

Respondent ID# _____

Gender of Respondent

1 (Male)----- 50%
2 (Female)----- 50

Time Started _____

Time Finished _____

Total Time _____

Hello, I'm _____ from G-S-V-R, a public opinion research company. We're conducting a brief survey about issues affecting San Diego [dee-A-go]. We are definitely not trying to sell you anything, and we are only interested in your opinions. According to the research procedure, may I speak to the adult in the house age 18 or older who had the most recent birthday? (IF RESPONDENT SAYS NO OR NOT NOW, ASK TO MAKE AN APPOINTMENT FOR LATER).

A. To start, what city do you currently live in.

San Diego----- 1

Any other response----- TERMINATE

1. Now I'd like to read you a list of some issues the city of San Diego is dealing with. After I read each one, please tell me whether you feel it is very important, somewhat important, not very important, or not at all important. (ROTATE)

	VERY IMP	SW IMP	NOT VERY	NOT AT ALL	DK/ NA
[] a. Broken or deteriorating city water and sewer pipes	77%	18%	3%	1%	2%
[] b. The quality of public schools	77	18	2	1	2
[] c. Pollution of San Diego's ocean, bays, and beaches	77	20	2	1	1
[] d. Traffic congestion	53	37	8	2	1
[] e. Pollution of San Diego's creeks and streams	65	27	5	1	1
[] f. Littering	51	38	8	3	1
SPLIT SAMPLE A (N = 392)					
[] g. Pollution of storm water in San Diego	61	28	7	1	3
SPLIT SAMPLE B (N = 408)					
[] h. Pollution of storm drains in San Diego	72	22	4	2	1

2. On a scale of 1 to 10, how would you rate the job the city of San Diego is doing in (READ)? Use a 1 if you think it is doing a poor job, a 10 if you think it is doing an excellent job, or any number in between. (ROTATE)

	POOR	EXC	DK	MEAN
[] a. Preventing pollution in storm drains	7% -- 5% -- 8% 11% -- 22% - 12%	12% - 7% -- 2% -- 4%	11%	5.16
[] b. Spending tax dollars efficiently	17 -- 8 -- 13 -- 11 -- 18 -- 10 -- 8 -- 5 -- 1 -- 3		7	4.24
[] c. Preventing pollution of San Diego's ocean, bays, and beaches	8 -- 4 -- 8 -- 13 -- 21 -- 12 -- 15 -- 8 -- 2 -- 4		7	5.24

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

Single family----- 56%
Duplex/triplex----- 3
Townhouse ----- 8
Apartment/Condo ----- 30
(DON'T READ) Other ----- 2
(DON'T READ) DK/NA ----- 0

4. Last year, that is in 2006, did (READ):

	YES	NO	NOT APPL	DK/NA
a. You ever wash your vehicle at home?	46%	52%	2%	1%
b. You ever change the oil in your vehicle at home?	12	87	2	0
c. You have a dog at home?	32	67	1	0

	<u>YES</u>	<u>NO</u>	<u>NOT APPL</u>	<u>DK/NA</u>
d. You have yard waste or trash from your home or apartment's garbage bins blow into the street?-----	11	88	0	1
e. Rinse off paint brushes in the street, or dump water used to clean paint brushes in the street?-----	1	98	0	0
IF SINGLE FAMILY ON Q.3 ASK: (N = 451)				
f. You or your gardener use pesticides or weed-killers in your yard or garden?-----	33	64	1	3
g. You do any construction or major landscaping projects at your home?-----	22	77	1	0
h. You hose down the driveway or sidewalk in front of your home-----	33	66	0	1

5. How often do you see each of the following in your neighborhood? Use a scale of 1 to 10, where 1 means you never see it, and 10 means you frequently see it, or any number in between. **(ROTATE)**

	<u>NEVER</u>											<u>FREQ</u>	<u>DK</u>	<u>MEAN</u>
[] a. People washing or putting dog waste from their sidewalk, yard, or lawn into the street-----	73%	9%	4%	3%	5%	1%	1%	1%	1%	2%	1%	1.86		
[] b. People washing their cars on the driveway or in the street-----	21	11	15	10	13	7	7	7	3	8	0	4.33		
[] c. Dog waste being left on or near the sidewalk-----	34	14	12	7	9	4	6	5	2	8	0	3.65		
[] d. People washing or blowing yard waste or litter from their sidewalk or driveway into the street-----	43	11	10	7	8	4	4	4	2	5	1	3.25		
[] e. People using pesticides and weed-killers on their lawns or gardens--	47	11	8	4	8	3	4	3	1	3	8	2.79		
[] f. Trash bins left uncovered so that litter is blown onto the street-----	51	13	10	5	6	4	3	4	1	3	1	2.74		
[] g. Manure or soil being washed from lawns into the street-----	65	12	6	2	6	2	2	1	1	1	2	2.05		
[] h. Water used to wash stucco or concrete running into the street---	53	11	10	5	9	3	1	3	1	3	1	2.63		
[] i. Hillside erosion resulting in soil washing down the hill-----	53	10	11	5	5	4	3	3	1	3	2	2.60		
[] j. People pouring or spilling motor oil into the street or onto the ground-	82	6	2	2	2	1	2	2	1	2	0	1.69		
[] k. Lots of litter in your neighborhood	46	16	11	5	8	1	3	4	2	4	0	2.88		
[] l. People washing paint brushes in the street, or pouring water used to clean paint brushes into the street-----	85	6	3	1	2	0	0	0	0	1	1	1.40		

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

	<u>YES</u>	<u>NO</u>	<u>DK/NA</u>
Watershed-----	9%	45%	46%

7. How much do you think each of the following contributes to pollution in San Diego's creeks and ocean? A great deal, some, only a little, or not at all?

	<u>GREAT DEAL</u>	<u>SOME</u>	<u>LITTLE</u>	<u>NONE</u>	<u>DK NA</u>
[] a. Sewage spills-----	48%	30%	12%	5%	6%
[] b. Pollution in neighborhood storm drains-----	38	37	16	5	5

8. Before this call, had you ever heard the term "storm drain" before?

Yes-----91%
No ----- 9
(DON'T READ) DK/NA ----- 0

9. Storm drains are the gutters, pipes, and concrete channels that collect water from streets. When water goes into the storm drains in San Diego, does it go to a sewage treatment plant before it is released, or is it released into creeks or the ocean without treatment? If you are not sure, just say so.

Is treated -----17%
Is not treated -----46
(DON'T READ) DK/NA -----36

10. In fact, anything that goes into storm drains ends up in local creeks, or goes directly into the ocean, without any filtering or treatment. Motor oil, yard waste, dirt, litter, and pesticides are all examples of pollution that often goes into storm drains in San Diego, and ends up untreated in our creeks and the ocean.

Last year, in 2006, did you see or hear anything about ways that people can prevent pollution of storm water in San Diego?

Yes -----55%
No -----42
(DON'T READ) DK/NA ----- 2

11. And again, in 2006, did you see or hear anything about steps the city of San Diego is doing to prevent pollution of storm water?

Yes -----36%
No -----59
(DON'T READ) DK/NA ----- 5

12. Now, on a scale of 1 to 10, please tell me how interested you would be if you had the opportunity to learn more about [READ]: Use a1 if you would NOT be interested at all, and a 10 if you would be VERY interested.(ROTATE)

Table with 4 columns: NOT, VERY, DK, MEAN. Rows include: a.. What you can do to help reduce pollution of storm water, b. What you can do to help reduce or stop beach closures due to pollution, c. What you can do to clean up litter and pollution in your neighborhood.

13. Have you ever heard the slogan Think Blue San Diego?

Think Blue-----46%-----52%-----1%
YES NO DK/NA

14. Now I want to read you a brief list of different things that some people do to keep pollution out of storm drains. After you hear each item, and knowing that it would help prevent pollution, please tell me how likely you are to do each one. Use a 1 if in all honesty you probably would not do that item consistently, a 10 if you definitely would do that item consistently to would help prevent pollution, or any number in between. **(ROTATE) (IF NOT APPLY, RECORD AS 99)**

	NOT DO	DEF DO	DK	MEAN
[] a. Pick up litter and trash that is in the gutter in front of your home	5% -- 2% -- 3% -- 1% -- 6% -- 3% -- 4% -- 9% -- 6%	61%	1%	8.38
[] b. Purchase garden and cleaning products that are less polluting, even if they cost a little more or are harder to find	7 -- 2 -- 2 -- 2 -- 8 -- 5 -- 9 -- 13 -- 7 -- 45		3	7.83
[] c. Keep your trash and recycling bins covered to prevent litter from blowing into the street	2 -- 0 -- 1 -- 0 -- 1 -- 0 -- 2 -- 4 -- 5 -- 84		1	9.52
[] d. Fix your car immediately if you notice any oil stains on your driveway or under your car	3 -- 1 -- 2 -- 1 -- 4 -- 2 -- 5 -- 11 -- 9 -- 61		2	8.73
[] e. Pick up dog waste in front of your home and put it in the trash, even if it is not from your own dog	17 -- 3 -- 3 -- 2 -- 7 -- 2 -- 4 -- 8 -- 5 -- 48		2	7.14
[] f. Wash used paint brushes in the sink rather than wash them in the street	7 -- 1 -- 1 -- 1 -- 2 -- 2 -- 2 -- 4 -- 3 -- 74		5	8.87
ASK IF SINGLE FAMILY HOUSE ON Q.3 (N = 451)				
[] g. Use barriers or a wet-vac to keep water from going into the street when you are cleaning stucco or concrete	13 -- 3 -- 3 -- 3 -- 11 -- 4 -- 5 -- 8 -- 2 -- 41		7	6.93
[] h. Sweep up your driveway or sidewalk with a broom instead of hosing it down with water	2 -- 2 -- 1 -- 1 -- 5 -- 2 -- 3 -- 15 -- 5 -- 64		1	8.77
[] i. Fix your sprinklers so they don't wash soil or manure onto the street	6 -- 0 -- 1 -- 1 -- 4 -- 1 -- 5 -- 12 -- 5 -- 61		5	8.58
[] j. Cover up dirt and sand when digging up lawns or gardens, to keep it out of the street if it is windy or rainy	6 -- 2 -- 3 -- 2 -- 9 -- 3 -- 5 -- 14 -- 6 -- 49		1	7.90
ASK ONLY IF YES TO Q4A (N = 366)				
[] k. Take your car to a carwash instead of doing it yourself	12 -- 4 -- 3 -- 2 -- 10 -- 5 -- 7 -- 11 -- 6 -- 39		2	7.01
[] l. Wash your car on the lawn rather than on the driveway or street	39 -- 4 -- 2 -- 0 -- 6 -- 4 -- 4 -- 6 -- 5 -- 26		5	5.03
ASK IF YES TO Q.4B (N = 92)				
[] m. Recycle used motor oil by taking it to a collection center	1 -- 0 -- 1 -- 0 -- 0 -- 4 -- 0 -- 5 -- 5 -- 85		0	9.56

15. I'd like to read you a brief list of reasons that people often give for not doing more to help stop storm water pollution. After you hear each one, please tell me if that reason applies to you, or not. (IF APPLY ASK): Does it strongly apply to you or somewhat apply?"

	STR	S.W.	NOT	DK
	APP	APP	APP	NA
[] a. I don't know that much about what to do	13%	28%	57%	3%
[] b. It is not something that is honestly that important to me	16	18	65	2
[] c. It's too expensive to do a lot of this	10	22	67	2
[] d. It's too much of a hassle to do a lot of this	9	26	64	2
[] e. I would like to do more but I just don't have time	19	35	45	2
	STR	S.W.	NOT	DK
	APP	APP	APP	NA

- f. I don't go to the beach ----- 23 ----- 19-----57----- 2
- g. What I do is too small to make a difference ----- 10 ----- 21-----67----- 2

ASK IF YES ON Q.4B ONLY

16. Following are some reasons that people might not always dispose of used motor oil by recycling it. Please tell me if this is a major reason that you might not always recycle motor oil, a minor reason, or not something that affects you.(N = 92)

	MAJOR <u>REA</u>	MINOR <u>REA</u>	NOT <u>AFF</u>	DK <u>NA</u>
<input type="checkbox"/> a. It's too expensive to recycle your oil-----	14%	15%	67%	5%
<input type="checkbox"/> b. I don't know where to go to recycle oil-----	9	20	70	1
<input type="checkbox"/> c. I don't have a suitable container for capturing and transporting oil---	11	23	65	1
<input type="checkbox"/> d. The closest recycling facility is too far away or takes too long to get to-----	10	19	65	6
<input type="checkbox"/> e. It's just too much of a hassle -----	12	19	68	1

17. Let me share with you some different reasons why people like yourself might take actions like the ones I just described to help prevent storm water pollution. After you hear each reason, please tell me if this information makes you MUCH more likely to take action to prevent storm water pollution, SOMEWHAT more likely to take action, or if it has NO REAL EFFECT on you one way or the other. (ROTATE):

	MUCH MORE <u>LIK</u>	S.W. MORE <u>LIK</u>	NO <u>EFF</u>	LESS <u>LIKELY</u>	DK/ <u>NA</u>
<input type="checkbox"/> a. Keeping pollution out of storm drains will prevent disease, and protect the health of kids and adults who swim in the ocean where all that pollution ends up-----	80%	14%	3%	1%	2%
<input type="checkbox"/> b. Keeping pollution out of storm drains will help preserve the ocean environment and protect fish, dolphins, and other marine life ----	78	15	3	1	2
<input type="checkbox"/> c. Storm drains pollute the water in the canyons across the city, where so many kids play -----	66	21	7	2	4
<input type="checkbox"/> d. Storm drain pollution forces beach warnings and even closures due to high bacteria levels. Keeping storm drains clean is the best way to keep our beaches open -----	73	19	5	1	3
<input type="checkbox"/> e. Keeping streets and gutters clean of litter and trash makes local neighborhoods safer and better places to live-----	75	17	5	1	2
<input type="checkbox"/> f. By keeping pollution out of our creeks and ocean, we can protect the environment for the next generation to use and enjoy -----	77	17	3	1	2
<input type="checkbox"/> g. Water connects us all. It's something we all have in common, and we all need to protect ---	76	15	5	1	2
<input type="checkbox"/> h. A clean San Diego starts at everyone's door. We should all take actions in our daily lives to make a difference -----	72	20	5	2	2
<input type="checkbox"/> i. Keeping pollution out of storm drains can help keep San Diego a city we can all be proud of--	71	20	5	1	3
<input type="checkbox"/> j. Reducing storm water pollution helps protect property values across San Diego -----	60	25	8	3	4

HAVE JUST A FEW ADDITIONAL QUESTIONS FOR STATISTICAL PURPOSES ONLY

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

Own-----57%
 Rent/lease-----40
 (DON'T READ) DK/NA ----- 3

19. Do you consider yourself to be Hispanic or Latino?

Yes-----23%
 No-----74
 (DON'T READ) DK/NA ----- 3

20. Is your race White, Black or African-American, Asian, Native American, or something else?

White-----63%
 Black----- 8
 Asian----- 6
 Native American----- 1
 Other race-----13
 (DON'T READ) Mixed/combined----- 4
 (DON'T READ) REFUSED/DK----- 5

21. What was the last level of school you completed? (IF COLLEGE GRAD, CLARIFY IF 2 YEAR ASSOCIATE OR 4 YEAR BACHELOR DEGREE)

LESS THAN GRADE 12----- 7%
 HIGH SCHOOL GRADUATE-----17
 SOME COLLEGE, NO DEGREE-----21
 ASSOCIATE DEGREE ----- 9
 BACHELOR'S DEGREE/COLLEGE GRAD -----27
 POST GRADUATE DEGREE/
 PROFESSIONAL DEGREE-----16
 REFUSED----- 3

22. What is your age, please? (RECORD IT EXACTLY AND CIRCLE APPROPRIATE CATEGORY BELOW.)
 AGE: _____ (IF RESPONDENT DECLINES TO STATE AGE, WRITE "999" IN BLANKS ABOVE AND THEN ASK:)

Which of the following categories includes your age? (READ LIST.)

18-29-----23%
 30-39-----20
 40-49-----19
 50-64-----23
 65-74----- 7
 75 or older----- 5
 (DON'T READ) REFUSED----- 3

23. Finally, what is the zip code where you live?

91902 (San Diego Bay)-----0%
 91911 (San Diego Bay)-----0
 91913 (San Diego Bay)-----0
 91915 (San Diego Bay)-----0
 91932 (Tijuana River)-----0
 91942 (San Diego River)-----0
 91945 (San Diego Bay)-----0
 91950 (San Diego Bay)-----0
 91977 (San Diego Bay)----- 1

92014 (the Penasquitos [pen-ahs-KEY-toe] and San Dieguito [dee-A-GEE-toe Rivers) ---0
 92020 (San Diego River)-----0
 92025 (San Dieguito River)-----0
 92027 (San Dieguito River)-----0
 92029 (San Dieguito River)-----0
 92037 (Mission Bay)-----2
 92064 (Penasquitos River)-----0
 92065 (San Dieguito River)-----0
 92067 (San Dieguito River)-----0

92075 (San Dieguito River) -----	1	92123 (San Diego River)-----	3
92101 (San Diego Bay) -----	3	92124 (San Diego River)-----	2
92102 (San Diego Bay) -----	3	92126 (Penasquitos) -----	3
92103 (San Diego Bay/River)-----	2	92127 (San Dieguito River)-----	1
92104 (San Diego Bay) -----	6	92128 (the Penasquitos and San Dieguito Rivers) -----	2
92105 (San Diego Bay) -----	5	92129 (Penasquitos River) -----	4
92016 (San Diego Bay) -----	2	92130 (Penasquitos River) -----	3
92107 (San Diego Bay) -----	3	92131 (Penasquitos River) -----	3
92108 (San Diego River)-----	3	92133 (San Diego Bay)-----	0
92109 (Mission Bay) -----	3	92134 (San Diego Bay)-----	0
92110 (Mission Bay) -----	2	92135 (San Diego Bay)-----	0
92111 (San Diego River)-----	4	92136 (San Diego Bay)-----	0
92113 (San Diego Bay) -----	5	92139 (San Diego Bay)-----	2
92114 (San Diego Bay) -----	4	92140 (San Diego Bay)-----	0
92115 (San Diego Bay and San Diego River)---	6	92145 (Mission Bay and San Diego River) -----	0
92116 (San Diego Bay) -----	5	92152 (San Diego Bay and Tijuana River) -----	0
92117 (Mission Bay) -----	6	92173 (Tijuana River)-----	0
92118 (San Diego Bay) -----	0	92154 (Tijuana River and San Diego Bay) -----	3
92119 (San Diego River)-----	1	Other -----	2
92120 (San Diego River)-----	3	Not sure-----	0
92121 (Penasquitos)-----	0		
92122 (Mission Bay) -----	1		

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

My supervisor may be calling you to confirm that this interview took place. May I have your first name so she can call and ask for you?

Name Telephone #

That's all the questions I have. Thank you very much for participating in the survey.

CALCULATE AND RECORD INTERVIEW LENGTH. RECORD GENDER ON THE FIRST PAGE.

I AFFIRM THAT THE ABOVE INFORMATION IS ACCURATELY RECORDED FROM THE RESPONDENT'S STATEMENTS.

Interviewer's Signature Date

Name _____ Interviewer _____

English -----93%
Spanish ----- 7