

NORTHWESTERN INDIANA REGIONAL PLANNING COMMISSION

2010 WATER QUALITY STUDY



Project Directors:

Phillip E. Downs, Ph.D.

Joey St. Germain, Ph.D.

Jennifer Burnside

Kerr & Downs Research

2992 Habersham Drive

Tallahassee, Florida 32309

www.kerr-downs.com

800.564.3182



Table of Contents

Executive Summary & Recommendations.....	1
The extent to which residents value abundant and clean water	27
How residents perceive that they impact the supply and quality of water	37
Barriers to doing things that will preserve and protect water.....	57
Current actions residents take to preserve and protect water resources	65
What will motivate residents to take proper actions for preserving and protecting water resources?.....	81
Demographic profile of residents responding to this study	93
Appendix.....	103



EXECUTIVE SUMMARY & RECOMMENDATIONS

Executive Summary

Purpose

The purpose of the study is to gauge the effectiveness of regional and local public outreach campaigns on water quality issues in the Northwestern Indiana Regional Planning Commission (NIRPC) region and, when applicable, to compare results to a similar study completed in 2007.

Methodology

Six hundred seven (607) landline and cellular phone interviews were completed with NIRPC residents from each of the following four regions: (1) the City of Gary, (2) the Lake Michigan watershed within Lake County, (3) the Lake Michigan watershed of within Porter County, and (4) municipalities outside of the Lake Michigan Basin. Interviews were conducted between October 1 and October 8, 2010. Sampling error for the entire sample is +/- 4% at a 95% confidence interval.

Resident Attitudes

Three in five residents (61%) value having clean rivers, lakes, and streams in their communities “a tremendous amount.” Seven in ten residents (70%) say it’s very important to look at clean water bodies. Nine in ten residents agree that the quality of local water bodies affects the quality of drinking water (90%), the quality of local water bodies affects enjoyment of water recreation activities (91%), and the quality of local rivers and stream affects whether or not local beaches remain open (90%).

The following percentages of NIRPC residents think that local rivers, streams, lakes, or Lake Michigan are clean enough to:

- 42% - Boat in
- 40% - Look at
- 39% - Run or hike next to
- 38% - Picnic by
- 37% - Fish in
- 34% - Swim in

Nearly three in four residents (73%) disagree that there will be plenty of fresh water no matter what they do. More than three in four residents (77%) say their personal actions have a definite impact on water quality/quantity.

Resident Knowledge

Nearly two in three residents (63%) think that Lake Michigan is the #1 source of drinking water. Two in five residents (42%) do not know what to do around the home to conserve/protect water.

The following percentages of residents know what to do to conserve/protect water, but:

- 25% say it’s too much trouble
- 18% say it costs too much
- 8% don’t think they’ll make a difference

Nearly three in ten residents (28%) think that storm water goes directly into water bodies untreated, while nearly three in ten residents (28%) think that storm water goes to wastewater treatment plants. One in three residents (33%) does not know where storm water goes.

The following percentages of residents think that the following items had a great impact on the quality of water bodies:

- 79% - Motor oil, paint, and batteries
- 63% - Household water conservation
- 59% - Septic tank problems
- 56% - Lawn fertilizer
- 52% - Type of fertilizer
- 45% - Dog waste
- 37% - Lawn watering

Resident Actions

Regarding use and interaction with water bodies (percentage of residents who say water bodies are clean enough for actions such as fishing, swimming, etc. are in parentheses):

- 41% of residents walked, ran, or biked trails through woods or parks near water bodies (39%)
- 37% of residents walked, sat, or ran by water bodies (40%)
- 25% of residents fished or hunted in or near water bodies (37%)
- 24% of residents swam in water bodies (34%)
- 23% of residents went boating, canoeing, or kayaking in water bodies (42%)
- 11% of residents gave money or took actions to help conserve and preserve water bodies

Three in four residents (75%) say they take actions most days that preserve water quality/quantity. Nearly two in three residents (63%) say they do more than others to preserve water quality/quantity. Of the 30% of NIRPC residents who have a dog, nearly one in three (31%) use a pooper scooper while nearly one in five (18%) leave it. Of the 89% of residents who have a lawn, more than two in five (42%) fertilize more than once a year.

The following percentages of residents report engaging in the following actions around the home:

- 86% - wash only full loads of clothes/dishes
- 70% - try to reduce shower length
- 32% - water their lawn less in the winter
- 24% - water their lawn less when rainfall levels are low
- 18% - use low phosphate and slow release fertilizer
- 15% - use native landscaping
- 13% - have a water timer
- 8% - test their soil before fertilizing
- 66% (of the 11% of residents that have a septic tank) - service their septic tanks at least every 5 years
- 7% - dispose of leaves/grass clipping improperly
- 4% - dispose of motor oil improperly

One in three residents (33%) is willing to pay for additional utility fees to fund storm water and sewer improvements.

Motivating People to do the Right Thing

In order to motivate NIRPC residents to do the right thing when it comes to conserve/preserve water quality/quantity, the following percentages of residents recommend:

- 91% - teach the right actions in school
- 90% - advertise
- 74% - develop neighborhood councils
- 57% - utilize a hotline to report offenders
- 55% - fine offenders
- 34% - publish the names of offenders
- 30% - levy an environmental tax on all households

Half of NIRPC residents (50%) support stricter development ordinances even if prices go up.

Recommendations

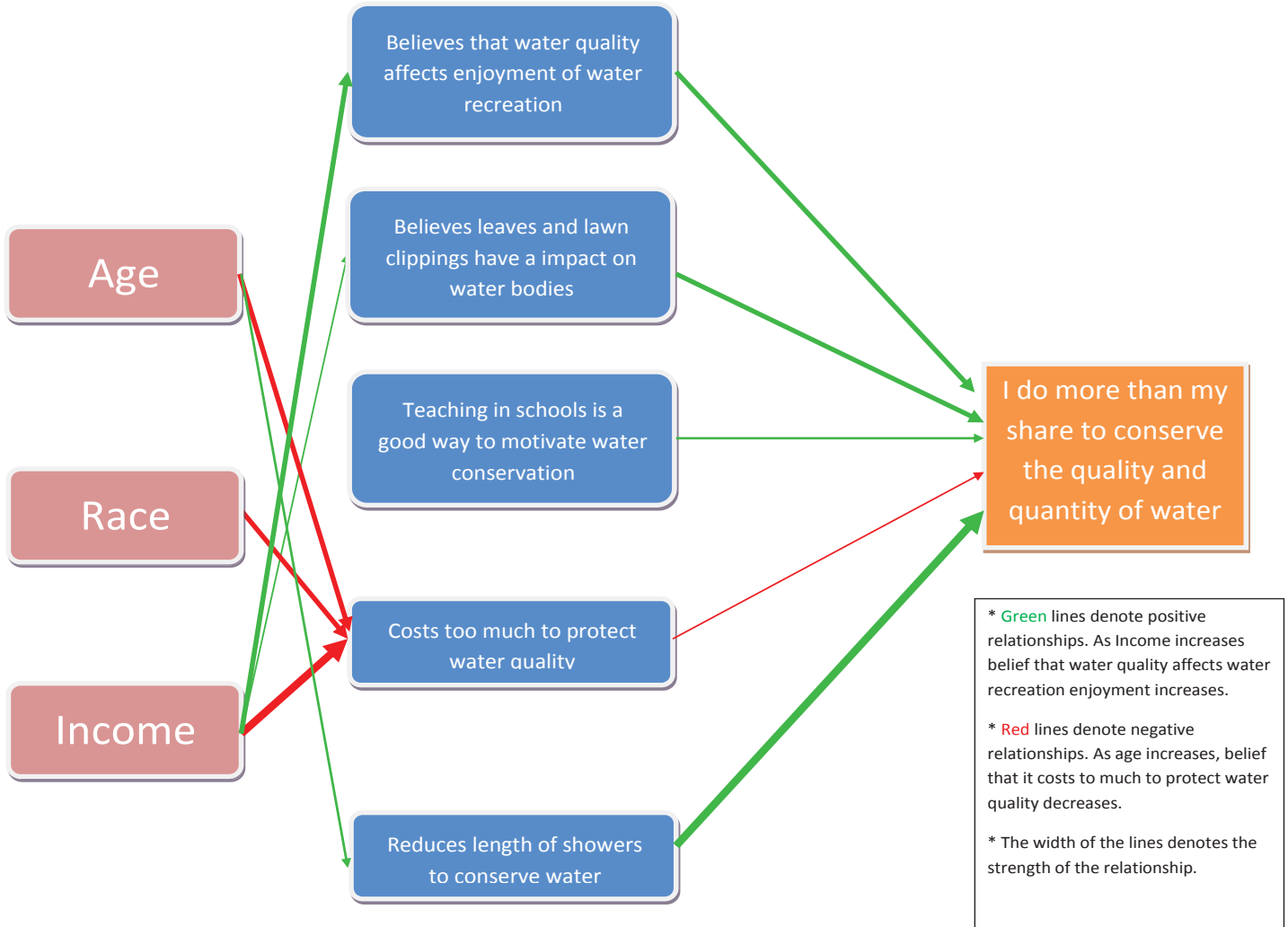
The recommendations in this report are based upon structural equation models (included in the Executive Summary), GIS models (included in the Executive Summary), crosstabulations (included in the Appendix), and the knowledge and experience of Kerr & Downs Research.

Overall, NIRPC needs to select two or three of the most important issues and focus their educational efforts and dollars on these issues and target demographics (low-income, younger, and minority residents) that will move the needle. NIRPC should set goals at the beginning of this new outreach and measure resident attitudes, knowledge, and actions and measure again in three years.

Recommendations Based on Structural Equation Modeling (SEM)

SEM models determine which factors predict or explain attitudes or behavior. Factors can include attitudes, behaviors, or demographics. In the following pages we show four SEM models. Each model shows which factors “drive” (or explain) specific water conservation attitudes or behavior. Based on these models, we have developed strategic recommendations for NIRPC.

Do more than my share to conserve water



Findings and Recommendations Based on the “Do More Than My Share to Conserve Water” Model

Global attitudes about water resources are driven by micro attitudes.

Recommendation: NIRPC should work on building resident knowledge about the impact of individual actions on water quality/quantity.

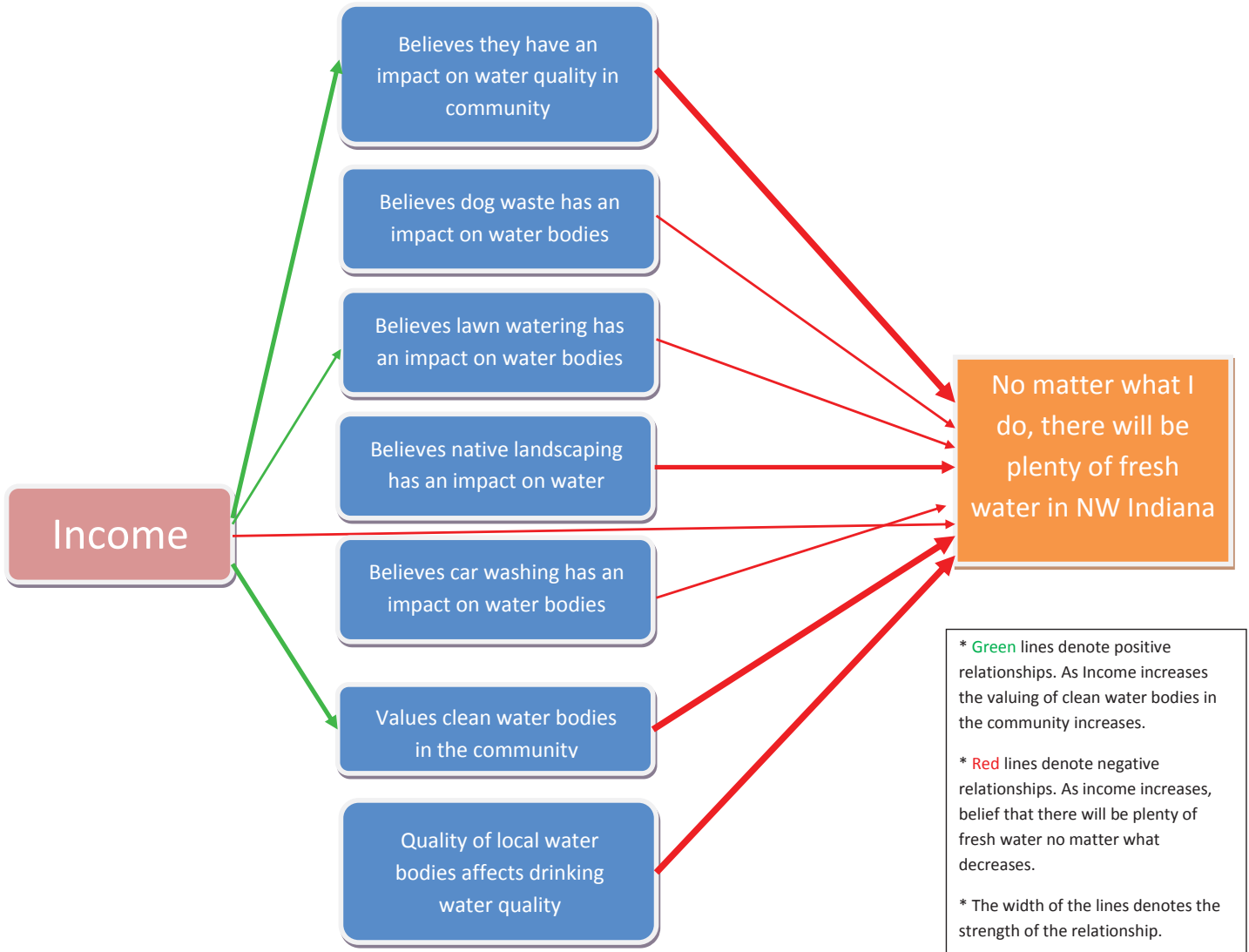
Younger people, minorities, and low income households think it costs too much to protect water resources.

Recommendation: Show these segments tangible evidence to the contrary.

Appropriate attitudes about actions that affect water resources lead to belief that one is conserving & protecting water resources.

Recommendation: NIRPC should continue to educate people on relationships between individual actions and water quality.

There will be fresh water no matter what



Findings and Recommendations Based on the “There will be Fresh Water No Matter What” Model

High income people “get” the relationship between individual, and often small, actions & an everlasting, quality water supply.

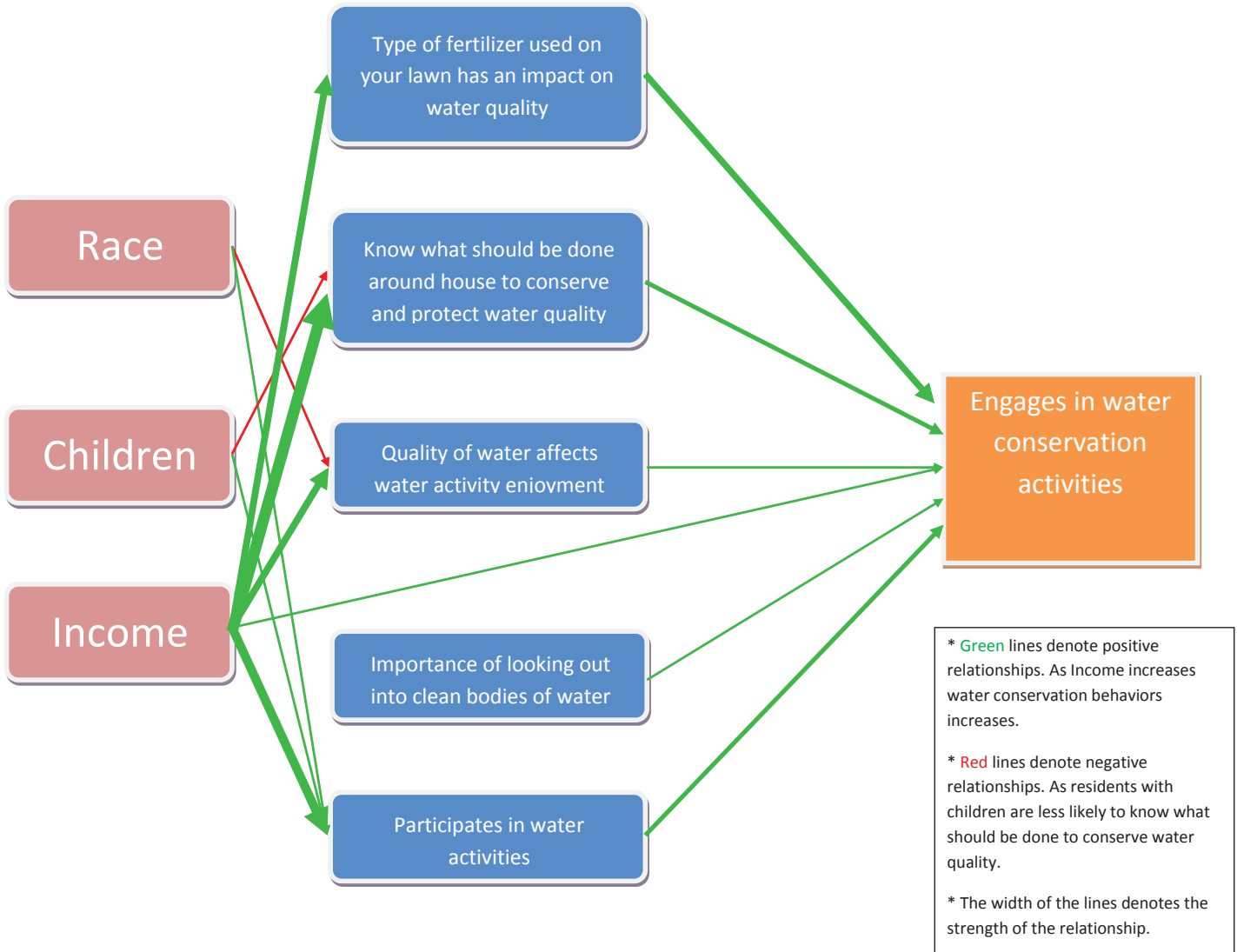
Recommendation: The challenge for NIRPC then is to focus on the individual actions in the preceding model. Convince people to take those actions – then connect the dots for them.

The goal is to change beliefs and convince people that they can make a difference. This can be accomplished by showing tangible impacts. For example, 1 person’s efforts translate into X and 100,000 people’s efforts translate into 100,000X.

Also, NIRPC needs to show residents’ dependence on clean water, such as tap water, cooking, showers, etc.

NIRPC can juxtapose 2 scenarios and focus on costs. For example, comparing dirty water resources with the associated financial & personal costs and clean water with the associated financial & personal benefits.

Water conservation behavior



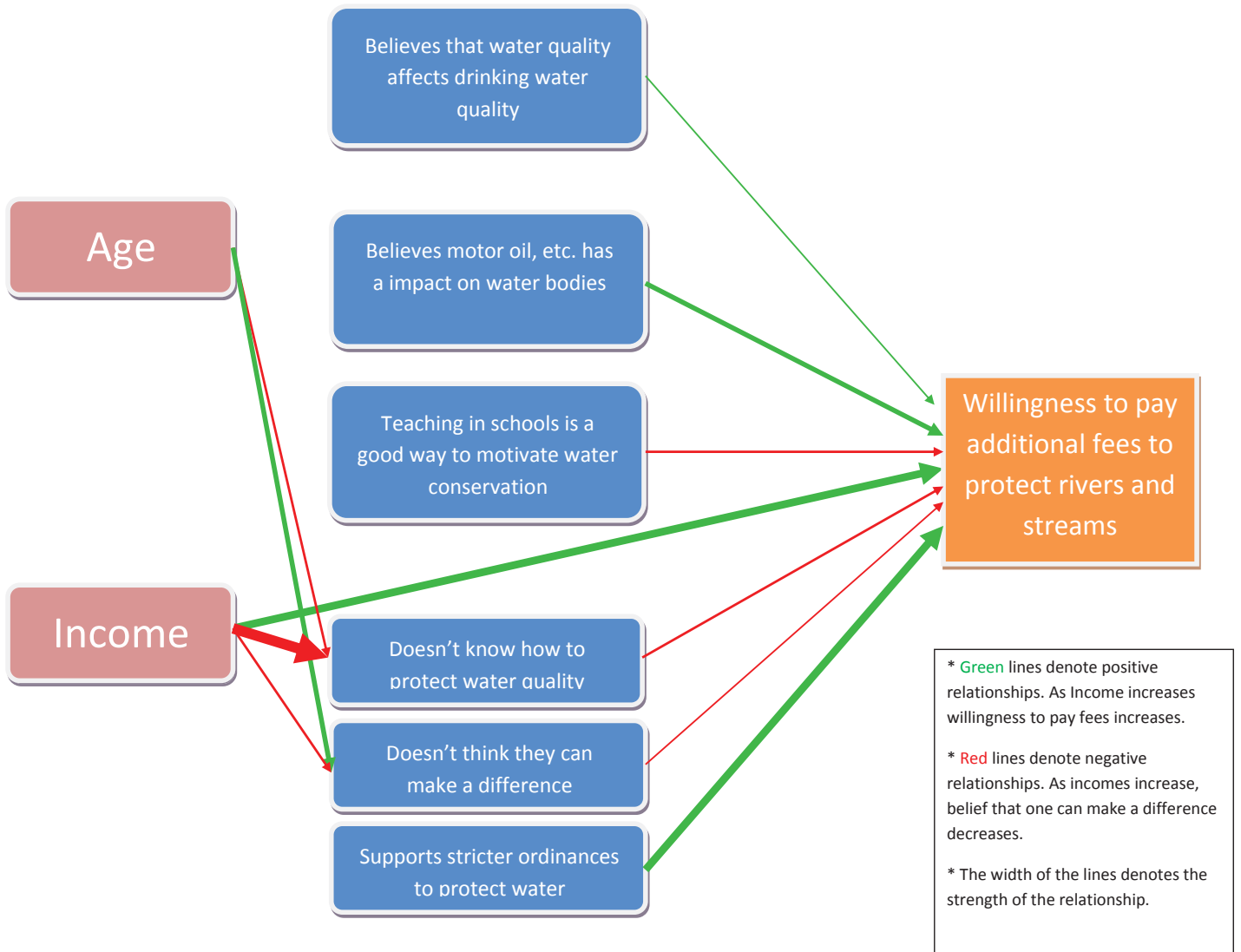
Findings and Recommendations Based on the “Water Conservation Behavior” Model

Income is the key driver of positive water-related behaviors. Higher income people are not only more likely to engage in positive behaviors, but also likely to understand what leads to quality, abundant water.

Recommendation: The positioning theme for educational materials should be based around income, such as a campaign theme of “Want to be rich? Here’s what rich people do.”

The goal should be to change water conservation actions. Promotions should focus on tangibles, such as the type of fertilizer that residents use and household activities, and use & enjoyment, such as water-related activities and looking at water resources.

Willingness to pay fees



Findings and Recommendations Based on the “Willingness to Pay Fees” Model

As income increases, willingness to pay environmental tax increases.

Recommendation: NIRPC should take this result to state legislators and work to pass legislation that will levy a graduated clean water tax on all households with greater than \$50,000 income.

Those who support stricter ordinances are willing to pay environmental taxes.

Recommendation: An alternative to an environmental tax is for NIRPC to lobby for stricter ordinances.

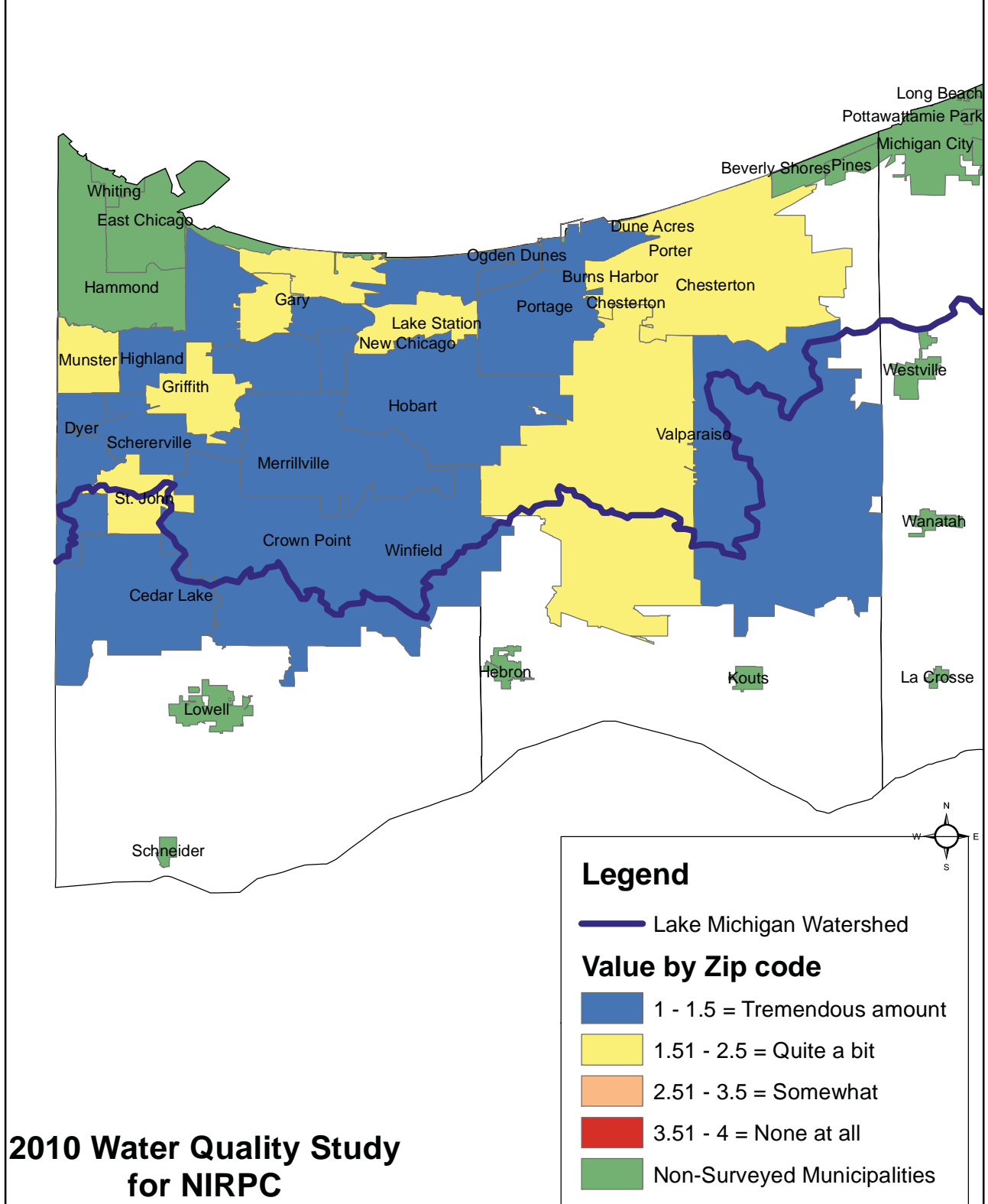
Younger people and lower income households are less likely to know how to protect water resources.

Recommendation: Educational efforts should be targeted to these segments.

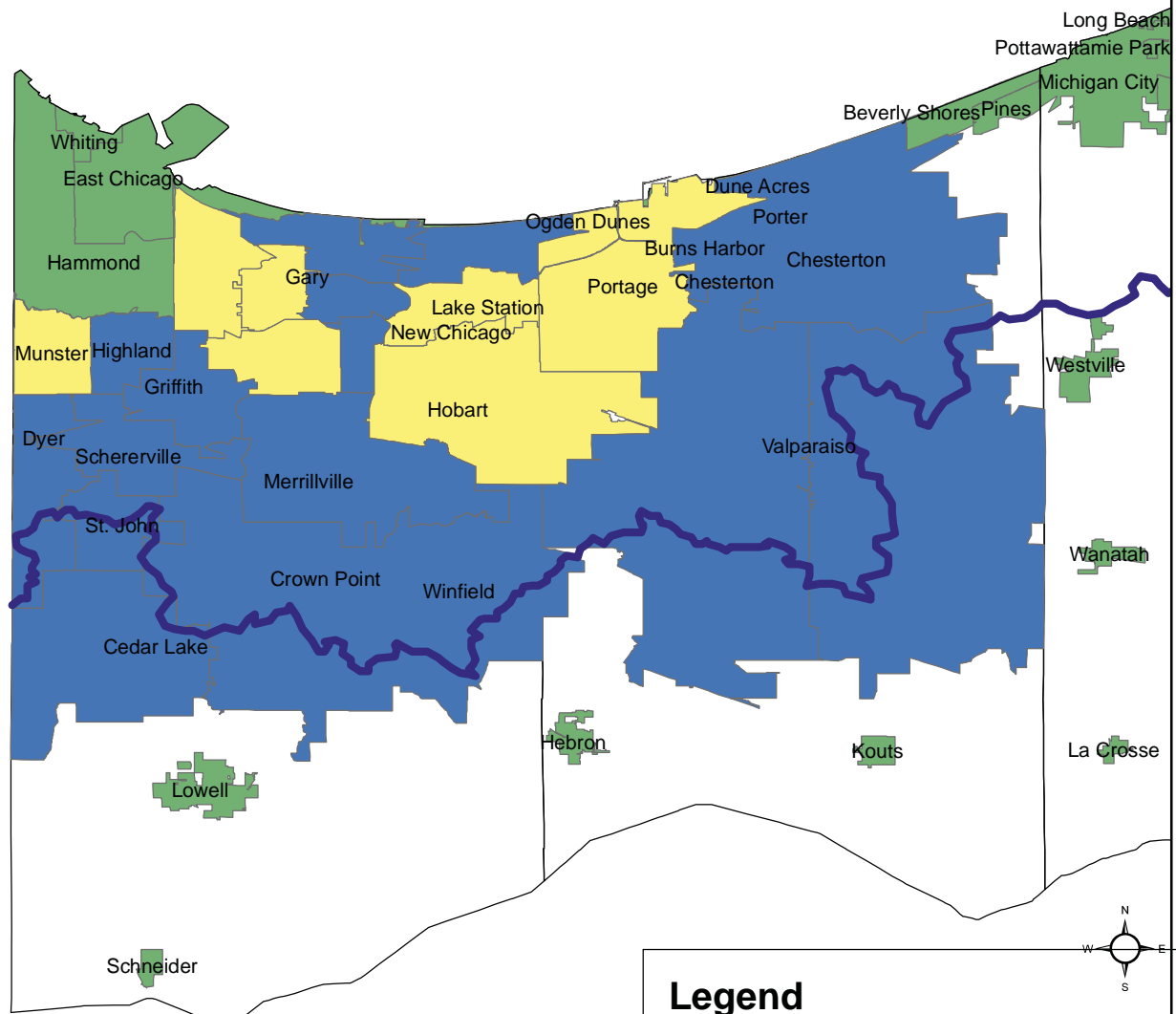
GIS Maps

GIS maps of the NIRPC area are shown on the following pages. Areas within the NIRPC region are color coded to reflect the level of response to a specific question. We use these maps along with the SEM models to develop additional strategic recommendations for NIRPC.







Values having clean rivers, lakes and streams in the community



Importance of being able to look out into clean rivers, streams, lakes, or Lake Michigan

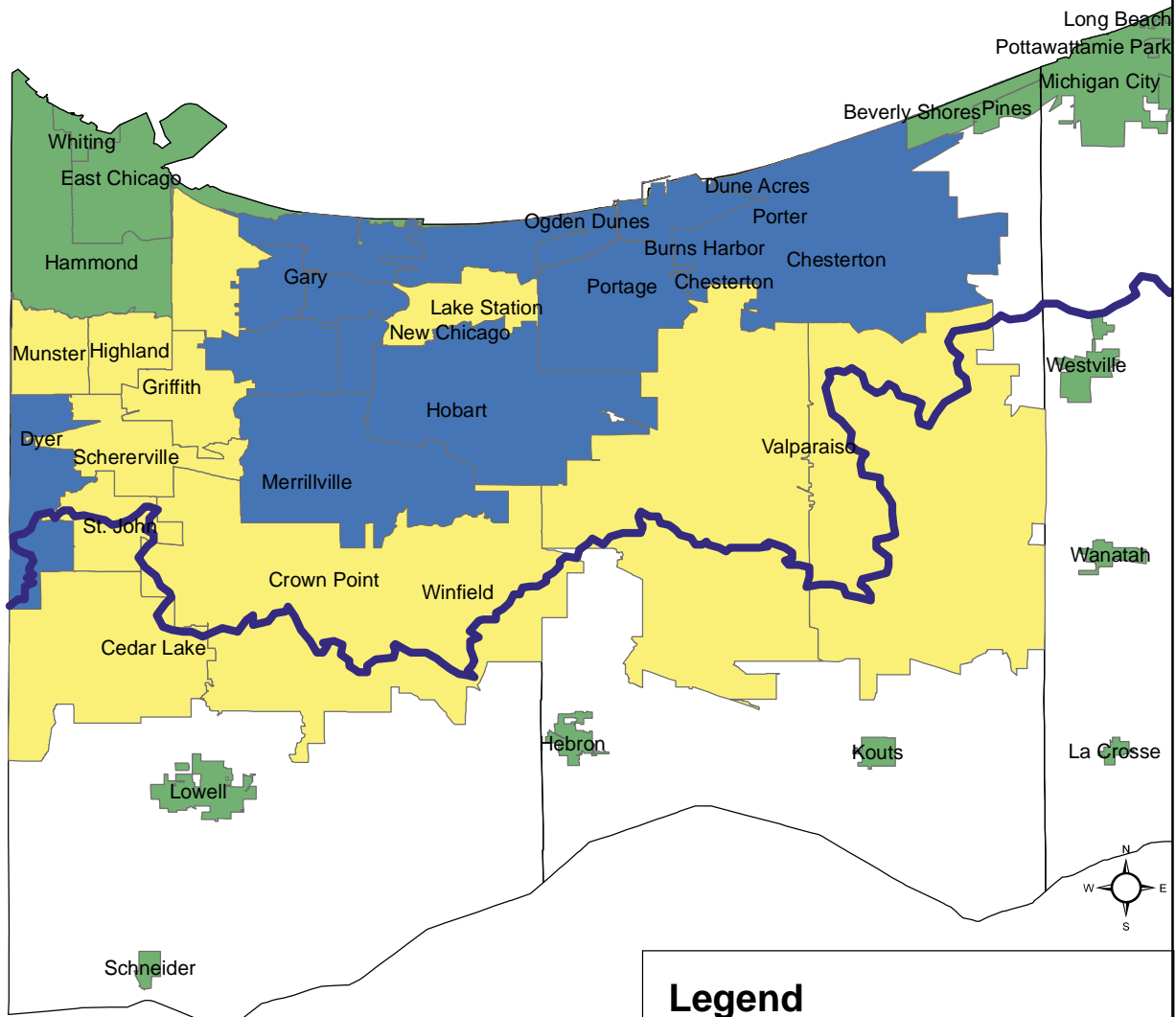


Legend







-  Lake Michigan Watershed
- Importance by Zip code**
-  1 - 1.5 = Very important
-  1.51 - 2.5 = Important
-  2.51 - 3.5 = Somewhat important
-  3.51 - 4 = Not at all important
-  Non-Surveyed Municipalities

**2010 Water Quality Study
for NIRPC**

Belief that the quality of local rivers, stream or Lake Michigan affects the quality of drinking water

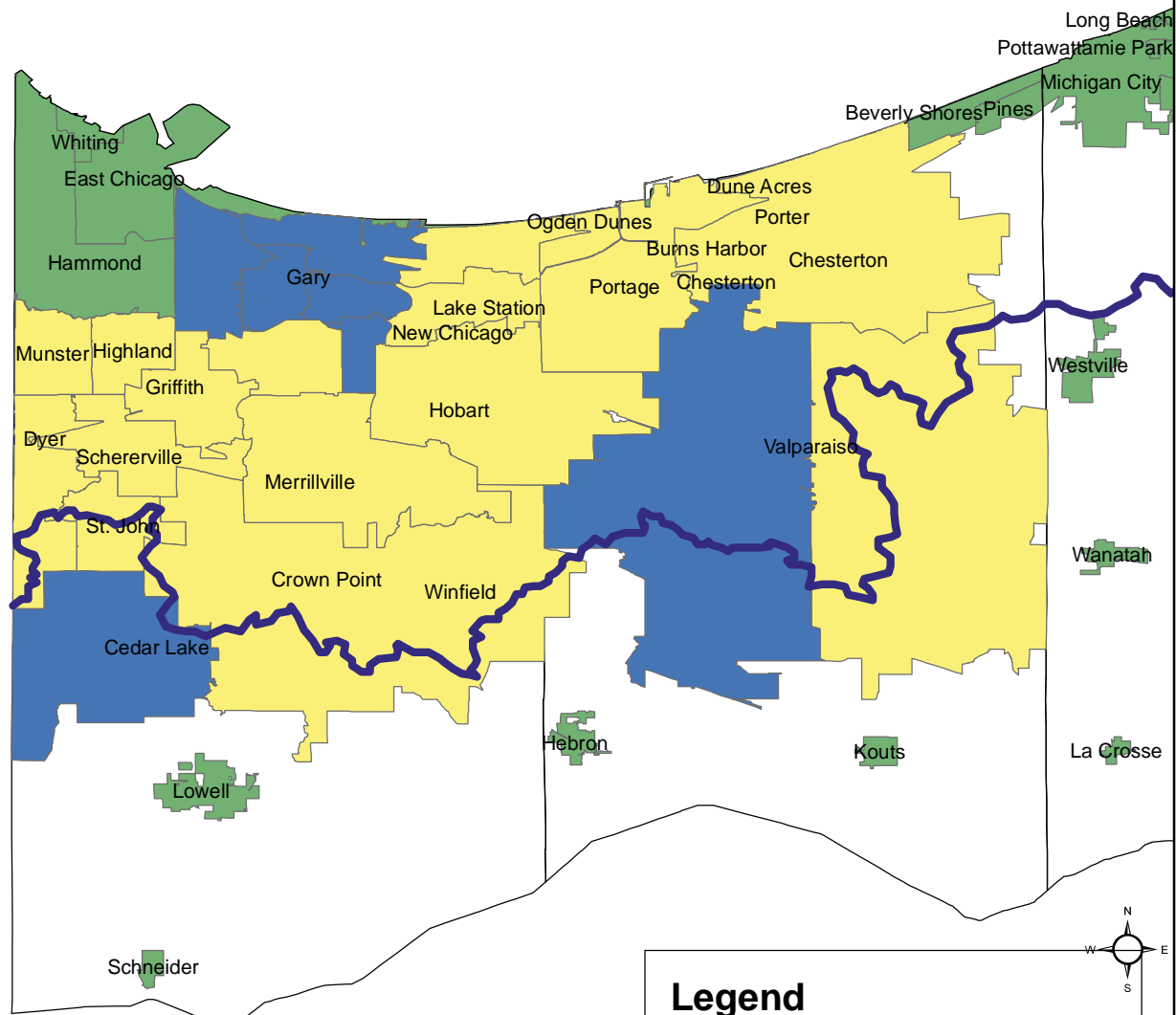


Legend







-  Lake Michigan Watershed
- Belief by Zip code**
-  1 - 1.50 = Strongly Agree
-  1.51 - 2.50 = Agree
-  2.51 - 3.50 = Disagree
-  3.51 - 4.00 = Strongly Disagree
-  Non-Surveyed Municipalities

**2010 Water Quality Study
for NIRPC**

The quality of local rivers, streams, or lakes affects the enjoyment of water-related recreation activities

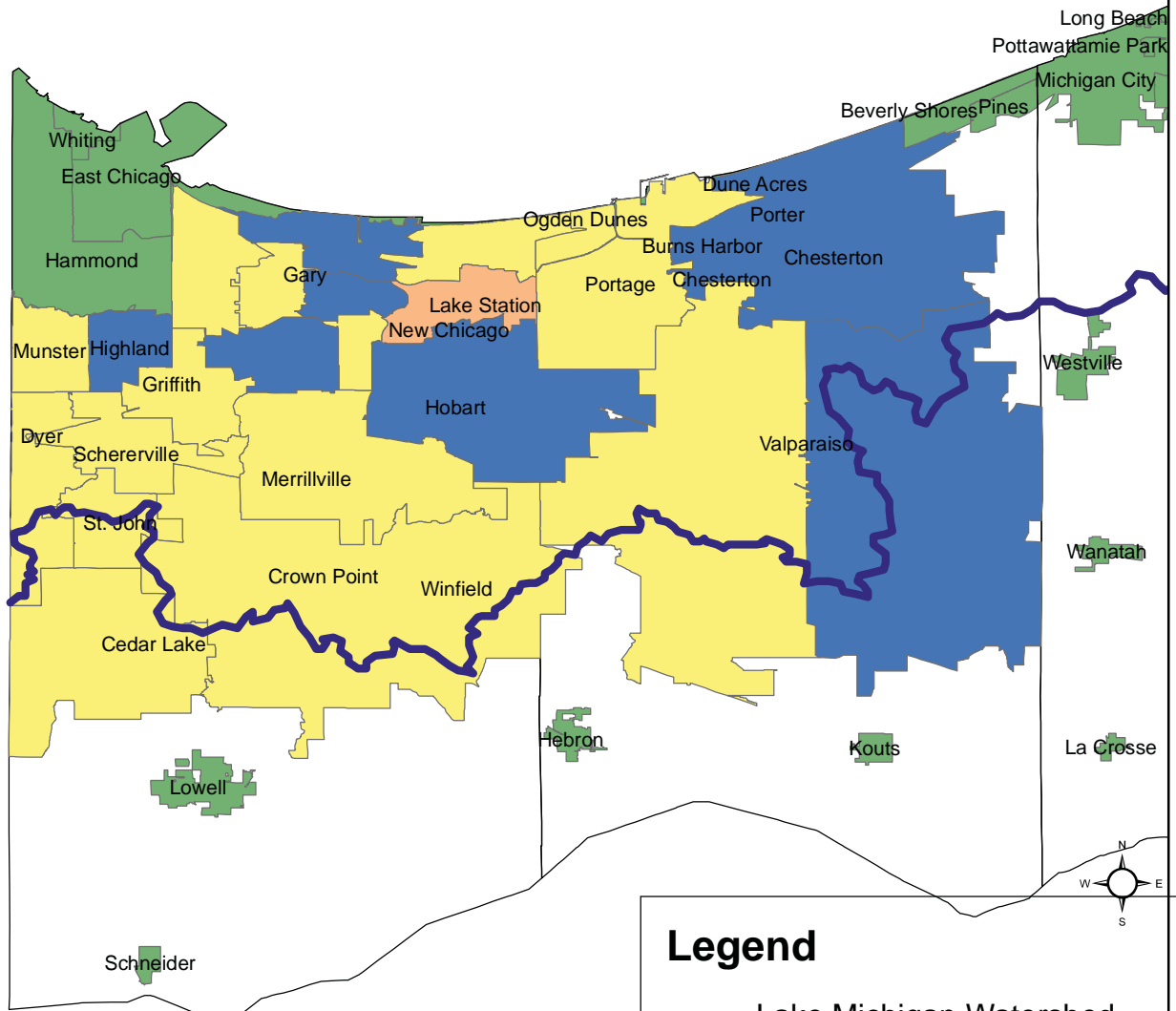


Legend

-  Lake Michigan Watershed
- Agreement by Zip code**
-  1 - 1.5 = Strongly agree
-  1.51 - 2.5 = Agree
-  2.51 - 3.5 = Disagree
-  3.51 - 4 = Strongly disagree
-  Non-Surveyed Municipalities

**2010 Water Quality Study
for NIRPC**

The quality of local rivers, streams, or lakes can affect whether or not local beaches remain open or closed due to health risks

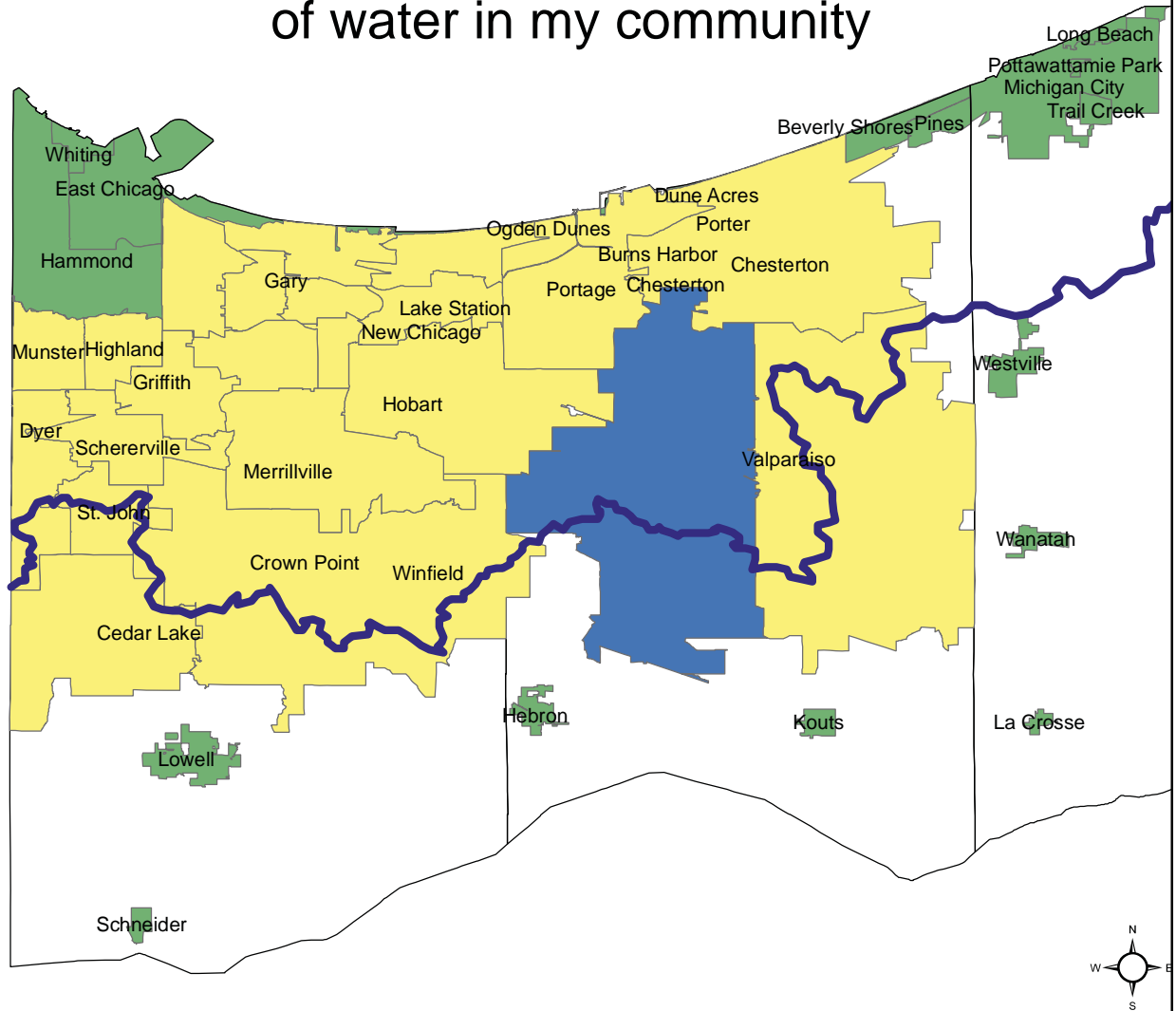


Legend

- Lake Michigan Watershed
- Agreement by Zip code**
- 1 - 1.5 = Strongly agree
- 1.51 - 2.5 = Agree
- 2.51 - 3.5 = Disagree
- 3.51 - 4 = Strongly disagree
- Non-Surveyed Municipalities

2010 Water Quality Study for NIRPC

Most days I do something that will help preserve the quantity and quality of water in my community



Legend

— Lake Michigan Watershed

Agreement by Zip code

1 - 1.5 = Strongly agree

1.51 - 2.5 = Agree

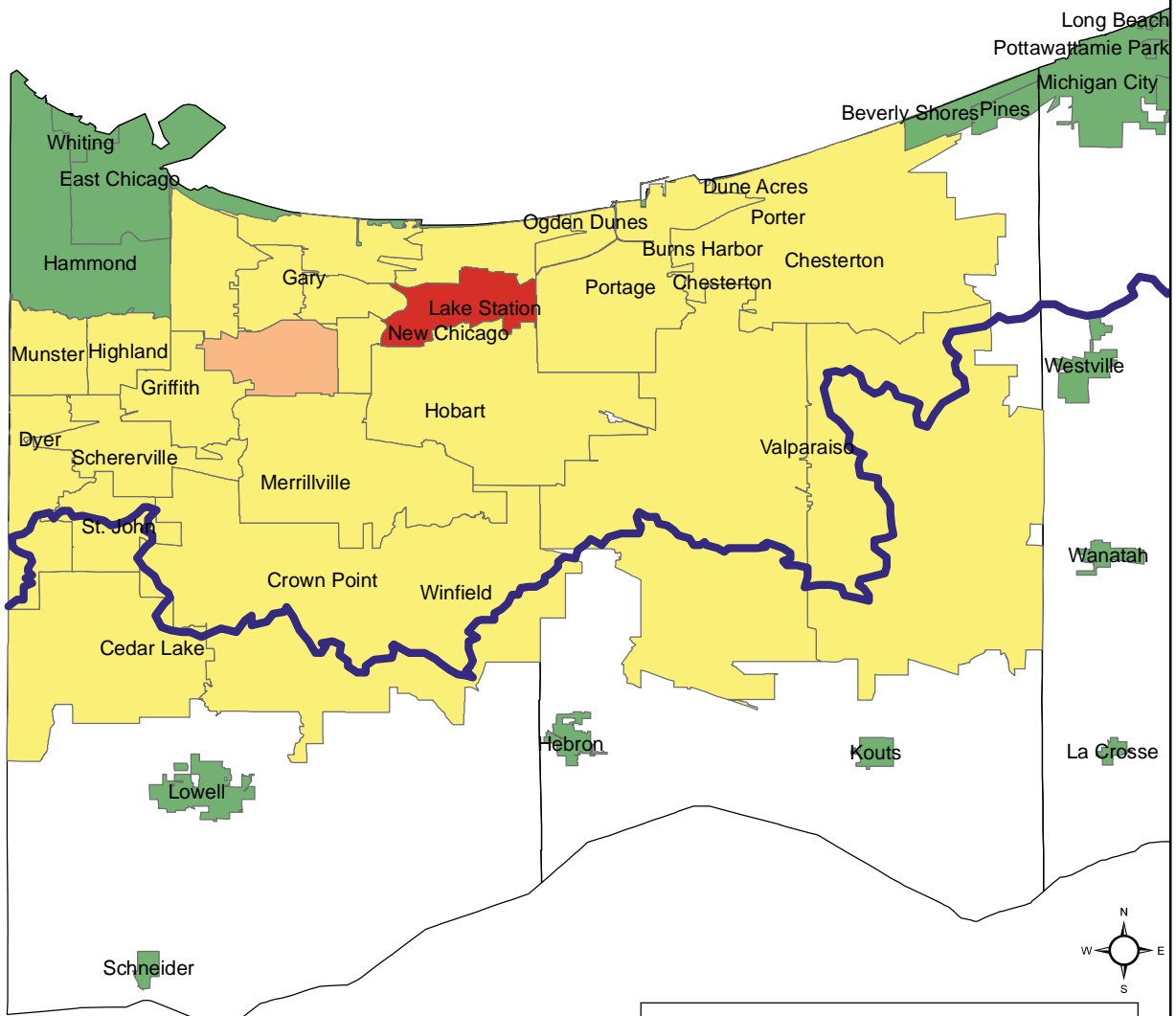
2.51 - 3.5 = Disagree

3.51 - 4 = Strongly disagree






Non-Surveyed Municipalities

**2010 Water Quality Study
for NIRPC**

Compared to other people I do more than my share to help conserve the quality and quality of water in my community

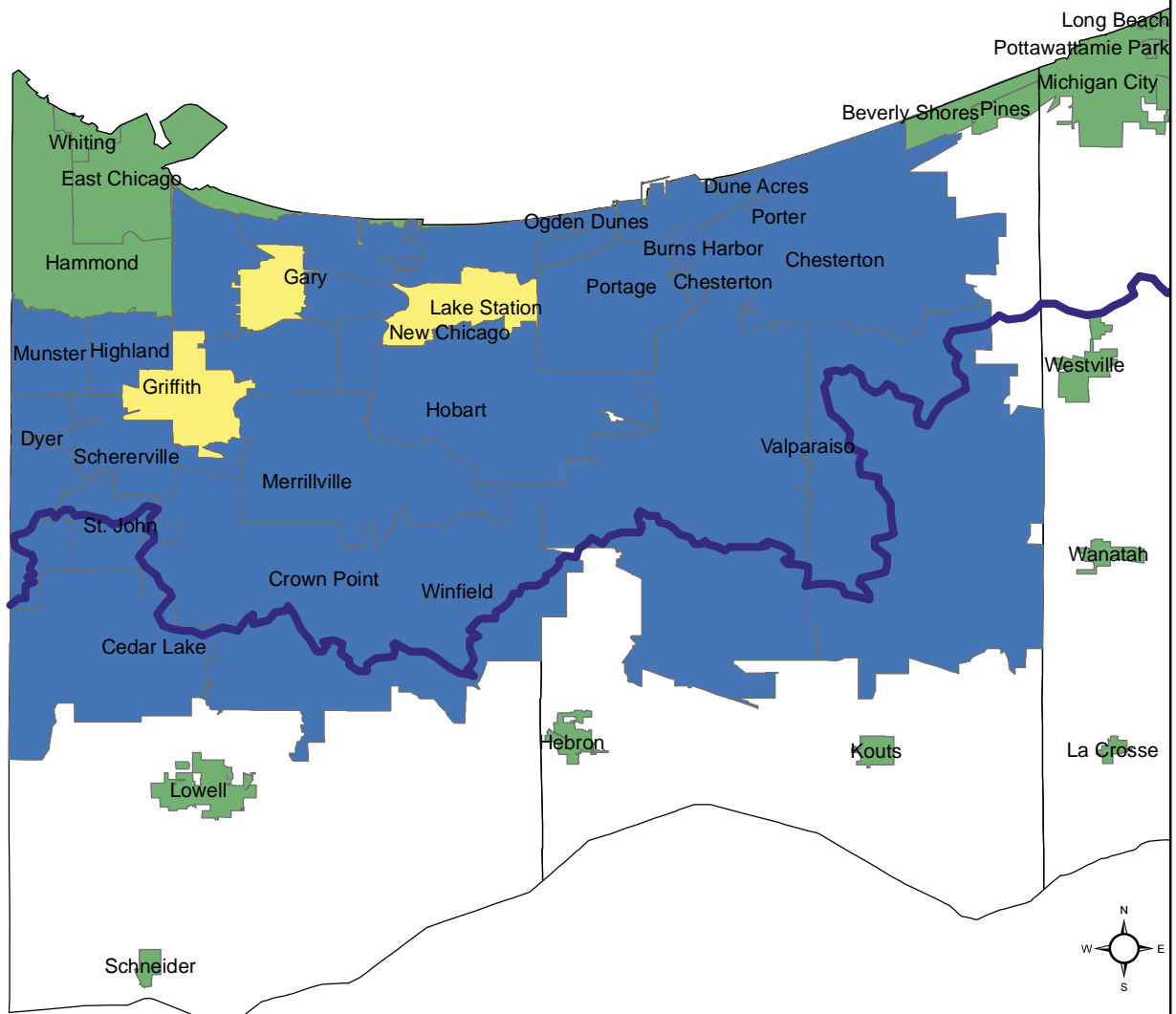


Legend

-  Lake Michigan Watershed
- Agreement by Zip code**
-  1.51 - 2.5 = Agree
-  2.51 - 3.5 = Disagree
-  3.51 - 4 = Strongly disagree
-  Non-Surveyed Municipalities

**2010 Water Quality Study
for NIRPC**

Personal impact on the supply and quality of water in the community

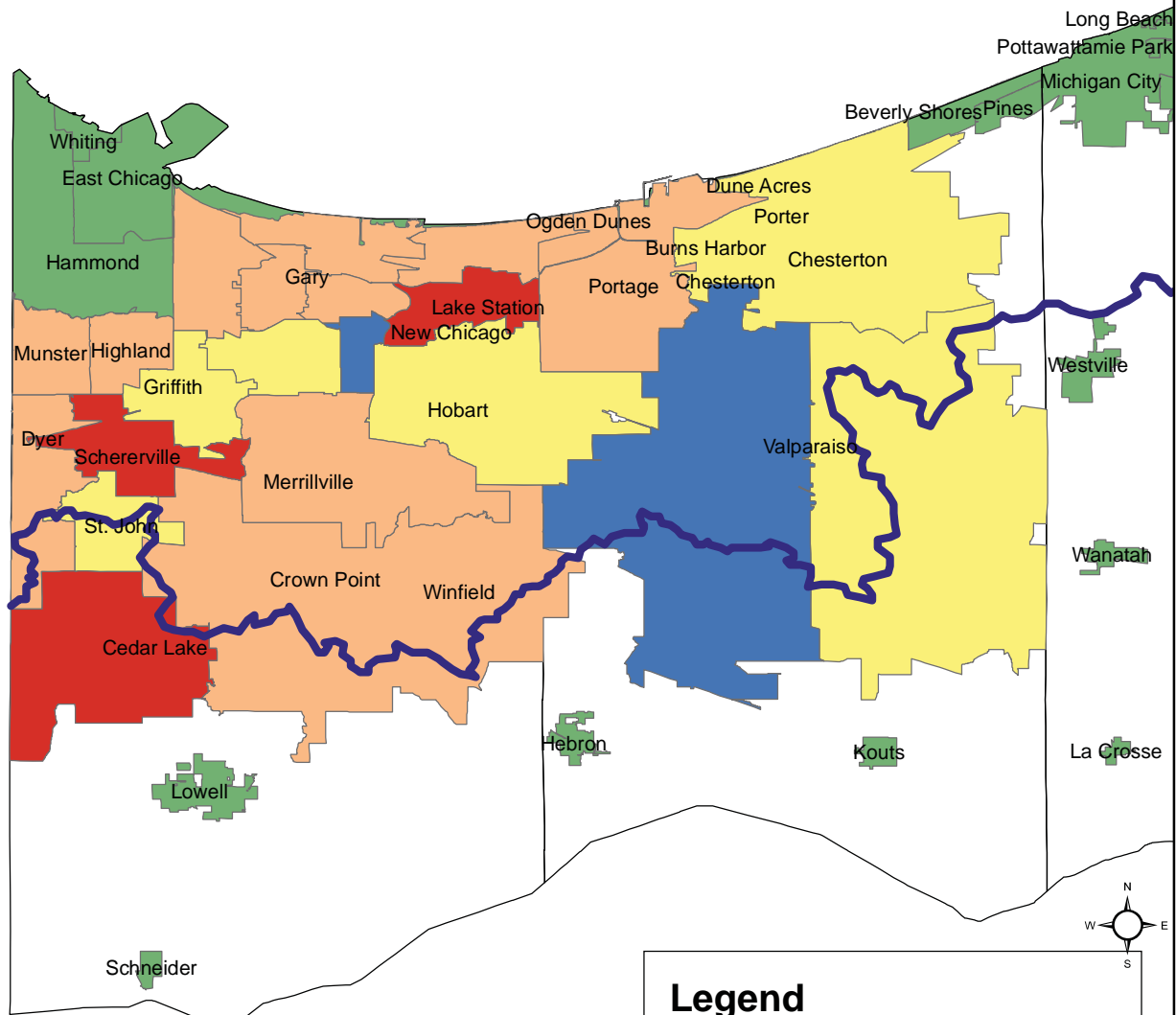


Legend

- Lake Michigan Watershed
- Agreement by Zip code**
- 1.5 - 2.5 = Some impact
- 2.5 - 3 = Definite impact
- Non-Surveyed Municipalities

**2010 Water Quality Study
for NIRPC**

Additional utility fees one is willing pay in order to fund stormwater and sewer improvements that will help protect rivers and streams



Legend

- Lake Michigan Watershed
- Funding by Zip code**
- \$0 - \$10 per year
- \$10 - \$25 per year
- \$25 - \$50 per year
- \$51+ per year
- Non-Surveyed Municipalities

**2010 Water Quality Study
for NIRPC**

Recommendations Based on the GIS Maps

NIRPC, like many government entities, has a limited budget for use on resident education. Therefore, it should focus its dollars on low-income, younger, & minority residents. This can be done through geographic segmentation for educational outreach utilizing direct mail, billboards, posters in retail shops, and education in schools in economically depressed areas, areas with higher concentration of minorities, and younger communities.

Overall Recommendations

NIRPC needs to select two or three of the most important issues and focus their educational efforts and dollars on these issues and target demographics (low-income, younger, and minority residents) that will move the needle.



THE EXTENT TO WHICH RESIDENTS VALUE ABUNDANT AND CLEAN WATER

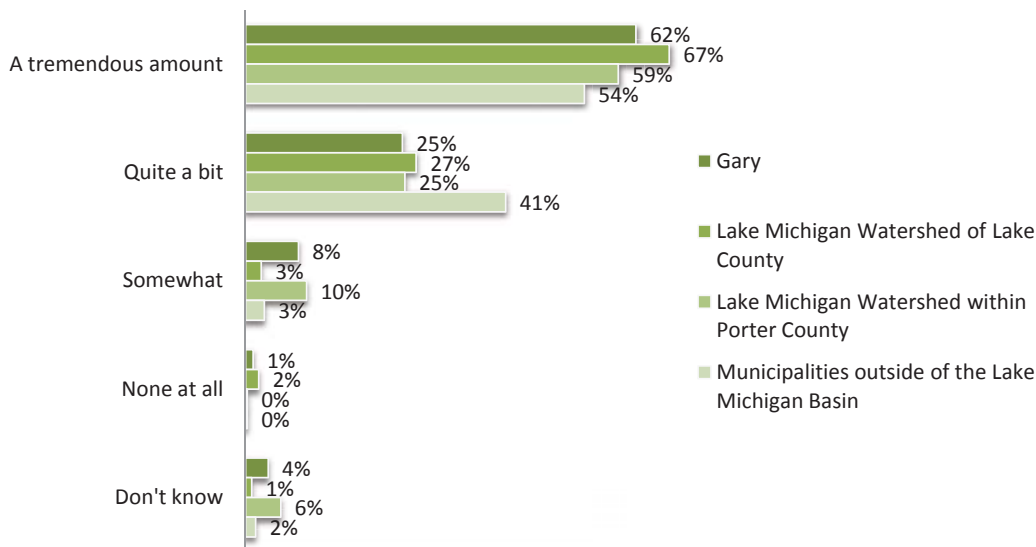
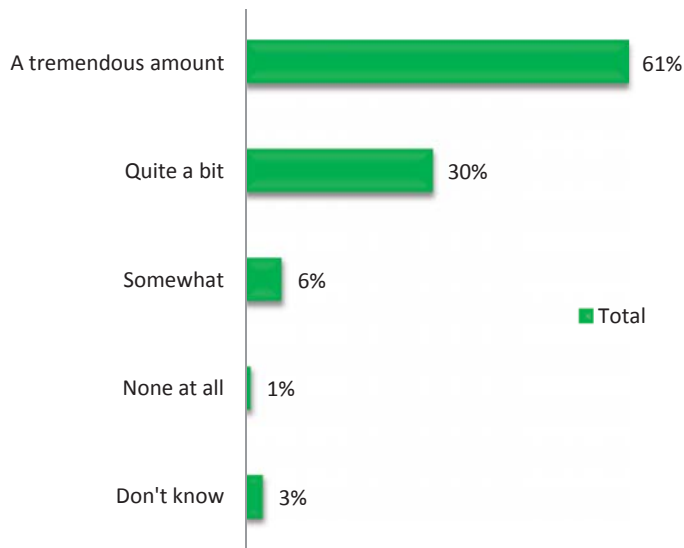
Do residents in the NIRPC area value clean and abundant water?

The first section of the report examines to what extent residents in the Northwestern Indiana Regional Planning Council (NIRPC) area value abundant, clean water. Residents are asked to indicate how much they value clean water bodies in comparison to other critical elements of their lives such as family, career, possessions, etc. They are queried about the importance of being able to look at clean rivers, streams, and lakes, and also asked whether or not they have used water bodies in various ways including hunting, swimming, boating, picnicking by, walking by, or merely observing rivers, streams, and lakes. Residents are asked questions about the relationship between clean water bodies and their drinking water and their enjoyment of water-related recreational activities. And finally, residents are asked if they believe local rivers, streams, and lakes are clean enough to enjoy various recreational activities.

We value many things in our lives day-to-day including family, health, career, our possessions, our freedom, religion, and so on. Putting things in perspective, how much do you value having clean rivers, lakes, and streams in your community?

Six in ten individuals in the Northwestern Indiana Regional Planning Council area claim to value clean water bodies “a tremendous amount,” while nearly all of the remaining individuals value clean water bodies “quite a bit.” Only 1% maintains they do not value clean water bodies at all.

Individuals in the Lake Michigan Watershed are of Lake County value clean water bodies more so than individuals in other parts of NIRPC’s area. People living in municipalities outside of the Lake Michigan Basin value clean water bodies comparatively less, yet 54% of these individuals value clean water bodies “a tremendous amount.”

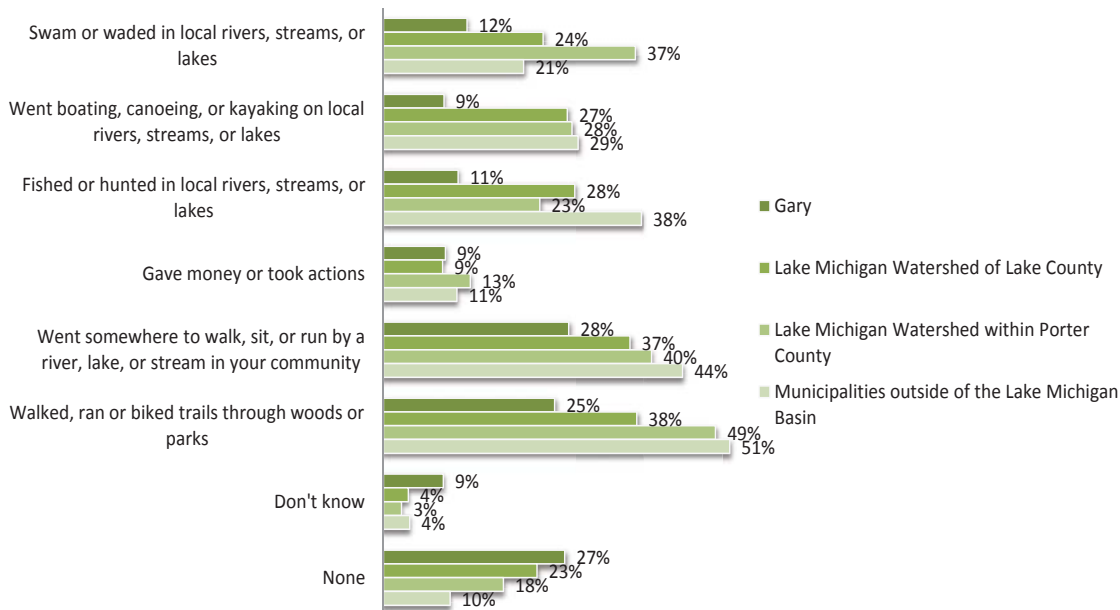
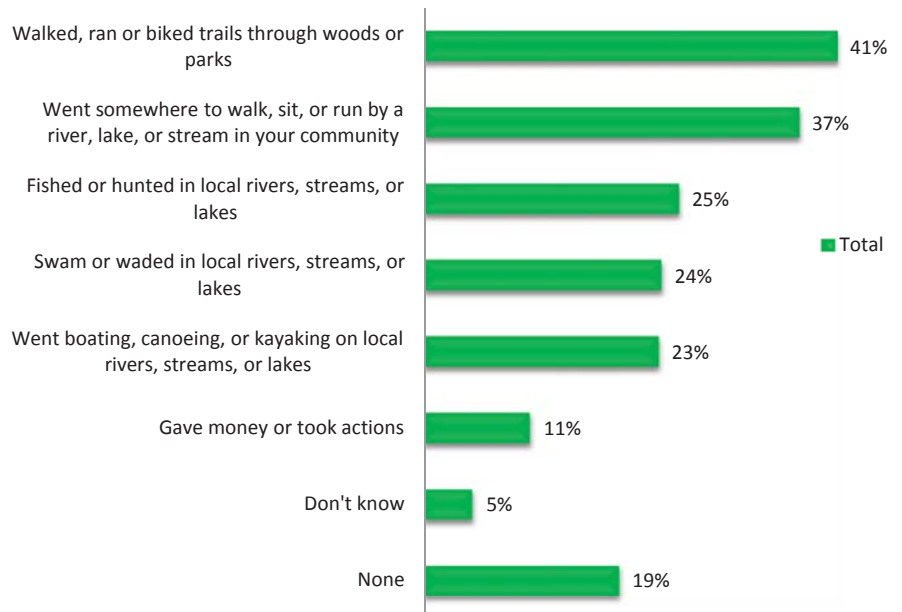


Use of local water resources*

Four in ten individuals (41%) walked or biked on trails through woods or parks with people living in municipalities outside of the Lake Michigan Basin (51%) more likely to have done so. Nearly four in ten individuals (37%) observed a water body either by walking, sitting, or running past one. People living in municipalities outside of the Lake Michigan Basin (44%) were more likely to have participated in this type of activity.

One in four individuals fished or hunted on or near local water bodies in the past year, and nearly as many individuals swam in local water bodies (24%) or recreated on local water bodies (23%). People living in municipalities outside of the Lake Michigan Basin (38%) were more likely to have fished or hunted on or near local water bodies, while people living in the Lake Michigan Watershed within Porter County (37%) were more likely swim in local water bodies.

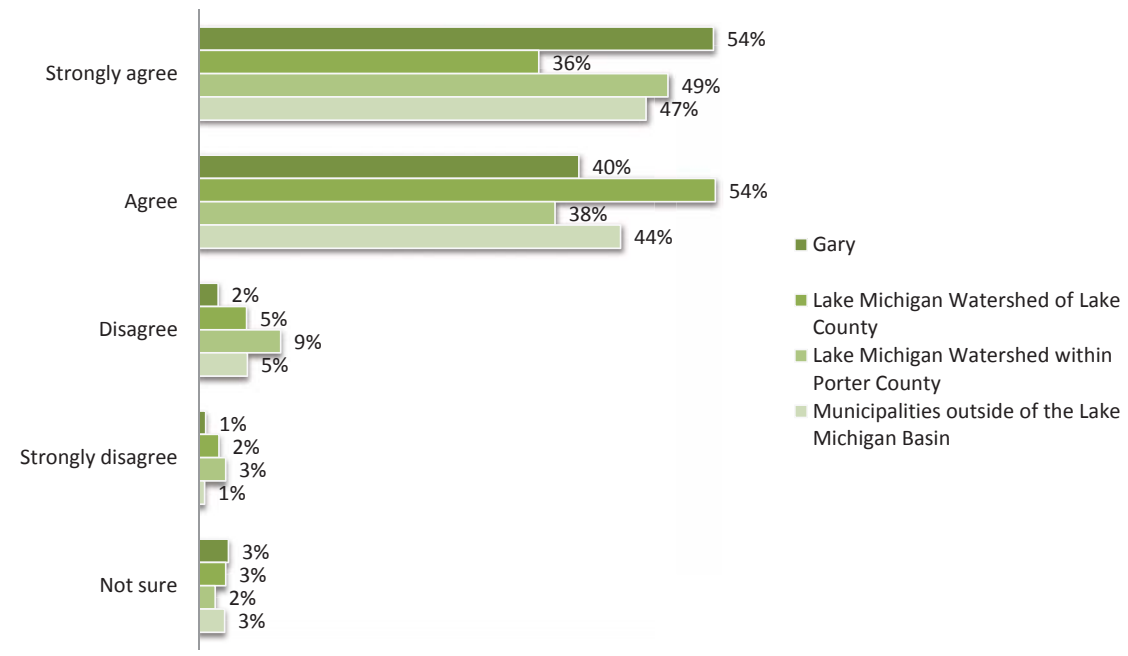
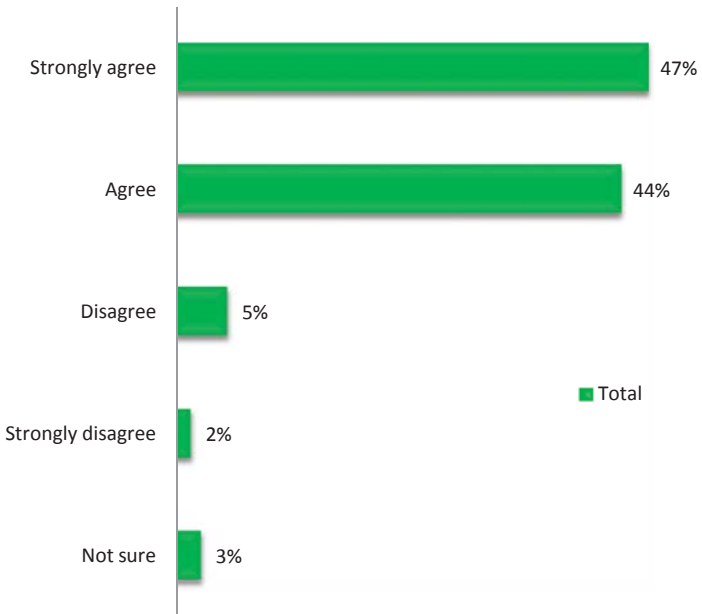
Only one in ten individuals (11%) living in NIRPC's service area claim to have given money to help preserve clean water bodies in the past year.



*Multiple responses allowed.

The quality of local rivers, streams, or lakes affects the enjoyment of your water-related recreation activities.

Over nine out of ten residents (91%) in the NIRPC service area agree that quality of water bodies affects their enjoyment of water-related recreation activities. Residents living in Gary are more likely to strongly agree (54%) about the positive correlation between water quality and enjoyment of water-related recreation activities. Only 7% of individuals in the NIRPC service area disagree that enjoyment of water-related activities is affected by the quality of local water bodies.

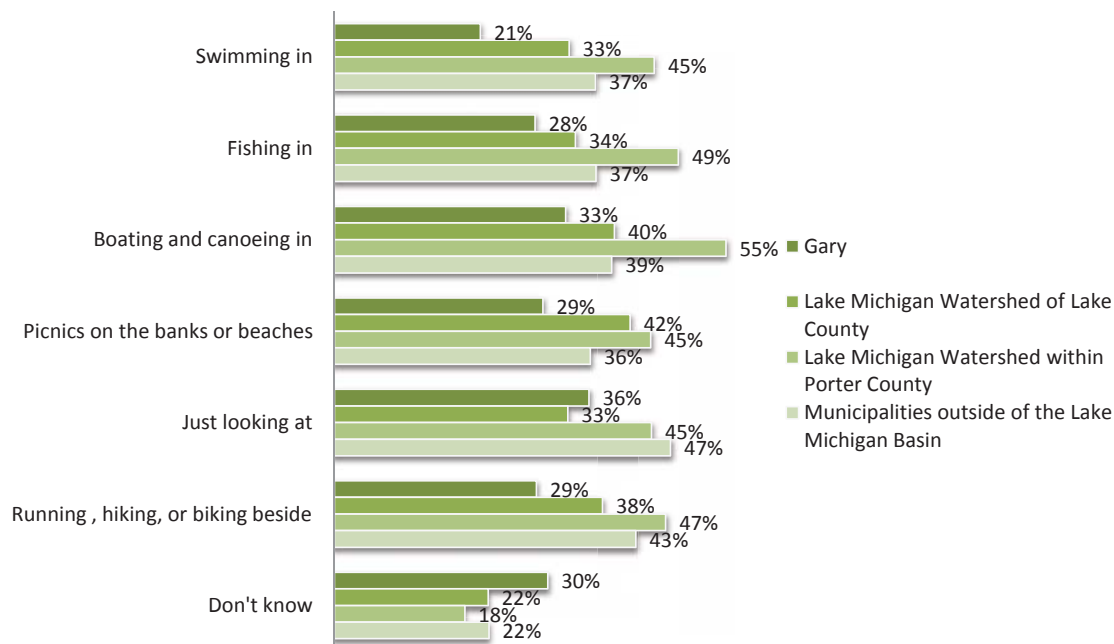
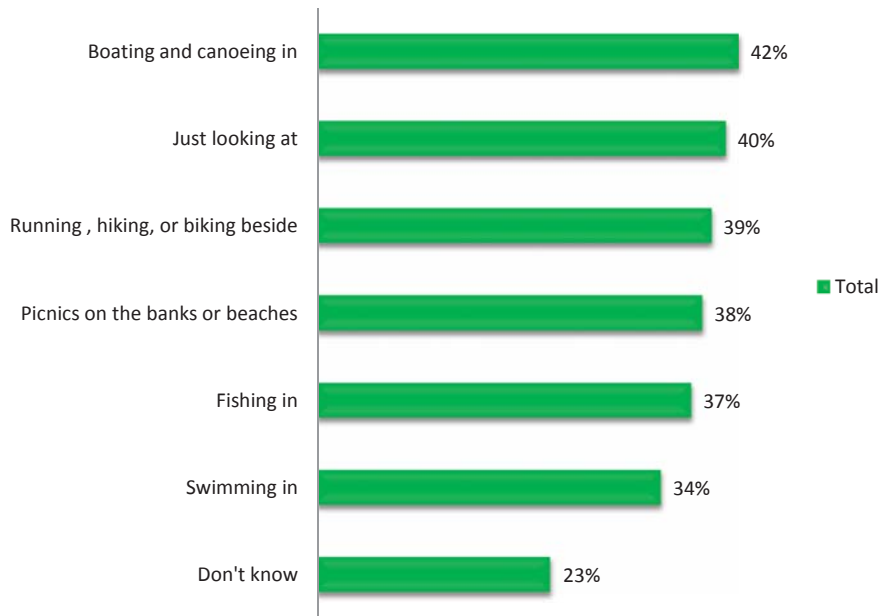


Are local rivers, streams, lakes or Lake Michigan clean enough to enjoy:*

Individuals were asked whether local water bodies were clean enough for a range of activities including:

- Boating and canoeing
- Viewing (just looking at)
- Running, hiking, or biking beside
- Picnics on the banks or beaches
- Fishing in
- Swimming in

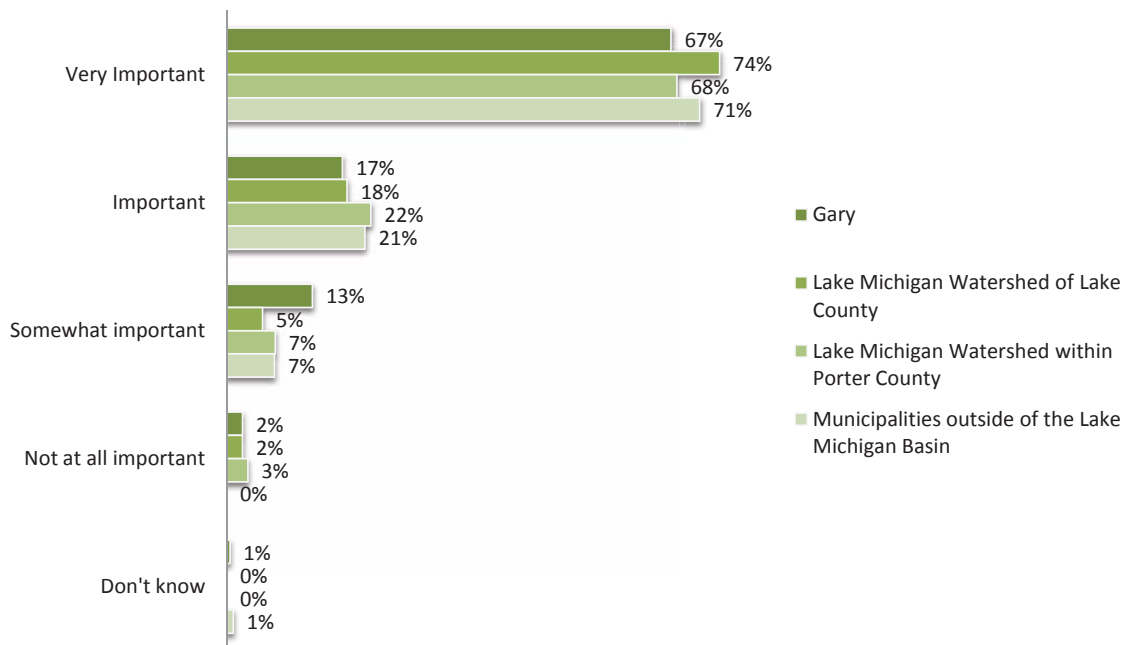
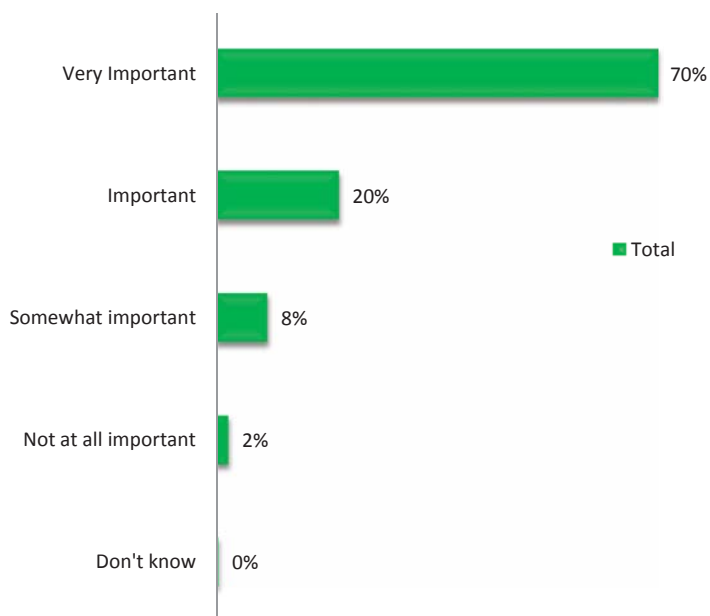
Results are not overly positive. Only four in ten residents believe local water bodies are clean enough for boating and canoeing (42%), observing (40%), running and hiking (39%), picnicking on banks or beaches (38%), or fishing in (37%). Responses vary considerably across geographic areas as residents living in the Lake Michigan Watershed within Porter County are more likely to think local water bodies are clean enough to enjoy most of the activities listed above. Individuals living in Gary are least likely to think local water bodies are clean enough to enjoy the activities listed above.



*Multiple responses permitted

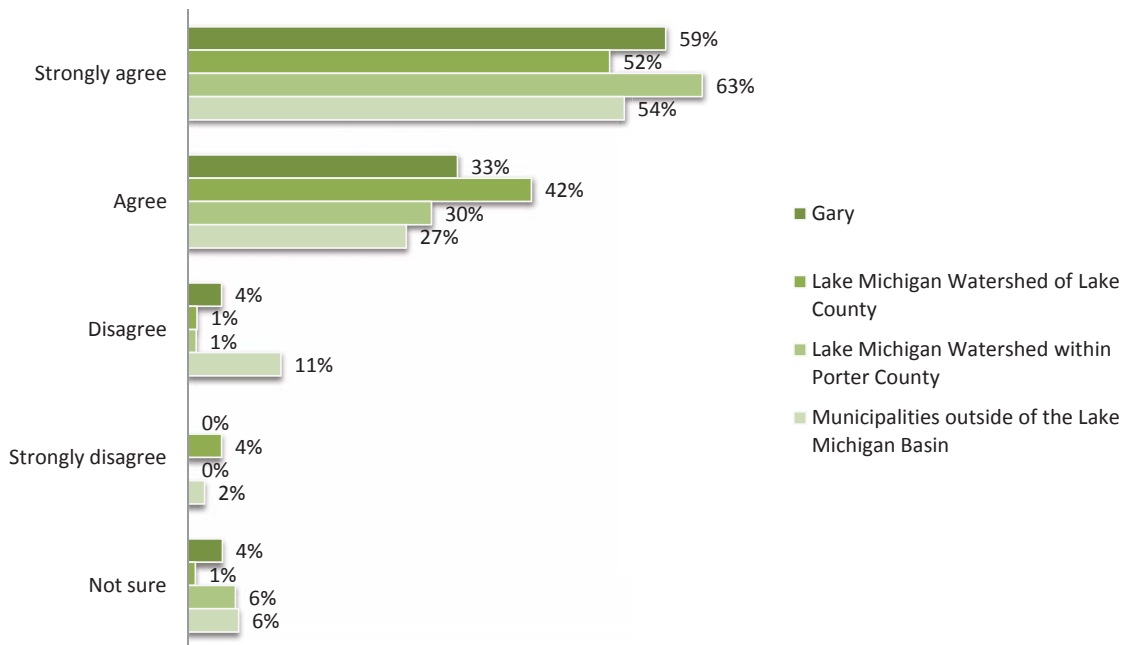
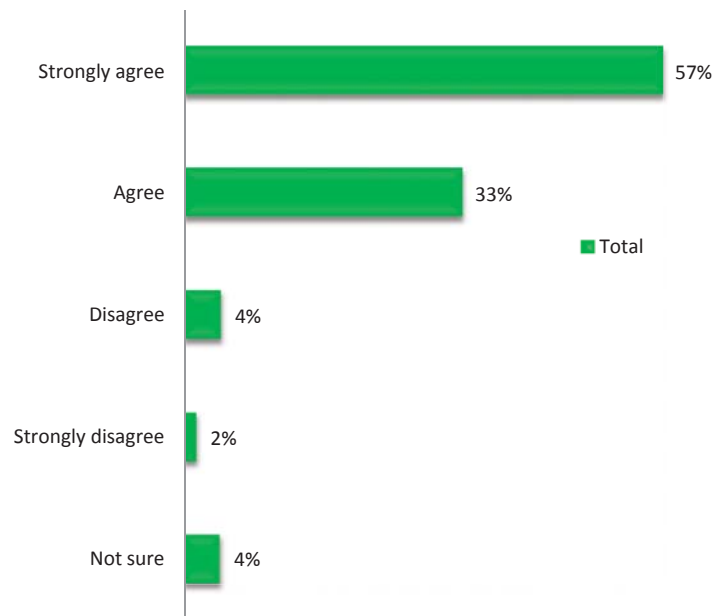
Importance of looking at clean rivers, streams, lakes or Lake Michigan?

Seven in ten individuals living in the NIRPC’s area say it is “very important” to be able to look into clear water bodies. This figure correlates closely to the 61% of people who say they value having clean water bodies a “tremendous amount.” Reactions to this question did not vary considerably across geographic areas as at least 67% of people in every area claim it is very important to be able to view clean water bodies.



The quality of local rivers, streams, lakes or Lake Michigan affects the quality of your drinking water.

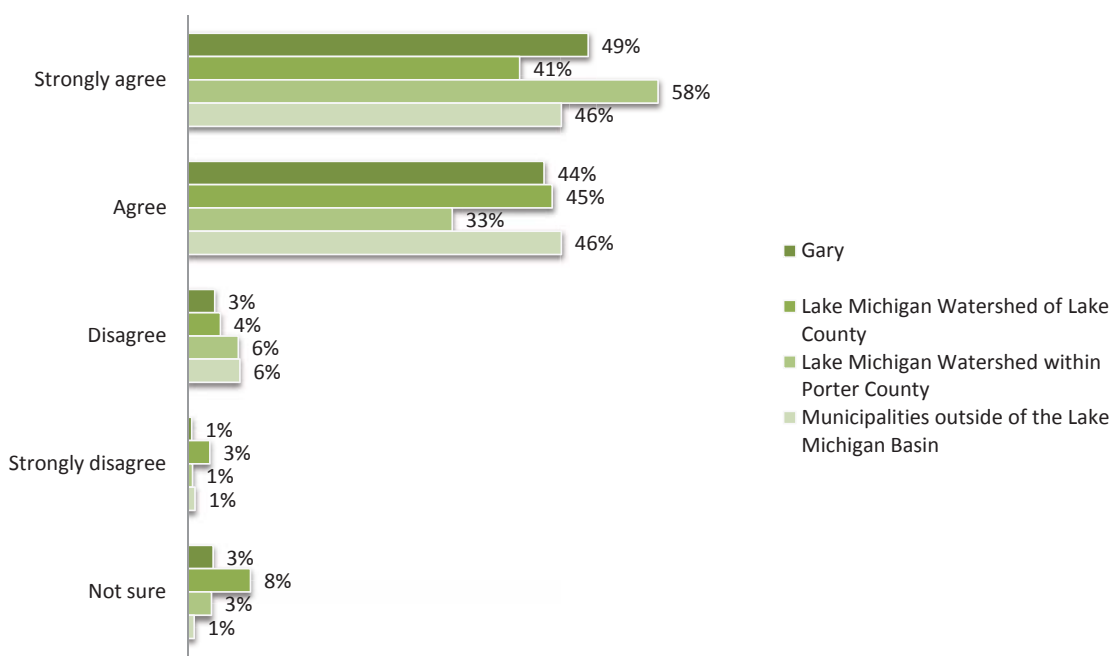
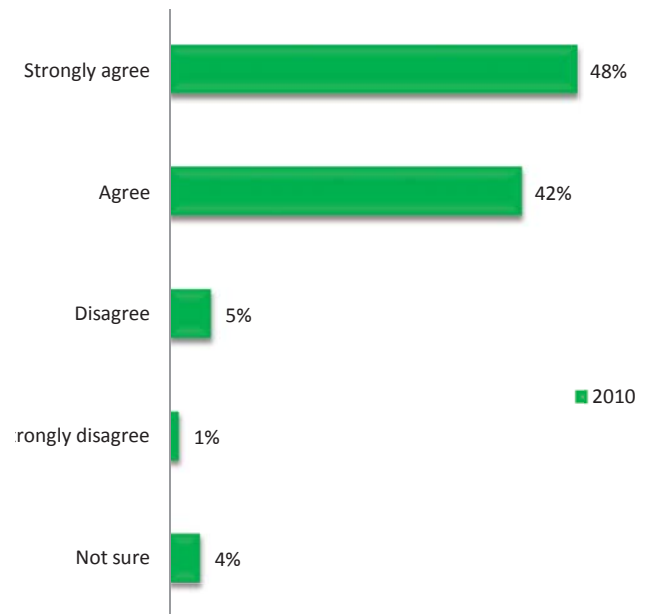
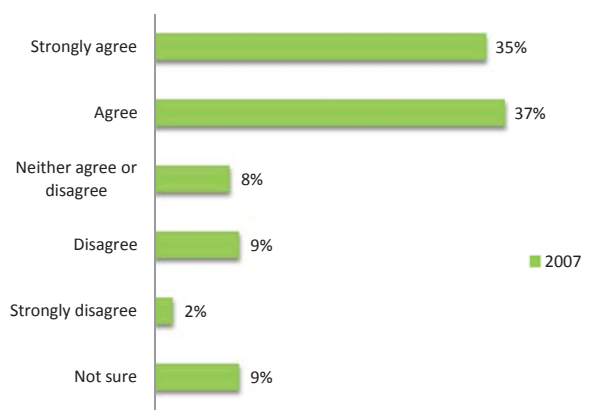
Most people (90%) agree that their drinking water is affected by the quality of local water bodies. People living in the Lake Michigan Watershed within Porter County are more likely to strongly agree (63%) with this assertion. Only 6% of all people disagree that the quality of local water bodies affects the quality of their drinking water.



The quality of local rivers and streams can affect whether or not local beaches remain open or closed due to health risks.

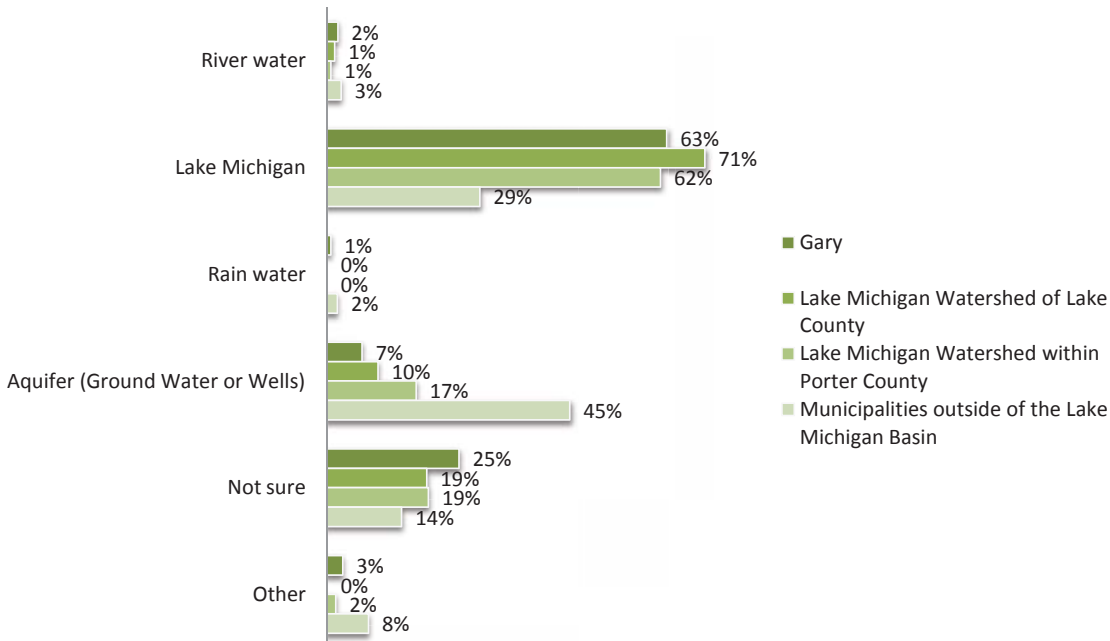
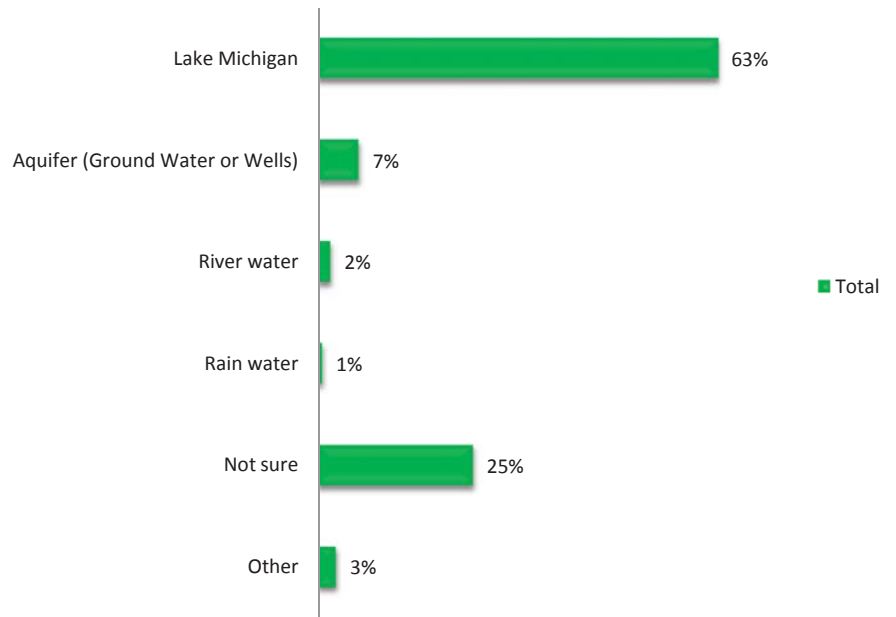
Most residents in the NIRPC service area agree (90%) that the quality of local rivers and streams can affect whether or not local beaches remain open due to health risks. Only 6% of resident disagree. Residents in Gary are more likely to agree (93%) that river and stream quality can affect whether or not local beaches remain open.

The quality of local streams and rivers where I live affects the Great Lakes.



What do you think is the number one source of drinking water in your area?

Two out of three residents in the NIRPC service area (63%) think their drinking water comes from Lake Michigan. Residents living in the Lake Michigan Watershed of Lake County (71%) are more likely to think their drinking water comes from Lake Michigan, while residents living in municipalities outside of the Lake Michigan Basin (29%) are less likely to believe their drinking water comes from Lake Michigan. Residents living in municipalities outside of the Lake Michigan Basin are more likely to think their drinking water comes from the aquifer.

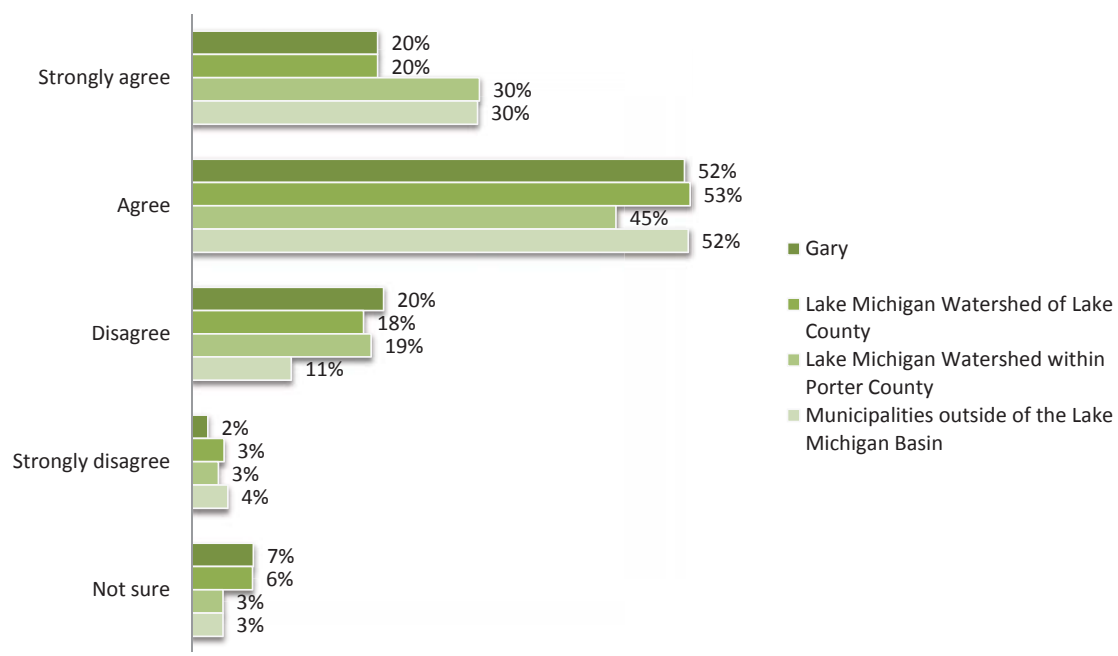
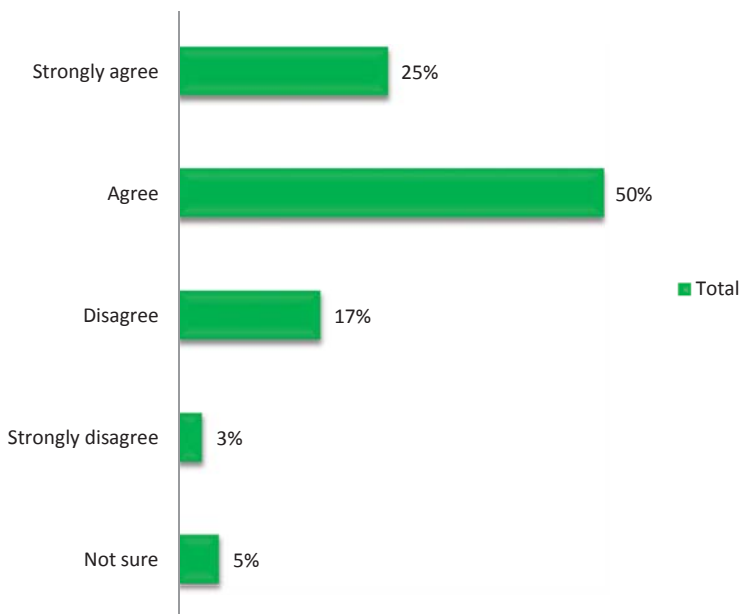




HOW RESIDENTS PERCEIVE THAT THEY IMPACT THE SUPPLY AND
QUALITY OF WATER

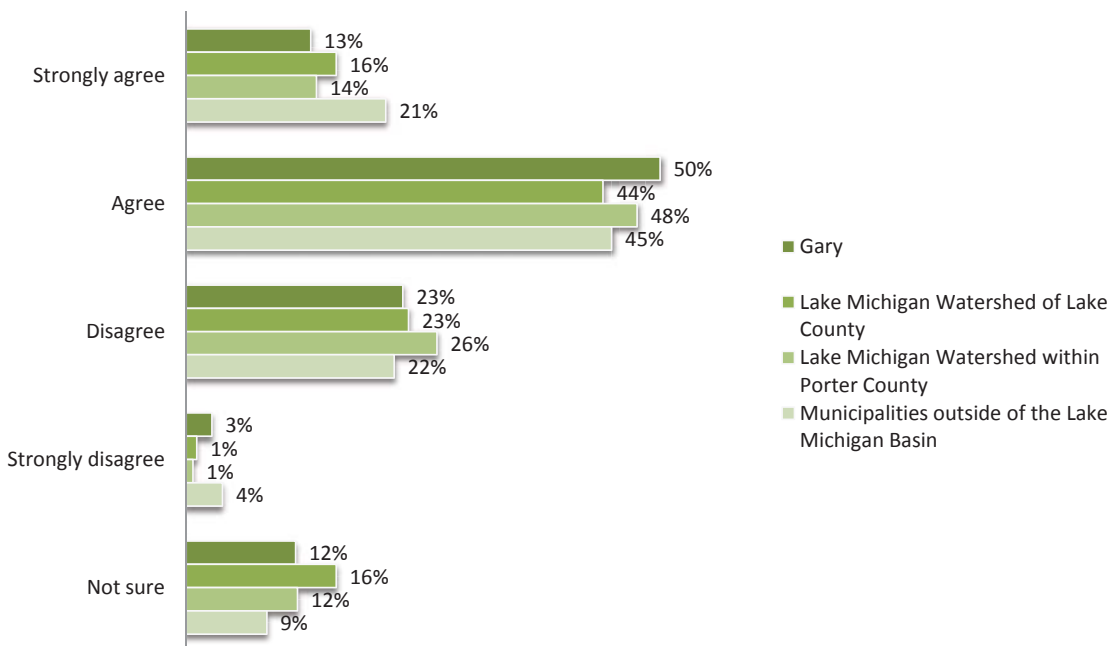
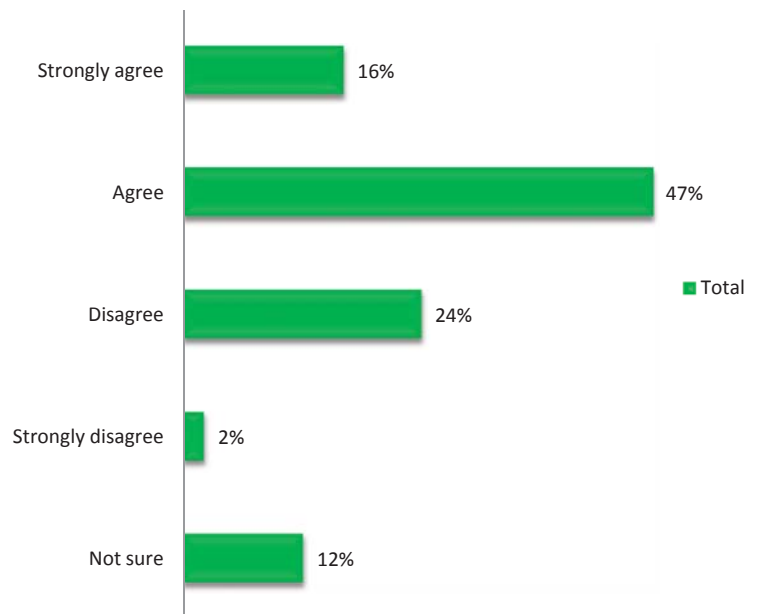
Most days I do something that will help preserve the quantity and quality of water in my community.

Three out of four residents in the NIRPC service area (75%) claim they do something every single day to help preserve the quantity and quality of water in their communities. Residents living in municipalities outside of the Lake Michigan Basin (82%) are more likely to report doing something every day to help preserve the quality and quantity of water in their community.



Compared to other people I do more than my share to help conserve the quantity and quality of water in my community.

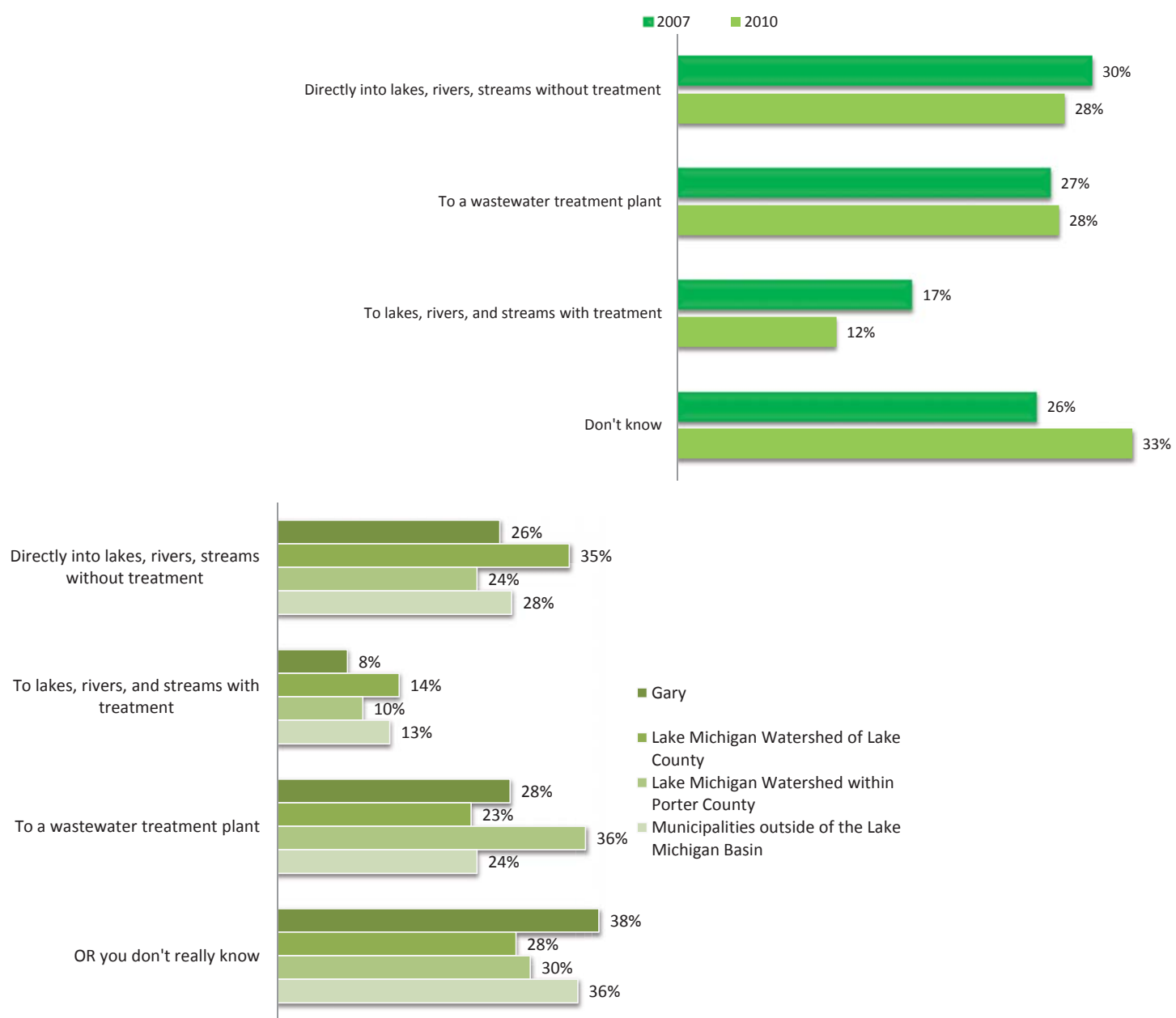
Over three in five individuals in the study (63%) agree they do more than their share to help conserve the quality and quantity of water in their communities, while 26% of individuals disagree with this assertion. Individuals living in municipalities outside of the Lake Michigan Basin (66%) are more likely to believe they do more than their share to help conserve the quality and quantity of water in their community.



Where does stormwater (or rain water) go after it enters a storm drain or roadside ditch?

There is no consensus among residents in the study are about where storm water flows after it enters a storm drain or roadside ditch. One in three residents admits to not knowing, while about three in ten residents think it goes directly into water bodies (28%) or goes to a wastewater treatment plant (28%).

Residents living in the Lake Michigan Watershed of Lake County (35%) are more likely to believe that excess rain water flows directly into lakes, rivers, and streams without treatment.

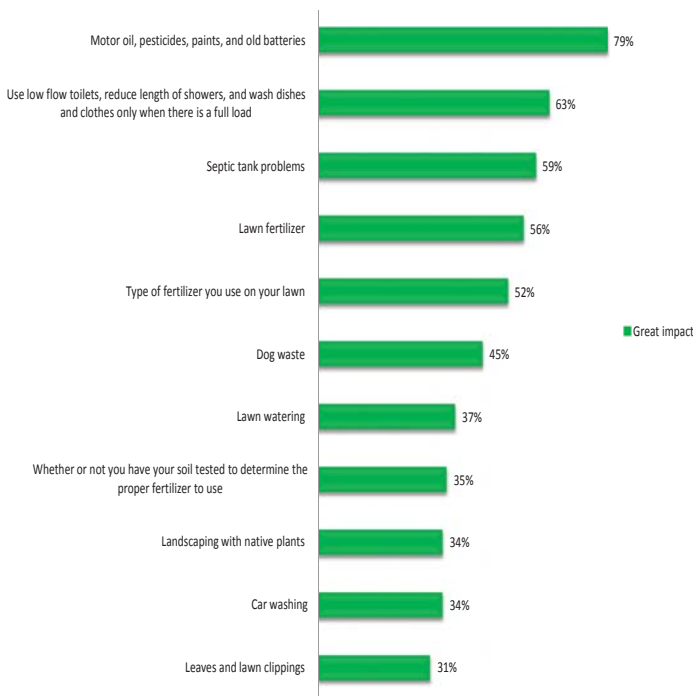


Of the following activities or materials, those that had a great impact and at least some impact on the quality of rivers, streams and lakes in your community.

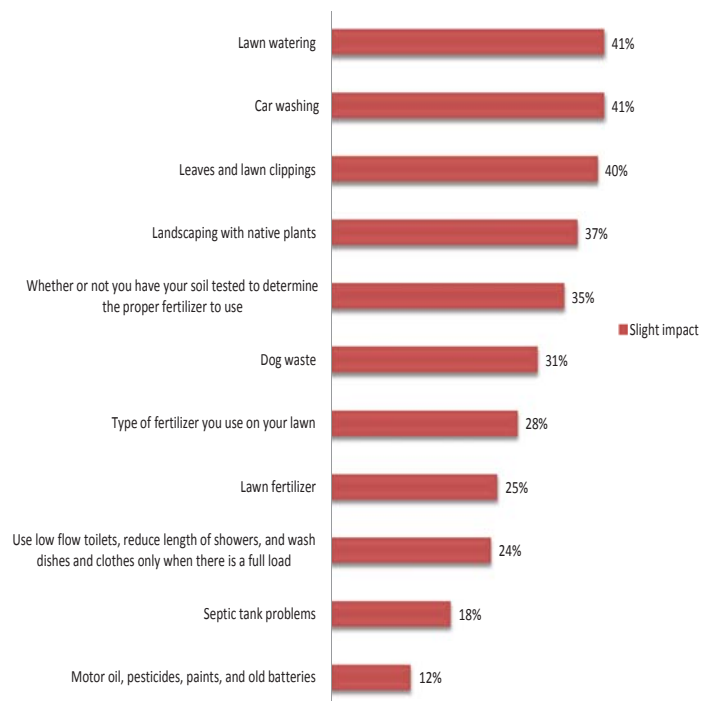
Individuals were given a range of activities and materials that can have an impact on the quality of nearby water bodies and asked which have the greatest impact. Four out of five residents (79%) believe that motor oil, pesticides, paints, and old batteries have a great negative impact on the quality of rivers, streams, and lakes in their communities. Household water conservation techniques such as using low flow toilets, reducing the length of showers, and washing clothes and dishes only when there are full loads are the second most impactful factor on quality of local water bodies based on reactions from residents in the NIRPC service area. Septic tank problems, lawn fertilizer, and the type of fertilizer are activities/materials that at least half of residents believe have a great negative impact on the quality of local water bodies.

Not quite half of residents (45%) believe that dog waste has a great negative impact on water body quality, while only one in three residents believes that lawn watering (37%), having one's soil tested before fertilizing (35%), landscaping with native plants (34%), and what is done with lawn clippings and leaves (31%) have a great negative impact on the quality of water bodies in their communities.

Great Impact on Quality of Water Bodies



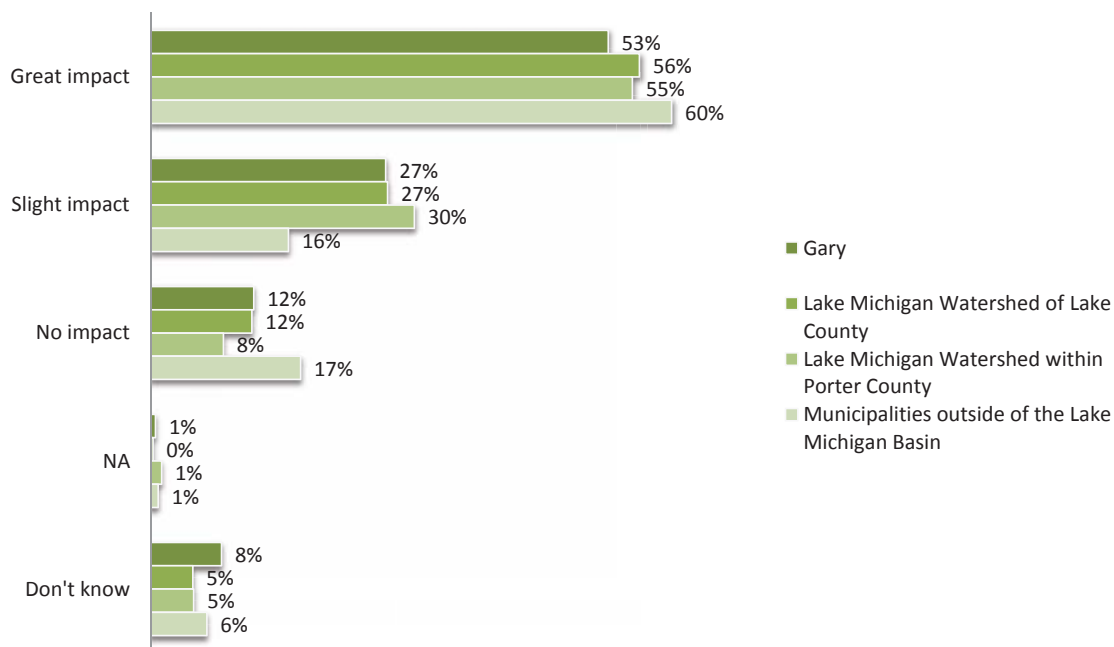
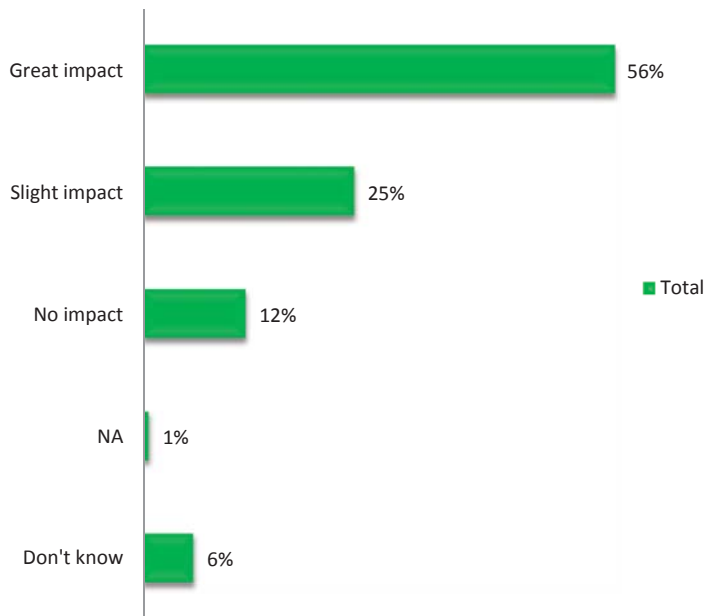
At Least Some Impact on Quality of Water Bodies



Please tell me if each of the following activities or materials has a great impact, a slight impact, or no impact on the quality of rivers, streams and lakes in your community.

Lawn fertilizer

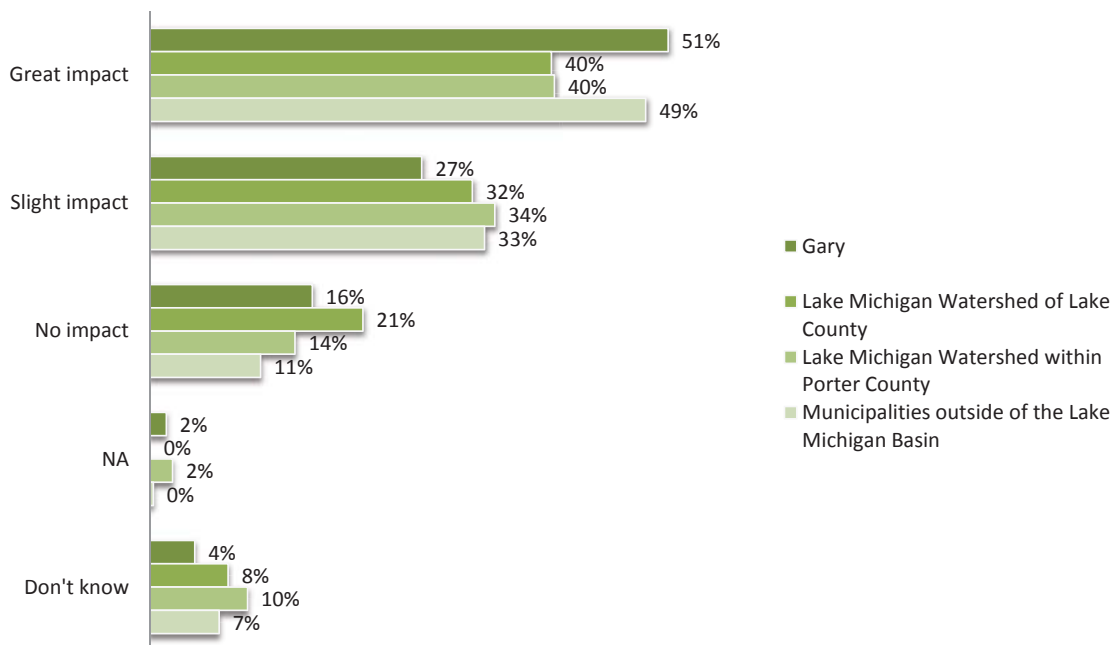
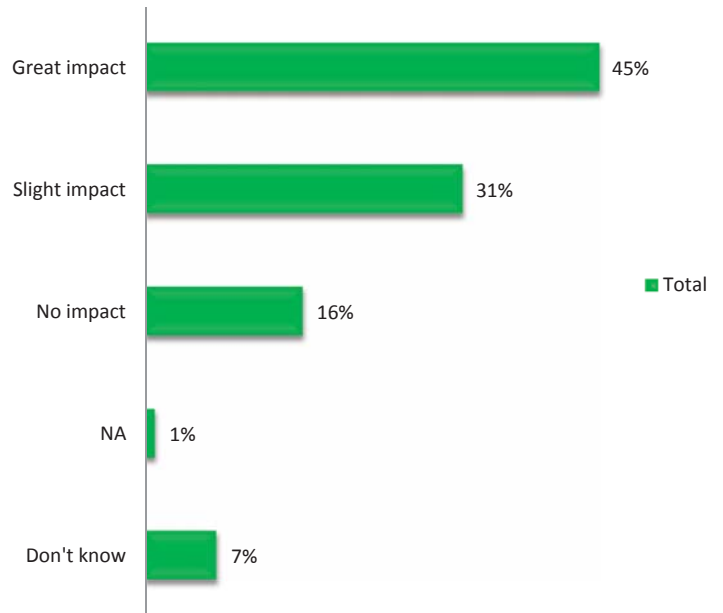
Fifty-six percent (56%) of residents in the NIRPC service area agree that lawn fertilizer has a great negative impact on the quality of water bodies in their area. Residents living in municipalities outside of the Lake Michigan Basin (60%) are more likely to think this way.



Please tell me if each of the following activities or materials has a great impact, a slight impact, or no impact on the quality of rivers, streams and lakes in your community.

Dog waste

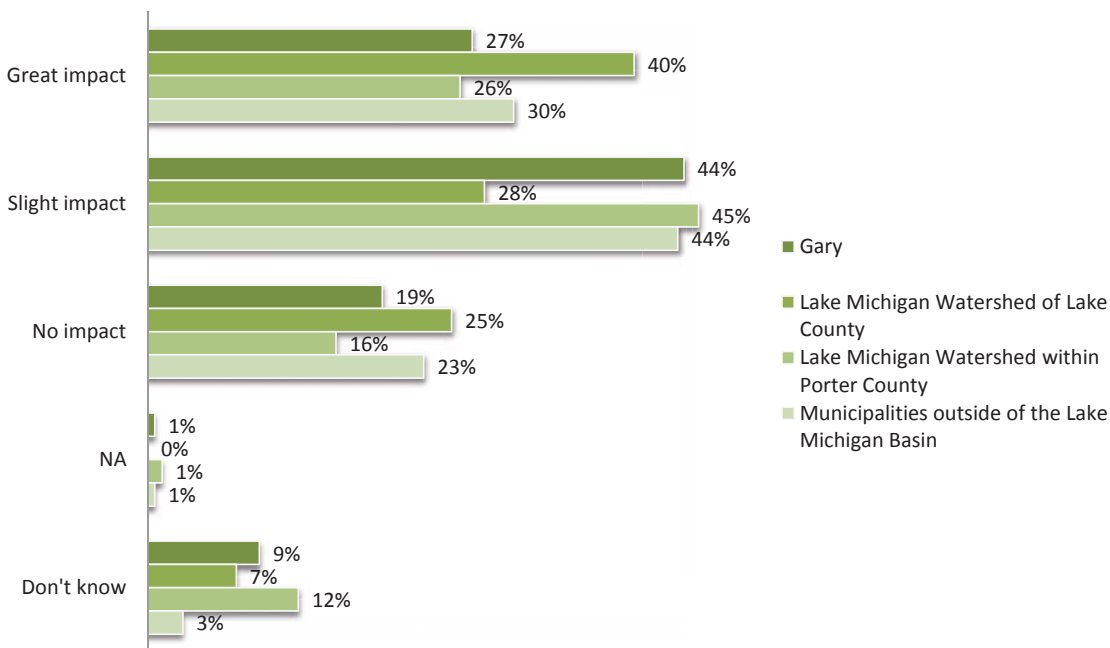
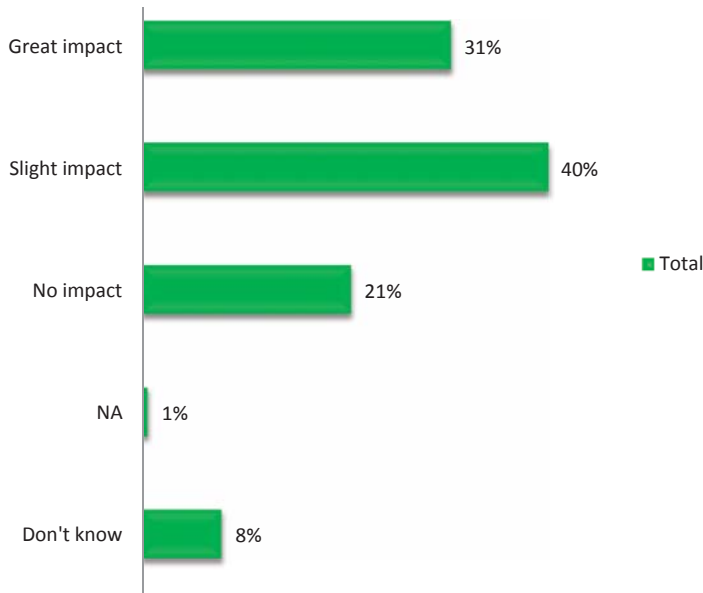
Fewer than half of residents in the study area (45%) believe that dog waste has a great negative impact on the quality of rivers, streams, and lakes in their area. About half of residents living in the Lake Michigan Watershed of Lake County (51%) and living in municipalities outside of the Lake Michigan Basin (49%) believe that dog waste is a major contributor to pollution of nearby water bodies.



Please tell me if each of the following activities or materials has a great impact, a slight impact, or no impact on the quality of rivers, streams and lakes in your community.

Leaves and lawn clippings

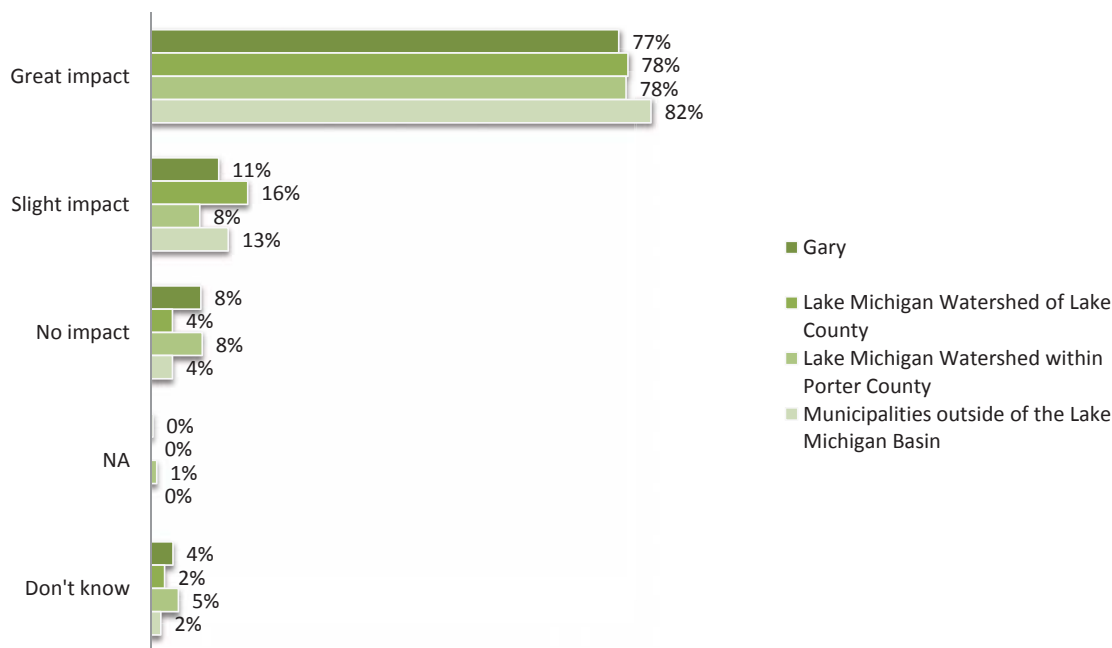
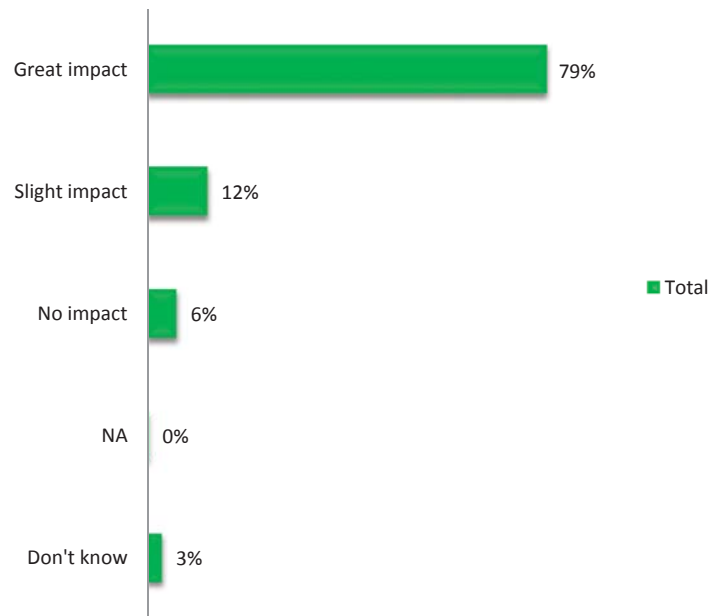
Comparatively few residents in the NIRPC service area (31%) think that leaves and lawn clippings have a great negative impact on the quality of local water bodies, yet 40% of residents living in the Lake Michigan Watershed of Lake County believe so.



Please tell me if each of the following activities or materials has a great impact, a slight impact, or no impact on the quality of rivers, streams and lakes in your community.

Motor oil, pesticides, paints, and old batteries

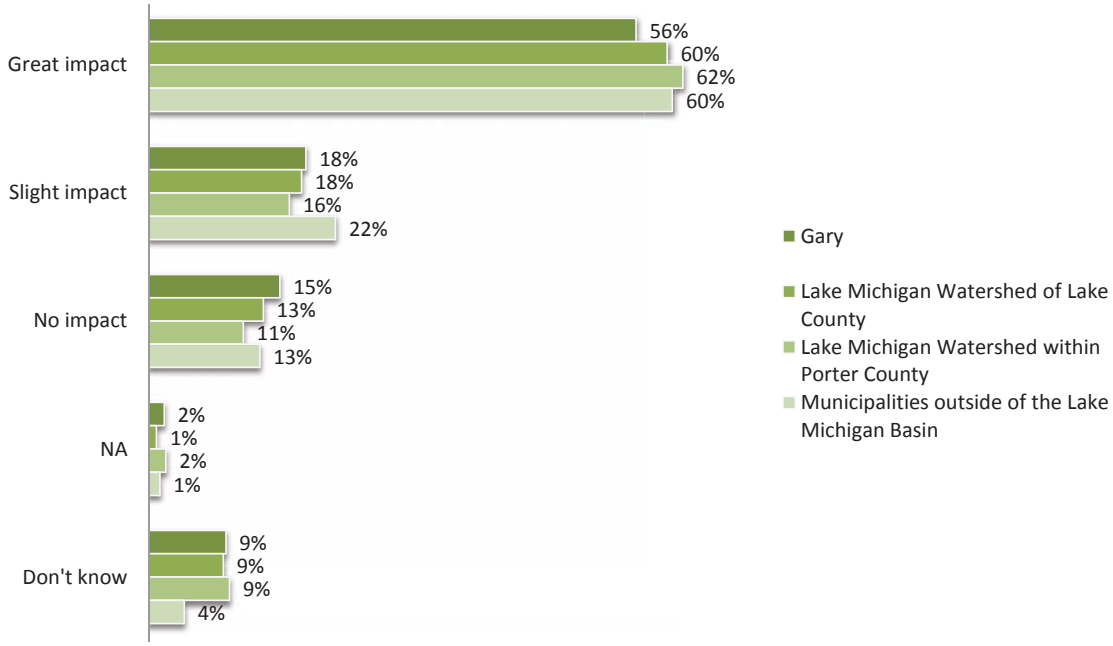
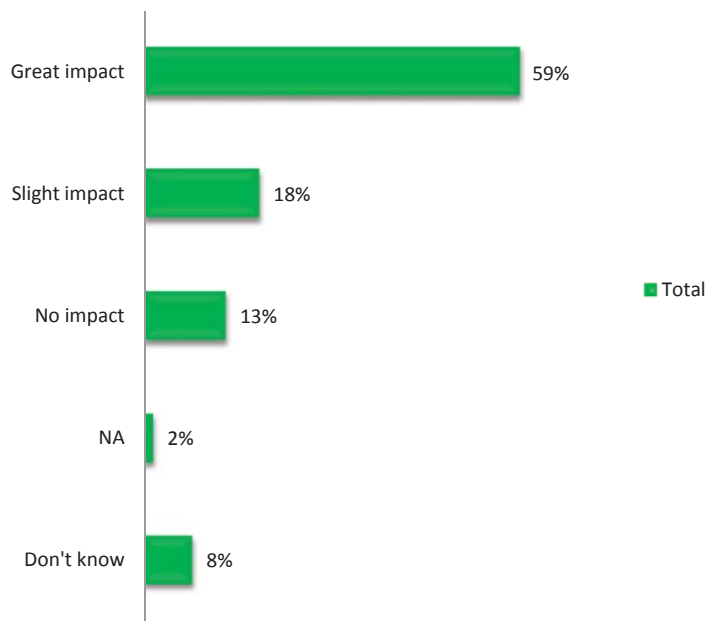
The number one contributor of pollution to nearby water bodies according to residents in the NIRPC service area are motor oil, pesticides, paints, and old batteries. Residents living in municipalities outside of the Lake Michigan Basin (82%) are more likely to believe that motor oil, pesticides, paints, and old batteries have a great negative impact on the quality of rivers, streams, and lakes in their community.



Please tell me if each of the following activities or materials has a great impact, a slight impact, or no impact on the quality of rivers, streams and lakes in your community.

Septic tank problems

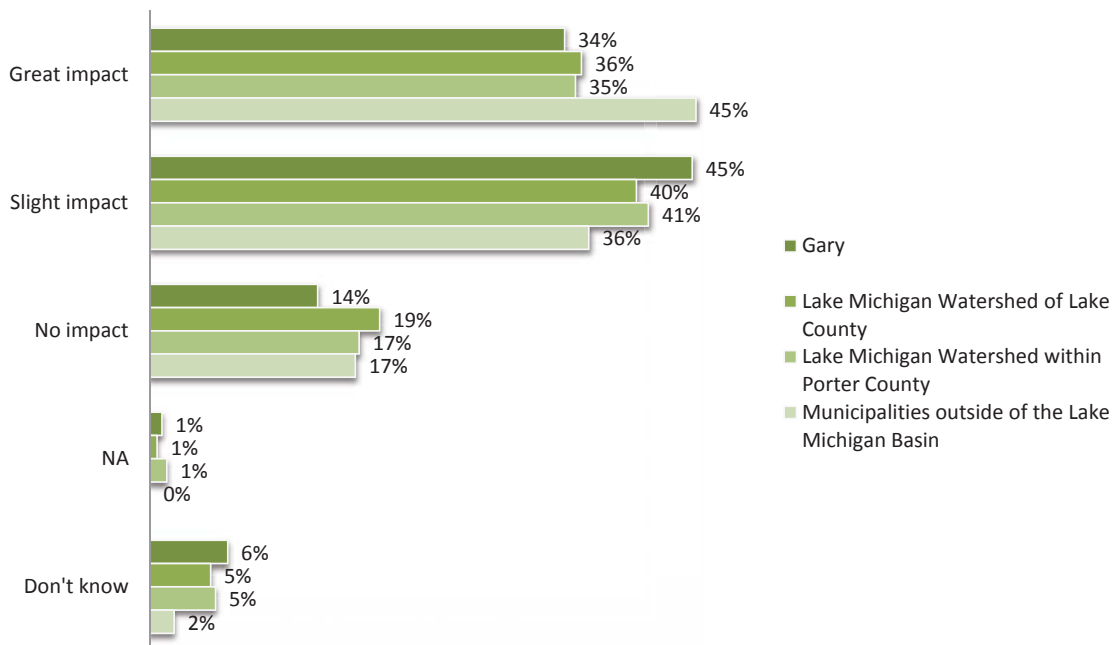
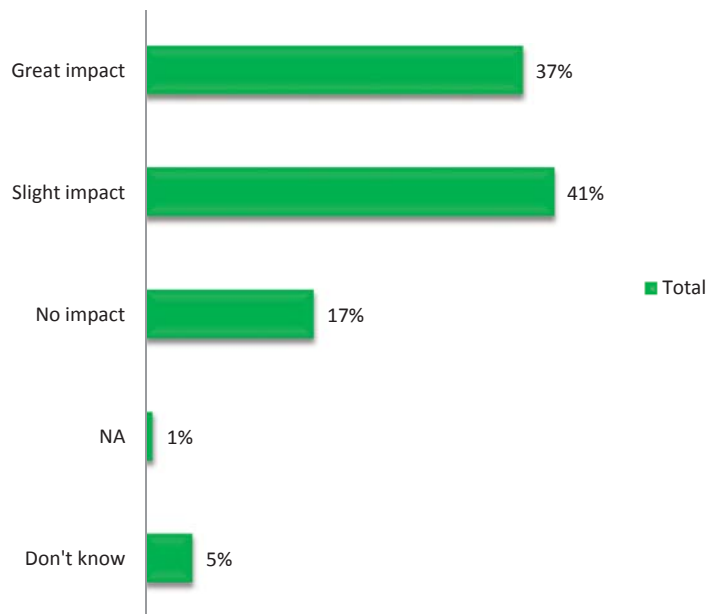
Six in ten residents (59%) believe that septic tank problems have a great negative impact on the quality of nearby water bodies with residents living in the Lake Michigan Watershed within Porter County (62%) slightly more likely to believe this assertion.



Please tell me if each of the following activities or materials has a great impact, a slight impact, or no impact on the quality of rivers, streams and lakes in your community.

Lawn watering

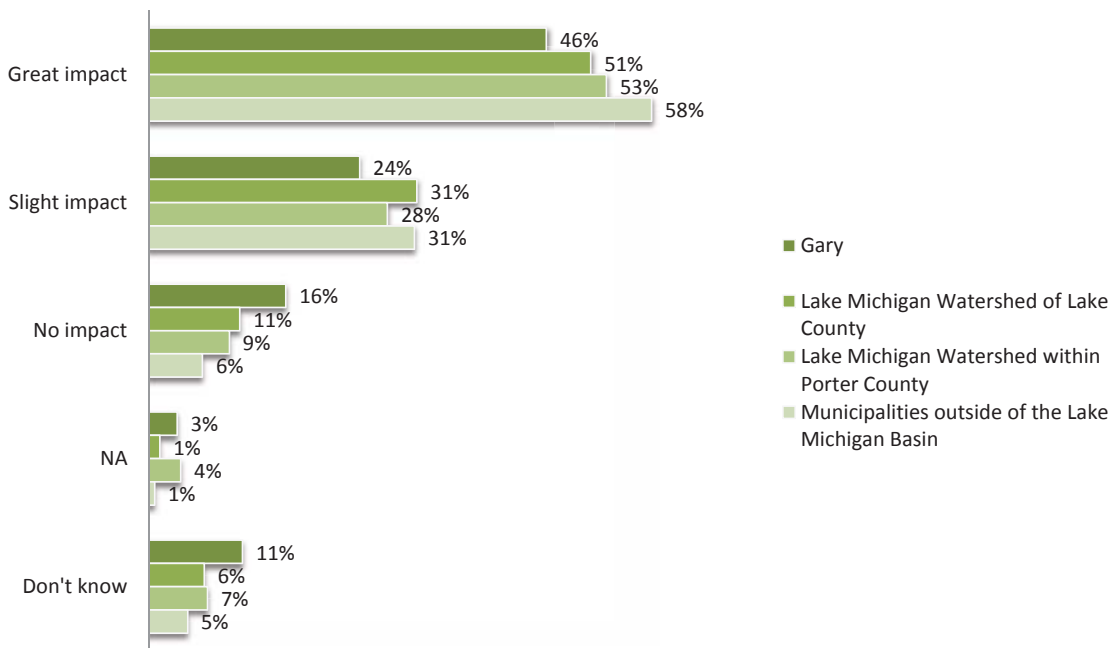
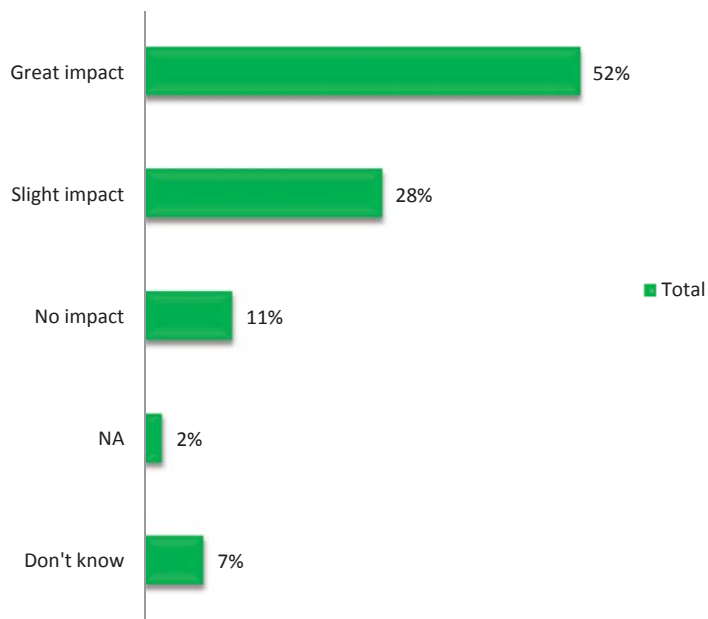
Not quite two in five residents (37%) in the NIRPC service area think lawn watering has a great negative impact on the quality of nearby water bodies, yet 45% of those living in municipalities outside of the Lake Michigan Basin believe that lawn watering has a great negative impact on the quality of nearby rivers, streams, and lakes.



Please tell me if each of the following activities or materials has a great impact, a slight impact, or no impact on the quality of rivers, streams and lakes in your community.

Type of fertilizer you use on your lawn

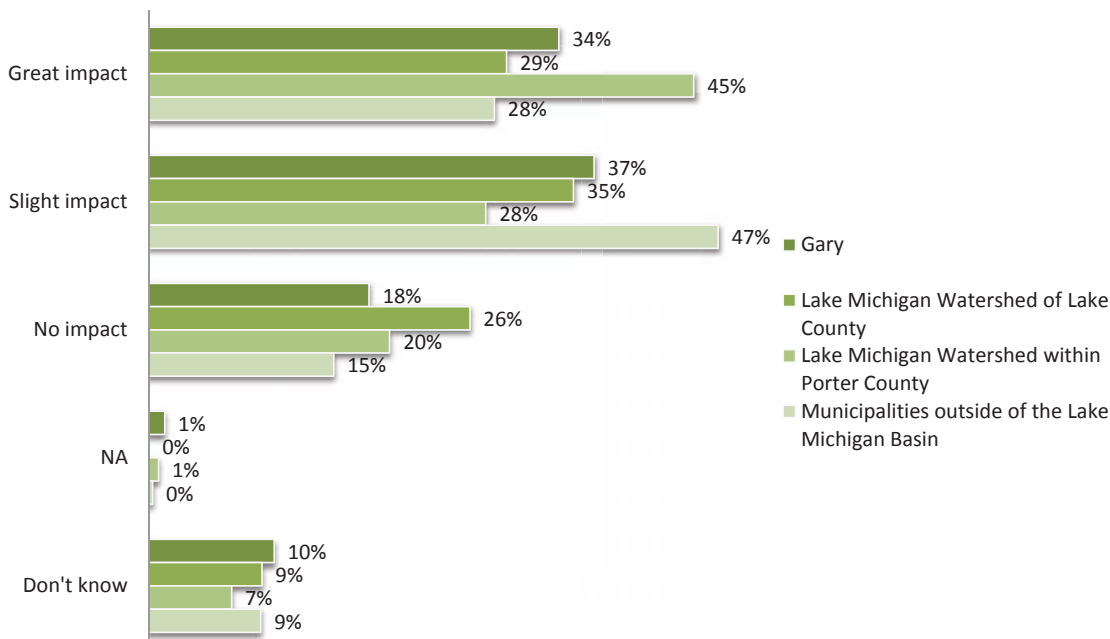
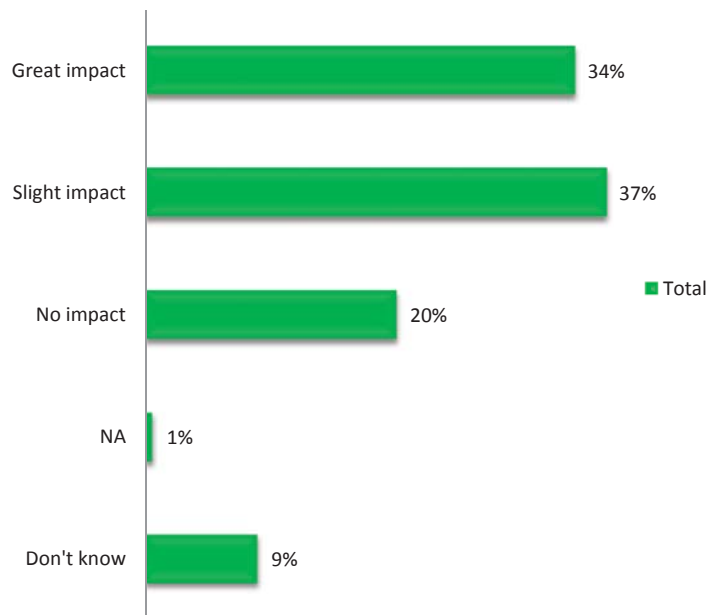
Just over half of residents in the NIRPC service area (52%) agree that the type of fertilizer they use on their lawns negatively impacts the quality of water bodies. Residents living in municipalities outside of the Lake Michigan Basin (58%) are more likely to believe that type of fertilizer used has a great negative impact on water bodies in the community.



Please tell me if each of the following activities or materials has a great impact, a slight impact, or no impact on the quality of rivers, streams and lakes in your community.

Landscaping with native plants

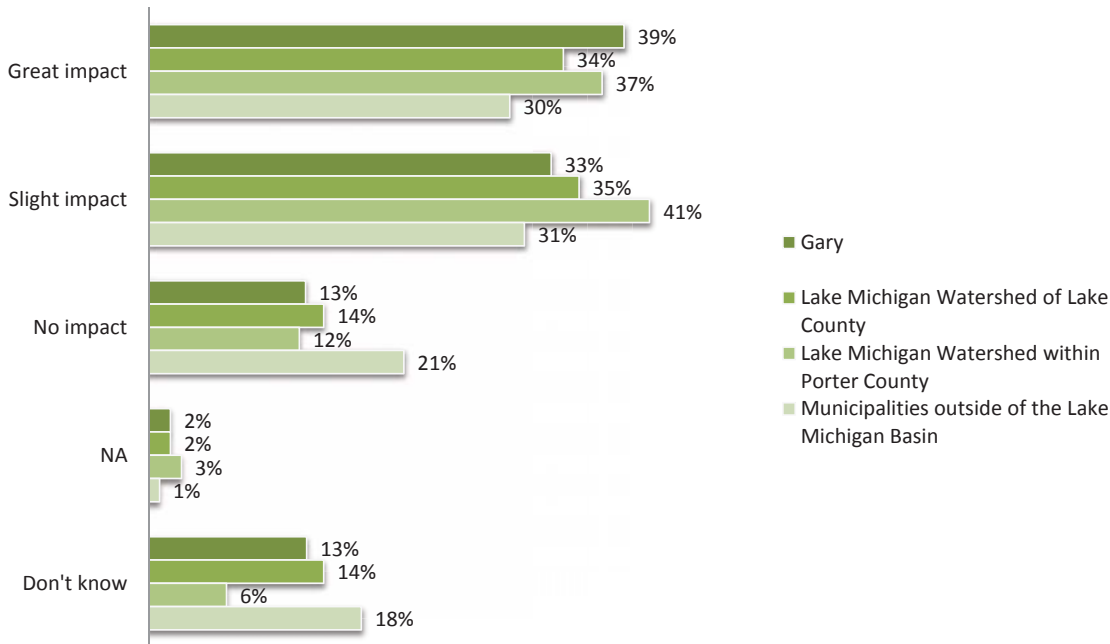
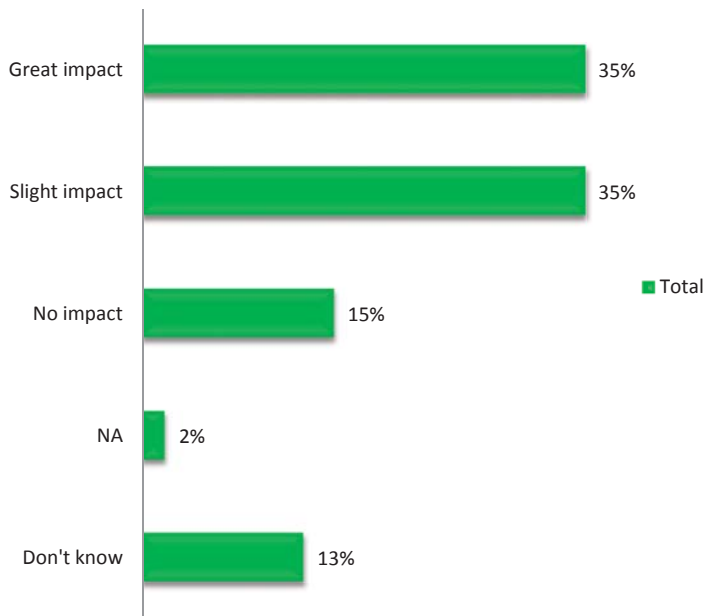
Only one in three residents in the study area (34%) believes that decisions about landscaping and whether or not to use native plants has a great negative impact on the quality of water in nearby rivers, streams, and lakes. People living in the Lake Michigan Watershed within Porter County (45%) are more likely to believe that bad landscaping decisions and not using native plants can have a great negative impact on the quality of water in nearby rivers, streams, and lakes.



Please tell me if each of the following activities or materials has a great impact, a slight impact, or no impact on the quality of rivers, streams and lakes in your community.

Whether or not you have your soil tested to determine the proper fertilizer to use

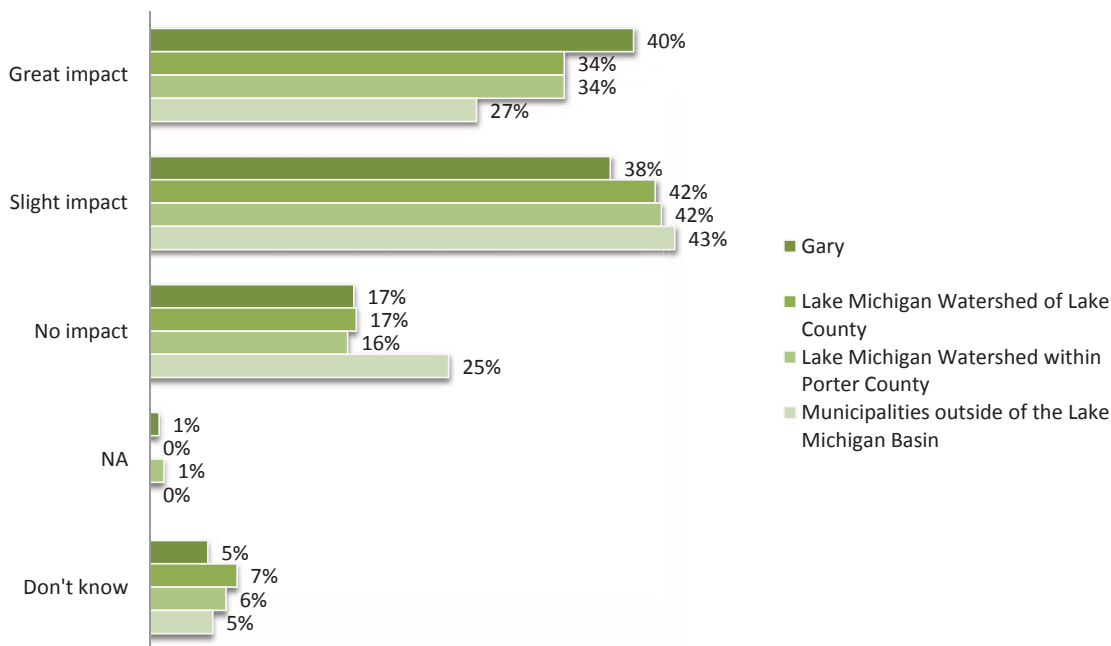
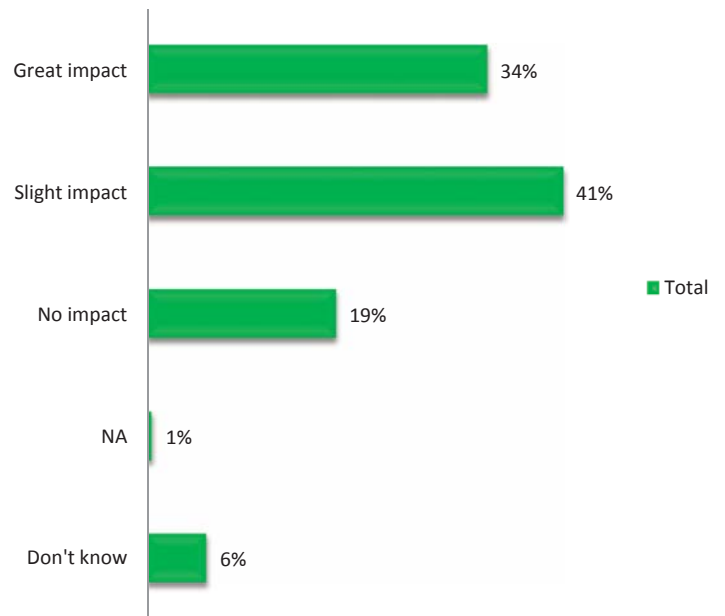
Just over one in three residents in the NIRPC area (35%) agrees that whether or not soil is tested before fertilizing has a great negative impact on the quality of local water bodies. Residents in Gary (39%) are slightly more likely to believe that whether or not soil is tested before fertilizing has a great negative impact on the quality of water in nearby rivers, streams, and lakes.



Please tell me if each of the following activities or materials has a great impact, a slight impact, or no impact on the quality of rivers, streams and lakes in your community.

Car washing

Car washing has comparatively little impact on the quality of water bodies according to residents of the NIRPC service area as only 34% say it has a great negative impact. Residents of Gary (40%) are more likely to believe that car washing can have a great negative impact on the quality of local water bodies.

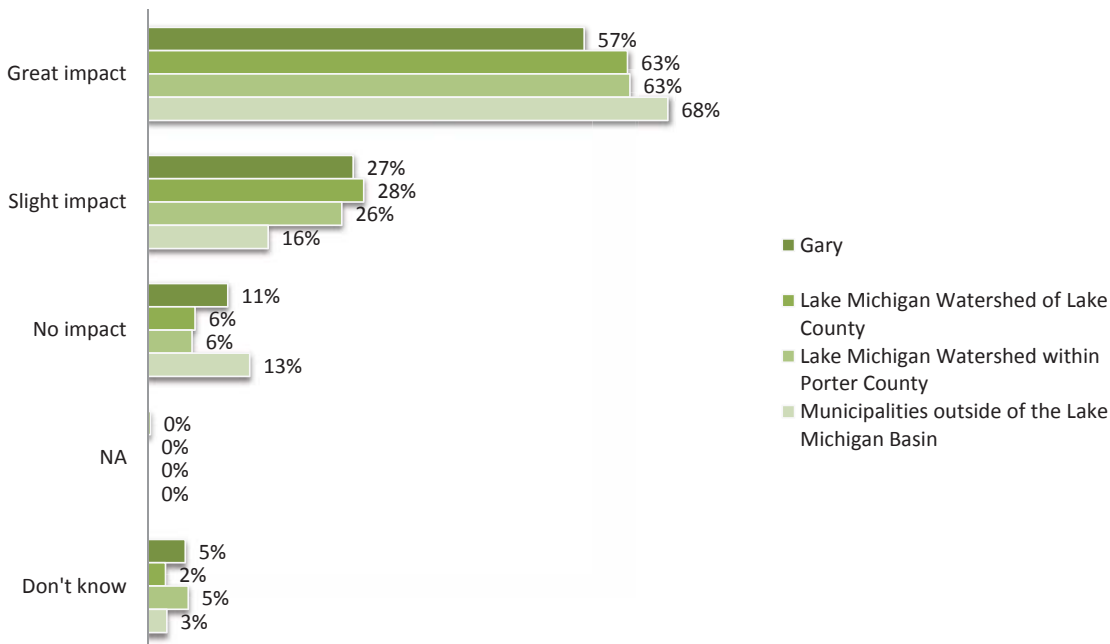
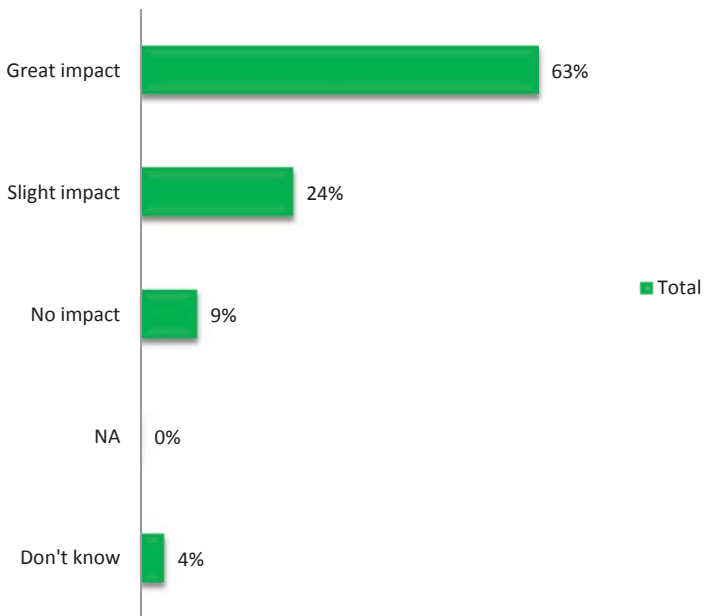


Please tell me if each of the following activities or materials has a great impact, a slight impact, or no impact on the quality of rivers, streams and lakes in your community.

Use low flow toilets, reducing the length of showers, & washing dishes and clothes only when there is a full load

Household water conservation efforts such as using low flow toilets, reducing the length of showers, and washing clothes and dishes only when there are full loads is a key determinant of the quality of local water bodies according to residents of the NIRPC service area as 63% think that household water conservation actions can have a great impact on the quality of water quality in area rivers, streams, and lakes.

Residents living in municipalities outside of the Lake Michigan Basin (68%) are even more likely to believe that household water conservation actions can have a great impact on the water quality of nearby water bodies.

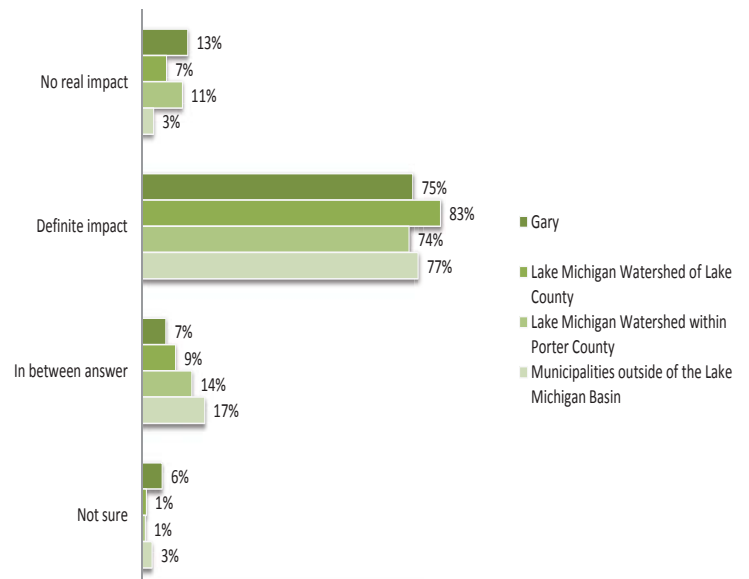
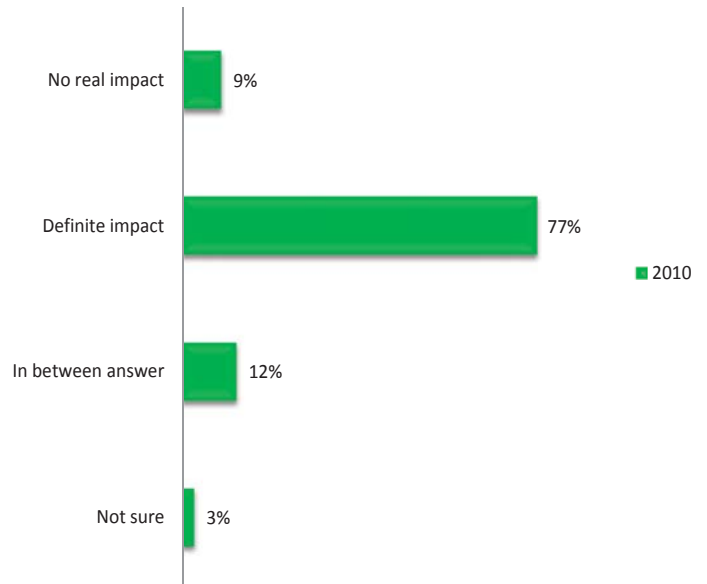
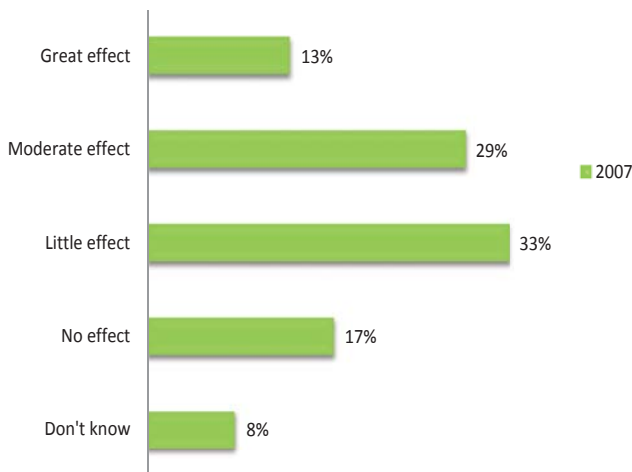


Some people say what they do personally has no real impact on the supply and quality of water in their communities. Other people say each person's actions has a definite impact on the supply and quality of water in their communities.

With which are you more likely to agree?

Nearly four out of five residents (77%) think their personal actions day-to-day have a definite impact on the quality of water in their communities, while only 9% of individuals disagree. Residents living in the Lake Michigan Watershed of Lake County (83%) are slightly more likely to think their individual actions have a definite impact on the quality of water in local rivers, streams, and lakes.

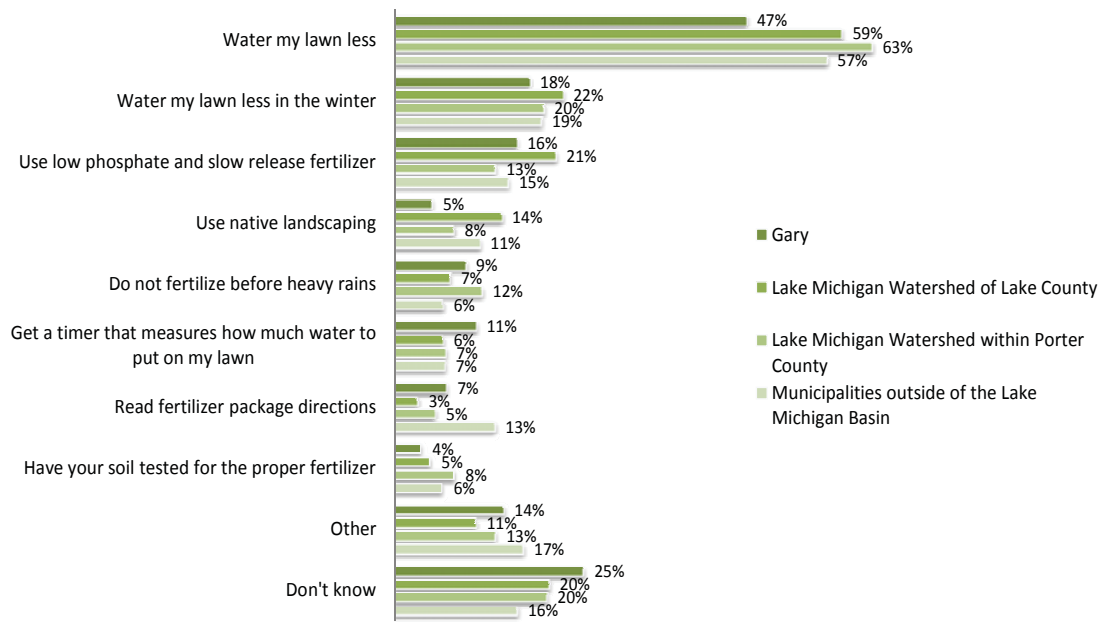
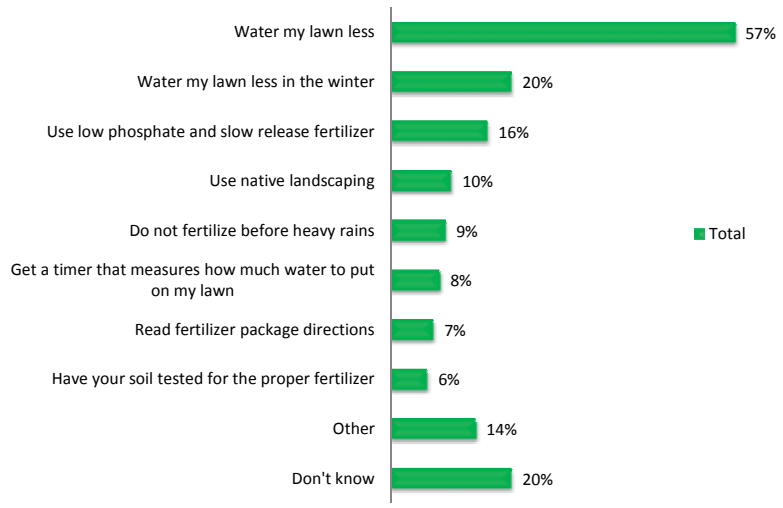
How much do you think the way you maintain your home affects the quality of water in lakes and streams in the community where you live?



What, if any, actions you can take with your lawn maintenance to conserve water and protect water quality?*

Individuals living in the NIRPC area were given a set of actions related to lawn maintenance that can be taken to preserve water and protect water quality and asked which of those actions they took. A majority of residents (57%) claim they water their lawn less as a way of conserving and protecting water. Residents living in the Lake Michigan Watershed within Porter County (63%) are slightly more likely to say they water their lawn less.

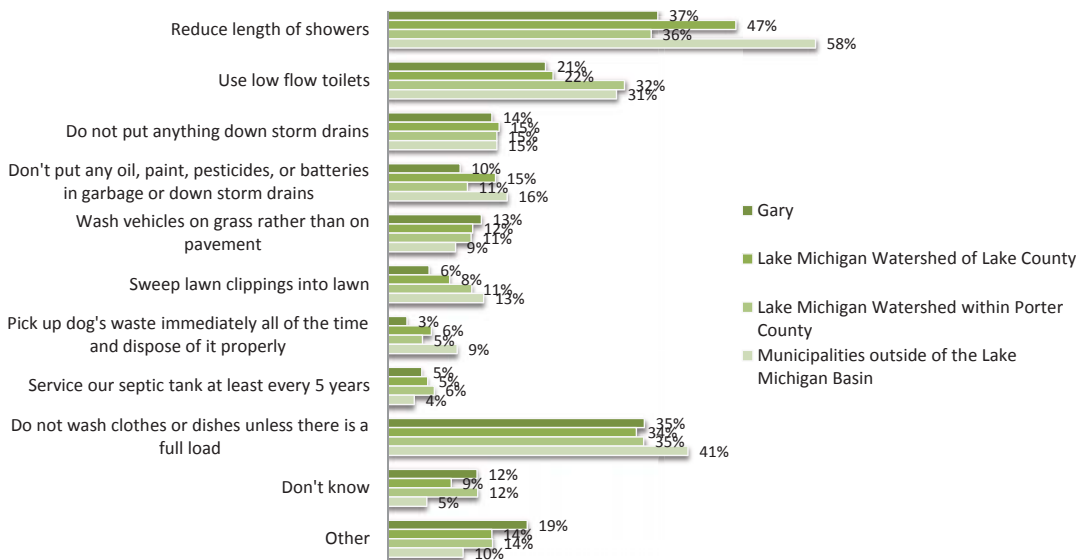
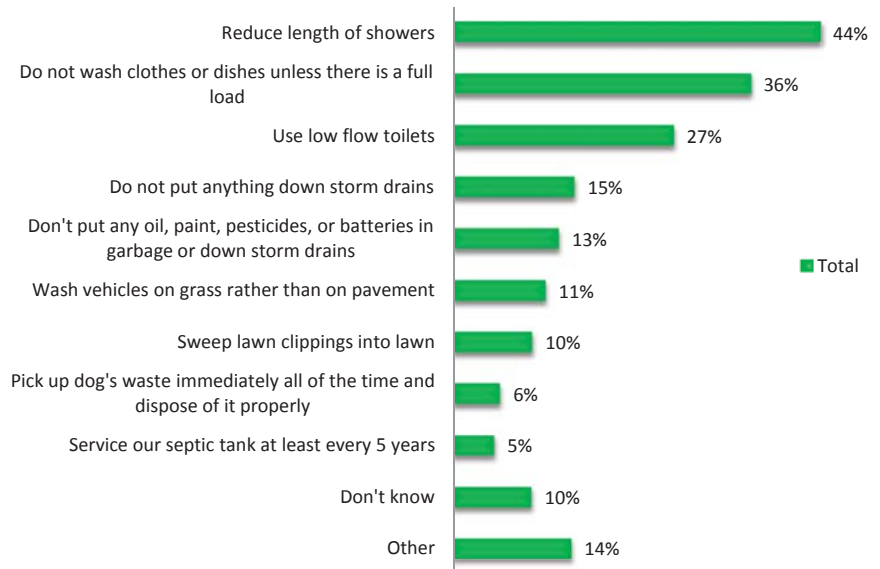
Only one in five residents took any other step to conserve and protect water quality: 20% say they water their lawn less frequently in the winter, while one in six residents (16%) maintain they use low phosphate and slow release fertilizer. Only 10% of residents claim they use native landscaping in an effort to conserve and protect water quality.



*Multiple responses allowed.

Please tell me what, if any, actions you can take in and around your home to conserve water and protect water quality?*

Residents were given a set of actions that can be taken around the home to conserve water and protect water quality: 44% say they reduce the length of their showers. Residents living in municipalities outside of the Lake Michigan Basin (58%) are more likely to reduce their shower duration as a way of conserving water and protecting water quality. Nearly two in five residents (36%) say they do not wash clothes or dishes unless there are full loads. Just over one in four residents (27%) use low flow toilets with residents living in the Lake Michigan Watershed within Porter County (32%) slightly more likely to do so. Only 15% of residents say they do not put anything down storm drains.



*Multiple responses allowed.



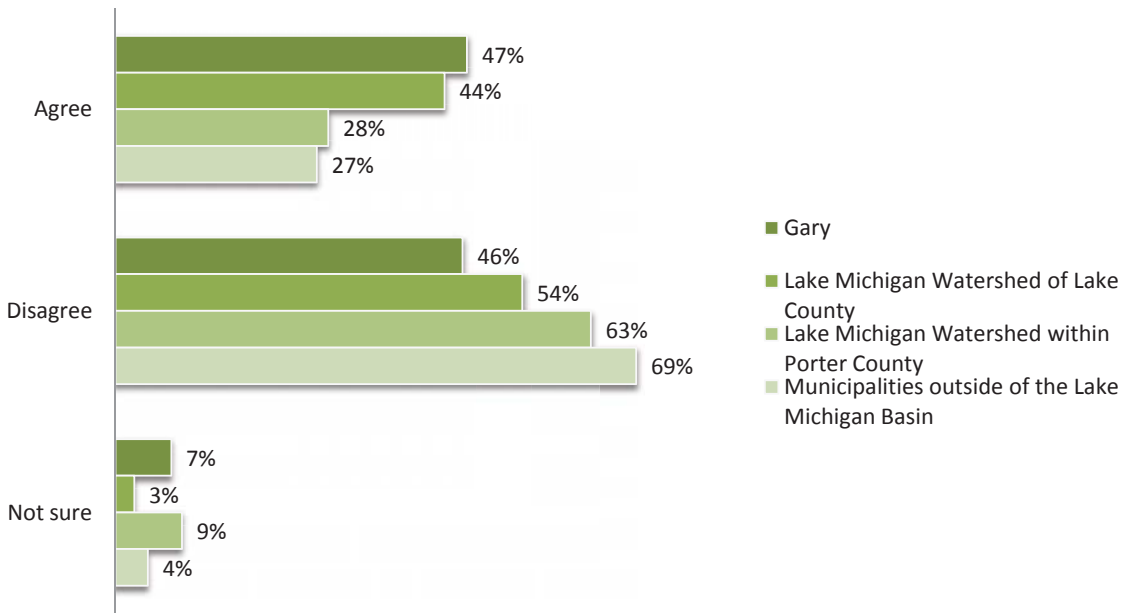
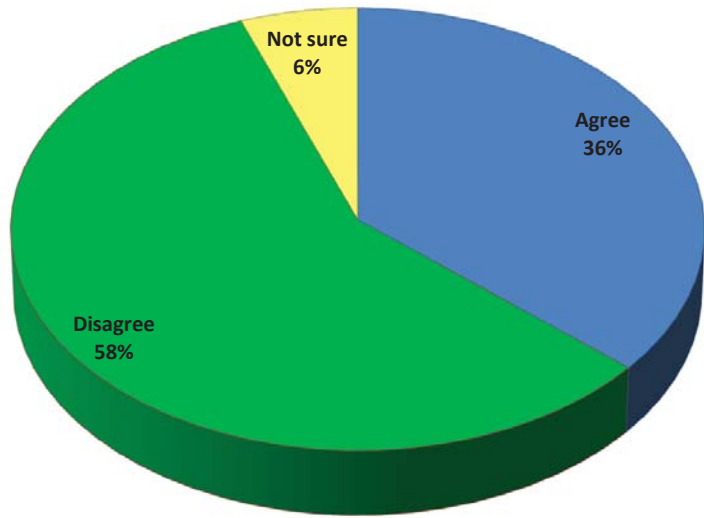
BARRIERS TO DOING THINGS THAT WILL
PRESERVE AND PROTECT WATER

Please tell me if you agree or disagree with the following statements:

I really don't know what I should be doing around my house and yard to conserve and protect water quality.

By a 58% to 36% margin, residents in the NIRPC service area are more likely to disagree than agree that they do not know what they should be doing around their house or yard to conserve water and protect water quality. Hence, a majority of residents (58%) do know what actions they should take. Residents living in municipalities outside of the Lake Michigan Basin (69%) are more likely to know what actions to take in and around their homes to conserve water and protect water quality. Residents in the Gary area (47%) are least likely to know what to do in and around their homes to conserve water and protect water quality.

Total

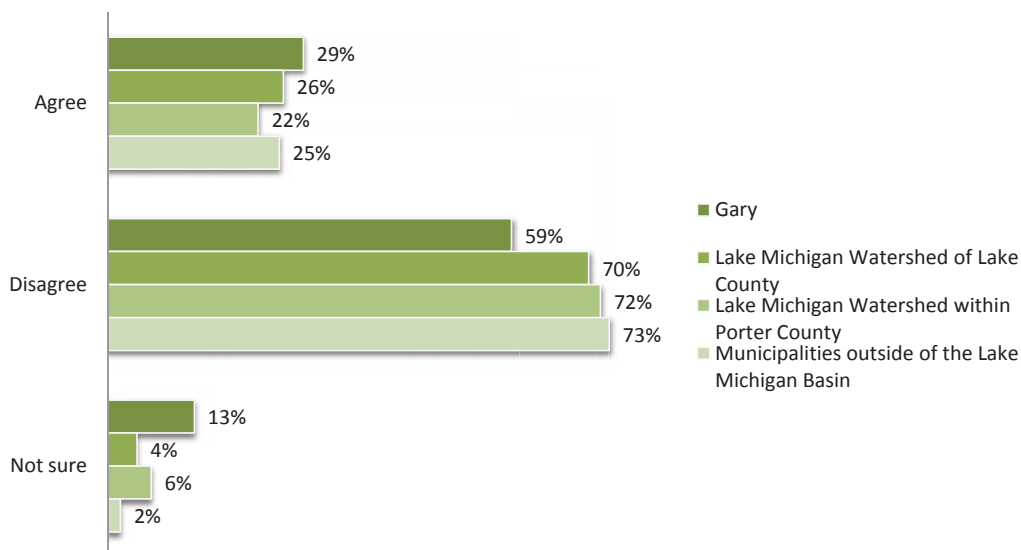
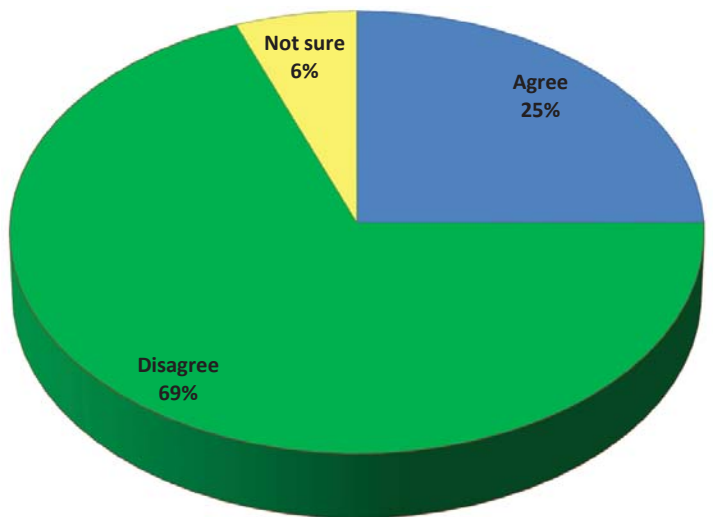


Please tell me if you agree or disagree with the following statements:

I know what to do around my house and yard to conserve and protect water quality, but it's too much trouble to do it all of the time.

One in four residents (25%) in the NIRPC area claims to know how to save water in and around their homes, but says it is too much trouble to practice what they know. People living in Gary (29%) are more likely to hold this opinion.

Total

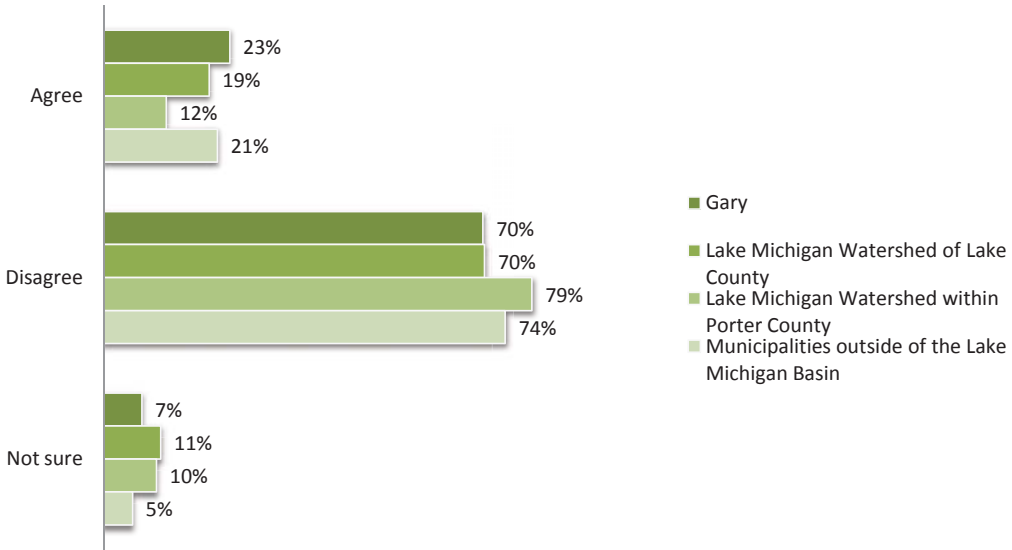
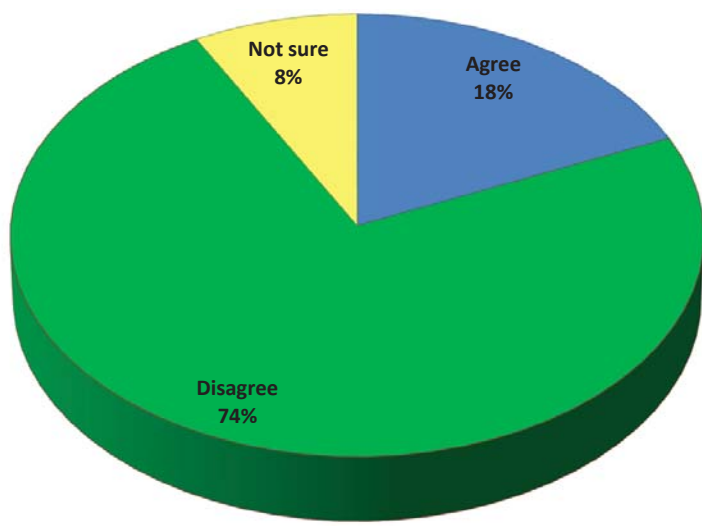


Please tell me if you agree or disagree with the following statements:

I know what to do around my house and yard to conserve and protect water quality, but it cost too much to do it.

Only 18% of residents in the NIRPC service area say they know how to conserve water and protect water quality, but it costs too much to do so. Residents in the Gary area (23%) are more likely to be in this group of people.

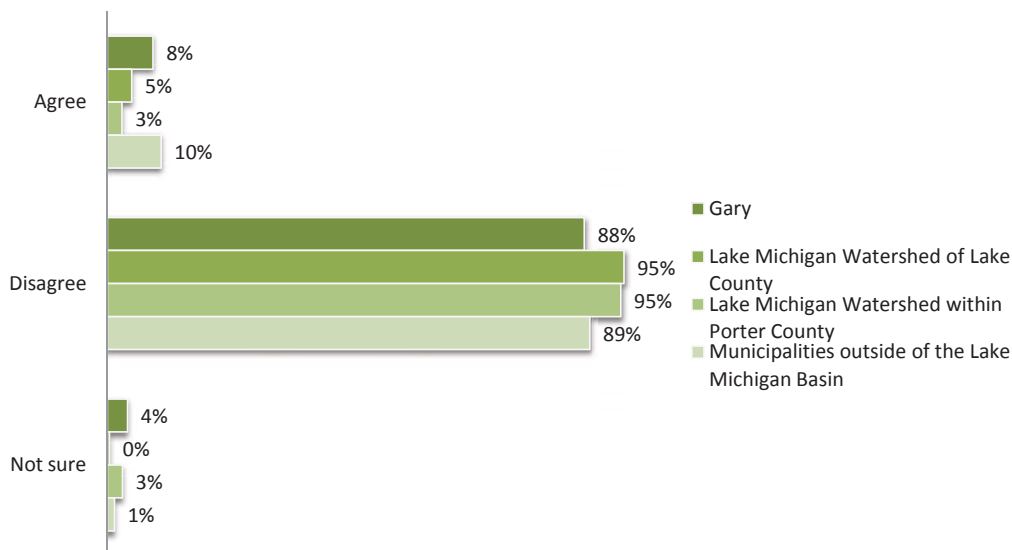
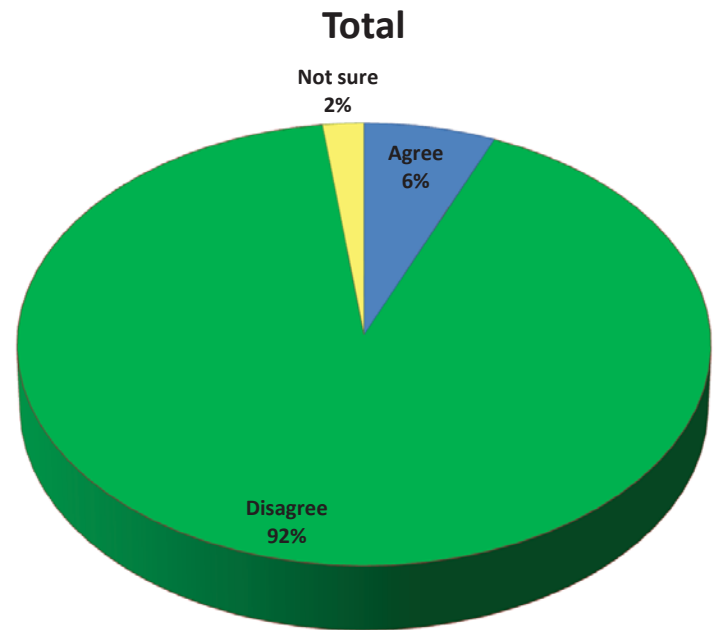
Total



Please tell me if you agree or disagree with the following statements:

I know what to do around my house and yard to conserve and protect water quality, but I alone can't make a difference so why bother.

Only 6% of residents in the study are claim to know what to do in and around their houses to conserve water and protect water quality, but fail to do so because they feel they, alone, cannot make a difference. This perception is greatest among people living in municipalities outside of the Lake Michigan Basin (10%).



Please tell me if you agree or disagree with the following statements:

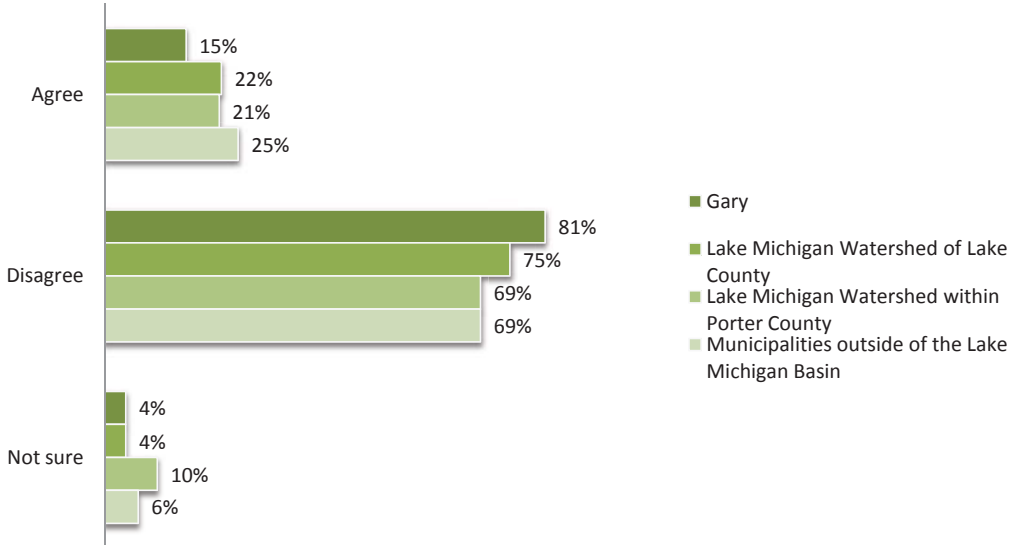
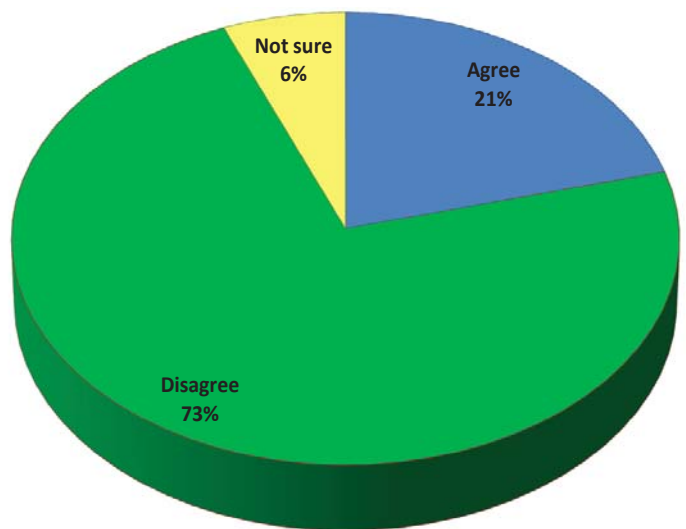
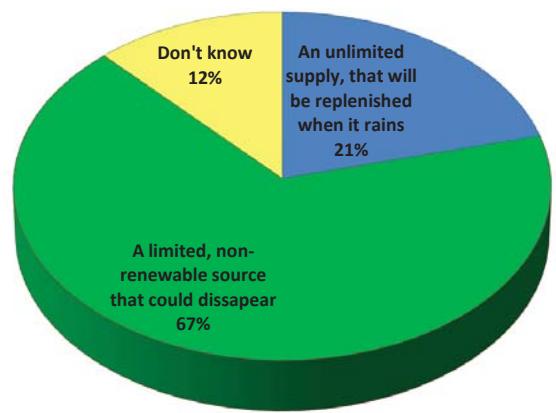
No matter what I do, there will be plenty of fresh water in Northwest Indiana.

Only one in five residents in the study area (21%) agree that no matter what they do there will be plenty of fresh water in Northwestern Indiana. This feeling is greatest among residents living in municipalities outside of the Lake Michigan Basin (25%).

How residents view the fresh water supply in Northwestern Indiana

2010

2007



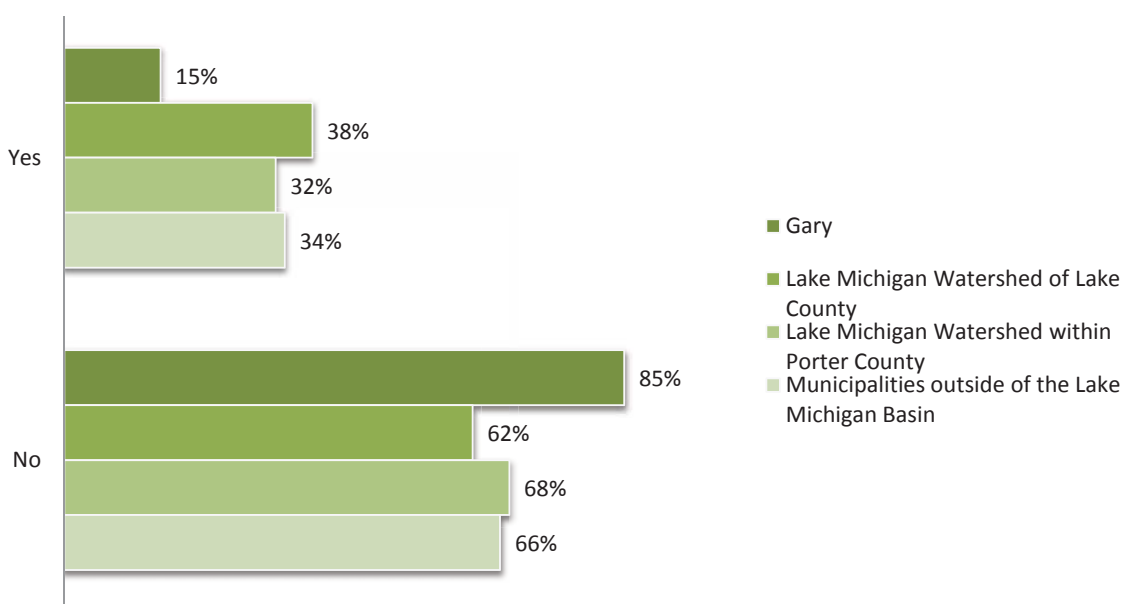
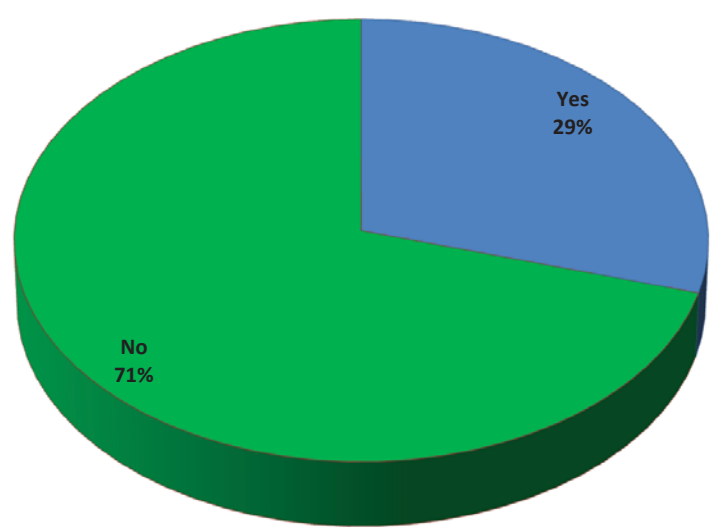


CURRENT ACTIONS RESIDENTS TAKE TO
PRESERVE AND PROTECT WATER RESOURCES

Do you have a dog?

Three in ten households (29%) in the NIRPC area say they have a dog. Incidence of dogs is greatest in the Lake Michigan Watershed of Lake County (38%) and least in Gary (15%).

Total

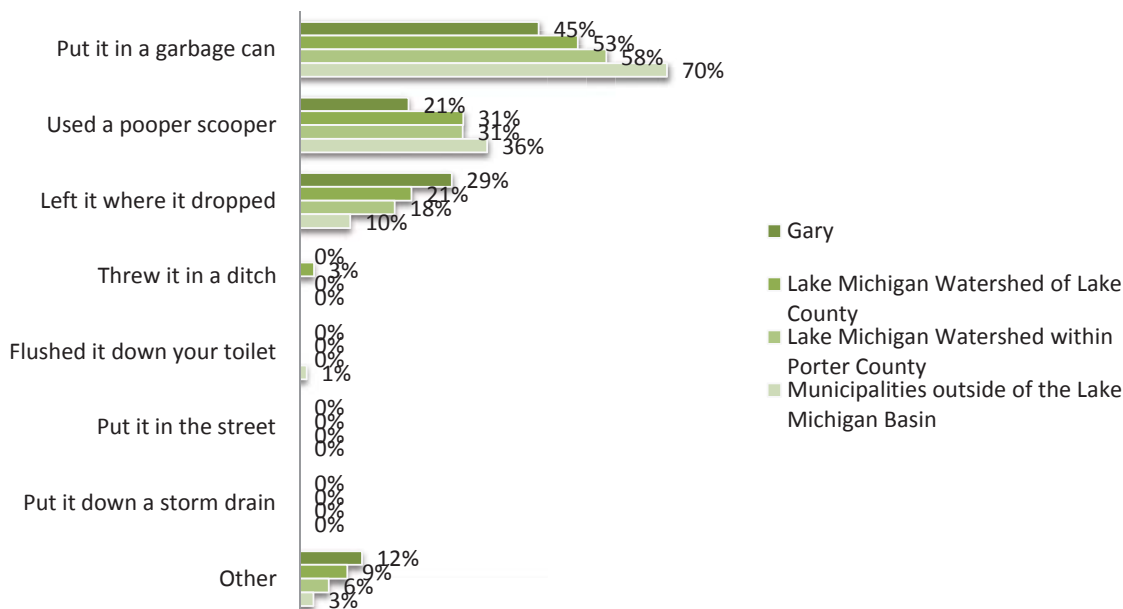
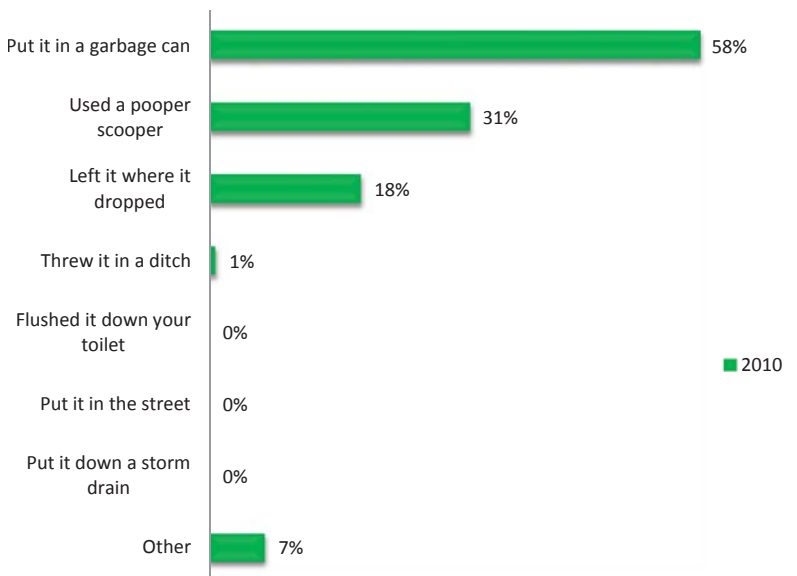
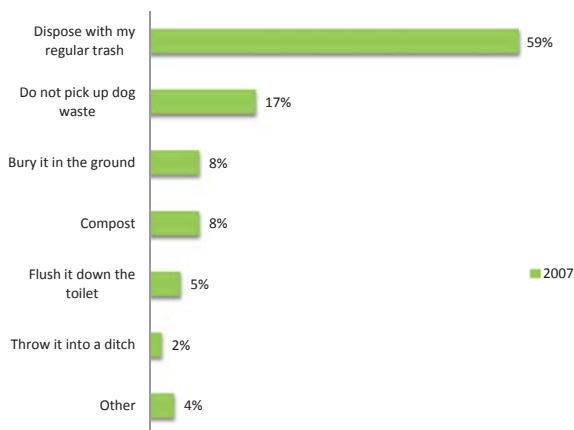


What did you do with your dog's waste last time you walked him? What else do you commonly do with your dog's waste?*

Nearly three in five residents who have dogs (58%) dispose of their dogs' waste with their regular trash and nearly one in three residents (31%) use a pooper scooper. Nearly one in five residents (18%) claim they do not pick up their dogs' waste.

Incidence of disposing of dog waste in a garbage can is highest in municipalities outside of the Lake Michigan Basin (70%).

How does your household typically dispose of your dog's waste?*

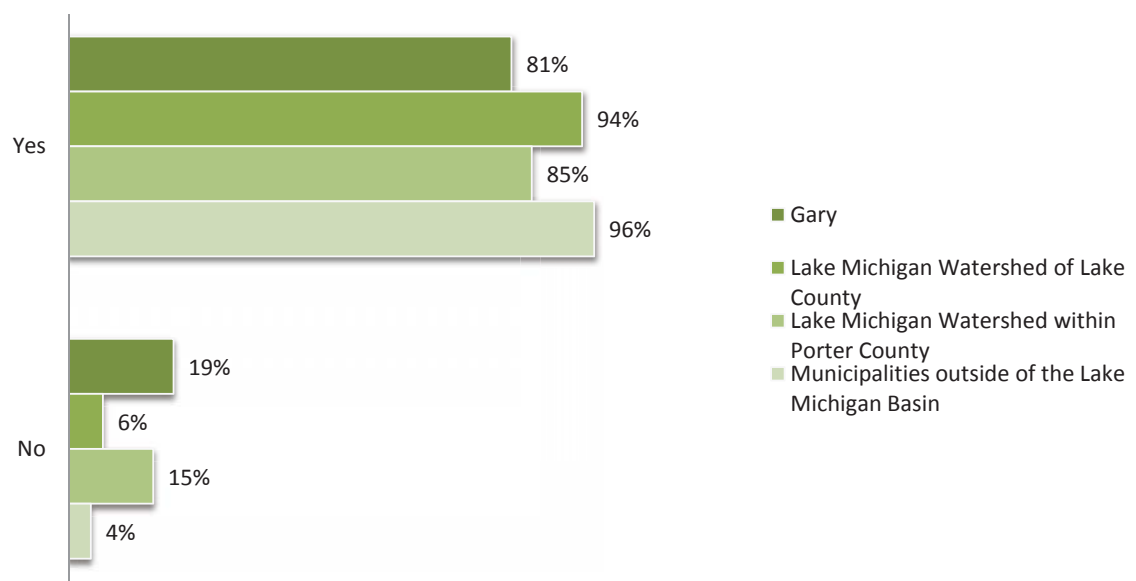
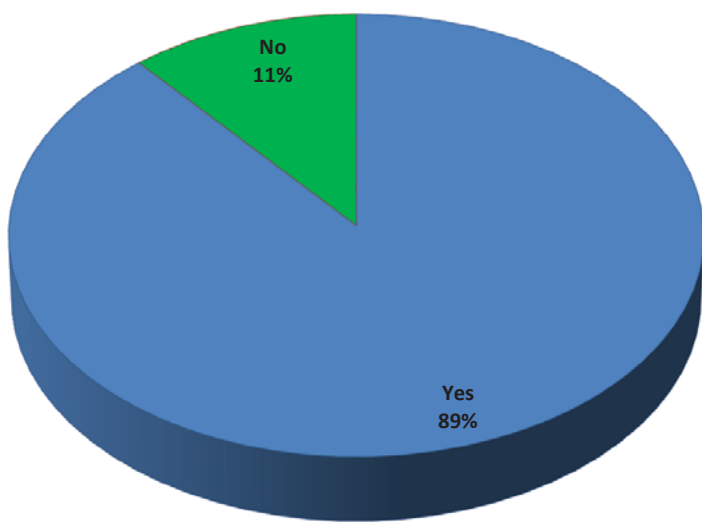


*By percentage of respondents who have a dog (multiple responses allowed)

Do you have a lawn?

Nearly nine out of ten households (89%) have lawns. Incidence of lawns is greatest in municipalities outside of the Lake Michigan Basin (96%) and least in Gary (81%).

Total

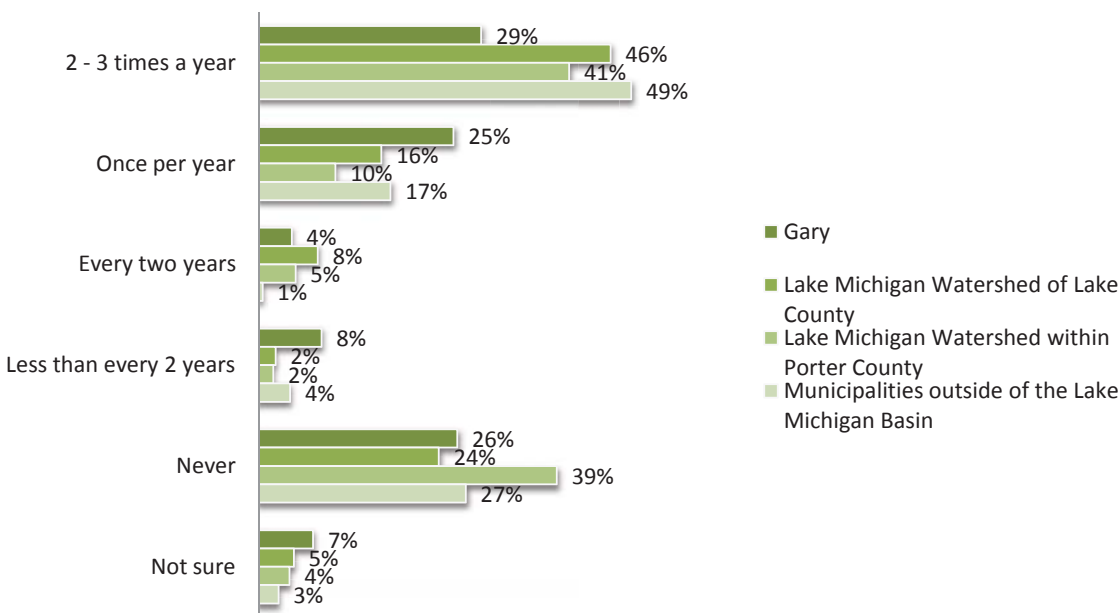
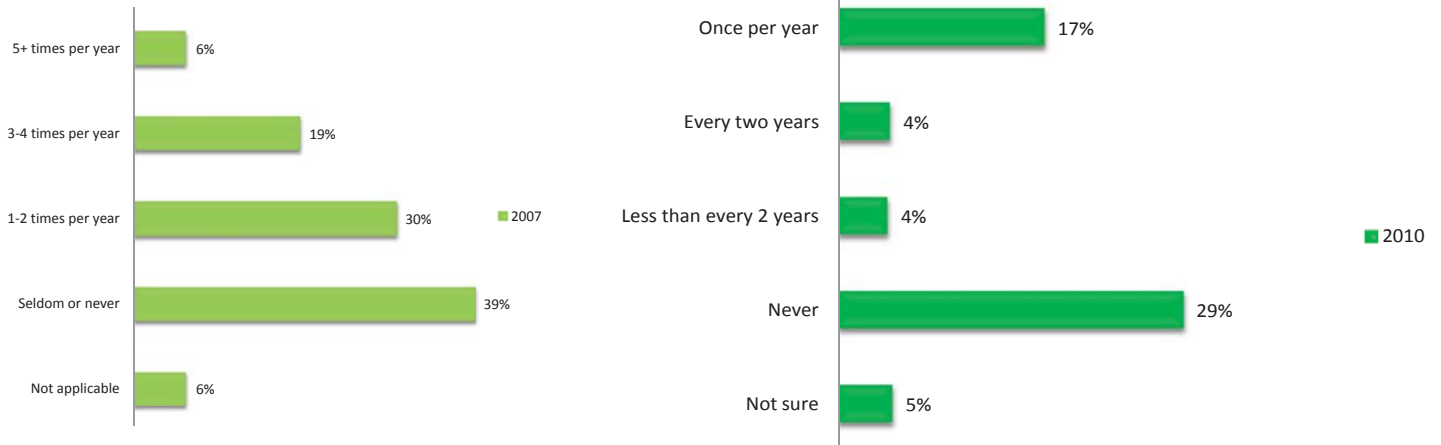


How often do you have your lawn fertilized?*

A plurality of households (42%) fertilize their lawns 2 to 3 times a year, while 29% never fertilize their lawns. Residents living in municipalities outside of the Lake Michigan Basin (49%) are more likely to fertilize their lawns at least two times a year, while residents living in the Lake Michigan Watershed within Porter County are most likely to never fertilize their lawns (39%).

Results are not directly comparable to 2007 because of differences in question response options, but 59% of residents in 2010 fertilized their lawns at least once per year compared to 55% who did so in 2007.

Which ONE of the following BEST describes how often your household fertilizes your lawn?

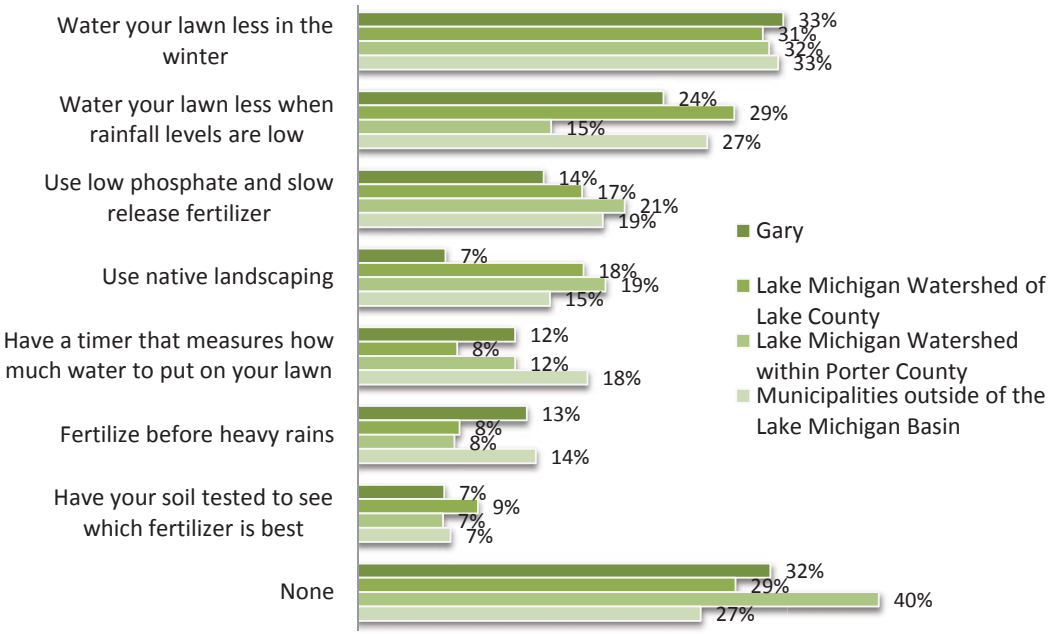
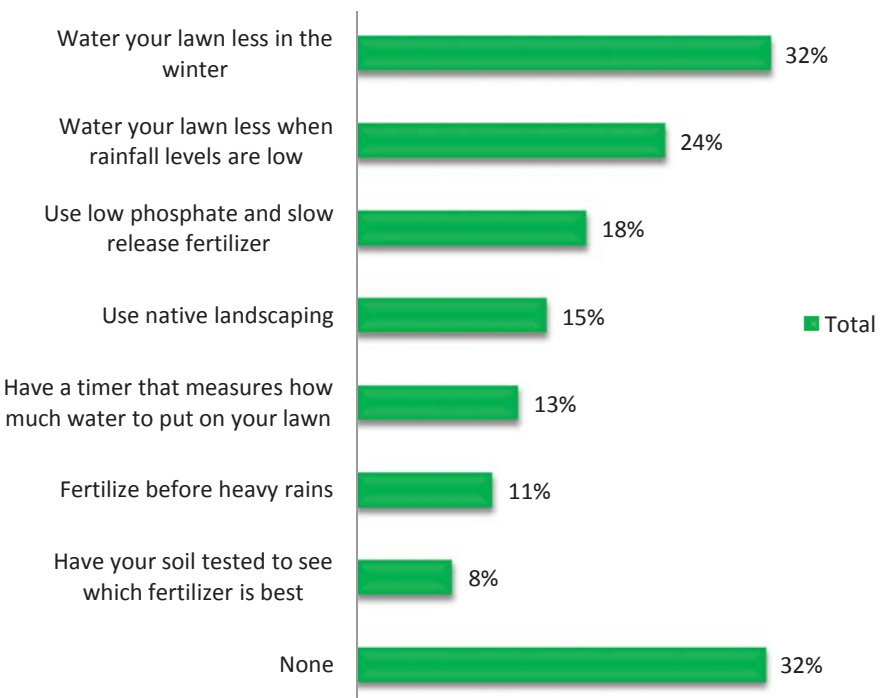


*By percentage of respondents who have a lawn

Which of the following actions do you do?*

The purpose of this question was to determine how many people are doing the right thing with respect to conserving water and protecting water quality. The results are not overly encouraging, as only one in three residents (32%) say they water their lawn less often in the winter, and only 24% say they water their lawns less frequently when rainfall levels are low.

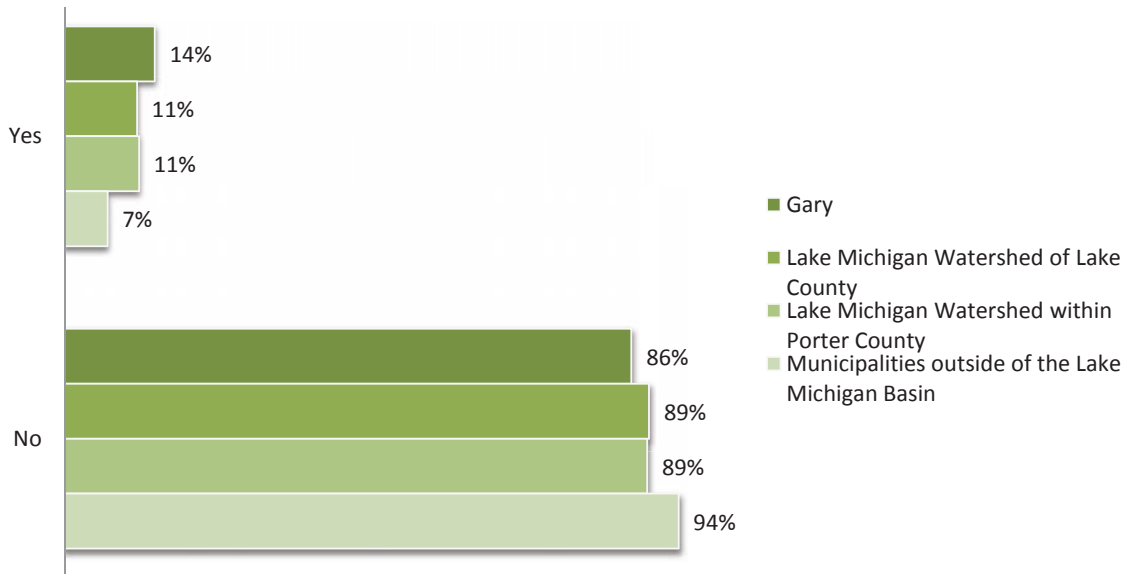
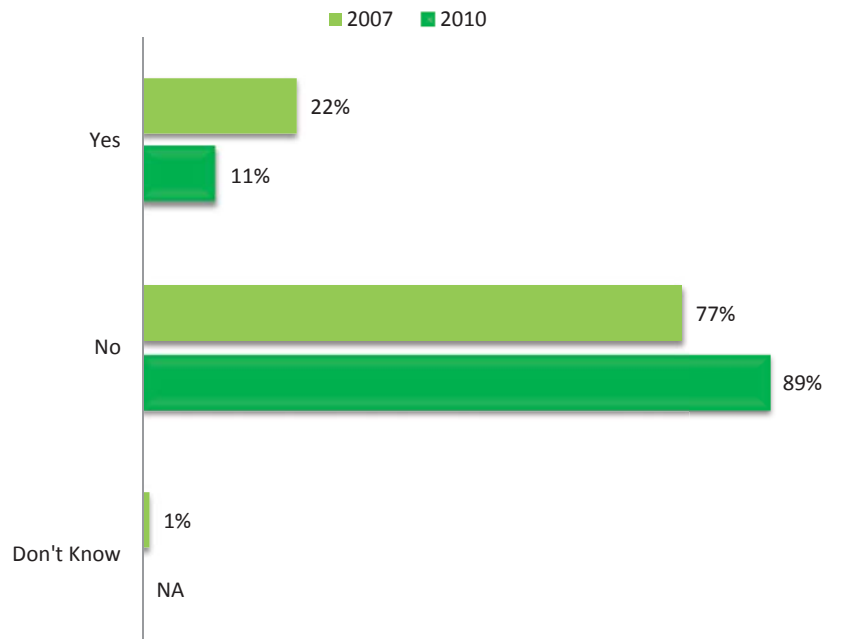
Fewer than one in five residents (18%) use low phosphate and slow release fertilizer and only 15% use native landscaping in an effort to conserve water and protect water quality. Only 13% of households have a timer that measures how much to water their lawns and only 8% have their soil tested to see which fertilizer is best. Conversely, only 11% claim they fertilizer prior to heavy rain falls.



*By percentage of respondents who have a lawn (multiple responses allowed)

Do you have a septic tank?

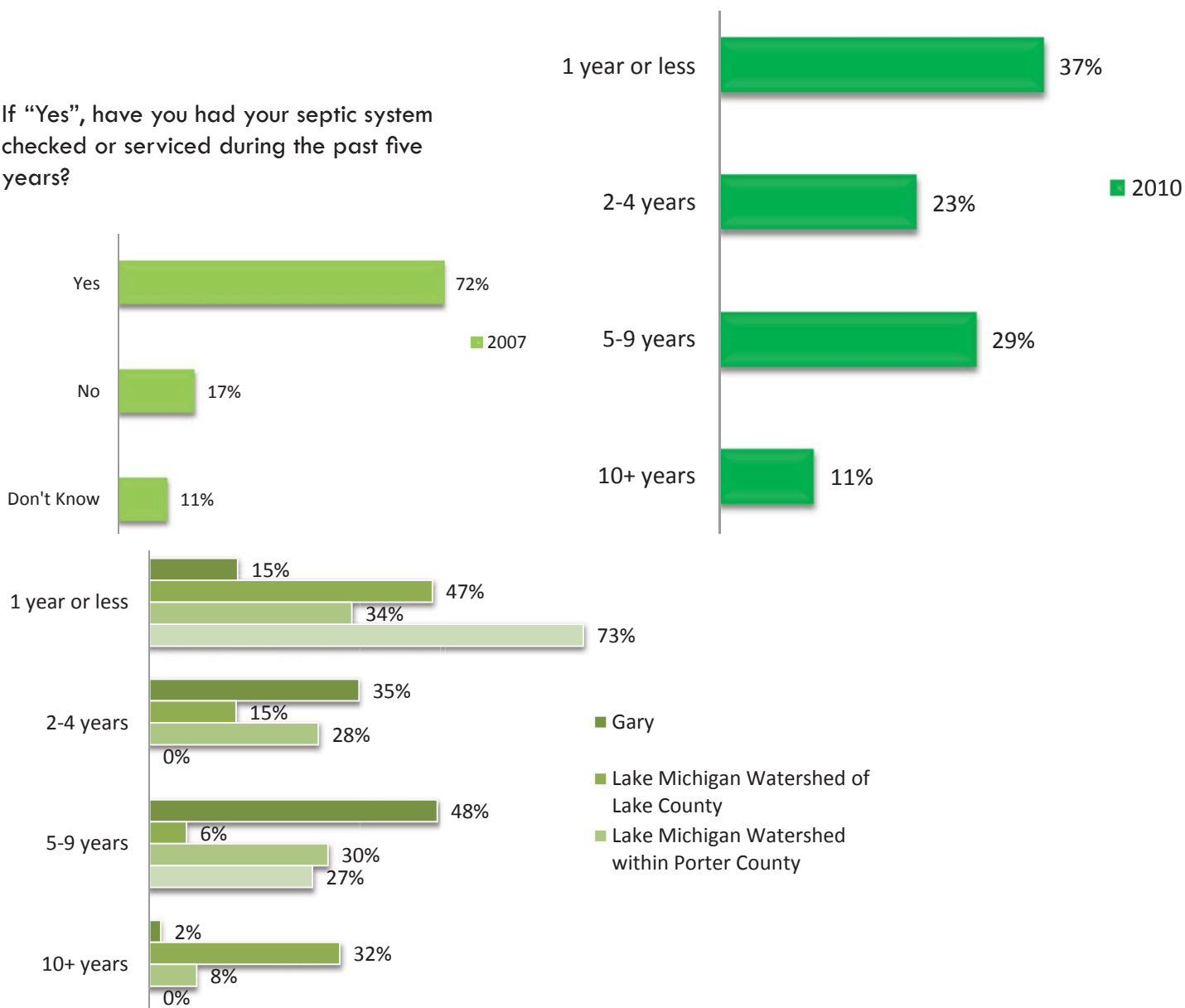
One in ten households (11%) maintain they have a septic tank – this compares to 22% of residents who said they had one in 2007.



How many years do you go before you have your septic tank serviced?*

Three in four households with septic tanks (72%) had their septic tanks serviced in the past five years.

If "Yes", have you had your septic system checked or serviced during the past five years?



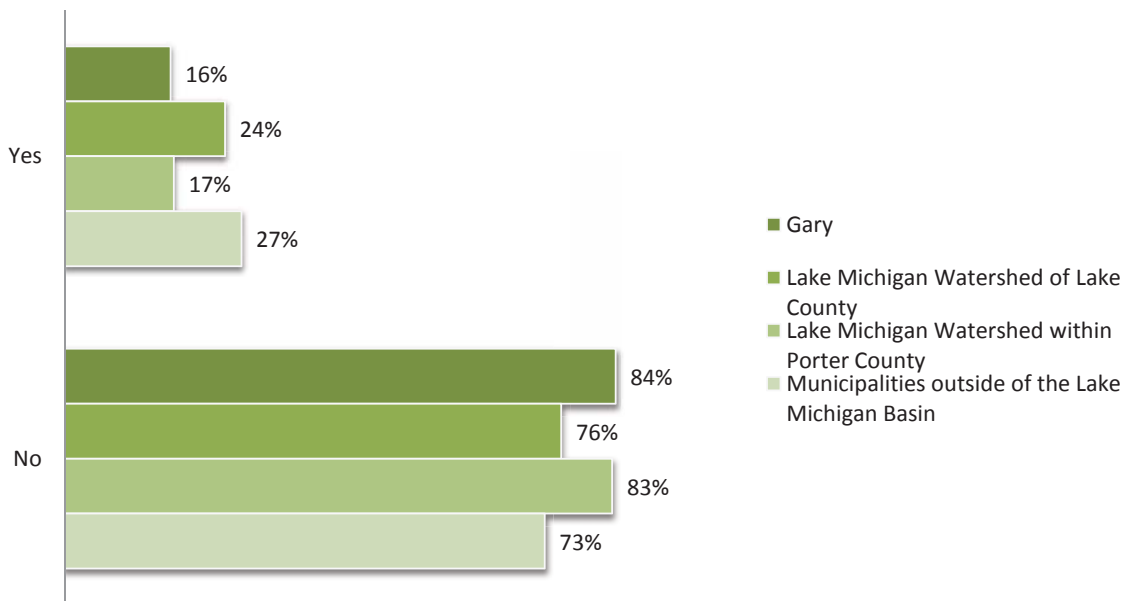
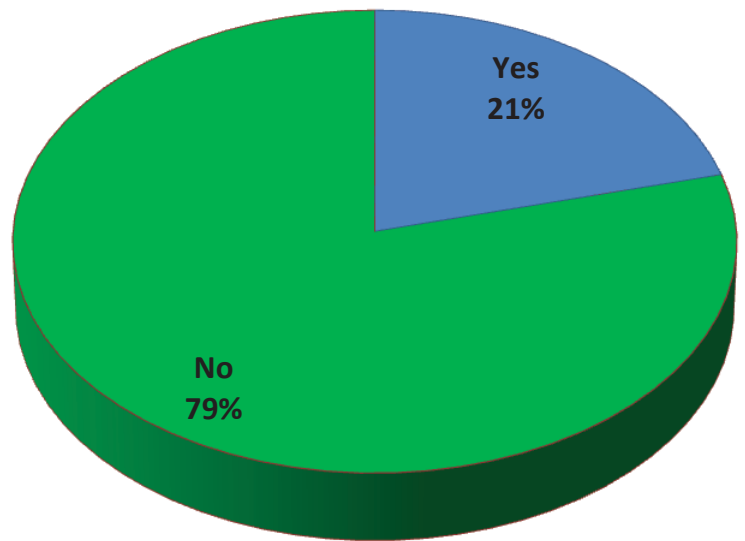
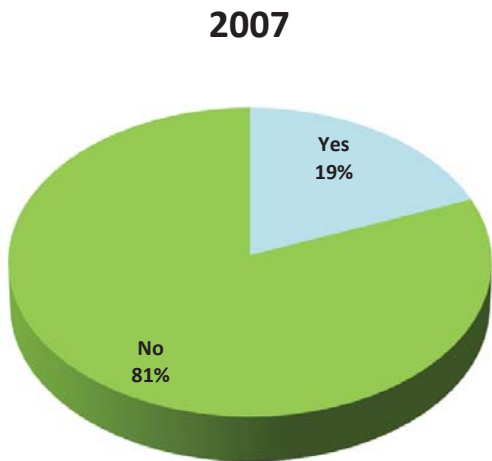
*By percentage of respondents who have a septic tank

In the past 3 months, have you or anyone in your household changed your motor oil, or transmission fluid, or radiator fluid for any of your vehicles at your home?

Someone within one in five households (21%) in the NIRPC area changed motor oil, transmission oil or some other fluid within a vehicle – this compares to 19% who did so in 2007.

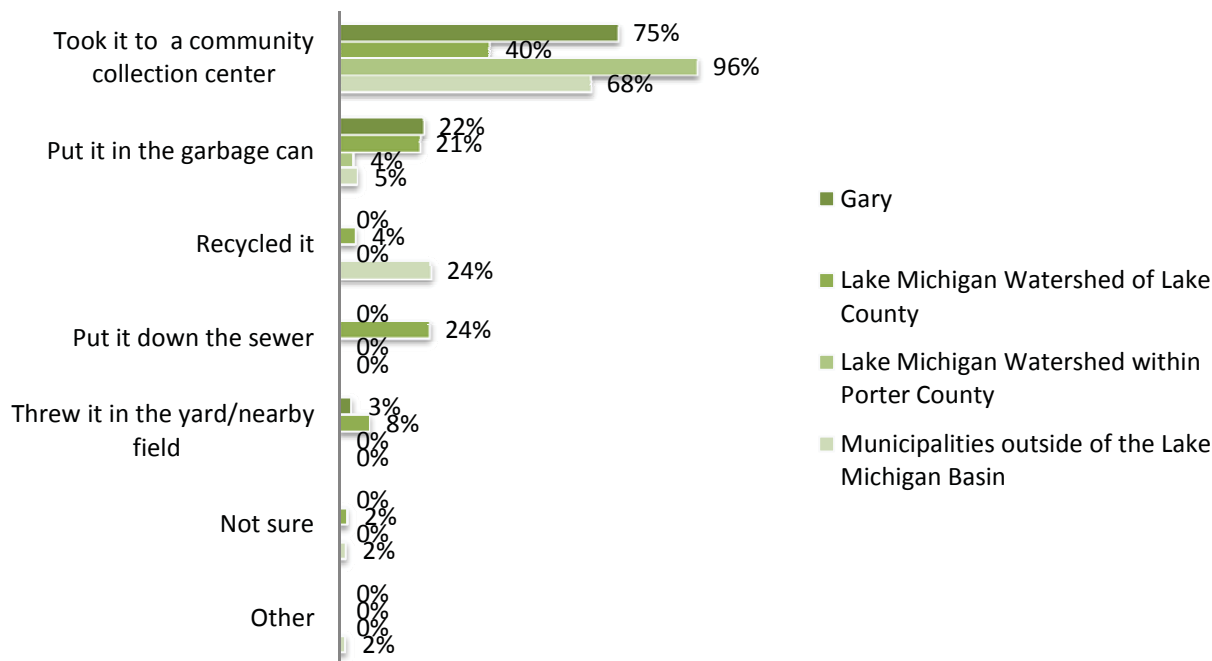
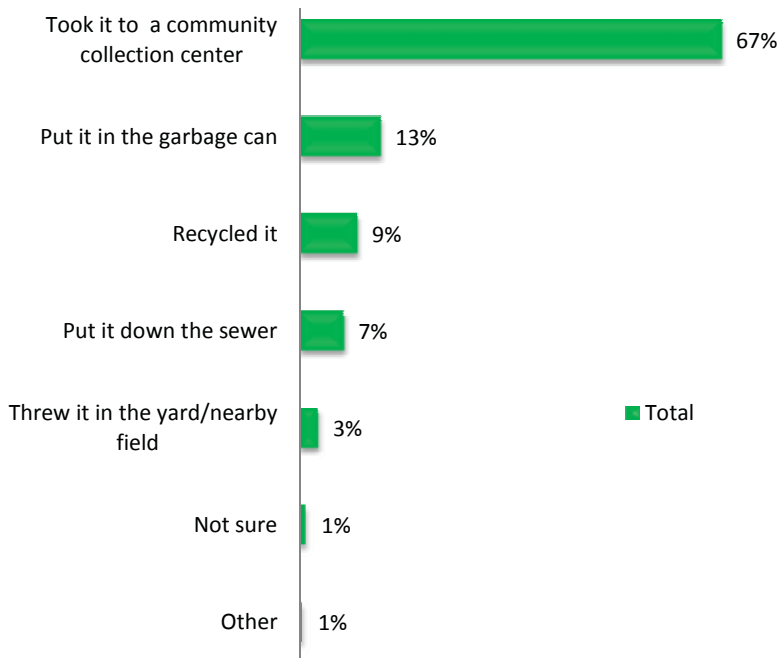
Do you or other members of your household usually change motor oil, transmission fluid, or radiator fluid for vehicles at your home?

2010



What did you do with the old oil or fluid?*

A majority of people (67%) who changed vehicle fluid took the used fluid to a community collection center, while 23% disposed of the used fluid in a manner that is damaging to the environment. Individuals living in the Lake Michigan Watershed within Porter County (96%) are most likely to take used vehicle fluids to community collection centers. One in four citizens living in the Lake Michigan Watershed of Lake County (24%) put the used vehicle fluids down the sewer.

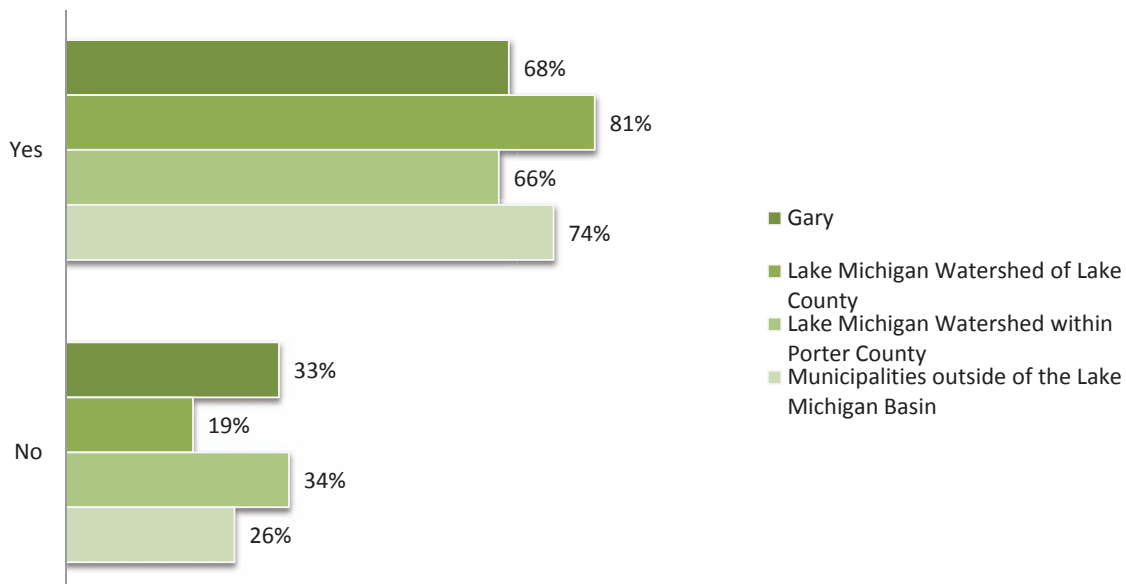
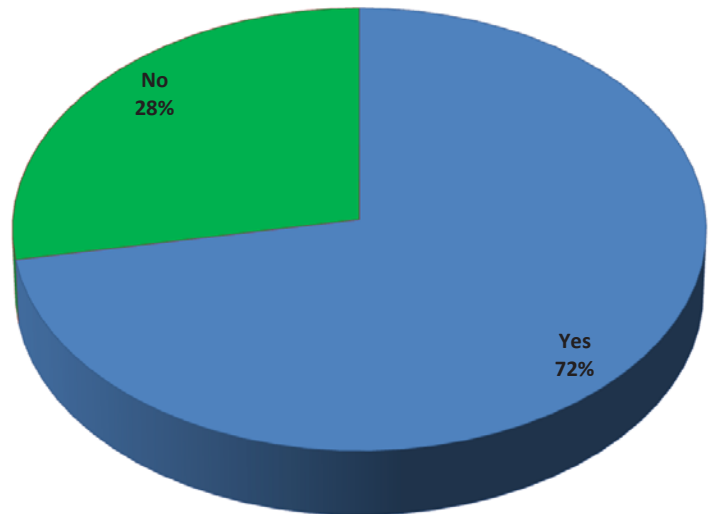


*By percentage of anyone in the household who changed the motor oil, transmission fluid, or radiator fluid

Do you or someone else in the household rake your leaves or cut your grass?

Just over seven out of ten individuals (72%) claim they or another household member rakes leaves and cut grass at their homes.

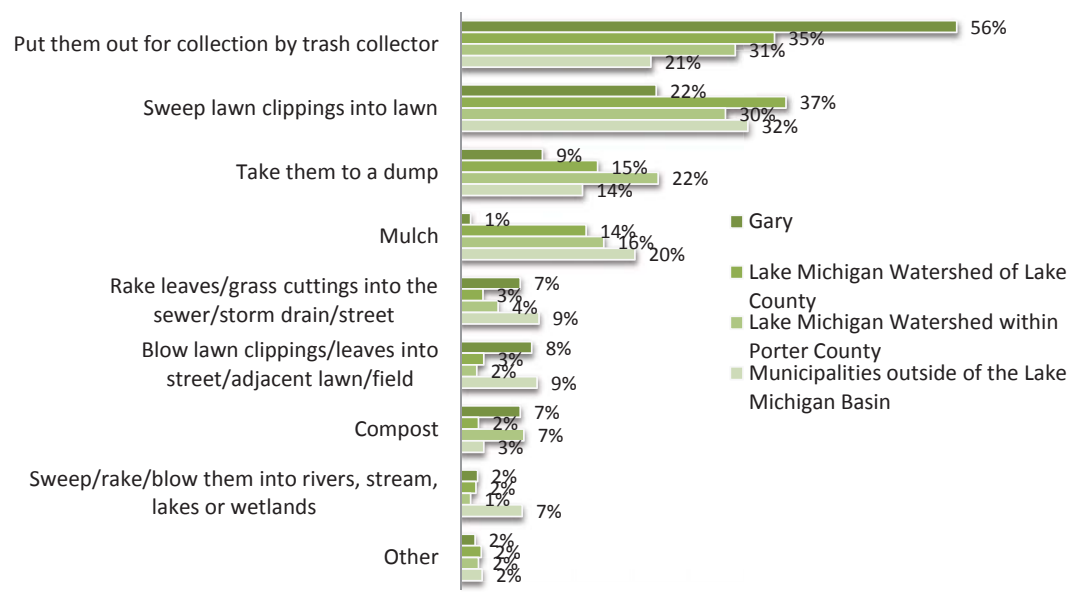
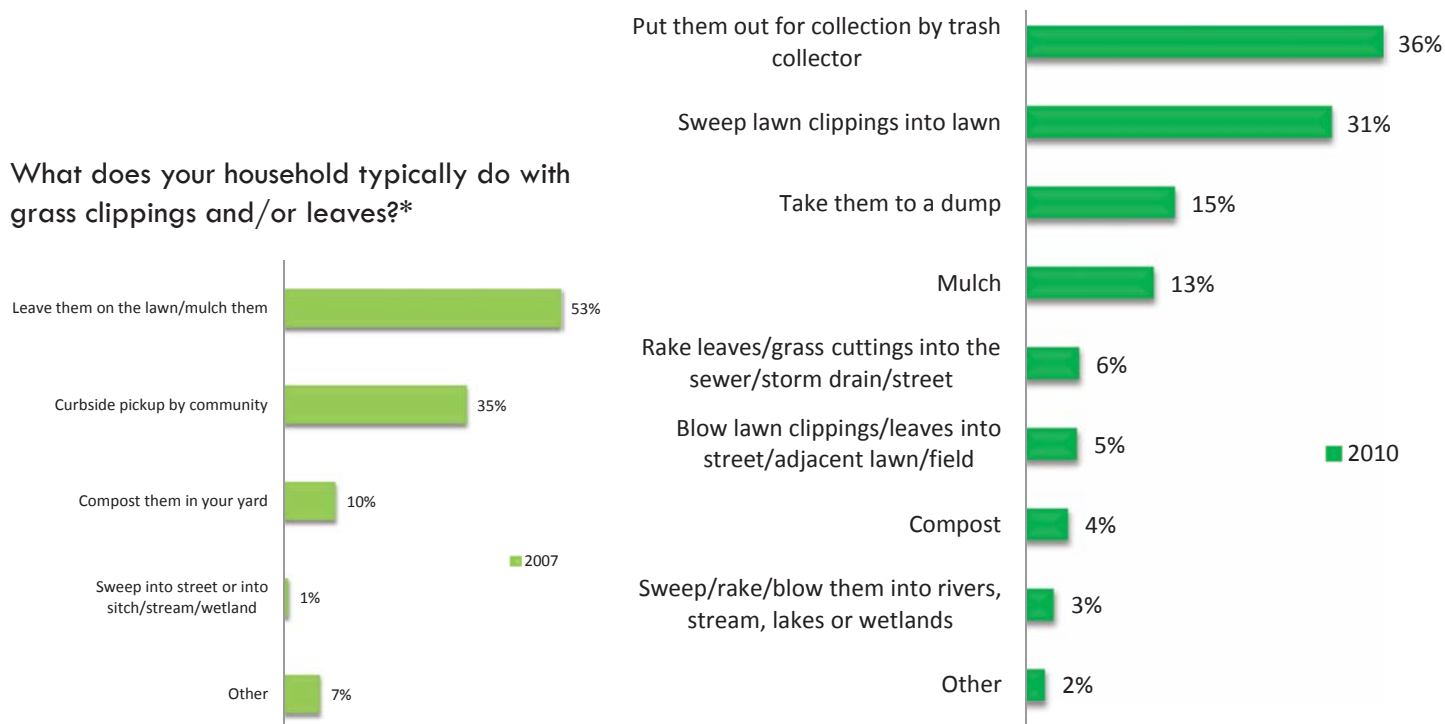
Total



What do you do with the grass cuttings and leaves?*

A plurality of individuals (36%) put leaves and grass cuttings out for collection by a trash collector, while 31% sweep them into the lawn. Fewer than one in ten households take actions that directly harm the environment: 6% rake leaves and grass cuttings into the sewer and 3% blow them into nearby water bodies. Another 5% blow them onto adjacent fields and thus transfer the issue to someone else.

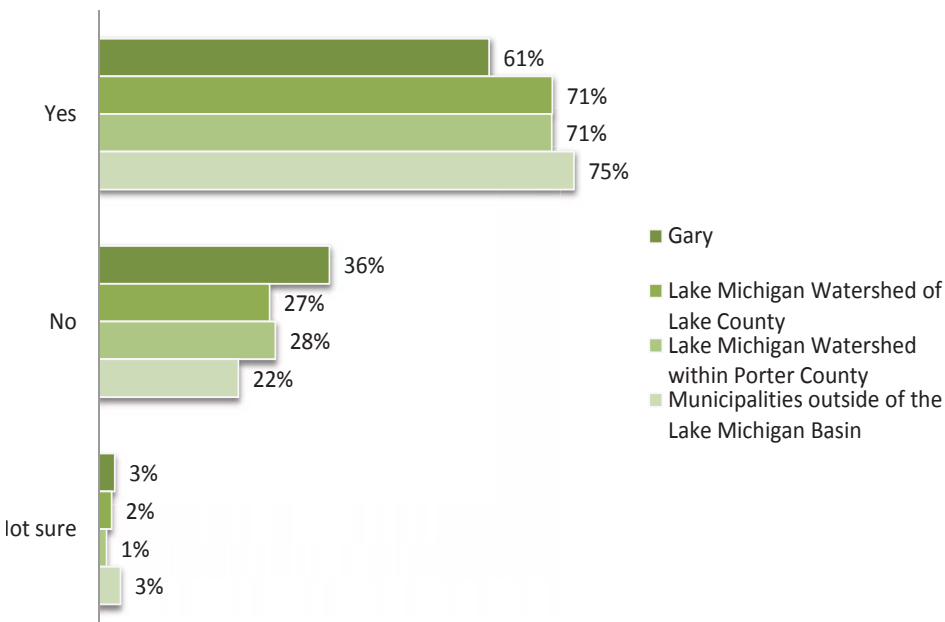
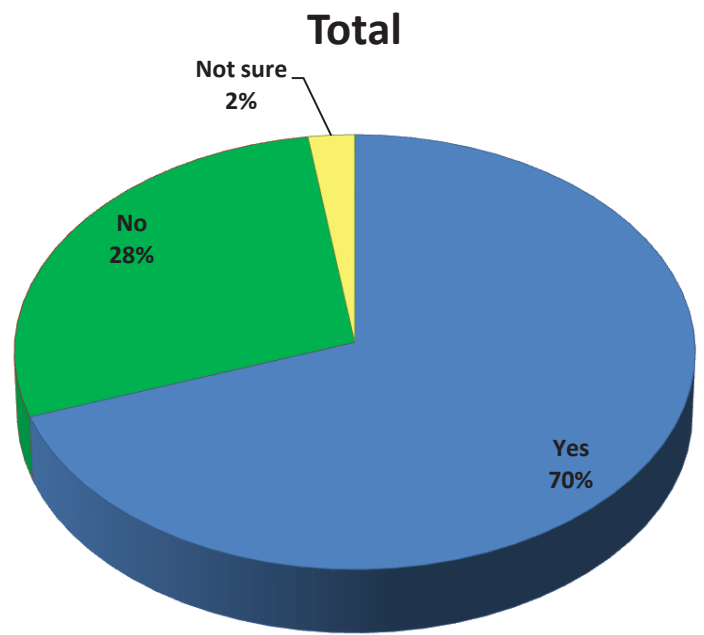
What does your household typically do with grass clippings and/or leaves?*



*By percentage of someone in the household who rakes the leaves or cuts the grass (multiple responses permitted)

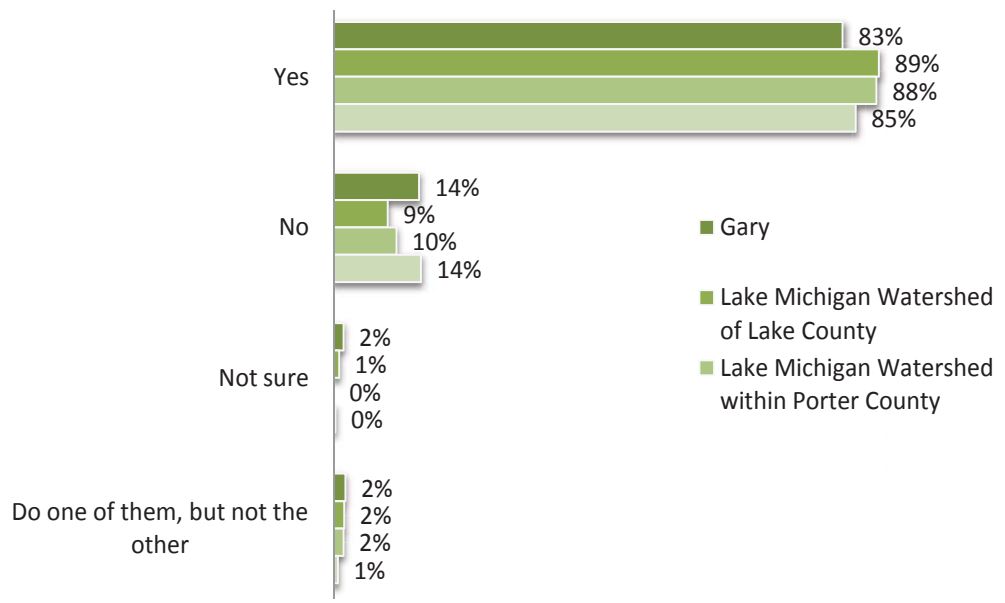
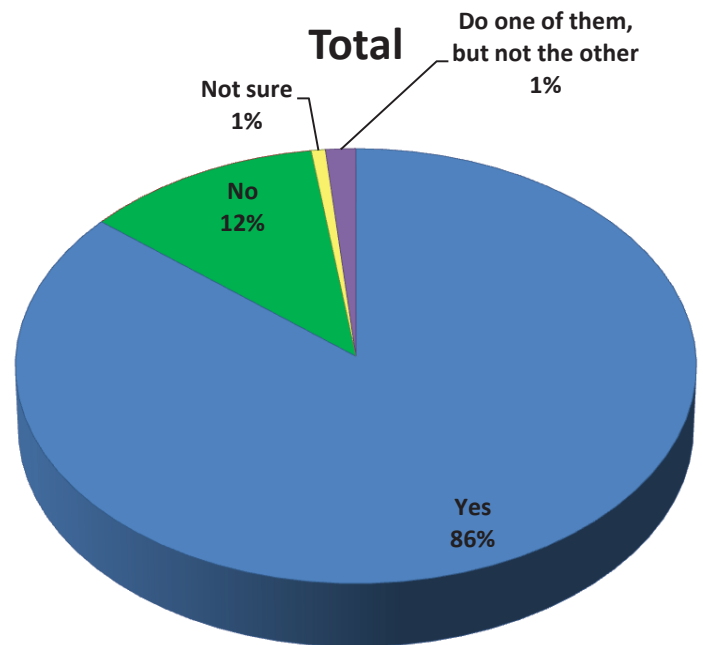
Do you consciously try to reduce the length of your showers to conserve water?

Seven in ten individuals (70%) claim they consciously attempt to reduce the length of their showers to conserve water. This behavior is more prevalent among residents living in municipalities outside of the Lake Michigan Basin (75%).



Do you consciously not wash clothes or dishes until there is a full load so you can conserve water?

Nearly nine out of ten households (86%) in the study area say they consciously do not wash clothes or dishes until there are full loads in an effort to conserve water.





WHAT WILL MOTIVATE RESIDENTS TO TAKE PROPER ACTIONS FOR PRESERVING AND PROTECTING WATER RESOURCES?

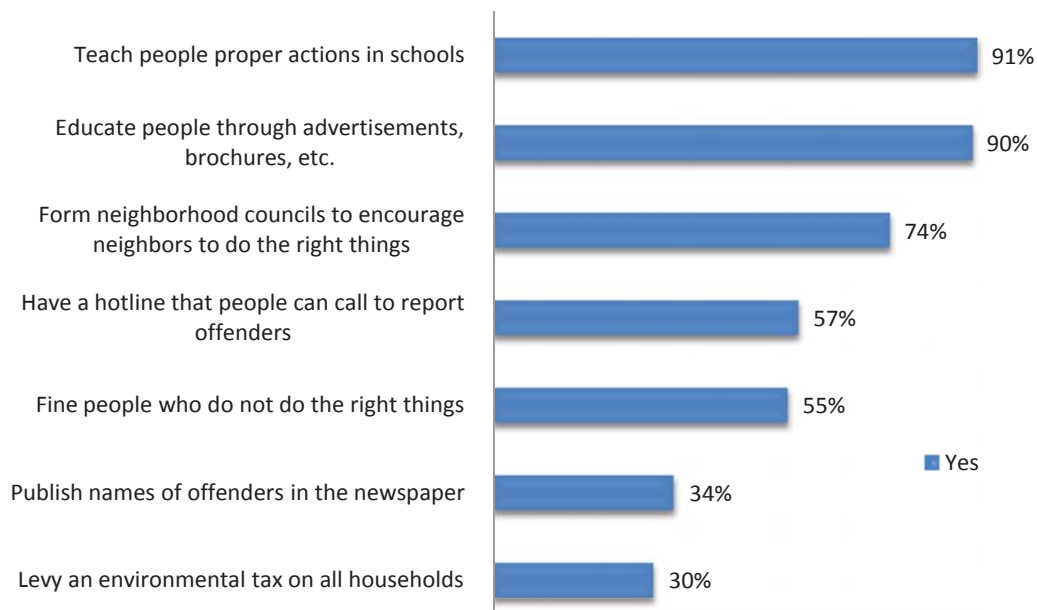
What are good ways to motivate people to use less water, fertilize properly, scoop up their dog's waste immediately and do other things to help conserve water and maintain clean rivers, lakes, and streams?

Individuals were given a series of actions that could be taken to motivate others to take environmentally friendly actions such as fertilizing properly, scooping up their dog's waste, using less water, etc. The top two actions involve education and are:

- Teach people proper actions in schools
- Educate people through advertisements, brochures, etc.

Nine out of ten people think the above two alternatives will best motivate people to be more environmentally friendly in their day-to-day actions.

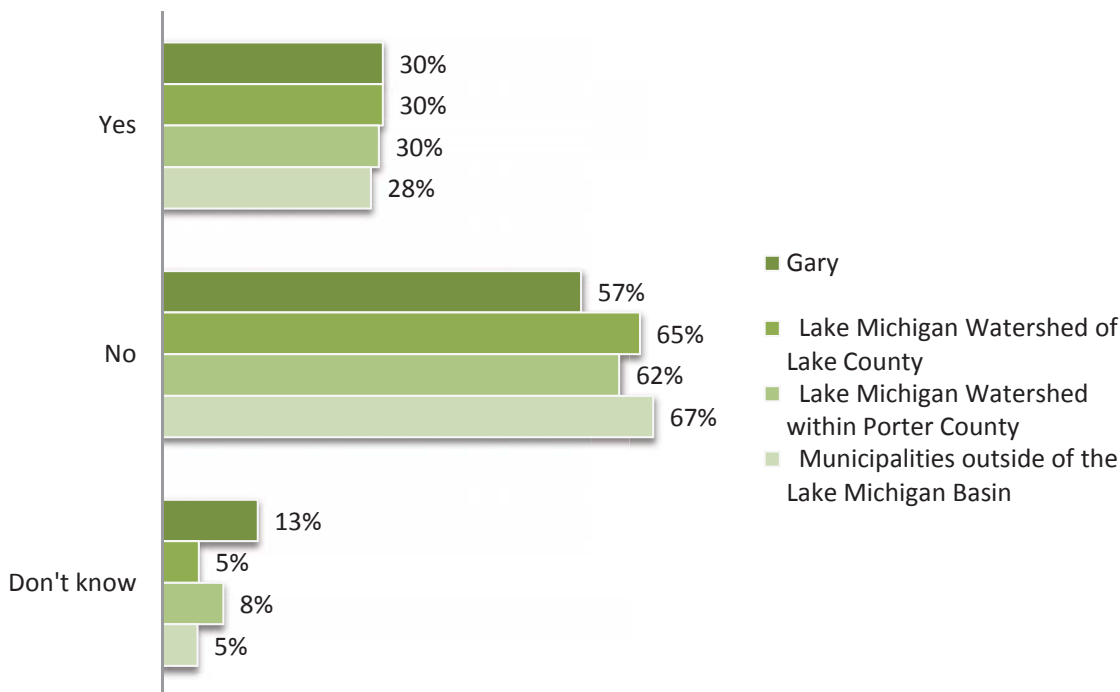
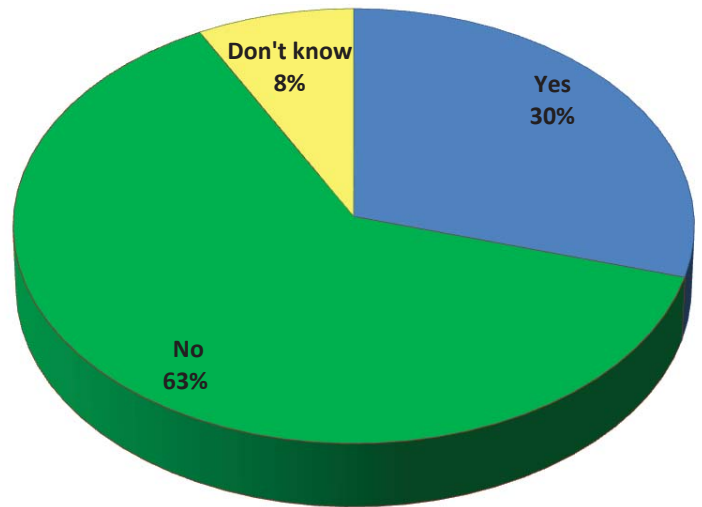
Three out of four individuals (74%) think forming neighborhood councils is the best approach to encourage environmentally appropriate behavior, while just over half of the residents of the NIRPC area think a hotline to report violators (57%) or fines for violators (55%) is the best approach. Comparatively few people maintain that more punitive actions such as publishing offenders' names in newspapers or levying environmental taxes on all households are the best approaches for motivating people to do the right things.



Levy an environmental tax on all households is a good way to motivate people to use less water, fertilize properly, scoop up their dog's waste immediately and do other things to help conserve water and maintain clean rivers, lakes, and streams.

Three in ten individuals believe levying fines on offending households is the best way to ensure that people take environmentally appropriate actions. Responses vary little across geographic segments.

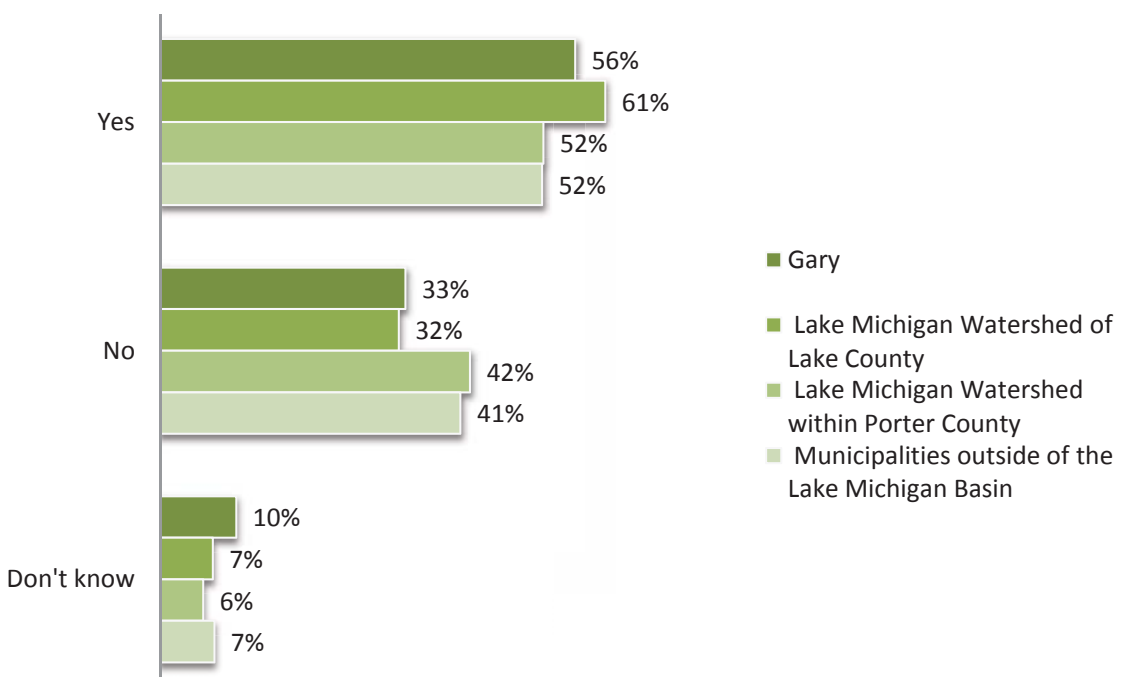
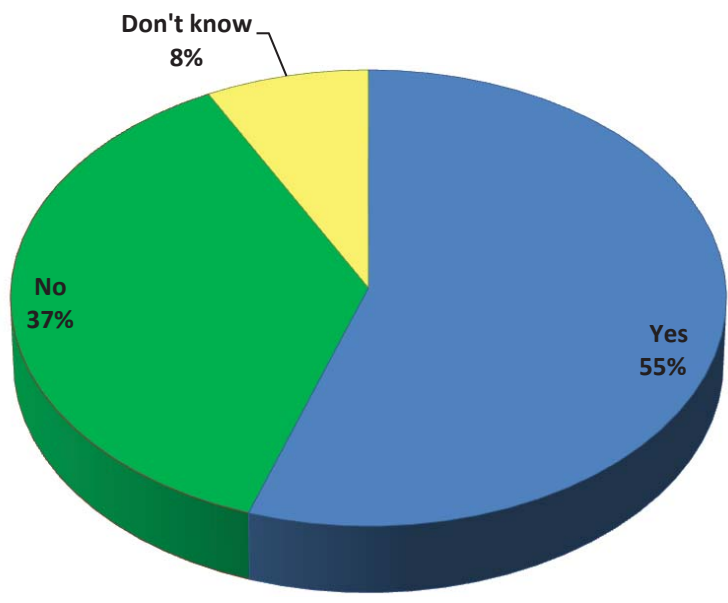
Total



Fine people who do not do the right things is a good way to motivate people to use less water, fertilize properly, scoop up their dog's waste immediately and do other things to help conserve water and maintain clean rivers, lakes, and streams.

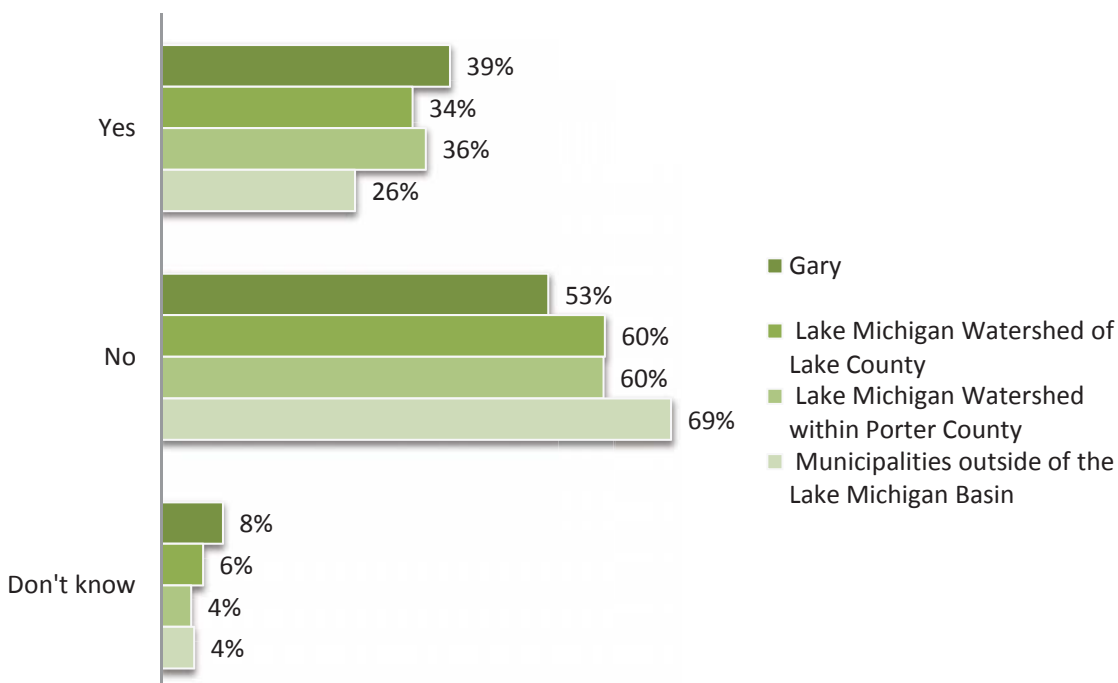
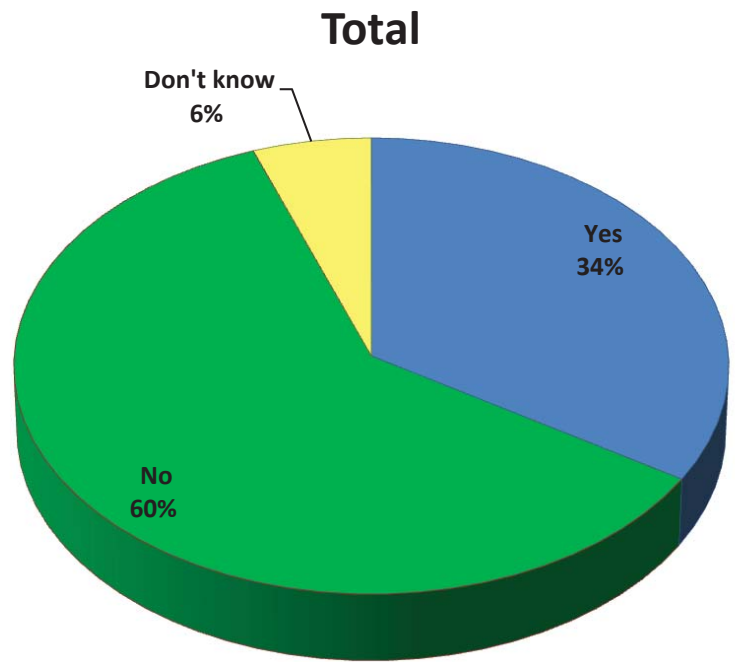
Just over half of residents in the NIRPC study area (55%) think fining people is the best way to motivate them to take environmentally friendly actions. Residents living in the Lake Michigan Watershed of Lake County (61%) are more likely to believe in this approach.

Total



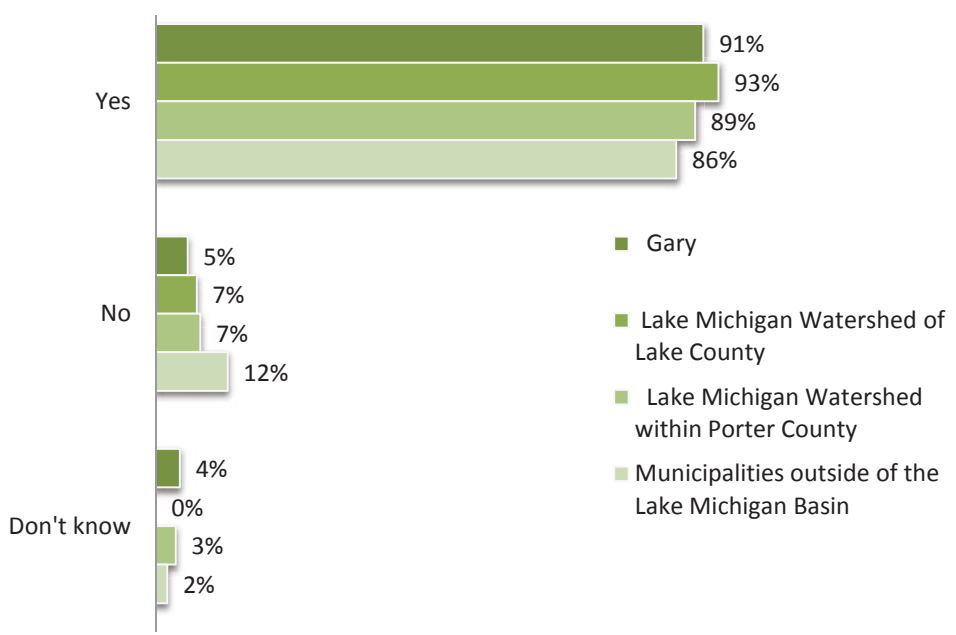
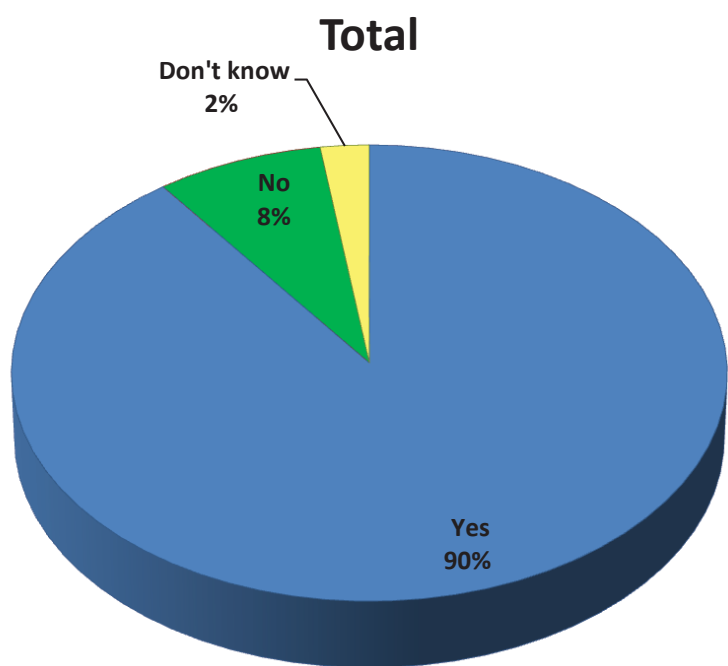
Publishing names of offenders in the newspaper is a good way to motivate people to use less water, fertilize properly, scoop up their dog’s waste immediately and do other things to help conserve water and maintain clean rivers, lakes, and streams.

One in three individuals (34%) thinks publishing names of offenders is the best way to motivate people to fertilize properly, scoop up their dog’s waste, and take other environmentally appropriate actions. Residents of Gary (39%) are more likely to share this opinion.



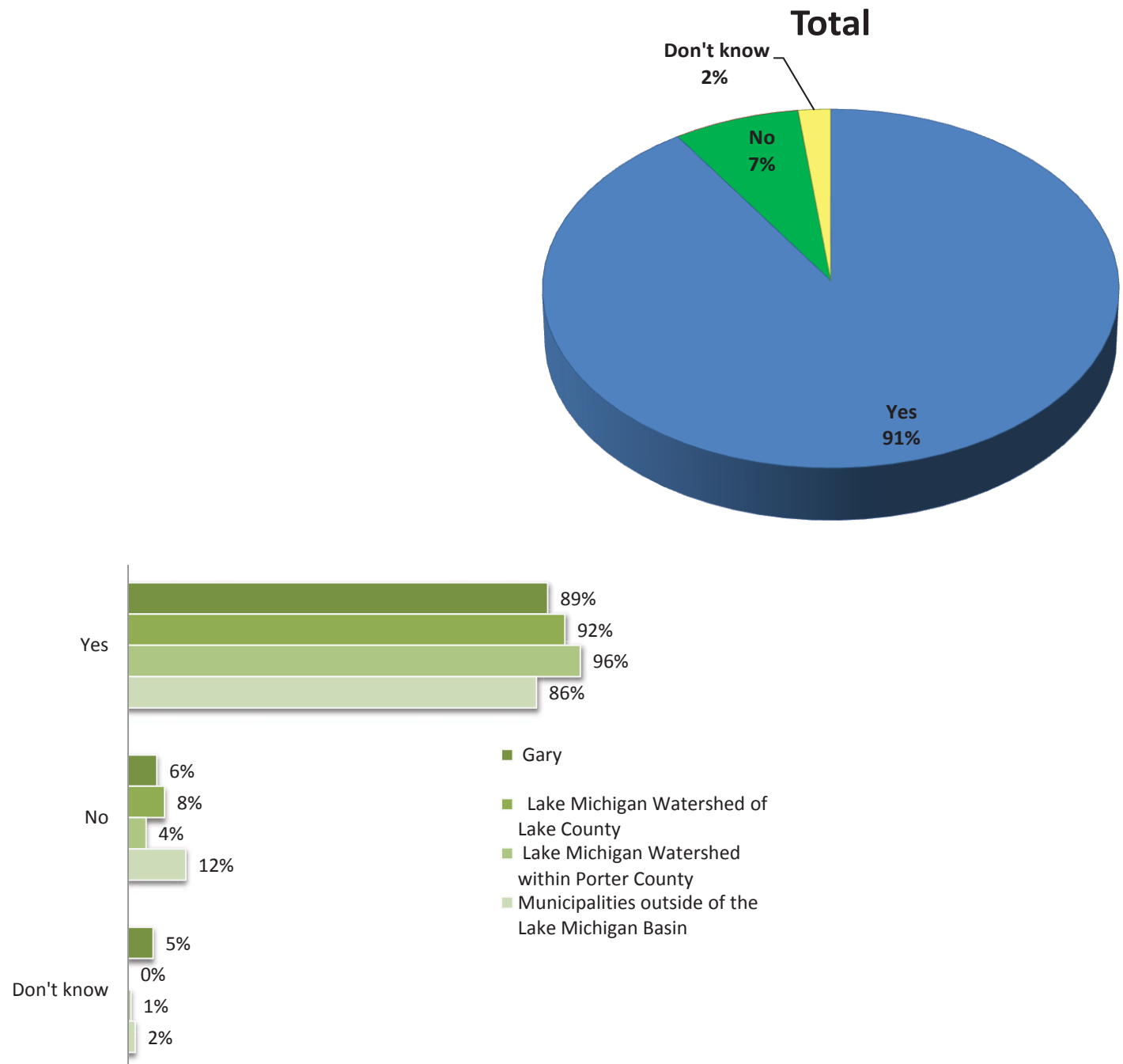
Educating people through advertisements, brochures, etc. is a good way to motivate people to use less water, fertilize properly, scoop up their dog's waste immediately and do other things to help conserve water and maintain clean rivers, lakes, and streams.

Nine out ten individuals maintain that education through advertisements and brochures is the best way to ensure that people take environmentally friendly actions. People living in the Lake Michigan Watershed of Lake County (93%) are more likely to feel this way.



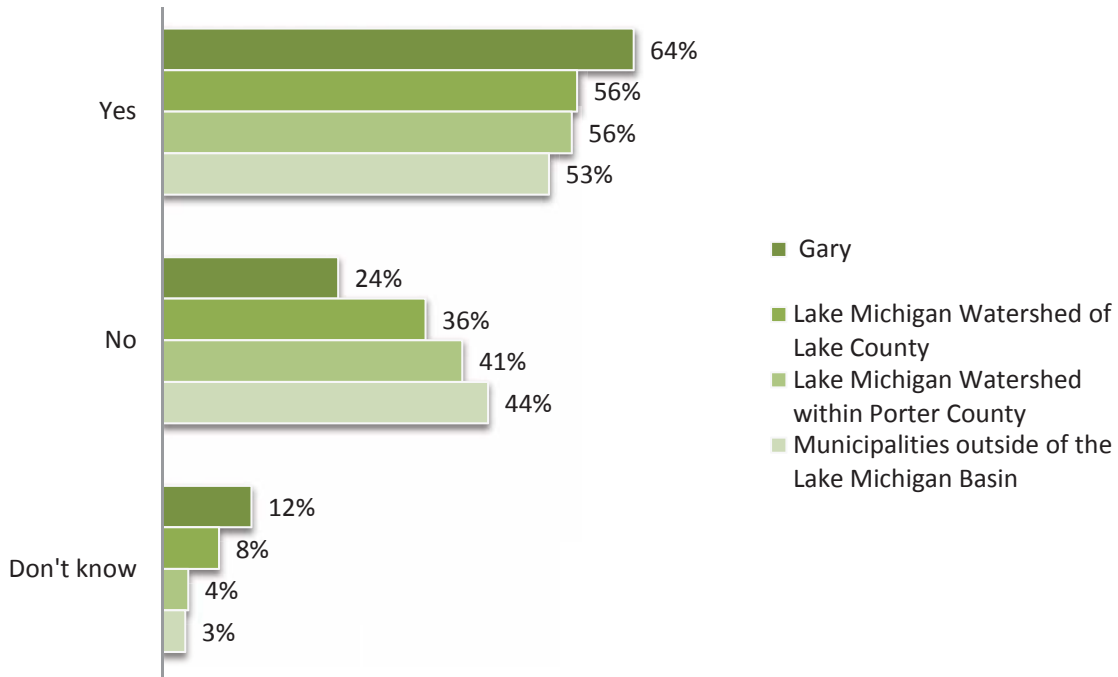
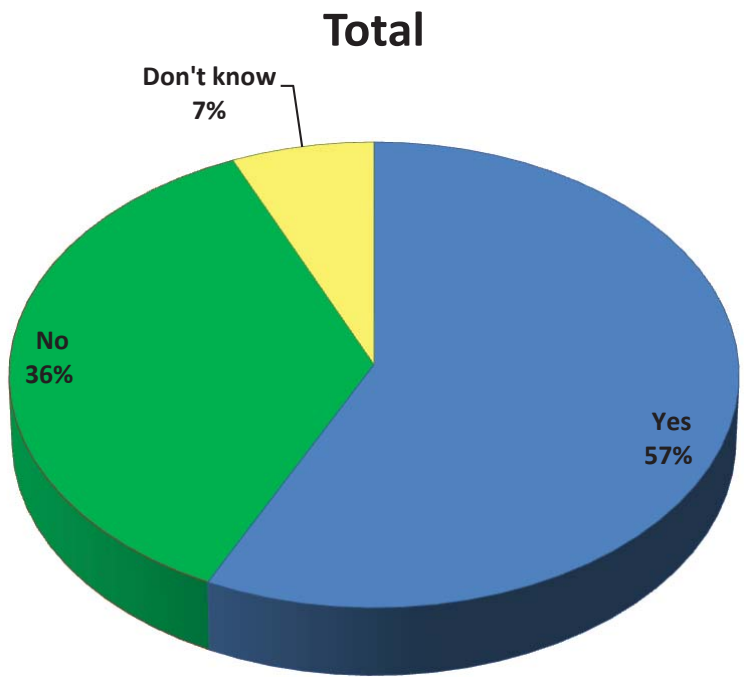
Teaching people proper actions in schools is a good way to motivate people to use less water, fertilize properly, scoop up their dog's waste immediately and do other things to help conserve water and maintain clean rivers, lakes, and streams.

Teaching people proper environmental actions in school is the most preferred method for motivating people as 91% of residents in the study area think this approach will be most successful. Residents living in the Lake Michigan Watershed within Porter County (96%) are more likely to think that teaching within schools is the best approach.



Having a hotline that people can call to report offenders' is a good way to motivate people to use less water, fertilize properly, scoop up their dog's waste immediately and do other things to help conserve water and maintain clean rivers, lakes, and streams.

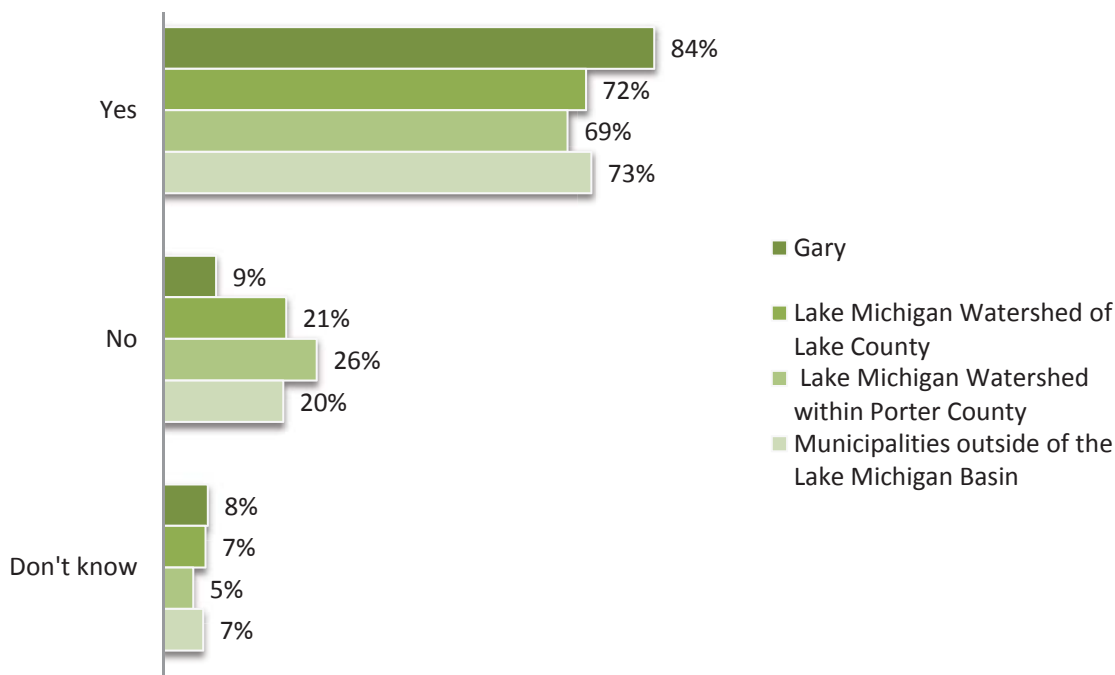
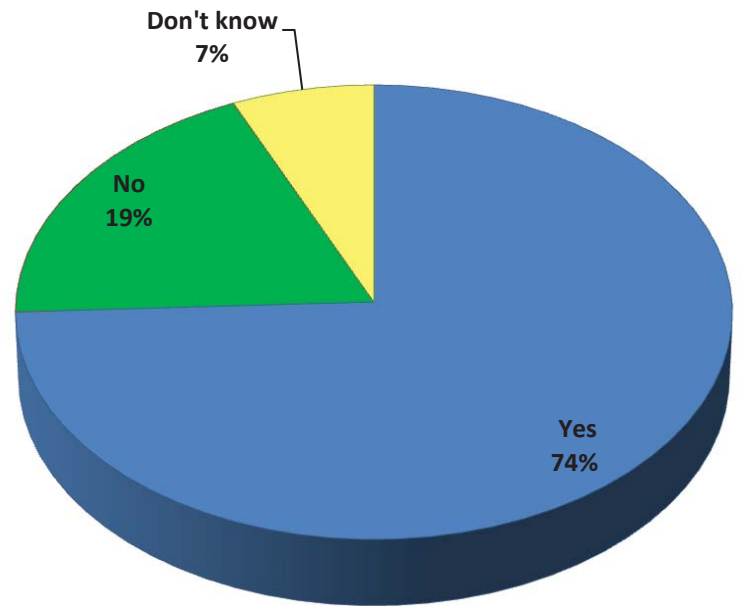
Nearly three in five households (57%) agree that having a hotline for reporting offenders is a good approach to ensuring environmentally friendly actions. Residents living in Gary (64%) are more likely to believe in this technique.



Forming neighborhood councils to encourage neighbors to do the right things is a good way to motivate people to use less water, fertilize properly, scoop up their dog's waste immediately and do other things to help conserve water and maintain clean rivers, lakes, and streams.

Three in four individuals in the NIRPC area (74%) maintain that forming neighborhood councils will motivate people to take environmentally appropriate actions. Residents of Gary (84%) are more likely to believe in this approach.

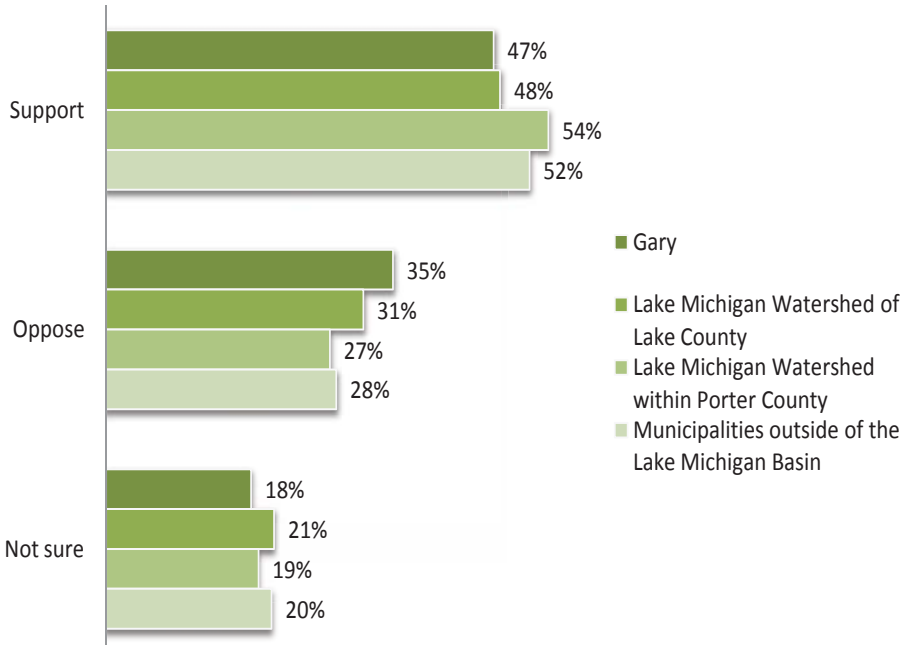
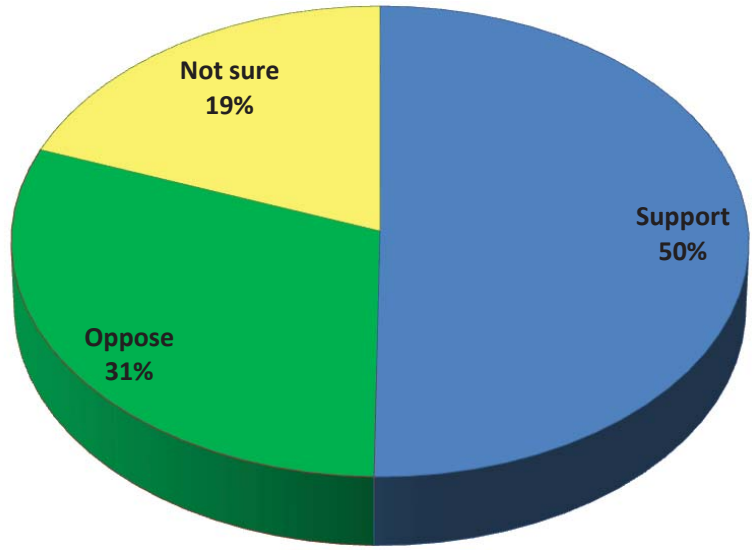
Total



Would you support or oppose stricter development ordinances to protect and conserve water if house prices and prices of goods and services go up because of the ordinances?

Exactly half of the residents in the NIRPC area (50%) say they support stricter development ordinances to protect water quality and preserve water even if they result in higher prices of houses and goods and services. Residents living in the Lake Michigan Watershed within Porter County (54%) are more likely to support stricter development ordinances. However, 31% of residents oppose stricter ordinances, especially residents of Gary.

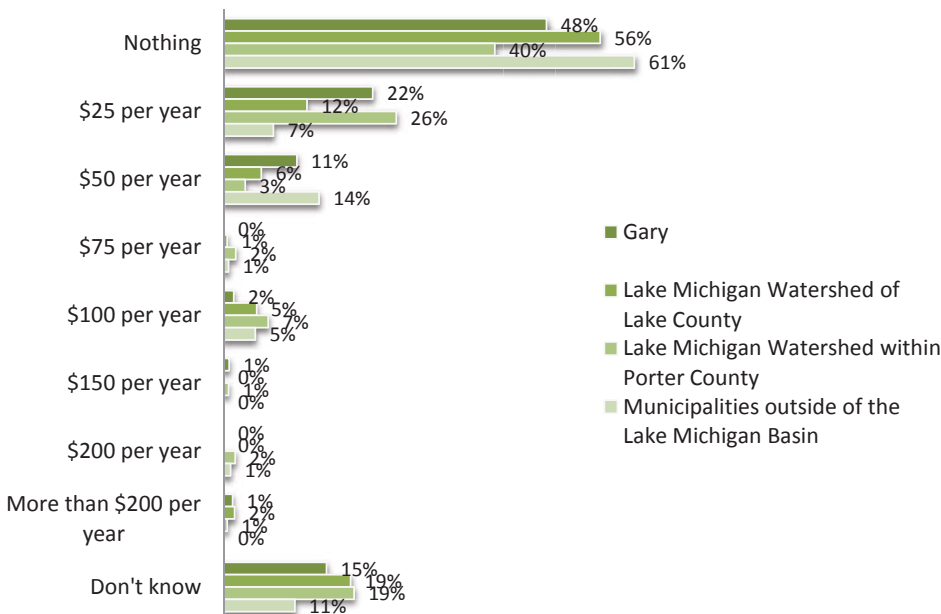
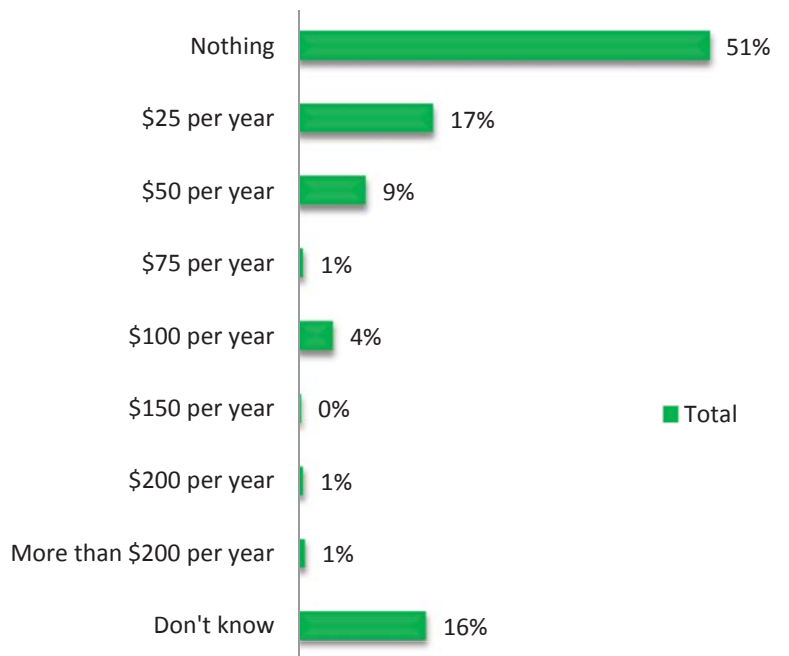
Total



How much are you willing to pay a year in additional utility fees to fund stormwater and sewer improvements that will help protect rivers and streams?

Half of individuals (51%) say they will pay no more in utility fees to fund storm water and sewer improvements that are designed to protect rivers and streams. One in three residents is willing to pay between \$25 and over \$200 per year in additional utility fees to help fund storm water and sewer improvements. Residents living in municipalities outside of the Lake Michigan Basin (61%) are less willing to pay anything.

The average amount each person is willing to pay is \$17.50.

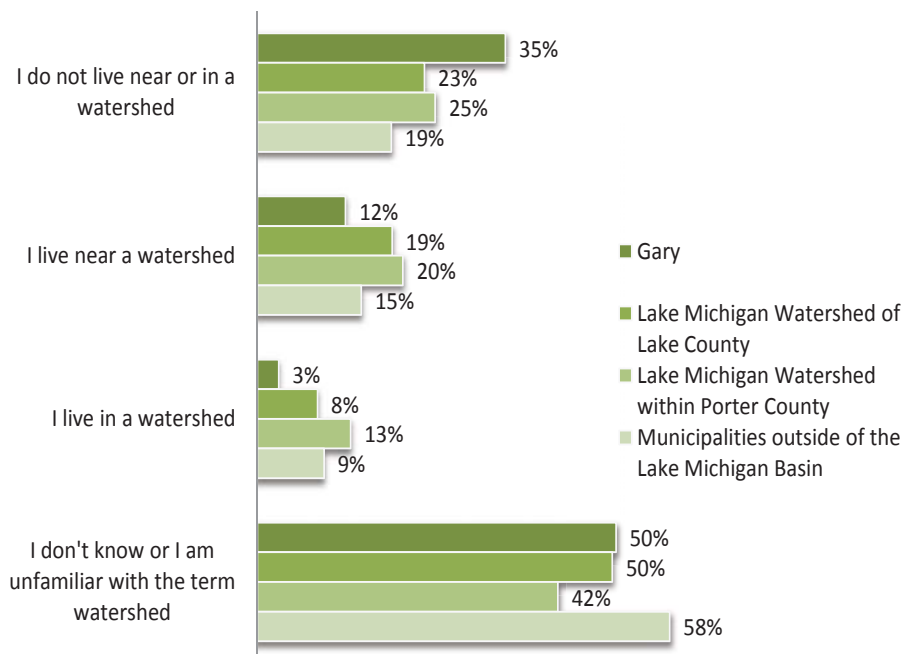
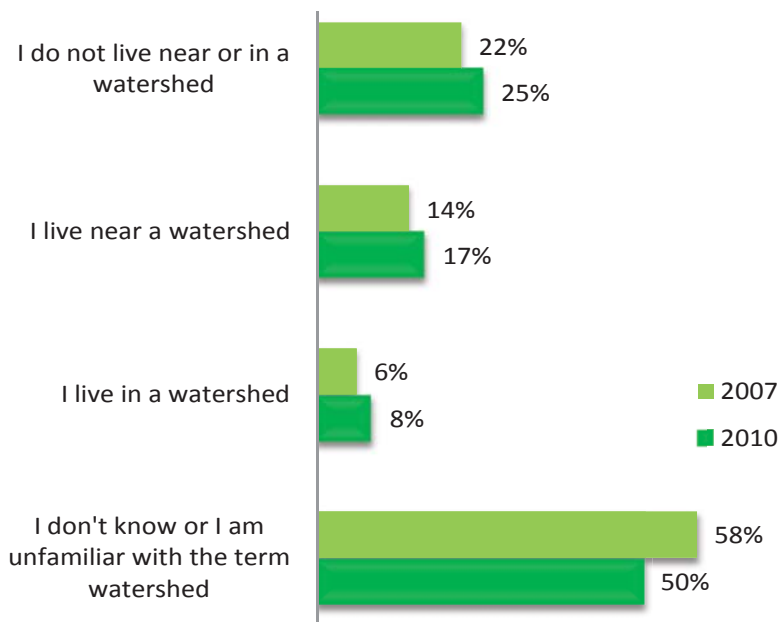




DEMOGRAPHIC PROFILE OF RESIDENTS
RESPONDING TO THIS STUDY

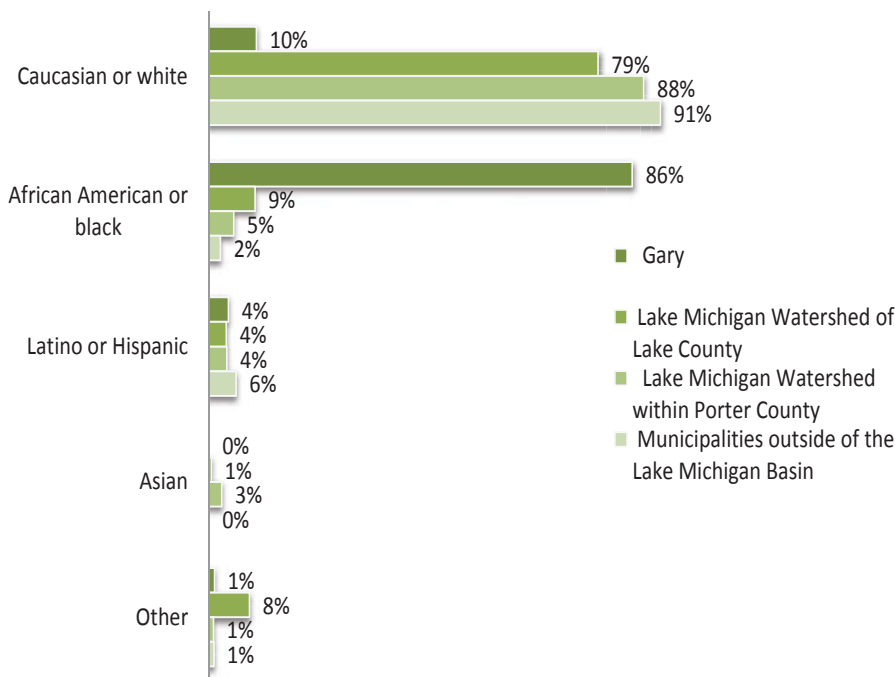
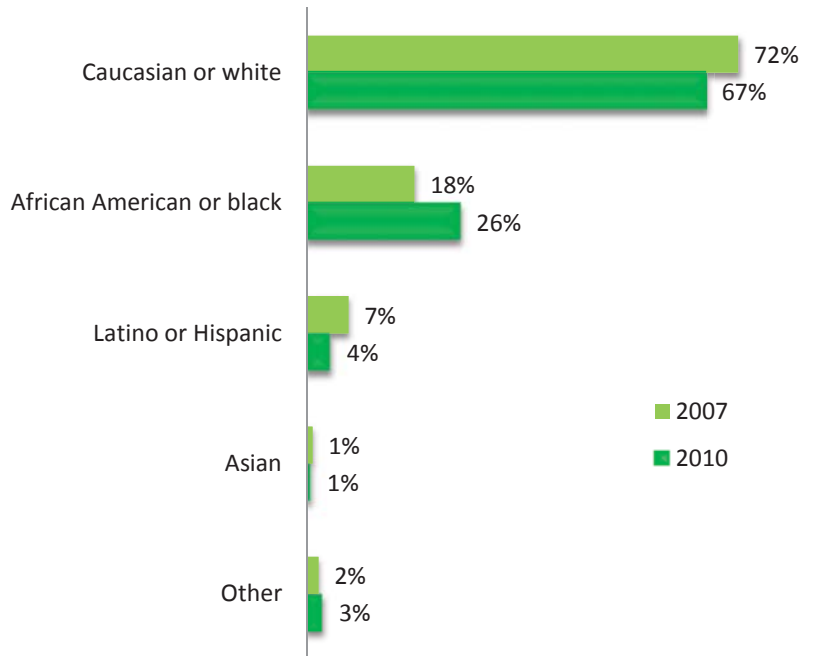
Which of the following best fits you:

Half of the individuals in the study are unfamiliar with the term “watershed” or do not know whether or not they live near or in one. One in four individuals (25%) maintains they do not live near or in a watershed, while 25% say they do live in or near one. Residents living in the Lake Michigan Watershed within Porter County (13%) are more likely to think they live in a watershed, while 33% of residents in this area think they live in or near a watershed.



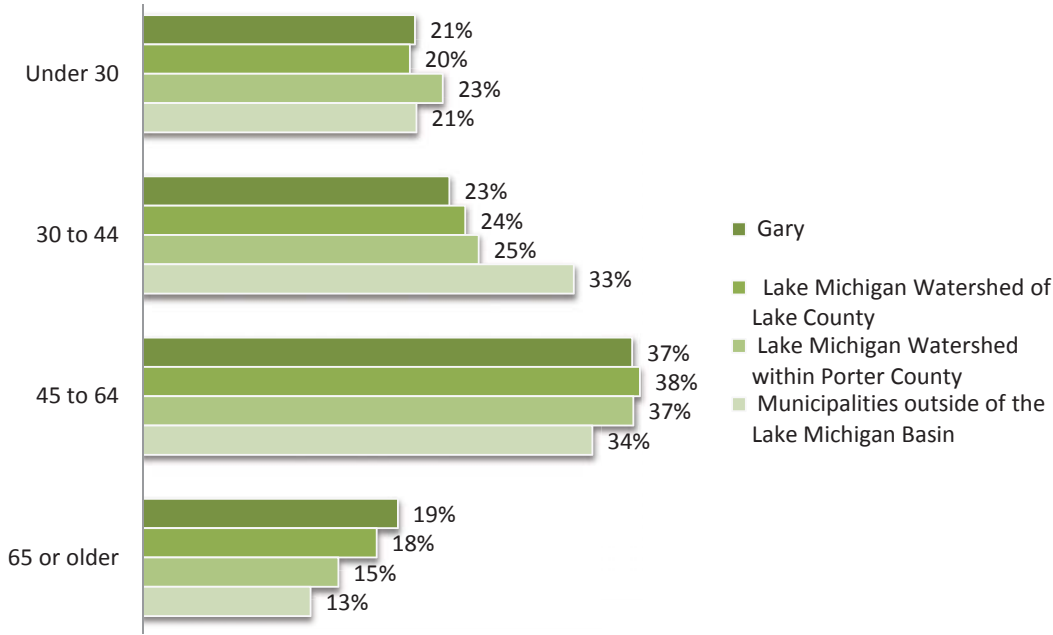
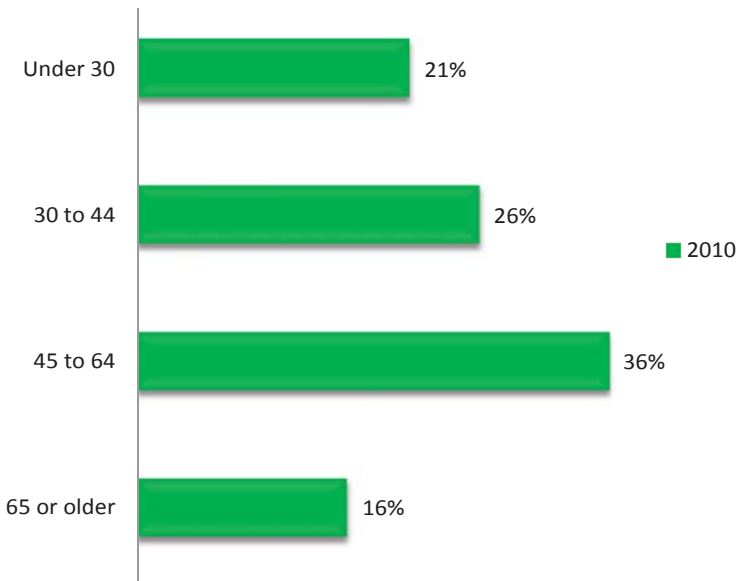
Which of the following race/ethnic descriptions best fits you:

Two in three individuals in the study are white (Caucasian), while 26% are black (African American).



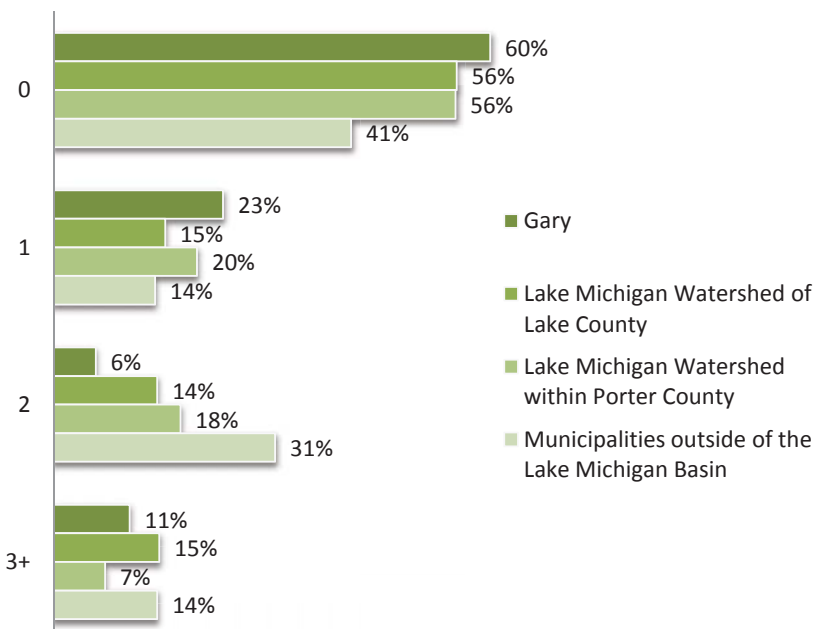
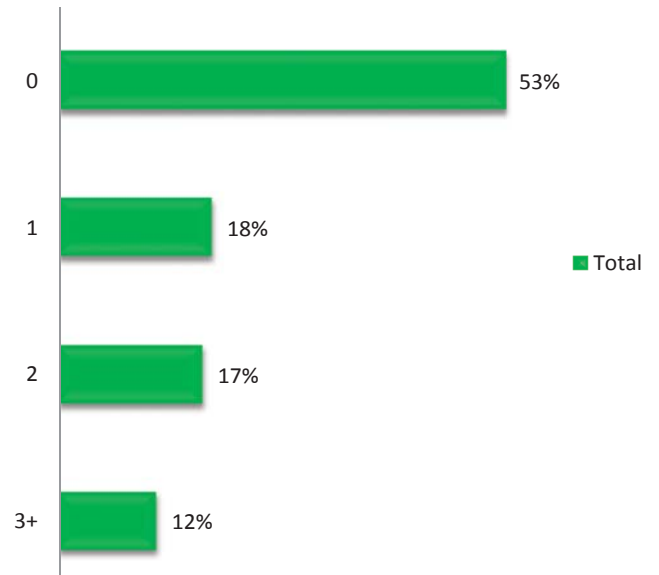
Which age category best fits you:

A plurality of residents in the study are between 45 and 64 years of age, while the estimated median age is 47.



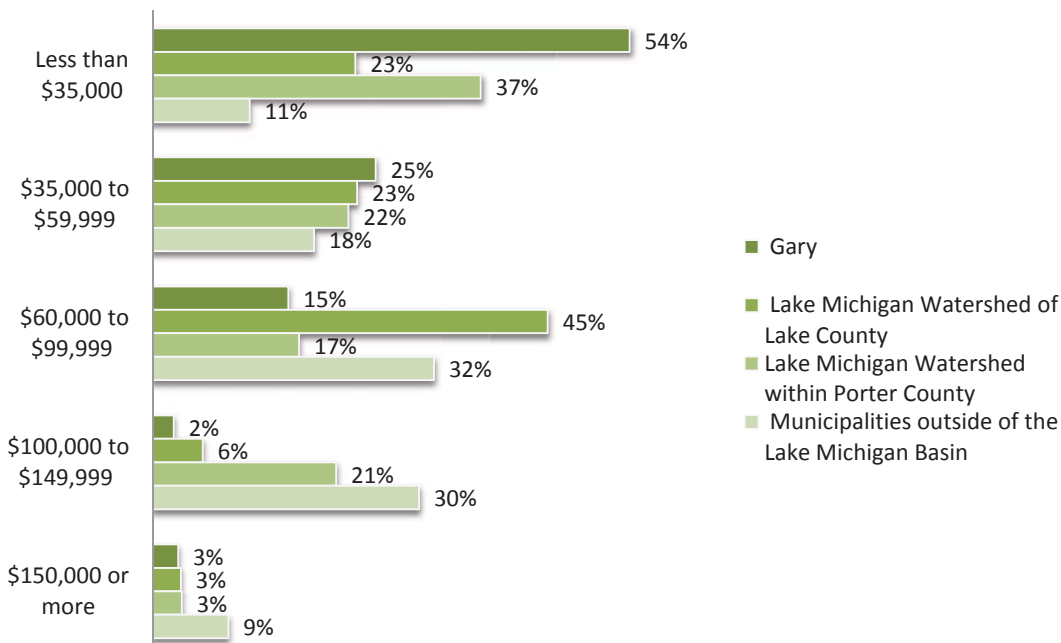
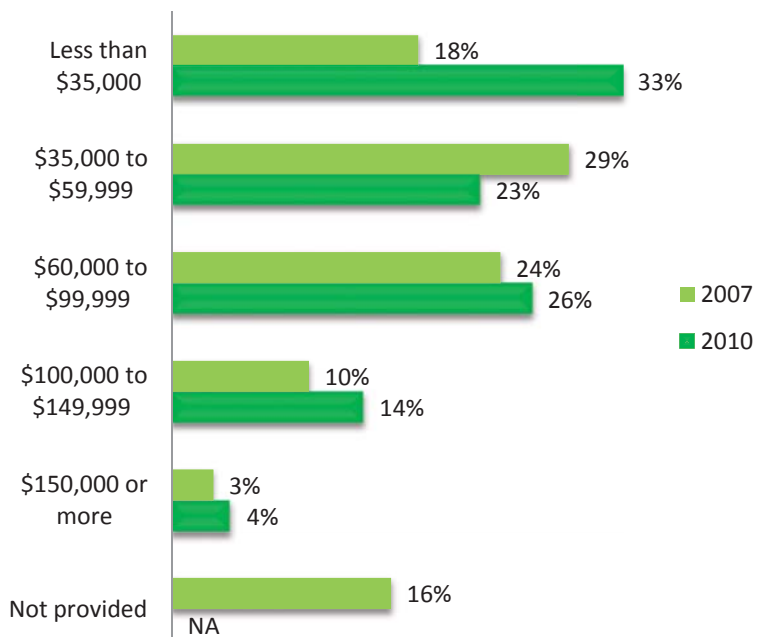
How many people in your household are 18 or younger?

Most of the households in the study (53%) have no children 18 or younger living at home. Residents living in municipalities outside of the Lake Michigan Basin (59%) are more likely to have children 18 or younger living in their households.



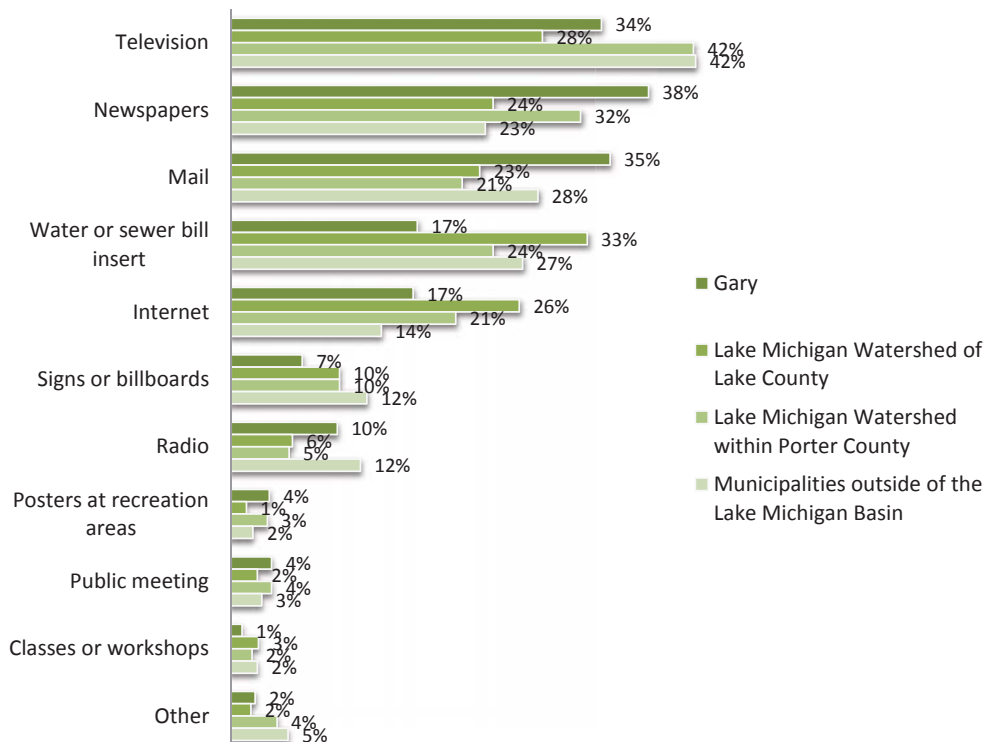
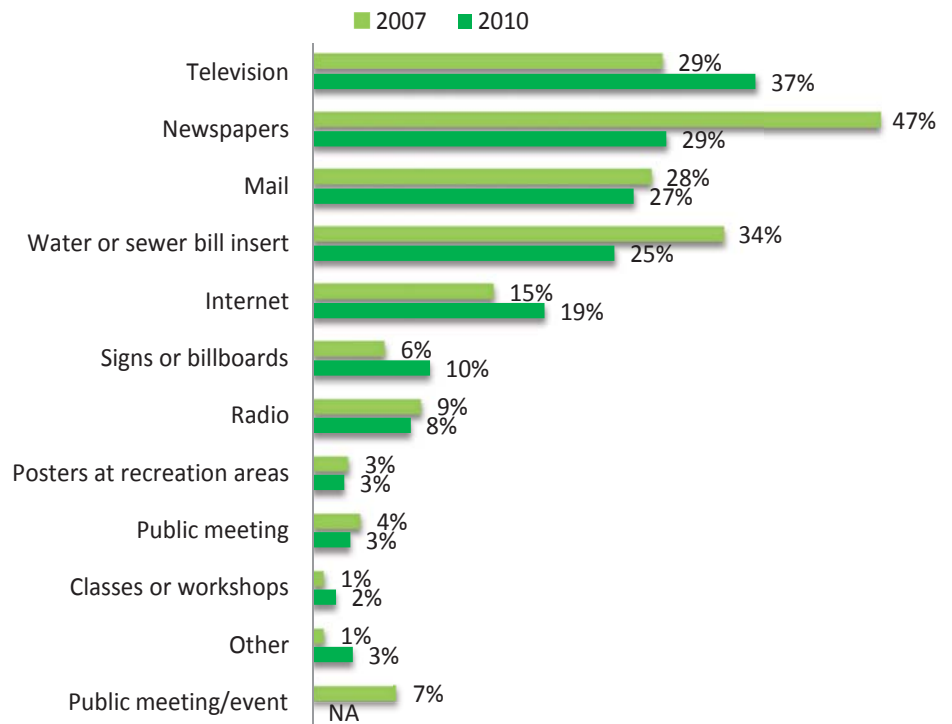
In 2009, what was your total household income from all sources?

The estimated median household income for people in the study is \$53,400.



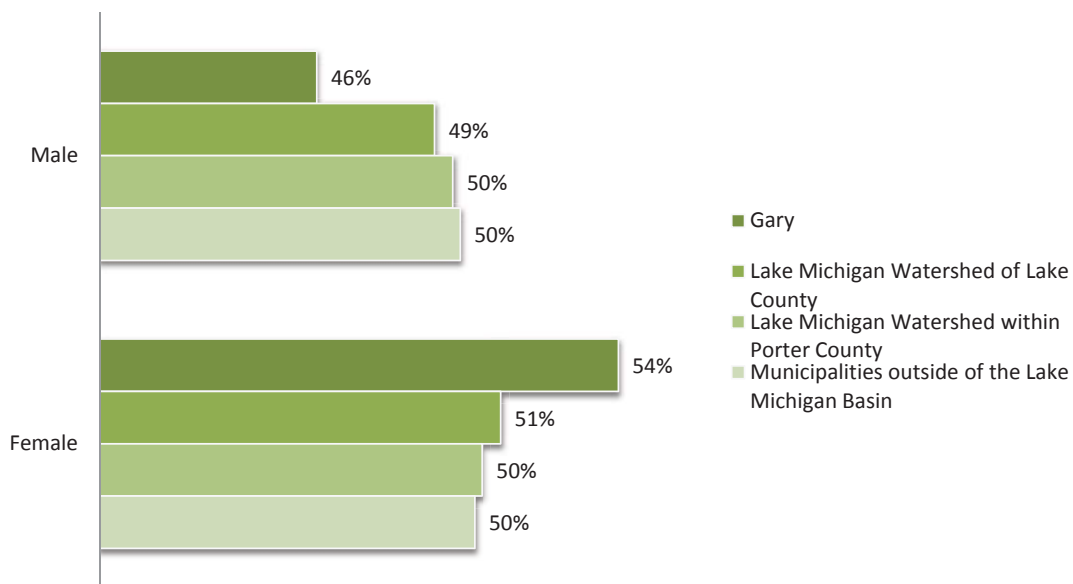
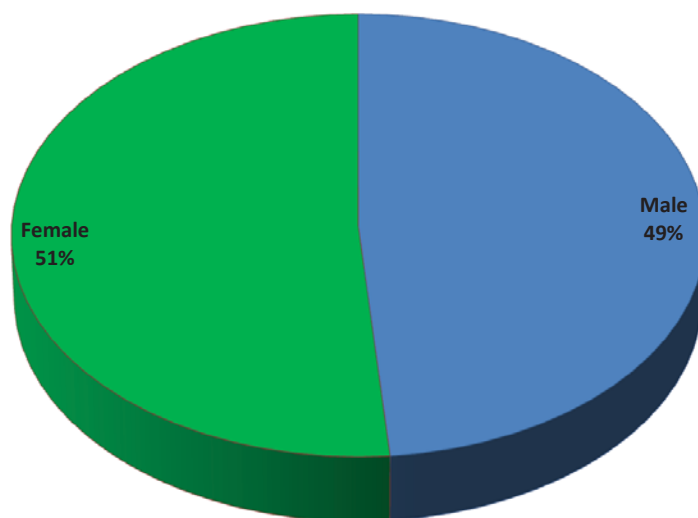
Which of the following are the BEST ways to provide you information about how to protect and conserve water?

Residents rely more on television (37%) and newspapers (29%) for information about water conservation and protection. Mail and water/sewer bill inserts were named by about one in four residents. The internet was named by 19% up four percentage points from 2007.



What is your gender?

Total





APPENDIX

Middle income households and females are more likely to value clean rivers, lakes, and streams a tremendous amount. Low-income households are more likely to not value clean rivers, lakes, and streams.

		We value many things in our lives day-to-day including family, health, career, our possessions, our freedom, religion, and so on. Putting things in perspective, how much do you value having clean rivers, lakes, and streams in your community?		
		A tremendous amount	Quite a bit	Somewhat
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	61%	31%	8%
	Don't live in/near a watershed	61%	28%	11%
	I don't know	60%	30%	10%
Ethnicity	Caucasian or white	61%	32%	8%
	African American or black	60%	27%	13%
	Other	62%	23%	16%
Age	Under 30	55%	31%	14%
	30 to 44	60%	33%	7%
	45 to 64	66%	26%	8%
	65 or older	54%	33%	13%
<18 in household	0	61%	28%	11%
	1+	60%	32%	8%
Income	Less than \$35,000	46%	30%	24%
	\$35,000 to \$99,000	63%	32%	5%
	\$100,000 or more	52%	45%	4%
Gender	Male	55%	34%	11%
	Female	66%	26%	8%

High income people (94%) are much more likely to have done at least one of the water-related activities in the past year; only 58% of low-income people have done so. Males (82%) are more likely than females (70%) and whites (81%) are more likely than African Americans (61%) to have participated in at least one of the water-related activities in the past year.

		Have you participated in any water activities in the past year?*		
		Activities done in past year	Don't know	None
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	78%	3%	18%
	Don't live in/near a watershed	77%	5%	19%
	I don't know	74%	6%	20%
Ethnicity	Caucasian or white	81%	4%	15%
	African American or black	61%	9%	29%
	Other	80%	0%	20%
Age	Under 30	79%	5%	17%
	30 to 44	87%	3%	10%
	45 to 64	76%	5%	19%
	65 or older	56%	6%	38%
People <18 in household	0	70%	7%	23%
	1+	83%	2%	15%
Income	Less than \$35,000	58%	8%	34%
	\$35,000 to \$99,000	77%	3%	20%
	\$100,000 or more	94%	3%	4%
Gender	Male	82%	4%	14%
	Female	70%	5%	25%

*Swam or waded in local rivers, streams, or lakes; Went boating, canoeing, or kayaking on local rivers, streams, or lakes; Fished or hunted in local rivers, streams, or lakes; Gave money or took actions; Went somewhere to walk, sit, or run by a river, lake, or stream in your community; Walked, ran or biked trails through woods or parks

It is more important to females (75%) than to males (65%) to be able to look at clean rivers, streams, lakes and Lake Michigan. Middle income (74%) and middle-age (76%) individuals also place higher importance on being able to look at clean rivers, streams, lakes and Lake Michigan.

		How important is it to you to be able to look out into clean rivers, streams, lakes or Lake Michigan.		
		Very Important	Important	Somewhat Important
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	73%	18%	9%
	Don't live in/near a watershed	68%	19%	13%
	I don't know	69%	20%	10%
Ethnicity	Caucasian or white	72%	21%	8%
	African American or black	66%	17%	18%
	Other	70%	20%	10%
Age	Under 30	59%	27%	15%
	30 to 44	72%	17%	11%
	45 to 64	76%	18%	6%
	65 or older	67%	19%	14%
People <18 in household	0	70%	19%	11%
	1+	70%	21%	10%
Income	Less than \$35,000	61%	15%	24%
	\$35,000 to \$99,000	74%	16%	10%
	\$100,000 or more	65%	29%	5%
Gender	Male	65%	23%	12%
	Female	75%	16%	9%

There are not great variations across demographic segments in responses to this question.

		The quality of local rivers, streams, lakes or Lake Michigan affects the quality of your drinking water.		
		Agree	Disagree	Not sure
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	92%	4%	4%
	Don't live in/near a watershed	92%	6%	2%
	I don't know	88%	7%	6%
Ethnicity	Caucasian or white	89%	6%	5%
	African American or black	90%	6%	4%
	Other	97%	2%	2%
Age	Under 30	83%	10%	7%
	30 to 44	94%	5%	1%
	45 to 64	92%	5%	3%
	65 or older	86%	4%	10%
People <18 in household	0	91%	3%	5%
	1+	88%	9%	3%
Income	Less than \$35,000	91%	5%	4%
	\$35,000 to \$99,000	91%	5%	4%
	\$100,000 or more	84%	7%	9%
Gender	Male	89%	9%	2%
	Female	91%	3%	6%

High-income individuals (95%), people who live in or near a watershed (94%), and younger people (30-44) are more likely to agree that the quality of local rivers, streams, or lakes affects their enjoyment of water-related recreation activities.

		The quality of local rivers, streams, or lakes affects the enjoyment of your water-related recreation activities		
		Agree	Disagree	Not sure
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	94%	5%	1%
	Don't live in/near a watershed	89%	9%	2%
	I don't know	90%	6%	3%
Ethnicity	Caucasian or white	92%	6%	3%
	African American or black	91%	6%	3%
	Other	83%	15%	2%
Age	Under 30	91%	9%	0%
	30 to 44	96%	4%	1%
	45 to 64	92%	6%	3%
	65 or older	82%	9%	9%
People <18 in household	0	91%	6%	3%
	1+	90%	8%	2%
Income	Less than \$35,000	87%	10%	2%
	\$35,000 to \$99,000	92%	6%	2%
	\$100,000 or more	95%	5%	0%
Gender	Male	92%	6%	2%
	Female	90%	7%	3%

Females (95%) are more likely to agree than males (85%) that the quality of local rivers, streams, and lakes can affect whether or not local beaches remain open due to health risks. Nearly all high-income households (99%) agree.

		The quality of local rivers and streams can affect whether or not local beaches remain open or closed due to health risks.		
		Agree	Disagree	Not sure
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	91%	5%	3%
	Don't live in/near a watershed	92%	7%	1%
	I don't know	89%	6%	5%
Ethnicity	Caucasian or white	90%	6%	3%
	African American or black	90%	5%	5%
	Other	89%	8%	3%
Age	Under 30	80%	11%	9%
	30 to 44	96%	3%	1%
	45 to 64	94%	4%	2%
	65 or older	86%	8%	6%
People <18 in household	0	91%	6%	3%
	1+	89%	6%	5%
Income	Less than \$35,000	90%	5%	5%
	\$35,000 to \$99,000	92%	7%	1%
	\$100,000 or more	99%	1%	0%
Gender	Male	85%	9%	6%
	Female	95%	4%	1%

Whites, more so than African Americans, and high-income households are both more likely to think local rivers, streams, lakes, and Lake Michigan are clean enough to enjoy a range of water-related recreation activities.

		Are local rivers, streams, lakes or Lake Michigan clean enough to enjoy:						
		Swimming in	Fishing in	Boating and canoeing in	Picnics on the banks or beaches	Just looking at	Running, hiking, or biking beside	Don't know
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	44%	42%	42%	34%	47%	38%	15%
	Don't live in/near a watershed	29%	37%	35%	36%	36%	38%	23%
	I don't know	31%	34%	45%	41%	39%	40%	27%
Ethnicity	Caucasian or white	40%	43%	45%	40%	43%	41%	20%
	African American or black	22%	26%	36%	28%	33%	27%	30%
	Other	24%	24%	34%	46%	38%	52%	23%
Age	Under 30	26%	43%	42%	37%	24%	42%	25%
	30 to 44	46%	41%	47%	42%	46%	47%	18%
	45 to 64	33%	34%	41%	39%	46%	37%	23%
	65 or older	26%	29%	32%	29%	38%	27%	30%
People <18 in household	0	34%	34%	41%	39%	40%	36%	20%
	1+	34%	41%	42%	37%	40%	43%	26%
Income	Less than \$35,000	31%	35%	38%	34%	33%	37%	26%
	\$35,000 to \$99,000	33%	41%	42%	40%	39%	35%	20%
	\$100,000 or more	58%	52%	71%	45%	62%	60%	10%
Gender	Male	37%	42%	45%	38%	39%	44%	21%
	Female	31%	32%	38%	39%	42%	34%	25%

Middle-age and older people, as well as middle-income and high-income people are more likely to think Lake Michigan is their source of drinking water.

		What do you think is the number one source of drinking water in your area?					
		River water	Lake Michigan	Rain water	Aquifer (Ground Water or Wells)	Not sure	Other
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	1%	58%	1%	26%	10%	3%
	Don't live in/near a watershed	1%	66%	0%	15%	16%	2%
	I don't know	2%	50%	0%	18%	25%	4%
Ethnicity	Caucasian or white	2%	55%	1%	24%	16%	3%
	African American or black	1%	58%	1%	9%	28%	3%
	Other	2%	60%	0%	17%	18%	4%
Age	Under 30	0%	36%	0%	14%	44%	6%
	30 to 44	3%	57%	1%	21%	16%	3%
	45 to 64	2%	64%	0%	21%	9%	3%
	65 or older	1%	63%	1%	19%	14%	1%
People <18 in household	0	2%	63%	1%	18%	15%	1%
	1+	1%	48%	0%	22%	24%	5%
Income	Less than \$35,000	2%	49%	0%	12%	35%	1%
	\$35,000 to \$99,000	1%	60%	0%	24%	13%	2%
	\$100,000 or more	3%	59%	0%	26%	9%	3%
Gender	Male	2%	58%	1%	20%	14%	5%
	Female	2%	54%	0%	19%	24%	1%

People between 30 and 64, whites, and middle- and high-income households are more likely to do something most days to help preserve the quantity and quality of water in their communities.

		Most days I do something that will help preserve the quantity and quality of water in my community.		
		Agree	Disagree	Not sure
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	76%	21%	3%
	Don't live in/near a watershed	73%	24%	3%
	I don't know	76%	17%	7%
Ethnicity	Caucasian or white	78%	17%	5%
	African American or black	70%	24%	6%
	Other	72%	26%	2%
Age	Under 30	65%	35%	0%
	30 to 44	80%	17%	4%
	45 to 64	80%	14%	7%
	65 or older	71%	21%	8%
People <18 in household	0	77%	17%	6%
	1+	74%	23%	4%
Income	Less than \$35,000	66%	28%	5%
	\$35,000 to \$99,000	79%	18%	3%
	\$100,000 or more	78%	15%	7%
Gender	Male	72%	23%	5%
	Female	78%	17%	5%

People who live near or in a watershed are more likely to say they do more than their share to help conserve the quantity and quality of water in their communities, as do 45 to 64 year olds and middle- and high-income individuals.

		Compared to other people I do more than my share to help conserve the quantity and quality of water in my community.		
		Agree	Disagree	Not sure
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	71%	19%	11%
	Don't live in/near a watershed	56%	34%	11%
	I don't know	62%	25%	13%
Ethnicity	Caucasian or white	62%	25%	13%
	African American or black	63%	28%	9%
	Other	65%	25%	10%
Age	Under 30	55%	42%	3%
	30 to 44	61%	24%	15%
	45 to 64	70%	19%	12%
	65 or older	60%	24%	16%
People <18 in household	0	65%	22%	14%
	1+	60%	30%	10%
Income	Less than \$35,000	58%	33%	9%
	\$35,000 to \$99,000	67%	23%	10%
	\$100,000 or more	66%	23%	11%
Gender	Male	64%	26%	11%
	Female	61%	26%	13%

People who live in or near a watershed, low-income individuals, and males are more likely to think storm water goes directly into lakes, rivers, and streams without being treated.

		Where does stormwater (or rain water) go after it enters a storm drain or roadside ditch?			
		Directly into lakes, rivers, streams without treatment	To lakes, rivers, and streams with treatment	To a wastewater treatment plant	OR you don't really know
		Row N %	Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	34%	16%	28%	21%
	Don't live in/near a watershed	27%	8%	28%	37%
	I don't know	25%	11%	27%	36%
Ethnicity	Caucasian or white	28%	11%	29%	31%
	African American or black	29%	9%	25%	37%
	Other	23%	18%	23%	35%
Age	Under 30	26%	15%	16%	44%
	30 to 44	29%	15%	23%	32%
	45 to 64	31%	8%	35%	26%
	65 or older	23%	9%	32%	35%
People <18 in household	0	31%	9%	31%	29%
	1+	24%	14%	24%	37%
Income	Less than \$35,000	31%	4%	25%	41%
	\$35,000 to \$99,000	33%	14%	31%	21%
	\$100,000 or more	16%	20%	18%	45%
Gender	Male	31%	12%	30%	27%
	Female	25%	11%	25%	39%

Low-income households, people over 65, and people who do not live in or near a watershed are more likely to say their personal actions have no real impact on the supply and quality of water in their communities. Conversely, people who live near or in a watershed, middle-age and older residents, and middle- and high-income households are more likely to think their personal actions have a definite impact.

		Some people say what they do personally has no real impact on the supply and quality of water in their communities. Other people say each person's actions has a definite impact on the supply and quality of water in their communities. With which are you more likely to agree?		
		No real impact	Definite impact	In between answer
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	6%	88%	6%
	Don't live in/near a watershed	18%	69%	13%
	I don't know	5%	76%	19%
Ethnicity	Caucasian or white	5%	78%	17%
	African American or black	15%	76%	9%
	Other	14%	76%	10%
Age	Under 30	12%	68%	20%
	30 to 44	6%	82%	12%
	45 to 64	6%	82%	12%
	65 or older	13%	72%	15%
People <18 in household	0	10%	77%	13%
	1+	7%	78%	15%
Income	Less than \$35,000	15%	71%	14%
	\$35,000 to \$99,000	8%	81%	11%
	\$100,000 or more	5%	84%	11%
Gender	Male	9%	76%	15%
	Female	8%	78%	14%

High-income residents, whites, and 30 to 44 year olds are more likely to say lawn fertilizer has a great impact on the quality of rivers, streams, and lakes in their communities.

		Lawn fertilizer		
		Great impact	Slight impact	No impact
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	67%	26%	7%
	Don't live in/near a watershed	69%	22%	9%
	I don't know	52%	30%	18%
Ethnicity	Caucasian or white	64%	25%	11%
	African American or black	53%	34%	13%
	Other	48%	22%	30%
Age	Under 30	42%	30%	28%
	30 to 44	70%	24%	6%
	45 to 64	65%	26%	9%
	65 or older	58%	28%	14%
People <18 in household	0	58%	30%	12%
	1+	62%	23%	15%
Income	Less than \$35,000	61%	25%	14%
	\$35,000 to \$99,000	65%	28%	7%
	\$100,000 or more	79%	20%	1%
Gender	Male	59%	26%	16%
	Female	61%	28%	11%

High-income residents, African Americans, females, and 45 to 64 year olds are more likely to say dog waste has a great impact on the quality of rivers, streams, and lakes in their communities.

		Dog waste		
		Great impact	Slight impact	No impact
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	51%	37%	12%
	Don't live in/near a watershed	57%	34%	9%
	I don't know	44%	33%	24%
Ethnicity	Caucasian or white	47%	36%	17%
	African American or black	58%	26%	16%
	Other	36%	45%	19%
Age	Under 30	40%	29%	31%
	30 to 44	49%	37%	14%
	45 to 64	55%	33%	12%
	65 or older	48%	37%	14%
People <18 in household	0	49%	37%	15%
	1+	49%	31%	20%
Income	Less than \$35,000	51%	32%	18%
	\$35,000 to \$99,000	55%	29%	16%
	\$100,000 or more	61%	37%	2%
Gender	Male	44%	35%	21%
	Female	53%	34%	13%

High-income residents, whites, people who live in or near a watershed, and 30 to 44 year olds are more likely to say leaves and grass clippings has a great impact on the quality of rivers, streams, and lakes in their communities.

		Leaves and lawn clippings		
		Great impact	Slight impact	No impact
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	39%	45%	16%
	Don't live in/near a watershed	38%	42%	20%
	I don't know	28%	44%	28%
Ethnicity	Caucasian or white	34%	43%	23%
	African American or black	27%	51%	22%
	Other	45%	37%	19%
Age	Under 30	20%	46%	35%
	30 to 44	37%	47%	16%
	45 to 64	40%	40%	20%
	65 or older	31%	46%	23%
People <18 in household	0	37%	44%	20%
	1+	30%	44%	26%
Income	Less than \$35,000	31%	56%	13%
	\$35,000 to \$99,000	32%	47%	22%
	\$100,000 or more	41%	40%	18%
Gender	Male	30%	40%	30%
	Female	36%	48%	16%

High-income residents, Whites, and 30 to 44 year olds are more likely to say motor oil, pesticides, paints, and old batteries have a great impact on the quality of rivers, streams, and lakes in their communities.

		Motor oil, pesticides, paints, and old batteries		
		Great impact	Slight impact	No impact
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	87%	6%	7%
	Don't live in/near a watershed	79%	18%	3%
	I don't know	80%	13%	7%
Ethnicity	Caucasian or white	85%	10%	5%
	African American or black	77%	16%	7%
	Other	72%	20%	8%
Age	Under 30	74%	19%	7%
	30 to 44	86%	9%	5%
	45 to 64	83%	11%	6%
	65 or older	79%	13%	8%
People <18 in household	0	84%	11%	5%
	1+	79%	14%	7%
Income	Less than \$35,000	82%	13%	5%
	\$35,000 to \$99,000	81%	10%	9%
	\$100,000 or more	90%	6%	4%
Gender	Male	83%	12%	4%
	Female	80%	12%	8%

High-income residents are more likely to say septic tank problems have a great impact on the quality of rivers, streams, and lakes in their communities.

		Septic tank problems		
		Great impact	Slight impact	No impact
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	64%	21%	15%
	Don't live in/near a watershed	60%	24%	15%
	I don't know	69%	18%	13%
Ethnicity	Caucasian or white	67%	20%	14%
	African American or black	62%	23%	15%
	Other	66%	16%	18%
Age	Under 30	64%	21%	14%
	30 to 44	67%	23%	10%
	45 to 64	66%	17%	16%
	65 or older	63%	20%	17%
People <18 in household	0	65%	20%	15%
	1+	66%	20%	13%
Income	Less than \$35,000	62%	18%	20%
	\$35,000 to \$99,000	69%	20%	11%
	\$100,000 or more	71%	28%	1%
Gender	Male	69%	18%	13%
	Female	62%	23%	16%

High-income residents, females and households with at least one child at home are more likely to say lawn watering has a great impact on the quality of rivers, streams, and lakes in their communities.

		Lawn watering		
		Great impact	Slight impact	No impact
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	42%	43%	15%
	Don't live in/near a watershed	44%	38%	18%
	I don't know	36%	45%	19%
Ethnicity	Caucasian or white	41%	42%	17%
	African American or black	37%	51%	12%
	Other	36%	27%	37%
Age	Under 30	36%	45%	20%
	30 to 44	42%	43%	15%
	45 to 64	41%	43%	16%
	65 or older	38%	39%	23%
People <18 in household	0	36%	45%	19%
	1+	44%	40%	16%
Income	Less than \$35,000	39%	41%	20%
	\$35,000 to \$99,000	43%	45%	12%
	\$100,000 or more	45%	41%	14%
Gender	Male	36%	41%	23%
	Female	43%	44%	13%

High-income residents, people who do not live near or in a watershed, females, and 45 to 64 year olds are more likely to say type of fertilizer used has a great impact on the quality of rivers, streams, and lakes in their communities.

		Type of fertilizer you use on your lawn		
		Great impact	Slight impact	No impact
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	56%	36%	8%
	Don't live in/near a watershed	64%	25%	11%
	I don't know	54%	32%	14%
Ethnicity	Caucasian or white	61%	28%	11%
	African American or black	53%	32%	15%
	Other	45%	48%	7%
Age	Under 30	55%	29%	16%
	30 to 44	58%	32%	10%
	45 to 64	63%	29%	8%
	65 or older	46%	36%	18%
People <18 in household	0	55%	33%	12%
	1+	60%	29%	11%
Income	Less than \$35,000	57%	23%	19%
	\$35,000 to \$99,000	60%	33%	6%
	\$100,000 or more	69%	27%	4%
Gender	Male	53%	32%	15%
	Female	61%	31%	8%

High-income residents, people who do not live near or in a watershed, and 45 to 64 year olds are more likely to say landscaping with native plants used has a great impact on the quality of rivers, streams, and lakes in their communities.

		Landscaping with native plants		
		Great impact	Slight impact	No impact
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	41%	41%	18%
	Don't live in/near a watershed	48%	33%	19%
	I don't know	30%	44%	26%
Ethnicity	Caucasian or white	39%	39%	22%
	African American or black	35%	42%	23%
	Other	35%	48%	17%
Age	Under 30	34%	38%	28%
	30 to 44	37%	51%	13%
	45 to 64	43%	36%	21%
	65 or older	32%	38%	30%
People <18 in household	0	40%	37%	22%
	1+	34%	44%	21%
Income	Less than \$35,000	41%	33%	26%
	\$35,000 to \$99,000	39%	41%	21%
	\$100,000 or more	43%	48%	9%
Gender	Male	35%	44%	21%
	Female	40%	37%	23%

High-income residents, people who do not live near or in a watershed, females, and 45 to 64 year olds are more likely to say whether or not you test your soil to determine the proper fertilizer has a great impact on the quality of rivers, streams, and lakes in their communities.

		Whether or not you have your soil tested to determine the proper fertilizer to use		
		Great impact	Slight impact	No impact
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	43%	48%	9%
	Don't live in/near a watershed	47%	40%	13%
	I don't know	37%	38%	25%
Ethnicity	Caucasian or white	39%	43%	17%
	African American or black	42%	47%	11%
	Other	49%	13%	38%
Age	Under 30	28%	44%	28%
	30 to 44	39%	48%	13%
	45 to 64	47%	39%	14%
	65 or older	45%	30%	25%
People <18 in household	0	41%	40%	19%
	1+	41%	43%	16%
Income	Less than \$35,000	39%	49%	12%
	\$35,000 to \$99,000	41%	45%	14%
	\$100,000 or more	51%	29%	20%
Gender	Male	36%	45%	19%
	Female	46%	37%	17%

Low-income residents, people who do not live near or in a watershed, females, and 30 to 64 year olds are more likely to say car washing has a great impact on the quality of rivers, streams, and lakes in their communities.

		Car washing		
		Great impact	Slight impact	No impact
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	39%	46%	14%
	Don't live in/near a watershed	46%	33%	21%
	I don't know	29%	48%	22%
Ethnicity	Caucasian or white	36%	43%	21%
	African American or black	37%	45%	18%
	Other	32%	50%	18%
Age	Under 30	26%	42%	31%
	30 to 44	40%	45%	14%
	45 to 64	40%	44%	16%
	65 or older	32%	43%	24%
People <18 in household	0	37%	45%	18%
	1+	34%	43%	23%
Income	Less than \$35,000	52%	27%	21%
	\$35,000 to \$99,000	32%	52%	17%
	\$100,000 or more	42%	39%	20%
Gender	Male	29%	48%	23%
	Female	42%	40%	18%

High-income residents, females, and people with at least one child at home are more likely to say washing dishes and clothes with only full loads has a great impact on the quality of rivers, streams, and lakes in their communities.

		Use low flow toilets, reducing the length of showers, and washing dishes and clothes only when there is a full load		
		Great impact	Slight impact	No impact
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	61%	30%	9%
	Don't live in/near a watershed	64%	27%	8%
	I don't know	68%	22%	10%
Ethnicity	Caucasian or white	67%	25%	9%
	African American or black	62%	27%	11%
	Other	67%	23%	10%
Age	Under 30	65%	23%	12%
	30 to 44	69%	22%	9%
	45 to 64	66%	28%	6%
	65 or older	60%	27%	13%
People <18 in household	0	62%	27%	10%
	1+	69%	23%	8%
Income	Less than \$35,000	60%	28%	12%
	\$35,000 to \$99,000	70%	25%	5%
	\$100,000 or more	80%	16%	5%
Gender	Male	60%	26%	14%
	Female	70%	25%	5%

Half of low-income people and over half of young people (54%) agree that they do not know what they should be doing around the house and yard to conserve and protect water quality.

		I really don't know what I should be doing around my house & yard to conserve and protect water quality.		
		Agree	Disagree	Not sure
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	22%	71%	7%
	Don't live in/near a watershed	41%	53%	6%
	I don't know	41%	54%	5%
Ethnicity	Caucasian or white	32%	63%	5%
	African American or black	43%	49%	8%
	Other	49%	48%	3%
Age	Under 30	54%	40%	5%
	30 to 44	29%	68%	4%
	45 to 64	30%	64%	6%
	65 or older	39%	52%	9%
People <18 in household	0	36%	56%	8%
	1+	37%	60%	3%
Income	Less than \$35,000	50%	41%	10%
	\$35,000 to \$99,000	33%	65%	2%
	\$100,000 or more	7%	88%	5%
Gender	Male	39%	56%	5%
	Female	34%	60%	6%

Young people and those who do not live near a watershed are more likely to agree that they know what to do to preserve water resources, but think it is too much trouble to do all of the time.

		I know what to do around my house & yard to conserve and protect water quality, but it's too much trouble to do it all of the time.		
		Agree	Disagree	Not sure
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	23%	76%	1%
	Don't live in/near a watershed	32%	64%	4%
	I don't know	23%	67%	10%
Ethnicity	Caucasian or white	22%	74%	4%
	African American or black	28%	60%	12%
	Other	43%	54%	3%
Age	Under 30	43%	50%	7%
	30 to 44	29%	67%	4%
	45 to 64	15%	80%	5%
	65 or older	26%	63%	11%
People <18 in household	0	19%	74%	6%
	1+	32%	63%	5%
Income	Less than \$35,000	27%	63%	10%
	\$35,000 to \$99,000	29%	65%	6%
	\$100,000 or more	25%	74%	1%
Gender	Male	24%	73%	3%
	Female	26%	66%	9%

Young people, African Americans, and low-income individuals are more likely to agree that they know what to do to preserve water resources, but think it costs too much to do so.

		I know what to do around my house & yard to conserve and protect water quality, but it cost too much to do it.		
		Agree	Disagree	Not sure
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	20%	77%	4%
	Don't live in/near a watershed	23%	67%	10%
	I don't know	15%	75%	10%
Ethnicity	Caucasian or white	16%	76%	9%
	African American or black	25%	69%	6%
	Other	23%	68%	9%
Age	Under 30	19%	74%	7%
	30 to 44	24%	68%	9%
	45 to 64	15%	80%	4%
	65 or older	17%	68%	16%
People <18 in household	0	17%	73%	10%
	1+	20%	74%	6%
Income	Less than \$35,000	29%	65%	6%
	\$35,000 to \$99,000	24%	70%	6%
	\$100,000 or more	9%	80%	11%
Gender	Male	19%	75%	6%
	Female	18%	72%	10%

The very youngest, the very oldest, and the very richest are more likely to agree that they know what to do to preserve water resources, but why do so since they, alone, cannot make a difference.

		I know what to do around my house & yard to conserve and protect water quality, but I alone can't make a difference so why bother.		
		Agree	Disagree	Not sure
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	5%	95%	0%
	Don't live in/near a watershed	5%	92%	3%
Ethnicity	I don't know	9%	89%	3%
	Caucasian or white	7%	92%	1%
	African American or black	7%	89%	4%
	Other	2%	95%	3%
Age	Under 30	13%	87%	0%
	30 to 44	3%	96%	1%
	45 to 64	3%	94%	2%
	65 or older	14%	81%	5%
People <18 in household	0	5%	92%	3%
	1+	8%	91%	1%
Income	Less than \$35,000	6%	88%	5%
	\$35,000 to \$99,000	2%	97%	1%
	\$100,000 or more	13%	87%	0%
Gender	Male	9%	90%	1%
	Female	4%	93%	3%

Males, young people, and low income individuals are more likely to agree that there will be plenty of fresh water in Northwest Indiana regardless of their actions.

		No matter what I do, there will be plenty of fresh water in Northwest Indiana.		
		Agree	Disagree	Not sure
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	24%	76%	1%
	Don't live in/near a watershed	18%	77%	5%
Ethnicity	I don't know	21%	69%	10%
	Caucasian or white	23%	72%	5%
	African American or black	16%	74%	10%
	Other	20%	76%	4%
Age	Under 30	40%	47%	13%
	30 to 44	15%	81%	4%
	45 to 64	16%	79%	4%
	65 or older	26%	67%	8%
People <18 in household	0	20%	74%	7%
	1+	22%	72%	6%
Income	Less than \$35,000	37%	53%	10%
	\$35,000 to \$99,000	21%	74%	5%
	\$100,000 or more	20%	70%	10%
Gender	Male	31%	65%	4%
	Female	12%	80%	8%

Whites, people who live in or near watersheds, 30 to 64 year olds, and high-income individuals are more likely to have dogs.

		Do you have a dog?	
		Yes	No
		Row N %	Row N %
Watershed	Live in/near a watershed	43%	57%
	Don't live in/near a watershed	25%	75%
	I don't know	25%	75%
Ethnicity	Caucasian or white	36%	64%
	African American or black	18%	82%
	Other	18%	82%
Age	Under 30	12%	88%
	30 to 44	34%	66%
	45 to 64	41%	59%
	65 or older	18%	82%
People <18 in household	0	29%	71%
	1+	30%	70%
Income	Less than \$35,000	17%	83%
	\$35,000 to \$99,000	35%	65%
	\$100,000 or more	44%	56%
Gender	Male	28%	72%
	Female	31%	69%

		What did you do with your dogs waste last time you walked him?							
		Left it where it dropped	Used a pooper scooper	Threw it in a ditch	Put it in a garbage can	Flushed it down your toilet	Put it in the street	Put it down a storm drain	Other
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	21%	38%	1%	47%	0%	0%	0%	7%
	Don't live in/near a watershed	14%	34%	2%	54%	0%	0%	0%	6%
	I don't know	17%	23%	0%	71%	1%	0%	0%	5%
Ethnicity	Caucasian or white	14%	34%	1%	60%	0%	0%	0%	6%
	African American or black	30%	23%	0%	49%	0%	0%	0%	10%
	Other	35%	16%	0%	65%	0%	0%	0%	0%
Age	Under 30	27%	0%	0%	73%	0%	0%	0%	0%
	30 to 44	18%	30%	2%	58%	0%	0%	0%	2%
	45 to 64	16%	35%	0%	56%	1%	0%	0%	11%
	65 or older	19%	35%	4%	53%	0%	0%	0%	3%
People <18 in household	0	14%	31%	1%	59%	1%	0%	0%	9%
	1+	22%	31%	1%	59%	0%	0%	0%	3%
Income	Less than \$35,000	25%	38%	0%	38%	0%	0%	0%	11%
	\$35,000 to \$99,000	15%	35%	2%	61%	1%	0%	0%	3%
	\$100,000 or more	23%	28%	0%	61%	0%	0%	0%	5%
Gender	Male	21%	26%	1%	58%	1%	0%	0%	8%
	Female	16%	35%	1%	59%	0%	0%	0%	5%

Whites, people who live near or in watersheds, 30 to 64 year olds, and high-income individuals are more likely to have lawns.

		Do you have a lawn?	
		Yes	No
		Row N %	Row N %
Watershed	Live in/near a watershed	95%	5%
	Don't live in/near a watershed	87%	13%
	I don't know	86%	14%
Ethnicity	Caucasian or white	92%	8%
	African American or black	80%	20%
	Other	89%	11%
Age	Under 30	82%	18%
	30 to 44	94%	6%
	45 to 64	92%	8%
	65 or older	82%	18%
People <18 in household	0	90%	10%
	1+	88%	12%
Income	Less than \$35,000	75%	25%
	\$35,000 to \$99,000	92%	8%
	\$100,000 or more	100%	0%
Gender	Male	90%	10%
	Female	87%	13%

Middle- to high-income households, people with at least one child at home, 30 to 44 year olds, and people who live in or near watersheds are more likely to fertilize their lawns at least two times a year.

		How often do you have your lawn fertilized?			
		2 - 3 times a year	Once per year	Every two years or less	Never
		Row N %	Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	47%	12%	11%	30%
	Don't live in/near a watershed	38%	27%	13%	22%
	I don't know	41%	15%	14%	31%
Ethnicity	Caucasian or white	44%	16%	8%	31%
	African American or black	39%	19%	18%	23%
	Other	29%	17%	31%	23%
Age	Under 30	36%	7%	18%	39%
	30 to 44	46%	17%	9%	28%
	45 to 64	39%	20%	13%	27%
	65 or older	45%	23%	12%	20%
People <18 in household	0	37%	19%	17%	27%
	1+	47%	15%	8%	31%
Income	Less than \$35,000	24%	19%	21%	37%
	\$35,000 to \$99,000	54%	18%	7%	20%
	\$100,000 or more	51%	8%	6%	35%
Gender	Male	43%	13%	14%	30%
	Female	40%	21%	12%	28%

		Which of the following action do you do?							
		Water your lawn less when rainfall levels are low	Use low phosphate and slow release fertilizer	Use native landscaping	Fertilize before heavy rains	Have a timer that measures how much water to put on your lawn	Water your lawn less in the winter	Have your soil tested to see which fertilizer is best	None
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	27%	19%	21%	11%	8%	30%	9%	34%
	Don't live in/near a watershed	20%	24%	15%	14%	12%	36%	11%	27%
	I don't know	24%	14%	11%	9%	15%	32%	4%	33%
Ethnicity	Caucasian or white	24%	20%	19%	11%	13%	32%	9%	31%
	African American or black	23%	16%	7%	14%	8%	37%	6%	30%
	Other	27%	10%	5%	2%	19%	26%	3%	39%
Age	Under 30	31%	0%	4%	0%	16%	35%	4%	30%
	30 to 44	24%	26%	19%	16%	16%	33%	10%	28%
	45 to 64	23%	22%	18%	11%	9%	30%	7%	32%
	65 or older	18%	16%	12%	14%	11%	33%	9%	36%
People <18 in household	0	22%	16%	16%	11%	10%	31%	6%	35%
	1+	27%	21%	13%	10%	15%	34%	10%	28%
Income	Less than \$35,000	9%	14%	6%	5%	7%	37%	2%	45%
	\$35,000 to \$99,000	26%	21%	14%	8%	10%	32%	11%	24%
	\$100,000 or more	26%	30%	36%	16%	20%	35%	15%	30%
Gender	Male	26%	21%	14%	7%	11%	31%	6%	36%
	Female	22%	15%	16%	14%	14%	33%	9%	28%

		Do you have a septic tank	
		Yes	No
		Row N %	Row N %
Watershed	Live in/near a watershed	17%	83%
	Don't live in/near a watershed	16%	84%
	I don't know	5%	95%
Ethnicity	Caucasian or white	9%	91%
	African American or black	14%	86%
	Other	12%	88%
Age	Under 30	14%	86%
	30 to 44	11%	89%
	45 to 64	10%	90%
	65 or older	8%	92%
People <18 in household	0	9%	91%
	1+	13%	87%
Income	Less than \$35,000	14%	86%
	\$35,000 to \$99,000	15%	85%
	\$100,000 or more	10%	90%
Gender	Male	10%	90%
	Female	12%	88%

People who do not live near a watershed, males, and African Americans are more likely to wait longer than five years to have their septic tanks serviced.

		Years before septic tank serviced			
		1 year or less	2-3 years	4-5 years	6+ years
		Row N %	Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	36%	42%	7%	14%
	Don't live in/near a watershed	38%	6%	22%	34%
	I don't know	38%	14%	36%	12%
Ethnicity	Caucasian or white	44%	16%	21%	20%
	African American or black	20%	36%	13%	31%
	Other	51%	20%	29%	0%
Age	Under 30	45%	24%	0%	31%
	30 to 44	50%	22%	27%	0%
	45 to 64	26%	23%	25%	26%
	65 or older	22%	19%	30%	29%
People <18 in household	0	33%	23%	17%	28%
	1+	41%	23%	21%	16%
Income	Less than \$35,000	31%	37%	20%	12%
	\$35,000 to \$99,000	39%	17%	11%	32%
	\$100,000 or more	38%	20%	42%	0%
Gender	Male	20%	18%	23%	39%
	Female	50%	26%	16%	8%

Young people and males are much more likely to change their oil, transmission fluid, or radiator fluid at home.

		In the past 3 months, have you or anyone in your household changed your motor oil, or transmission fluid, or radiator fluid for any of your vehicles at your home.	
		Yes	No
		Row N %	Row N %
Watershed	Live in/near a watershed	17%	83%
	Don't live in/near a watershed	10%	90%
	I don't know	28%	72%
Ethnicity	Caucasian or white	24%	76%
	African American or black	13%	87%
	Other	24%	76%
Age	Under 30	46%	54%
	30 to 44	18%	82%
	45 to 64	15%	85%
	65 or older	6%	94%
People <18 in household	0	17%	83%
	1+	26%	74%
Income	Less than \$35,000	18%	82%
	\$35,000 to \$99,000	19%	81%
	\$100,000 or more	17%	83%
Gender	Male	32%	68%
	Female	11%	89%

		What did you do with the oil or fluid						
		Took it to a community collection center	Recycle it	Put it down the sewer	Threw it in the yard/nearby field	Put it in the garbage can	Not sure	Other
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	66%	14%	0%	3%	8%	0%	10%
	Don't live in/near a watershed	73%	4%	0%	0%	17%	0%	6%
	I don't know	56%	9%	10%	1%	12%	1%	11%
Ethnicity	Caucasian or white	66%	12%	0%	1%	8%	1%	12%
	African American or black	77%	0%	0%	4%	15%	0%	4%
	Other	5%	0%	58%	0%	31%	0%	6%
Age	Under 30	47%	13%	15%	0%	14%	0%	12%
	30 to 44	59%	12%	0%	0%	23%	0%	5%
	45 to 64	82%	2%	0%	2%	0%	2%	12%
	65 or older	61%	0%	0%	14%	15%	0%	10%
People <18 in household	0	63%	0%	16%	3%	10%	1%	7%
	1+	58%	16%	0%	0%	13%	0%	13%
Income	Less than \$35,000	64%	8%	0%	3%	12%	0%	13%
	\$35,000 to \$99,000	59%	24%	0%	2%	6%	2%	7%
	\$100,000 or more	95%	5%	0%	0%	0%	0%	0%
Gender	Male	57%	10%	9%	2%	16%	0%	6%
	Female	68%	6%	0%	0%	2%	2%	23%

People who live in or near a watershed and high-income individuals are more likely to have someone in their household rake leaves or cut their grass.

		Do you or someone else in the household rake your leaves or cut your grass?	
		Yes	No
		Row N %	Row N %
Watershed	Live in/near a watershed	83%	17%
	Don't live in/near a watershed	67%	33%
	I don't know	69%	31%
Ethnicity	Caucasian or white	74%	26%
	African American or black	64%	36%
	Other	78%	22%
Age	Under 30	61%	39%
	30 to 44	79%	21%
	45 to 64	77%	23%
	65 or older	64%	36%
People <18 in household	0	74%	26%
	1+	70%	30%
Income	Less than \$35,000	62%	38%
	\$35,000 to \$99,000	70%	30%
	\$100,000 or more	82%	18%
Gender	Male	74%	26%
	Female	70%	30%

Whites, females, and high-income households are more likely to consciously try to reduce the length of their showers in an effort to conserve water.

		Do you consciously try to reduce the length of your showers to conserve water?		
		Yes	No	Not sure
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	73%	26%	1%
	Don't live in/near a watershed	71%	28%	2%
	I don't know	67%	30%	3%
Ethnicity	Caucasian or white	73%	24%	3%
	African American or black	60%	38%	1%
	Other	71%	27%	2%
Age	Under 30	46%	54%	0%
	30 to 44	74%	25%	1%
	45 to 64	76%	20%	4%
	65 or older	76%	22%	3%
People <18 in household	0	72%	25%	3%
	1+	67%	32%	1%
Income	Less than \$35,000	65%	33%	2%
	\$35,000 to \$99,000	72%	26%	2%
	\$100,000 or more	74%	26%	0%
Gender	Male	63%	36%	2%
	Female	76%	21%	3%

People who live in or near a watershed and high-income households are more likely to consciously not wash clothes or dishes unless there are full loads.

		Do you consciously not wash clothes or dishes until there is a full load so you can conserve water?			
		Yes	No	Not sure	Do one of them, but not the other
		Row N %	Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	94%	4%	1%	0%
	Don't live in/near a watershed	81%	17%	1%	1%
	I don't know	84%	13%	1%	2%
Ethnicity	Caucasian or white	88%	10%	0%	2%
	African American or black	83%	13%	2%	2%
	Other	80%	20%	0%	0%
Age	Under 30	76%	24%	0%	0%
	30 to 44	89%	9%	0%	2%
	45 to 64	91%	7%	2%	1%
	65 or older	84%	12%	0%	4%
People <18 in household	0	88%	9%	1%	2%
	1+	84%	14%	1%	1%
Income	Less than \$35,000	86%	10%	1%	3%
	\$35,000 to \$99,000	87%	12%	1%	1%
	\$100,000 or more	94%	6%	1%	0%
Gender	Male	84%	14%	1%	1%
	Female	88%	9%	0%	2%

Younger people, people with kids living at home, males and low-income households are more likely to support financial penalties such as environmental taxes or fines for violators.

		Levying an environmental tax on all households is a good way to motivate people to use less water, fertilize properly, scoop up their dog's waste immediately and do other things to help conserve water and maintain clean rivers, lakes, and streams?		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	27%	61%	12%
	Don't live in/near a watershed	28%	65%	7%
	I don't know	32%	62%	6%
Ethnicity	Caucasian or white	30%	64%	6%
	African American or black	29%	57%	14%
	Other	29%	69%	2%
Age	Under 30	50%	44%	6%
	30 to 44	34%	58%	8%
	45 to 64	19%	74%	7%
	65 or older	21%	70%	9%
People <18 in household	0	23%	68%	9%
	1+	36%	57%	7%
Income	Less than \$35,000	35%	56%	9%
	\$35,000 to \$99,000	32%	61%	6%
	\$100,000 or more	33%	59%	8%
Gender	Male	35%	60%	6%
	Female	25%	66%	10%

Younger people and low-income households are more likely to support fines as a way to motivate people to use less water, fertilize properly, etc.

		Fining people who do not do the right things is a good way to motivate people to use less water, fertilize properly, scoop up their dog's waste immediately and do other things to help conserve water and maintain clean rivers, lakes, and streams?		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	58%	32%	9%
	Don't live in/near a watershed	52%	42%	6%
	I don't know	55%	37%	8%
Ethnicity	Caucasian or white	55%	37%	8%
	African American or black	58%	33%	9%
	Other	49%	48%	4%
Age	Under 30	64%	32%	3%
	30 to 44	56%	37%	7%
	45 to 64	53%	38%	9%
	65 or older	50%	42%	8%
People <18 in household	0	50%	41%	9%
	1+	61%	33%	6%
Income	Less than \$35,000	67%	25%	9%
	\$35,000 to \$99,000	61%	35%	4%
	\$100,000 or more	55%	37%	8%
Gender	Male	56%	36%	8%
	Female	54%	38%	8%

		Publishing names of offenders in the newspaper is a good way to motivate people to use less water, fertilize properly, scoop up their dog's waste immediately and do other things to help conserve water and maintain clean rivers, lakes, and streams?		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	30%	64%	6%
	Don't live in/near a watershed	38%	58%	4%
	I don't know	34%	60%	6%
Ethnicity	Caucasian or white	30%	65%	5%
	African American or black	40%	53%	7%
	Other	42%	51%	6%
Age	Under 30	45%	55%	0%
	30 to 44	31%	63%	6%
	45 to 64	29%	65%	6%
	65 or older	36%	55%	9%
People <18 in household	0	31%	61%	8%
	1+	37%	60%	3%
Income	Less than \$35,000	46%	49%	5%
	\$35,000 to \$99,000	34%	62%	5%
	\$100,000 or more	29%	69%	2%
Gender	Male	37%	58%	5%
	Female	31%	63%	6%

		Educating people through advertisements, brochures, etc. is a good way to motivate people to use less water, fertilize properly, scoop up their dog's waste immediately and do other things to help conserve water and maintain clean rivers, lakes, and streams?		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	87%	8%	5%
	Don't live in/near a watershed	93%	5%	1%
	I don't know	89%	9%	1%
Ethnicity	Caucasian or white	89%	9%	2%
	African American or black	89%	7%	4%
	Other	98%	2%	1%
Age	Under 30	86%	11%	3%
	30 to 44	92%	7%	1%
	45 to 64	91%	6%	3%
	65 or older	90%	9%	1%
People <18 in household	0	89%	8%	2%
	1+	90%	8%	2%
Income	Less than \$35,000	92%	4%	5%
	\$35,000 to \$99,000	90%	8%	1%
	\$100,000 or more	83%	17%	0%
Gender	Male	91%	8%	1%
	Female	89%	8%	4%

		Teaching people proper actions in school is a good way to motivate people to use less water, fertilize properly, scoop up their dog's waste immediately and do other things to help conserve water and maintain clean rivers, lakes, and streams?		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	88%	9%	3%
	Don't live in/near a watershed	91%	8%	1%
	I don't know	92%	6%	2%
Ethnicity	Caucasian or white	92%	8%	1%
	African American or black	86%	8%	6%
	Other	94%	6%	1%
Age	Under 30	89%	7%	3%
	30 to 44	93%	6%	1%
	45 to 64	90%	8%	1%
	65 or older	89%	9%	2%
People <18 in household	0	91%	7%	1%
	1+	90%	8%	2%
Income	Less than \$35,000	90%	5%	5%
	\$35,000 to \$99,000	94%	5%	1%
	\$100,000 or more	86%	13%	1%
Gender	Male	89%	10%	1%
	Female	93%	5%	3%

		Having a hotline that people can call to report offenders is a good way to motivate people to use less water, fertilize properly, scoop up their dog's waste immediately and do other things to help conserve water and maintain clean rivers, lakes, and streams?		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	52%	38%	10%
	Don't live in/near a watershed	68%	26%	5%
	I don't know	54%	40%	6%
Ethnicity	Caucasian or white	55%	40%	6%
	African American or black	63%	26%	11%
	Other	59%	39%	2%
Age	Under 30	52%	44%	3%
	30 to 44	61%	29%	10%
	45 to 64	58%	36%	5%
	65 or older	57%	35%	8%
People <18 in household	0	54%	39%	7%
	1+	61%	33%	6%
Income	Less than \$35,000	73%	20%	7%
	\$35,000 to \$99,000	61%	32%	7%
	\$100,000 or more	55%	40%	5%
Gender	Male	51%	45%	5%
	Female	63%	28%	9%

		Forming a neighborhood council to encourage neighbors to do the right things is a good way to motivate people to use less water, fertilize properly, scoop up their dog's waste immediately and do other things to help conserve water and maintain clean rivers, lakes, and streams?		
		Yes	No	Don't know
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	62%	27%	11%
	Don't live in/near a watershed	80%	16%	3%
	I don't know	77%	16%	6%
Ethnicity	Caucasian or white	71%	22%	7%
	African American or black	83%	10%	8%
	Other	77%	23%	0%
Age	Under 30	70%	21%	9%
	30 to 44	79%	13%	8%
	45 to 64	75%	21%	4%
	65 or older	72%	20%	8%
People <18 in household	0	73%	20%	6%
	1+	75%	18%	7%
Income	Less than \$35,000	78%	16%	7%
	\$35,000 to \$99,000	78%	15%	6%
	\$100,000 or more	68%	28%	4%
Gender	Male	71%	22%	7%
	Female	77%	17%	6%

People who do not live in a watershed, younger people, people with kids at home, and high-income households are more likely to support stricter development ordinances to protect and conserve water even if house prices and the cost of goods and services increase as a result.

		Would you support or oppose stricter development ordinances to protect and conserve water if house prices and prices of goods and services go up because of the ordinances?		
		Support	Oppose	Not sure
		Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	50%	31%	20%
	Don't live in/near a watershed	57%	27%	16%
	I don't know	47%	32%	21%
Ethnicity	Caucasian or white	49%	28%	22%
	African American or black	48%	37%	15%
	Other	61%	30%	9%
Age	Under 30	56%	28%	16%
	30 to 44	54%	28%	18%
	45 to 64	48%	33%	20%
	65 or older	42%	32%	26%
People <18 in household	0	47%	32%	21%
	1+	54%	29%	17%
Income	Less than \$35,000	58%	23%	19%
	\$35,000 to \$99,000	59%	29%	12%
	\$100,000 or more	65%	25%	9%
Gender	Male	49%	32%	19%
	Female	52%	29%	19%

Males, low-income households, and people over 45 are more likely to say they will pay no additional utility fees to fund storm water and sewer improvements.

		How much are you willing to pay a year in additional utility fees to fund storm water and sewer improvements that will help protect rivers and streams?			
		Nothing	\$25 per year	\$50 - \$200+ per year	Don't know
		Row N %	Row N %	Row N %	Row N %
Watershed	Live in/near a watershed	45%	12%	24%	19%
	Don't live in/near a watershed	54%	22%	14%	10%
	I don't know	53%	17%	12%	18%
Ethnicity	Caucasian or white	51%	14%	17%	18%
	African American or black	49%	25%	14%	12%
	Other	61%	18%	10%	11%
Age	Under 30	47%	22%	14%	17%
	30 to 44	44%	17%	28%	11%
	45 to 64	56%	17%	13%	15%
	65 or older	59%	12%	5%	24%
People <18 in household	0	54%	17%	9%	20%
	1+	48%	17%	24%	11%
Income	Less than \$35,000	52%	24%	8%	16%
	\$35,000 to \$99,000	46%	21%	20%	12%
	\$100,000 or more	39%	14%	34%	13%
Gender	Male	55%	14%	14%	17%
	Female	48%	20%	17%	15%