largest groups of respondents (68 percent in 2001 and 51 percent in 2004) said they sweep up lawn clippings that are on walkways, patios, and driveways and put them into the trash. This decrease in the use of the trash for lawn clippings is statistically significant.

Table 5

HOW CLIPPINGS ON WALKWAYS, PATIOS, AND DRIVEWAYS ARE CLEANED UP

	2001	2004
	Percent	
Sweep up and Put Into Trash	68.0	51.2
Blow Into Yard (Leaf Blower)	4.6	8.9
Sweep Into Street/Gutter	.5	1.2
Hose Into Street/Gutter	.5	-
Green Waste Can/Curbside Recycling	-	7.7
Not Applicable - No Lawn	.5	4.8
Not Applicable - No Clippings	1.5	2.4
Other	13.7	15.5
Don't Know What Gardener/Other Family Member Does	10.7	8.3

Watering

Figure 6 illustrates that close to half of respondents (46 percent in 2001 and 49 percent in 2004) said water from their gardens never runs into the gutter or street. In addition, more than a quarter (28 and 29 percent) said it rarely does. These figures sum to around three-quarters (74 and 79 percent). Around one in five, on the other hand (23 and 20 percent), admitted that the water always, usually, or sometimes runs into the gutter or street.

FREQUENCY WITH WHICH WATER FROM GARDENS RUNS INTO THE GUTTER OR STREET

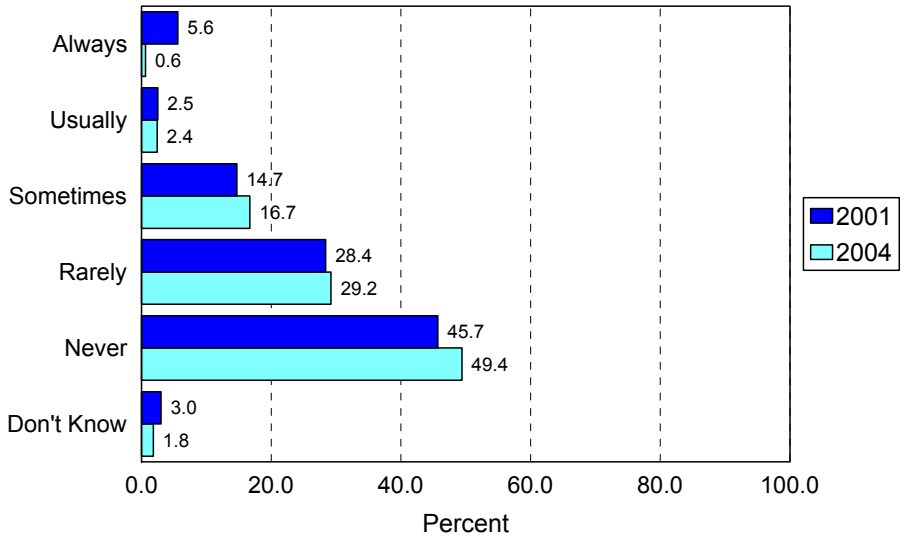


Figure 6

Use of Pesticides, Herbicides, or Fungicides

Figure 7 indicates that more than a quarter of respondents (29 percent in 2001 and 26 percent in 2004) said they use pesticides, herbicides, or fungicides in their gardens. In contrast, the majority (70 percent in 2001 and 74 percent in 2004) said they do not.

EXTENT TO WHICH THOSE WITH GARDENS USE PESTICIDES, HERBICIDES, OR FUNGICIDES

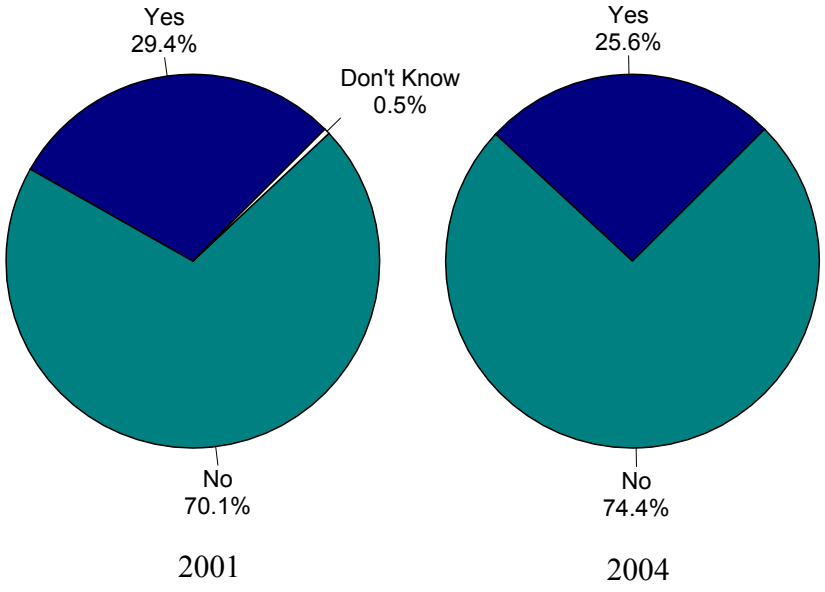


Figure 7

Among those who said they use chemicals, as portrayed in Figure 8, by far majority (81 percent in the baseline year of 2003 and 88 percent in 2004) said they read and follow the instructions very carefully. In addition, 15 and 7 percent said they follow the instructions somewhat carefully. These figures sum to almost everyone (96 and 95 percent).

CARE WITH WHICH THE INSTRUCTIONS ARE READ AND FOLLOWED WHEN PESTICIDES, HERBICIDES, OR FUNGICIDES ARE USED IN RESPONDENTS' GARDENS

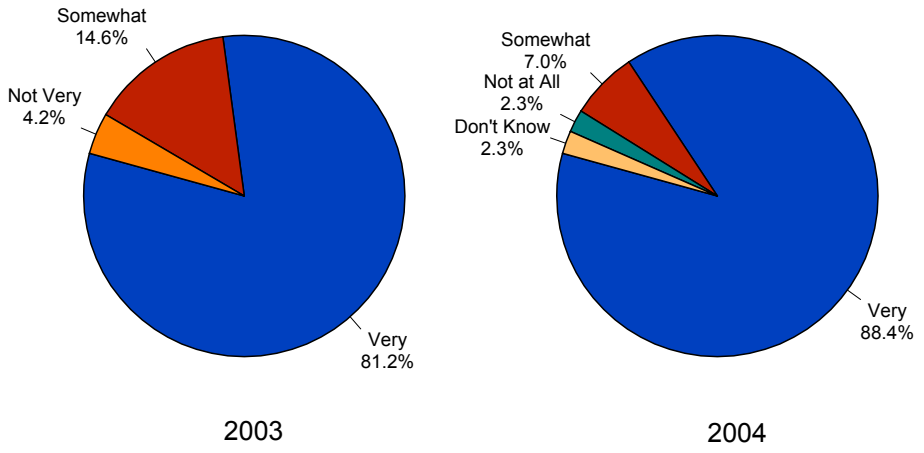


Figure 8

As shown in Figure 9, more than half of those who said they use garden chemicals (57 percent in 2001 and 61 percent in 2004) said these chemicals never wash off into the street. In addition, close to a third (31 and 30 percent) said they rarely do so. These figures total around nine in ten (88 and 91 percent).

FREQUENCY WITH WHICH PESTICIDES, HERBICIDES, OR FUNGICIDES WASH OFF INTO THE STREET

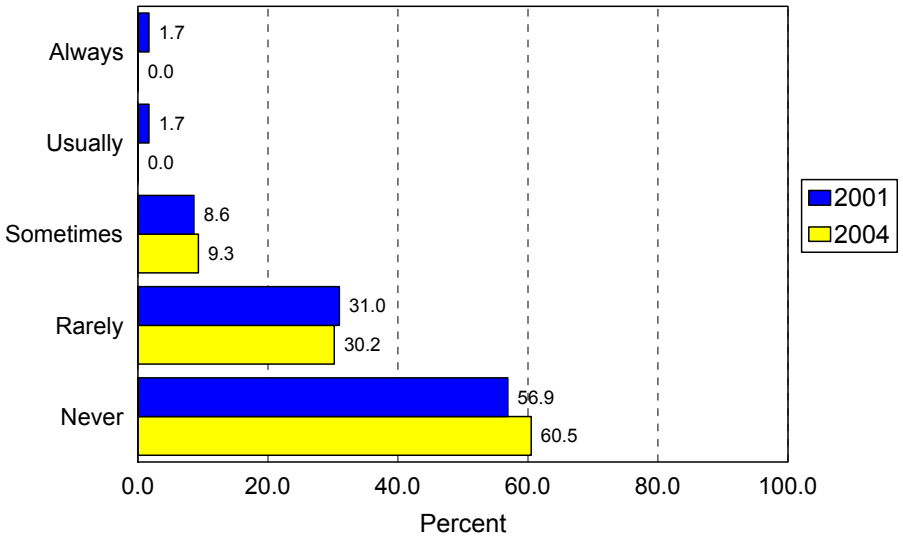


Figure 9

Table 6 portrays the manner in which respondents who use pesticides, herbicides, and fungicides said they dispose of leftover chemicals. The most prevalent answer was not having any left over (38 percent in 2001 and 49 percent in 2004). Putting them in the trash or garbage was tied for first in 2001 (38 percent); this figure decreased to 7 percent in 2004. Also, in 2004, the second most prevalent answer was taking the leftovers to hazardous waste collection (19 percent); this answer represented only five percent of respondents in 2001. Both the decrease in the use of the trash and the increase in the use of hazardous waste collection are statistically significant.

Table 6

HOW LEFTOVER PESTICIDES, HERBICIDES, OR FUNGICIDES ARE DISPOSED OF

	2001	2004
	Percent	
Put in Trash/Garbage	37.9	7.0
Put Down Indoor Drain	1.7	-
Put Down Outdoor Drain	1.7	-
Take to Hazardous Waste Collection	5.2	18.6
Take to Landfill or Dump	5.2	2.3
Not Applicable/Don't Have Leftovers	37.9	48.8
Other	8.6	23.3
Don't Know	1.7	-

Table 7 depicts the methods respondents with gardens said they use to control insects. As this chart indicates, the most prevalent method in 2003 was none (23 percent), while the most prevalent method in 2004 was in the main alternative, non-chemical measures (28 percent).

Table 7

METHODS FOR CONTROLLING INSECTS

	2003	2004
	Percent	
Mainly Use Traditional Synthetic Chemicals	22.0	19.6
Mainly Use Alternative, Non-Chemical Methods	20.1	28.0
Use a Combination of Traditional and Alternative Methods	22.0	15.5
Uses No Insect Control Method	23.3	17.3
Don't Know	11.9	19.6
Refused	.6	-

Table 8 shows that among those who said they mainly use traditional synthetic chemicals, who said they use a combination of traditional and alternative methods, or who said they don't know what they or their gardener mainly use, the majority (53 percent) said the most important thing in deciding what to use is the potential for toxic side effects. This was also the main consideration in the baseline year for this question of 2003, but to a substantially lesser extent (40 percent).

Table 8

MOST IMPORTANT THING IN CHOOSING BETWEEN TRADITIONAL AND ALTERNATIVE METHODS OF INSECT CONTROL

	2003	2004
	Percent	
Cost	10.1	8.7
Method of Application	3.4	6.5
Potential for Toxic Side Effects	40.4	53.3
Speed of Results	37.1	21.7
Other	5.6	8.7
Don't Know	-	1.1
Refused	3.4	-

DOG ISSUES

Dog Walking

As shown in Figure 10, by far the majority of dog owners (83 percent in 2001 and 91 percent in 2004) said they always pick up the droppings when they walk their dogs. In contrast, eleven percent in 2001 and 7 percent in 2003 said they never do.

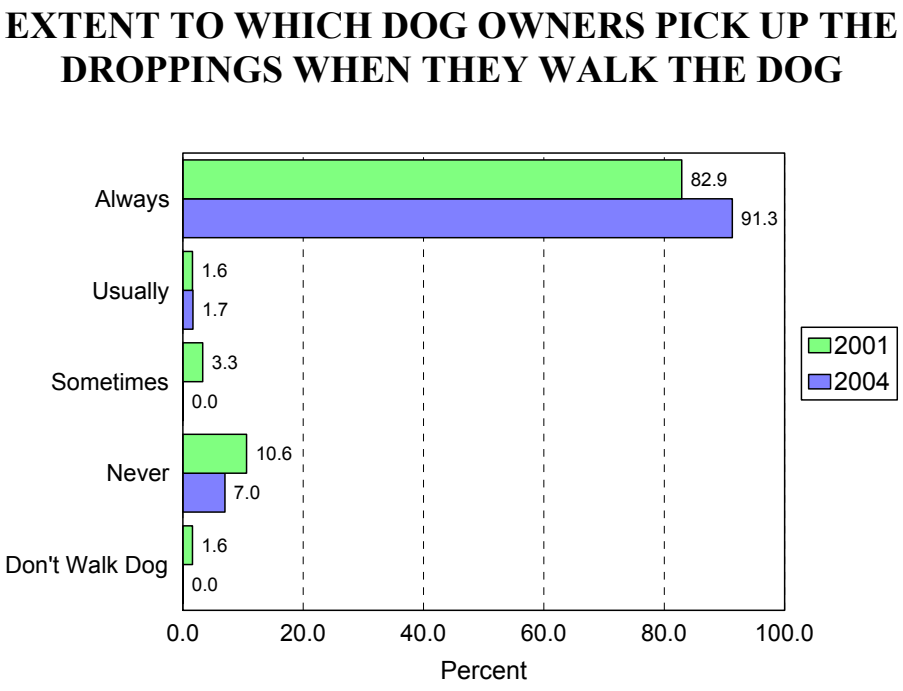


Figure 10

Yard Cleaning

Figure 11 illustrates that around two-fifths of those with dogs (42 percent in 2001 and 38 percent in 2003) said they clean up the dog droppings in their yards every day. In addition, around a third (33 and 29 percent) said they clean up every few days. When summed, these figures total the majority (75 and 67 percent).

FREQUENCY WITH WHICH DOG OWNERS CLEAN UP DOG DROPPINGS IN THEIR YARDS

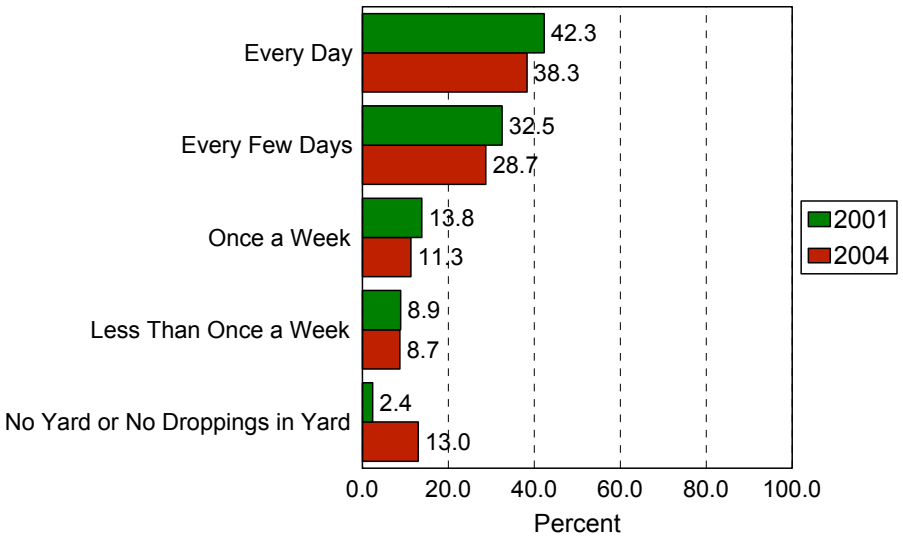


Figure 11

COOKING ISSUES

Table 9 illustrates what respondents said they do when they have a pot or pan with grease in it. The largest groups (43 percent in 2001 and 51 percent in 2004) said they pour the grease into a container and throw it into the garbage. In addition, between a fifth and around a quarter (26 and 20 percent) said they wipe the grease into the

garbage. Not trivial proportions, however (19 in 2001 and 13 percent in 2004) said they pour the grease down the drain, most likely (16 percent in 2001; 11 percent in 2004) with hot water.

Table 9

WHAT IS DONE WITH THE GREASE IN POTS AND PANS

	2001	2004
	Percent	
Wipe the Grease out of the Pan Into the Garbage	26.0	19.5
Wash the Grease Down the Drain With Hot Water	15.6	11.0
Wash the Grease Down the Drain With Cold Water	2.9	1.8
Pour the Grease Into a Container and Throw the Container in the Garbage	43.3	50.5
Put the Pot or Pan in the Dishwasher With the Grease in It	.5	1.0
Never Cooks	11.7	6.0
Other	-	10.3

PAINTING ISSUES

As shown in Figure 12, about two-fifths of respondents (41 and 40 percent) said they paint around the house either inside or outside at least occasionally. Of these, as Table 10 indicates, the largest groups (59 and 46 percent) said they wash out their brushes, rollers, and pans in an inside sink. Around a quarter in 2001 (29 percent) and close to a quarter in 2004 (24 percent), however, use an outside sink, the yard, or a driveway, gutter, or street. The decrease in the use of an inside sink over time is statistically significant.

EXTENT TO WHICH RESPONDENTS PAINT AROUND THE HOUSE

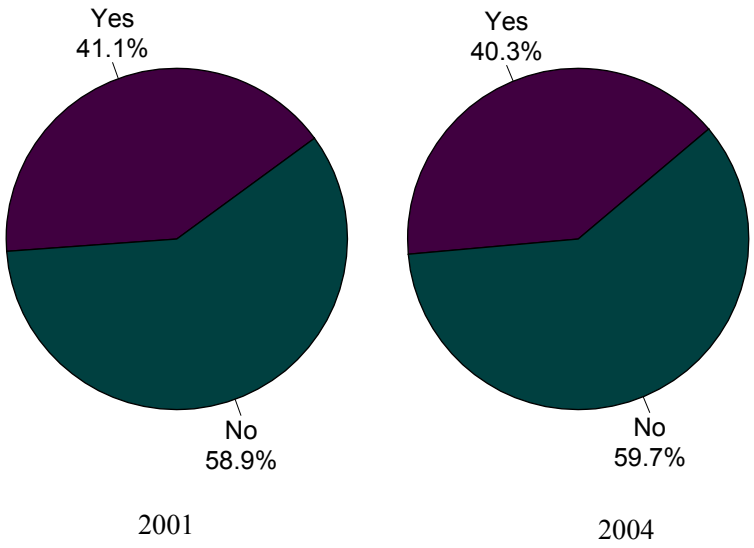


Figure 12

Table 10

WHERE PAINT BRUSHES, ROLLERS, AND PANS ARE CLEANED OUT

	2001	2004
	Percent	
Inside Sink	58.8	46.0
Outside Sink	12.6	9.3
Grass/Dirt/Yard	9.3	10.6
Driveway/Gutter/Street	7.1	3.7
Throw Away/Trash/Disposable Ones	-	14.9
My Husband/Parents Take Care of It	-	3.1
We Recycle It	-	2.5
The Painter Takes Care of It	-	1.2
Other	12.1	5.6
Insists on Multiples	-	3.1

Methods of disposing of leftover paint are portrayed in Table 11. The most frequent answer in both 2001 and 2004 (28 percent each) was that people who paint don't have leftovers. Second most likely to be mentioned in 2001 was putting leftovers in the trash or garbage (23 percent); second most likely to be offered in 2004 was taking them to a hazardous waste collection point (16 percent). The decrease in use of the trash for disposing of leftover paint is statistically significant.

Table 11

HOW EXTRA PAINT IS DISPOSED OF

	2001	2004
	Percent	
Put in Trash/Garbage	22.5	13.0
Put Down Indoor Drain	1.6	.6
Put Down Outdoor Drain	1.1	-
Put Into Gutter/Storm Drain	-	.6
Take to Recycle Center	19.2	11.2
Take to Hazardous Waste Collection	7.1	15.5
Take to Landfill or Dump	1.6	4.3
Bury It	1.1	.6
Not Applicable/Don't Have Leftovers	28.0	28.0
Other	17.6	25.5
Insists on Multiple	-	.6

SEWER ISSUES

Blockages

As illustrated in Figure 13, around one in five respondents (16 percent in 2001 and 20 percent in 2004) said they have ever experienced a blocked sewer line where they live. Of these, as Table 12 indicates, about a third (34 and 39 percent) said the blockage was caused by roots. Other fairly common occurrences were a break in the main line (13

and 10 percent) and a break in the connecting line (11 and 17 percent). Finally, about a quarter (27 and 23 percent) said they didn't know.

EXTENT TO WHICH RESPONDENTS HAVE EXPERIENCED A BLOCKED SEWER WHERE THEY LIVE

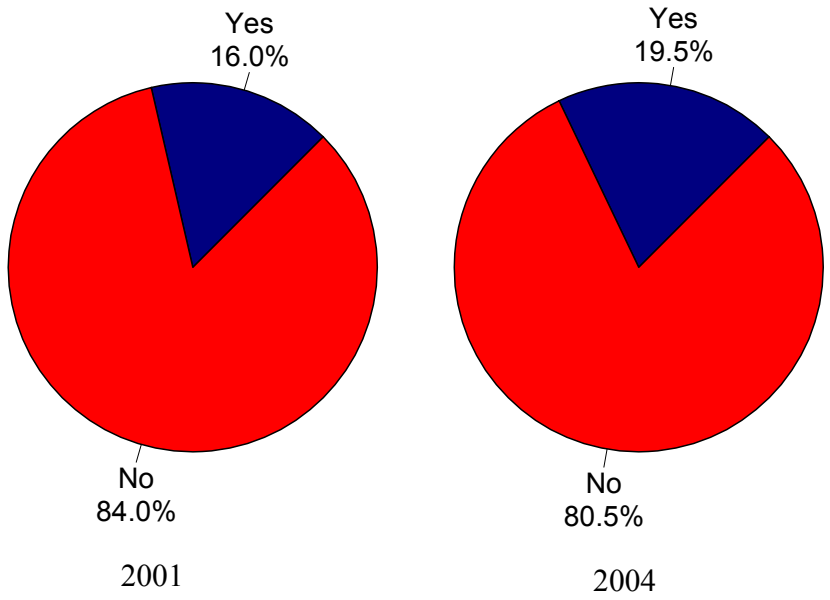


Figure 13

Table 12

CAUSES OF THE BLOCKAGES

	2001	2004
	Percent	
Grease	7.0	1.3
Roots	33.8	38.5
Break in Connecting Line	11.3	16.7
Break in Main Line	12.7	10.3
Not Applicable – Apartment/Condo/Rental	7.0	7.7
Grease and Roots	1.4	-
Hair	-	2.6
Don't Know	26.8	23.1

Line Cleaning

Table 13 demonstrates that the largest groups of respondents (52 percent in 2003 and 53 percent in 2004) said they never clean out the sewer lines connecting their homes to the main sewer line[1]. Less than one in ten (8 and 6 percent) said they do so annually or more frequently. Finally, it should be noted that close to a quarter (21 and 22 percent) said this is not applicable because they live in apartments, condominiums, or rentals.

Table 13

FREQUENCY WITH WHICH RESPONDENTS CLEAN OUT THE SEWER LINES CONNECTING THEIR HOMES TO THE MAIN SEWER LINE

	2003	2004
	Percent	
More Than Once a Year	2.1	2.8
Once a Year	6.3	3.5
Once Every Two-Three Years	4.2	2.0
Once Every Four-Five Years	1.4	1.0
Once Every Six-Ten Years	2.1	1.5
Less Than Once Every Ten Years	3.3	2.3
Never	52.2	52.8
Not Applicable – Apartment/Condo/Rental	21.1	21.8
Don't Know	7.3	12.5

[1] Although this question was supposed to have been asked of all respondents in 2001 and 2002, it was asked only of those who had experienced a blockage. In the 2003 survey, we ensured that the erroneous skip pattern was corrected. It therefore seems appropriate to view 2003 as the baseline year.

LITTER ISSUES

Figure 14 indicates that around four-fifths of respondents (77 percent in 2001 and 80 percent in 2004) said they never litter. In addition, close to one in five (17 and 15 percent) said they rarely do. These figures total more than nine in ten (94 and 95 percent).

FREQUENCY WITH WHICH RESPONDENTS LITTER

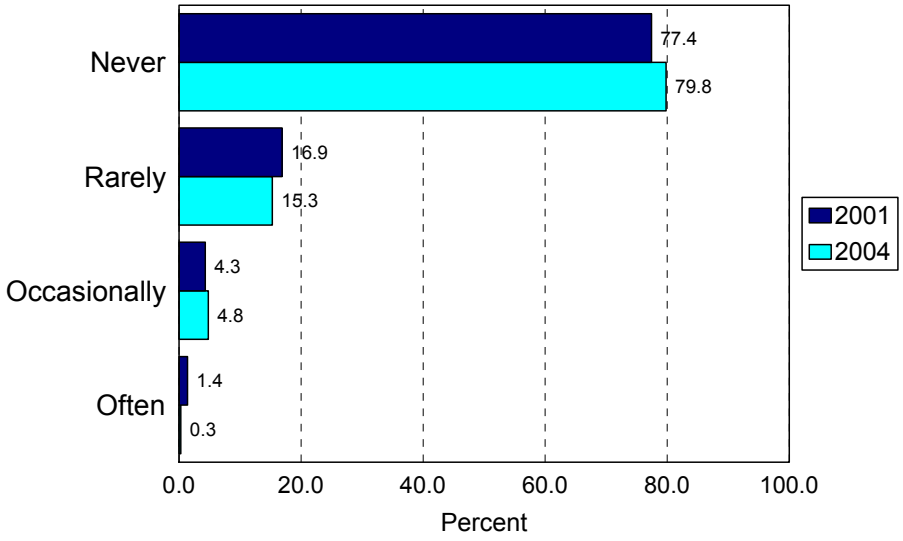


Figure 14

As demonstrated in Figure 15, more than nine in ten respondents (96 percent in 2001 and 98 percent in 2004) said they never empty trash or car ashtrays at freeway on- or off-ramps. Only a very few (4 and 2 percent) admitted they rarely, occasionally, or often do so.

FREQUENCY WITH WHICH RESPONDENTS EMPTY TRASH OR CAR ASHTRAYS AT FREEWAY ON- OR OFF-RAMPS

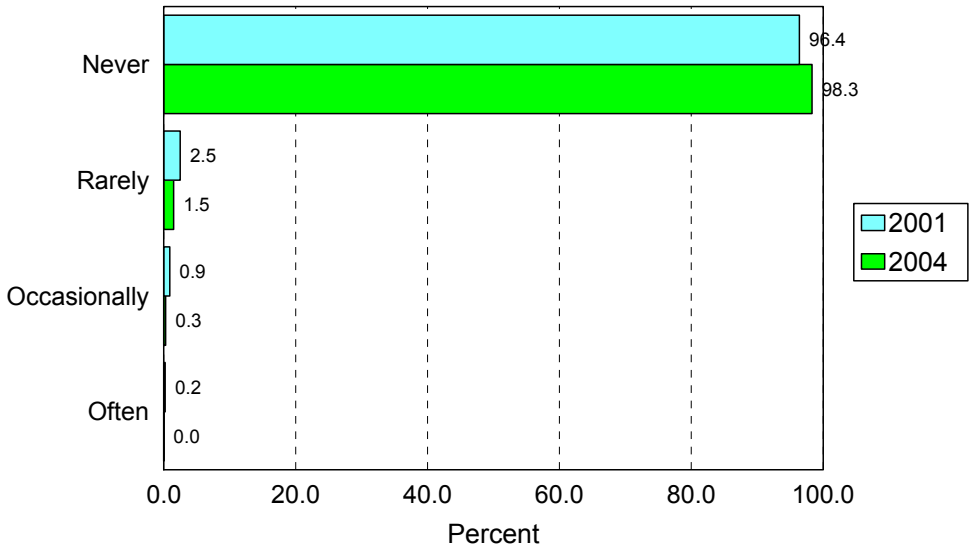


Figure 15

Figure 16 indicates that the largest groups of respondents (44 percent in both the baseline year of 2002 and 2004) said there is not very much litter in their neighborhoods. In addition, close to one in five (18 and 17 percent) said there is none. When these figures are summed, they total the majority (62 percent in 2002 and 61 percent in 2004).

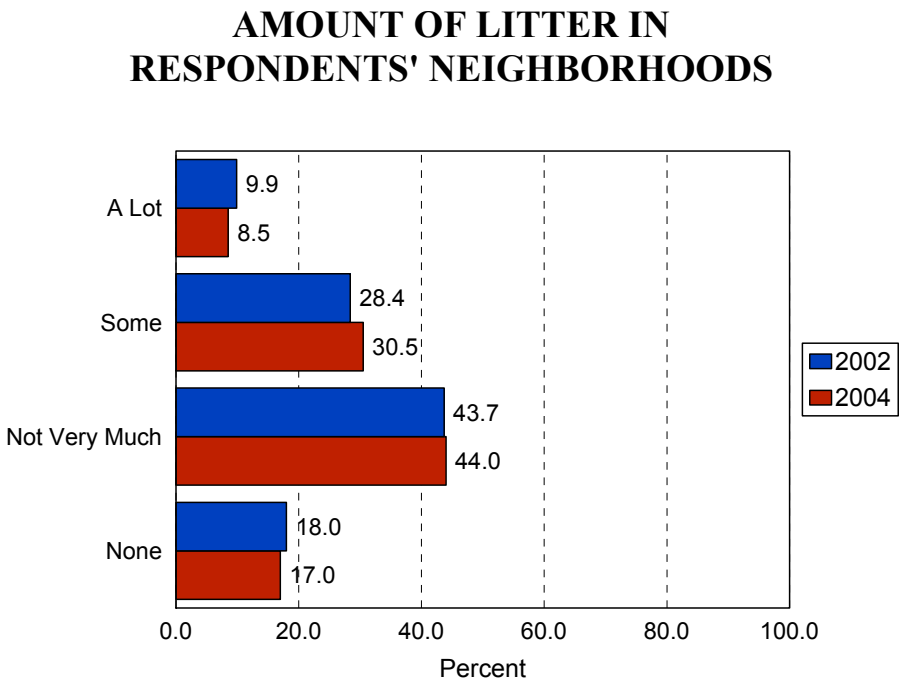


Figure 16

As shown in Figure 17, the largest groups of respondents (44 in the baseline year of 2002 and 41 percent in 2004) said they would be somewhat likely to pick up litter they see in their neighborhoods. In addition, around two-fifths (38 and 41 percent) said they would be very likely to do so. These figures total by far the majority (82 percent each year).

LIKELIHOOD OF RESPONDENTS PICKING UP LITTER IN THEIR NEIGHBORHOODS

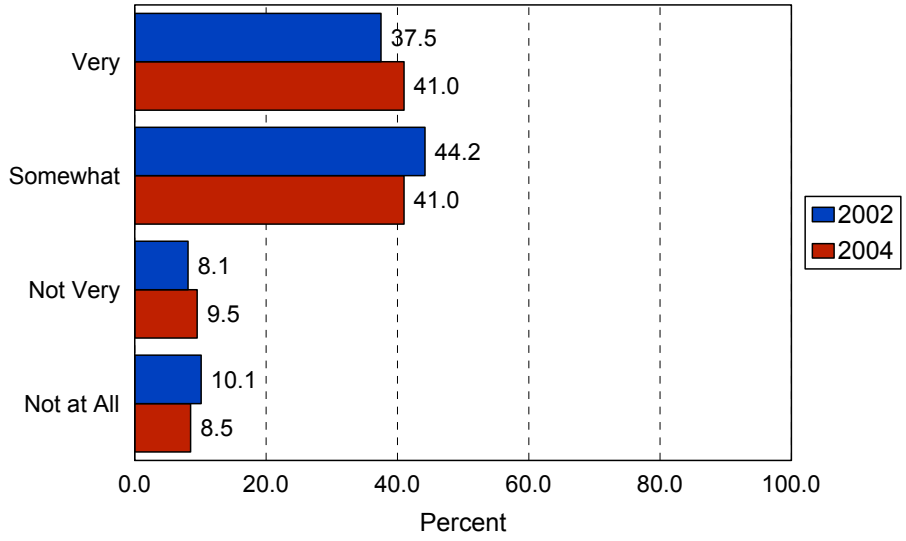


Figure 17

BEACH ISSUES

Frequency of Visitation

Table 14 illustrates that about half of respondents in 2001 (50 percent) said they visit a San Diego beach at least once a month; this figure declined to 42 percent in 2004. The majority (71 and 69 percent) said they visit at least once a year.

Table 14

FREQUENCY WITH WHICH RESPONDENTS VISIT SAN DIEGO BEACHES

	2001	2004
	Percent	
Every Day	5.2	2.0
Every Few Days	9.0	6.0
Once a Week	12.6	10.5
Once Every Two to Three Weeks	9.9	12.3
Once a Month	13.1	10.8
Once Every Two to Three Months	9.0	10.0
Every Four to Six Months	4.7	8.0
Every Seven to Twelve Months	7.0	9.3
Less Than Once a Year	16.5	14.8
Never	12.9	16.5

Bird Feeding

Among those who visit a beach at least once a year, as Figure 18 shows, by far the majority (85 percent in 2001 and 87 percent in 2004) said they do not feed the birds. Fifteen percent in 2001 and 13 percent in 2004, on the other hand, said they do.

EXTENT TO WHICH BEACH VISITORS FEED THE BIRDS

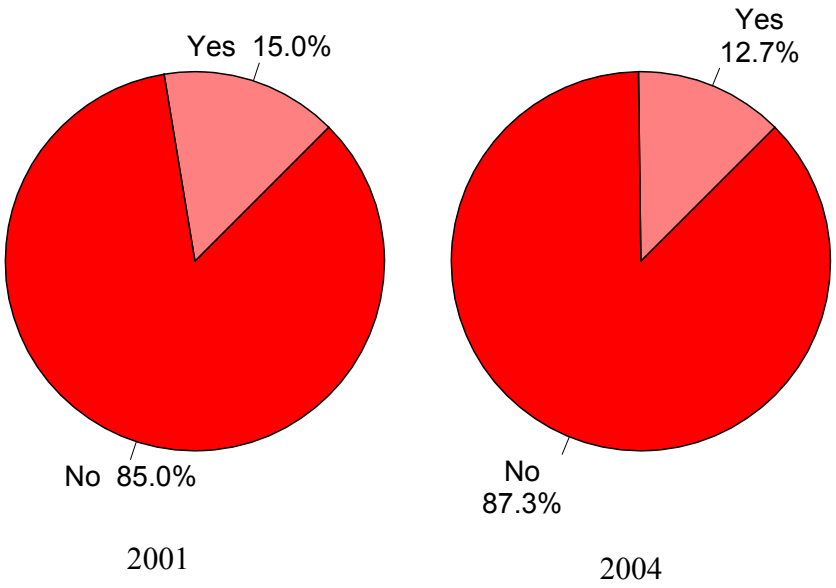


Figure 18

Beach Closures

As shown in Figure 19, the majority of respondents (55 and 56 percent) said they believe that when San Diego beaches are closed due to contamination, the contamination is usually due to sewage spills. About one in five (20 and 21 percent) said it is usually due to runoff from homes and businesses.

USUAL REASON WHY SAN DIEGO BEACHES ARE CLOSED DUE TO CONTAMINATION

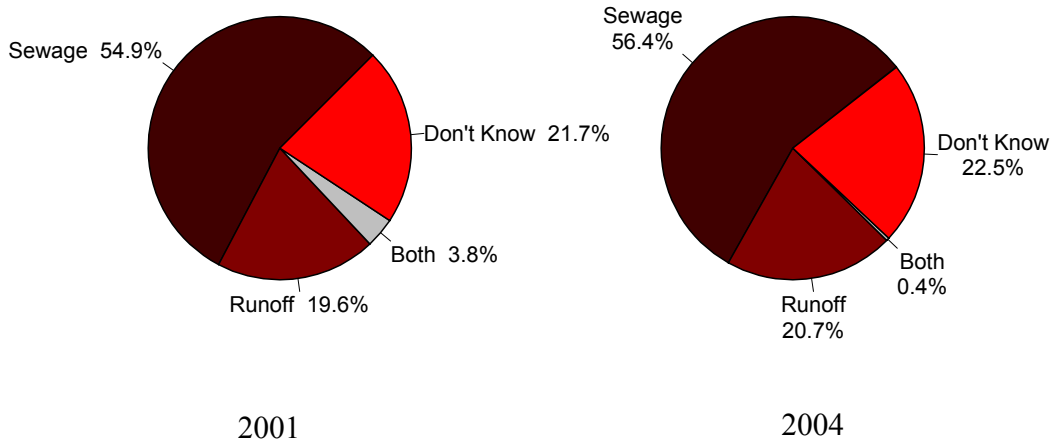


Figure 19

WATER BODY ISSUES

Table 15 displays the water bodies respondents named as being part of the communities where they live. Most likely to be mentioned both in the baseline year of 2002 and in 2004 was Mission Bay (35 and 25 percent). This was followed by San Diego Bay in 2002 (18 percent) and by the Pacific Ocean in 2004 (15 percent).

Table 15

WATER BODIES THAT ARE PART OF THE COMMUNITY WHERE RESPONDENTS LIVE

	2002	2004
	Percent	
Chollas Lake	1.2	1.5
Coronado Bay/Coronado Beach	.7	2.0
Del Mar	-	1.5
Imperial Beach	.5	1.3
La Jolla Beach	1.0	3.8
Lake Cuyamaka	.2	-
Lake Hodges	2.0	2.3
Lake Miramar	5.9	13.5
Lake Murray	2.2	3.8
Lake Poway	1.2	1.8
Mission Bay	35.1	24.8
Ocean Beach/Pacific Beach	5.2	14.3
Penasquitos	2.7	1.0
San Diego Bay	18.3	9.8
San Diego Harbor	.7	2.3
San Diego River	12.1	10.3
San Dieguito River	.7	.3
The Pacific Ocean/The Ocean	12.3	15.3
Tijuana River	2.2	.3
Other	7.7	12.6
None	6.7	9.0
Don't Know	14.3	12.0

Water bodies respondents said they visit or use for recreational purposes are portrayed in Table 16. Mission Bay was the most prominent answer in both the baseline year of 2002 and in 2004 (34 and 23 percent). This was followed by the Pacific Ocean in 2002 (16 percent) and Ocean Beach or Pacific Beach in 2004 (22 percent).

Table 16

WATER BODIES RESPONDENTS VISIT OR USE FOR RECREATIONAL PURPOSES

	2002	2004
	Percent	
Chollas Lake	1.0	.5
Colorado River	.7	.8
Coronado Bay/Coronado Beach	5.9	6.8
Del Mar	.5	2.8
Dog Beach	.5	1.5
Imperial Beach	.7	.8
La Jolla Beach	5.9	10.5
Lake Cuyamaka	.7	-
Lake Hodges	.5	1.0
Lake Miramar	3.2	5.5
Lake Murray	.7	1.8
Lake Poway	.7	1.8
Mission Bay	33.6	23.3
Ocean Beach/Pacific Beach	8.9	21.8
Penasquitos	2.0	.5
San Diego Bay	12.6	6.3
San Diego Harbor	.2	1.5
San Diego River	4.2	1.5
San Dieguito River	.2	-
The Pacific Ocean/The Ocean	16.3	14.5
Tijuana River	1.0	-
Other	14.1	15.1
None	15.3	17.0
Don't Know	6.4	2.3

Figure 20 depicts the health of the water body or bodies into which storm water from respondents' Zip Codes drains. This question was asked in a manner such that it would reflect respondents' stated Zip Codes (please see Appendix B for details). As the figure indicates, the most prevalent answer was that the water body or bodies are somewhat healthy (30 percent in the baseline year of 2002 and 31 percent in 2004). In addition, around one in ten (10 and 13 percent) said the water body or bodies are very healthy. These figures sum to less than half (40 and 44 percent). Answers of not very and not at all healthy total about a third (35 percent in 2002 and 34 percent in 2004); the second most likely single answer was "don't know" (25 and 22 percent).

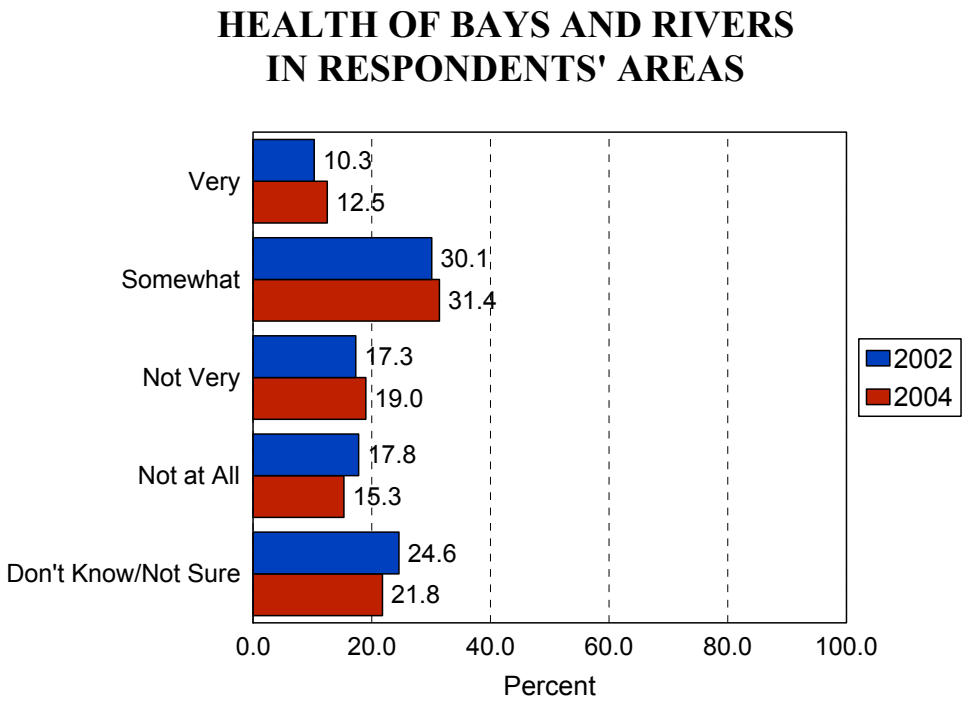


Figure 20

WATERSHED ISSUES

As shown in Figure 21, about two-thirds of respondents (68 percent in the baseline year of 2002 and 62 percent in 2003) said they are not familiar with the concept of a watershed. Among those who said they are, as illustrated in Table 17, more than one in five (21 percent in 2002 and 23 percent in 2004) were able to define the term correctly.

EXTENT TO WHICH RESPONDENTS ARE FAMILIAR WITH THE CONCEPT OF A WATERSHED

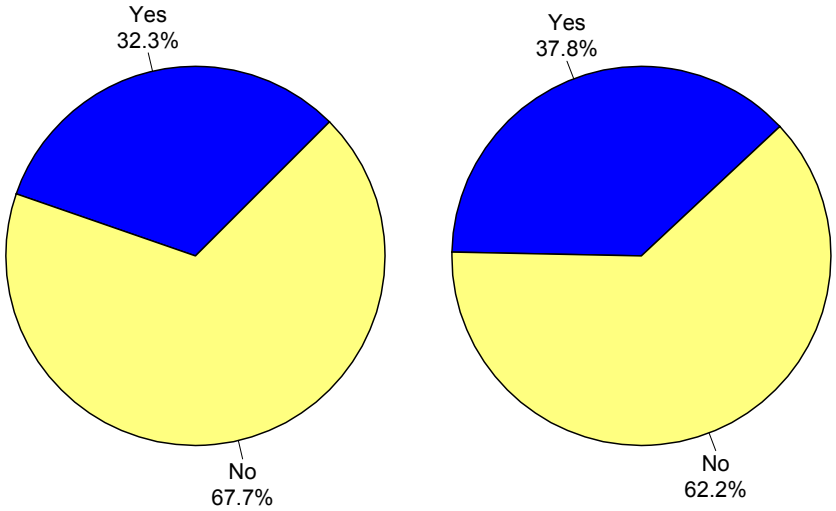


Figure 21

Table 17

HOW RESPONDENTS WHO ARE FAMILIAR WITH THE CONCEPT OF A WATERSHED WOULD DEFINE IT

	2002	2004
	Percent	
Right Definition: Has to Do With the Land	21.4	23.2
Sort of Knows Definition	23.7	25.8
Wrong Definition: Erosion Issues	26.7	2.0
Wrong Definition: Groundwater Issues	12.2	25.2
Wrong Definition: Water Filtering Issues	3.1	1.3
Other	3.8	16.6
Don't Know/No Opinion	9.2	7.3

Figure 22 shows that about half of respondents who said they were familiar with the concept of a watershed in the baseline year of 2002 (54 percent) said they do not live in a watershed. The comparable figure for 2004 was close to two-fifths (38 percent). In addition, close to one in five in 2002 (18 percent) and about a third in 2004 (31 percent) said they don't know. The decrease in response of "no" and the increase in response of "don't know" between 2002 and 2004 are statistically significant.

EXTENT TO WHICH RESPONDENTS LIVE IN A WATERSHED

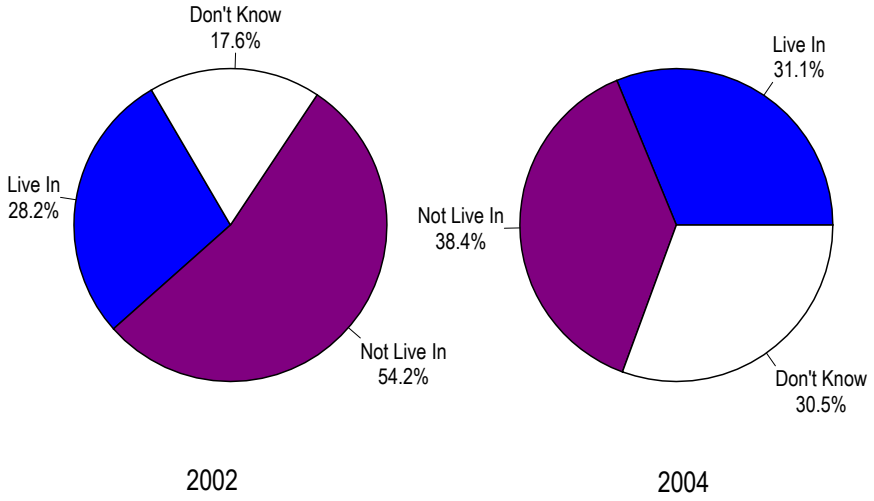


Figure 22

STORM DRAIN ISSUES

Figure 23 demonstrates that half of respondents in 2001 (50 percent) and about two-fifths of respondents in 2004 (39 percent) said they had heard something about San Diego's storm drain system in the six months preceding the survey. The decrease in this measure is statistically significant.

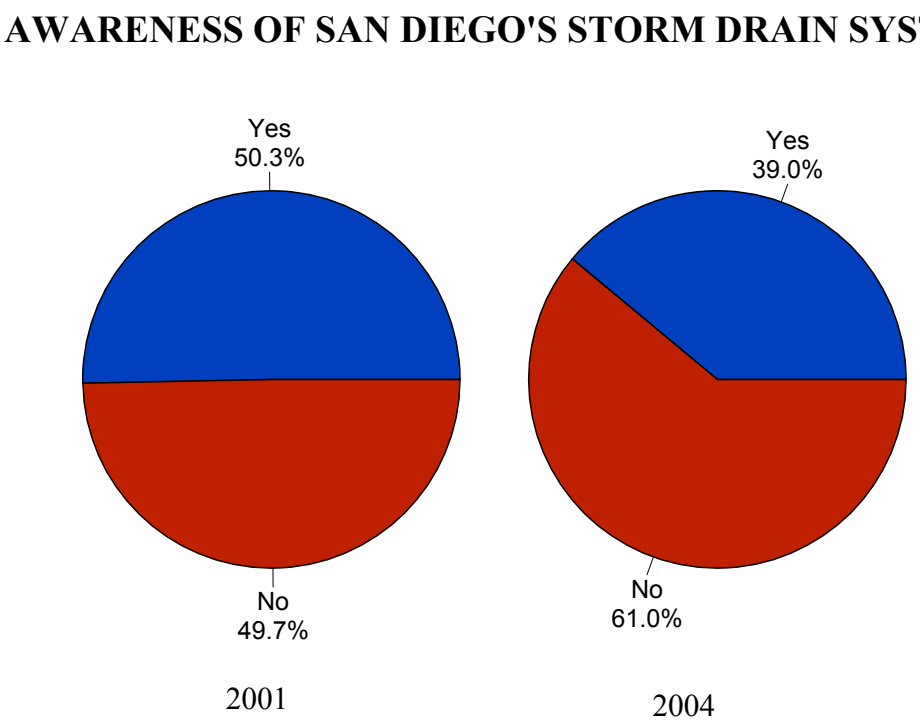


Figure 23

Understandings of where things that enter the storm drains go are portrayed in Table 18. As this table indicates, the largest groups of respondents (42 and 34 percent) said they know that things entering storm drains go to waterways without being treated. Close to one in five (18 percent each year), on the other hand, said storm drain contents are treated, either before going to a waterway or at a treatment plant.

Table 18

WHERE THINGS THAT ENTER THE STORM DRAINS GO

	2001	2004
	Percent	
Treatment Plant	4.5	3.0
To Waterway But Treated First	13.8	14.8
To Waterway But Not Treated	41.8	34.0
To Waterway, Not Sure If Treated	16.5	24.0
To Sewer	-	4.0
Other	2.3	6.5
Don't Know	21.2	13.8

"THINK BLUE" SLOGAN

Awareness

Figure 24 illustrates that about a third of respondents in 2001 (31 percent) said they are aware of the slogan "Think Blue." This figure increased to over half in 2004 (54 percent), which is a statistically significant change.

AWARENESS OF THE SLOGAN "THINK BLUE"

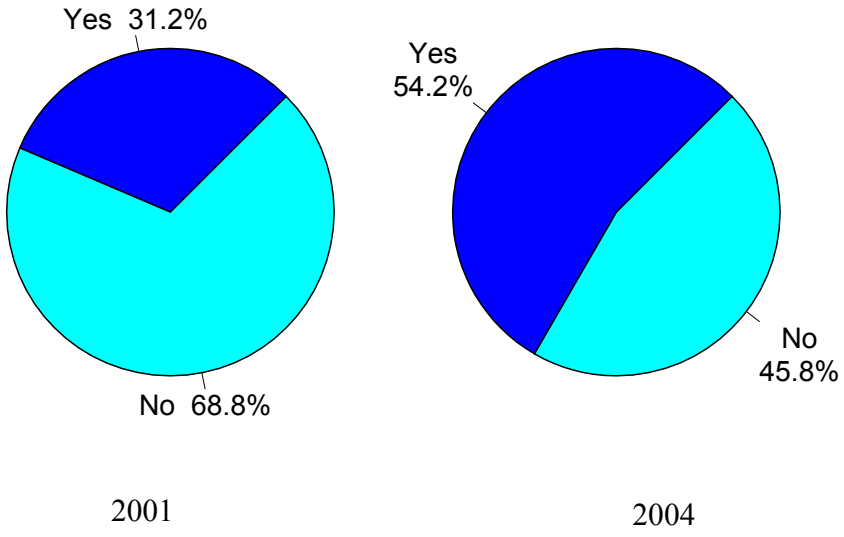


Figure 24

Places where people said they had heard the "Think Blue" slogan are displayed in Table 19 (media in general) and in Tables 20 and 21 (specific media). Most likely to be mentioned both in the baseline year of 2002 and in 2004 (49 and 36 percent) was a place not listed in the questionnaire. Also likely to be mentioned in general was television (25 and 26 percent). These were followed by both television and radio (12 percent in 2002 and 20 percent in 2004) and radio (10 percent in 2002 and 5 percent in 2004).

Table 19

WHERE RESPONDENTS HEARD THE "THINK BLUE" SLOGAN

	2002	2004
	Percent	
Radio	10.4	5.1
Television	24.6	25.8
Both Radio and Television	12.0	20.3
Radio and Bumper Sticker	.5	-
Radio and Magazine	.5	-
Somewhere Else	48.6	35.9
Don't Recall	3.3	12.9

Radio stations on which respondents were most likely to have said they heard the slogan in the baseline year of 2002 (Table 20) were KGB (21 percent), KBZT (12 percent), and KFMB STAR(12 percent). In 2004, by far the most prominent answer was don't recall (55 percent); specific stations mentioned most often were KFMB STAR (7 percent), KOGO (7 percent), KHTZ (6 percent), and KFMB CBS (6 percent).

Table 20

RADIO STATIONS ON WHICH RESPONDENTS HEARD THE SLOGAN

	2002	2004
	Percent	
88.3 FM KSDS Jazz City College	-	1.8
89.5 KPBS	7.0	3.6
92.1 FM KFSD	-	1.8
92.5 FM MAGIC XHRM	4.7	-
93.3 FM KHTZ Channel 933	7.0	5.5
94.9 FM KBZT	11.6	1.8
100.7 FM KFMB STAR	11.6	7.3
101 FM KGB	20.9	3.6
102.1 FM KPRI SETS	4.7	-
103.7 FM The Planet or Classic Hits	-	1.8
600 AM 600 KOGO News Radio	9.3	7.3
760 AM KFMB CBS	-	5.5
1360 AM KPOP	2.3	1.8
Other	18.6	20.0
Several	2.3	-
Don't Know/Don't Recall	20.9	54.5

Television stations on which respondents were most likely to have said they heard the slogan in the baseline year of 2002 (Table 21) were XEWT (19 percent), TV KFMB (16 percent), KGTV (13 percent), and KUSI (10 percent). In 2004 once again, don't recall was the most likely answer (64 percent). Specific stations offered most frequently were KNSD (11 percent), TV KFMB (9 percent), and KGTV (9 percent).

Table 21

TELEVISION STATIONS ON WHICH RESPONDENTS HEARD THE SLOGAN

	2002	2004
	Percent	
4 COX- Padres	3.0	-
5/69 KSWB The WB	-	3.0
6 FOX	9.0	2.0
7/39 KNSD NBC	9.0	11.0
8 TV KFMB CBS	16.4	9.0
9/51 KUSI	10.4	8.0
10 KGTV	13.4	9.0
11/15 KPBS	7.5	4.0
12 XEWT Televisa Energy Communications Espanol	19.4	-
13 UPN	1.5	1.0
24 City Cable Access	-	1.0
Other	3.0	2.0
Don't Know/Don't Recall	17.9	64.0

Meaning of the Slogan

Table 22 displays what aware respondents said when they were asked what the "Think Blue" slogan means to them. The most prevalent answer (35 and 30 percent) was keeping the water clean. This was followed by not putting things in storm drains (15 and 17 percent).

Table 22

MEANING OF THE SLOGAN

	2001	2004
	Percent	
Keeping the Water Clean/Clean Water/Keeping the Ocean Clean	34.8	29.5
Watch What You Throw in the Water/Be Careful What You Throw Into the Ocean/Don't Pollute the Water	4.3	3.2
Take Care of the Environment/Think Before You Put Something Down the Drain and How You Affect the Environment/To Be Aware of the Environment	9.4	9.2
Keep Things Clean/Keep Our Drain as Clean as Possible/To Try to Keep Clean	7.2	5.1
Keep Our Beaches and Bays Clean by Being Pollution Free/Don't Pollute/Stop Polluting	5.8	14.3
Don't Be Polluting the Air/Clean Air	7.2	5.5
What You Put Down Sewage Drains Goes to the Ocean/Thinking About What's Going Into the Ocean/To Make Sure That You Don't Put Anything in the Storm Drain Because It Will Go Down to the Ocean and Pollute/Remember What You Put in the Gutter Ends up in the Ocean	15.2	16.6
Keep the Water Clear	5.8	3.2
Keep the Water Blue	10.9	11.1
Environmentally Healthy/Think Healthy as Far as the Environment Goes	-	2.3
Think About the Ocean and Take Care of It	-	.9
Protect the Water	-	4.6
Think of the Water or Ocean/Think of Blue Water	-	8.3
Help Save the Fish/Think About the Animals and Sea Life	-	1.8
Pay More Attention to Not Littering	-	3.2
Watch Your Water Waste/Be Aware of Water Waste	-	1.8
Keep the Sky Blue	-	3.7
To Recycle	-	1.4
Clean up the Water	-	1.4
None/Nothing	1.4	.9
Other	14.5	12.0
Don't Know/Don't Recall	8.0	2.3

Reactions

As Figure 25 indicates, the majority of aware respondents (54 percent in both years) said their general reactions to the "Think Blue" slogan were very positive. In addition, over a third (36 percent in 2001 and 39 percent in 2004) said their reactions were somewhat positive. When summed, these figures total nine in ten or more (90 percent and 92 percent).

REACTIONS TO THE SLOGAN

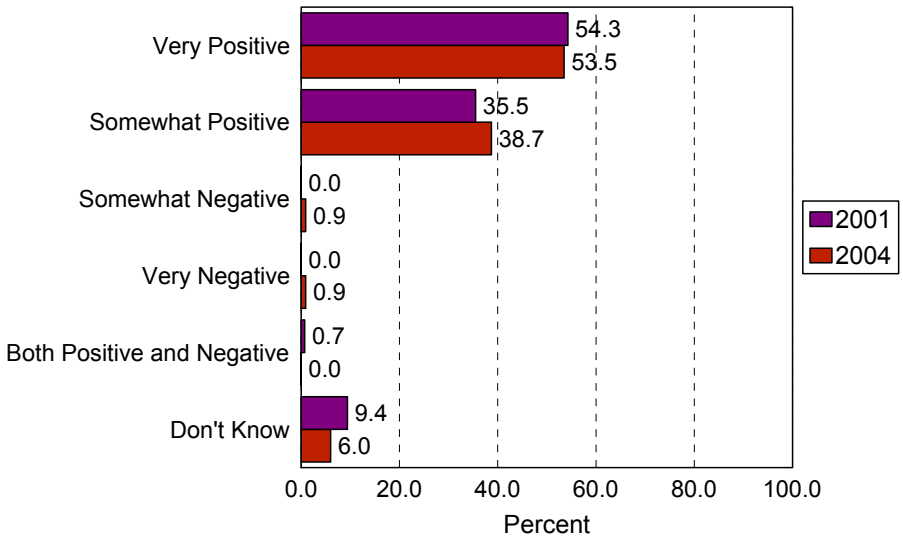


Figure 25

INFORMATION SOURCES

Figure 26 displays the mean probability of respondents paying attention to information about how to prevent the contamination of the ocean, bays, and beaches in various places on a scale of one to four where one equals definitely not and four equals definitely. As this graphic indicates, most of the information sources achieved an overall probability of less than probably (mean value of 3.00). Most likely to be attended to was information on television (3.34 in 2001 and 3.29 in 2004), mailed to respondents' homes (3.13 and 2.99), and on the radio (3.05 and 2.91).

PROBABILITY OF PAYING ATTENTION TO INFORMATION ON HOW TO PREVENT CONTAMINATION OF THE OCEAN, BAYS, AND BEACHES IN VARIOUS PLACES

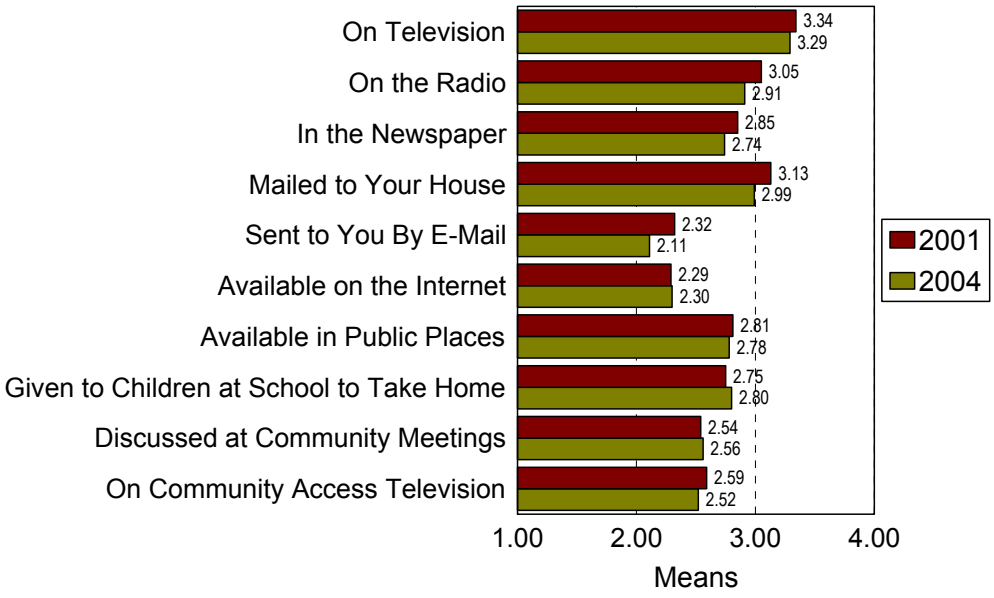


Figure 26

RESPONDENT DEMOGRAPHICS

Tables 23 through 27 and Figures 27 and 28 portray the demographics of the responding sample. These illustrations indicate the following.

- The majority of respondents (55 percent in 2001 and 56 percent in 2004) live in single-family homes, while about a third (35 percent each year) live in apartments or condominiums.

Table 23

TYPE OF RESIDENCE

	2001	2004
	Percent	
Single Family	54.9	56.0
Duplex/Triplex	5.2	3.5
Townhouse	4.3	4.0
Apartment/Condominium	34.8	35.3
Live in Recreational Vehicle	.2	-
Live in Mobile Home	-	.3
Refused	.7	1.0

- Over half of respondents (51 and 57 percent) own their homes.

HOME OWNERSHIP STATUS

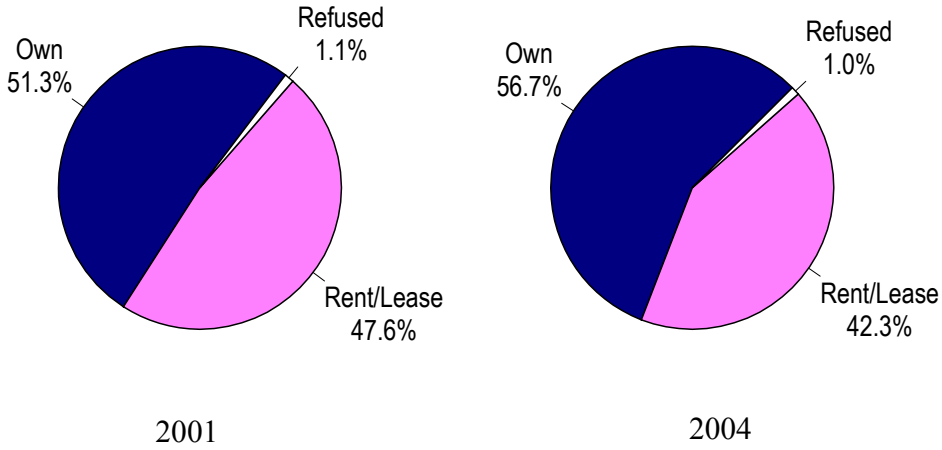


Figure 27

- The largest groups of respondents (38 and 48 percent) have a four-year degree or more education; between somewhat over two-thirds and three-quarters (69 and 77 percent) have at least some college.

Table 24

EDUCATIONAL ATTAINMENT

	2001	2004
	Percent	
Less Than High School	7.4	2.5
High School Graduate	21.7	19.3
Vocational/Trade Certificate	.5	.3
Some College	13.5	16.0
Two-Year Degree	16.9	13.0
Four-Year Degree or Higher	38.1	47.8
Refused	1.8	1.3

- Most respondents (65 and 59 percent) are between the ages of 25 and 54, with the largest single group (25 and 22 percent) being those aged 25 to 34.

Table 25

AGE

	2001	2004
	Percent	
18 to 24	11.5	8.3
25 to 34	25.3	21.8
35 to 44	21.2	20.5
45 to 54	18.7	17.0
55 to 64	9.0	13.8
65 and Over	11.3	15.3
Refused	2.9	3.5

- Over three-fifths of respondents (61 and 65 percent) are Caucasian. Almost one in five (19 percent) in 2001 and one in ten in 2004 (10 percent) are Hispanic.

Table 26

ETHNICITY

	2001	2004
	Percent	
Caucasian/White	60.7	64.8
African-American	5.6	4.3
Asian-American	4.5	6.0
Latino/Hispanic	19.4	10.3
Other	7.0	11.3
Refused	2.7	3.5

- In 2001, the largest group of respondents (25 percent) had household incomes of $25,000 to $49,999; the largest category in 2004 was $75,000 or more (30 percent). Incomes of $50,000 or more account for between two-fifths and about half of respondents (40 and 49 percent).

Table 27

HOUSEHOLD INCOME

	2001	2004
	Percent	
Under $25,000	14.9	13.5
$25,000 - $49,999	24.6	22.0
$50,000 - $74,999	19.9	18.5
$75,000 or More	20.3	30.3
Don't Know	3.4	4.0
Refused	16.9	11.8

- Slightly more than half of respondents in 2001 (53 percent) are men; slightly more than half in 2004 (54 percent) are women.

GENDER

Figure 28

IV. CONCLUSIONS AND RECOMMENDATIONS

According to the City of San Diego's Storm Water Pollution Prevention Program, the goals for its 2003-2004 public information campaign are the same as those the Program started with. These goals are as follows:

- Increase awareness that storm water flows to water bodies untreated
- Change some behaviors from those that pollute water bodies to those that do not
- Increase awareness of the "Think Blue" slogan

From the results of this research, it would appear that by the summer of 2004, two of these goals have been substantially exceeded. Over the years since the program began, six behaviors have changed in a positive and statistically significant direction:

- Fewer vehicle owners are changing their own oil
- The use of curbside recycling rather than the trash for green waste continues to increase on an annual basis
- Use of the trash for lawn clippings has decreased
- Use of the trash for the disposal of leftover garden chemicals has decreased dramatically, while use of hazardous waste collection for this purpose has increased
- Use of inside sinks for washing out paint brushes, rollers, and pans has decreased
- Use of the trash for disposing of leftover paint has decreased

In addition, as we noted last year, a number of other indicators are moving in a positive direction, although the changes are not yet great enough to achieve statistical significance. This suggests that additional efforts in the area of public education may be successful in furthering program objectives. The mere fact that behavioral change increased from two behaviors in 2002-2003 to six in 2003-2004 strongly supports this contention.

Insofar as the "Think Blue" slogan is concerned, the increase in awareness over time has been quite dramatic. Awareness of the slogan has steadily increased over time and now extends to over half of the city's population. The change is also statistically significant.

Finally, in terms of the campaign's first objective, to increase awareness that storm water flows to water bodies untreated, the picture is unfortunately considerably less rosy. Awareness of this fact has actually decreased since 2001, as has awareness of San Diego's storm drain system more generally.

To the extent that this objective is equally as important as the two others, it may be appropriate for the Storm Water Pollution Program to put more emphasis in this area. Clearly, the Program's public information campaign can succeed; the only open issue appears to be not whether, but in what regards.

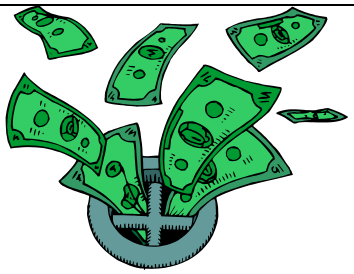
APPENDIX A

Survey Instruments

Interviewer:	Checked by:	Red checked by:	Re-checked by:	Corrected by:	Correction Checked by:	Coded by:	Coding Checked by:

JDFR #434
RED CHECK ☑
FINAL.2
7/13/04

CITY OF SAN DIEGO



2004 FOLLOW-UP SURVEY

CONDUCTED IN SUPPORT OF THE CHOLLAS CREEK IPM EDUCATION PROJECT GRANT: TASKS 3.1 AND 3.3

Introduction

Hello, this is _____ calling for the City of San Diego. We are doing a survey of our residents about some issues of importance to our community and would like to include the opinions of your household.

Screening

A. First, is this household in the City of San Diego?

YES – CONTINUE

NO – THANK AND TERMINATE

B. I would like to interview the youngest male adult aged 18 **or older** who is at home now.

IF NO MALE ADULT IN HOUSEHOLD OR MALE ADULT NOT AVAILABLE, SAY:

C. Then I would like to interview the youngest female adult aged 18 **or older** who is at home now.

IF NO ADULT AVAILABLE, SCHEDULE AND RECORD CALLBACK.
IF NO ADULT IN HOUSEHOLD, THANK AND TERMINATE.
WHEN YOU HAVE ELIGIBLE ADULT, CONTINUE.

Interview ⊕Time Started: ___ ___:___ ___

1. First, I am going to read you a list of some issues the City of San Diego is dealing with. As I read each one, please tell me whether you feel it is very important, somewhat important, not very important, or not at all important. Here's the first one … START WITH STATEMENT CHECKED ☑.

	Very	Somew hat	Not Very	Not at All	Don't Know
☐ a air pollution	4	3	2	1	5
☐ b quality of the public schools	4	3	2	1	5
☐ c traffic congestion	4	3	2	1	5
☐ d pollution of the ocean, bays, and beaches	4	3	2	1	5
☐ e crime	4	3	2	1	5
☐ f littering	4	3	2	1	5

2. Now I would like to ask you about some things you may have or own … Do you (own) (have) a _____? How about a _____?

	YES	NO
a. car, truck, or van	1	2
a. motorcycle	1	2
a. garden	1	2
a. dog	1	2

➢**ASK Q #3 - 8 IF PERSON HAS CAR/TRUCK/VAN OR MOTORCYCLE.**

3. Thinking first about your (car, truck, or van) (motorcycle) … Do you ever wash your vehicle or vehicles at home?

YES (CONTINUE) 1
NO (SKIP TO Q #5) 2

☞**IF YES, ASK:**

4. And where does the wash water from the vehicle run? IF WATER WASHES ONTO MORE THAN ONE LOCATION, PROBE FOR MOST OF THE WATER.

ONTO PAVEMENT LIKE DRIVEWAY, STREET, GUTTER 1
ONTO DIRT 2
ONTO GRASS, LAWN, GARDEN 3
OTHER _____ 4

5. (And) do you personally ever change the oil in your vehicle or vehicles?

YES (CONTINUE) 1
NO (SKIP TO Q #7) 2

☞**IF YES, ASK:**

6. (And) what do you do with the used oil? IF MORE THAN ONE LOCATION, PROBE FOR WHAT THEY USUALLY DO.

POUR DOWN INSIDE DRAIN 1
POUR DOWN STORM DRAIN 2
POUR ONTO GROUND 3
THROW IN TRASH/GARBAGE 4
KEEP AROUND THE HOUSE 5
USE AS WEED KILLER 6
TAKE TO HAZARDOUS WASTE EVENT/ROUNDUP 7
TAKE TO RECYCLING CENTER 8
INSISTS ON MULTIPLE 9

7. (And) do you ever drain your vehicle's radiator or radiators?

YES (CONTINUE) 1
NO (SKIP TO Q #9) 2

☞**IF YES, ASK:**

8. (And) what do you do with the radiator fluid? IF MORE THAN ONE THING, PROBE FOR WHAT THEY USUALLY DO.

POUR DOWN INSIDE DRAIN 1
POUR DOWN STORM DRAIN 2
POUR ONTO GROUND 3
THROW IN TRASH/GARBAGE 4
KEEP AROUND THE HOUSE 5
USE AS WEED KILLER 6
TAKE TO HAZARDOUS WASTE EVENT/ROUNDUP 7
TAKE TO RECYCLING CENTER 8
INSISTS ON MULTIPLE 9

➢**ASK Q #9 - 17 IF PERSON HAS A GARDEN.**

9. (Now thinking about) (Thinking first about) your garden. How do you dispose of your lawn clippings or other green waste? (IF PERSON DOESN'T DISPOSE OF OWN, ASK: What does your gardener do with the green waste?) IF MORE THAN ONE THING, PROBE FOR WHAT THEY USUALLY DO.

THROW IN TRASH/GARBAGE 1
GREEN WATER CAN/CURBSIDE RECYCLING 2
TAKEN AWAY BY GARDENER/LAWN SERVICE 3
PUT IN COMPOST PILE/USE AS MULCH 4
LEAVE ON LAWN 5
TAKE TO COMPOST FACILITY 6
TAKE TO LAND FILL/TRANSFER STATION 7
OTHER:_____ 8
DON'T KNOW WHAT GARDENER/OTHER FAMILY MEMBER DOES 9
INSISTS ON MULTIPLE 10

10. And how do you **clean up** the clippings that are on walkways, patios, and the driveway? (IF PERSON DOESN'T MOW OWN LAWN, ASK: What does your gardener do to clean up after mowing?)

SWEEP UP AND PUT INTO TRASH 1
BLOW INTO YARD (LEAF BLOWER) 2
SWEEP INTO STREET/GUTTER 3
HOSE INTO STREET/GUTTER 4
GREEN WASTE CAN/CURBSIDE RECYCLING 5
NOT APPLICABLE - NO LAWN 6
NOT APPLICABLE - NO CLIPPINGS 7
OTHER: _____ 8
DON'T KNOW WHAT GARDENER/OTHER FAMILY MEMBER DOES 9

11. When you water your garden, does water always, usually, sometimes, rarely, or never run into the gutter or street?

ALWAYS 1
USUALLY 2
SOMETIMES 3
RARELY 4
NEVER 5
DON'T KNOW 6

12. Do you ever use pesticides, herbicides, or fungicides in the garden?

YES (CONTINUE) 1
NO (SKIP TO Q #16) 2

☞**IF YES, ASK:**

13. As far as you know, when pesticides, herbicides, or fungicides are used in your garden, are the instructions read and followed very carefully, somewhat carefully, not too carefully, or not at all?

VERY CAREFULLY 1
SOMEWHAT CAREFULLY 2
NOT VERY CAREFULLY 3
NOT AT ALL 4
IT DEPENDS ON WHO DOES IT 5
DON'T KNOW 6

14. After you apply pesticides, herbicides, or fungicides, would you say some of them wash off into the street due to watering always, usually, sometimes, rarely, or never?

ALWAYS 1
USUALLY 2
SOMETIMES 3
RARELY 4
NEVER 5

15. And when you have leftover pesticides or herbicides, how do you dispose of them? IF MORE THAN ONE THING, PROBE FOR WHAT THEY USUALLY DO.

_____

PUT IN TRASH/GARBAGE 1
PUT DOWN INDOOR DRAIN 2
PUT DOWN OUTDOOR DRAIN 3
PUT INTO GUTTER/STORM DRAIN 4
TAKE TO HAZARDOUS WASTE COLLECTION 5
TAKE TO LANDFILL OR DUMP 6
BURY IT 7
NOT APPLICABLE/DON'T HAVE LEFTOVERS 8
OTHER _____ 9
INSISTS ON MULTIPLE 10

16. Now thinking more specifically about methods for controlling insects … Do you, other household members, or your gardener … START WITH STATEMENT CHECKED ☑.

❒mainly use traditional synthetic chemicals (CONTINUE) 1
❒mainly use alternative, non-chemical methods (SKIP TO Q #18) 2
or use a combination of traditional and alternative methods? (CONTINUE) 3
USES NO INSECT CONTROL METHOD (SKIP TO Q #18) 4
DON'T KNOW (CONTINUE) 5

➢**IF USES TRADITIONAL CHEMICALS OR DOESN'T KNOW, ASK:**

17. Now I am going to read you five things that are important to some people in choosing between traditional and alternative methods of insect control. After I have read all five, please tell me which **one** is **most** important to you. START WITH STATEMENT CHECKED ☑.

❒cost 1
❒method of application 2
❒potential for toxic side effects 3
❒speed of results 4
or some other factor? (And what would that be?)_____ 5

➢**ASK Q #18 - 19 IF PERSON HAS A DOG.**

18. (Now thinking about) (Thinking first about) your dog … Do you always, usually, sometimes, rarely, or never "pick up the droppings" when you walk the dog?

ALWAYS 1
USUALLY 2
SOMETIMES 3
RARELY 4
NEVER 5

19. And do you clean up any dog droppings in your yard every day, every few days, once a week, or less than once a week?

EVERY DAY 1
EVERY FEW DAYS 2
ONCE A WEEK 3
LESS THAN ONCE A WEEK 4
NOT APPLICABLE - NO YARD OR NO DROPPINGS IN YARD 5

➢**CONTINUE HERE WITH ALL RESPONDENTS.**

20. Now thinking about cooking … When you have a pot or pan with grease in it, do you … START WITH STATEMENT CHECKED, INSERTING THE WORD "or" BEFORE THE LAST CHOICE.

☐ wipe the grease out of the pan into the garbage 1
☐ wash the grease down the drain with hot water 2
☐ wash the grease down the drain with cold water 3
☐ pour the grease into a container and throw the container in the garbage 4
☐ put the pot or pan in the dishwasher with the grease in it 5
NEVER COOKS 6
OTHER (VOLUNTEERED) _____ 7

21. Do you ever do any painting around the house, either inside or outside?

YES (CONTINUE) 1
NO (SKIP TO Q #24) 2

➢**IF YES, ASK:**

22. Where do you clean out your paint brushes, rollers, and pans? IF BUCKET OR PAIL, PROBE FOR WHERE WATER IS POURED. IF MORE THAN ONE LOCATION, PROBE FOR WHAT THEY USUALLY DO.

INSIDE SINK 1
OUTSIDE SINK 2
GRASS/DIRT/YARD 3
DRIVEWAY/GUTTER/STREET 4
THROW AWAY/TRASH/USE DISPOSABLE ONES 5
OTHER _____ 6
INSISTS ON MULTIPLE 7

23. And how do you dispose of any extra paint you may have? IF MORE THAN ONE THING, PROBE FOR WHAT THEY USUALLY DO.

PUT IN TRASH/GARBAGE 1
PUT DOWN INDOOR DRAIN 2
PUT DOWN OUTDOOR DRAIN 3
PUT INTO GUTTER/STORM DRAIN 4
TAKE TO RECYCLING CENTER 5
TAKE TO HAZARDOUS WASTE COLLECTION 6
TAKE TO LANDFILL OR DUMP 7
BURY IT 8
NOT APPLICABLE/DON'T HAVE LEFTOVERS/NEVER DISPOSE OF IT 9
OTHER _____ 10
INSISTS ON MULTIPLE 11

24. Have you ever experienced a blocked sewer where you live now?

YES (CONTINUE) 1
NO (SKIP TO Q # 26) 2

☞**IF YES, ASK:**

25. And was that blockage caused by grease, roots, a break in the line connecting your house to the street, or a break in the main sewer line?

GREASE 1
ROOTS 2
BREAK IN CONNECTING LINE 3
BREAK IN MAIN LINE 4
NOT APPLICABLE – APARTMENT/CONDO/RENTAL 5
DON'T KNOW 6

26. How often do you clean out the sewer line that connects your home to the main sewer line in the street?

MORE THAN ONCE A YEAR 1
ONCE A YEAR 2
ONCE EVERY TWO-THREE YEARS 3
ONCE EVERY FOUR-FIVE YEARS 4
ONCE EVERY SIX-TEN YEARS 5
LESS THAN ONCE EVERY TEN YEARS 6
NEVER 7
NOT APPLICABLE – APARTMENT/CONDO/RENTAL 8
DON'T KNOW 9

27. Now thinking about litter … Would you say that you never, rarely, occasionally, or often litter?

NEVER 1
RARELY 2
OCCASIONALLY 3
OFTEN 4

28. And would you say that you never, rarely, occasionally, or often empty trash or the ashtray from your car at freeway on- or off-ramps?

NEVER 1
RARELY 2
OCCASIONALLY 3
OFTEN 4

29. In the neighborhood where you live, would you say there is a lot of litter, some litter, not very much litter, or no litter at all?

LOT 1
SOME 2
NOT VERY MUCH 3
NONE 4

30. And would you say you are very, somewhat, not very, or not at all likely to pick up litter you see in your neighborhood?

VERY 1
SOMEWHAT 2
NOT VERY 3
NOT AT ALL 4

31. Now thinking about the beaches … About how often do you visit a San Diego beach?

EVERY DAY (CONTINUE) 1
EVERY FEW DAYS (CONTINUE) 2
ONCE A WEEK (CONTINUE) 3
ONCE EVERY TWO TO THREE WEEKS (CONTINUE) 4
ONCE A MONTH (CONTINUE) 5
ONCE EVERY TWO TO THREE MONTHS (CONTINUE) 6
EVERY FOUR TO SIX MONTHS (CONTINUE) 7
EVERY SEVEN TO TWELVE MONTHS (CONTINUE) 8
LESS THAN ONCE A YEAR (SKIP TO Q #34) 9
NEVER (SKIP TO Q #34) 10

☞**IF ONCE A YEAR OR MORE OFTEN, ASK:**

32. Do you ever feed the birds at the beach?

YES 1
NO 2

33. As far as you know, when San Diego beaches are closed due to contamination, is the contamination usually due to sewage spills or to runoff from homes and businesses?

SEWAGE 1
RUNOFF 2
DON'T KNOW 3

34. What is the Zip Code where you live?

___ ___ ___ ___ ___
DON'T KNOW = 99999
REFUSED = 00000

35. Now thinking about water bodies in general … What water bodies would you say are part of the community where you live? PROBE FOR SPELLING. RECORD VERBATIM. CODE ALL THAT APPLY.

_____

_____

CHOLLAS LAKE	1
COLORADO RIVER	2
CORONADO BAY/CORONADO BEACH	3
DEL MAR	4
DOG BEACH	5
IMPERIAL BEACH	6
LA JOLLA BEACH	7
LAKE CUYAMAKA	8
LAKE HODGES	9
LAKE MIRAMAR	10
LAKE MURRAY	11
LAKE POWAY	12
MISSION BAY	13
OCEAN BEACH/PACIFIC BEACH	14
PENASQUITOS	15
SAN DIEGO BAY	16
SAN DIEGO HARBOR	17
SAN DIEGO RIVER	18
SAN DIEGUITO RIVER	19
THE PACIFIC OCEAN/THE OCEAN	20
TIJUANA RIVER	21
OTHER: _____	22
OTHER: _____	23
OTHER: _____	24
NONE	25
DON'T KNOW	26

36. And what water bodies do you visit or use for recreational purposes? PROBE FOR SPELLING. RECORD VERBATIM. CODE ALL THAT APPLY.

_____

_____

CHOLLAS LAKE	1
COLORADO RIVER	2
CORONADO BAY/CORONADO BEACH	3
DEL MAR	4
DOG BEACH	5
IMPERIAL BEACH	6
LA JOLLA BEACH	7
LAKE CUYAMAKA	8
LAKE HODGES	9
LAKE MIRAMAR	10
LAKE MURRAY	11
LAKE POWAY	12
MISSION BAY	13
OCEAN BEACH/PACIFIC BEACH	14
PENASQUITOS	15
SAN DIEGO BAY	16
SAN DIEGO HARBOR	17
SAN DIEGO RIVER	18
SAN DIEGUITO RIVER	19
THE PACIFIC OCEAN/THE OCEAN	20
TIJUANA RIVER	21
OTHER: _____	22
OTHER: _____	23
OTHER: _____	24
NONE	25
DON'T KNOW	26

☞IF ZIP CODE IN QUESTION #34 IS ON THE LIST BELOW, ASK QUESTION #37 FOR THAT ZIP CODE. OTHERWISE, SKIP TO QUESTION #38. IF TWO WATERBODIES, ASK ABOUT:

☐FIRST ☐SECOND.

37. Would you say that _____, which is in your area, is very, somewhat, not very, or not at all healthy?

91902	San Diego Bay
91911	San Diego Bay
91913	San Diego Bay
91915	San Diego Bay
91932	Tijuana River
91942	San Diego River
91945	San Diego Bay
91950	San Diego Bay
91977	San Diego Bay
92014	Penasquitos and San Dieguito River
92020	San Diego River
92025	San Dieguito River
92027	San Dieguito River
92029	San Dieguito River
92037	Mission Bay
92064	Penasquito
92065	San Dieguito River
92067	San Dieguito River
92075	San Dieguito River
92101	San Diego Bay
92102	San Diego Bay
92103	San Diego River and San Diego Bay
92104	San Diego Bay
92105	San Diego Bay
92106	San Diego Bay
92107	San Diego Bay
92108	San Diego River
92109	Mission Bay
92110	Mission Bay
92111	San Diego River
92113	San Diego Bay
92114	San Diego Bay
92115	San Diego River and San Diego Bay
92116	San Diego Bay
92117	Mission Bay
92118	San Diego Bay
92119	San Diego River
92120	San Diego River
92121	Penasquitos
92122	Mission Bay
92123	San Diego River
92124	San Diego River
92126	Penasquitos
92127	San Dieguito River
92128	Penasquitos and San Dieguito River
92129	Penasquitos
92130	Penasquitos
92131	Penasquitos
92133	San Diego Bay
92134	San Diego Bay
92135	San Diego Bay
92136	San Diego Bay
92139	San Diego Bay
92140	San Diego Bay
92145	Mission Bay and San Diego River
92152	San Diego Bay and Tijuana River
92173	Tijuana River

VERY 1
SOMEWHAT 2
NOT VERY 3
NOT AT ALL 4
DON'T KNOW/NOT SURE 5

38. Are you familiar with the concept of a watershed?

YES (CONTINUE) 1
NO (SKIP TO Q #41) 2

☞**IF YES, ASK:**

39. And how would you define a watershed? PROBE FOR CLARITY AND SPECIFICS. RECORD VERBATIM.

_____

_____

_____

40. As far as you know, do you live in a watershed, or not?

LIVE IN WATERSHED 1
DO NOT LIVE IN WATERSHED 2
DON'T KNOW/NOT SURE 3

41. In the past six months, have you heard anything about San Diego's storm drain system?

YES 1
NO 2

42. As far as you know, where do things that enter the storm drains go? IF TO WATERWAYS, ASK: And do they go to a treatment plant first, or not?

_____

TREATMENT PLANT 1
TO WATERWAY BUT TREATED FIRST 2
TO WATERWAY BUT NOT TREATED 3
TO WATERWAY, NOT SURE IF TREATED 4
TO SEWER 5
OTHER _____ 6
DON'T KNOW 7

43. Have you ever heard the slogan "Think Blue"?

YES (CONTINUE) 1
NO (SKIP TO Q #49) 2

☞**IF YES, ASK:**

44. And did you hear that slogan on the radio, on television, on both radio and television, or somewhere else? (And where would that be?)

RADIO (ASK Q #45) 1
TELEVISION (ASK Q #46) 2
BOTH (ASK Q #45 AND Q #46) 3
SOMEWHERE ELSE (SKIP TO Q #47): _____ 4
DON'T RECALL (SKIP TO Q #47) 5

☞**IF ON RADIO, ASK:**

45. (And) what radio station or stations did you hear it on? PROBE FOR OTHER STATIONS: Where else? CODE ALL THAT APPLY.

88.3 FM KSDS JAZZ CITY COLLEGE 1
89.5 KPBS 2
92.1 FM KFSD 3
92.5 FM MAGIC XHRM 4
93.3 FM KHTZ CHANNEL 933 5
94.9 FM KBZT 6
98.9 FM MORE ESPANOL 7
100.7 FM KFMB STAR 8
101 FM KGB 9
102.1 FM KPRI SETS 10
102.9 FM K LOVE ESPANOL 11
103.7 FM THE PLANET OR CLASSIC HITS 12
106.5 FM LA NUEVA ESPANOL 13
600 AM KOGO 600 NEWS RADIO 14
760 AM KFMB CBS 15
1360 AM KPOP 16
PREMIER TRAFFIC 17
WESTWOOD TRAFFIC 18
OTHER: _____ 19
OTHER: _____ 20
OTHER: _____ 21
DON'T RECALL 22

1		
Station Number	Call Letter	Nickname
2		
Station Number	Call Letter	Nickname

☞**IF ON TELEVISION, ASK:**

46. (And) what television station did you hear it on? PROBE FOR OTHER STATIONS: Where else? CODE ALL THAT APPLY.

4 COX- Padres 1
5/69 KSWB The WB 2
6 FOX 3
7/39 KNSD NBC 4
8 TV KFMB CBS 5
9/51 KUSI 6
10 KGTV 7
11/15 KPBS 8
12 XEWT TELEVISA Energy Communications Espanol 9
13 UPN 10
17 KBNT UNIVISION 11
24 CITY CABLE ACCESS 12
TELEMUNDO-Espanol 13
TIME WARNER USA,TLC,LIF 14
OTHER:_____ 15
OTHER:_____ 16
OTHER:_____ 17
DON'T RECALL 18

1		
Channel Number	Station	Network
2		
Channel Number	Station	Network

47. What does that slogan mean to you? PROBE FOR CLARITY AND SPECIFICS. PROBE FOR OTHER THINGS: What else? RECORD VERBATIM.

_____

_____

_____

_____

48. In general, would you say that your reaction to the "Think Blue" slogan is very positive, somewhat positive, somewhat negative, or very negative?

VERY POSITIVE 1
SOMEWHAT POSITIVE 2
SOMEWHAT NEGATIVE 3
VERY NEGATIVE 4
DON'T KNOW/NOT SURE 5

49. Now suppose the City of San Diego wanted to provide you with information on how to prevent the contamination of our ocean, bays, and beaches. Would you definitely, probably, probably not, or definitely not pay attention to this information if it was _____? How about _____?

	DEFINITELY	PROBABLY	PROBABLY NOT	DEFINTELY NOT	DON'T KNOW
a. on television	4	3	2	1	5
a. on the radio	4	3	2	1	5
a. in the newspaper	4	3	2	1	5
a. mailed to your house	4	3	2	1	5
a. sent to you by e-mail	4	3	2	1	5
a. available on the Internet	4	3	2	1	5
a. available in public places	4	3	2	1	5
a. given to children at school to take home	4	3	2	1	5
a. discussed at community meetings	4	3	2	1	5
a. on Community Access television	4	3	2	1	5

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

50. Do you live in a single family home, a duplex or triplex, a townhouse, or an apartment or condominium?

SINGLE FAMILY 1
DUPLEX/TRIPLEX 2
TOWNHOUSE 3
APARTMENT/CONDOMINIUM 4
REFUSED 5

51. Do you own your home, or are you renting or leasing it?

OWN 1
RENT/LEASE 2
REFUSED 3

52. What was the last grade you completed in school?

LESS THAN HIGH SCHOOL 1
HIGH SCHOOL GRADUATE 2
VOCATIONAL/TRADE CERTIFICATE 3
SOME COLLEGE 4
TWO-YEAR DEGREE 5
FOUR-YEAR DEGREE OR HIGHER 6

REFUSED 7

53. What is your age, please?

___ ___ ___
REFUSED = 120

54. We would also like to know your racial or ethnic background. Are you Caucasian, African-American, Asian-American, Latino or Hispanic, or some other ethnicity? (And what would that be?)

CAUCASIAN/WHITE 1
AFRICAN-AMERICAN 2
ASIAN-AMERICAN 3
LATINO/HISPANIC 4
OTHER _____ 5
REFUSED 6

55. Was your total annual household income before taxes in 2003 under or over $50,000?

UNDER ($0-$49,999) (ASK 56) 1
OVER ($50,001+) (ASK 57) 2
EXACTLY $50,000 (END INTERVIEW) 3
DON'T KNOW (END INTERVIEW) 4
REFUSED (END INTERVIEW) 5

☒IF UNDER $50,000 ASK:

56. And was it under or over $25,000?

UNDER ($0-24,999) 6
OVER ($25,001-49,999) 7
EXACTLY $25,000 8
DON'T KNOW 9
REFUSED 10

☒IF OVER $50,000 ASK:

57. Was it under or over $75,000?

UNDER ($50,001-74,999) 11
EXACTLY $75,000 12
OVER ($75,001+) 13
DON'T KNOW 14
REFUSED 15

THANK RESPONDENT!

58. RECORD GENDER:

MALE.....1
FEMALE.....2

TIME ENDED: ___ ___ : ___ ___

ELAPSED TIME: ___ ___

DATE: ___ ___ / ___ ___ /04

INT ID #: ___ ___ ___ ___

REP: _____

PAGE: _____

LINE: _____

PHONE #: ( ) _____ - _____

CHECKER ERROR ❒1

APPENDIX B

Detailed Data Tabulations

Q1_1 Importance of issue of air pollution.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 NOT AT ALL	3	.8	.8	.8
	2 NOT VERY	25	6.3	6.3	7.0
	3 SOMEWHAT	92	23.0	23.0	30.0
	4 VERY	280	70.0	70.0	100.0
	Total	400	100.0	100.0	

Q1_2 Importance of issue of quality of the public schools.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 NOT AT ALL	8	2.0	2.0	2.0
	2 NOT VERY	14	3.5	3.5	5.5
	3 SOMEWHAT	53	13.3	13.3	18.8
	4 VERY	310	77.5	77.5	96.3
	5 DON'T KNOW	15	3.8	3.8	100.0
	Total	400	100.0	100.0	

Q1_3 Importance of issue of traffic congestion.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 NOT AT ALL	5	1.3	1.3	1.3
	2 NOT VERY	10	2.5	2.5	3.8
	3 SOMEWHAT	97	24.3	24.3	28.0
	4 VERY	287	71.8	71.8	99.8
	5 DON'T KNOW	1	.3	.3	100.0
	Total	400	100.0	100.0	

Q1_4 Importance of issue of pollution of the ocean, bays, and beaches.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 NOT AT ALL	5	1.3	1.3	1.3
	2 NOT VERY	11	2.8	2.8	4.0
	3 SOMEWHAT	74	18.5	18.5	22.5
	4 VERY	309	77.3	77.3	99.8
	5 DON'T KNOW	1	.3	.3	100.0
	Total	400	100.0	100.0	

Q1_5 Importance of issue of crime.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 NOT AT ALL	1	.3	.3	.3
	2 NOT VERY	14	3.5	3.5	3.8
	3 SOMEWHAT	80	20.0	20.0	23.8
	4 VERY	305	76.3	76.3	100.0
	Total	400	100.0	100.0	

Q1_6 Importance of issue of littering.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 NOT AT ALL	9	2.3	2.3	2.3
	2 NOT VERY	33	8.3	8.3	10.5
	3 SOMEWHAT	140	35.0	35.0	45.5
	4 VERY	218	54.5	54.5	100.0
	Total	400	100.0	100.0	

Q2A Do you own a car, truck, or van?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 YES	363	90.8	90.8	90.8
	2 NO	37	9.3	9.3	100.0
	Total	400	100.0	100.0	

Q2B How about a motorcycle?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 YES	24	6.0	6.0	6.0
	2 NO	376	94.0	94.0	100.0
	Total	400	100.0	100.0	

Q2C How about a garden?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 YES	168	42.0	42.0	42.0
	2 NO	232	58.0	58.0	100.0
	Total	400	100.0	100.0	

Q2D How about a dog?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 YES	115	28.8	28.8	28.8
	2 NO	285	71.3	71.3	100.0
	Total	400	100.0	100.0	

Q3 Do you ever wash your vehicle or vehicles at home?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 YES	142	35.5	38.9	38.9
	2 NO	223	55.8	61.1	100.0
	Total	365	91.3	100.0	
Missing	System	35	8.8		
Total		400	100.0		

Q4 And where does the wash water from the vehicle run?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 ONTO PAVEMENT LIKE DRIVEWAY, STREET, GUTTER	105	26.3	73.9	73.9
	2 ONTO DIRT	2	.5	1.4	75.4
	3 ONTO GRASS, LAWN, GARDEN	13	3.3	9.2	84.5
	4 OTHER	22	5.5	15.5	100.0
	Total	142	35.5	100.0	
Missing	System	258	64.5		
Total		400	100.0		

Q5 And do you personally ever change the oil in your vehicle or vehicles?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 YES	43	10.8	11.8	11.8
	2 NO	322	80.5	88.2	100.0
	Total	365	91.3	100.0	
Missing	System	35	8.8		
Total		400	100.0		

Q6 And what do you do with the used oil?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7 TAKE TO HAZARDOUS WASTE EVENT/ROUNDUP	6	1.5	14.0	14.0
	8 TAKE TO RECYCLING CENTER	36	9.0	83.7	97.7
	9 INSISTS ON MULTIPLE	1	.3	2.3	100.0
	Total	43	10.8	100.0	
Missing	System	357	89.3		
Total		400	100.0		

Q7 And do you ever drain your vehicle's radiator or radiators?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 YES	17	4.3	4.7	4.7
	2 NO	348	87.0	95.3	100.0
	Total	365	91.3	100.0	
Missing	System	35	8.8		
Total		400	100.0		

Q8 And what do you do with the radiator fluid?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 POUR DOWN INSIDE DRAIN	1	.3	5.9	5.9
	2 POUR DOWN STORM DRAIN	1	.3	5.9	11.8
	4 THROW IN TRASH/GARBAGE	1	.3	5.9	17.6
	5 KEEP AROUND THE HOUSE	1	.3	5.9	23.5
	7 TAKE TO HAZARDOUS WASTE EVENT/ROUNDUP	4	1.0	23.5	47.1
	8 TAKE TO RECYCLING CENTER	8	2.0	47.1	94.1
	9 INSISTS ON MULTIPLE	1	.3	5.9	100.0
	Total	17	4.3	100.0	
Missing	System	383	95.8		
Total		400	100.0		

Q9 How do you dispose of your lawn clippings or other green waste?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 THROW IN TRASH/GARBAGE	40	10.0	23.8	23.8
	2 GREEN WASTE CAN/CURBSIDE RECYCLING	68	17.0	40.5	64.3
	3 TAKEN AWAY BY GARDENER/LAWN SERVICE	9	2.3	5.4	69.6
	4 PUT IN COMPOST PILE/USE AS MULCH	13	3.3	7.7	77.4
	5 LEAVE ON LAWN	1	.3	.6	78.0
	6 TAKE TO COMPOST FACILITY	5	1.3	3.0	81.0
	8 OTHER	22	5.5	13.1	94.0
	9 DON'T KNOW WHAT GARDENER/OTHER FAMILY MEMBER DOES	10	2.5	6.0	100.0
	Total	168	42.0	100.0	
Missing	System	232	58.0		
Total		400	100.0		

Q10 And how do you clean up the clippings that are on walkways, patios, and the driveway?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 SWEEP UP AND PUT INTO TRASH	86	21.5	51.2	51.2
	2 BLOW INTO YARD (LEAF BLOWER)	15	3.8	8.9	60.1
	3 SWEEP INTO STREET/GUTTER	2	.5	1.2	61.3
	5 GREEN WASTE CAN/CURBSIDE RECYCLING	13	3.3	7.7	69.0
	6 NOT APPLICABLE - NO LAWN	8	2.0	4.8	73.8
	7 NOT APPLICABLE - NO CLIPPINGS	4	1.0	2.4	76.2
	8 OTHER	26	6.5	15.5	91.7
	9 DON'T KNOW WHAT GARDENER/OTHER FAMILY MEMBER DOES	14	3.5	8.3	100.0
	Total	168	42.0	100.0	
Missing	System	232	58.0		
Total		400	100.0		

Q11 When you water your garden, does water run into the gutter or street?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 ALWAYS	1	.3	.6	.6
	2 USUALLY	4	1.0	2.4	3.0
	3 SOMETIMES	28	7.0	16.7	19.6
	4 RARELY	49	12.3	29.2	48.8
	5 NEVER	83	20.8	49.4	98.2
	6 DON'T KNOW	3	.8	1.8	100.0
	Total	168	42.0	100.0	
Missing	System	232	58.0		
Total		400	100.0		

Q12 Do you ever use pesticides, herbicides, or fungicides in the garden?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 YES	43	10.8	25.6	25.6
	2 NO	125	31.3	74.4	100.0
	Total	168	42.0	100.0	
Missing	System	232	58.0		
Total		400	100.0		

Q13 When pesticides, herbicides, or fungicides are used in your garden, are the instructions read and followed carefully?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 VERY CAREFULLY	38	9.5	88.4	88.4
	2 SOMEWHAT CAREFULLY	3	.8	7.0	95.3
	4 NOT AT ALL	1	.3	2.3	97.7
	6 DON'T KNOW	1	.3	2.3	100.0
	Total	43	10.8	100.0	
Missing	System	357	89.3		
Total		400	100.0		

Q14 How often pesticides, herbicides, or fungicides wash off into the street due to watering?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3 SOMETIMES	4	1.0	9.3	9.3
	4 RARELY	13	3.3	30.2	39.5
	5 NEVER	26	6.5	60.5	100.0
	Total	43	10.8	100.0	
Missing	System	357	89.3		
Total		400	100.0		

Q15 And when you have leftover pesticides or herbicides, how do you dispose of them?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 PUT IN TRASH/GARBAGE	3	.8	7.0	7.0
	5 TAKE TO HAZARDOUS WASTE COLLECTION	8	2.0	18.6	25.6
	6 TAKE TO LANDFILL OR DUMP	1	.3	2.3	27.9
	8 NOT APPLICABLE/DON'T HAVE LEFTOVERS	21	5.3	48.8	76.7
	9 OTHER	10	2.5	23.3	100.0
	Total	43	10.8	100.0	
Missing	System	357	89.3		
Total		400	100.0		

Q16 Do you, other household members, or your gardener...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 MAINLY USE TRADITIONAL SYNTHETIC CHEMICALS	33	8.3	19.6	19.6
	2 MAINLY USE ALTERNATIVE, NON-CHEMICAL METHODS	47	11.8	28.0	47.6
	3 USE A COMBINATION OF TRADITIONAL AND ALTERNATIVE METHODS	26	6.5	15.5	63.1
	4 USES NO INSECT CONTROL METHOD	29	7.3	17.3	80.4
	5 DON'T KNOW	33	8.3	19.6	100.0
	Total	168	42.0	100.0	
Missing	System	232	58.0		
Total		400	100.0		

Q17 Most important thing in choosing between traditional and alternative methods of insect control...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 COST	8	2.0	8.7	8.7
	2 METHOD OF APPLICATION	6	1.5	6.5	15.2
	3 POTENTIAL FOR TOXIC SIDE EFFECTS	49	12.3	53.3	68.5
	4 SPEED OF RESULTS	20	5.0	21.7	90.2
	5 SOME OTHER FACTOR	8	2.0	8.7	98.9
	6 DON'T KNOW	1	.3	1.1	100.0
	Total	92	23.0	100.0	
Missing	System	308	77.0		
Total		400	100.0		

Q18 Do you "pick up the droppings" when you walk the dog?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 ALWAYS	105	26.3	91.3	91.3
	2 USUALLY	2	.5	1.7	93.0
	5 NEVER	8	2.0	7.0	100.0
	Total	115	28.8	100.0	
Missing	System	285	71.3		
Total		400	100.0		

Q19 Do you clean up any dog droppings in your yard every day, every few days, once a week, or less than once a week?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 EVERY DAY	44	11.0	38.3	38.3
	2 EVERY FEW DAYS	33	8.3	28.7	67.0
	3 ONCE A WEEK	13	3.3	11.3	78.3
	4 LESS THAN ONCE A WEEK	10	2.5	8.7	87.0
	5 NOT APPLICABLE - NO YARD OR NO DROPPINGS IN YARD	15	3.8	13.0	100.0
	Total	115	28.8	100.0	
Missing	System	285	71.3		
Total		400	100.0		

Q20 When you have a pot or pan with grease in it, do you...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 WIPE THE GREASE OUT OF THE PAN INTO THE GARBAGE	78	19.5	19.5	19.5
	2 WASH THE GREASE DOWN THE DRAIN WITH HOT WATER	44	11.0	11.0	30.5
	3 WASH THE GREASE DOWN THE DRAIN WITH COLD WATER	7	1.8	1.8	32.3
	4 POUR THE GREASE INTO A CONTAINER AND THROW AWAY CONTAINER	202	50.5	50.5	82.8
	5 PUT THE POT OR PAN IN THE DISHWASHER WITH THE GREASE IN IT	4	1.0	1.0	83.8
	6 NEVER COOKS	24	6.0	6.0	89.8
	7 OTHER (VOLUNTEERED)	41	10.3	10.3	100.0
	Total	400	100.0	100.0	

Q21 Do you ever do any painting around the house, either inside or outside?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 YES	161	40.3	40.3	40.3
	2 NO	239	59.8	59.8	100.0
	Total	400	100.0	100.0	

Q22 Where do you clean out your paint brushes, rollers, and pans?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 INSIDE SINK	74	18.5	46.0	46.0
	2 OUTSIDE SINK	15	3.8	9.3	55.3
	3 GRASS/DIRT/YARD	17	4.3	10.6	65.8
	4 DRIVEWAY/GUTTER/STREET	6	1.5	3.7	69.6
	5 THROW AWAY/TRASH/USE DISPOSABLE ONES	24	6.0	14.9	84.5
	6 OTHER	9	2.3	5.6	90.1
	7 INSISTS ON MULTIPLE	5	1.3	3.1	93.2
	8 MY HUSBAND/PARENTS TAKE CARE OF IT	5	1.3	3.1	96.3
	9 WE RECYCLE IT	4	1.0	2.5	98.8
	10 THE PAINTER TAKES CARE OF IT	2	.5	1.2	100.0
	Total	161	40.3	100.0	
Missing	System	239	59.8		
Total		400	100.0		

Group $Q23 How do you dispose of any extra paint?

Category label	Code	Count	Pct of Responses	Pct of Cases
PUT IN TRASH/GARBAGE	1	21	13.0	13.0
PUT DOWN INDOOR DRAIN	2	1	.6	.6
PUT INTO GUTTER/STORM DRAIN	4	1	.6	.6
TAKE TO RECYCLING CENTER	5	18	11.2	11.2
TAKE TO HAZARDOUS WASTE COLLECTION	6	25	15.5	15.5
TAKE TO LANDFILL OR DUMP	7	7	4.3	4.3
BURY IT	8	1	.6	.6
NOT APPLICABLE/DON'T HAVE LEFTOVERS/NEVE	9	45	28.0	28.0
OTHER	10	41	25.5	25.5
INSISTS ON MULTIPLE	11	1	.6	.6
Total responses		161	100.0	100.0

239 missing cases; 161 valid cases

Q24 Have you ever experienced a blocked sewer where you live now?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 YES	78	19.5	19.5	19.5
	2 NO	322	80.5	80.5	100.0
	Total	400	100.0	100.0	

Q25 And was that blockage caused by grease, roots, a break in the line connecting your house to the street, or a break in the main sewer line?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 GREASE	1	.3	1.3	1.3
	2 ROOTS	30	7.5	38.5	39.7
	3 BREAK IN CONNECTING LINE	13	3.3	16.7	56.4
	4 BREAK IN MAIN LINE	8	2.0	10.3	66.7
	5 NOT APPLICABLE - APARTMENT/CONDO/ RENTAL	6	1.5	7.7	74.4
	6 DON'T KNOW	18	4.5	23.1	97.4
	8 OTHER-HAIR	2	.5	2.6	100.0
	Total	78	19.5	100.0	
Missing	System	322	80.5		
Total		400	100.0		

Q26 How often do you clean out the sewer line that connects your home to the main sewer line in the street?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 MORE THAN ONCE A YEAR	11	2.8	2.8	2.8
	2 ONCE A YEAR	14	3.5	3.5	6.3
	3 ONCE EVERY TWO-THREE YEARS	8	2.0	2.0	8.3
	4 ONCE EVERY FOUR-FIVE YEARS	4	1.0	1.0	9.3
	5 ONCE EVERY SIX-TEN YEARS	6	1.5	1.5	10.8
	6 LESS THAN ONCE EVERY TEN YEARS	9	2.3	2.3	13.0
	7 NEVER	211	52.8	52.8	65.8
	8 NOT APPLICABLE-APARTMENT/CONDO/RENTAL	87	21.8	21.8	87.5
	9 DON'T KNOW	50	12.5	12.5	100.0
	Total	400	100.0	100.0	

Q27 Now thinking about litter... Would you say that you never, rarely, occasionally, or often litter?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 NEVER	319	79.8	79.8	79.8
	2 RARELY	61	15.3	15.3	95.0
	3 OCCASIONALLY	19	4.8	4.8	99.8
	4 OFTEN	1	.3	.3	100.0
	Total	400	100.0	100.0	

Q28 And would you say that you empty trash or the ashtray from your car at freeway on- or off- ramps?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 NEVER	393	98.3	98.3	98.3
	2 RARELY	6	1.5	1.5	99.8
	3 OCCASIONALLY	1	.3	.3	100.0
	Total	400	100.0	100.0	

Q29 In the neighborhood where you live, would you say there is a lot of litter, some litter not very much litter, or no litter at all?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 LOT	34	8.5	8.5	8.5
	2 SOME	122	30.5	30.5	39.0
	3 NOT VERY MUCH	176	44.0	44.0	83.0
	4 NONE	68	17.0	17.0	100.0
	Total	400	100.0	100.0	

Q30 And would you say you are very, somewhat, not very, or not at all likely to pick up litter you see in your neighborhood?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 VERY	164	41.0	41.0	41.0
	2 SOMEWHAT	164	41.0	41.0	82.0
	3 NOT VERY	38	9.5	9.5	91.5
	4 NOT AT ALL	34	8.5	8.5	100.0
	Total	400	100.0	100.0	

31 Now thinking about the beaches... About how often do you visit a San Diego beach

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 EVERY DAY	8	2.0	2.0	2.0
	2 EVERY FEW DAYS	24	6.0	6.0	8.0
	3 ONCE A WEEK	42	10.5	10.5	18.5
	4 ONCE EVERY TWO TO THREE WEEKS	49	12.3	12.3	30.8
	5 ONCE A MONTH	43	10.8	10.8	41.5
	6 ONCE EVERY TWO TO THREE MONTHS	40	10.0	10.0	51.5
	7 EVERY FOUR TO SIX MONTHS	32	8.0	8.0	59.5
	8 EVERY SEVEN TO TWELVE MONTHS	37	9.3	9.3	68.8
	9 LESS THAN ONCE A YEAR	59	14.8	14.8	83.5
	10 NEVER	66	16.5	16.5	100.0
	Total	400	100.0	100.0	

Q32 Do you ever feed the birds at the beach?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 YES	35	8.8	12.7	12.7
	2 NO	240	60.0	87.3	100.0
	Total	275	68.8	100.0	
Missing	System	125	31.3		
Total		400	100.0		

Q33 As far as you know, when San Diego beaches are closed due to contamination, is the contamination usually due to sewage spills or to runoff from homes and businesses?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 SEWAGE	155	38.8	56.4	56.4
	2 RUNOFF	57	14.3	20.7	77.1
	3 DON'T KNOW	62	15.5	22.5	99.6
	4 BOTH SEWAGE & RUNOFF	1	.3	.4	100.0
	Total	275	68.8	100.0	
Missing	System	125	31.3		
Total		400	100.0		

Q34 What is the Zip Code where you live?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	00000 REFUSED	4	1.0	1.0	1.0
	91115	1	.3	.3	1.3
	91911	2	.5	.5	1.8
	92082	1	.3	.3	2.0
	92101	17	4.3	4.3	6.3
	92102	17	4.3	4.3	10.5
	92103	32	8.0	8.0	18.5
	92104	30	7.5	7.5	26.0
	92105	4	1.0	1.0	27.0
	92106	10	2.5	2.5	29.5
	92107	17	4.3	4.3	33.8
	92108	14	3.5	3.5	37.3
	92110	18	4.5	4.5	41.8
	92111	29	7.3	7.3	49.0
	92113	4	1.0	1.0	50.0
	92115	11	2.8	2.8	52.8
	92116	33	8.3	8.3	61.0
	92117	29	7.3	7.3	68.3
	92120	3	.8	.8	69.0
	92123	12	3.0	3.0	72.0
	92124	24	6.0	6.0	78.0
	92125	1	.3	.3	78.3
	92126	22	5.5	5.5	83.8
	92127	1	.3	.3	84.0
	92129	35	8.8	8.8	92.8
	92130	1	.3	.3	93.0
	92131	19	4.8	4.8	97.8
	92145	1	.3	.3	98.0
	92154	5	1.3	1.3	99.3
	92168	1	.3	.3	99.5
	99999 DON'T KNOW	2	.5	.5	100.0
	Total	400	100.0	100.0	

Group $Q35 Waterbodies part of community where you

Category label	Code	Count	Pct of Responses	Pct of Cases
CHOLLAS LAKE	1	6	1.1	1.5
CORONADO BAY/CORODANO BEACH	3	8	1.4	2.0
DEL MAR	4	6	1.1	1.5
IMPERIAL BEACH	6	5	.9	1.3
LA JOLLA BEACH	7	15	2.6	3.8
LAKE HODGES	9	9	1.6	2.3
LAKE MIRAMAR	10	54	9.5	13.5
LAKE MURRAY	11	15	2.6	3.8
LAKE POWAY	12	7	1.2	1.8
MISSION BAY	13	99	17.3	24.8
OCEAN BEACH/PACIFIC BEACH	14	57	10.0	14.3
PENASQUITOS	15	4	.7	1.0
SAN DIEGO BAY	16	39	6.8	9.8
SAN DIEGO HARBOR	17	9	1.6	2.3
SAN DIEGO RIVER	18	41	7.2	10.3
SAN DIEGUITO RIVER	19	1	.2	.3
THE PACIFIC OCEAN/THE OCEAN	20	61	10.7	15.3
TIJUANA RIVER	21	1	.2	.3
OTHER	22	43	7.5	10.8
OTHER	23	6	1.1	1.5
OTHER	24	1	.2	.3
NONE	25	36	6.3	9.0
DON'T KNOW	26	48	8.4	12.0
Total responses		571	100.0	142.8

0 missing cases; 400 valid cases

Group $Q36 Waterbodies use for recreational purpose

Category label	Code	Count	Pct of Responses	Pct of Cases
CHOLLAS LAKE	1	2	.4	.5
COLORADO RIVER	2	3	.5	.8
CORONADO BAY/CORODANO BEACH	3	27	4.9	6.8
DEL MAR	4	11	2.0	2.8
DOG BEACH	5	6	1.1	1.5
IMPERIAL BEACH	6	3	.5	.8
LA JOLLA BEACH	7	42	7.7	10.5
LAKE HODGES	9	4	.7	1.0
LAKE MIRAMAR	10	22	4.0	5.5
LAKE MURRAY	11	7	1.3	1.8
LAKE POWAY	12	7	1.3	1.8
MISSION BAY	13	93	17.0	23.3
OCEAN BEACH/PACIFIC BEACH	14	87	15.9	21.8
PENASQUITOS	15	2	.4	.5
SAN DIEGO BAY	16	25	4.6	6.3
SAN DIEGO HARBOR	17	6	1.1	1.5
SAN DIEGO RIVER	18	6	1.1	1.5
THE PACIFIC OCEAN/THE OCEAN	20	58	10.6	14.5
OTHER	22	46	8.4	11.5
OTHER	23	9	1.6	2.3
OTHER	24	5	.9	1.3
NONE	25	68	12.4	17.0
DON'T KNOW	26	9	1.6	2.3
Total responses		548	100.0	137.0

0 missing cases; 400 valid cases

Q37 Would you say that (NAME OF WATERBODY), which is in your area, is very, somewhat, not very, or not at all healthy?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 VERY	48	12.0	12.5	12.5
	2 SOMEWHAT	121	30.3	31.4	43.9
	3 NOT VERY	73	18.3	19.0	62.9
	4 NOT AT ALL	59	14.8	15.3	78.2
	5 DON'T KNOW/NOT SURE	84	21.0	21.8	100.0
	Total	385	96.3	100.0	
Missing	System	15	3.8		
Total		400	100.0		

Q38 Are you familiar with the concept of a watershed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 YES	151	37.8	37.8	37.8
	2 NO	249	62.3	62.3	100.0
	Total	400	100.0	100.0	

Group $Q39

Category label	Code	Count	Pct of Responses	Pct of Cases
RIGHT DEFINITION: HAS TO DO WITH THE LAN	10	35	22.9	23.2
SORT OF KNOWS DEFINITION	11	39	25.5	25.8
WRONG DEFINITION: EROSION ISSUES	12	3	2.0	2.0
WRONG DEFINITION: GROUNDWATER ISSUES	13	38	24.8	25.2
WRONG DEFINITION: WATER FILTERING ISSUES	14	2	1.3	1.3
OTHER	88	25	16.3	16.6
DON'T KNOW/NO OPINION	99	11	7.2	7.3
Total responses		153	100.0	101.3

249 missing cases; 151 valid cases

Q40 As far as you know, do you live in a watershed, or not?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 LIVE IN WATERSHED	47	11.8	31.1	31.1
	2 DO NOT LIVE IN WATERSHED	58	14.5	38.4	69.5
	3 DON'T KNOW/NOT SURE	46	11.5	30.5	100.0
	Total	151	37.8	100.0	
Missing	System	249	62.3		
Total		400	100.0		

Q41 In the past six months, have you heard anything about San Diego's storm drain system?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 YES	156	39.0	39.0	39.0
	2 NO	244	61.0	61.0	100.0
	Total	400	100.0	100.0	

Q42 As far as you know, where do things that enter the storm drains go?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 TREATMENT PLANT	12	3.0	3.0	3.0
	2 TO WATERWAY BUT TREATED FIRST	59	14.8	14.8	17.8
	3 TO WATERWAY BUT NOT TREATED	136	34.0	34.0	51.8
	4 TO WATERWAY, NOT SURE IF TREATED	96	24.0	24.0	75.8
	5 TO SEWER	16	4.0	4.0	79.8
	6 OTHER	26	6.5	6.5	86.3
	7 DON'T KNOW	55	13.8	13.8	100.0
	Total	400	100.0	100.0	

Q43 Have you ever heard the slogan "Think Blue"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 YES	217	54.3	54.3	54.3
	2 NO	183	45.8	45.8	100.0
	Total	400	100.0	100.0	

Q44 And did you hear that slogan on the radio, on television, on both radio and television, or somewhere else?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 RADIO	11	2.8	5.1	5.1
	2 TELEVISION	56	14.0	25.8	30.9
	3 BOTH	44	11.0	20.3	51.2
	4 SOMEWHERE ELSE	78	19.5	35.9	87.1
	5 DON'T RECALL	28	7.0	12.9	100.0
	Total	217	54.3	100.0	
Missing	System	183	45.8		
Total		400	100.0		

Group $Q45 What radio station(s) did you hear it on

Category label	Code	Count	Pct of Responses	Pct of Cases
88.3 FM KSDS JAZZ CITY COLLEGE	1	1	1.6	1.8
89.5 KPBS	2	2	3.1	3.6
92.1 FM KFSD	3	1	1.6	1.8
93.3 FM KHTZ CHANNEL 933	5	3	4.7	5.5
94.9 FM KBZT	6	1	1.6	1.8
100.7 FM KFMB STAR	8	4	6.3	7.3
101 FM KGB	9	2	3.1	3.6
103.7 FM THE PLANET OR CLASSIC HITS	12	1	1.6	1.8
600 AM KOGO 600 NEWS RADIO	14	4	6.3	7.3
760 AM KFMB CBS	15	3	4.7	5.5
1360 AM KPOP	16	1	1.6	1.8
OTHER	19	11	17.2	20.0
DON'T RECALL	22	30	46.9	54.5
Total responses		64	100.0	116.4

345 missing cases; 55 valid cases

Group $Q46 What TV station did you hear it on?

Category label	Code	Count	Pct of Responses	Pct of Cases
5/69 KSWB The WB	2	3	2.6	3.0
6 FOX	3	2	1.8	2.0
7/39 KNSD NBC	4	11	9.6	11.0
8 TV KFMB CBS	5	9	7.9	9.0
9/51 KUSI	6	8	7.0	8.0
10 KGTV	7	9	7.9	9.0
11/15 KPBS	8	4	3.5	4.0
13 UPN	10	1	.9	1.0
24 CITY CABLE ACCESS	12	1	.9	1.0
OTHER	15	2	1.8	2.0
DON'T RECALL	18	64	56.1	64.0
Total responses		114	100.0	114.0

300 missing cases; 100 valid cases

Group $Q47 What does that slogan mean to you?

Category label	Code	Count	Pct of Responses	Pct of Cases
KEEPING THE WATER CLEAN/CLEAN WATER/KEEP	10	64	20.7	29.5
WATCH WHAT YOU THROW IN THE WATER/BE CAR	11	7	2.3	3.2
TAKE CARE OF THE ENVIRONMENT/THINK BEFOR	12	20	6.5	9.2
KEEP THINGS CLEAN/KEEP OUR DRAIN AS CLEA	13	11	3.6	5.1
KEEP OUR BEACHES AND BAYS CLEAN BY BEING	14	31	10.0	14.3
DON'T BE POLLUTING THE AIR/CLEAN AIR	15	12	3.9	5.5
WHAT YOU PUT DOWN SEWAGE DRAINS GOES TO	16	36	11.7	16.6
KEEP THE WATER CLEAR	17	7	2.3	3.2
KEEP THE WATER BLUE	18	24	7.8	11.1
ENVIRONMENTALLY HEALTHY/THINK HEALTHY AS	19	5	1.6	2.3
THINK ABOUT THE OCEAN AND TAKE CARE OF I	20	2	.6	.9
PROTECT THE WATER	21	10	3.2	4.6
THINK OF THE WATER OR OCEAN/THINK OF BLU	22	18	5.8	8.3
HELP SAVE THE FISH/THINK ABOUT THE ANIMA	23	4	1.3	1.8
PAY MORE ATTENTION TO NOT LITTERING	24	7	2.3	3.2
WATCH YOUR WATER WASTE/BE AWARE OF WATER	25	4	1.3	1.8
KEEP THE SKY BLUE	27	8	2.6	3.7
TO RECYCLE	28	3	1.0	1.4
CLEAN UP THE WATER	29	3	1.0	1.4
NONE/NOTHING	77	2	.6	.9
OTHER	88	26	8.4	12.0
DON'T KNOW/NO OPINION	99	5	1.6	2.3
Total responses		309	100.0	142.4

183 missing cases; 217 valid cases

Q48 Would you say that your reaction to the "Think Blue" slogan is very postivite, somewhat positive, somewhat negative or very negative?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 VERY POSITIVE	116	29.0	53.5	53.5
	2 SOMEWHAT POSITIVE	84	21.0	38.7	92.2
	3 SOMEWHAT NEGATIVE	2	.5	.9	93.1
	4 VERY NEGATIVE	2	.5	.9	94.0
	5 DON'T KNOW/NOT SURE	13	3.3	6.0	100.0
	Total	217	54.3	100.0	
Missing	System	183	45.8		
Total		400	100.0		

Q49_1 Suppose the City of San Diego wanted to provide you with information on how to revent the contamination... Would you pay attention to this information if it was on television

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 DEFINITELY NOT	14	3.5	3.5	3.5
	2 PROBABLY NOT	48	12.0	12.0	15.5
	3 PROBABLY	142	35.5	35.5	51.0
	4 DEFINITELY	190	47.5	47.5	98.5
	5 DON'T KNOW	6	1.5	1.5	100.0
	Total	400	100.0	100.0	

Q49_2 How about on the radio?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 DEFINITELY NOT	42	10.5	10.5	10.5
	2 PROBABLY NOT	85	21.3	21.3	31.8
	3 PROBABLY	128	32.0	32.0	63.8
	4 DEFINITELY	134	33.5	33.5	97.3
	5 DON'T KNOW	11	2.8	2.8	100.0
	Total	400	100.0	100.0	

Q49_3 How about in the newspaper?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 DEFINITELY NOT	72	18.0	18.0	18.0
	2 PROBABLY NOT	89	22.3	22.3	40.3
	3 PROBABLY	107	26.8	26.8	67.0
	4 DEFINITELY	131	32.8	32.8	99.8
	5 DON'T KNOW	1	.3	.3	100.0
	Total	400	100.0	100.0	

Q49_4 How about mailed to your house?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 DEFINITELY NOT	44	11.0	11.0	11.0
	2 PROBABLY NOT	71	17.8	17.8	28.8
	3 PROBABLY	126	31.5	31.5	60.3
	4 DEFINITELY	156	39.0	39.0	99.3
	5 DON'T KNOW	3	.8	.8	100.0
	Total	400	100.0	100.0	

Q49_5 How about sent to you by e-mail?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 DEFINITELY NOT	158	39.5	39.5	39.5
	2 PROBABLY NOT	90	22.5	22.5	62.0
	3 PROBABLY	69	17.3	17.3	79.3
	4 DEFINITELY	66	16.5	16.5	95.8
	5 DON'T KNOW	17	4.3	4.3	100.0
	Total	400	100.0	100.0	

Q49_6 How about available on the Internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 DEFINITELY NOT	113	28.3	28.3	28.3
	2 PROBABLY NOT	105	26.3	26.3	54.5
	3 PROBABLY	102	25.5	25.5	80.0
	4 DEFINITELY	64	16.0	16.0	96.0
	5 DON'T KNOW	16	4.0	4.0	100.0
	Total	400	100.0	100.0	

Q49_7 How about available in public places?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 DEFINITELY NOT	41	10.3	10.3	10.3
	2 PROBABLY NOT	100	25.0	25.0	35.3
	3 PROBABLY	159	39.8	39.8	75.0
	4 DEFINITELY	95	23.8	23.8	98.8
	5 DON'T KNOW	5	1.3	1.3	100.0
	Total	400	100.0	100.0	

Q49_8 How about given to children at school to take home?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 DEFINITELY NOT	95	23.8	23.8	23.8
	2 PROBABLY NOT	29	7.3	7.3	31.0
	3 PROBABLY	99	24.8	24.8	55.8
	4 DEFINITELY	146	36.5	36.5	92.3
	5 DON'T KNOW	31	7.8	7.8	100.0
	Total	400	100.0	100.0	

Q49_9 How about discussed at community meetings?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 DEFINITELY NOT	93	23.3	23.3	23.3
	2 PROBABLY NOT	87	21.8	21.8	45.0
	3 PROBABLY	93	23.3	23.3	68.3
	4 DEFINITELY	107	26.8	26.8	95.0
	5 DON'T KNOW	20	5.0	5.0	100.0
	Total	400	100.0	100.0	

Q49_10 How about on Community Access television?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 DEFINITELY NOT	94	23.5	23.5	23.5
	2 PROBABLY NOT	89	22.3	22.3	45.8
	3 PROBABLY	102	25.5	25.5	71.3
	4 DEFINITELY	96	24.0	24.0	95.3
	5 DON'T KNOW	19	4.8	4.8	100.0
	Total	400	100.0	100.0	

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 MALE	185	46.3	46.3	46.3
	2 FEMALE	215	53.8	53.8	100.0
	Total	400	100.0	100.0	

Q50 Do you live in a single family home, a duplex or triplex, a townhouse, or an apartment or condominium?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 SINGLE FAMILY	224	56.0	56.0	56.0
	2 DUPLEX/TRIPLEX	14	3.5	3.5	59.5
	3 TOWNHOUSE	16	4.0	4.0	63.5
	4 APARTMENT/CONDOMINIUM	141	35.3	35.3	98.8
	5 REFUSED	4	1.0	1.0	99.8
	6 MOBILE HOME	1	.3	.3	100.0
	Total	400	100.0	100.0	

Q51 Do you own your home, or are you renting or leasing it?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 OWN	227	56.8	56.8	56.8
	2 RENT/LEASE	169	42.3	42.3	99.0
	3 REFUSED	4	1.0	1.0	100.0
	Total	400	100.0	100.0	

Q52 What was the last grade you completed in school?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 LESS THAN HIGH SCHOOL	10	2.5	2.5	2.5
	2 HIGH SCHOOL GRADUATE	77	19.3	19.3	21.8
	3 VOCATIONAL/TRADE CERTIFICATE	1	.3	.3	22.0
	4 SOME COLLEGE	64	16.0	16.0	38.0
	5 TWO-YEAR DEGREE	52	13.0	13.0	51.0
	6 FOUR-YEAR DEGREE OR HIGHER	191	47.8	47.8	98.8
	7 REFUSED	5	1.3	1.3	100.0
	Total	400	100.0	100.0	

Q53 What is your age, please?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	2	.5	.5	.5
	19	4	1.0	1.0	1.5
	20	5	1.3	1.3	2.8
	21	6	1.5	1.5	4.3
	22	4	1.0	1.0	5.3
	23	8	2.0	2.0	7.3
	24	4	1.0	1.0	8.3
	25	9	2.3	2.3	10.5
	26	5	1.3	1.3	11.8
	27	8	2.0	2.0	13.8
	28	7	1.8	1.8	15.5
	29	9	2.3	2.3	17.8
	30	14	3.5	3.5	21.3
	31	6	1.5	1.5	22.8
	32	7	1.8	1.8	24.5
	33	10	2.5	2.5	27.0
	34	12	3.0	3.0	30.0
	35	10	2.5	2.5	32.5
	36	10	2.5	2.5	35.0
	37	6	1.5	1.5	36.5
	38	4	1.0	1.0	37.5
	39	10	2.5	2.5	40.0
	40	12	3.0	3.0	43.0
	41	6	1.5	1.5	44.5
	42	10	2.5	2.5	47.0
	43	7	1.8	1.8	48.8
	44	7	1.8	1.8	50.5
	45	12	3.0	3.0	53.5
	46	5	1.3	1.3	54.8
	47	7	1.8	1.8	56.5
	48	5	1.3	1.3	57.8
	49	6	1.5	1.5	59.3
	50	8	2.0	2.0	61.3
	51	2	.5	.5	61.8
	52	9	2.3	2.3	64.0
	53	6	1.5	1.5	65.5
	54	8	2.0	2.0	67.5
	55	7	1.8	1.8	69.3
	56	9	2.3	2.3	71.5
	57	6	1.5	1.5	73.0
	58	6	1.5	1.5	74.5
	59	9	2.3	2.3	76.8
	60	8	2.0	2.0	78.8
	61	4	1.0	1.0	79.8
	62	3	.8	.8	80.5
	63	2	.5	.5	81.0
	64	1	.3	.3	81.3
	65	8	2.0	2.0	83.3
	67	3	.8	.8	84.0

Q54 Are you Caucasian, African-American, Asian-American, Latino or Hispanic, or some other ethnicity?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 CAUCASIAN/WHITE	259	64.8	64.8	64.8
	2 AFRICAN-AMERICAN	17	4.3	4.3	69.0
	3 ASIAN-AMERICAN	24	6.0	6.0	75.0
	4 LATINO/HISPANIC	41	10.3	10.3	85.3
	5 OTHER	45	11.3	11.3	96.5
	6 REFUSED	14	3.5	3.5	100.0
	Total	400	100.0	100.0	

Q55 Was your total annual household income before taxes in 2003 under or over $50,000?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 UNDER ($0-$49,999)	148	37.0	37.0	37.0
	2 OVER ($50,001+)	202	50.5	50.5	87.5
	3 EXACTLY $50,000	7	1.8	1.8	89.3
	4 DON'T KNOW	9	2.3	2.3	91.5
	5 REFUSED	34	8.5	8.5	100.0
	Total	400	100.0	100.0	

Q56 And was it under or over $25,000?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6 UNDER ($0-24,999)	54	13.5	36.5	36.5
	7 OVER ($25,001-49,999)	83	20.8	56.1	92.6
	8 EXACTLY $25,000	5	1.3	3.4	95.9
	9 DON'T KNOW	4	1.0	2.7	98.6
	10 REFUSED	2	.5	1.4	100.0
	Total	148	37.0	100.0	
Missing	System	252	63.0		
Total		400	100.0		

Q57 Was it under or over $75,000?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11 UNDER ($50,001-74,999)	67	16.8	33.2	33.2
	12 EXACTLY $75,000	6	1.5	3.0	36.1
	13 OVER ($75,001+)	115	28.8	56.9	93.1
	14 DON'T KNOW	3	.8	1.5	94.6
	15 REFUSED	11	2.8	5.4	100.0
	Total	202	50.5	100.0	
Missing	System	198	49.5		
Total		400	100.0		

TIME$ Elapsed Time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	2	.5	.5	.5
	6	5	1.3	1.3	1.8
	7	12	3.0	3.0	4.8
	8	37	9.3	9.3	14.0
	9	46	11.5	11.5	25.5
	10	44	11.0	11.0	36.5
	11	48	12.0	12.0	48.5
	12	49	12.3	12.3	60.8
	13	36	9.0	9.0	69.8
	14	35	8.8	8.8	78.5
	15	22	5.5	5.5	84.0
	16	19	4.8	4.8	88.8
	17	6	1.5	1.5	90.3
	18	9	2.3	2.3	92.5
	19	8	2.0	2.0	94.5
	20	6	1.5	1.5	96.0
	21	4	1.0	1.0	97.0
	22	4	1.0	1.0	98.0
	23	1	.3	.3	98.3
	24	3	.8	.8	99.0
	25	1	.3	.3	99.3
	26	2	.5	.5	99.8
	27	1	.3	.3	100.0
	Total	400	100.0	100.0	

TODAY Date

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20040713	35	8.8	8.8	8.8
	20040714	27	6.8	6.8	15.5
	20040715	59	14.8	14.8	30.3
	20040716	49	12.3	12.3	42.5
	20040717	52	13.0	13.0	55.5
	20040718	42	10.5	10.5	66.0
	20040719	24	6.0	6.0	72.0
	20040720	17	4.3	4.3	76.3
	20040721	30	7.5	7.5	83.8
	20040722	18	4.5	4.5	88.3
	20040723	4	1.0	1.0	89.3
	20040724	3	.8	.8	90.0
	20040725	15	3.8	3.8	93.8
	20040726	7	1.8	1.8	95.5
	20040727	2	.5	.5	96.0
	20040728	16	4.0	4.0	100.0
	Total	400	100.0	100.0	