

San Diego County Regional Group Countywide Study

Background

The Educational and Residential Services (ERS) Workgroup asked Action Research to conduct a telephone survey of adult San Diego County residents. The survey focused on awareness of the issue of stormwater pollution and behaviors that help to prevent pollution. The Regional Group conducted similar surveys in June 2009 and May 2011. The results of this study will be used to assess the effectiveness of the group's stormwater pollution education efforts and also provide a foundation for future outreach efforts. Where appropriate, comparisons were made to the results of studies done in 2009 and 2011, which included many of the same questions, to assess any changes made over time.

San Diego County Residents

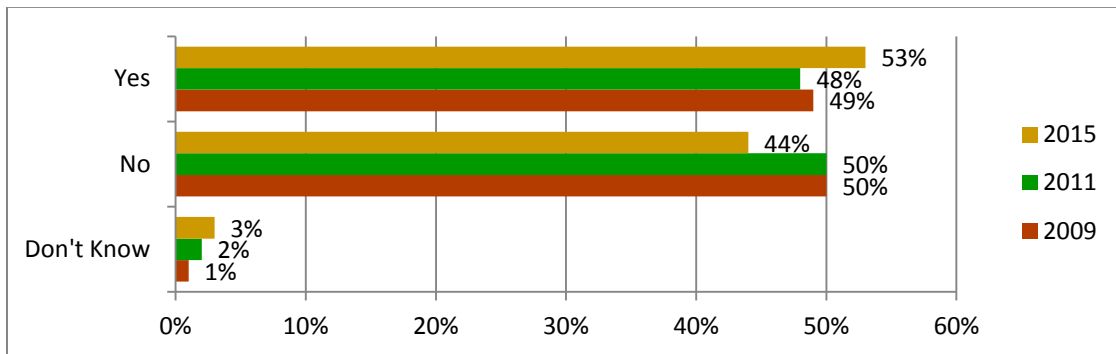
The participants of this study were split almost equally between men and women, with 51% of them being men. Their age ranged from 18 to 98 with a mean of 52 years. Not quite half of participants (48%) had a college degree: 13% with Associate Degrees, 25% with Bachelor's Degrees and 11% with Post Graduate Degrees, while 8% possessed a Professional Degree. Twenty percent stated they had attended some college, and 20% were high school graduates. Only three percent had less than a high school education. An additional four percent declined to state their level of education.

Twenty-four percent (24%) of participants reported that they were of Hispanic or Latino decent. When asked to define their race, answers were as follows: 2% were Native American, 4% were Black or African-American, 6% were Asian or Asian-American, 60% were White or Caucasian, and 7% stated they were of mixed ethnicity. A total of 15% gave answers outside these categories, and 6% declined to answer. One percent of the interviews were done in Spanish.

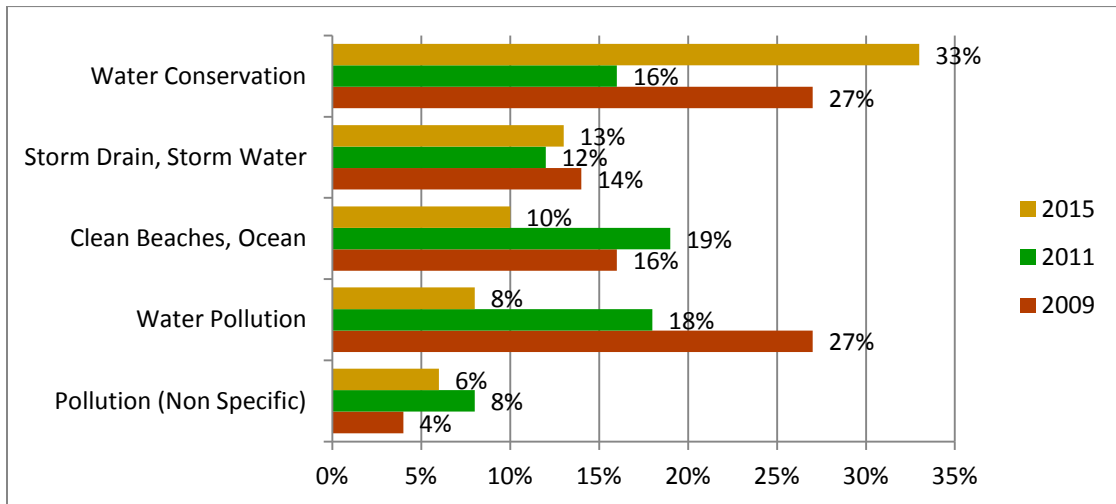
Participants were asked how long they had lived in San Diego County, if they owned or rented their residence, and whether the area they lived in was urban, suburban, or rural. Length of residency ranged from 1 to 87 years with a mean of 29 years. Over half of the participants (59%) stated they owned their home. Half of the participants (50%) stated they lived in a suburban neighborhood, 32% lived in an urban area, and 11% said where they lived was rural. Seven percent declined to answer.

Topline Results by Item

Q1. Now, in the past year, have you seen or heard the slogan 'Think Blue San Diego'?

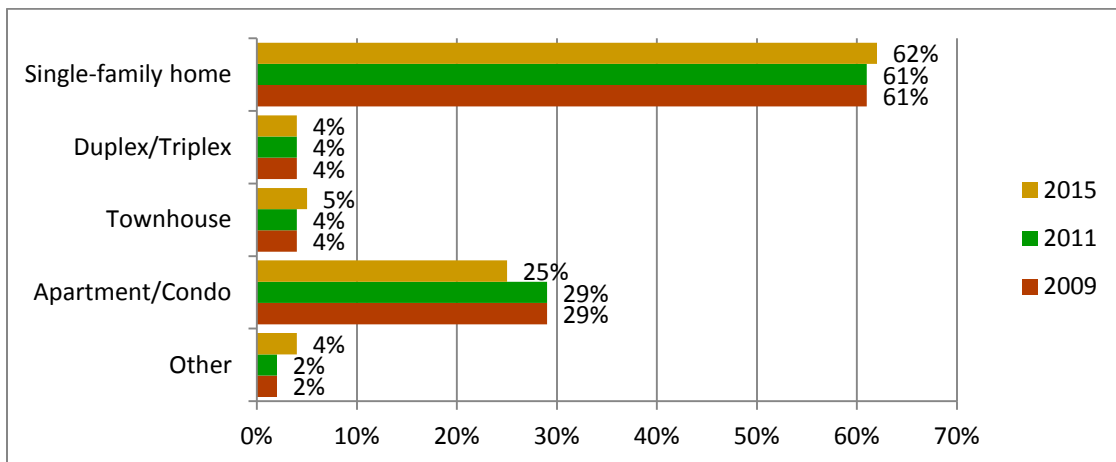


Q2. In a few words of your own, what do you think that the slogan 'Think Blue San Diego' is asking you to do?

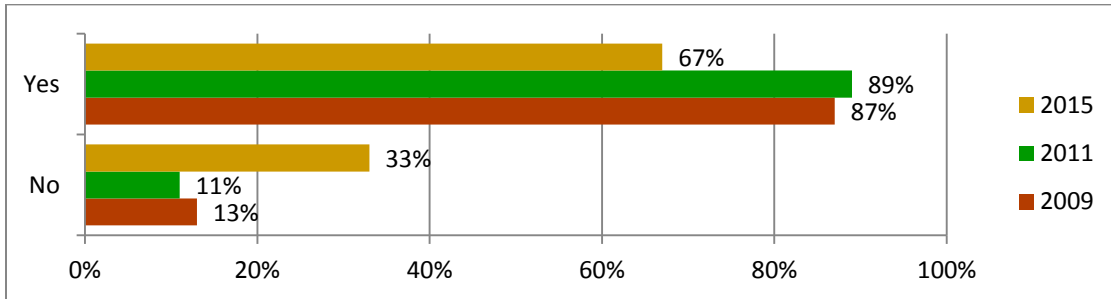


Note: 2015 N=426, 2011 N=413, 2009 N=396

Q3. Do you live in a single family home, a duplex or triplex, a townhouse, or an apartment or condominium?

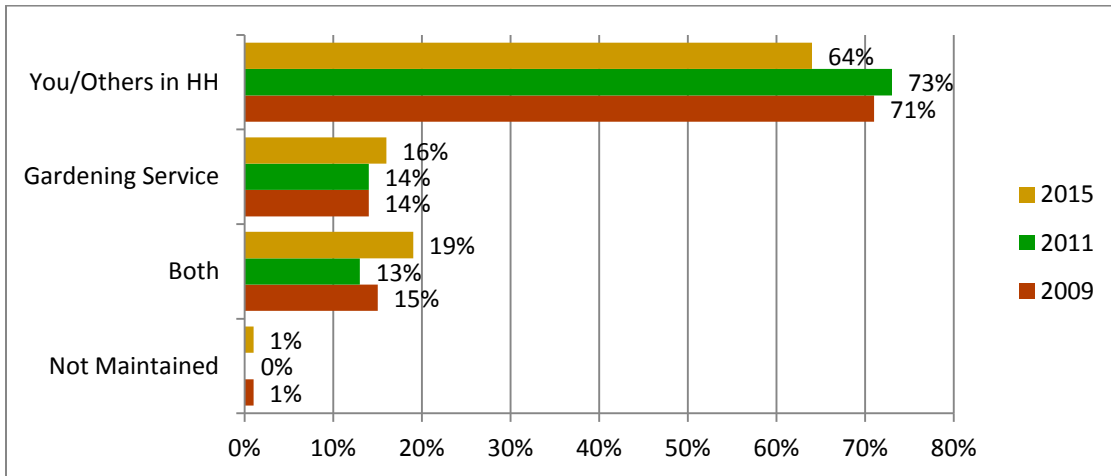


Q4. Now, thinking about your home, is there a yard or garden that you or someone in your household are responsible for?



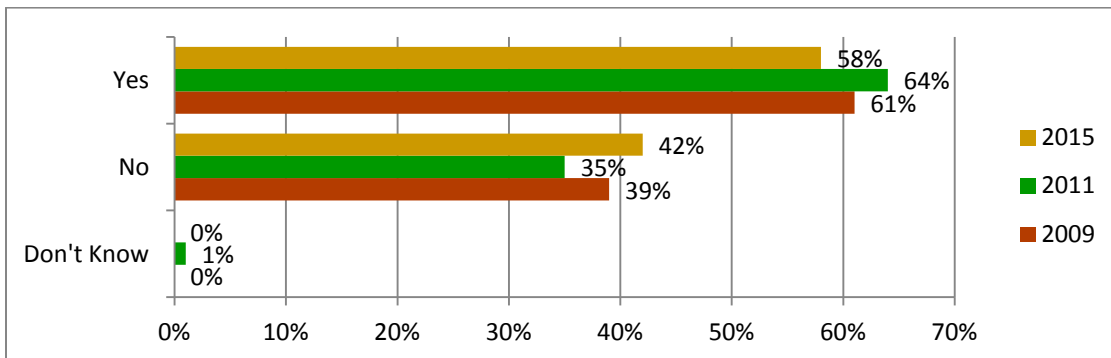
Note: 2015 N=532, 2011 N=552, 2009 N=556

Q5. Is your yard or garden maintained by you or others in your household? By a gardening service? Or by both household members and a gardening service together?



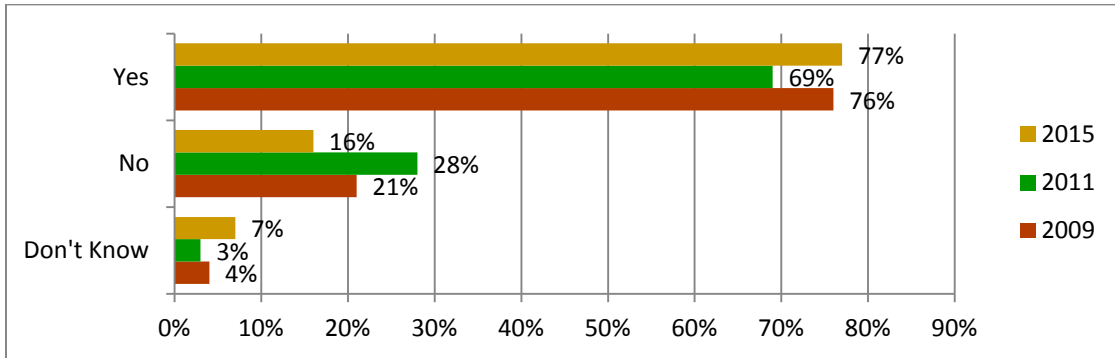
Note: 2015 N=532, 2011 N=486, 2009 N=485

Q6. Do you have an automatic sprinkler system for your yard or garden?



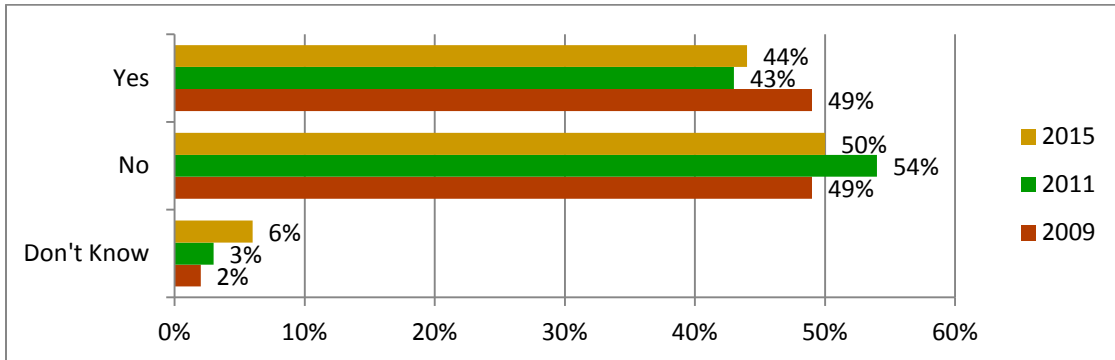
Note: 2015 N=532, 2011 N=486, 2009 N=485

Q7. In the last year or so, did anyone adjust the sprinklers in your yard or garden to reduce the amount of water you use? Or did that not happen in the last year?



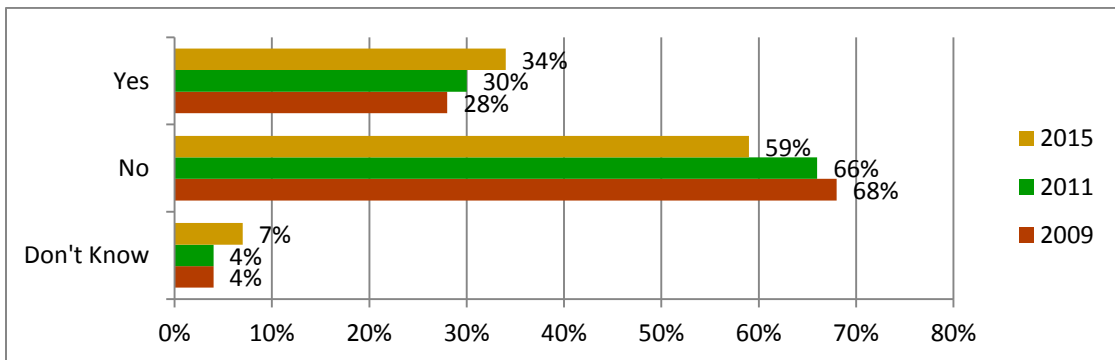
Note: 2015 N=306, 2011 N=312, 2009 N=295

Q8. In the last year or so, did any fertilizers get used on your yard or garden?



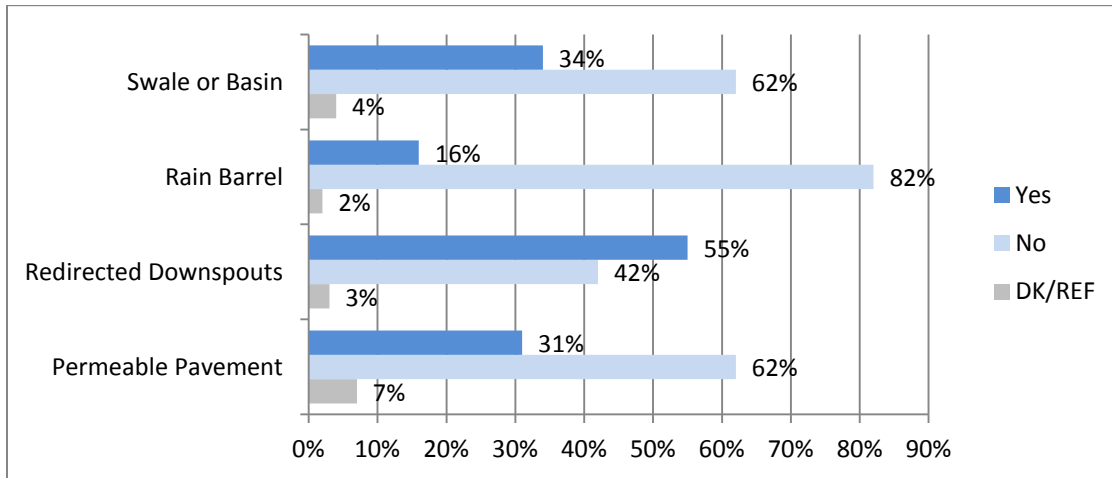
Note: 2015 N=532, 2011 N=486, 2009 N=485

Q9. In the last year or so, did any pesticides or chemicals get used on your yard or garden to control insects, weeds, or plant diseases?



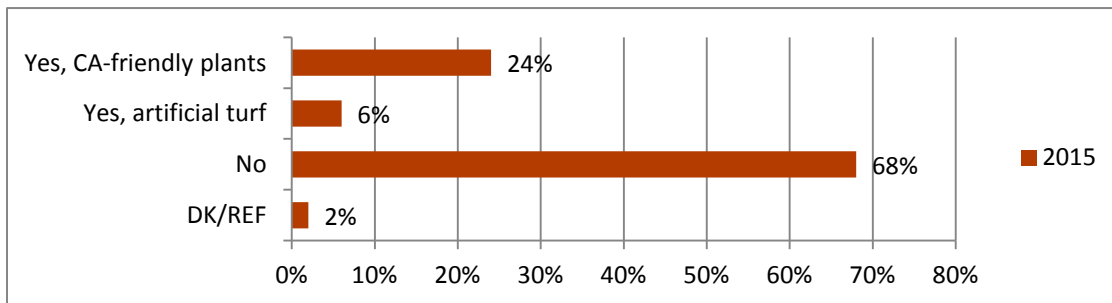
Note: 2015 N=532, 2011 N=486, 2009 N=485

Q10. There are a number of landscape and other design features that prevent or reduce the flow of rain water off your property. Please tell me if you have any of the following features in your front or back yard.



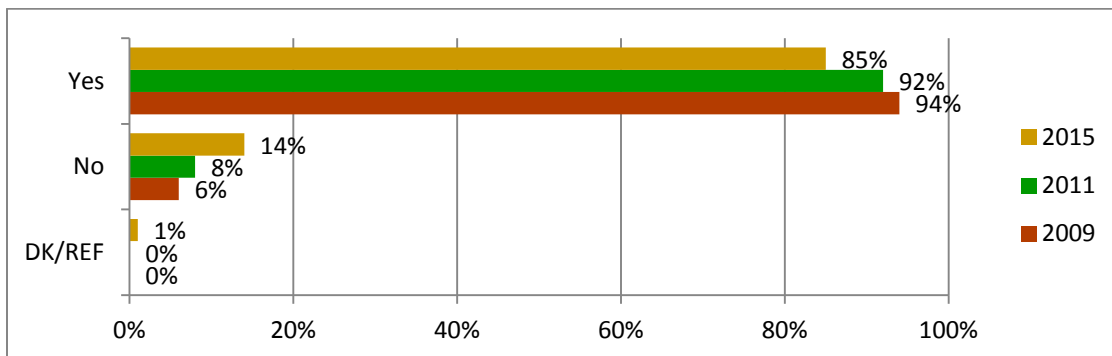
Note: 2015 N=532

Q11. Have you removed any of your turf and replaced it with California-friendly plants or artificial turf?



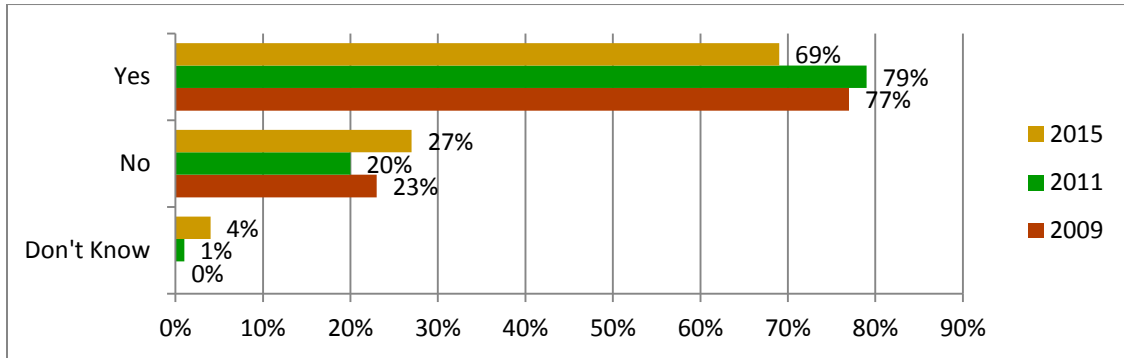
Note: 2015 N=532

Q12. Do you have either a driveway or an off-street parking area that is for your home?



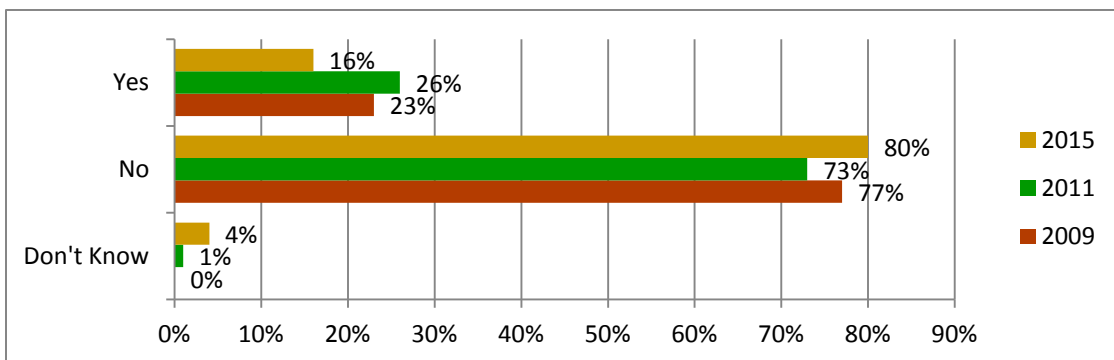
Note: 2015 N=800, 2011 N=546, 2009 N=556

Q13a. Please tell me if your driveway or off-street parking area was cleaned in each of the following ways in the last year. -By sweeping?



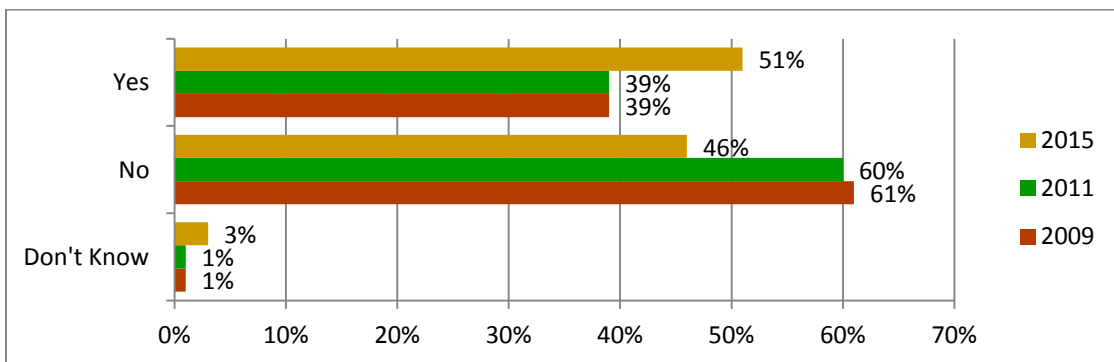
Note: 2015 N=682, 2011 N=503, 2009 N=522

Q13b. Please tell me if your driveway or off-street parking area was cleaned in each of the following ways in the last year. -By using a hose?



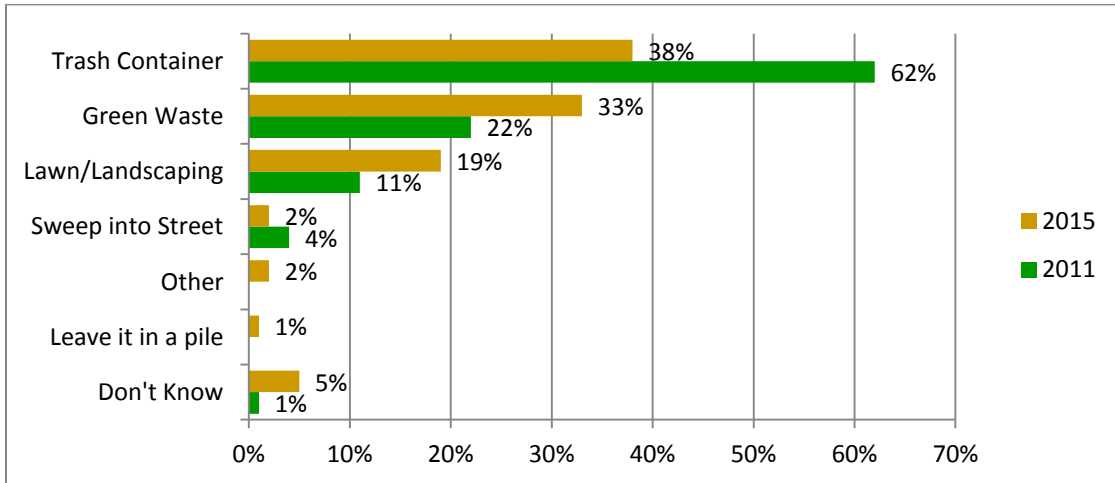
Note: 2015 N=682, 2011 N=503, 2009 N=522

Q13c. Please tell me if your driveway or off-street parking area was cleaned in each of the following ways in the last year. -By using a blower?



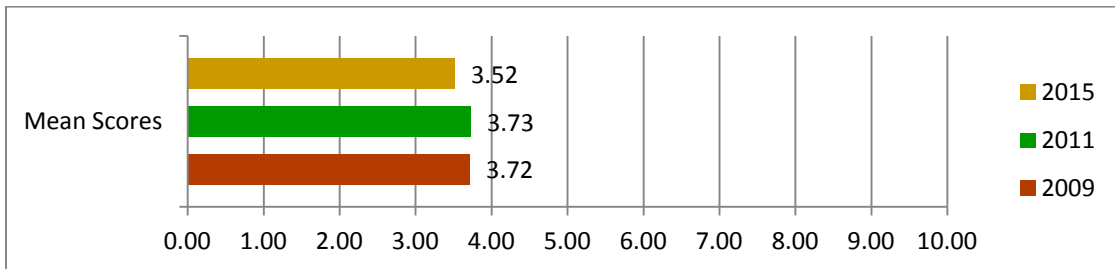
Note: 2015 N=682, 2011 N=503, 2009 N=522

Q14. When you clean your driveway by sweeping it, what do you do most often with the materials you sweep up?

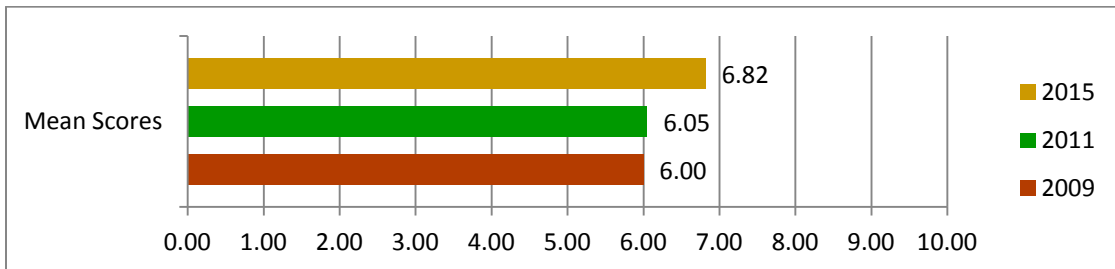


Note: 2015 N=472, 2011 N=375

Q15. In the last year, how often did you see litter on the block where you live? Use a 1 if you NEVER saw litter on your block, a 10 if you saw it VERY FREQUENTLY, or use any number in between.

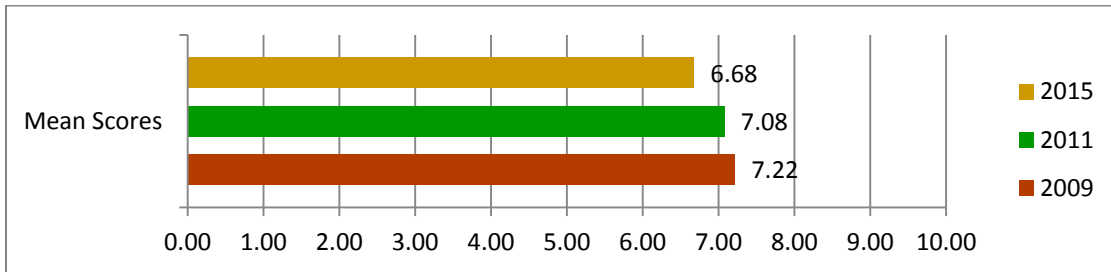


Q16. When you see litter on your block, how often do you pick it up and dispose of it in a trash container? Use a 1 if you NEVER pick up litter on your block, a 10 if you ALWAYS pick up litter on your block, or use any number in between.

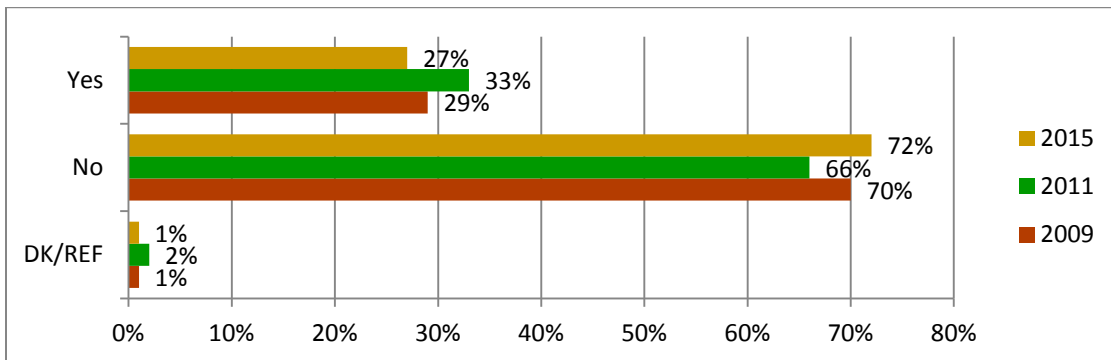


Note: 2015 N=506, 2011 N=486, 2009 N=508

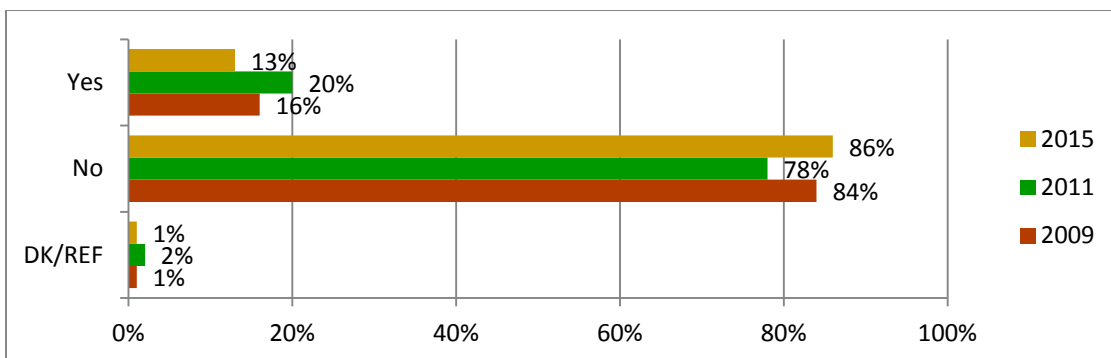
Q17. When our beaches, oceans, lakes, and creeks get polluted, how much do you think this affects you and your family? Use a 1 if this pollution does not affect you at all, a 10 if it affects you a great deal, or use any number in between.



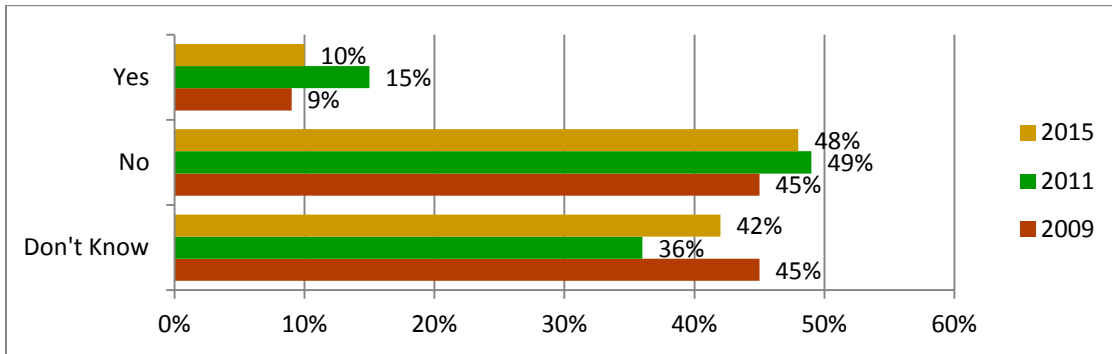
Q18. In the last year, did you avoid going into the water at a beach in San Diego County because you were concerned about pollution in the water?



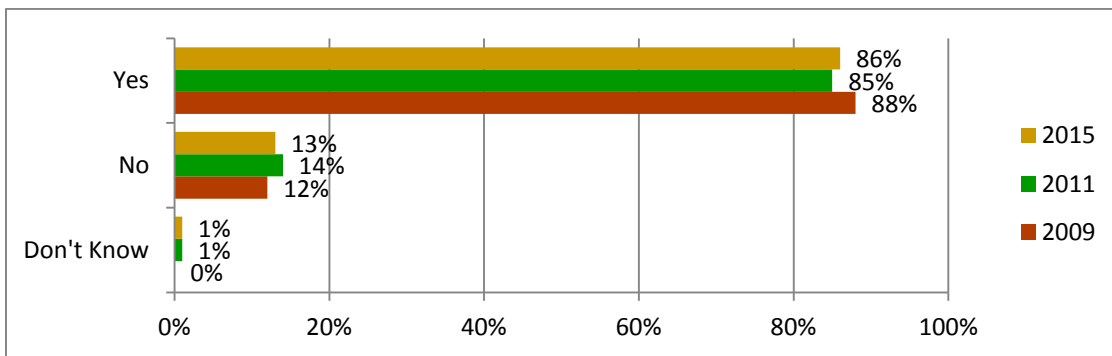
Q19. In the last year, did you avoid visiting a lake or river in San Diego County because you were concerned about pollution in the water?



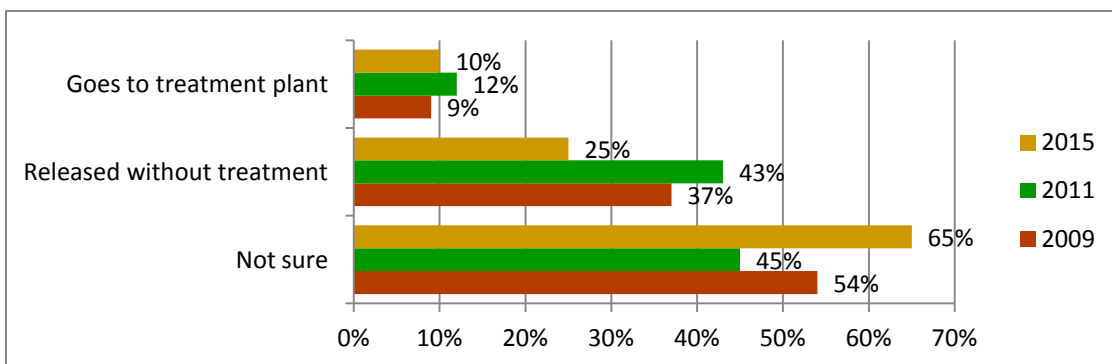
Q20. Now, as far as you know, do you live in a watershed, or not?



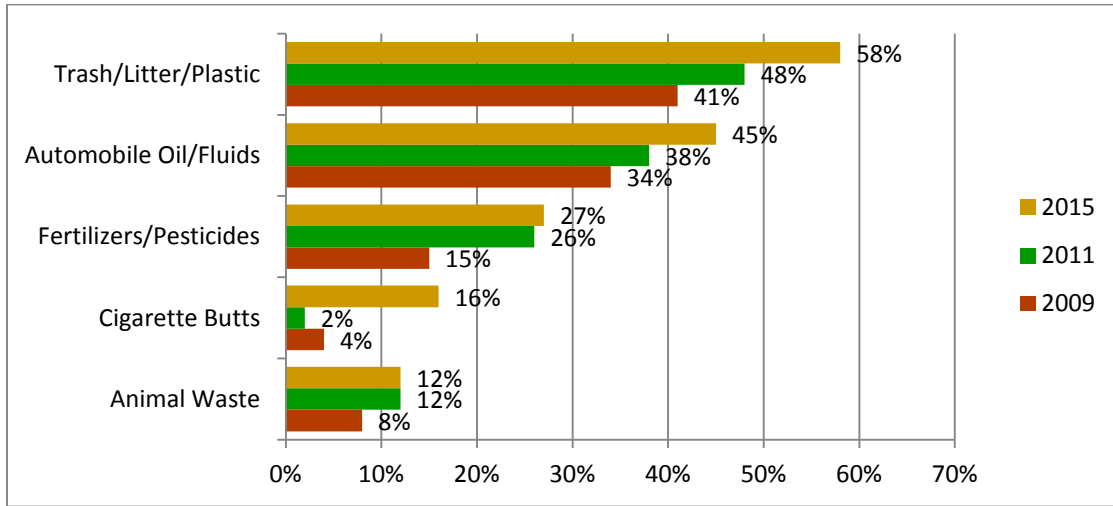
Q21. Have you ever heard of the term “storm drain” before, or not?



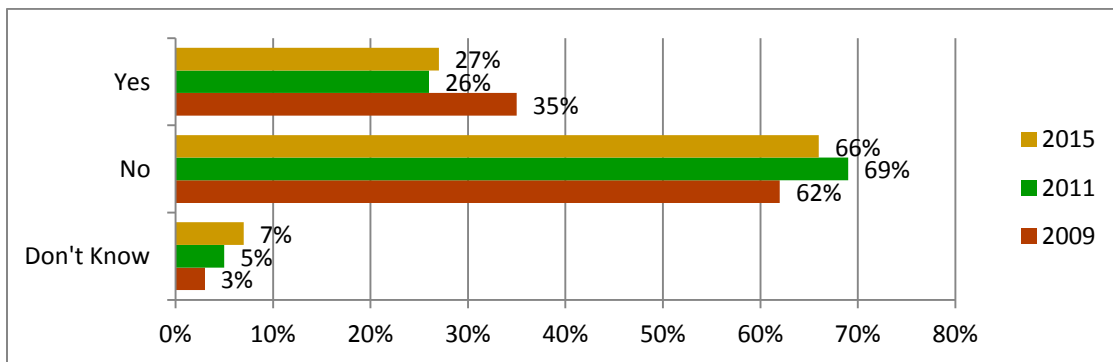
Q22. When water goes into the storm drains in your area, does it go to a sewage treatment plant before it is released, or is it released into local waterways or the ocean without treatment? If you are not sure, just say so.



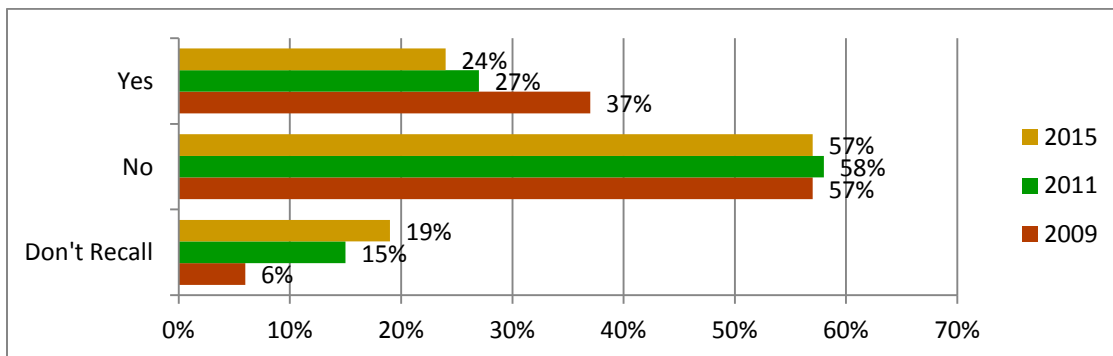
Q23. From what you know or may have heard, what are one or two major sources of pollution in storm drains?



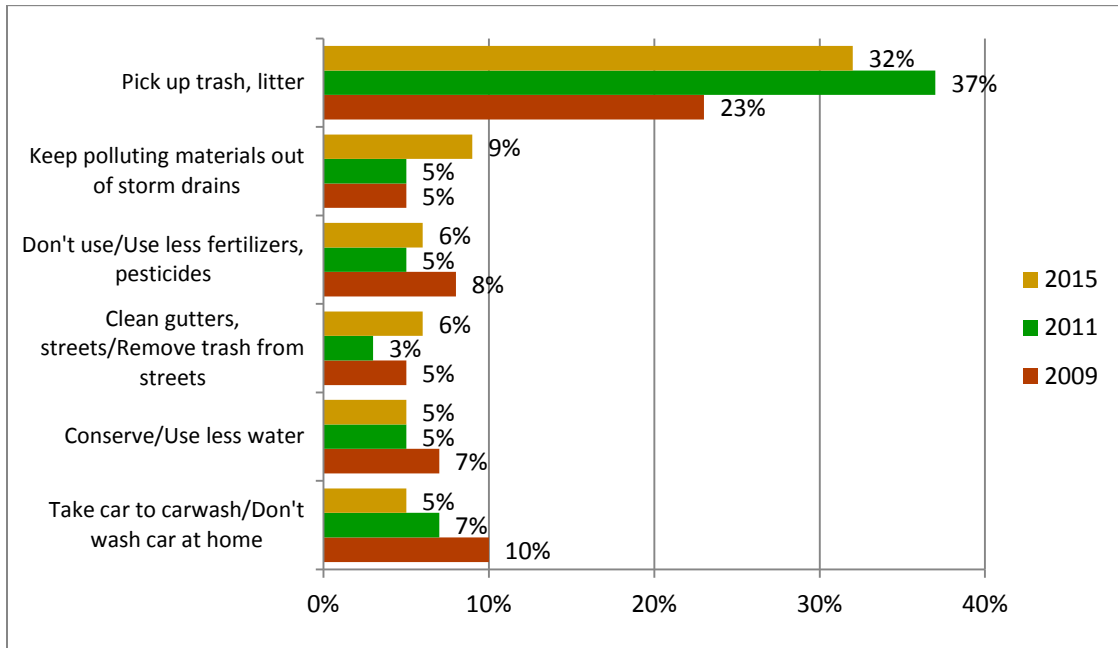
Q24. In the last year, did you see or hear anything about steps that any local government agencies in this area are taking to prevent pollution of the water in storm drains?



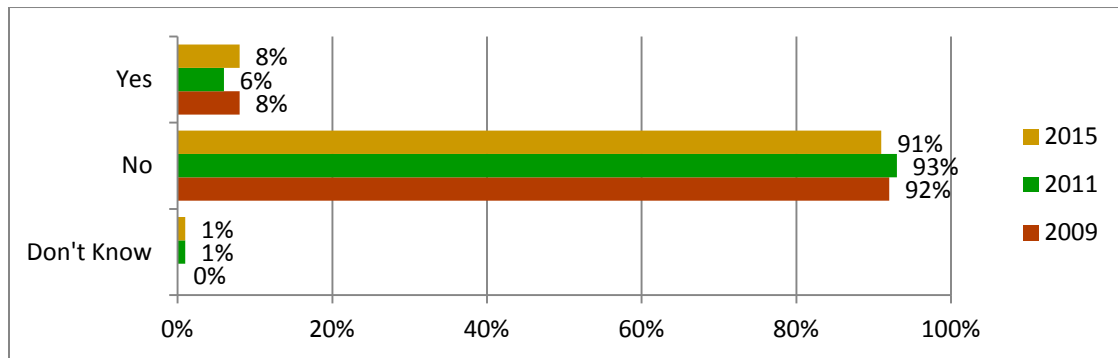
Q25. In the past year, did you make any changes in your behavior that were a direct result of seeing or hearing any information about what polluted water in storm drains does to local waterways, the beaches, and the ocean? If you don't recall, just say so.



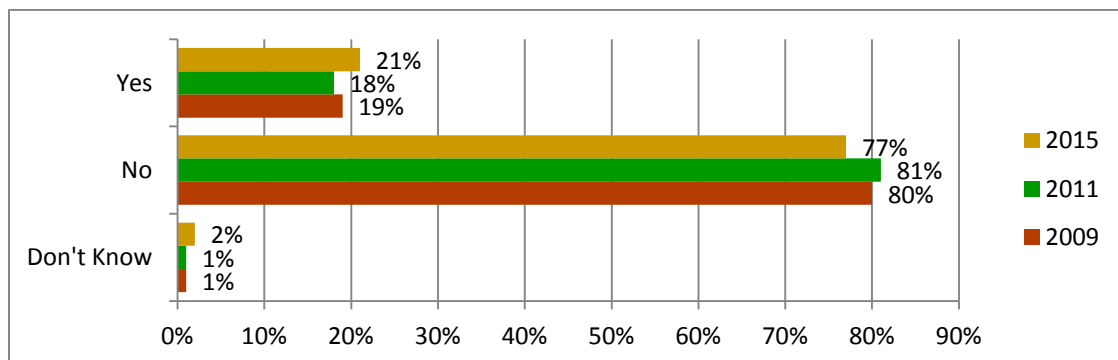
Q26. Now, can you name one thing that you could do to help prevent storm water pollution?



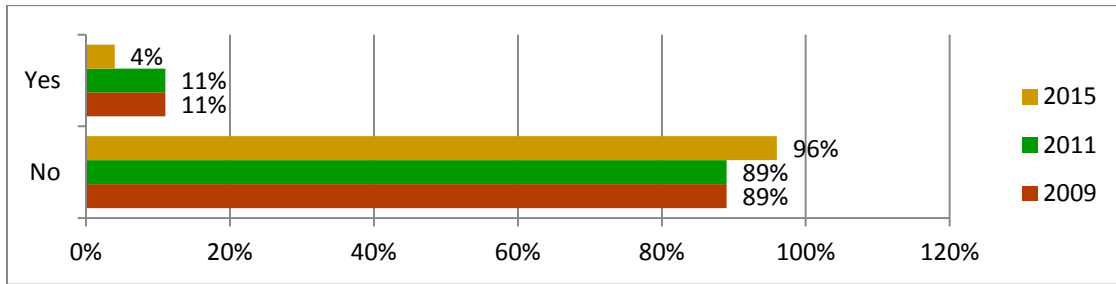
Q27. Have you ever visited a website to get information about ways to reduce storm water pollution?



Q28. Have you heard of a telephone hotline which can be used to get information about preventing pollution, or to report activities that may be polluting our local beaches and storm drains?

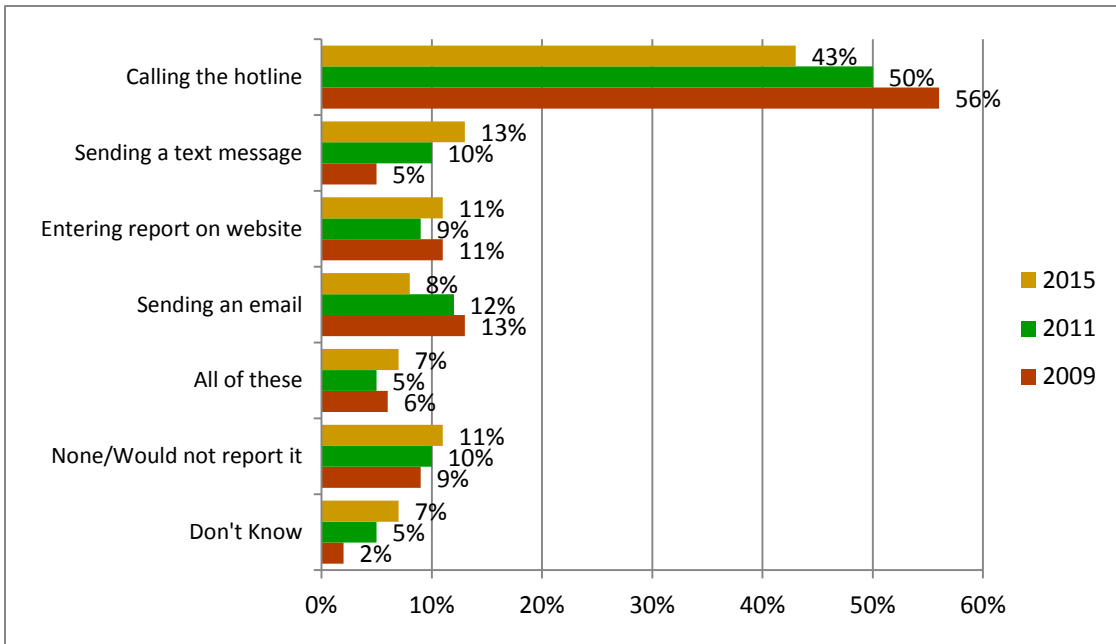


Q29. In the last year, did you call a storm water pollution prevention hotline for any reason?

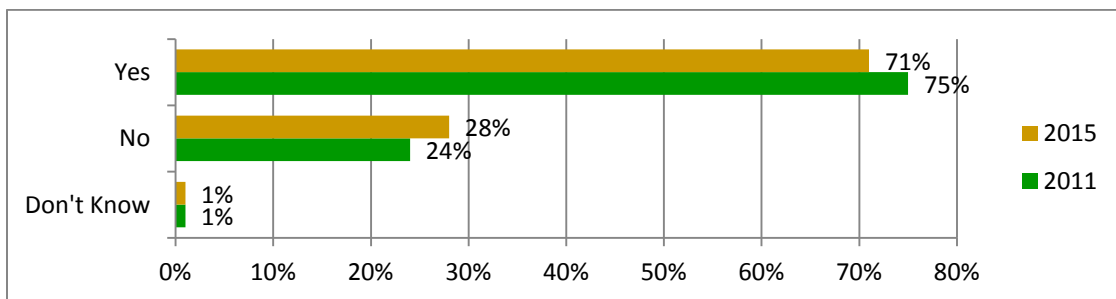


Note: 2015 N=168, 2011 N=146, 2009 N=149

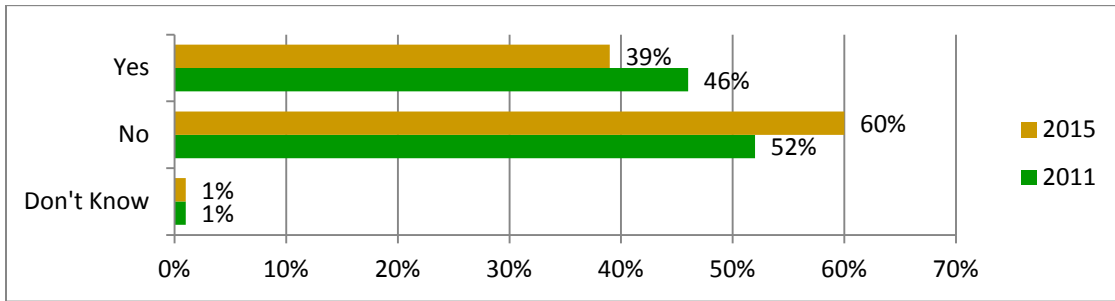
Q30. If you saw someone doing something that polluted local waters, what would be the most convenient way for you to report it – assuming your name would be kept confidential?



Q32. Did you visit a beach at the ocean in San Diego County in the past year?



Q33. Did you visit a lake or river in San Diego County in the past year?



Residents were asked for either cross-streets or the park or school closest to their home. Using that information, the watershed where they resided was determined. All watersheds in the county were represented in this study as shown below.

