

June 2026

MSD – 2026 Project WIN and MS4 Study

Metropolitan Sewer District partnered with IQS Research and DataMax to measure and track the key purposes of Project WIN: public education, promotion of pollution-preventing behaviors, and fostering a sense of personal responsibility. This study provides topline findings and trend comparisons where available.

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About IQS Research

Founded in 1999, IQS Research is a custom market research and data analytics firm. We provide precise and actionable insights about your employees, communities, customers, and markets. We are the trusted partner that decision-makers rely on, not just to answer questions, but to enable meaningful change.

For more information, please visit www.iqsresearch.com.

Material Accuracy

The intent of the MSD - 2026 Project WIN and MS4 Study and this subsequent report is to provide accurate and authoritative information about residents' awareness, perceptions, and behaviors related to waterway protection and pollution prevention. IQS Research makes reasonable effort to ensure that all data are collected, analyzed, and portrayed accurately and factually. However, there is no guarantee that these data are without flaws or that the use of these data will prevent differences of opinion or disputes, and IQS Research bears no responsibility for their use or consequences.

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Bottom Line Up Front

Protecting local waterways matters to residents. Most believe individuals can help reduce water pollution, understand that human activities impact water quality, and see waterway protection as a shared responsibility among residents, governments, businesses, and industries.

Many respondents indicate that they already practice everyday behaviors that reduce pollution, especially in household waste disposal, pet waste management, and lawn care. People are most aware of pollution risks they can easily observe, like rainfall's effects on waterways, while their understanding of sewer overflows and stormwater systems is less developed.

While awareness of waterway pollution prevention increased in 2026, many residents still don't recall hearing recent information on the topic. Those who do often cite social media and the MSD website as their main sources.

Methodology

Background

The Public Behavior Change Assessment Survey measures public attitudes toward water pollution, awareness of pollution-preventing behaviors, and willingness to adopt personal behavior changes that contribute to cleaner waterways. The study tracks attitudes over time and surfaces opportunities to deepen public understanding and personal responsibility for water quality.

In collaboration across MSD, IQS Research, and DataMax, a substantial revision of the survey instrument was conducted, reducing its question count and refining its content to target a five-minute completion time and reduce respondent burden.

The study used three data collection modes to gather responses: an email campaign to ratepayers, on-site collection at community events, and an open link shared through the client's partner network.

The survey instrument included 16 closed- and open-ended questions. A respondent may have been shown as few as 14 questions or all 16, depending on their answers to certain questions in the survey.

The survey was administered in English and was optimized for completion on mobile devices, desktops, and iPads used for on-site collection.

Responses were collected from March 2 through May 31, 2026.

Data Collection Preparation

This year's project implemented a multi-channel approach — pairing the ratepayer email campaign with on-site collection at community events and an open link to partner groups to connect with their community in multiple contexts.

IQS Research and its research partners reviewed the prior study's email campaign to inform the 2026 approach. The client provided a raw list of roughly 35,000 ratepayers with information that allowed for emails to be targeted to those in designated service area zip codes.

Working from the client's list of planned community events, IQS Research compiled a project-wide schedule and prepared client-facing materials — iPads for data collection, a project FAQ, and an overview of available survey-taking pathways. Client staff served as field personnel for on-site data collection. Before the first event, IQS Research trained the team on participant recruitment, consistency when collecting data in the field, respondent confidentiality, obtaining informed consent before collecting responses, and how to handle common questions that arise during community-based interviewing.

Data Collection

Email Campaign

IQS Research and DataMax led an email campaign to ratepayers in the client's service area, monitoring performance throughout the collection period. Regular data cleaning allowed the team to regularly track completion and engagement rates, and reminders prompted further participation from those who missed the first round. Messages were strategically timed and delivered in batches to minimize the chance of routing into respondents' spam folders. Across the campaign, 35,000 initial emails were sent, achieving a response rate of 1.14%.

On-Site And Open Links

MSD field staff conducted on-site interviews at community events throughout the collection period, with IQS Research on call for pre- and post-event support—promotion strategy, set-up logistics, technical assistance with digital materials, and results updates on request. On-site collection took place at the following events:

Event	Date
Earthfest @ Alberta O Jones Park	March 28 th 2026
Treefest	April 11 th
Community Open House @ Louisville Water Tower	April 12 th
Earthday Beargrass Sweep	April 18 th
Paristown Garden Show	April 19 th
Earth Day Celebration @ Louisville Zoo	April 26 th
Alberta O Jones Park Day	May 30 th

As opportunities arose, additional events not listed here were added during the collection period.

To broaden reach, an open link was shared with the client's Wet Weather team and Urban Forestry programs for promotion at events and through targeted listservs. IQS Research remained available for strategic and technical support throughout.

Incentive Fulfillment

A prize drawing with a total value of \$2,000 encouraged participation. To qualify, respondents had to live in the client's service area, complete the full survey, and provide a name and a phone number or email address for prize processing.

Ranking	# of winners	Amount
First place	1	\$500
Second place	2	\$250
Third place	5	\$100
Fourth place	10	\$50
Total	18	\$2000

Winners were notified by text or email on June 5, 2026, and were able to select their prize from the following list of restaurants, retailers, and charitable organizations:

American Heart Association	American Red Cross	St. Jude Children's Research Hospital	Habitat for Humanity
Target	Topgolf	Amazon.com	Kroger US
Walmart	Lowe's	Dick's Sporting Goods – US	Dunkin™ US
KFC	Olive Garden®	Papa John's	Ruth's Chris Steak House US
Starbucks US	Subway®	Taco Bell	

All incentives were distributed by June 30, 2026.

Data Collection Summary

IQS Research conducted ongoing data quality checks throughout data collection, examining all response data for incidents of straight-lining, answer consistency, gibberish comments, speedy response times, duplicate IP addresses, and other factors that could disqualify the response. Due to the instrument's substantial revision, comparisons to prior waves were made selectively: trend questions carried over from earlier studies remain comparable, while revised and new items do not.

To be included in the final sample, respondents were required to have passed the quality checks and to have answered a minimum of 50% of the questions shown to them in the survey.

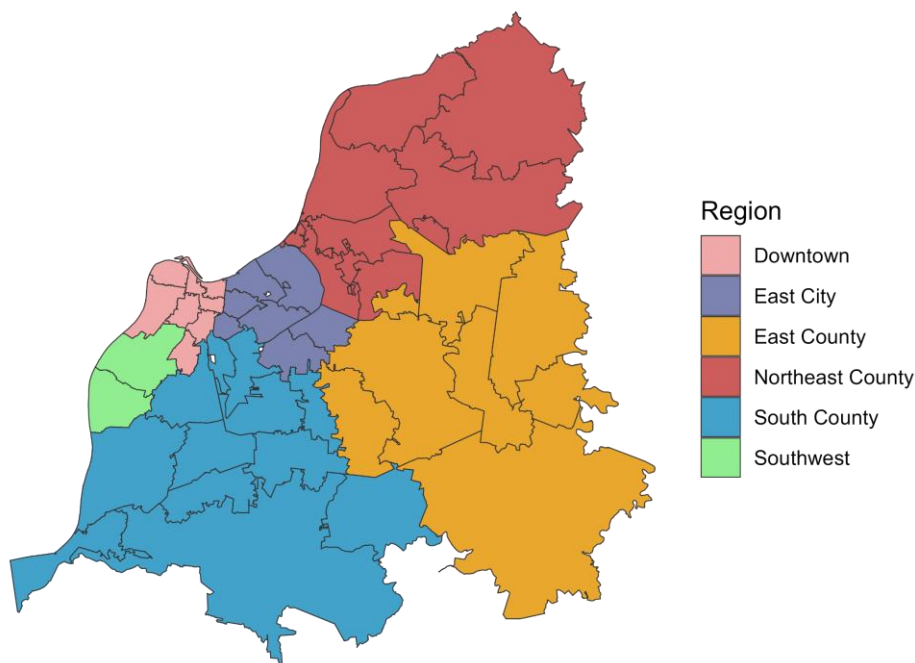
In total, IQS Research received **542** valid responses out of a population of 954,421, yielding a margin of sampling error of $\pm 4.21\%$ at the 95% confidence level. Of these, 401 were collected through the email campaign, 15 through on-site events, and 126 through the open link.

Analysis

Analysis included topline frequencies, cross-tabulations, and trend analysis where comparable prior-year data were available. Data from 2013 to 2023 were weighted using age, gender, rent/own residence, and ZIP code area to match the demographics of the MSD customer base. Data from 2026 were analyzed unweighted.

For geographic analysis, most of MSD's residential customers are in Jefferson County, with some residing in Bullitt or Oldham County. Respondents were categorized by residential ZIP code into one of six regions. A map was created to visualize these regional groupings and to support the interpretation of geographic patterns in the survey results.

2026 MSD Survey Zip Code Areas



<i>Region</i>	<i>Percentage of Sample</i>
Downtown	10.35%
East City	34.75%
East County	15.53%
Northeast County	18.48%
South County	16.82%
Southwest	4.07%

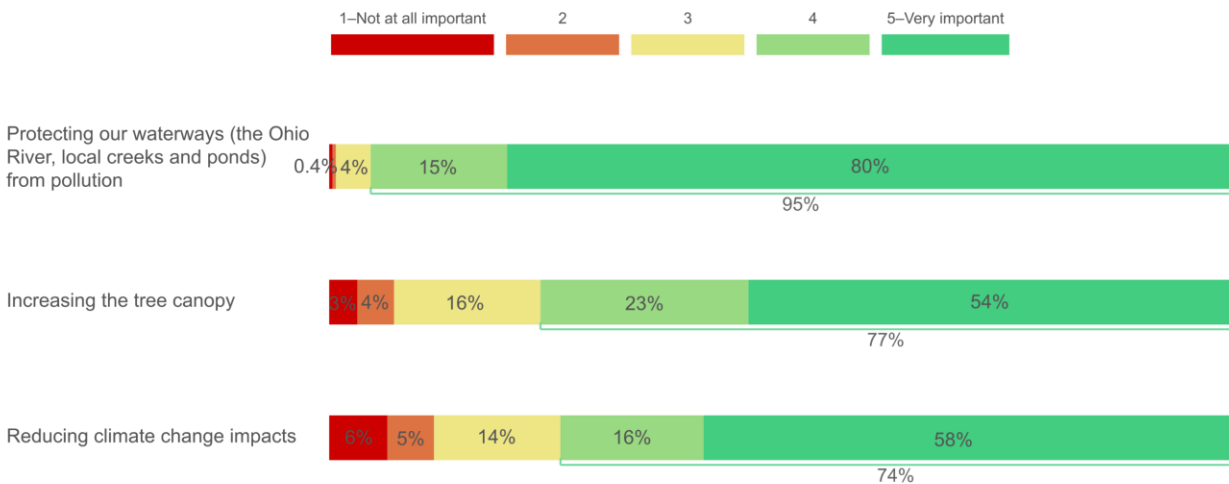
Environmental Quality and Waterway Perceptions

Respondents highly value waterway protection, yet many feel uncertain or neutral about current water quality, and only about one-third use local waterways for recreation. Pollution concerns remain a barrier for some residents, particularly among non-users.

When asked about various environmental issues, respondents rated protecting local waterways as the most important. Nearly all respondents (95%) rated protecting the Ohio River, creeks, and ponds as highly important, exceeding concern for increasing the tree canopy and reducing climate change impacts.

The majority of residents rate all three environmental issues as important, with waterway protection ranking highest

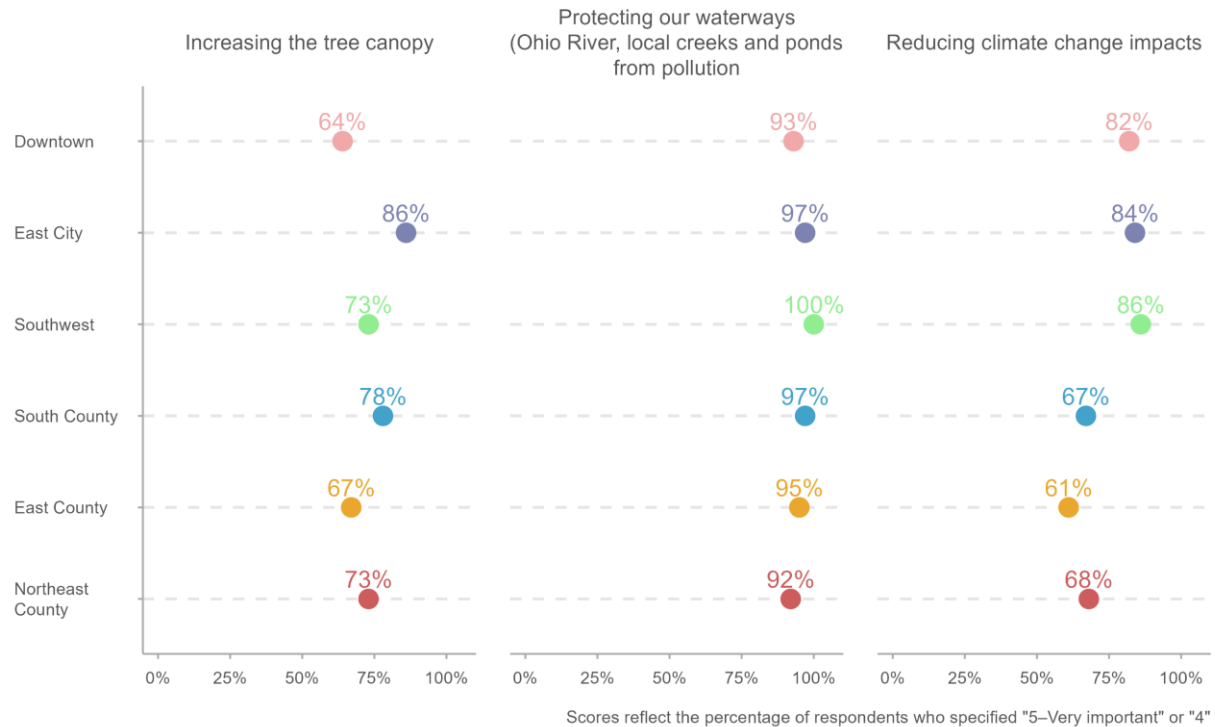
For each of the following environmental issues, indicate how important the topic is to you.



Residents continue to place the greatest importance on protecting local waterways, and this view is shared across the service area. In every region, at least nine in ten residents rated protecting rivers, creeks, and ponds as highly important. Waterway protection showed the most consistent ratings across the service area, while ratings for increasing the tree canopy and reducing climate change impacts varied more by region.

Protecting waterways is respondents' top environmental priority across all regions

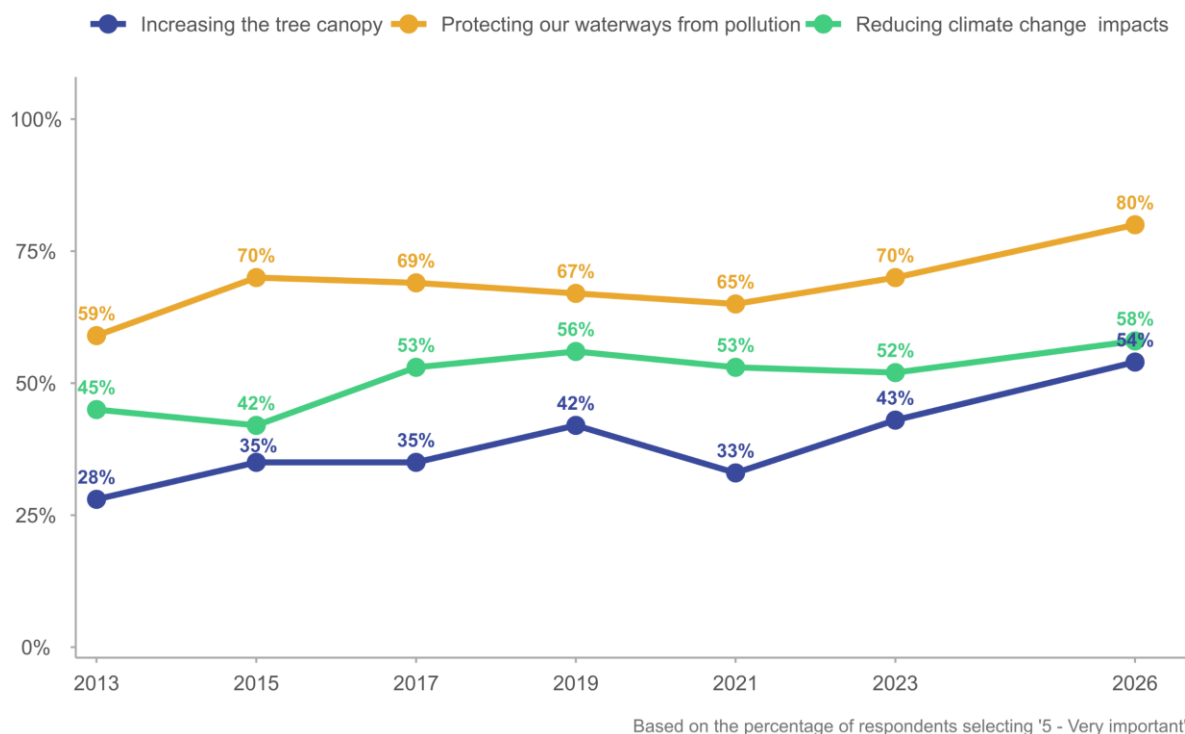
For each of the following environmental issues, indicate how important the topic is to you.



Since 2013, the importance of protecting local waterways has risen from 59% to 80%. Ratings for increasing the tree canopy and reducing climate change impacts have also increased over time, though protecting waterways continues to receive the highest ratings.

Since 2013, protecting waterways has remained the top environmental priority, while concern about trees and climate change has also grown

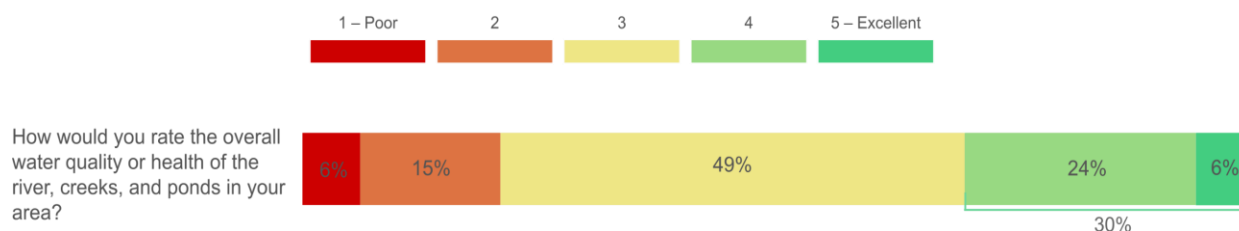
For each of the following environmental issues, indicate how important the topic is to you.



Although residents place a high importance on protecting local waterways, ratings of local water quality are more moderate. Nearly half of residents rated the condition of local rivers, creeks, and ponds as average, while about three in ten gave positive ratings.

Nearly half of residents (49%) rate local water quality as average, with only 30% rating it positively

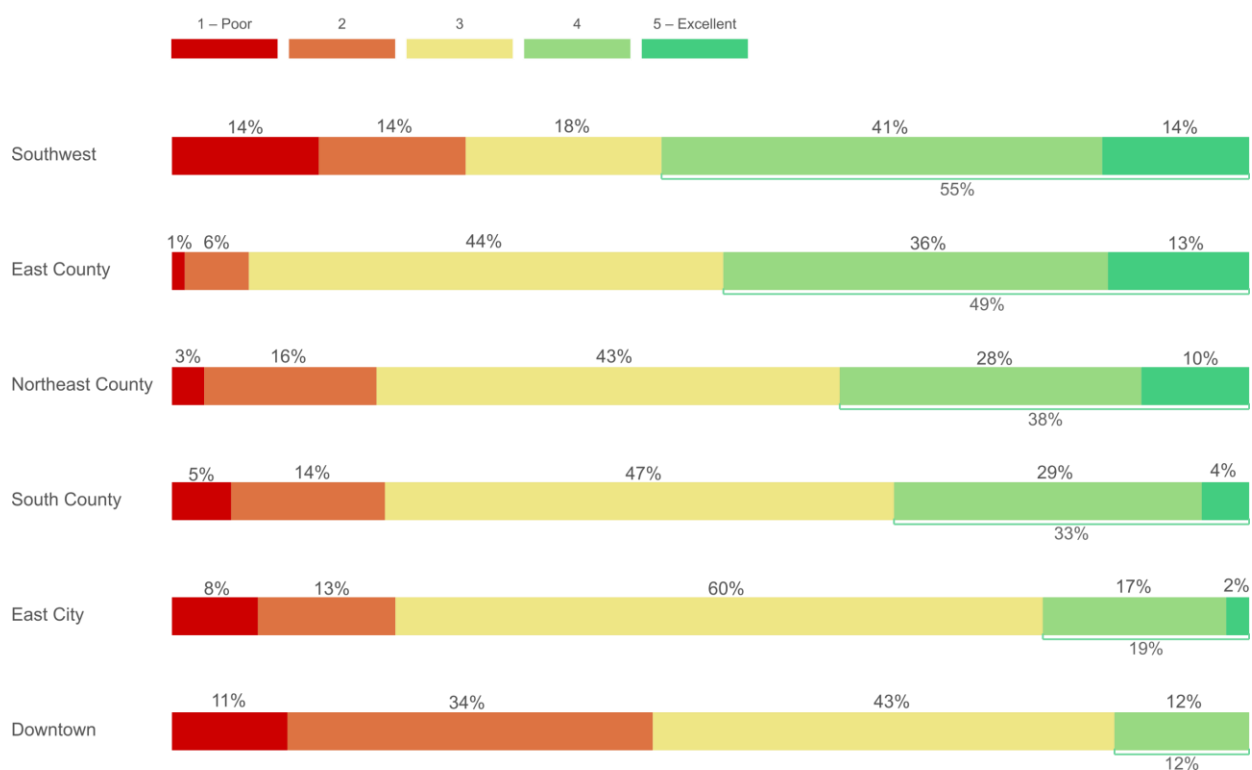
How would you rate the overall water quality or health of the river, creeks, and ponds in your area?



Residents' perceptions of local water quality ratings varied across the service area. Positive ratings among respondents ranged from 12% Downtown to 55% in Southwest Jefferson County. Residents in Southwest and East County were notably more likely to rate water quality positively, whereas Downtown and East City residents were much more skeptical.

Residents in Southwest and East County are more likely to rate local water quality positively

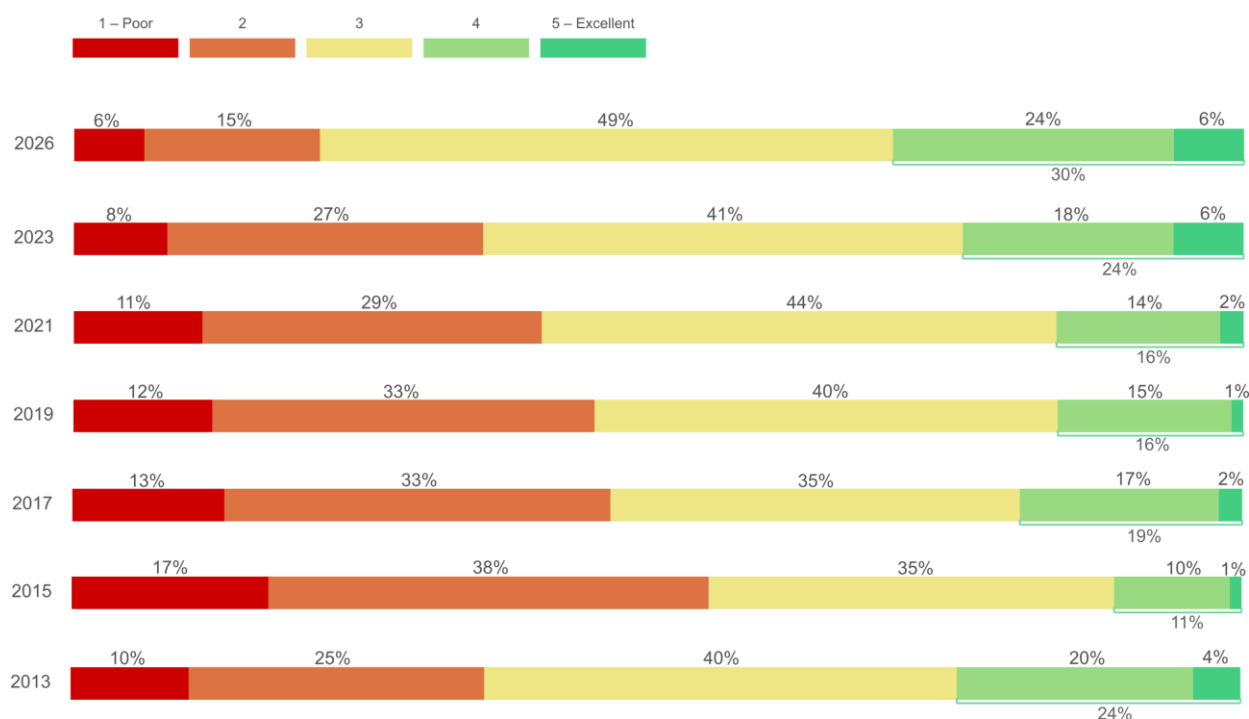
How would you rate the overall water quality or health of the river, creeks, and ponds in your area?



Compared with earlier survey years, respondents were slightly more likely to rate local water quality positively in 2026. While many respondents continue to rate water quality as average, positive perceptions have increased over time. The portion of the population rating water quality poorly has continued to diminish and is at the lowest level across all studies.

Perceptions of local water quality have improved over time since 2013

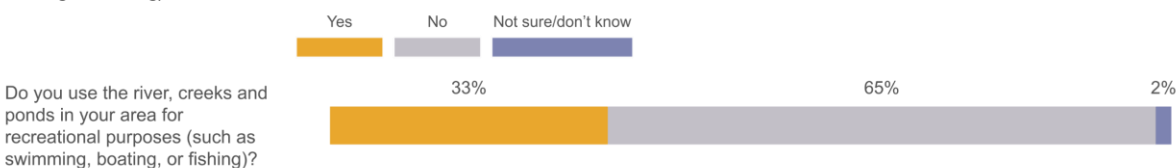
How would you rate the overall water quality or health of the river, creeks, and ponds in your area?



While residents continue to value local waterways, relatively few report using them for recreation. About one-third of residents reported swimming, boating, or fishing in local rivers, creeks, or ponds.

One-third of residents report using local rivers, creeks, and ponds for recreational purposes

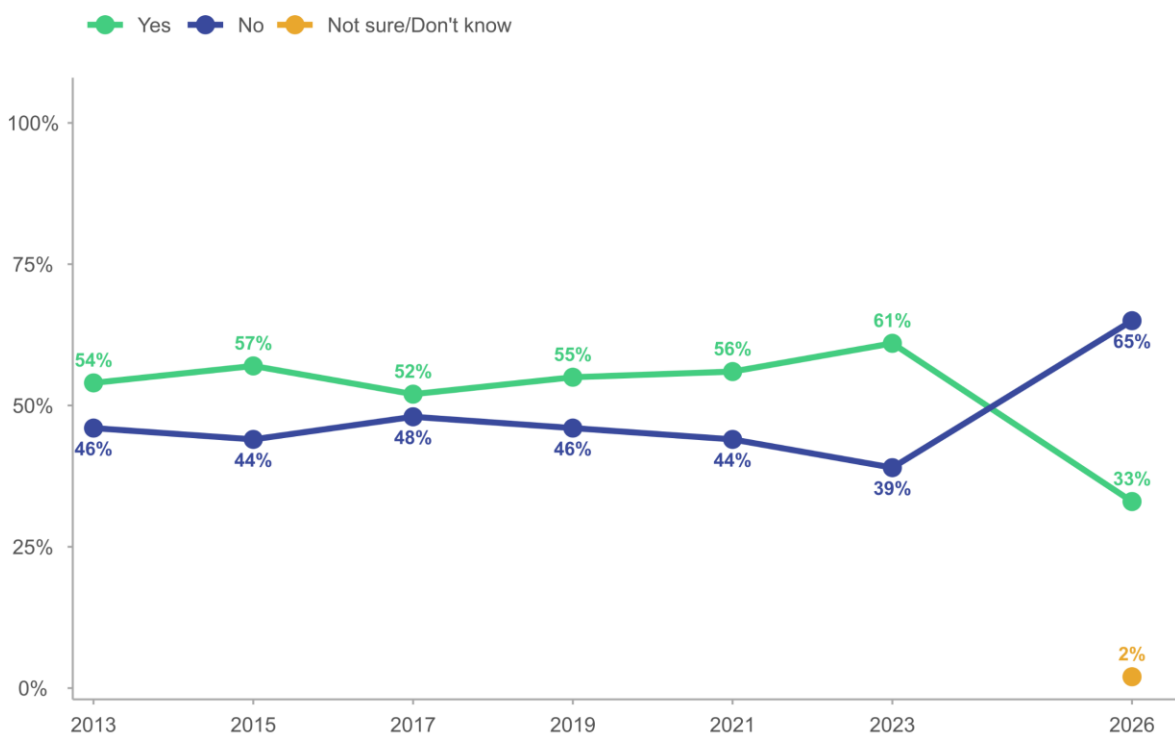
Do you use the river, creeks and ponds in your area for recreational purposes (such as swimming, boating, or fishing)?



Despite improving perceptions of water quality, recreational use of local waterways declined in 2026. Only 33% of respondents reported using waterways for recreation, down from 61% in 2023 and from 54% to 56% between 2013 and 2021.

Residents were less likely to use local waterways for recreation in 2026 than in previous years

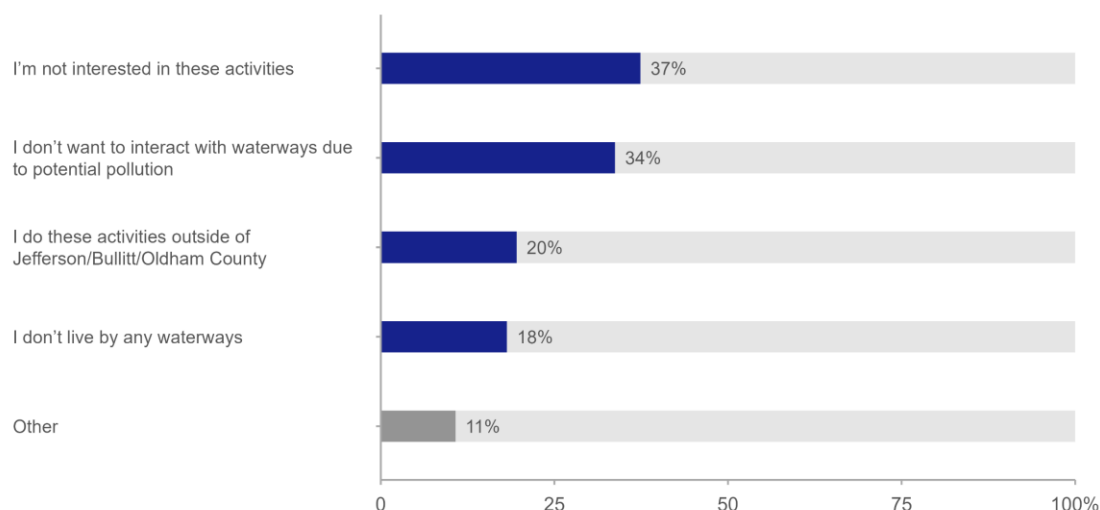
Do you use the river, creeks and ponds in your area for recreational purposes (such as swimming, boating, or fishing)?



Among the 65% of respondents who do not use local waterways recreationally, lack of interest was the most common reason, followed closely by concerns about potential pollution. Among those who selected "Other" (11%), the main reasons were personal choice (e.g., lack of time, preference for other activities), physical or health limitations, location barriers, and water quality or safety concerns.

One in three non-users (34%) avoid waterways due to pollution concerns

Why don't you use the waterways in your area for contact recreation? (Please select all that apply)



Although the 2026 results are not directly comparable with previous years due to the change in question format, the historical data indicate that pollution has been a recurring reason for non-recreational use across survey waves.¹

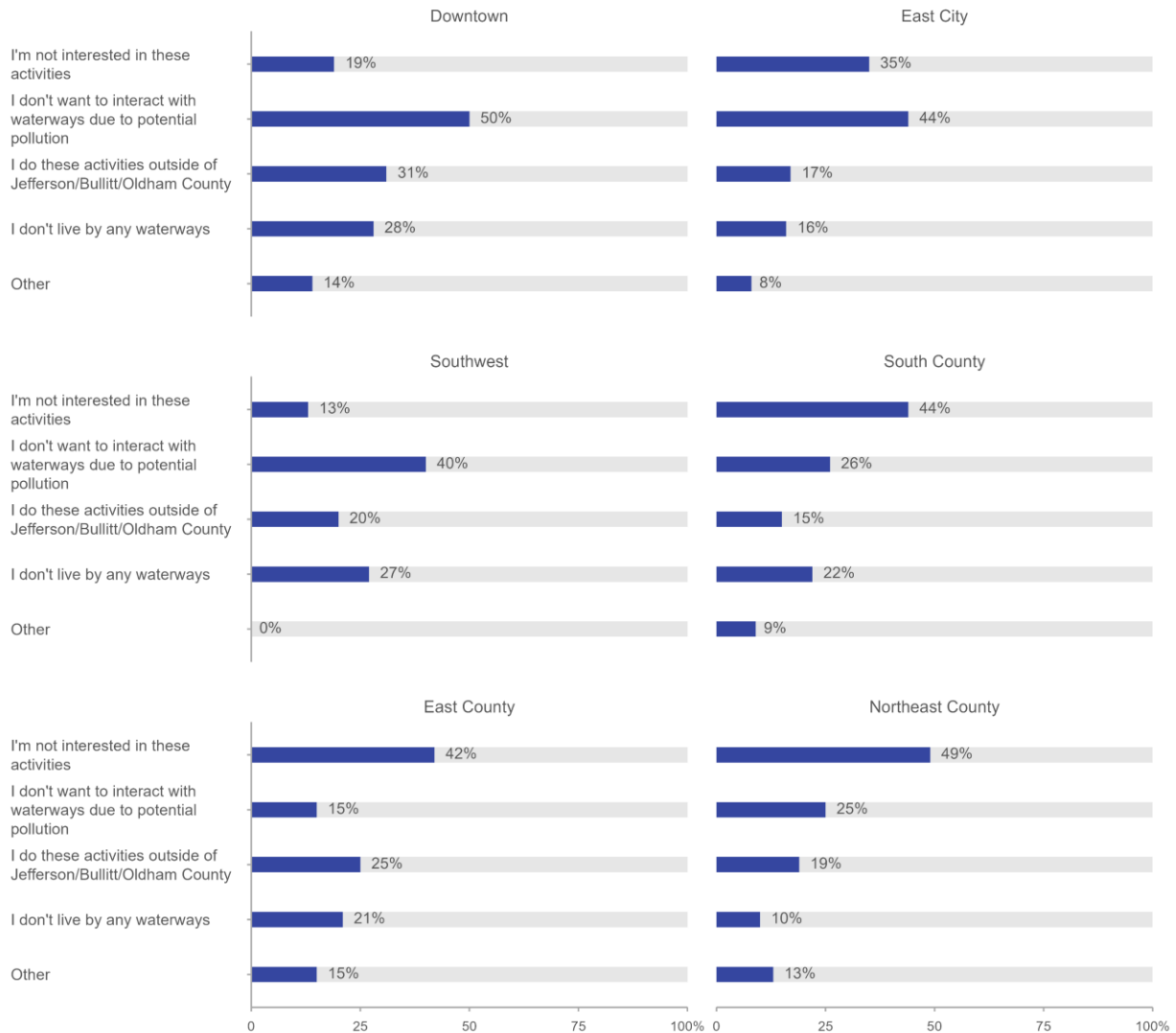
Why don't you use the river, creeks and ponds for recreational purposes? (Total Respondents, open-end)	2013 (%)	2015 (%)	2017 (%)	2019 (%)	2021 (%)	2023 (%)
Don't want to / no interest	21.6	8.2	10.3	14.4	15.1	16.2
Don't own a boat	15.0	12.4	22.3	10.5	13.9	12.4
Not an outdoor / water person	14.8	14.9	16.4	13.3	15.7	22.7
Pollution / contamination / unclean water	12.9	19.9	32.2	25.2	23.6	22.4
Don't fish	10.5	10.2	13.7	7.1	8.5	10.4
Go outside of Louisville / Jefferson County for this	8.1	6.1	2.7	5.8	4.9	4.0
Age / too old	6.8	8.9	6.6	4.6	8.0	5.9
Busy lifestyle / work too much	6.2	9.8	9.0	11.9	16.6	13.2
Not sure what's available	5.3	1.5	0.4	1.8	1.8	4.6
Don't swim	4.1	5.1	6.4	3.4	3.6	6.2
Disabled	3.6	8.1	6.0	8.2	3.4	6.5
Do not live by any	3.5	5.4	4.5	4.8	2.4	2.2

¹ **Note:** Comparisons with previous years should be interpreted with caution, as this question changed from an open-ended to a closed-ended format in 2026. Historical results are shown for context only.

Reasons for not using local waterways varied across the service area. Pollution concerns were more common in Downtown, East City, and Southwest, while lack of interest was more common in other regions.

Reasons for not using local waterways differ by region

Why don't you use the waterways in your area for contact recreation? (Please select all that apply)



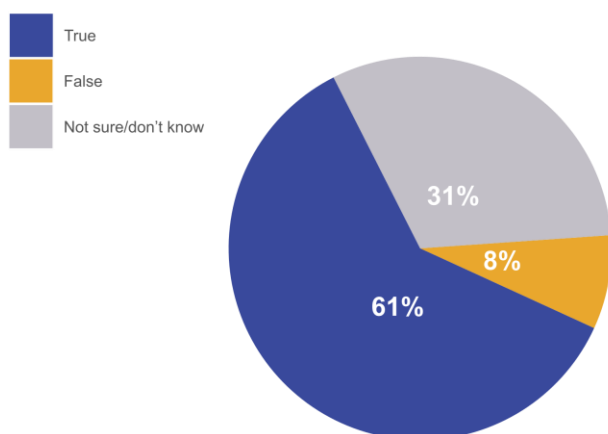
Public Education and Knowledge

Residents tend to recognize visible water quality risks more easily than the infrastructure and systems influencing local waterways. While awareness of pollution risks after rainfall was generally high, knowledge about sewer overflows and stormwater treatment varied.

The strongest area of knowledge is waterway safety after rain. Six in ten residents said rivers, creeks, and ponds may become unsafe after rainfall because of increased pollution and bacteria, while four in ten either say this is not the case or are unsure.

Four in ten respondents show limited awareness that rain increases pollution risk in local waterways

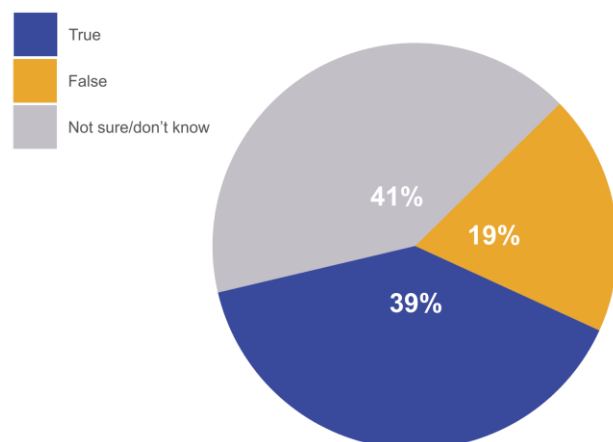
"After it rains, you should not use the river, creeks and ponds because they can become unsafe with increased levels of pollution and bacteria."



Knowledge about sewer overflows and stormwater treatment is limited. Fewer than four in ten residents say that combined or separate sewer overflows occur in their community, while six in ten either say they do not occur or are unsure.

Six in ten respondents either believe sewer overflows do not occur in their community or are unsure

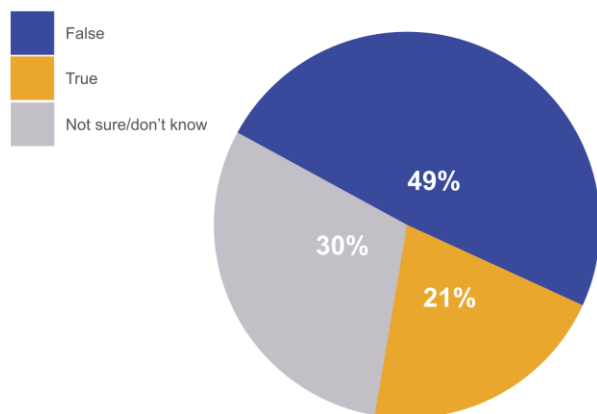
"Combined/Separate Sewer Overflows (CSOs/SSOs) occur in my community."



Responses varied when asked whether all stormwater passes through a treatment facility before entering our waterways. About half of residents said stormwater does not always pass through a treatment facility before entering waterways, while the other half either said it does or were unsure.

Just over half of respondents either believe stormwater is treated before reaching local waterways or are unsure

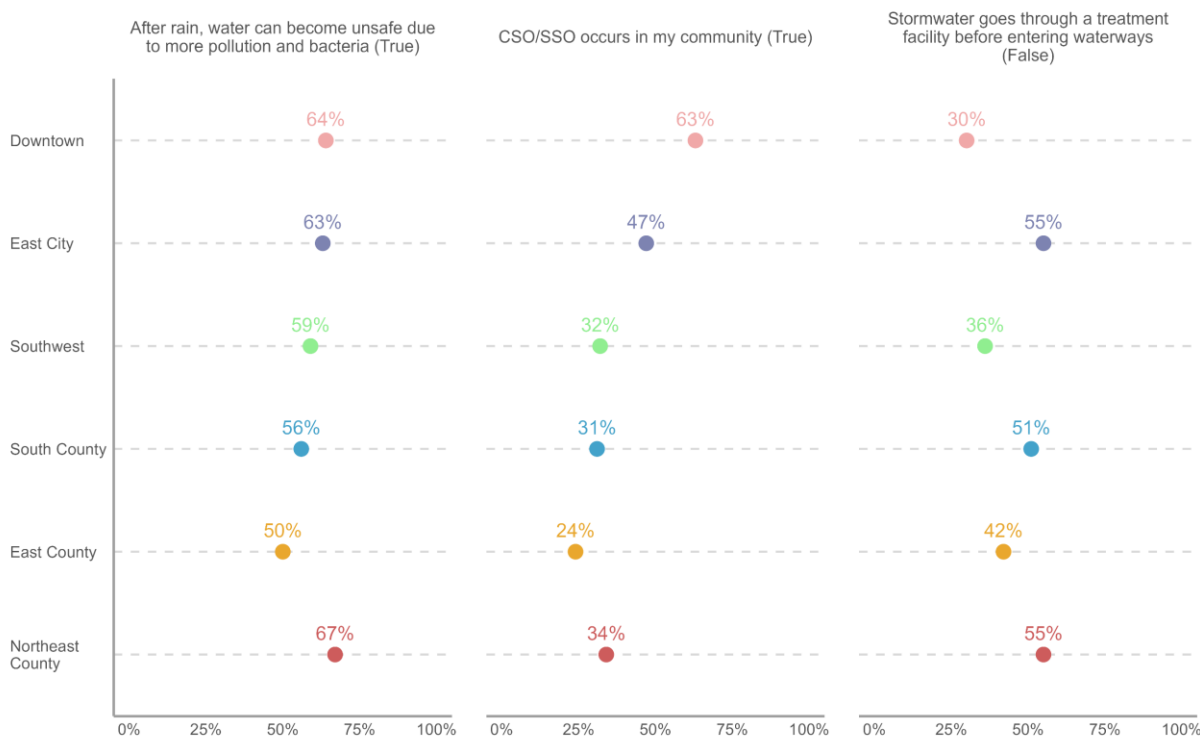
"All stormwater goes through a treatment facility before entering our waterways."



Knowledge of water pollution issues varied across topics and regions. Across regions, approximately half to two-thirds of residents recognized that waterways may become unsafe after rainfall. Awareness of sewer overflows and understanding of stormwater treatment varied more substantially, with the largest regional differences in sewer overflow awareness, ranging from 24% in East County to 63% Downtown.

Knowledge of water quality issues varies by topic and region

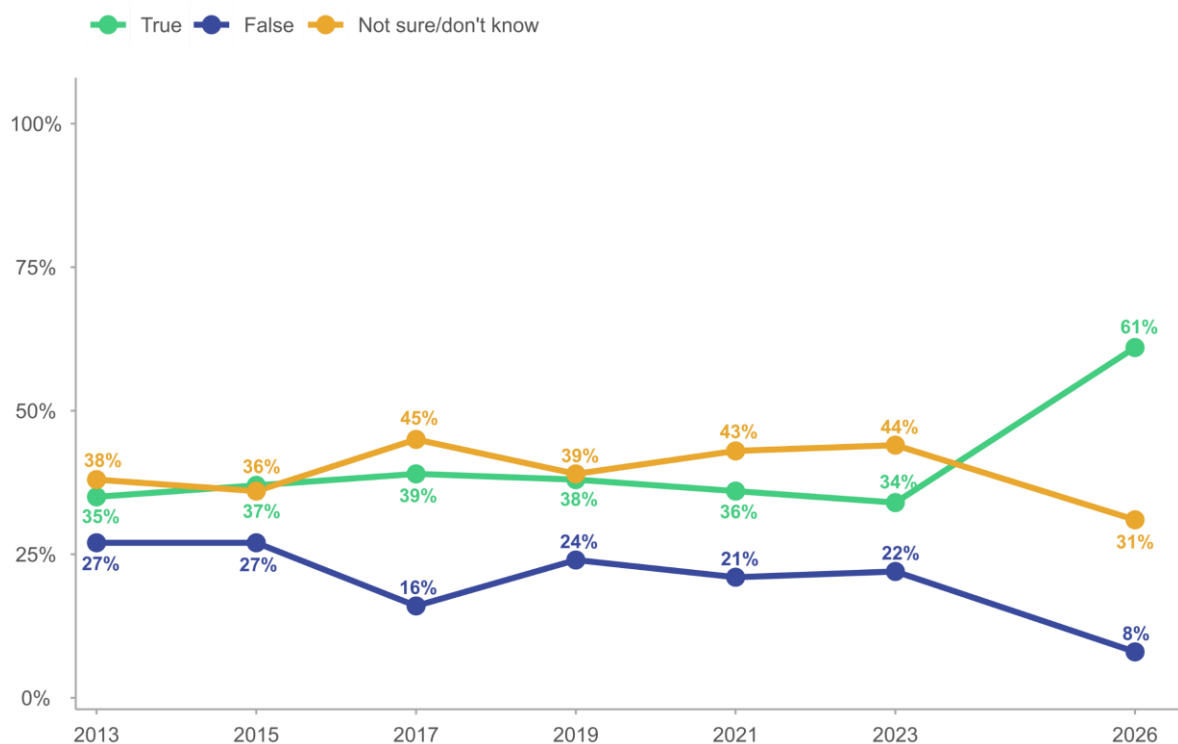
Scores show the percentage of respondents who chose the selected water quality knowledge response options (in parentheses).



Awareness of post-rainfall water quality peaked in 2026, while the percentage of residents who were unsure reached its lowest level since trend tracking began.

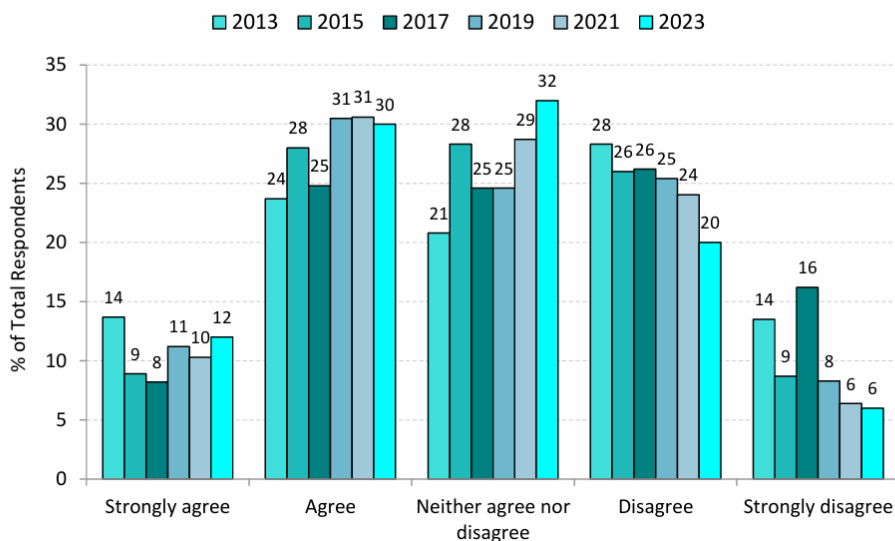
Awareness that waterways may be unsafe after rainfall reached its highest level in 2026

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

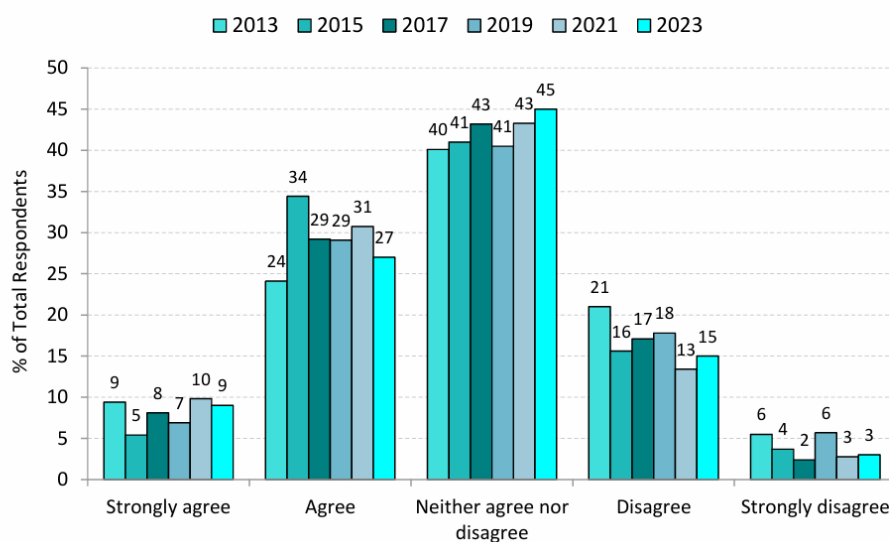


Although the 2026 findings are not directly comparable to those of previous years, the historical findings provide context for public perceptions of water quality, stormwater treatment, and sewer overflows. Across previous survey waves, respondents were generally more likely to be uncertain than to strongly agree or disagree with these statements, indicating that awareness of these topics has remained limited.²

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

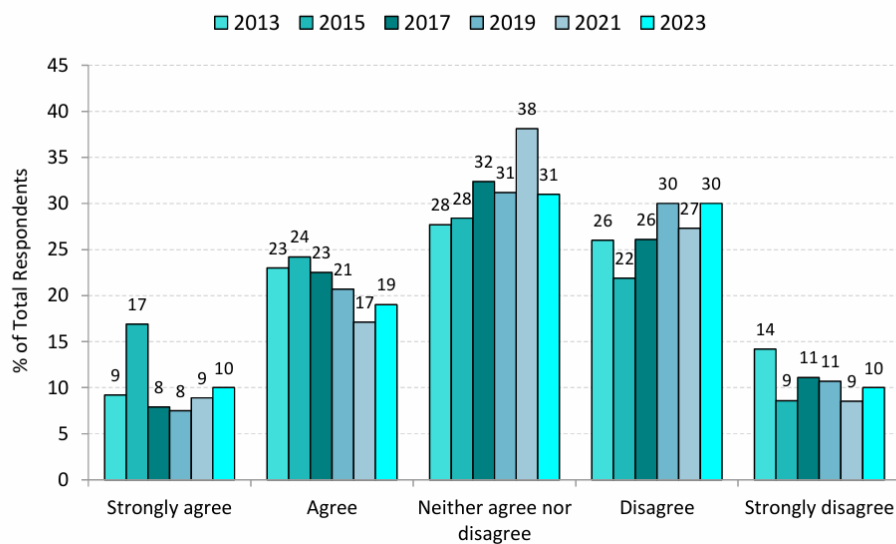


Rainwater runoff is a leading cause of water pollution in my area.



² **Note:** In 2026, these items changed from agreement statements to True/False knowledge questions. As a result, findings are not directly comparable with previous years. Historical results are shown for context only.

Sewer system overflow occurs frequently in my community.



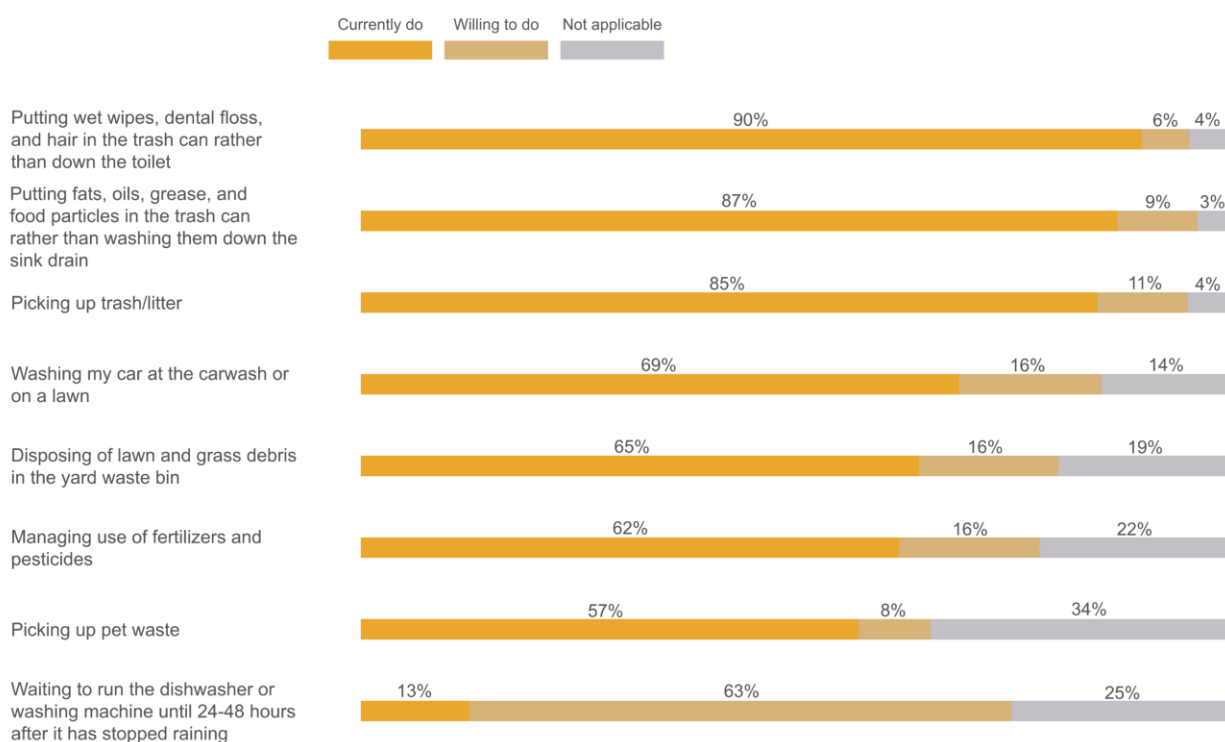
Pollution-Prevention Behaviors

Residents indicate that they practice many everyday behaviors that help reduce water pollution. Routine household disposal practices are widely adopted, while the largest gap is around waiting to run the dishwasher or the washing machine after rainfall, where few residents currently do this, but many say they are willing to.

The following results examine pollution-prevention behaviors and household characteristics that relate to water quality.

The majority of residents prevent pollution through everyday habits, but few (13%) delay laundry after rain

The following items are actions that reduce water pollution. Please check which actions you currently do or would be willing to do to help reduce water pollution.



Although the 2026 results are not directly comparable because the question format changed, historical findings provide context for residents' willingness to adopt behaviors that reduce water pollution. Across previous survey waves, willingness was consistently highest for proper disposal of fats, oils, grease, and wet wipes, while behaviors such as delaying laundry after rainfall and installing rain barrels or rain gardens received lower levels of support.³

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 (%)	2019 (%)	2021 (%)	2023 (%)
Putting fats, oils, grease and food particles in the trash can rather than down the sink drain.	87.0	85.6	86.8	89.4	88.9	87.9
Putting baby wipes, personal wipes and other wet wipes in the trash can rather than down the toilet.	82.6	85.4	86.6	87.5	87.1	86.3
Disposing of household hazardous wastes by taking them to a collection center.	81.1	88.2	84.2	88.0	84.2	79.9
Picking up trash that is in the gutter on and/or around where I live.	80.9	84.9	83.3	86.5	84.9	82.3
Recycling my used motor oil.	77.6	84.6	82.2	75.8	74.4	75.7
Using environmentally friendly lawn products.	76.3	84.5	77.8	81.8	79.8	79.0
Washing my car at the carwash or on a lawn.	72.5	74.4	70.0	76.4	69.7	68.8
Picking up pet waste in my yard.	60.2	63.7	64.0	67.9	63.6	72.6
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	60.8	55.7	53.7
Picking up pet waste in public spaces.	39.7	42.7	40.3	46.0	44.7	48.1
Installing a rain barrel to catch rainwater from my downspouts.	35.9	47.8	42.3	43.7	43.7	43.6
Creating a rain garden on my property or in my neighborhood	33.9	30.1	33.5	35.4	36.2	37.9

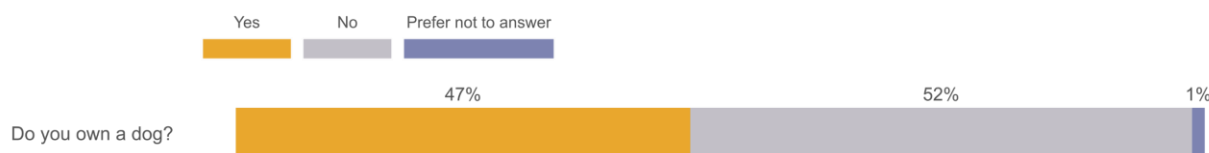
³ **Note:** In 2026, this question was revised to distinguish between actions respondents currently do, would be willing to do, or consider not applicable. Previous surveys measured willingness only. As a result, the 2026 findings are not directly comparable with previous years. Historical results are presented for context only.

Many residents are directly connected to behaviors that can affect water quality through pet waste and lawn care activities. Nearly half own a dog, while approximately one-third use yard or landscape fertilizer.

Among these groups, many report already practicing behaviors that help reduce water pollution, including pet waste disposal and fertilizer management. Eighty-five percent of dog owners report picking up pet waste, and 64% of fertilizer users report managing fertilizer and pesticide use.

Nearly half of the respondents own a dog

Do you own a dog?



Nearly one-third of respondents use yard/landscape fertilizer

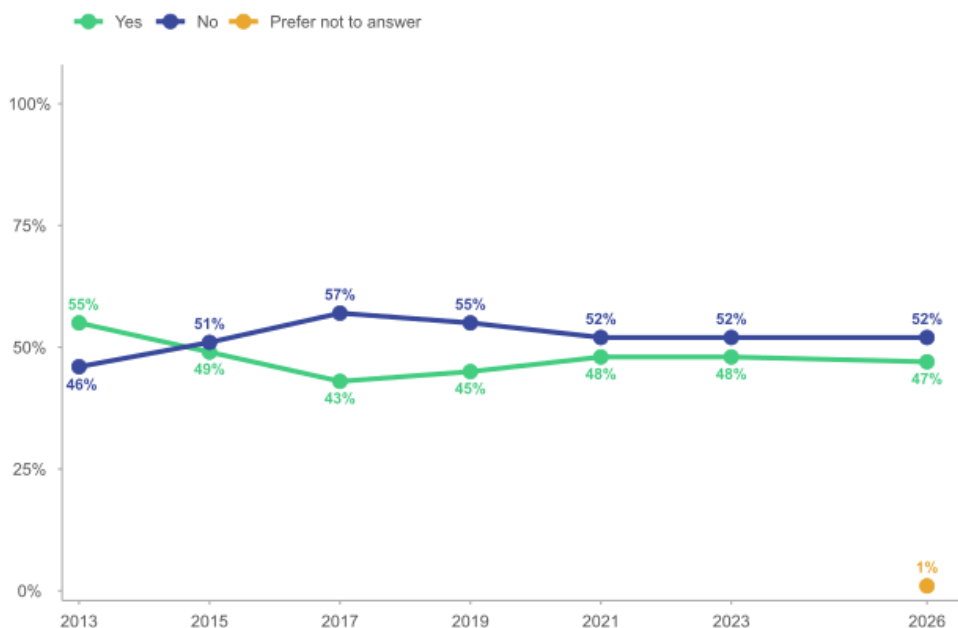
Do you use yard/landscape fertilizer?



Dog ownership has remained relatively consistent over time. In 2026, 47% of residents reported owning a dog, similar to recent survey years.

Dog ownership has remained relatively stable over time

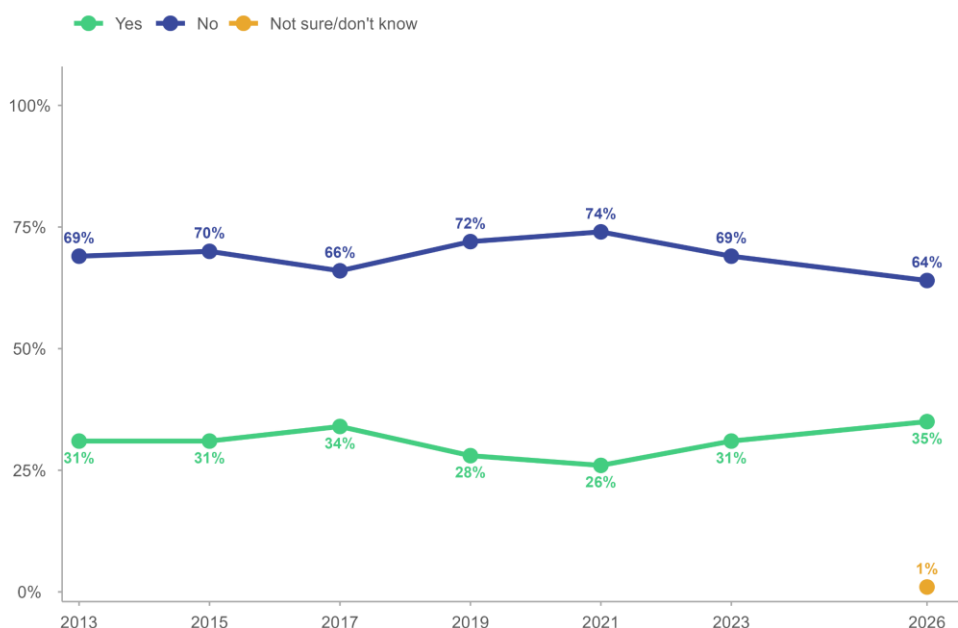
Do you own a dog?



In 2026, 35% of residents reported using yard or landscape fertilizer, up from 31% in 2023.

Fertilizer use slightly increased in 2026

Do you use yard/landscape fertilizer?

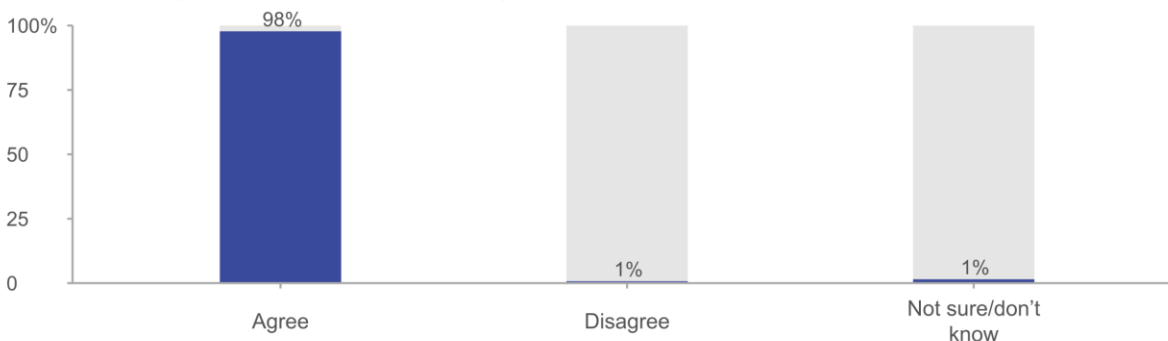


Personal Responsibility

Residents view protecting water quality as a shared responsibility. Nearly all agree that individuals can help reduce water pollution and that human activities affect the condition of local waterways.

98% of respondents agree that individuals can play a role in reducing water pollution

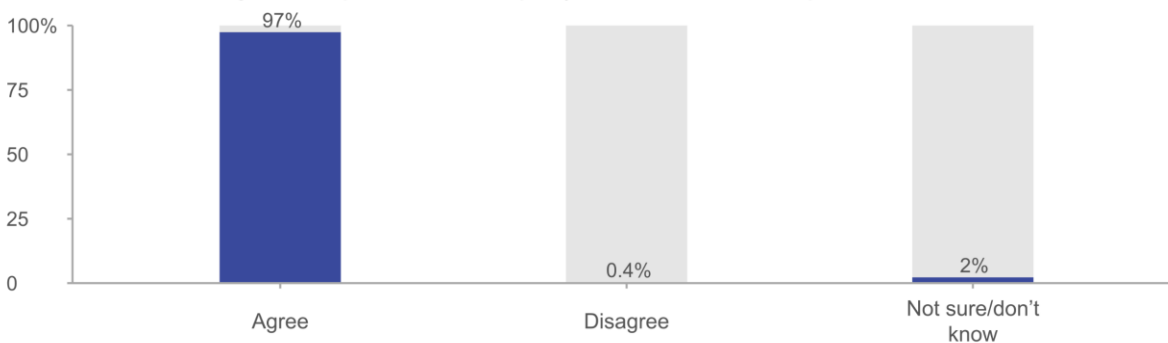
We can all do our part to reduce the effects of water pollution.



Similarly, 97% of respondents concur that human activities greatly affect the water quality of nearby rivers, creeks, and ponds.

Nearly all respondents agree that human activities significantly impact local water quality

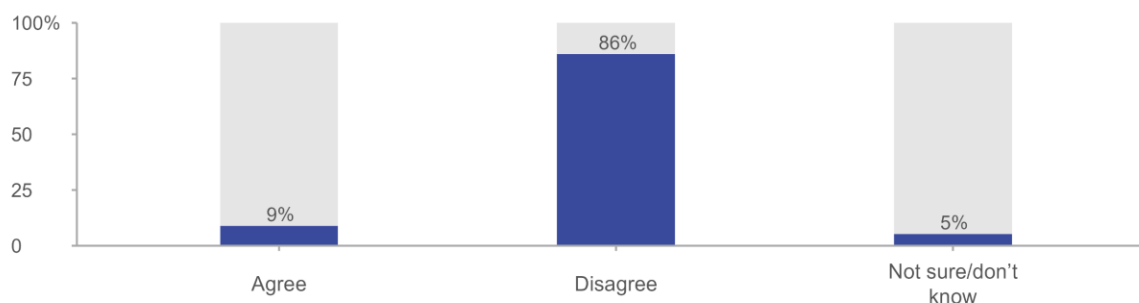
Human activities have significant impact on the water quality of the river, creeks, and ponds.



Most respondents also reject the notion that local governments, businesses, and industries bear no responsibility for reducing rainwater runoff and sewer system overflows. With 86% disagreeing, the findings indicate widespread support for shared responsibility.

Most residents (86%) believe governments, businesses, and industries also have a role in reducing runoff and sewer overflows

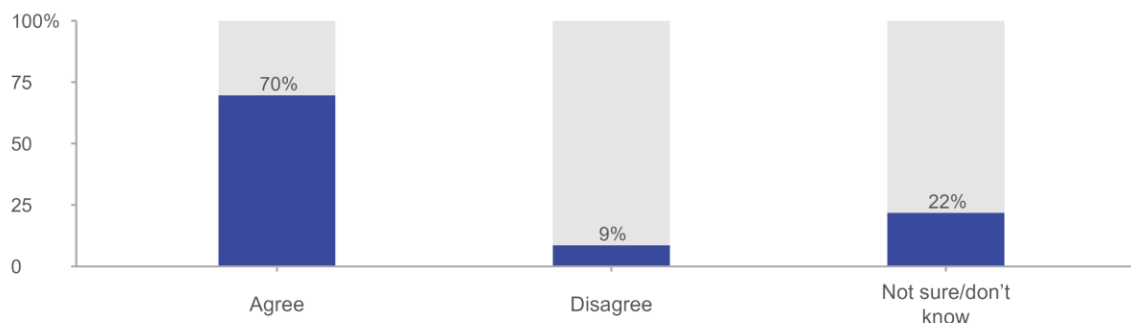
Local governments, businesses, and industries have no responsibility in reducing rainwater runoff and sewer system overflow



Seven in ten residents say they want to learn more about water pollution in their community. This interest aligns with residents' strong agreement that individuals can help reduce water pollution and that human activities affect the condition of local waterways.

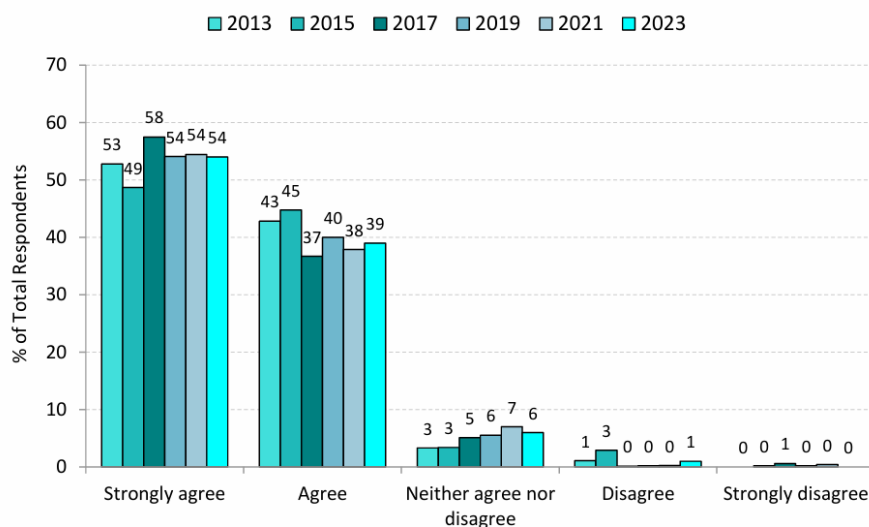
Seven in ten residents want to learn more about water pollution in their community

I want to learn more about water pollution in my community.

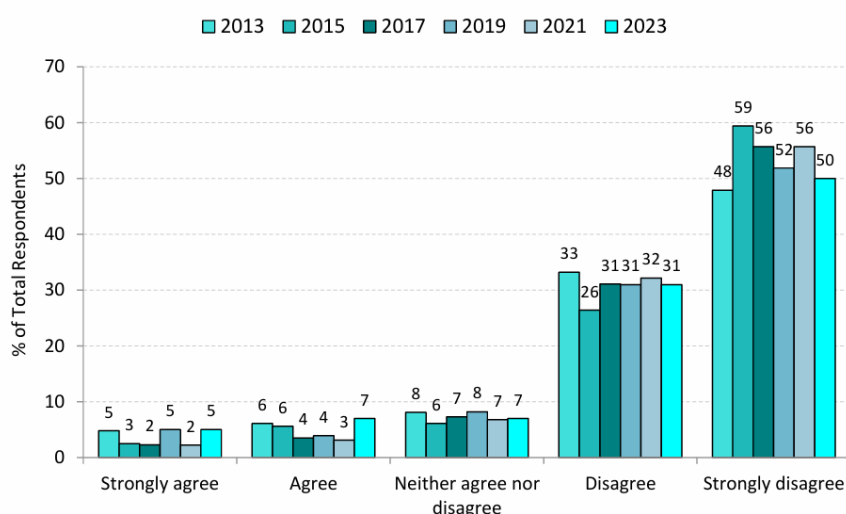


Historically, respondents have consistently expressed strong agreement that individuals can help reduce water pollution, that human activities affect water quality, and that governments, businesses, and industries share responsibility for reducing rainwater runoff and sewer system overflows. Historical findings also indicate continued interest in learning more about local water pollution. While these results provide valuable context, they are not directly comparable with the 2026 findings because of changes in question wording and response format.⁴

We can all do our part to reduce the effects of water pollution.

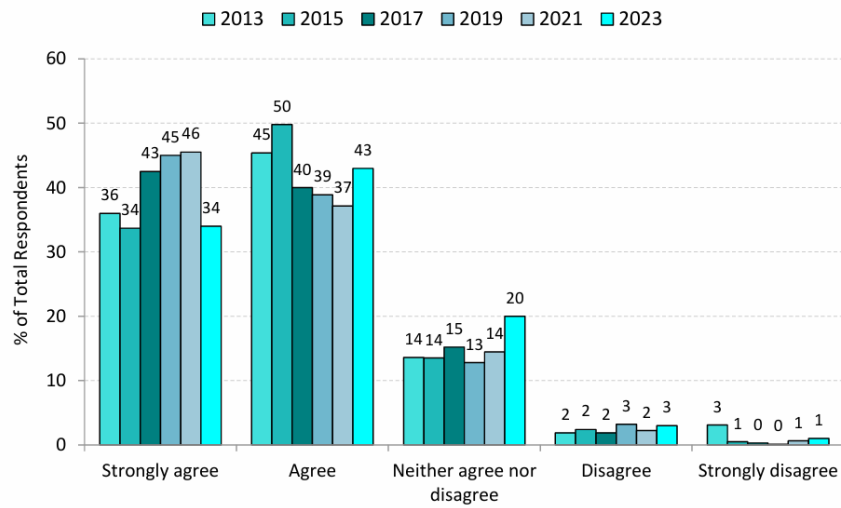


Human activities have no significant impact on the water quality of river, creeks and ponds.



⁴ **Note:** In 2026, these items were revised from previous survey waves. Because question wording and response formats changed, the 2026 results are not directly comparable with previous years. Historical results are presented for context only.

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



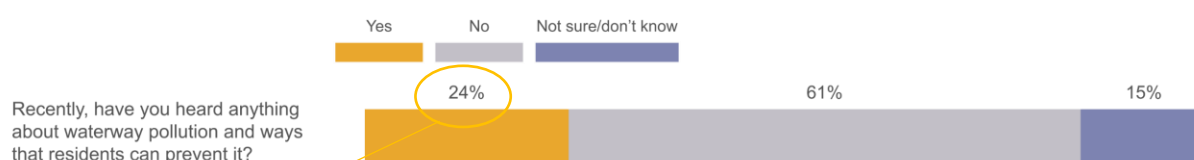
Communication Reach and Sources

Respondents care about waterway protection, and many want to learn more, but most have not recently heard any information about preventing waterway pollution. Among those who have, social media and the MSD website are the most common sources.

Only about one in four respondents said they had recently heard anything about waterway pollution and ways residents can help prevent it. Most respondents said they had not heard anything recently.

Only one in four residents have recently heard about waterway pollution and how to prevent it

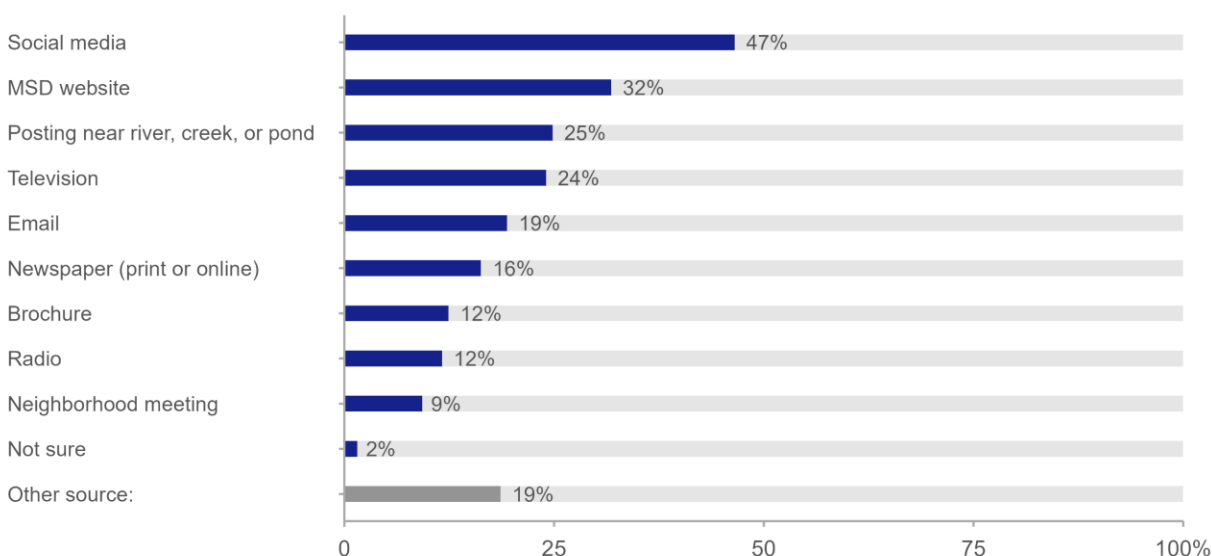
Recently, have you heard anything about waterway pollution and ways that residents can prevent it?



Of the 24% of respondents who recently learned about waterway pollution prevention, social media was the most common source, with the MSD website also being frequently cited. Other sources, including postings near waterways, television, email, newspapers, brochures, radio, and neighborhood meetings, reached fewer respondents.

Social media is the top source of information about waterway pollution prevention

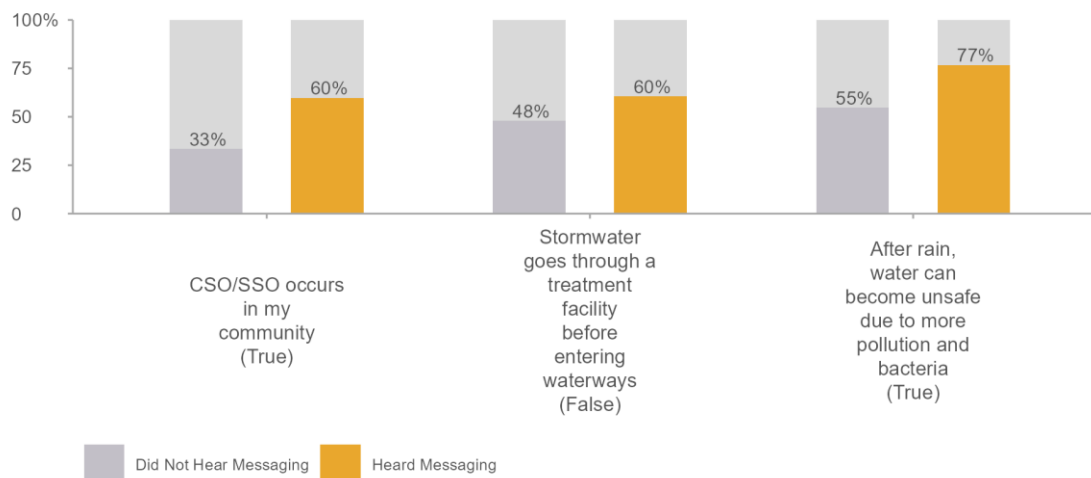
Where did you see or hear about waterway pollution and ways that residents can prevent it? (Please select all that apply)



Residents who recalled hearing water quality messaging reported higher awareness across all three water quality topics. The largest differences were observed for sewer overflows and stormwater treatment.

Residents who recalled hearing water quality messaging demonstrated higher knowledge across all three measures

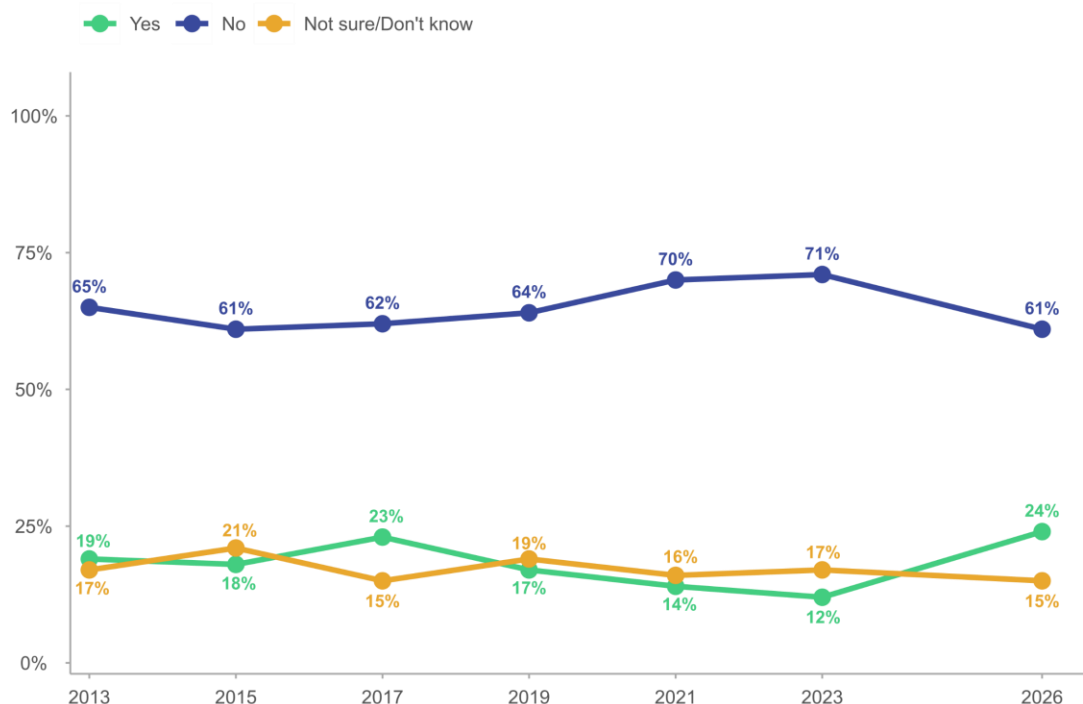
Residents selecting the specified response option for each water quality knowledge question, by messaging recall



More residents recalled hearing about waterway pollution prevention in 2026 than in 2023, but overall awareness is still low. Only 24% said they had heard something recently.

More residents reported hearing about waterway pollution and prevention efforts in 2026

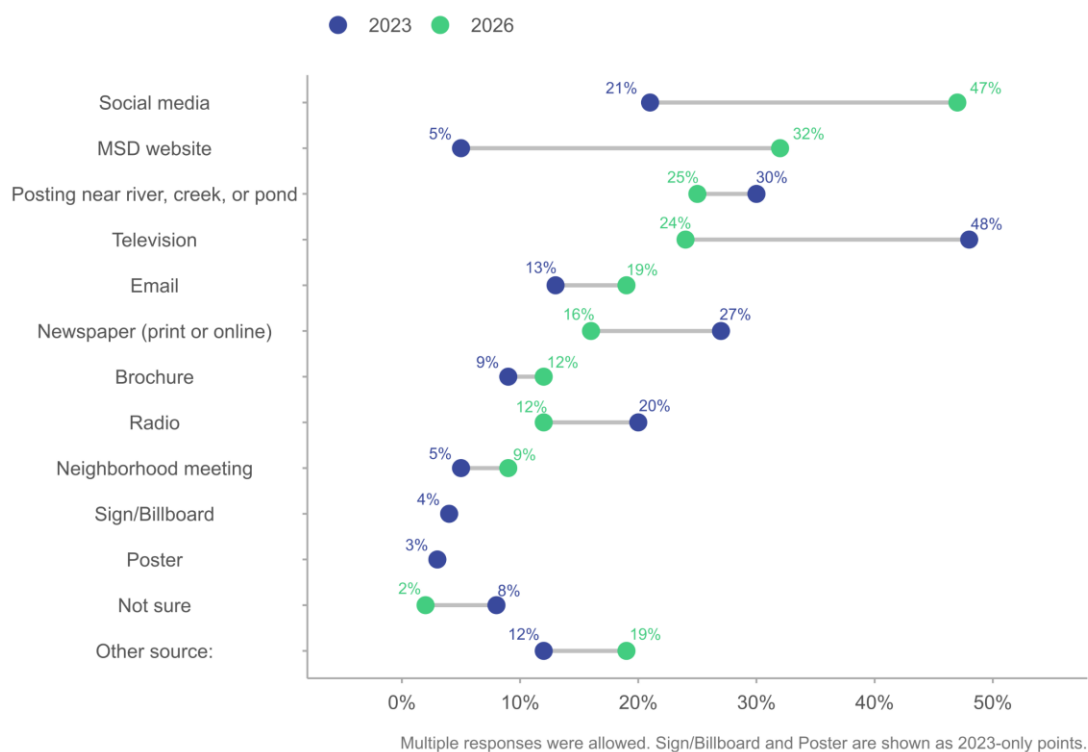
Recently, have you heard anything about waterway pollution and ways that residents can prevent it?



Among residents who recently heard about waterway pollution prevention, social media and the MSD website were the most common sources in 2026. Both were mentioned more often than in 2023, while television was mentioned less often.

Residents were more likely to report social media and the MSD website as sources of information in 2026

Where did you see or hear about waterway pollution and ways that residents can prevent it? (Please select all that apply)



Appendix

Regions

Region	ZIP Code	Count	Percent of Region
Downtown	40208	18	32%
Downtown	40215	13	23%
Downtown	40211	10	18%
Downtown	40203	6	11%
Downtown	40212	4	7%
Downtown	40210	3	5%
Downtown	40202	2	4%
East City	40205	60	32%
East City	40206	28	15%
East City	40220	27	14%
East City	40207	24	13%
East City	40204	20	11%
East City	40217	16	9%
East City	40218	13	7%
Southwest	40258	13	59%
Southwest	40216	9	41%
South County	40272	18	20%
South County	40214	17	19%
South County	40228	16	18%
South County	40229	14	15%
South County	40219	8	9%
South County	40213	6	7%
South County	40165	5	5%
South County	40118	3	3%
South County	40047	1	1%

South County	40109	1	1%
South County	40209	1	1%
South County	40225	1	1%
East County	40245	32	38%
East County	40291	23	27%
East County	40299	14	17%
East County	40243	11	13%
East County	40023	3	4%
East County	40071	1	1%
Northeast County	40241	26	26%
Northeast County	40059	23	23%
Northeast County	40223	19	19%
Northeast County	40222	13	13%
Northeast County	40242	10	10%
Northeast County	40014	6	6%
Northeast County	40031	2	2%
Northeast County	40026	1	1%

Q1a - For each of the following environmental issues, indicate how important you feel the issue is to you.

Increasing the tree canopy

Options	Downtown	E City	Southwest	S County	E County	NE County
1-Not at all important	7%	1%	5%	2%	6%	4%
2	5%	3%	5%	2%	6%	6%
3	23%	11%	18%	18%	21%	17%
4	14%	26%	23%	26%	21%	21%
5-Very important	50%	61%	50%	52%	45%	52%

Q1b - For each of the following environmental issues, indicate how important you feel the issue is to you.

Protecting our waterways (the Ohio River, local creeks and ponds) from pollution.

Options	Downtown	E City	Southwest	S County	E County	NE County
1-Not at all important	2%	-	-	-	-	1%
2	2%	-	-	-	1%	-
3	4%	3%	-	3%	4%	7%
4	16%	15%	14%	13%	17%	16%
5-Very important	77%	82%	86%	84%	79%	76%

Q1c - For each of the following environmental issues, indicate how important you feel the issue is to you.

Reducing climate change impacts

Options	Downtown	E City	Southwest	S County	E County	NE County
1-Not at all important	2%	3%	9%	10%	11%	9%
2	5%	3%	5%	4%	8%	7%
3	11%	11%	-	19%	20%	16%
4	14%	13%	23%	19%	18%	15%
5-Very important	68%	70%	64%	48%	43%	53%

Q2 - How would you rate the overall water quality or health of the river, creeks, and ponds in your area?

Options	Downtown	E City	Southwest	S County	E County	NE County
1 - Poor	11%	8%	14%	5%	1%	3%
2	34%	13%	14%	14%	6%	16%
3	43%	60%	18%	47%	44%	43%
4	13%	17%	41%	29%	36%	28%
5 - Excellent	-	2%	14%	4%	13%	10%

Q3 - Do you use the river, creeks and ponds in your area for recreational purposes (such as swimming, boating, or fishing)?

Options	Downtown	E City	Southwest	S County	E County	NE County
Yes	32%	29%	27%	38%	36%	36%
No	64%	70%	68%	59%	63%	63%
Not sure/don't know	4%	1%	5%	2%	1%	1%

Q4 - Why don't you use the waterways in your area for contact recreation?

Options	Downtown	E City	Southwest	S County	E County	NE County
I'm not interested in these activities	19%	35%	13%	44%	42%	49%
I don't want to interact with waterways due to potential pollution	50%	44%	40%	26%	15%	25%
I do these activities outside of Jefferson/Bullitt/Oldham County	31%	17%	20%	15%	25%	19%
I don't live by any waterways	28%	16%	27%	22%	21%	10%
Other	14%	8%	-	9%	15%	13%

Q5 - Please evaluate the following statements to the best of your knowledge. **After it rains, you should not use the river, creeks and ponds because they can become unsafe with increased levels of pollution and bacteria.**

Options	Downtown	E City	Southwest	S County	E County	NE County
True	64%	63%	59%	56%	50%	67%
False	5%	5%	18%	5%	13%	11%
Not sure/don't know	30%	32%	23%	38%	37%	22%

Q6 - Please evaluate the following statements to the best of your knowledge. **Combined/Separate Sewer Overflows (CSOs/SSOs) occur in my community.**

Options	Downtown	E City	Southwest	S County	E County	NE County
True	64%	63%	59%	56%	50%	67%
False	5%	4%	18%	5%	13%	11%
Not sure/don't know	30%	31%	22%	38%	36%	22%

Q7 - Please indicate how much you agree with the following statements. **All stormwater goes through a treatment facility before entering our waterways.**

Options	Downtown	E City	Southwest	S County	E County	NE County
True	34%	15%	23%	23%	23%	19%
False	30%	55%	36%	51%	42%	55%
Not sure/don't know	36%	29%	41%	26%	36%	26%

Q8 - The following items are actions that reduce water pollution. Please check which actions you currently do or would be willing to do to help reduce water pollution.

Option 1: Picking up trash/litter

Options	Downtown	E City	Southwest	S County	E County	NE County
Currently do	86%	88%	77%	81%	81%	87%
Willing to do	13%	9%	18%	14%	11%	8%
Not applicable	2%	3%	5%	4%	8%	5%

Option 2: Picking up pet waste.

Options	Downtown	E City	Southwest	S County	E County	NE County
Currently do	59%	57%	45%	48%	58%	67%
Willing to do	11%	5%	14%	13%	14%	2%
Not applicable	30%	37%	41%	38%	27%	30%

Option 3: Disposing of lawn and grass debris in the yard waste bin.

Options	Downtown	E City	Southwest	S County	E County	NE County
Currently do	71%	74%	45%	52%	50%	70%
Willing to do	10%	15%	18%	20%	18%	11%
Not applicable	11%	10%	36%	29%	32%	19%

Option 4: Washing my car at the carwash or on a lawn.

Options	Downtown	E City	Southwest	S County	E County	NE County
Currently do	64%	70%	64%	69%	70%	70%
Willing to do	7%	17%	23%	12%	23%	17%
Not applicable	29%	13%	14%	19%	7%	12%

Option 5: Putting fats, oils, grease and food particles in the trash can rather than down the sink drain.

Options	Downtown	E City	Southwest	S County	E County	NE County
Currently do	77%	92%	82%	87%	82%	91%
Willing to do	14%	7%	9%	11%	13%	5%
Not applicable	9%	1%	9%	2%	5%	4%

Option 6: Putting wet wipes, dental floss, and hair in the trash can rather than down the toilet.

Options	Downtown	E City	Southwest	S County	E County	NE County
Currently do	93%	94%	91%	85%	88%	88%
Willing to do	2%	4%	5%	8%	7%	7%
Not applicable	5%	2%	5%	8%	5%	5%

Option 7: Waiting to run the dishwasher or washing machine until 24-48 hours after it has stopped raining.

Options	Downtown	E City	Southwest	S County	E County	NE County
Currently do	16%	15%	18%	11%	8%	10%
Willing to do	39%	70%	55%	63%	64%	63%
Not applicable	45%	15%	27%	27%	27%	27%

Option 8: Managing use of fertilizers and pesticides.

Options	Downtown	E City	Southwest	S County	E County	NE County
Currently do	59%	64%	73%	62%	56%	63%
Willing to do	11%	18%	9%	11%	23%	18%
Not applicable	30%	18%	18%	27%	21%	19%

Q9 - Please review the statements below and check those you agree with regarding water quality or health of the river, creeks, and ponds.

We can all do our part to reduce the effects of water pollution.

Options	Downtown	E City	Southwest	S County	E County	NE County
Agree	95%	98%	95%	99%	99%	98%
Disagree	4%	1%	-	-	1%	-
Not sure/don't know	2%	2%	5%	1%	-	2%

Q10 - Please review the statements below and check those you agree with regarding water quality or health of the river, creeks, and ponds.

Local governments, businesses and industries have no responsibility in reducing rainwater runoff and sewer system overflow.

Options	Downtown	E City	Southwest	S County	E County	NE County
Agree	13%	8%	5%	12%	6%	8%
Disagree	78%	89%	86%	79%	89%	89%
Not sure/don't know	9%	3%	9%	9%	5%	3%

Q11 - Please review the statements below and check those you agree with regarding water quality or health of the river, creeks, and ponds.

Human activities have significant impact on the water quality of river, creeks and ponds.

Options	Downtown	E City	Southwest	S County	E County	NE County
Agree	95%	99%	91%	98%	100%	95%
Disagree	-	1%	-	-	-	1%
Not sure/don't know	5%	1%	9%	2%	-	4%

Q12 - Please review the statements below and check those you agree with regarding water quality or health of the river, creeks, and ponds.

I want to learn more about water pollution in my community.

Options	Downtown	E City	Southwest	S County	E County	NE County
Agree	69%	74%	59%	63%	69%	71%
Disagree	13%	7%	-	12%	11%	6%
Not sure/don't know	18%	19%	41%	24%	20%	22%

Q13 - Recently, have you heard anything about waterway pollution and ways that residents can prevent it?

Options	Downtown	E City	Southwest	S County	E County	NE County
Yes	22%	25%	23%	23%	22%	28%
No	69%	66%	64%	57%	59%	51%
Not sure/don't know	9%	9%	14%	20%	19%	21%

Q14 - Where did you see or hear about waterway pollution and ways that residents can prevent it? (Please select all that apply)

Options	Downtown	E City	Southwest	S County	E County	NE County
Social media	33%	39%	40%	52%	56%	56%
MSD website	25%	35%	40%	10%	44%	37%
Posting near river, creek, or pond	8%	28%	60%	14%	22%	30%
Television	17%	24%	60%	14%	22%	30%
Email	25%	17%	20%	14%	22%	22%
Newspaper (print or online)	42%	15%	40%	5%	6%	19%
Brochure	33%	15%	20%	-	6%	11%
Radio	-	13%	20%	19%	6%	11%
Neighborhood Meeting	-	15%	20%	5%	17%	-
Other source	17%	26%	-	29%	11%	7%
Not sure	-	-	-	10%	-	-

Q15 - Do you own a dog?

Options	Downtown	E City	Southwest	S County	E County	NE County
Yes	44%	44%	50%	44%	55%	47%
No	53%	55%	41%	54%	43%	52%
Prefer not to answer	4%	1%	9%	1%	1%	-

Q16 - Do you use yard/landscape fertilizer?

Options	Downtown	E City	Southwest	S County	E County	NE County
Yes	15%	29%	45%	31%	48%	46%
No	80%	70%	55%	69%	51%	52%
Prefer not to answer	5%	1%	-	-	1%	2%

Dog Owners

Q1a - For each of the following environmental issues, indicate how important you feel the issue is to you.

Increasing the tree canopy

Options	Yes	No
1-Not at all important	2%	4%
2	3%	5%
3	17%	15%
4	24%	22%
5-Very important	54%	54%

Q1b - For each of the following environmental issues, indicate how important you feel the issue is to you.

Protecting our waterways (the Ohio River, local creeks and ponds) from pollution

Options	Yes	No
1-Not at all important	-	-
2	-	-
3	3%	4%
4	17%	13%
5-Very important	79%	82%

Q1c - For each of the following environmental issues, indicate how important you feel the issue is to you.

Reducing climate change impacts

Options	Yes	No
1-Not at all important	5%	8%
2	4%	6%
3	17%	11%
4	15%	15%
5-Very important	58%	61%

Q2 - How would you rate the overall water quality or health of the river, creeks, and ponds in your area?

Options	Yes	No
1 - Poor	6%	5%
2	16%	13%
3	47%	51%
4	25%	25%
5 - Excellent	5%	5%

Q3 - Do you use the river, creeks and ponds in your area for recreational purposes (such as swimming, boating, or fishing)

Options	Yes	No
Yes	38%	28%
No	60%	71%
Not sure/don't know	2%	1%

Q4 - Why don't you use the waterways in your area for contact recreation?

Options	Yes	No
I'm not interested in these activities	28%	45%
I don't want to interact with waterways due to potential pollution	39%	30%
I do these activities outside of Jefferson/Bullitt/Oldham County	23%	17%
I don't live by any waterways	16%	19%
Other	10%	11%

Q5 - Please evaluate the following statements to the best of your knowledge. **After it rains, you should not use the river, creeks and ponds because they can become unsafe with increased levels of pollution and bacteria.**

Options	Yes	No
True	62%	59%
False	8%	8%
Not sure/don't know	30%	33%

Q6 - Please evaluate the following statements to the best of your knowledge. **Combined/Separate Sewer Overflows (CSOs/SSOs) occur in my community.**

Options	Yes	No
True	34%	44%
False	20%	18%
Not sure/don't know	46%	38%

Q7 - Please evaluate the following statements to the best of your knowledge. **All stormwater goes through a treatment facility before entering our waterways.**

Options	Yes	No
True	20%	22%
False	49%	49%
Not sure/don't know	31%	29%

Q8 - The following items are actions that reduce water pollution. Please check which actions you currently do or would be willing to do to help reduce water pollution.

Option 1: Picking up trash/litter

Options	Yes	No
Currently do	86%	85%
Willing to do	11%	10%
Not applicable	4%	5%

Option 2: Picking up pet waste.

Options	Yes	No
Currently do	85%	33%
Willing to do	10%	6%
Not applicable	4%	61%

Option 3: Disposing of lawn and grass debris in the yard waste bin.

Options	Yes	No
Currently do	66%	62%
Willing to do	17%	16%
Not applicable	16%	22%

Option 4: Washing my car at the carwash or on a lawn.

Options	Yes	No
Currently do	72%	67%
Willing to do	16%	17%
Not applicable	13%	16%

Option 5: Putting fats, oils, grease and food particles in the trash can rather than down the sink drain.

Options	Yes	No
Currently do	84%	92%
Willing to do	13%	6%
Not applicable	3%	2%

Option 6: Putting wet wipes, dental floss, and hair in the trash can rather than down the toilet.

Options	Yes	No
Currently do	89%	92%
Willing to do	8%	4%
Not applicable	3%	4%

Option 7: Waiting to run the dishwasher or washing machine until 24-48 hours after it has stopped raining.

Options	Yes	No
Currently do	11%	14%
Willing to do	64%	62%
Not applicable	26%	24%

Option 8: Managing use of fertilizers and pesticides.

Options	Yes	No
Currently do	66%	58%
Willing to do	18%	15%
Not applicable	16%	27%

Q9 - Please review the statements below and check those you agree with regarding water quality or health of the river, creeks, and ponds.

We can all do our part to reduce the effects of water pollution.

Options	Yes	No
Agree	98%	98%
Disagree	-	1%
Not sure/don't know	2%	1%

Q10 - Please review the statements below and check those you agree with regarding water quality or health of the river, creeks, and ponds.

Local governments, businesses and industries have no responsibility in reducing rainwater runoff and sewer system overflow.

Options	Yes	No
Agree	10%	7%
Disagree	86%	87%
Not sure/don't know	4%	6%

Q11 - Please review the statements below and check those you agree with regarding water quality or health of the river, creeks, and ponds.

Human activities have significant impact on the water quality of river, creeks and ponds.

Options	Yes	No
Agree	97%	98%
Disagree	-	-
Not sure/don't know	3%	1%

Q12 - Please review the statements below and check those you agree with regarding water quality or health of the river, creeks, and ponds.

I want to learn more about water pollution in my community.

Options	Yes	No
Agree	68%	71%
Disagree	10%	7%
Not sure/don't know	22%	21%

Q13 - Recently, have you heard anything about waterway pollution and ways that residents can prevent it?

Options	Yes	No
Yes	26%	23%
No	59%	62%
Not sure/don't know	16%	14%

Q14 - Where did you see or hear about waterway pollution and ways that residents can prevent it?

Options	Yes	No
Social media	52%	42%
MSD website	33%	31%
Posting near river, creek, or pond	23%	27%
Television	20%	28%
Email	13%	27%
Newspaper (print or online)	11%	22%
Brochure	11%	14%
Radio	14%	9%
Neighborhood Meeting	14%	5%
Other source	17%	19%
Not sure	2%	2%

Q16 - Do you use yard/landscape fertilizer?

Options	Yes	No
Yes	38%	32%
No	62%	67%
Prefer not to answer	1%	1%

Fertilizer Users

Q1a - For each of the following environmental issues, indicate how important you feel the issue is to you.

Increasing the tree canopy

Options	Yes	No
1-Not at all important	4%	2%
2	2%	5%
3	18%	14%
4	24%	23%
5-Very important	51%	56%

Q1b - For each of the following environmental issues, indicate how important you feel the issue is to you.

Protecting our waterways (the Ohio River, local creeks and ponds) from pollution.

Options	Yes	No
1-Not at all important	1%	-
2	-	-
3	4%	3%
4	16%	14%
5-Very important	78%	82%

Q1c - For each of the following environmental issues, indicate how important you feel the issue is to you.
Reducing climate change impact.

Options	Yes	No
1-Not at all important	7%	6%
2	5%	5%
3	20%	11%
4	15%	15%
5-Very important	54%	62%

Q2 - How would you rate the overall water quality or health of the river, creeks, and ponds in your area?

Options	Yes	No
1 - Poor	3%	7%
2	8%	19%
3	51%	48%
4	33%	20%
5 - Excellent	5%	5%

Q3 - Do you use the river, creeks and ponds in your area for recreational purposes (such as swimming, boating, or fishing)?

Options	Yes	No
Yes	32%	34%
No	67%	65%
Not sure/don't know	2%	1%

Q4 - Why don't you use the waterways in your area for contact recreation?

Options	Yes	No
I'm not interested in these activities	46%	33%
I don't want to interact with waterways due to potential pollution	24%	40%
I do these activities outside of Jefferson/Bullitt/Oldham County	15%	22%
I don't live by any waterways	15%	19%
Other	13%	10%

Q5 - Please evaluate the following statements to the best of your knowledge. **After it rains, you should not use the river, creeks and ponds because they can become unsafe with increased levels of pollution and bacteria.**

Options	Yes	No
True	56%	63%
False	13%	5%
Not sure/don't know	31%	32%

Q6 - Please evaluate the following statements to the best of your knowledge. **Combined/Separate Sewer Overflows (CSOs/SSOs) occur in my community.**

Options	Yes	No
True	36%	42%
False	21%	18%
Not sure/don't know	43%	40%

Q7 - Please evaluate the following statements to the best of your knowledge. **All stormwater goes through a treatment facility before entering our waterways.**

Options	Yes	No
True	19%	22%
False	54%	47%
Not sure/don't know	27%	31%

Q8 - The following items are actions that reduce water pollution. Please check which actions you currently do or would be willing to do to help reduce water pollution.

Option 1: Picking up trash/litter

Options	Yes	No
Currently do	85%	87%
Willing to do	11%	9%
Not applicable	4%	4%

Option 2: Picking up pet waste.

Options	Yes	No
Currently do	60%	57%
Willing to do	9%	8%
Not applicable	31%	35%

Option 3: Disposing of lawn and grass debris in the yard waste bin.

Options	Yes	No
Currently do	67%	63%
Willing to do	14%	18%
Not applicable	19%	19%

Option 4: Washing my car at the carwash or on a lawn.

Options	Yes	No
Currently do	72%	69%
Willing to do	17%	16%
Not applicable	11%	15%

Option 5: Putting fats, oils, grease and food particles in the trash can rather than down the sink drain.

Options	Yes	No
Currently do	89%	88%
Willing to do	9%	9%
Not applicable	3%	3%

Option 6: Putting wet wipes, dental floss, and hair in the trash can rather than down the toilet.

Options	Yes	No
Currently do	87%	93%
Willing to do	7%	4%
Not applicable	6%	3%

Option 7: Waiting to run the dishwasher or washing machine until 24-48 hours after it has stopped raining.

Options	Yes	No
Currently do	11%	13%
Willing to do	65%	62%
Not applicable	24%	25%

Option 8: Managing use of fertilizers and pesticides.

Options	Yes	No
Currently do	64%	62%
Willing to do	24%	12%
Not applicable	12%	27%

Q9 - Please review the statements below and check those you agree with regarding water quality or health of the river, creeks, and ponds.

We can all do our part to reduce the effects of water pollution.

Options	Yes	No
Agree	97%	99%
Disagree	1%	-
Not sure/don't know	2%	1%

Q10 - Please review the statements below and check those you agree with regarding water quality or health of the river, creeks, and ponds.

Local governments, businesses and industries have no responsibility in reducing rainwater runoff and sewer system overflow.

Options	Yes	No
Agree	10%	8%
Disagree	86%	87%
Not sure/don't know	4%	5%

Q11 - Please review the statements below and check those you agree with regarding water quality or health of the river, creeks, and ponds.

Human activities have significant impact on the water quality of river, creeks and ponds.

Options	Yes	No
Agree	96%	98%
Disagree	1%	-
Not sure/don't know	3%	2%

Q12 - Please review the statements below and check those you agree with regarding water quality or health of the river, creeks, and ponds.

I want to learn more about water pollution in my community.

Options	Yes	No
Agree	65%	73%
Disagree	9%	8%
Not sure/don't know	26%	19%

Q13 - Recently, have you heard anything about waterway pollution and ways that residents can prevent it?

Options	Yes	No
Yes	24%	25%
No	57%	63%
Not sure/don't know	19%	12%

Q14 - Where did you see or hear about waterway pollution and ways that residents can prevent it?

Options	Yes	No
Social media	44%	48%
MSD website	31%	32%
Posting near river, creek, or pond	40%	17%
Television	36%	18%
Email	16%	21%
Newspaper (print or online)	16%	17%
Brochure	11%	13%
Radio	16%	10%
Neighborhood Meeting	4%	12%
Other source	16%	20%
Not sure	-	2%

Q16 - Do you own a dog?

Options	Yes	No
Yes	51%	45%
No	48%	54%
Prefer not to answer	1%	1%