DETAILED FINDINGS

DATAMAX

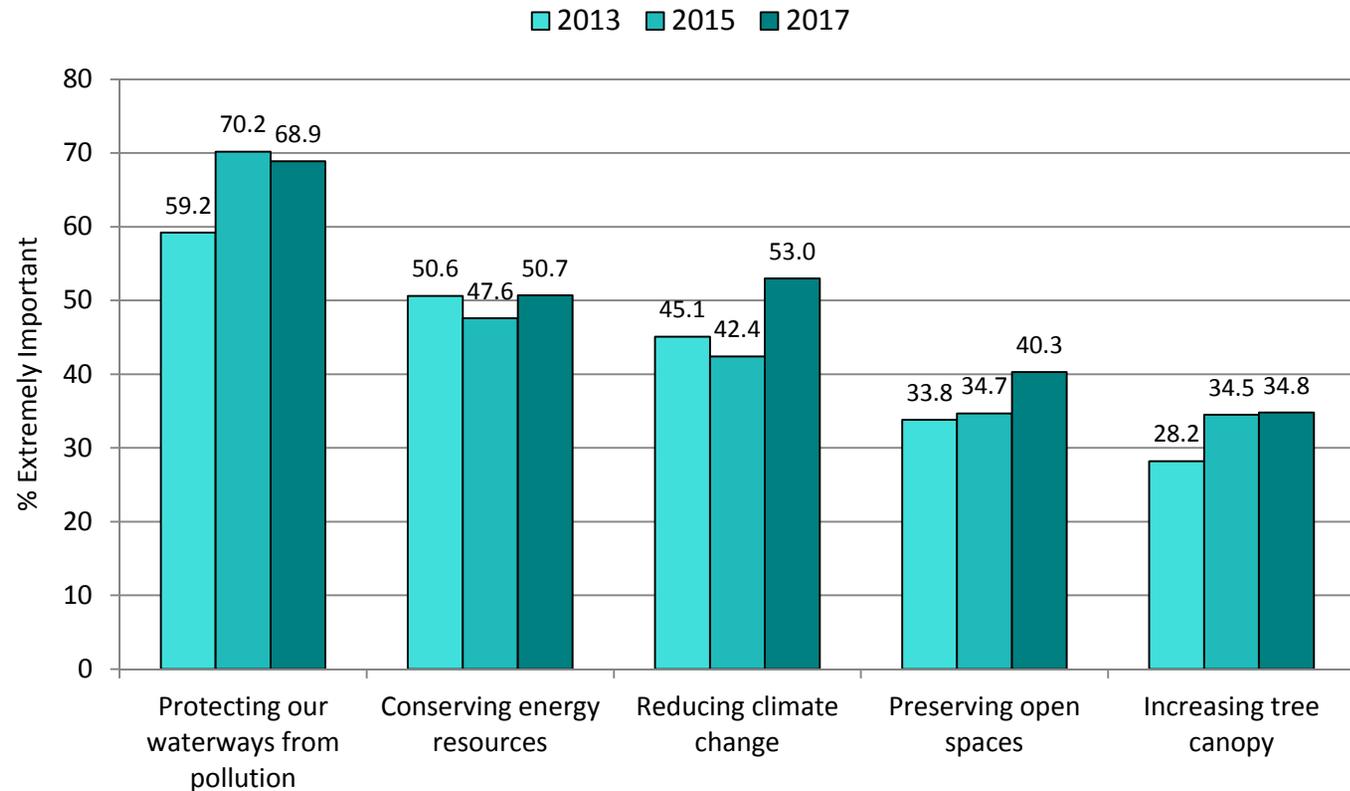## Q3 RESULTS – Importance of Environmental Issues

For each of the following environmental issues, indicate how important you feel the issue is to you.

- Climate Change importance increased significantly from 2015 to 2017. This increase was driven by Northeast County (36.6% to 63.0%) and East City (49.7% to 60.9%). Also by those under 30 (42.2% to 62.6%) and Post Grad (36.1% to 66.0%).

DATAMAX

Q4 RESULTS – Waterway Use

Do you use the river, creeks and ponds for recreational purposes in Jefferson County, Kentucky?
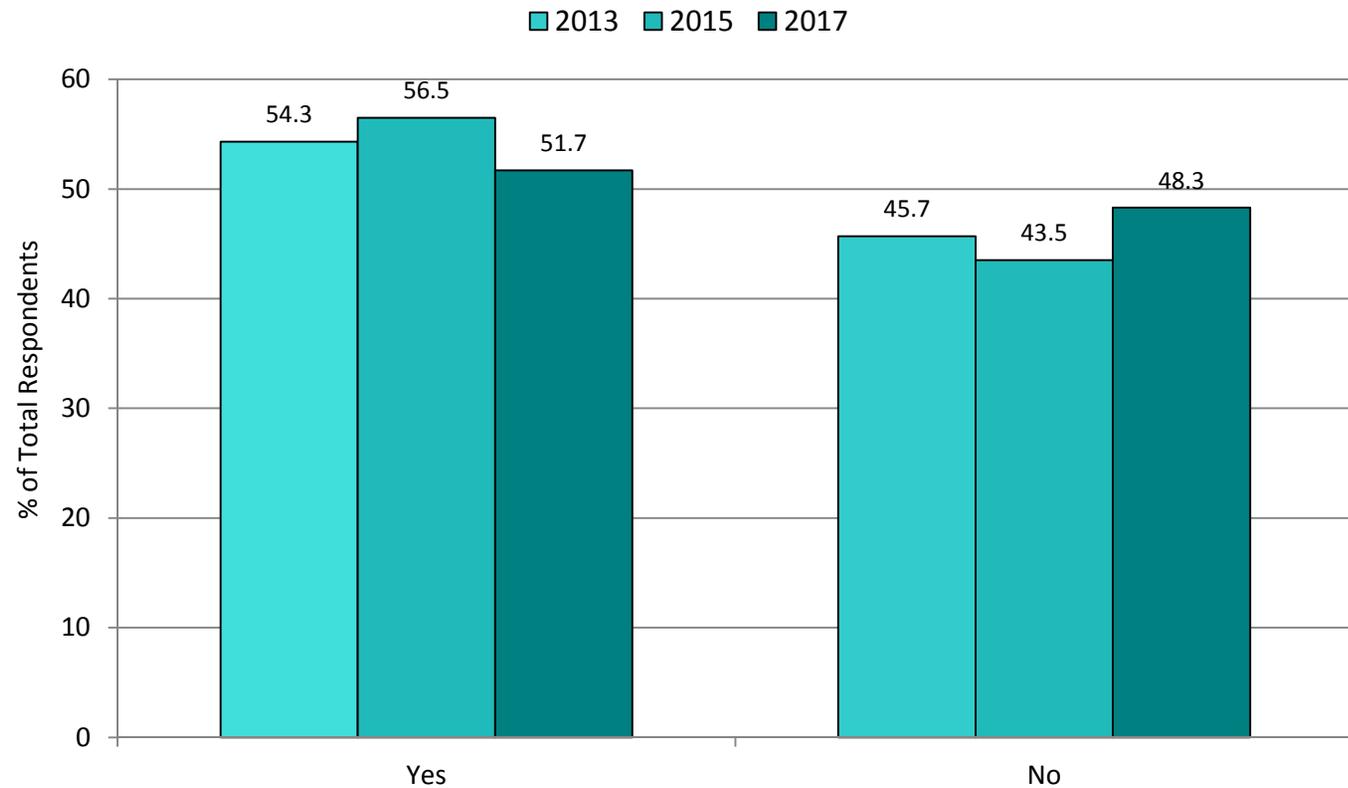
- Residents 25-34 (75.4%) continue to be the biggest recreational users, while those who are age 60+ (40.2%) and Northeast County (25.4%) use waterways the least.

Q5 RESULTS – Waterway Use

Why don't you use the river, creeks and ponds for recreational purposes? (Total Respondents, open-end)	2013 (%)	2015 (%)	2017 (%)
Don't want to / no interest	21.6	8.2	10.3
Don't own a boat	15.0	12.4	22.3
Not an outdoor / water person	14.8	14.9	16.4
Pollution / contamination / unclean water	12.9	19.9	32.2
Don't fish	10.5	10.2	13.7
Go outside of Louisville / Jefferson County for this	8.1	6.1	2.7
Age / too old	6.8	8.9	6.6
Busy lifestyle / work too much	6.2	9.8	9.0
Not sure what's available	5.3	1.5	0.4
Don't swim	4.1	5.1	6.4
Disabled	3.6	8.1	6.0
Do not live by any	3.5	5.4	4.5

- Use of waterways for recreational purposes due to pollution/contamination increased. This increase was from those under age 30 (88.7%) and residents in South County (48.2%)

- Interest in waterway use declined across most geographic areas.

DATAMAX

Q6 RESULTS – Overall Quality/Health of River, Creeks and Ponds

How would you rate the overall water quality or health of the river, creeks, and ponds in Jefferson County, Kentucky?

☐ 2013 ☐ 2015 ☐ 2017
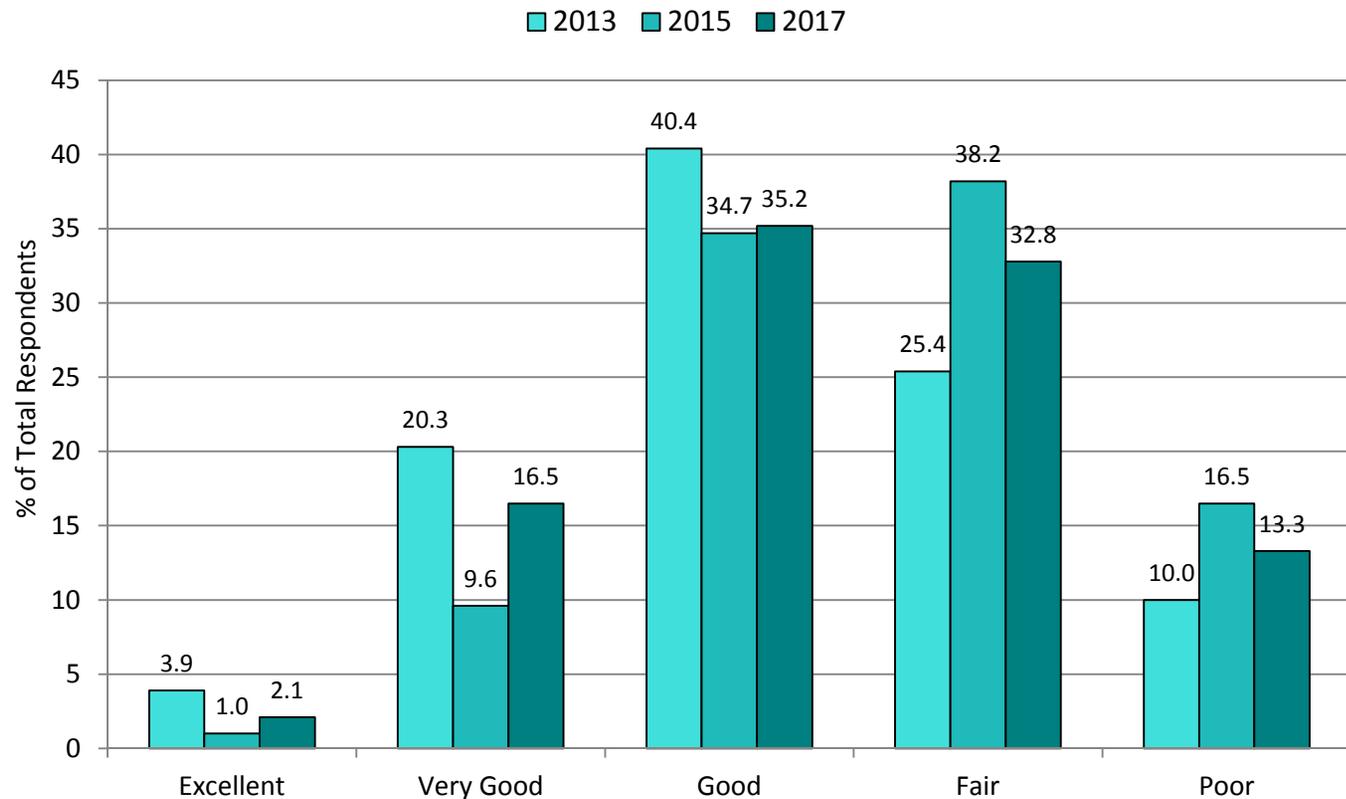
- Overall water quality/health ratings of Excellent and Very Good increased from 2015 to 2017. Ages 40-49 (58.0%), renters (54.0 %), and Northeast County residents (62.3%) had the highest Fair/Poor ratings.

DATAMAX

Q7 RESULTS – Overall Quality/Health of River, Creeks and Ponds

Why do you give that rating? (Total Respondents, open-end)	2013 (%)	2015 (%)	2017 (%)
Lots of pollution / trash / debris / dirty	29.4	44.2	45.8
Visual observation / look of it	17.9	5.0	8.1
Lakes are ok – river is bad	7.8	0.7	2.7
Sewage / storm runoff	7.6	9.9	11.0
From what I read / hear	5.5	6.0	8.8
Clean	4.2	4.8	11.9
Well maintained	4.0	1.2	4.0
Always room for improvement	3.9	10.9	6.0
Haven't had any issues / problems	2.9	2.1	3.0
Conditions are improving	2.2	2.6	3.7
My perception / impression	2.0	2.4	2.8
All others	4.7	1.7	1.5
Don't know	13.7	0.8	2.2

- Residents in the Southwest County (61.4%), households with kids under 18 (63.2%), and ages 30-39 (59.3%) were most likely to mention pollution as a reason for their rating.

- Those age 65+ (29.0%) and Northeast County residents (30.8%) mentioned pollution/trash the least

DATAMAX

Q7 RESULTS – Overall Quality/Health of River, Creeks and Ponds

Why do you give that rating? [Those who rated Excellent or Very Good]	2013 (%)	2015 (%)	2017 (%)
Clean	11.7	26.3	47.6
Always room for improvement	4.0	15.7	3.1
Conditions are improving	3.6	14.9	8.5
Our drinking water is good	4.0	7.0	18.1
Good quality	3.3	9.3	10.5

Why do you give that rating? [Those who rated Fair or Poor]	2013 (%)	2015 (%)	2017 (%)
Lots of pollution / trash / debris / dirty	54.6	58.4	51.3
Sewage / storm runoff	13.5	15.1	17.8
Odors / smelly	3.4	11.6	13.6
Visual observation/look of it	19.0	6.6	11.3
Lack of upkeep	1.9	8.9	7.9

DATAMAX

**Q8 RESULTS – Importance of Clean River, Creeks and Ponds**

How important is it to you that your community has clean rivers, creeks and ponds?
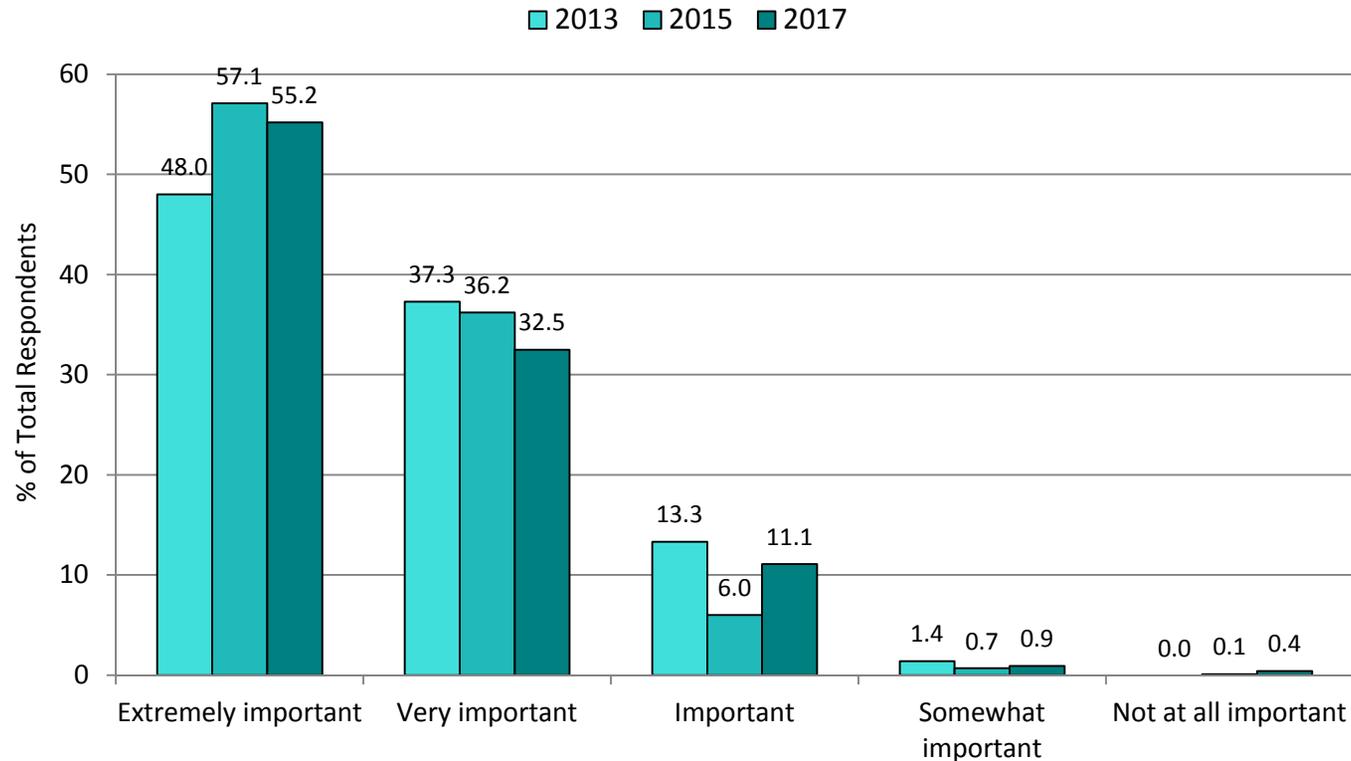
- As a whole, residents saying that it is extremely/very important that the community having clean rivers, creeks and ponds has decreased from 2015 (93.3%) to 2017 (87.7%).

- East City residents (68.3%), households with children under 18 (68.0%), and females (61.9%) say that it is extremely important to have clean rivers, creeks and ponds.

DATAMAX

## Q9 RESULTS – Effect of Rain on Quality of River, Creeks and Ponds

How does rain affect the water quality or health of our river, creeks and ponds? Please select one.

■ 2013 ■ 2015 ■ 2017
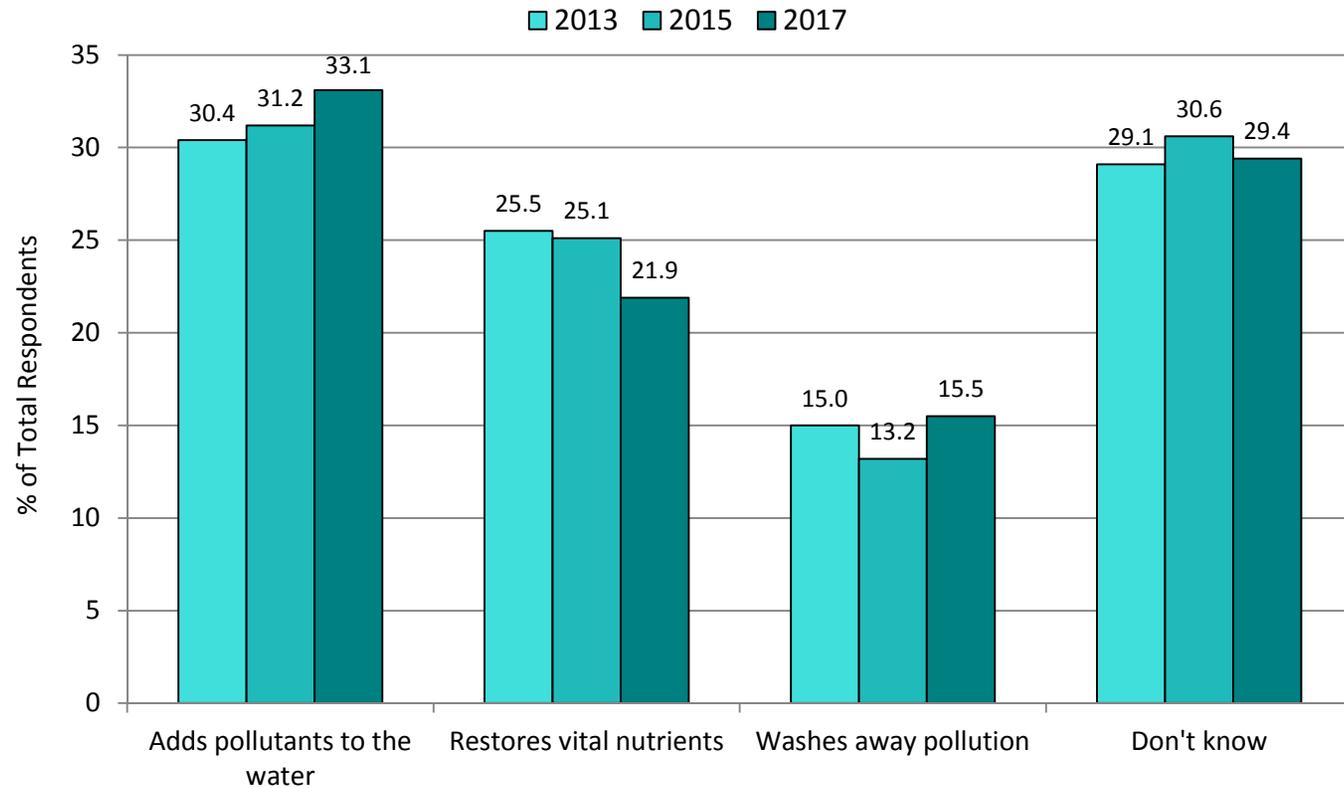
- Perceptions on how the rain adds pollutants to the water increased slightly. This increase was from residents in Northeast county (51.3%) and those under 30 (44.4%).
- Almost one-third (29.4%) still don't know how rain affects water quality.

DATAMAX

Q10 RESULTS – Post-Rain Pollution

After it rains, you should not use the local area river, creeks and ponds because they have become unsafe with increased levels of pollution and bacteria.

☐ 2013 ☐ 2015 ☐ 2017
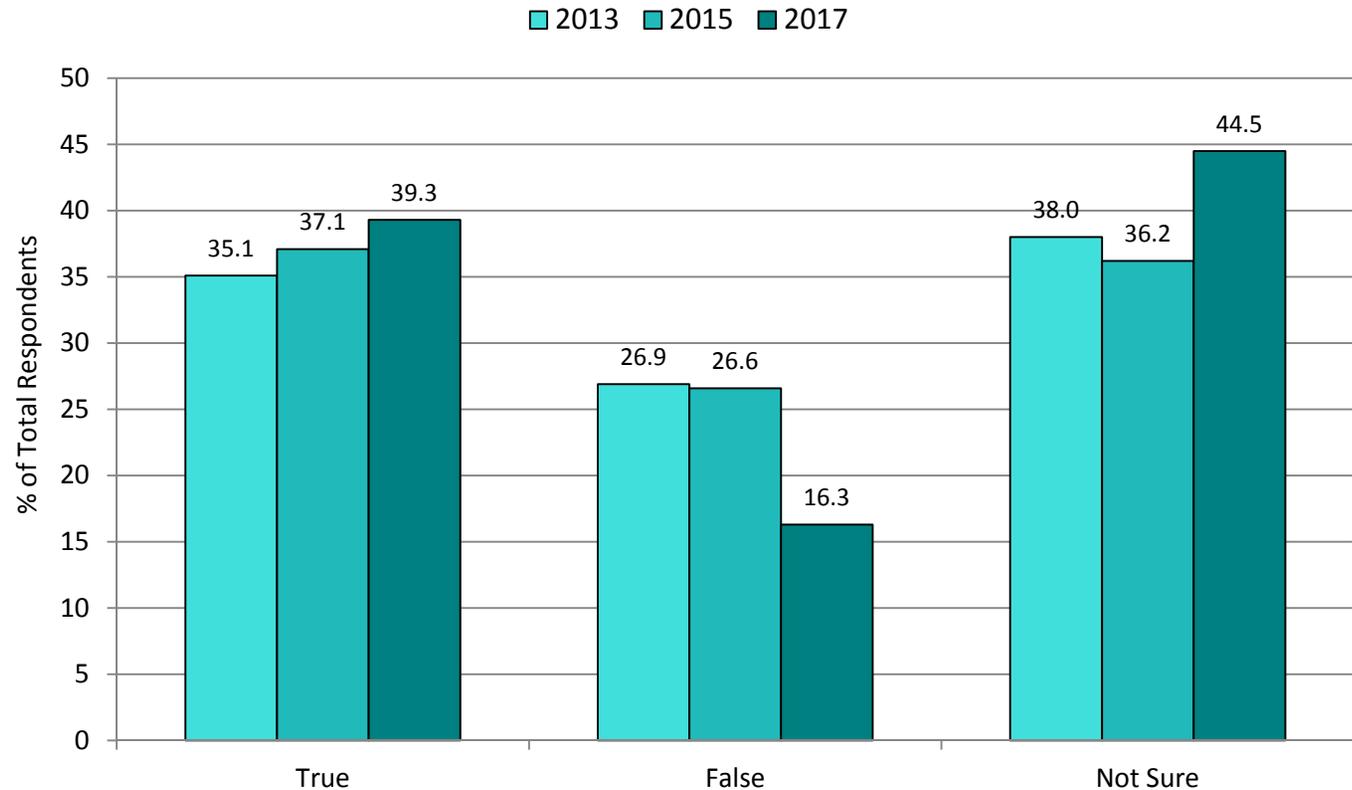
- Residents in the Northeast County (50.5%) and East City (47.6%) exhibited the strongest agreement.
- Those in East County (28.8%) showed the strongest disagreement.

DATAMAX

Q11 RESULTS – Post-Rain Pollution

What do you think would cause the river, creeks and ponds to become polluted after a rain? (open-end)	2013 (%)	2015 (%)	2017 (%)
Runoff / flooding	10.8	36.6	27.8
Trash / litter / debris getting washed into it	17.1	20.6	11.6
Fertilizers / pesticides / lawn sprays/chemical runoff	14.0	20.6	16.6
Ground pollution	12.5	17.2	2.7
Sewage overflow	10.5	12.6	14.6
Run-off from streets / roads / parking lots / cars	11.4	11.3	12.3
Air pollution	7.6	7.4	11.9
Don't know	12.0	4.6	5.5
Industrial waste	3.0	2.9	6.6
Acid rain / rain carries pollutants	10.9	1.6	9.0
Run-off from farms / fields / agriculture	4.2	0.7	8.7
All others	7.8	0.2	1.0

- Males (34.4%), Post Grads (36.1%), and Northeast County (34.0%) are most likely to believe runoff / flooding causes waterways to become polluted.

DATAMAX

Q12a RESULTS – Pollution, Runoff, & Sewer Overflow

Water that flows through the street gutters/storm drains goes through a treatment facility before being released into our waterways.

□ 2013 □ 2015 ■ 2017
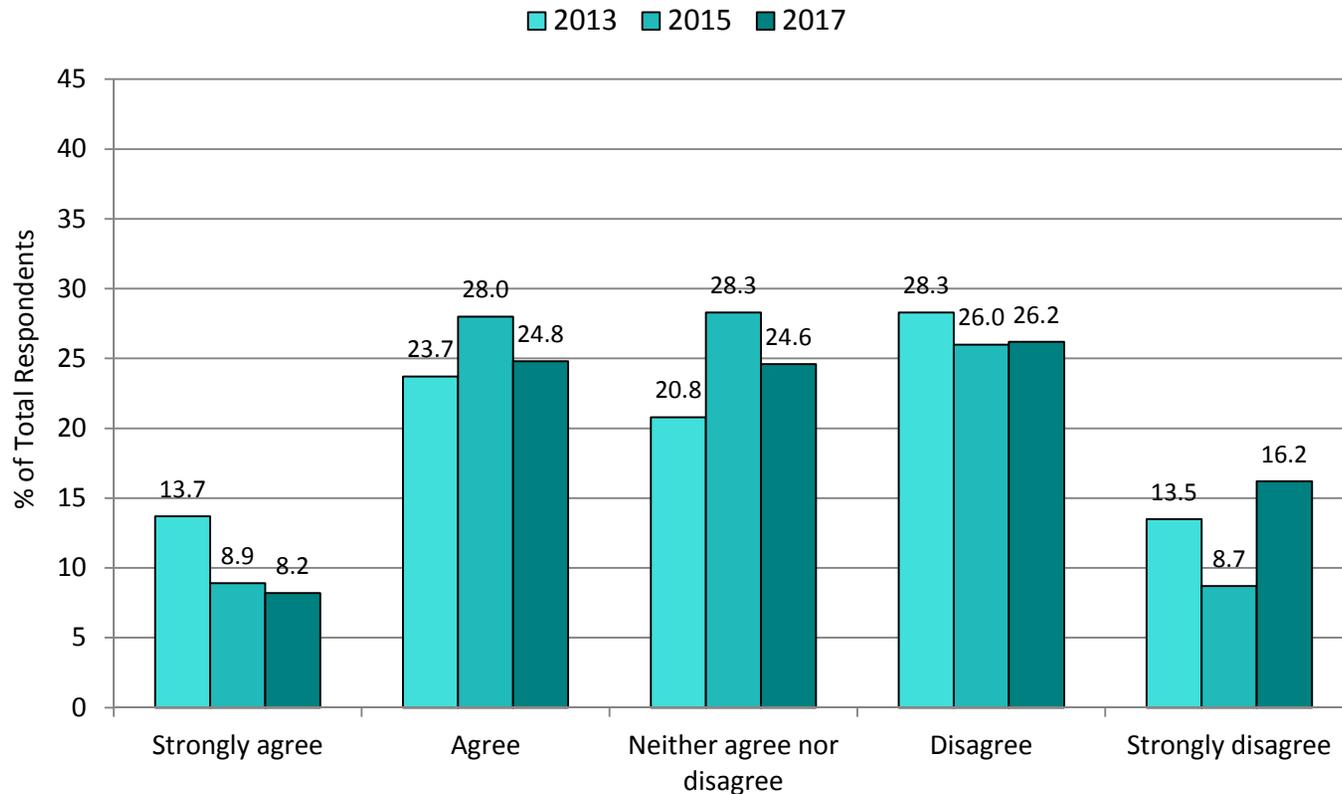
- From 2015 to 2017 there was a significant increase in those who Strongly Disagree.
- This increase is driven by those under 30 (26.6%), Males (23.9%), South County (23.8%), and Homeowners (23.2%), who Strongly Disagree with this statement.

DATAMAX

## Q12b RESULTS – Pollution, Runoff, & Sewer Overflow

Rainwater runoff is a leading cause of water pollution in my area.

□ 2013 ■ 2015 ■ 2017
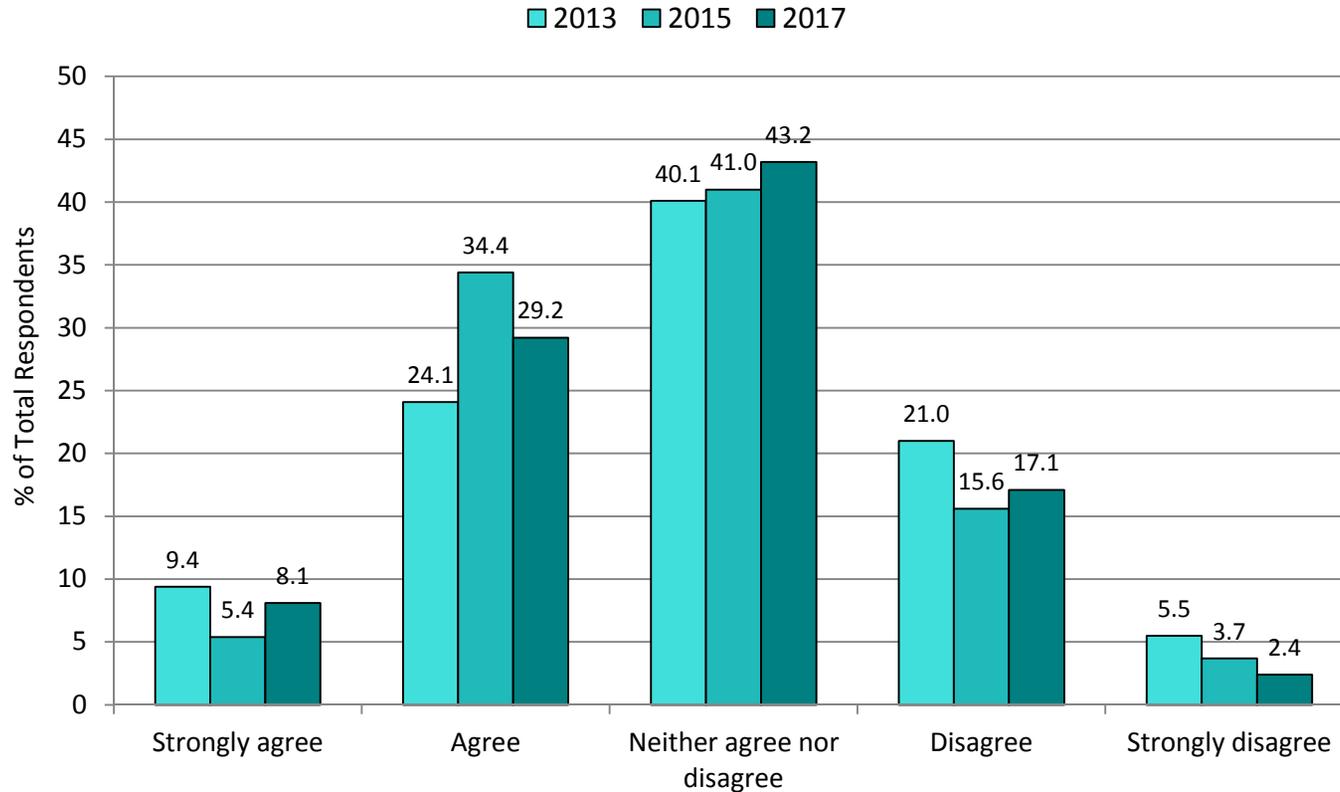
- Those under 30 are strongest in overall agreement (63.8% Agree/Strongly Agree) that rainwater runoff causes pollution.

- Residents in Southwest (38.4%) and East County (33.8%) are highest in overall disagreement (Disagree/Strongly Disagree) with this statement.

DATAMAX

Q12c RESULTS – Pollution, Runoff, & Sewer Overflow

Sewer system overflow occurs frequently in my community.

☐ 2013 ☐ 2015 ☐ 2017
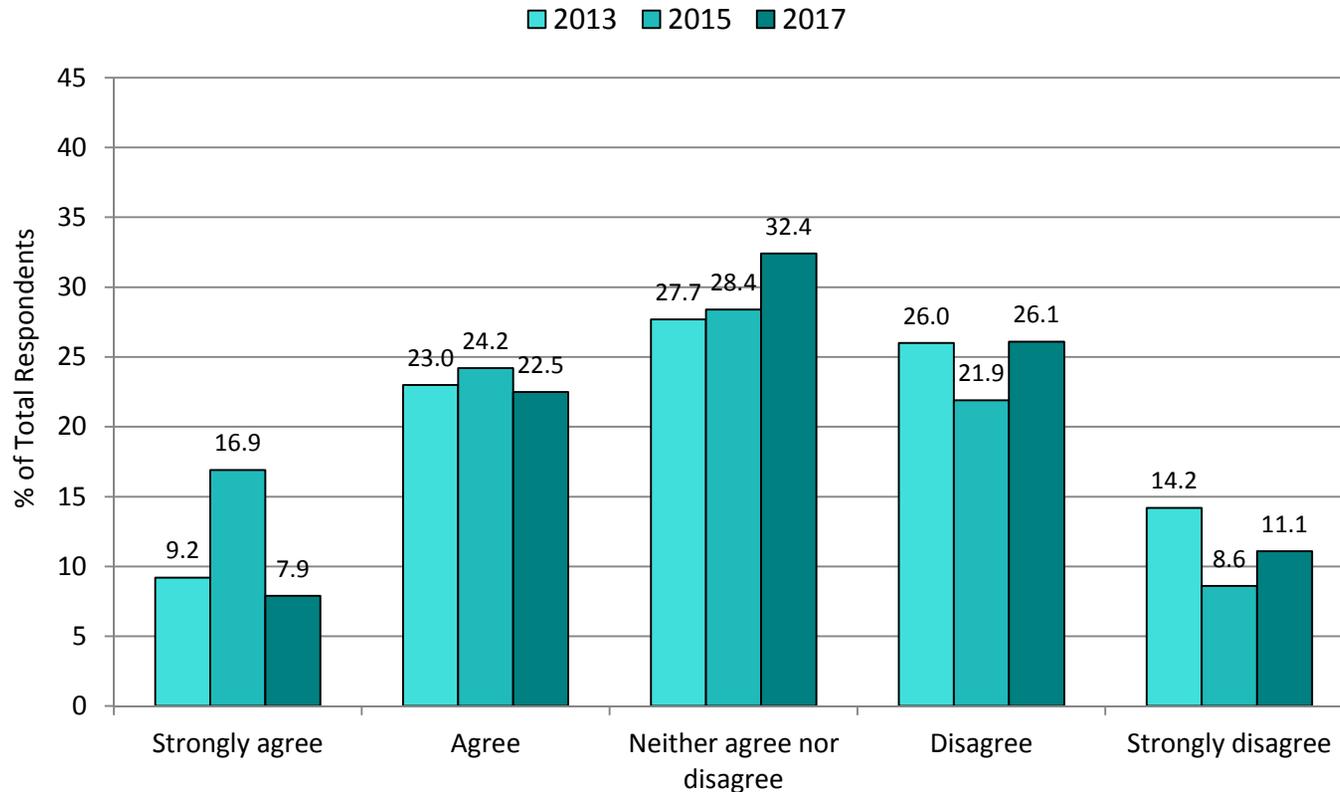
- Those who Strongly Agree that sewer system overflow occurs frequently decreased significantly from 2015 (16.9%) to 2017 (7.9%). This decrease was driven by Northeast County (2.6%). Residents of Downtown/West City strongly agreed the most (24.9%).

- Those 25 and younger (50.2%) Disagree/Strongly Disagree the most.
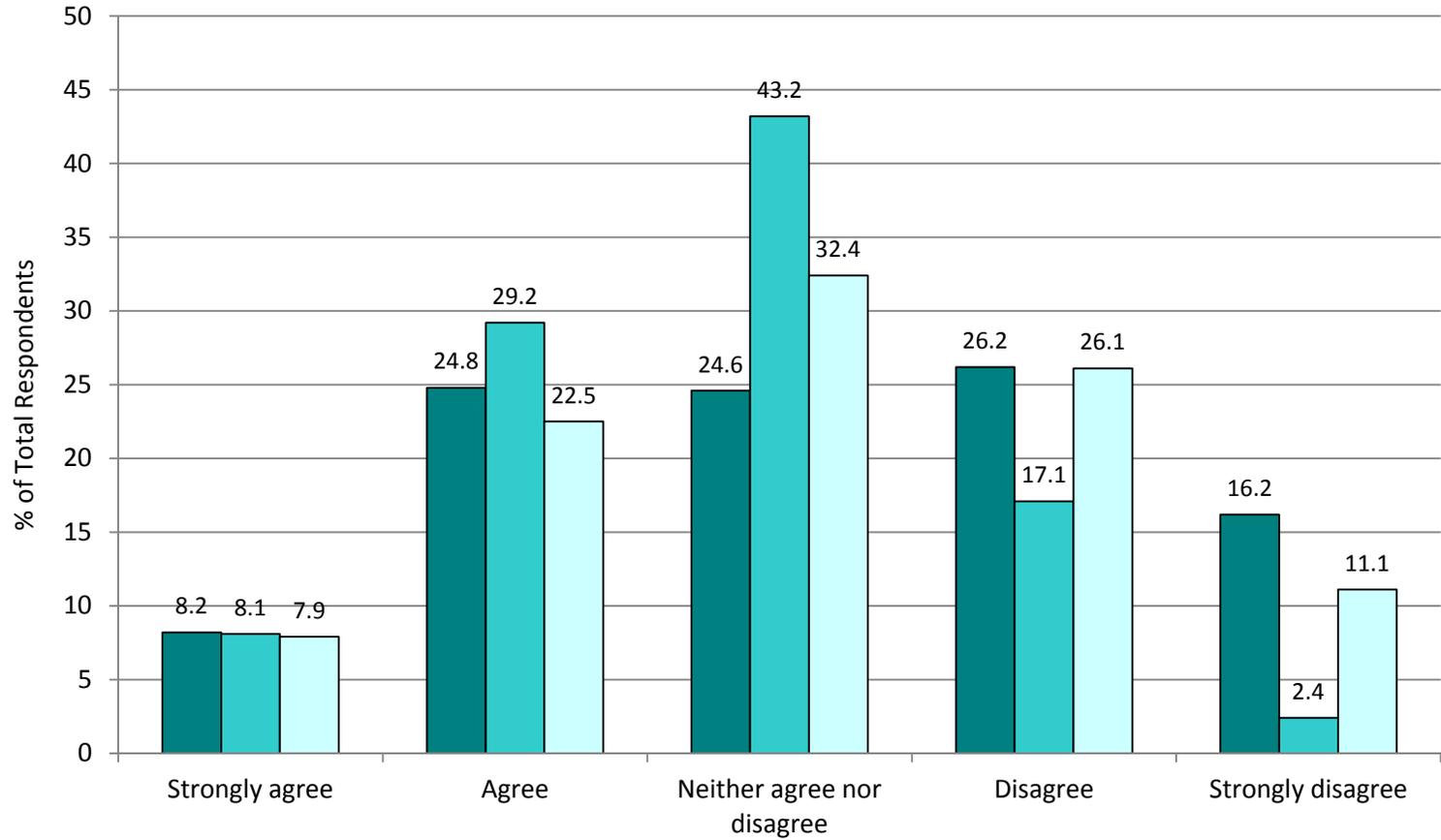
DATAMAX

Q12 TOTAL RESULTS BY ISSUE – Pollution, Runoff, & Sewer Overflow

Legend:

■ Water that flows through street gutters and storm drains goes through a treatment facility before being released in our waterways.

■ Rainwater runoff is a leading cause of water pollution in my area.

□ Sewer system overflow occurs frequently in my community.

DATAMAX

Q12 TOTAL RESULTS BY ISSUE – Pollution, Runoff, & Sewer Overflow

■ Water that flows through street gutters and storm drains goes through a treatment facility before being released in our waterways.
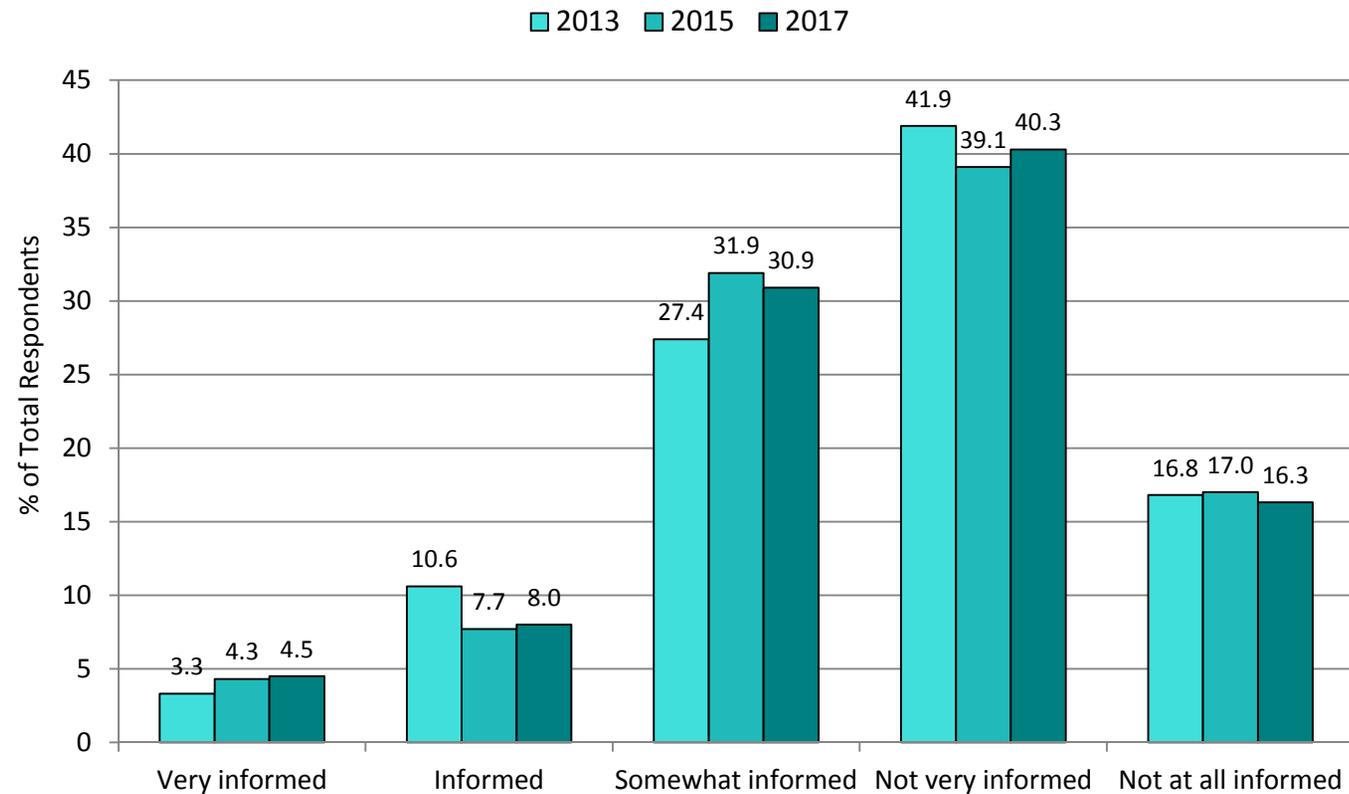
■ Rainwater runoff is a leading cause of water pollution in my area.

□ Sewer system overflow occurs frequently in my community.

DATAMAX
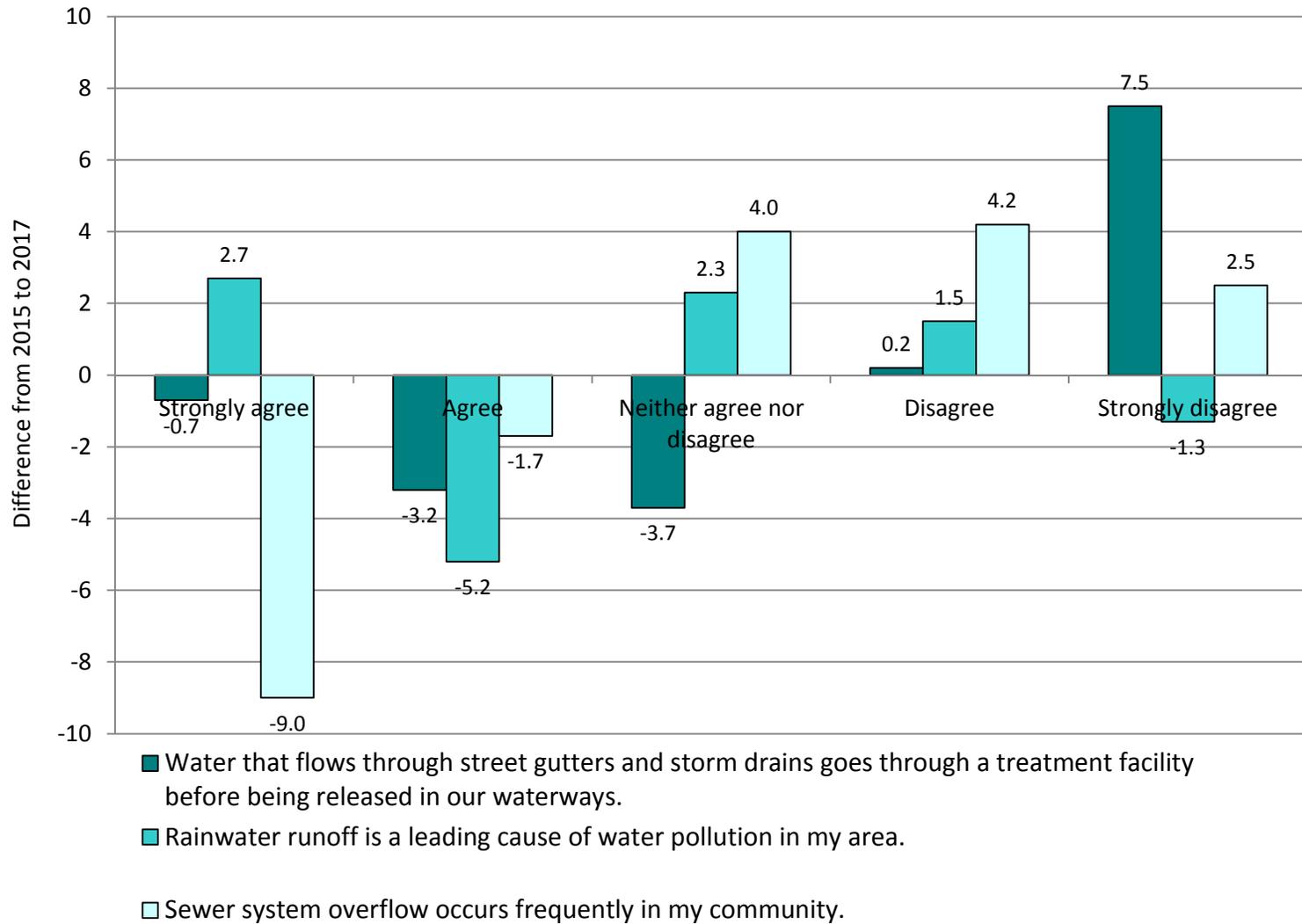
Q13 RESULTS – Causes of Rainwater Runoff Pollution

How informed do you feel about the causes of rainwater runoff pollution in your area?

■ 2013 ■ 2015 ■ 2017

- Those under 30 feel most informed (25.1% very informed/informed), while those age 30-49 still feel they are not very informed/not at all informed (66.4%).

- Households with children under 18 feel most uninformed (67.2% not very informed/not at all informed).

DATAMAX

Q14 RESULTS – Causes of Sewer System Overflow

How informed do you feel about the causes of sewer system overflow in your area?
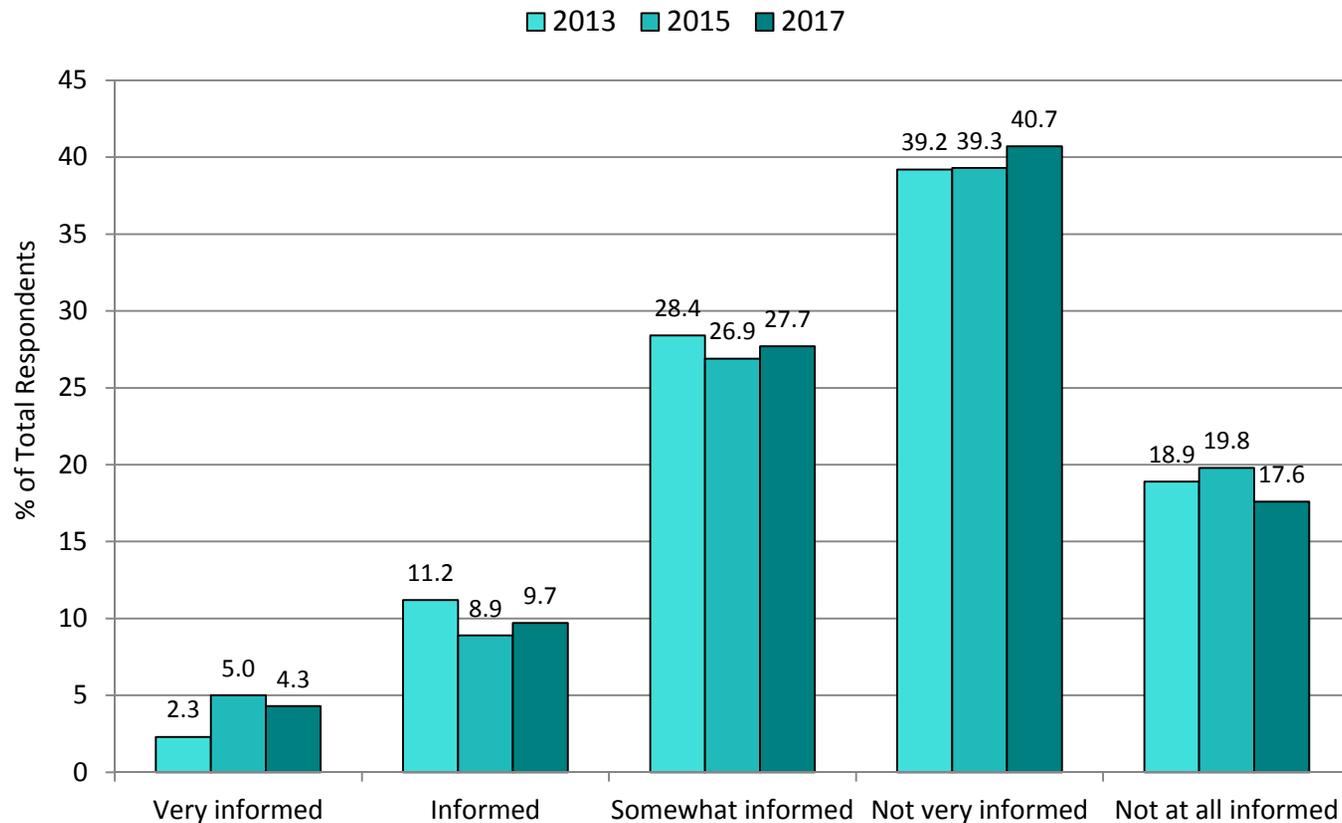
- As with rainwater runoff pollution, those age 30-49 remain not very informed/not at all informed (70.4%).
- Males feel informed/very informed (21.5%), unlike females (7.1%).

DATAMAX

Q15 RESULTS – Actions for Pollution Reduction

Do you think there are actions you can take to reduce water pollution in the river, creeks and ponds?
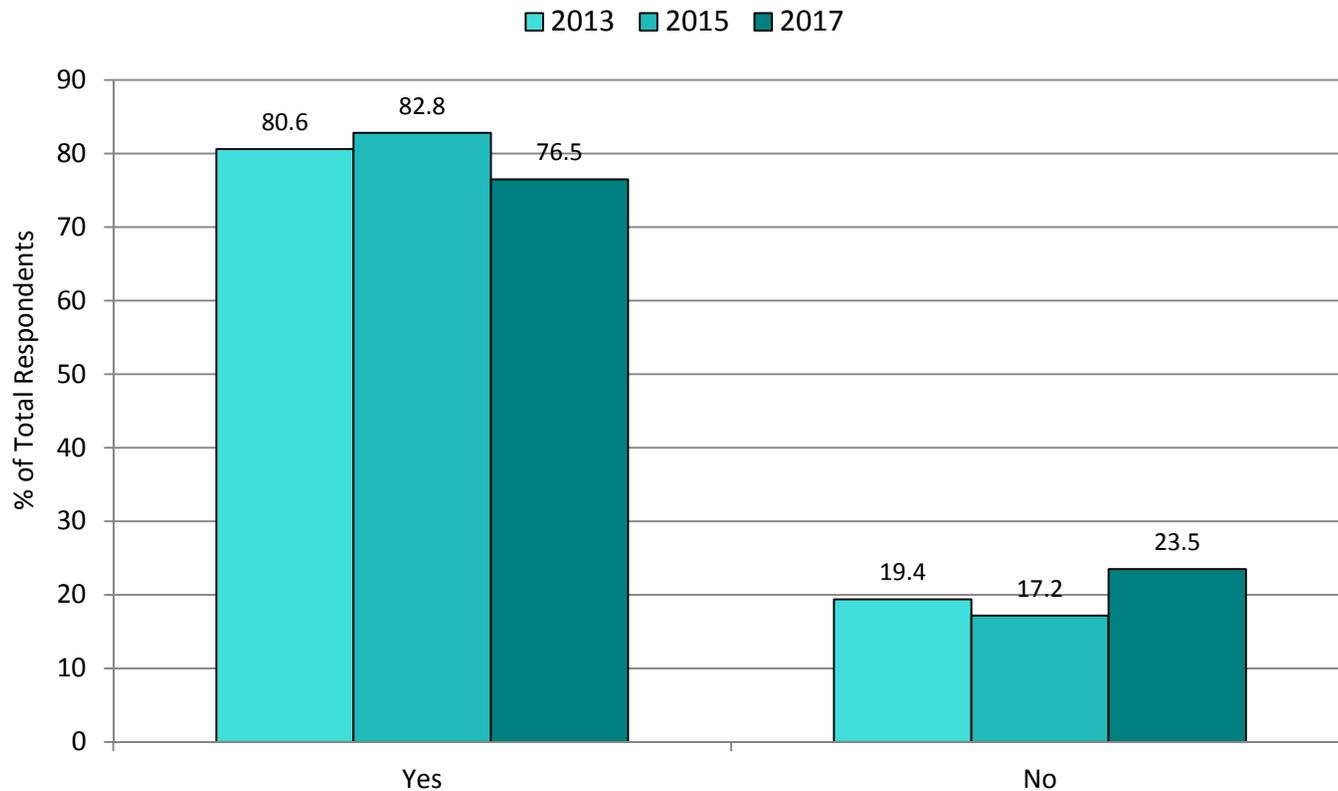
- Most favorable stance on taking action remain: Females (83.1%) and those 25-34 (91.9%).
- Seniors 65+ (42.1%) and Southwest (43.4%) believe strongest that no actions can be taken.

DATAMAX

Q16 RESULTS – Actions for Pollution Reduction

Rainwater runoff and sewer system overflow contribute to water pollution. Do you currently take actions to reduce water pollution?

Legend: ☐ 2013 ☐ 2015 ☐ 2017

Y-axis: % of Total Respondents

Yes: 45.5 (2013), 49.1 (2015), 44.4 (2017)
No: 54.5 (2013), 51.0 (2015), 55.6 (2017)
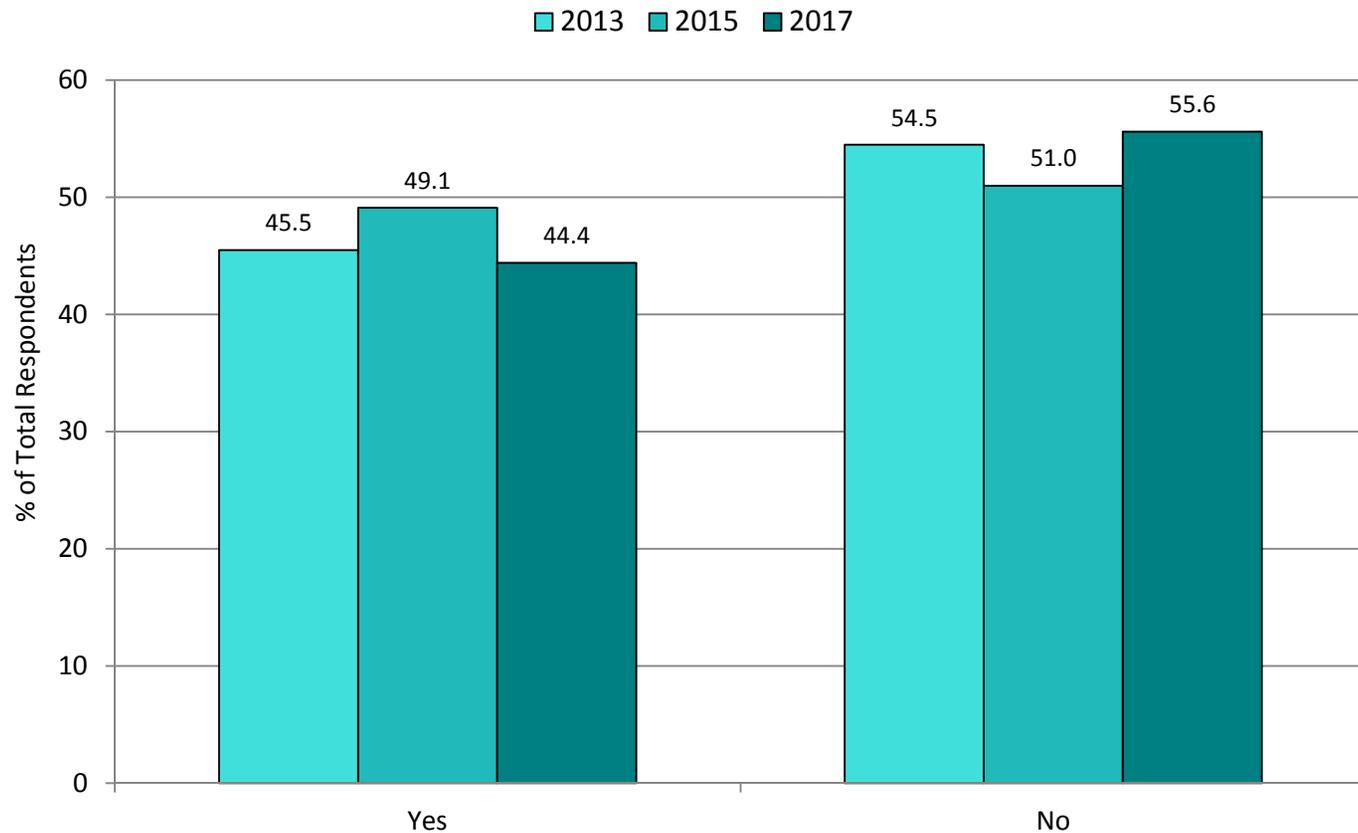
- Those not currently taking action are: residents in Northeast County (76.3%), under 30 (75.4%), and those who use fertilizer (70.9%).

DATAMAX

Q17 RESULTS – Actions for Pollution Reduction (Total)

What actions do you currently take to reduce water pollution? (open-end, asked if "yes" to #16)	2013 (%)	2015 (%)	2017 (%)
Pickup trash / litter	2.9	24.1	4.9
Careful about what I pour into ground/down drain/dispose	28.0	17.9	10.6
Don't use chemicals on lawn	16.4	16.9	29.7
By not littering/polluting/using trash cans	27.2	13.5	26.2
Clean up sewer/street drains	7.4	12.5	10.0
Recycling	8.6	10.2	4.7
Don't wash clothes/use dishwasher during rain	6.4	9.9	3.0
Conserve water	5.2	5.8	6.5
Not flushing medicines	3.2	4.7	4.9
Redirecting rain water/gutters to yard	4.3	3.3	4.0
Rain barrels	4.7	2.9	5.4
Use green products	3.7	2.4	2.2
Maintain car/vehicle	3.3	2.1	3.2
Disconnected downspouts	3.2	2.1	4.1

DATAMAX

Q17 RESULTS – Actions for Pollution Reduction by Age

What actions do you currently take to reduce water pollution? (open-end, asked if "yes" to #16)	<25	25-34	35-44	45-54	55-64	65+
Pick up trash/litter	-	-	6.6	15.3	1.7	2.4
Careful about what I pour into ground/down drain/dispose	-	21.8	16.3	9.3	8.3	5.1
Don't use chemicals on lawn	-	25.2	23.3	24.9	33.6	28.0
By not littering/polluting/using trash cans	-	21.5	34.4	19.7	25.5	13.5
Clean up sewer/street drains	-	4.7	15.1	15.8	8.4	11.9
Recycling	-	-	12.8	1.9	9.7	2.1
Don't wash clothes/use dishwasher during rain	-	9.6	2.2	3.0	2.6	-
Clean up pet waste	-	-	9.1	2.6	7.4	-
Conserve water	-	11.8	6.3	3.7	4.3	12.4
Not flushing medicines	-	4.3	6.6	9.9	1.5	4.5
Don't put grease down drain	-	15.1	23.8	12.4	13.6	5.1
Don't dump anything into sewers	-	2.7	1.0	2.0	4.3	-

DATAMAX

Q17 RESULTS – Actions for Pollution Reduction by ZIP Area

What actions do you currently take to reduce water pollution? (open-end, asked if "yes" to #16)	Downtown / West City	South West	East City	South Co.	North-east Co.	East Co.
Pick up trash/litter	15.2	-	1.9	6.3	1.6	7.8
Careful about what I pour into ground/down drain/dispose	16.2	-	10.5	2.3	15.8	18.3
Don't use chemicals on lawn	16.7	28.1	36.1	11.0	47.5	36.3
By not littering/polluting/using trash cans	15.0	42.9	13.4	48.2	29.7	25.2
Clean up sewer/street drains	15.3	19.8	12.8	3.3	7.7	9.6
Recycling	14.4	-	7.4	3.7	-	-
Don't wash clothes/use dishwasher during rain	.7	-	2.2	2.7	14.5	1.1
Clean up pet waste	2	-	3.9	0.6	12.8	2.7
Conserve water	4.7	12.0	7.8	10.0	1.6	1.8
Not flushing medicines	-	-	7.1	1.5	14.8	2.5
Don't put grease down drain	27.6	11.4	9.4	30.4	27.7	15.2
Don't dump anything into sewers	-	7.3	1.4	-	1.9	4.6

DATAMAX

Q18 RESULTS – Actions for Pollution Reduction

Do you think any of these actions would increase the amount of pollution from rainwater runoff? (Select all that apply)	2013 (%)	2015 (%)	2017 (%)
Improperly disposing hazardous waste, such as paint and motor oil	94.3	97.7	99.3
Putting trash in the street gutter	93.1	87.0	93.0
Reducing leaking fluids from cars and trucks	91.3	63.3	69.0
Using non environmentally friendly lawn chemicals	87.3	92.3	93.2
Leaving pet waste on the ground	71.1	69.3	76.9
Washing your car in the driveway or street	55.4	56.2	50.2

- Respondents' perception that improper disposal of hazardous wastes, putting trash in the street gutter and leaving pet waste on the ground would increase rainwater runoff pollution increased from 2015 to 2017.

- The rise in putting trash in the gutter is driven by Downtown / West City residents (99.3%).

- Those under 30 believe least that leaking fluids increases pollution (57.3%).

DATAMAX

Q19 RESULTS – Actions for Pollution Reduction

Do you think any of these actions cause sewer system overflow? (Select all that apply)	2013 (%)	2015 (%)	2017 (%)
Pouring fats, oils, greases and food particles down the sink (FOG)	84.8	78.1	83.3
Flushing diaper wipes and other wet wipes down the toilet	84.6	83.4	92.9
Putting lawn grass clippings and leaves in the street gutter	82.2	80.1	82.5
Flushing hair down the toilet	64.4	61.5	69.7
Connecting the groundwater sump pump to the basement sewer connection	56.1	51.6	49.9
Flushing dental floss down the toilet	54.3	52.6	70.1
Using water-using appliances, such as a dishwasher or clothes washer, when it is raining	36.4	36.4	38.4

- Significant increases from 2015 to 2017 include flushing wipes, dental floss, and hair down the toilet.

- Southwest County residents (93.6%) and those 30+ (93.5%) are most likely to associate pouring FOGs down the drain with sewer system overflow. Northeast county residents (63.3%) are less likely to make that association.

DATAMAX

Q20(a) RESULTS – Water Quality & Health of River, Creeks and Ponds

We can all do our part to reduce the effects of water pollution.
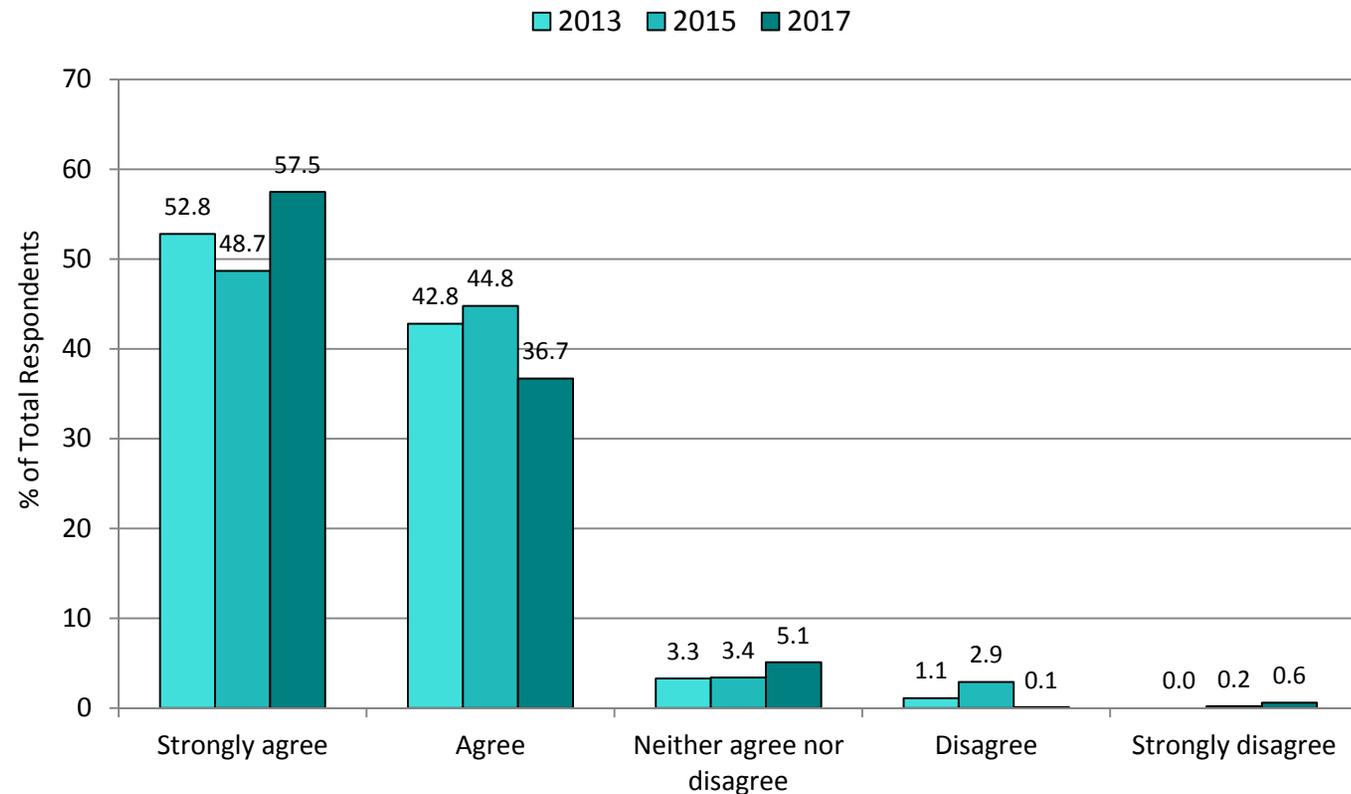
- Females had significantly stronger agreement (64.8%) than males (49.4%) about doing their part to reduce pollution.
- East City (62.9%) and Downtown/West City (60.1%) residents also account for the increase in stronger agreement.

DATAMAX

## Q20(b) RESULTS – Water Quality & Health of River, Creeks and Ponds

I am personally responsible for reducing rainwater runoff pollution and sewer system overflow.
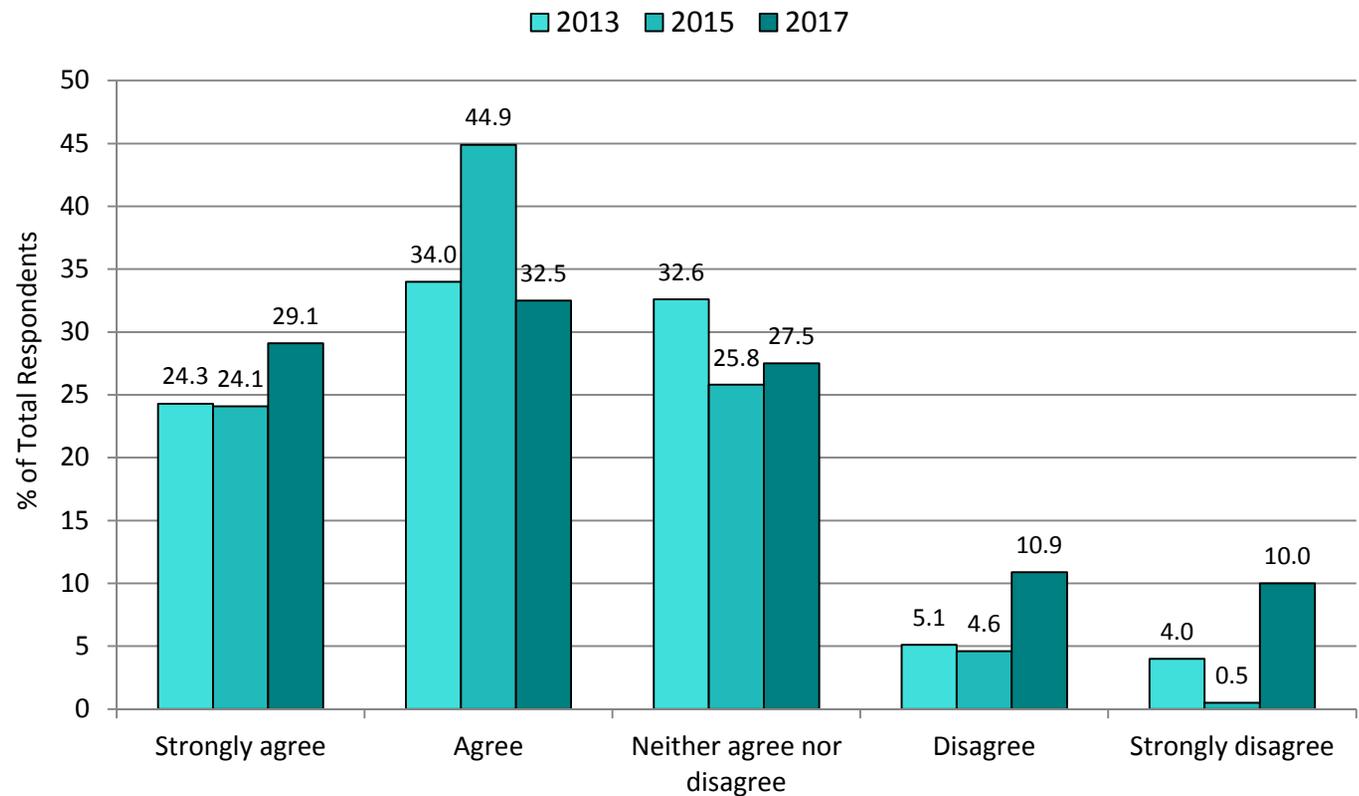
- The increase in strongly agree responses was driven by Post Grads (41.1%), Northeast County (38.7%) and East County (36.1%) residents.

Q20(c) RESULTS – Water Quality & Health of River, Creeks and Ponds

Local governments, businesses and industries are responsible for reducing rainwater runoff and sewer system overflow.

■ 2013 ■ 2015 ■ 2017
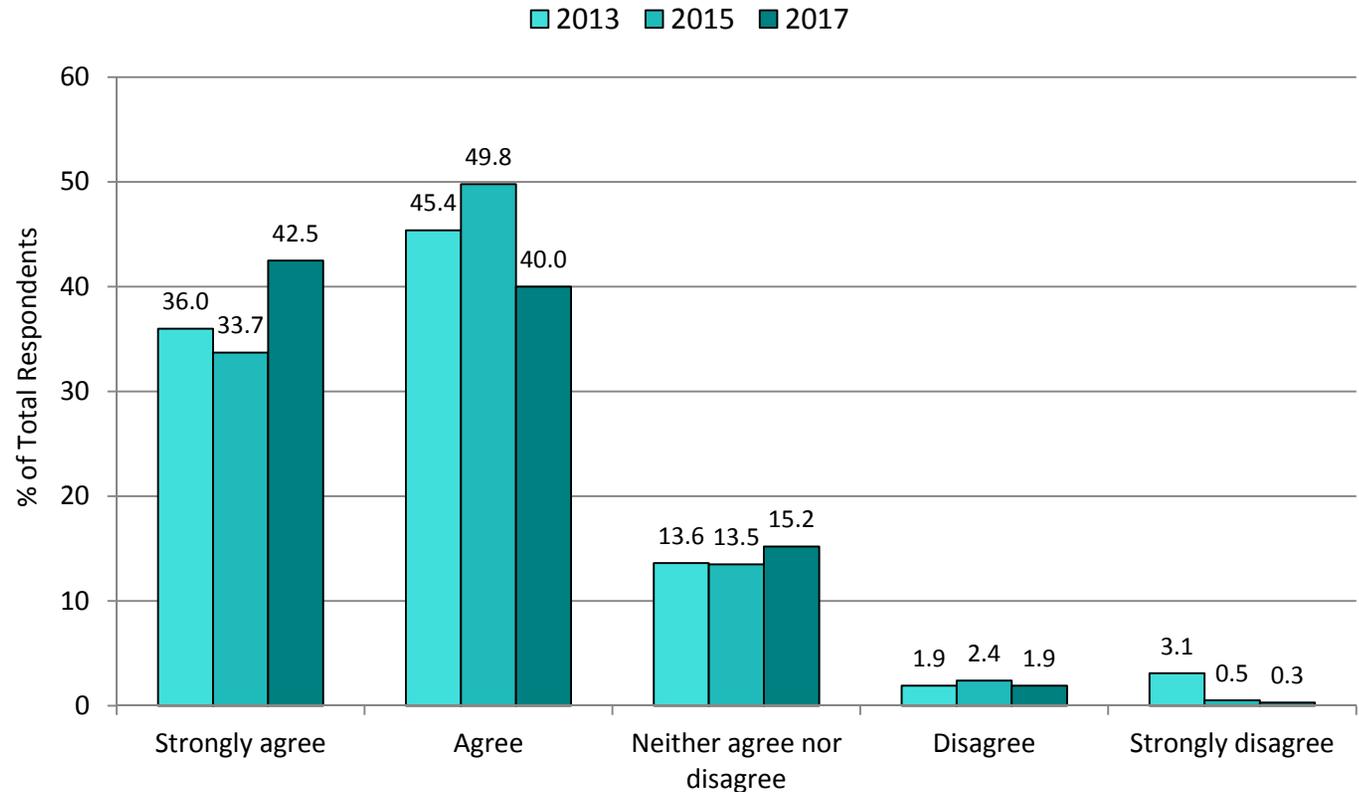
- Strongly agree perception regarding commercial entities being responsible for reducing overflow has increased from 2015 to 2017. This increase was driven by Post Grads (55.8%) and Northeast county residents (51.7%) who strongly agreed.

- Those under 30 had the lowest strongly agree response (22.2%).

DATAMAX

Q20(d) RESULTS – Water Quality & Health of River, Creeks and Ponds

I would only do my part to reduce water pollution if everyone else did as well.

☐ 2013 ☐ 2015 ☐ 2017
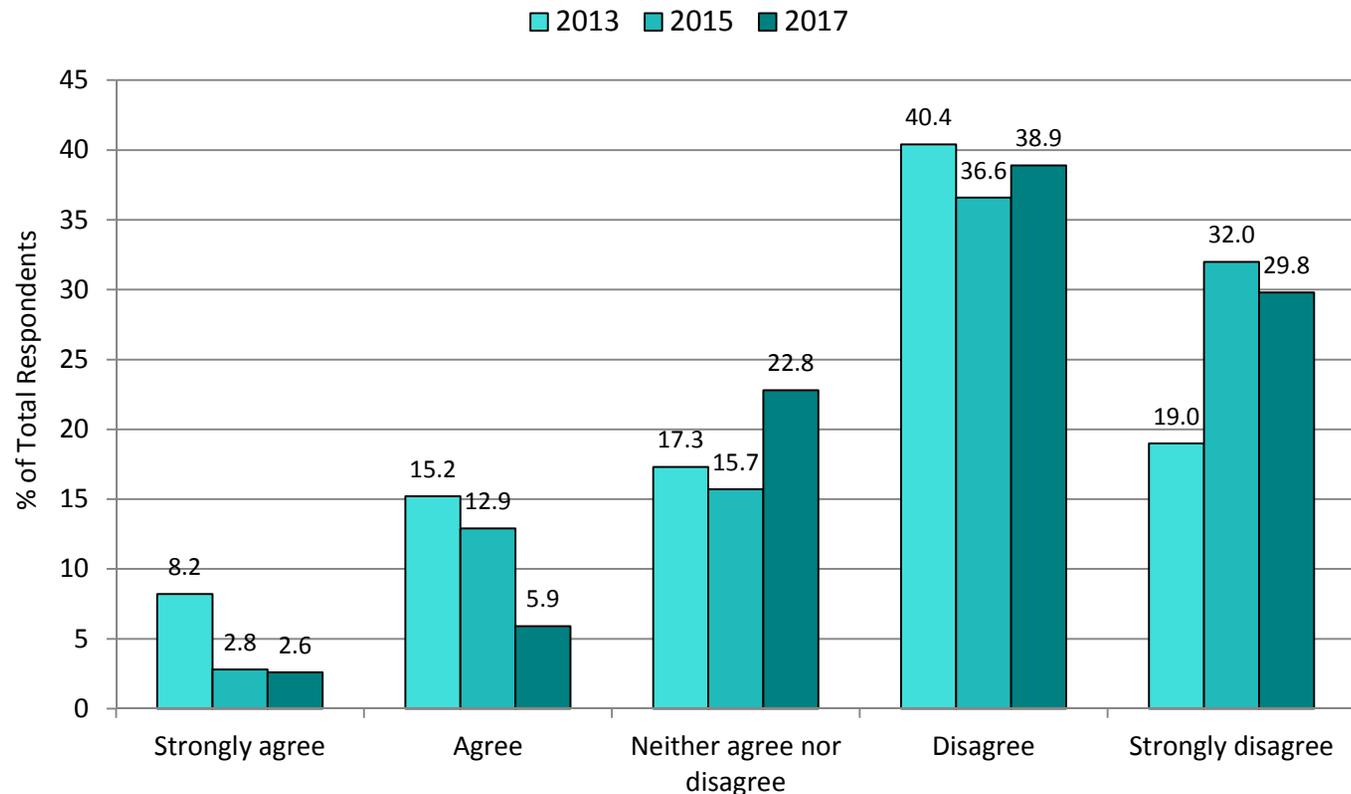
- Sentiment stayed steady about respondents doing their part to reduce pollution. Most are willing to make the effort regardless of others.

- Females (79.2%) and East City residents (80.5%) are most likely to do their part independently of other people.

DATAMAX

Q20(e) RESULTS – Water Quality & Health of River, Creeks and Ponds

The utility company should provide incentives for people to reduce water pollution.
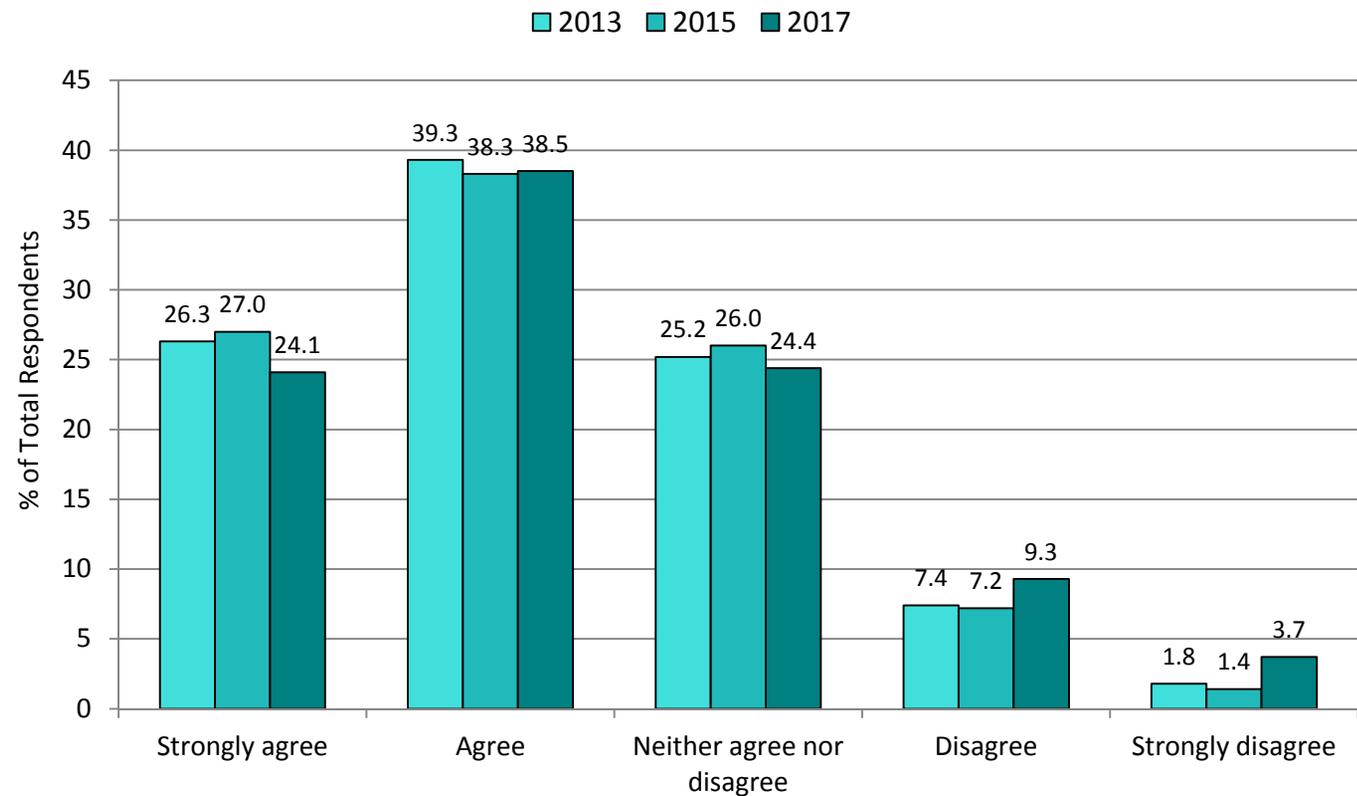
- Incentives continue to more strongly appeal to Post Grads (74.1% strongly agree).
- Those 30-39 (74.3%) strongly agreed with this statement, most of any age.

DATAMAX

Q20(f) RESULTS – Water Quality & Health of River, Creeks and Ponds

Human activities have no significant impact on the water quality of river, creeks and ponds.
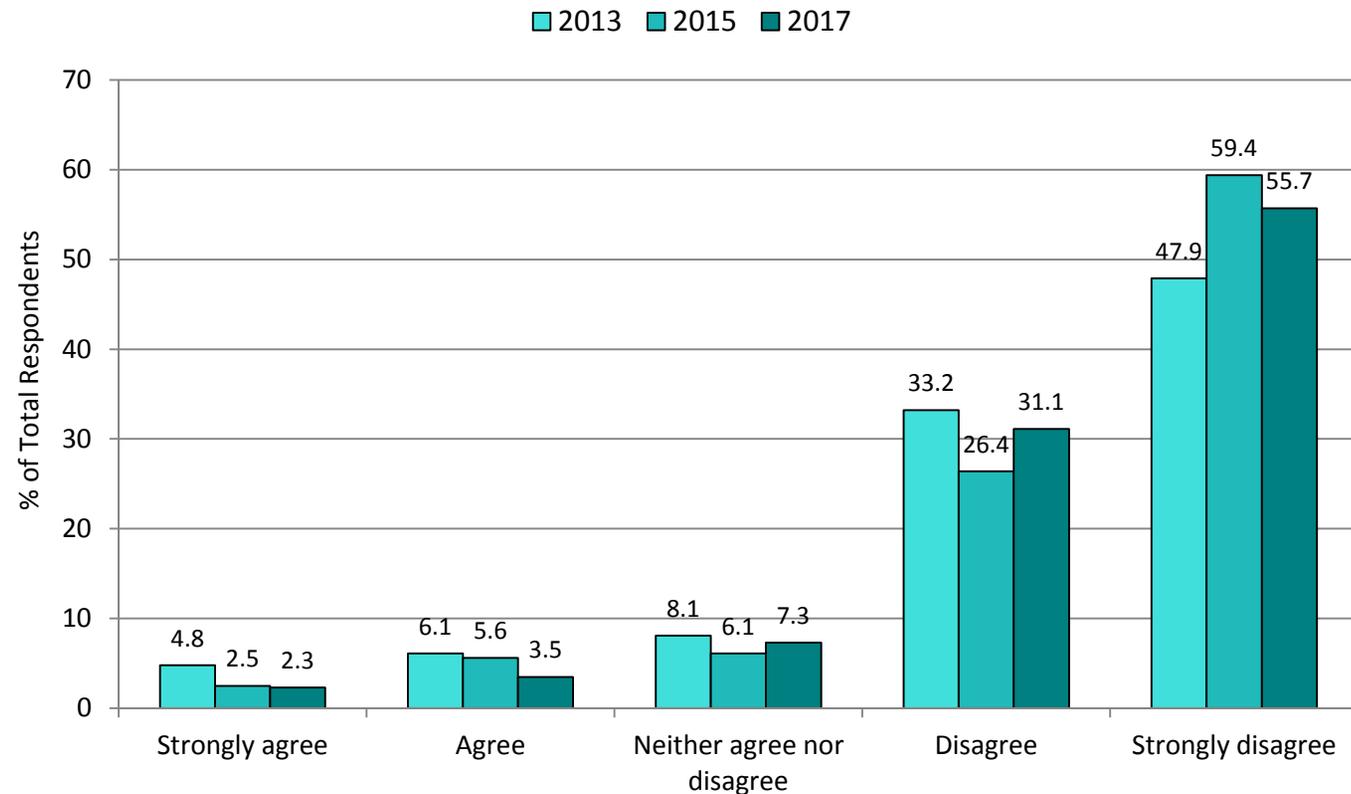
- Those agreeing that human activities impact water quality are residents of the Northeast County (69.3%) and East City (67.1%). Downtown/West City (35.3%) strongly disagreed the least.

DATAMAX

Q20(g) RESULTS – Water Quality & Health of River, Creeks and Ponds

Water pollution of river, creeks and ponds frightens me.
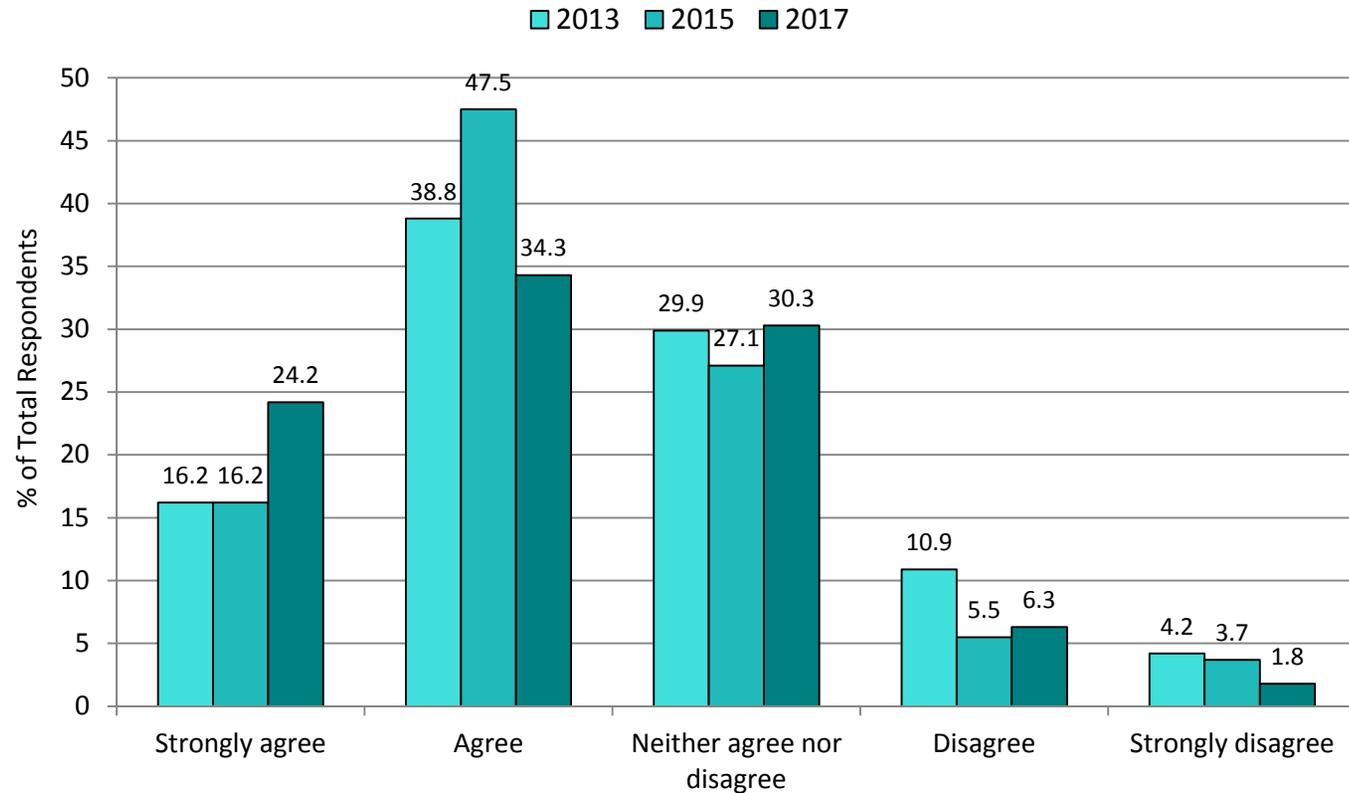
- The percentage of those strongly agreeing that water pollution frightens them increased significantly from 2015 to 2017.
- This increase is driven by Post Grads (37.8%), ages 25-34 (32.6%), and females (31.9%).

Q20(h) RESULTS – Water Quality & Health of River, Creeks and Ponds

The evidence for water pollution of river, creeks and ponds is unreliable or insufficient.
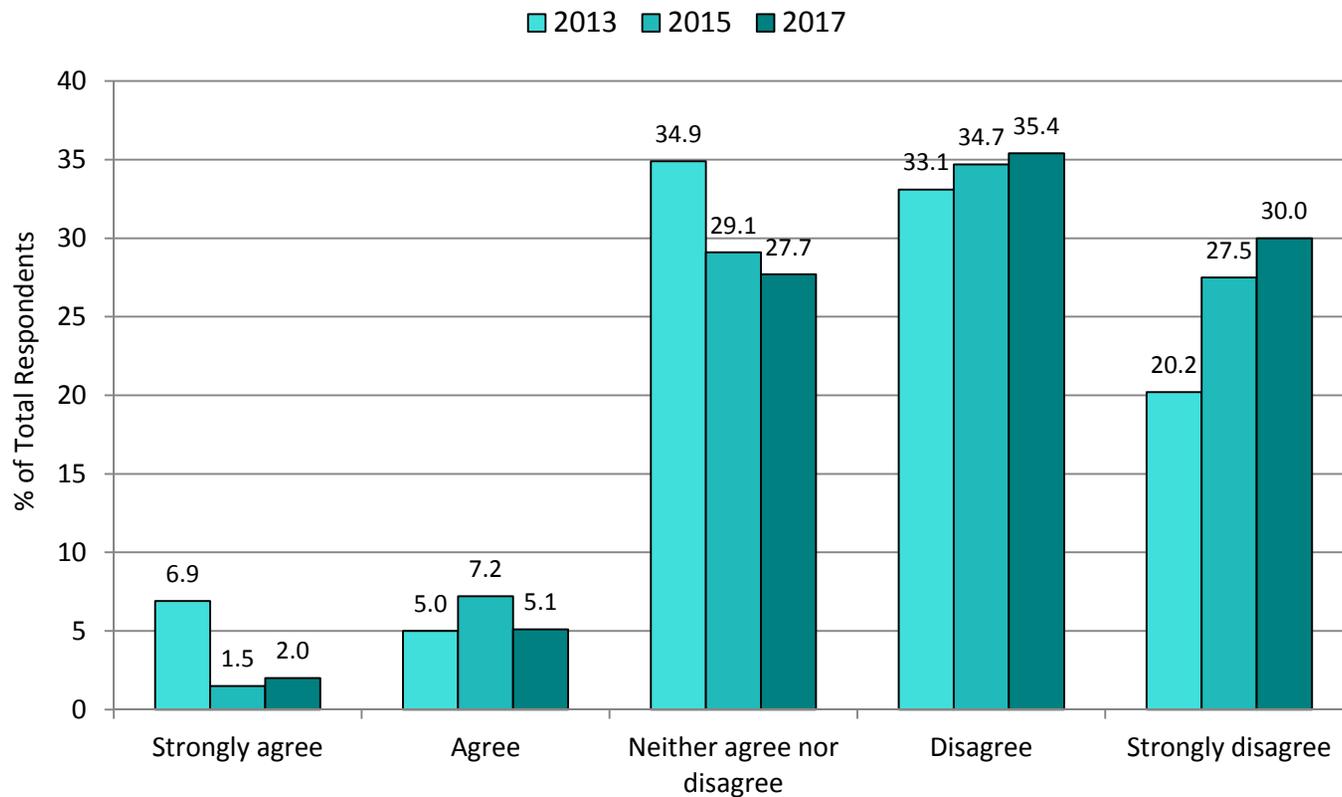
- Respondents agreeing that reliable evidence exists has increased over the past 4 years.
- This strongly disagree trend is driven by Post Grads (42.5%), those age 30-39 (35.9%), and South County residents (35.2%).

DATAMAX

Q21 RESULTS – Willingness of Action

I personally would be willing to take the following actions to reduce the amount of water pollution in river, creeks and streams. (Select all that apply)	2013 (%)	2015 (%)	2017 (%)
Putting fats, oils, grease and food particles in the trash can rather than down the sink drain.	87.0	85.6	86.8
Putting baby wipes, personal wipes and other wet wipes in the trash can rather than down the toilet.	82.6	85.4	86.6
Disposing of household hazardous wastes by taking them to a collection center.	81.1	88.2	84.2
Picking up trash that is in the gutter on and/or around where I live.	80.9	84.9	83.3
Recycling my used motor oil.	77.6	84.6	82.2
Using environmentally friendly lawn products.	76.3	84.5	77.8
Washing my car at the carwash or on a lawn.	72.5	74.4	70.0
Picking up pet waste in my yard.	60.2	63.7	64.0
Waiting to run the dishwasher or washing machine 24-48 hours after the rain subsides and the sewers aren't full.	60.0	52.9	59.0
Picking up pet waste in public spaces.	39.7	42.7	40.3
Installing a rain barrel to catch rainwater from my downspouts.	35.9	47.8	42.3
Creating a rain garden on my property or in my neighborhood	33.9	30.1	33.5

DATAMAX

Q21 RESULTS – Willingness of Action

I personally would be willing to take the following actions to reduce the amount of water pollution in river, creeks and streams. (Select all that apply)	Percent who are age 21-39	Percent Female	Geographic area(s)
Install a rain barrel	34.8	44.8	East City / Downtown City
Create a rain garden	37.7	33.2	Downtown City / East City
Pick up pet waste	38.7	39.4	East County / East City
Wait to run the dishwasher/washing machine after rain subsides	29.3	63.0	East City / Southwest

- This residential cross-section indicates many demographic segments have a strong willingness to take action.

- One-third of young adult residents 21-39 are willing to do more to reduce water pollution. Women and men said they would take all these actions. Downtown City and East City weighed in with a strong willingness to take these specific actions.

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Q22 RESULTS – Pollution Concern

How concerned are you that water pollution will cause the river, creeks and ponds to become un-fishable and un-swimmable for the next generation if actions are not taken now?

■ 2013 ■ 2015 ■ 2017
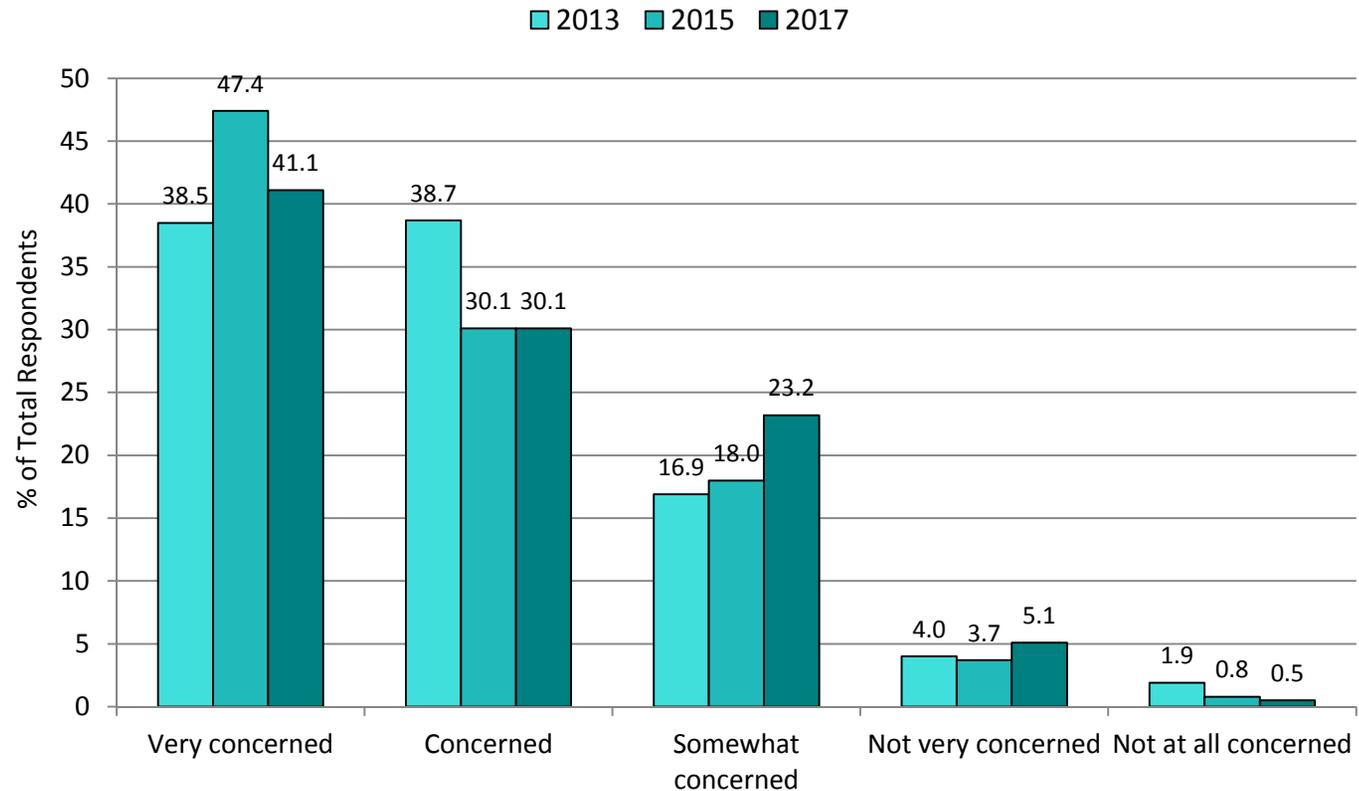
- The proportion of people who are very concerned has decreased from 2015 to 2017.
- Females (53.7%) and households with children 6 and under (55.5%) are very concerned if actions are not taken now.

Q23 RESULTS – Awareness of Pollution Impact & Prevention

In the past 12 months have you heard anything about the impact of rainwater runoff pollution and sewer system overflow and ways that residents can prevent it?
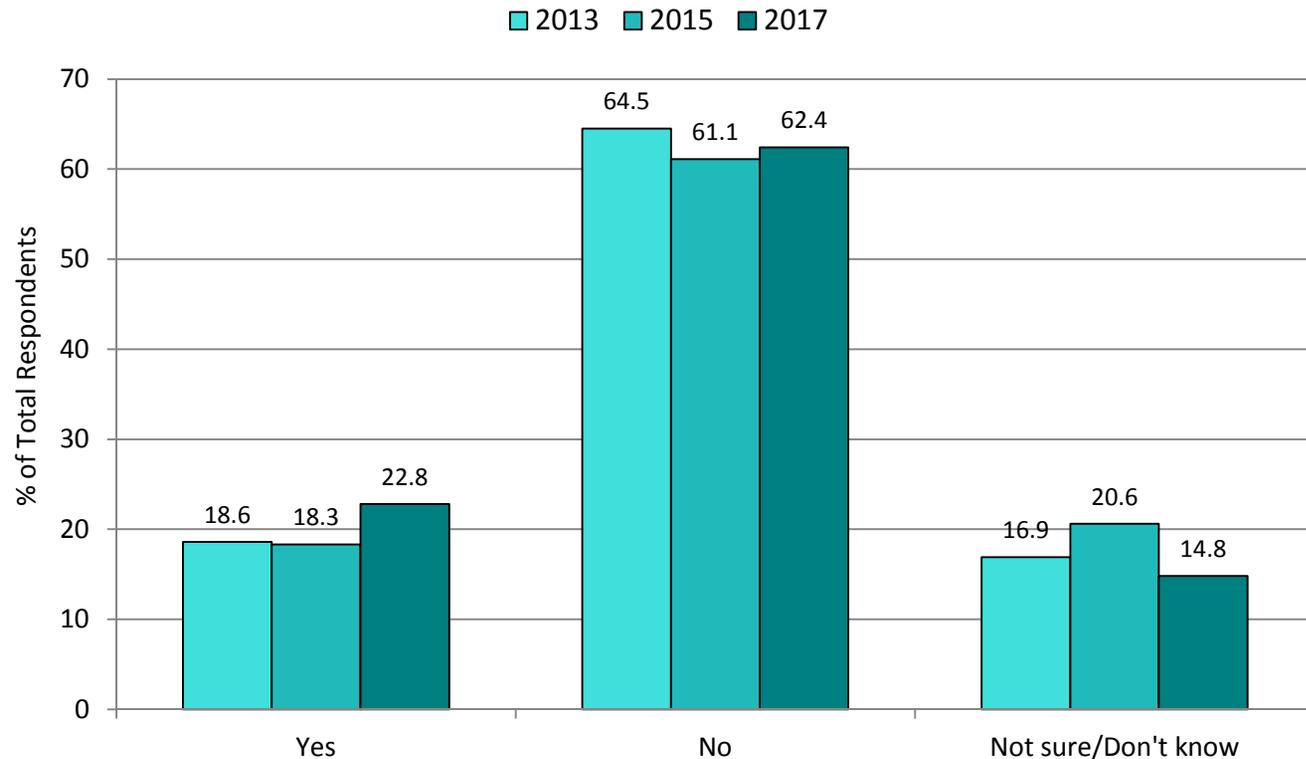
- Homeowners (29.4%) are significantly more likely than renters (11.5%) to have heard about the impact. Households with children under 6 are also unlikely (6.8%) to hear about the impact.
- South County residents have the higher incidence (29.2%) of hearing about the impact, where Downtown/West City residents are least likely (8.4%) to hear.

Q24 RESULTS – Source of Pollution Information

Where did you see or hear about rainwater runoff pollution and sewer system overflow? (Select all that apply; only asked if "yes" to Q23)	% who heard something in the past 12 months		
	2013	2015	2017
Television	52.8	58.0	52.4
Newspaper	40.0	43.1	28.0
Brochure	26.6	15.6	12.5
Radio	20.2	22.9	34.8
Website	19.2	5.0	8.3
Facebook	18.8	10.1	10.2
Other source	15.0	14.6	20.5
Posting near river, creek or pond	12.2	13.8	28.7
Not sure	6.3	17.0	3.1
Neighborhood meeting	5.8	4.6	15.1
Sign/billboard	4.6	10.6	3.7
Email	4.3	4.3	2.6
Twitter	1.7	1.3	0.4
Poster	0.7	0.1	1.6

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Q25 RESULTS – Source of Pollution Information

What do you remember about the information that you saw or heard? Be as detailed as possible. (Open-response; only asked if "yes" to Q23)	Percent of those who heard something in the past 12 months		
	2013	2015	2017
Avoiding creeks, ponds, rivers right after rainfall	2.9	0.0	16.6
Redirecting rain water/gutters to yard	3.3	10.3	1.7
Don't add to the problem	1.3	10.2	0.7
Sewer overflow issues	14.5	9.9	0.8
Tips/info to help water pollution	9.6	9.2	8.7
Don't use chemicals on the lawn	0.9	1.3	15.9
Not to flush wipes / diapers	2.6	7.3	3.7
Don't wash clothes/use dishwasher during rain	4.2	6.3	3.7
Careful about what I pour into ground/down drain/dispose	11.4	6.0	4.8
Rain barrels	0.2	6.0	3.2
Rain garden	0.9	5.7	1.1
By not littering/polluting/using trash cans	3.5	5.4	28.4
Clean up sewer/street drains	4.5	3.5	17.2

DATAMAX

Q26 RESULTS – Methods of Information

Which of the following kinds of information would get you personally to pay attention to rainwater runoff pollution and sewer system overflow to help improve the water quality or health of river, creeks, and ponds after a storm? (Select all that apply)	2013 (%)	2015 (%)	2017 (%)
General Education	75.5	80.3	78.2
Financial reward	50.8	63.1	58.5
Environmental report	50.0	60.8	51.7
Statistical data	50.6	49.5	49.4
Campaign with emotional/dramatic impact	31.4	41.6	38.2
Financial consequences	36.6	35.5	34.0

- Attention to financial rewards and environmental reports decreased from 2015 to 2017.

- Residents under 30 (64.8%) are more likely to respond to a campaign with an environmental report. Downtown/West City residents (85.1%) and Females (81.8%) most frequently indicated that they would prefer an General Education.

- Statistical data appealed to those age 30-39 (63.0%) and Post Grads (63.6%).

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Q27 RESULTS – Methods of Information

What types of messages would you need to hear that would make you want to take action to reduce rainwater pollution and sewage system overflow? (Open-response)	2013 (%)	2015 (%)	2017 (%)
Cause & effect/consequences/impact	21.1	29.3	28.1
Prevention methods/ways to help	22.1	16.6	17.0
Education in schools	1.3	13.4	2.4
I already do this/already take action	5.2	9.8	3.9
TV/News coverage	6.9	9.3	5.2
Rewards/incentives	4.6	9.0	5.9
Fact/truth/what's really happening	8.7	8.1	23.3
How it effects my kids / future generations	2.7	4.8	6.0
General information	17.1	4.7	26.0
Don't know	11.4	4.5	3.7

- Respondents are more sure about the specific types of messages that would make them want to take action, especially general information, cause & effect, and details about facts/truth/what's really happening.

DATAMAX

Q27 RESULTS – Methods of Information

What types of messages would you need to hear that would make you want to take action to reduce rainwater pollution and sewage system overflow? (Open-response)	Age	Education	Gender	Geography	Income	Rent /Own
Cause & effect/consequences/impact	40-49 36.7%	Post Grad 39.6%	Male 28.6%	Downtown / West City 52.7%	$90K + 43.0%	Rent 33.8%
Prevention methods/ways to help	25-34 36.6%	Some Coll 19.5%	Male 17.9%	East City 24.1%	$60-89K 24.3%	Rent 18.6%
Fact/truth/what's really happening	<30 63.8%	HS or Less 70.3%	Male 33.7%	Downtown / West City 39.4%	$90K + 29.2%	Own 29.2%
General information	35-44 33.2%	Coll Grad 31.9%	Female 26.3%	East County 36.0%	$90K + 34.6%	Own 26.8%

DATAMAX

Q28 RESULTS – Source Rankings: Emergency Situation

People get their information from many different sources. Rank the sources that you would most prefer to hear from in an emergency situation (such as a weather alert). Please select at most 4 answers.	% ranked 1st	% ranked 2nd	% ranked 3rd	% ranked 4th	% ranked top 4
Television	33.1	23.0	11.8	10.3	73.8
Radio	23.3	24.7	17.9	14.8	74.8
Email	13.0	10.4	13.1	19.2	50.2
Social Media	14.2	13.8	22.6	11.3	56.9
Internet	9.0	15.2	11.3	18.0	48.1
Direct Mail	3.7	5.6	9.5	8.6	24.6
Postings at river, creek, or pond	1.1	1.6	4.6	5.7	11.3
Signs/billboards	2.1	4.2	6.4	7.3	17.8
Neighborhood meeting	0.5	1.5	2.8	4.8	8.4

- Residents continue to prefer receiving alerts via traditional broadcast channels.
- Those age 65+ ranked TV first 55.5% of the time.

DATAMAX

Q29 RESULTS – Source Rankings: Community News

People get their information from many different sources. Rank the sources that you would most prefer to hear from for community news (such as a river walk clean-up). Please select at most 4 answers.	% ranked 1st	% ranked 2nd	% ranked 3rd	% ranked 4th	% ranked top 4
Television	29.3	18.9	12.6	8.9	69.6
Email	12.0	15.6	16.7	11.4	59.8
Radio	23.9	20.4	11.6	8.6	60.8
Social Media	15.7	14.4	17.4	15.4	59.9
Internet	7.6	8.4	9.3	16.1	38.7
Direct Mail	4.7	10.4	12.3	9.5	35.9
Signs/billboards	1.2	3.7	9.3	15.2	20.2
Neighborhood meeting	4.4	2.2	7.7	5.2	10.5
Postings at river, creek, or pond	1.2	6.1	3.2	9.7	14.2

- Residents have significantly increased their preference of Radio (17.7% in 2015 to 23.9% in 2017) for receiving community news.

- Of respondents age 65+, 50.6% ranked TV first.

DATAMAX

Q30 RESULTS – Source Rankings: "How To" Information

People get their information from many different sources. Rank the sources that you would most prefer to hear from for "How To" information (such as how to install a rain barrel). Please select at most 4 answers.	% ranked 1st	% ranked 2nd	% ranked 3rd	% ranked 4th	% ranked top 4
Television	19.5	16.4	15.0	16.4	59.3
Email	19.6	17.2	17.1	10.0	57.3
Social Media	11.2	18.4	14.9	11.9	49.5
Direct Mail	12.4	12.8	13.1	17.1	47.8
Internet	15.7	17.5	13.2	15.3	54.2
Radio	13.3	7.8	12.4	6.3	35.6
Neighborhood meeting	6.0	2.9	5.6	6.1	17.9
Signs/billboards	.09	1.4	3.8	11.1	13.6
Postings at river, creek, or pond	1.4	5.6	4.9	5.8	15.0

- The TV and email are top preferences for receiving "How To" information.

- The percentage rating radio as their first choice for "How To" information has increased from 5.9% in 2015 to 13.3% in 2017. The top 4 percentage also had a increase from 23.2% in 2015 to 35.6% in 2017.

- Most under 25 (50.2%) rated radio first.

DATAMAX

Q31 RESULTS – Source Rankings: Notices/Upcoming Dates

People get their information from many different sources. Rank the sources that you would most prefer to hear from for <u>notices</u> (such as upcoming dates for recycling hazardous chemicals). Please select at most 4 answers.	% ranked 1st	% ranked 2nd	% ranked 3rd	% ranked 4th	% ranked top 4
Television	25.6	20.1	10.9	14.8	64.5
Email	25.7	15.7	12.7	11.3	59.4
Direct mail	17.1	10.6	10.5	8.9	42.4
Radio	16.9	18.2	13.7	8.7	51.9
Social media	7.6	16.5	19.3	16.6	51.5
Signs/billboards	1.2	5.0	7.6	16.0	24.0
Internet	3.0	10.2	14.0	15.2	35.5
Neighborhood meeting	1.7	1.6	3.3	4.4	9.2
Postings at river, creek, or pond	1.1	2.1	8.0	4.2	12.8

- Email and Television are the preferred channel for important but non-urgent information such as notices.
- Post Grad respondents rated Email most often (76.3%) as one of their top 4 choices.
- Those with High School education or less rated TV most often (83.7%) as one of their top 4 choices

DATAMAX

Q32 RESULTS – Newsletter

Do you read newsletters that are included in your monthly bills?
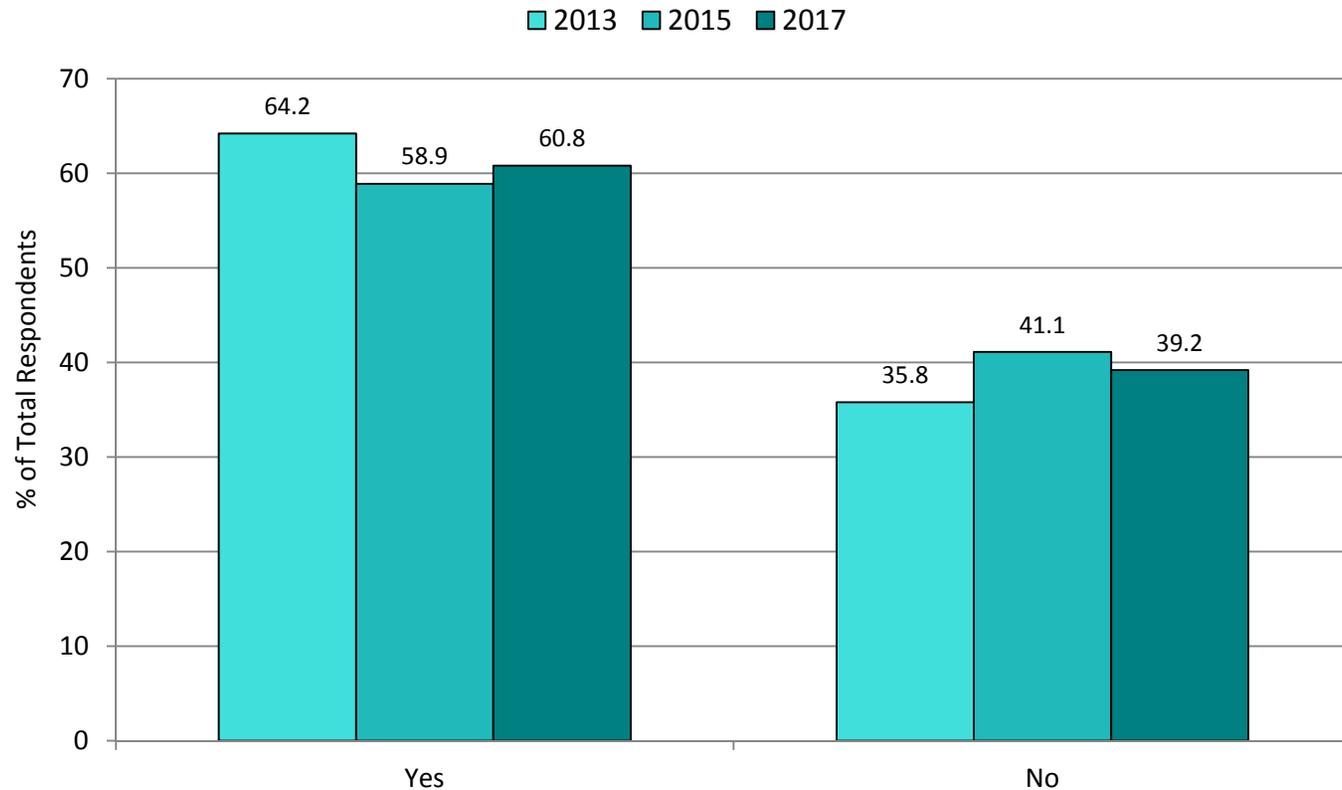
- Residents under 30 (53.2%) and Southwest residents (48.6%) are least likely to read the newsletter inserts.

- Residents with High School education or less (74.2%) and Northeast county residents (68.1%) are most likely to read the newsletter inserts.

DATAMAX

Q33 RESULTS – MSD & Your Community

What does the Metropolitan Sewer District (MSD) do for your community? (Open-response)	2013 (%)	2015 (%)	2017 (%)
Install/handle/maintain sewers/waste water	25.7	23.5	33.6
Cleans the water/purifies/filters	6.3	15.9	8.6
Clean sewers/ditches	6.3	15.7	6.0
Provide drainage/runoff control	8.7	14.4	14.2
Prevent flooding	5.5	11.4	N/A
Treat waste water	3.9	7.1	11.8
Corrupt / inadequate	0.3	6.6	1.4
Charge too much	5.3	6.4	4.0
Repair pipes/infrastructure	4.0	6.0	15.4
Continue to raise prices	2.9	4.4	8.1
Prevents pollution	0.5	4.3	0.2
Nothing	3.7	4.3	7.0
Don't know	16.2	12.7	12.8

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Q34 RESULTS – Opinion of MSD

What is your opinion of MSD?
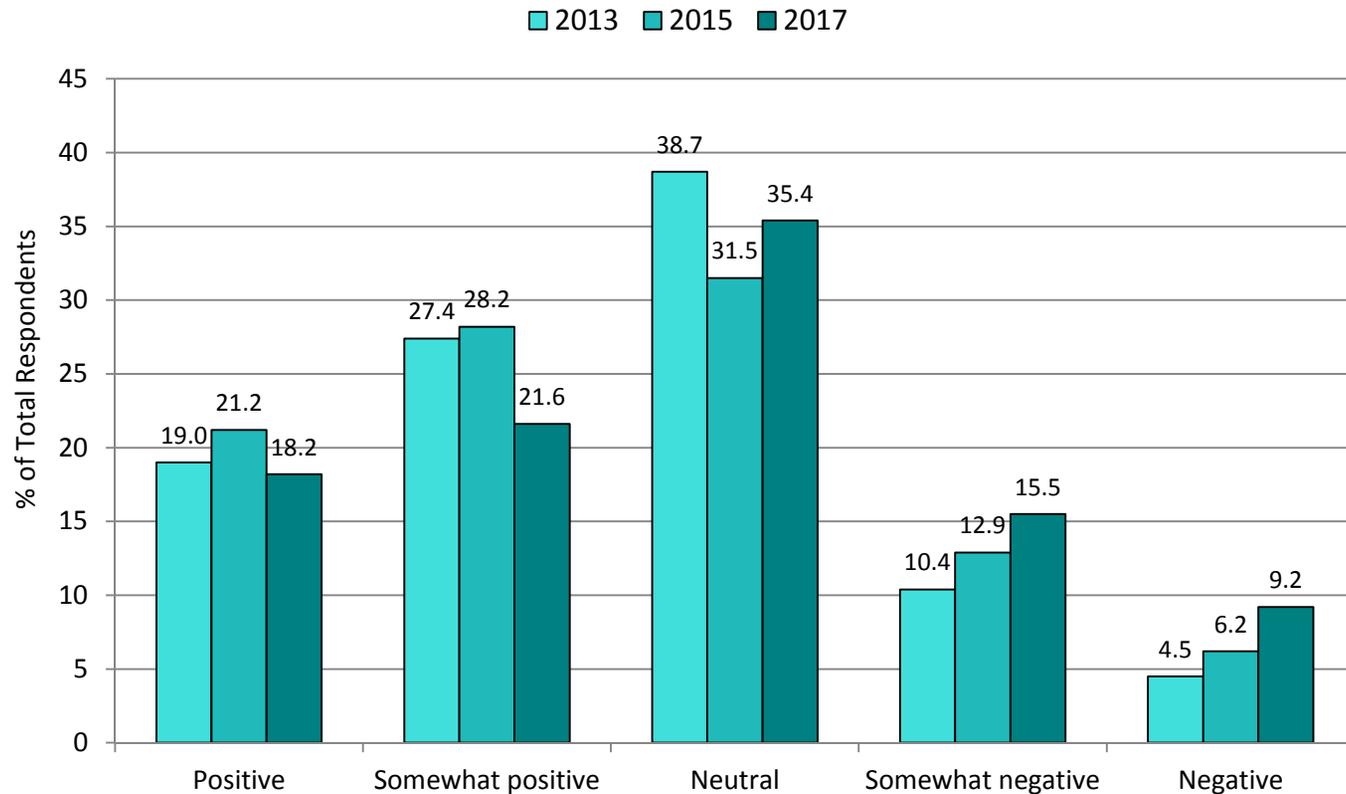
- There was an increase in the negative perception of MSD from 2015 to 2017.

- This increase was driven by respondents with HS or less education (50.9%).

- Those over 65 (53.6%) and East County residents (51.9%) have the most positive opinion (53.6%).

DATAMAX

Q35 RESULTS – MSD & Your Community

MSD helps your community manage its sewer system and protect the health of the river, creeks and ponds. What role do you think MSD should take in helping residents reduce the household causes of waterway pollution? (Open response)	2013 (%)	2015 (%)	2017 (%)
Educate	28.8	30.4	42.2
Provide more information / awareness	24.3	25.1	19.9
Provide incentives / rewards	6.3	9.5	8.4
Inform public of ways to help	10.0	8.5	18.5
Manage their resources better	0.4	6.5	0.6
Major role / a big role	3.1	5.8	7.9
Newsletters / inserts	3.2	3.8	1.3
Clean out drains / sewers	2.2	3.7	2.0
Financial incentives on water bill	2.7	3.4	N/A
Don't know	8.3	8.8	0.9

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