

ORANGE COUNTY STORMWATER SURVEY REPORT



Commissioned by the Orange County Stormwater Public Education
Committee, composed of the County of Orange and its 34 cities

Aliso Viejo
Anaheim
Brea
Buena Park
Costa Mesa
Cypress
Dana Point
Fountain Valley
Fullerton

Garden Grove
Huntington Beach
Irvine
La Habra
La Palma
Laguna Beach
Laguna Hills
Laguna Niguel
Laguna Woods

Lake Forest
Los Alamitos
Mission Viejo
Newport Beach
Orange
Placentia
Rancho Santa Margarita
San Clemente
San Juan Capistrano

Santa Ana
Seal Beach
Stanton
Tustin
Villa Park
Westminster
Yorba Linda

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EXECUTIVE SUMMARY

This survey was commissioned by the Orange County Stormwater Public Education Committee, which is composed of the County of Orange and its 34 cities. The survey was designed to serve as a baseline against which change in public knowledge, behaviors and opinions can be measured. The survey results also serve as a tool for the Committee to use in developing messages that will most effectively communicate with the public about stormwater and urban runoff issues.

The findings are based on 1,500 completed interviews with a quota (300 per County Supervisor district) sample of registered voters in Orange County. Interviews were conducted from April 29-May 8, 2003. Sampling error is +/- 2.5%. This survey represents the entire county. Although the number of respondents from some cities is too small to be statistically valid on its own, the overall survey results are pertinent to each city and area.

A sample of registered voters was used to find Orange County residents who demonstrated at least some interest in civic affairs by registering to vote. Using a voter sample also provides the ability to break down the survey results geographically or by communities of interest, such as County Supervisor district and Water Quality Control Board regions that cover Orange County. Random digit dialing of county residents would not enable us to have precise geographic or community of interest breakdowns.

Summary Conclusions:

Although environmental issues trail behind other issues such as education or traffic, environmental issues are still an important concern in Orange County. With so many using beaches, the ocean and waterways, there is a special concern about pollution of local bodies of water. However, urban run-off is not a central concern because the link between runoff and beach closures is not clear with ocean pollution and beach closures more of a serious problem than the urban run-off pollution that causes it. While a majority say water flows into gutters then a storm drain and then to waterways, a plurality also say that urban run-off and sewer waste flow into the same system. The focus tends to be on chemicals and oil, rather than sweeping or gardening, car washing or other everyday activities as major contributors to urban run-off. A majority is doing each of the activities that help reduce urban run-off pollution, with most doing five or more of the seven activities tested. An information campaign clearly is warranted as only a minority has seen substantive information on urban run-off, with only storm drain stenciling seen by a majority of respondents. As a result, there is a low level of knowledge and confusion about urban run-off. Biologists and scientists are the most credible people for spreading messages about the effects of urban run-off pollution on the environment.

☞ Environmental Issues Are A Concern In Orange County, But Not As Much As Education and Other Issues

Several environmental issues are a concern in Orange County with pollution of waterways being a slightly higher concern than other types. Education clearly is the top issue in the county as one in three (34%) respondents selects improving public education as the one issue their elected officials need to address. Tied for second at 14% each are reducing crime and improving public safety, reducing traffic congestion and attracting new businesses and creating new jobs. Third, with 10%, is managing growth and development. Environmental issues fall closely behind with 8% choosing pollution of the Pacific Ocean, local rivers, creeks and bays. Few (3%) respondents select improving the neighborhoods as the top issue.

☞ Pollution of Beaches and Waterways Is The Top Environmental Concern

A wide range of environment issues concern respondents, with those involving waterways ranking higher than other environmental concerns. Nearly nine in ten are concerned, including half "very concerned", with ocean pollution and pollution of local bays and harbors, while only 13% are not concerned about either. Concern is also high about pollution of local creeks and rivers, but slightly lower than for other types of waterway pollution. Three-quarters are concerned with air pollution or smog and beach closures and warnings. Two-thirds say litter concerns them, although most are only "somewhat concerned" about it. Concerns about pollution from pesticides and fertilizers are less intense, with 36% very concerned about pesticides, and only 24% very concerned about pollution from fertilizers.

Higher concern for pollution of waterways is consistent with the findings from the 2001 Pelegrin Research survey, but concern about pesticides has increased. In the Pelegrin Research survey, half (48%) of Orange County residents said they were very concerned about pollution of the oceans, rivers and lakes, while just 30% were very concerned with litter and only 23% very concerned about pesticide usage.

Pollution of the Pacific Ocean, local rivers, creeks and bays is more likely to be the top issue in Huntington Beach and beach cities in the San Diego Water Quality Control Board region and among those who have been affected by a beach closure. These groups are also more likely to be very concerned about various types of waterway pollution and beach closures and warnings. Women, particularly post-graduate and non-married women, are very concerned about each type of waterway pollution as well as beach closures and warnings, while men are only somewhat concerned. The more information sources about urban run-off pollution, the more likely the respondent is to be very concerned about both waterway pollution and beach closures. Respondents in cities closer to Los Angeles, such as Anaheim, Buena Park, Orange and Santa Ana are very concerned about air pollution and smog, as are Latino/Latina respondents and those in the low to middle income level. Men are split on whether fertilizer pollution

concerns them, while minority and non-married women are more likely to be concerned about pesticides.

In order to find out how much concern there is about environmental issues, the level of concern on each individual index was combined to create an index of overall environmental concern. Half of the survey respondents fall into the highly concerned category, defined as being either very or somewhat concerned about all issues tested. One in four are concerned about three out of four (moderately concerned), and the remaining one-quarter is concerned about only two or fewer environmental issues, with 7% not concerned at all about any environmental issues. Women are generally more concerned about environmental issues overall and with each specific issue than men. There is a higher level of concern exhibited in Huntington Beach and the beach cities in the San Diego Water Quality Control Board region.

There Isn't Enough Information About Ocean Pollution and Beach Closures or Urban Run-off Pollution Problems

Ocean pollution and beach closures are more of a problem than urban run-off pollution, but respondents also say they don't have enough information about either one. A majority says Orange County has a serious ocean pollution and beach closure problem and 43% say the problem exists, but is not serious. Urban run-off is considered a problem, but not a serious one by 49%, while only 40% call it serious. Few respondents think there is no problem. Three-quarters say there isn't enough information about how to stop ocean pollution and beach closures and urban run-off pollution in Orange County.

Minority women strongly agree about the lack of information, while no group thinks they get enough information about either topic. Respondents who have been impacted by a beach closure or live in the San Diego Water Quality Control Board region, particularly the beach cities and Huntington Beach, are more likely to say both are serious problems. Women 55 and older, retired women, highly environmentally concerned respondents and those with four or more urban run-off pollution sources say each are serious problems, while Republican, Asian and not employed men and those not concerned with environmental issues say both are not serious problems.

☞ There Is A Lack of Knowledge of Basic Facts About Urban Run-Off and Storm Drains

Orange County survey participants are not too knowledgeable about urban run-off and storm drains. While more than four in five know that water flows down driveways and streets into a gutter, then a storm drain and flows directly into creeks, rivers, bays or the ocean, less than half answer any of the remaining questions correctly. There are a significant number of respondents who are not able to answer any of the remaining questions. Water and other substances that flow through the storm drain system are tested and filtered to remove wastes before they are discharged from the system is correctly identified as false by only four in ten respondents. Only 23% are aware that urban run-off water and sewer water from homes do not flow into the same underground system. Barely one-third know it is against the law in Orange County to hose or sweep trash, leaves or dirt into the street, while 24% think the statement is false. A plurality (40%) did not know the answer.

Overall, most survey respondents correctly answered only one out of three questions asked of them, falling into the “not knowledgeable” category. Three in ten answered two out of three correct and are “somewhat knowledgeable”. Only 6% are “very knowledgeable”, answering all three correctly. Over one in five (21%) did not answer any questions correctly. Men and those living in the beach cities in the San Diego Water Quality Control Board region are far more likely to be at least somewhat knowledgeable, as are those with multiple urban run-off pollution information sources. Minorities, particularly women, and those in low-income households tend to be either not too or not knowledgeable.

☞ Chemicals and Oil Contribute The Most to Urban Run-Off Pollution

About half of the respondents say that chemicals and toxic waste from local businesses and industry and leaking oil and fluids from automobiles contribute “a lot” to urban run-off pollution, while few say these things don’t contribute at all. Styrofoam cups and outdoor and gardening products, such as insect spray, weed killers and fertilizers also contribute significantly, while paints and solvents, cigarette butts and dirty water and detergents from car washing have “some” contribution to urban run-off pollution. Household cleaning products, animal droppings and pet waste and hosing or washing driveways and walkways contribute slightly less and have “some” contribution, but fewer respondent say they contribute “a lot” to the situation. Household trash, lawn clippings, dirt and leaves and water drained from swimming pools and spas contribute less to urban run-off pollution with about 30% to 40% saying these things contribute “not too much” or “not at all”. Those who are more concerned about the environment are more likely than those who are not concerned about the environment to say that the factors contribute a lot to urban run-off, but there is little difference in what these groups identify as the top factors contributing to pollution.

[☞ *The Blame for Urban Run-Off Pollution Is Spread Around*](#)

There is plenty of blame to spread around and no consensus on who deserves it the most for any urban run-off pollution problem. One-quarter (26%) says Orange County residents deserve the most blame, with younger survey respondents more likely to blame residents. One in five says it is water from storm drains or businesses, while one in ten pick sewage collection and treatment, the government or don't know who is to blame the most for the problem.

[☞ *Respondents Worry Mostly About The Effect of Urban Run-Off on the Environment*](#)

The generic "environment" is what draws most of the worrying from respondents about the effects of urban run-off. A majority (54%) cite the effects to the environment in general as the thing that most concerns them about urban run-off pollution, 17% pointed to the effects on humans, while 16% point to effects on fish, dolphins and other marine life. One in ten volunteer they are worried about the effects on more than one. Very few are mostly concerned about birds.

[☞ *A Majority Is Willing to Pay Higher Taxes to Reduce Urban Runoff*](#)

Although they do not consider urban run-off a serious problem, 61% say it would be worth a few dollars a month more in taxes to reduce urban run-off pollution. Men in general (especially older and retired men), those with few urban run-off information sources and not concerned about the environment are unwilling to pay more. **While overall, there is support for taxes to pay to reduce run-off, among no group does a majority strongly agree with the statement.**

[☞ *Respondents Are Doing Their Part to Reduce Urban Run-Off Pollution*](#)

A majority of survey respondents is doing each of the individual activities cited that can help reduce urban run-off pollution. Keeping yard clippings out of the street by putting them in the trash, leaving them on the lawn or composting is done by three-quarters, while seven in ten properly dispose of household chemicals or take used automobile oil and other fluids to a recycling or hazardous waste collection center. Over three-fifths say they use a broom and trash bag, not a hose, to clean walkways and driveways and adjust sprinklers to avoid over watering their lawn, while just under three-fifths properly use lawn and garden fertilizers and pesticides and have eliminated washing their car at home and taking it to a car wash. Picking up pet waste and dropping from pets is done by only half of all respondents, but jumps to 75% among pet owners, making it one of the top activities for that group. Few say they are not willing to do these activities, except eliminating washing the car at home which one in five (21%) is not willing to do.

Everyone Can Make a Difference in Reducing Pollution

A majority disagrees that changing their personal behavior will not make a difference in cleaning up pollution in the county; only 35% agree. Older survey participants, retired women, those living in Orange, Latino men, those residing in low-income households and those not concerned about the environment are the most cynical and most likely to agree it makes no difference. Younger, more educated and employed women, people living in South Orange County, environmentally-concerned respondents and those with multiple run-off information sources are more likely to think their behavior will make a difference.

There Are Few Information Sources About Urban Run-Off

Most survey participants have only received information on urban run-off pollution from two sources, storm drain stencils and newspaper articles. Four in five recall seeing storm drain stencils that say "No dumping, drains to oceans" and two-thirds recall reading a newspaper article about urban run-off. About 46% have seen a newspaper advertisement. Far fewer have seen a brochure mailer (26%), attended a community event, meeting or fair (18%) or seen bus (12%) or movie advertising (9%). The most dominant source of information about urban run-off pollution are newspapers, as half say one is their primary source of information about urban run-off pollution, mostly the Orange County *Register* (29%), followed by the Los Angeles *Times* (12%) and local community newspapers (8%). One in five also gets information primarily from television with other no other source of information being the main one for more than 6% of the survey's participants.

Nearly everyone who is very knowledgeable about urban run-off and storm drains has seen the stencils. Newspapers and brochures are reaching fewer respondents under 35, but these young people, specifically men, are among the most likely group to have seen movie ads. Reading newspapers and brochures is most likely to have been done by those living in the San Diego Water Quality Control Board region and Supervisor Districts 2 (Silva) and 5 (Wilson).

Combining the individual information sources together finds that only 8% have seen, read or heard anything about urban run-off pollution from four or five sources and only one in five (20%) has three sources. Many (36%) get their information from two sources, most likely newspapers and storm drain stencils, while 29% have only a single source. About 7% have not seen, read or heard anything about urban run-off pollution from any of the listed sources. Respondents living in the San Diego Water Quality Control Board region, and Senate District 38 (Morrow) have more information sources than folks in the rest of the county.

☞ **Information About Urban Run-Off Pollution Is Generally Very Helpful**

Most of the information provided about how to help reduce urban run-off through storm drains in Orange County very helpful. Only around 10% to 20% of respondents did not find this information helpful. The most helpful piece of information is that proper disposal of household cleaning products, swimming pool water, paint and animal waste can protect our environment by preventing harmful chemicals from entering our storm drain system. Finding out about the effects of pollution on wildlife including birds, fish, dolphins and other marine life, such as that they have washed up on the beach with plastics, cigarette butts and other debris in their stomach due to improper disposal, is very helpful. Information that the proper application of fertilizers and pesticides can prevent pollutants from entering our creeks, rivers, bays and ocean and that there are alternatives to toxic fertilizers and pesticides that reduce harmful pollutants that flow into various bodies of water and harm wildlife is also found to be very helpful. Slightly fewer respondents, but still half, found very helpful the fact that manure-based fertilizers may contain harmful bacteria that can run into storm drains and pollute bodies of water in the county. Basic water-related information about the differences between wastewater in sewers and urban run-off water and the cost and water savings from the proper adjustment of sprinklers and altering water times is also very helpful.

Information about legal matters and pet waste was also seen as very helpful, but slightly less than the information relating to wildlife, water, fertilizers and pesticides. The fact that hosing yard waste into the street is a violation of the law and punishable by a fine is very helpful, with the specific information about the fine potentially being up to \$1,000 slightly more helpful. A majority says knowing that tons of pet waste ends up in our creeks, rivers, bays and the ocean each year as a result of pet owners not picking it up is very helpful (with no difference in the opinions of pet owners and those who don't own a pet). Half say the fact that eighty gallons of dirty water and pollutants that harm the environment by flowing into storm drains are produced by washing a car at home is very helpful and slightly more helpful than just being told that using a commercial car wash instead of washing a car at home prevents harmful pollutants from entering creeks, rivers, bays and the ocean. Finally, information about the effects of untreated and improper disposal of yard waste, leaves and debris is seen as very helpful to a plurality, but not a majority, of respondents, with the information being slightly more helpful when it is noted that this harms birds, fish, dolphins and other marine life.

[🔗 *Biologists and Scientists Are The Most Believable Information Sources on Urban Run-Off Pollution*](#)

Marine biologists are clearly the most believable source of information on urban run-off, followed by university scientists. Nearly everyone finds both believable, but over 70% find marine biologists “very believable”, while just half says the same about scientists in general. In terms of governmental organizations, the most believable is the California Regional Water Quality Control Boards which are seen as very to somewhat believable to most respondents, compared to city government, local city councils, county government and the Orange County Board of Supervisors, all of which are seen as only “somewhat believable” on these matters. Few find the California Regional Water Quality Control Boards not believable while about one-quarter say the other governmental branches are not. Environmental groups are also seen as believable to a majority. Half find both the Surf Rider Foundation and Orange County Coast Keepers believable, but 40% do not know enough about each group to rate them. The Sierra Club is believable to two-thirds, due to its higher profile, while one in five say they are not believable.

[🔗 *The Orange County Register is the Top Source of Urban Run-Off Pollution Information*](#)

Survey respondents primarily rely on newspapers to get their information about urban run-off pollution, which is good since newspapers are also seen as somewhat believable with local community newspapers and the Orange County *Register* much more believable than the Los Angeles *Times*. Half get information mostly from newspapers with a majority getting information from the *Register* and more using the *Times* than community newspapers. Those living in Buena Park and Garden Grove and Supervisor District 1 (Smith) are more likely to rely on the *Register*, while the Los Angeles *Times* is used by more people living in Irvine and Fullerton, as well as those with a post-graduate education and higher incomes more than the remainder of the electorate. Those living in Huntington Beach and the beach cities in the San Diego Water Quality Control Board region use local newspapers more. One in five gets urban run-off pollution information from television with the rest using a variety of sources, including 6% who primarily rely on city or county government. Non-mass media, such as the Internet and friends, family and neighbors, are much more likely to be used by younger respondents.

[A Profile of Orange County Survey Respondents: They Enjoy The Beach and Other Outdoors Activities](#)

Almost four out of five respondents say a member of their household, including themselves, has gone to the beach in the past year, while two-thirds have done an activity on the beach or at a pier, such as dining, shopping, walking, jogging, roller blading, skating or cycling. While the questions are not identical to the Pelegrin Research survey, it does seem that there is a slightly higher participation rate in these activities. Even though most have gone to the beach, only one in four says they have been affected by a beach closure, slightly higher than the Pelegrin Research findings. Retired survey participants and those 60 and older are far less likely to have done any of these beach-related activities, while those in high-income households are more likely. These activities are done more by those respondents who live in the San Diego Water Quality Control Board region, particularly the beach cities, as well as Huntington Beach, with around half of them having been impacted by a beach closure.

About 57% of Orange County households own a pet, and 59% maintain their own lawn or garden. While only 20% of the households have someone who changes the oil in their car at home, three-quarters know where to take used motor oil, as well as leftover household chemicals, to be recycled. Almost all who change their own oil know where to take it to be recycled. Men under 35 and not married men are more likely than others to change their car oil, however they are not more likely to know where to take either oil or household chemicals to be recycled. The highest-income households and Asians and Latinos are least likely to know where to take either used oil or leftover chemicals for recycling.

SUMMARY DESCRIPTION OF METHODS

DATES AND TIMES: Interviews were conducted Tuesday, April 29th through Thursday, May 8th, 2003. Regular interviewing hours are 5:00 PM to 9:00 PM on weekdays, 10:00 AM to 2:00 PM on Saturday and 4:00 PM to 8:00 PM on Sunday.

SAMPLE: 1,500 total interviews (300 per County Supervisor district) were conducted with registered voters in Orange County. A sample of registered voters (not just likely or proven voters, but all registrants) was used in order to find Orange County residents with at least a marginal interest in civic affairs and receiving information about local issues. In addition, with a voter sample we have the ability to break down the survey results geographically by communities of interest, such as County Supervisor district and the two Water Quality Control Board regions that cover Orange County. Random digit dialing of Orange County residents would not enable us to have precise geographic or community of interest breakdowns.

WEIGHTING: Weighting is a procedure for adjusting a sample to match known characteristics of the population from which the sample is drawn. Although we interviewed 300 voters in each County Supervisor district, voter registration rates differ across County Supervisor districts. The reported data are weighted to reflect the percentage of registered voters by County Supervisor district in Orange County.

PROCEDURES: Professional interviewers familiar with standard telephone interviewing procedures were trained specifically for this survey prior to beginning the interviews. All interviews were conducted from The Parker Group's central telephone facility and were observed by an on-duty supervisor at all times. A supervisor verified at least 5% of the surveys.

SAMPLING ERROR: In a scientifically selected sample of 1,500 respondents, normal statistical error is plus or minus 2.5% for the sample as a whole. That is to say, that in 95% of all samples drawn from the same population of voters, the findings would not differ from the findings reported here by more than 2.5%. Sampling error for subgroups described in the cross-tabulated data and for split-sample questions is greater.

GEOGRAPHIC BREAKDOWNS: In consultation with Waters and Faubel, the following area breaks were created and included on the cross-tabulated tables to analyze the opinion of voters in different parts of Orange County:

SANTA ANA WATER QUALITY CONTROL BOARD: Cities of Anaheim, Brea, Buena Park, Costa Mesa, Cypress, Fountain Valley, Fullerton, Garden Grove, Huntington Beach, Irvine, La Habra, La Palma, Los Alamitos, Newport Beach, Orange, Placentia, Santa Ana, Seal Beach, Stanton, Tustin, Villa Park, Westminster and Yorba Linda, the unincorporated areas of Brea Olinda, Katella, North La Habra, Magnolia, Orangethorpe, East Placentia, Yorba, Midway City, Rossmoor, Sunset Beach, Emerald Bay, Bay View, Diamond, Olive, East Orange, Ortega, Silverado and East Tustin plus select precincts North of El Toro Road in the cities of Laguna Hills, Laguna Woods and Lake Forest

SAN DIEGO WATER QUALITY CONTROL BOARD: Cities of Aliso Viejo, Dana Point, Laguna Beach, Laguna Niguel, Mission Viejo, Rancho Santa Margarita, San Clemente and San Juan Capistrano, the unincorporated area of Trabuco plus select precincts South of El Toro Road in the cities of Laguna Hills, Laguna Woods and Lake Forest

GEOGRAPHIC BREAKDOWNS (CONTINUED):

SANTA ANA BEACH CITIES: Cities of Newport Beach and Seal Beach in the Santa Ana Water Quality Control Board region

SAN DIEGO BEACH CITIES: Cities of Dana Point, Laguna Beach and San Clemente in the San Diego Water Quality Control Board region

SANTA ANA NON-BEACH CITIES: Cities of Anaheim, Brea, Buena Park, Costa Mesa, Cypress, Fountain Valley, Fullerton, Garden Grove, Huntington Beach, Irvine, La Habra, La Palma, Los Alamitos, Orange, Placentia, Santa Ana, Stanton, Tustin, Villa Park, Westminster and Yorba Linda, the unincorporated areas of Brea Olinda, Katella, North La Habra, Magnolia, Orangethorpe, East Placentia, Yorba, Midway City, Rossmoor, Sunset Beach, Emerald Bay, Bay View, Diamond, Olive, East Orange, Ortega, Silverado and East Tustin plus select precincts North of El Toro Road in the cities of Laguna Hills, Laguna Woods and Lake Forest

SAN DIEGO NON-BEACH CITIES: Cities of Aliso Viejo, Laguna Niguel, Mission Viejo, Rancho Santa Margarita, and San Juan Capistrano, the unincorporated area of Trabuco plus select precincts South of El Toro Road in the cities of Laguna Hills, Laguna Woods and Lake Forest.

MESSAGE RECOMMENDATIONS

While there is only some knowledge about urban run-off pollution, many of the activities that can help to reduce urban run-off pollution are already being done by survey respondents. On the one hand, this is good news since the information campaign will not have to convince most people in Orange County to start doing things such as putting yard clippings in the trash or picking up after their pets. It only will have to reinforce these behaviors. On the other hand, our data show anywhere from 10% to 40% of the people surveyed lack basic information about the contributors to urban run-off pollution, and that there is a core of about one-third who perhaps because of their lack of knowledge, or perhaps because of a greater cynicism, do not believe that changing their behaviors will make a difference in cleaning up pollution, or who are unwilling to spend tax dollars to reduce urban run-off pollution. In addition, it is clear that more information about urban run-off pollution is needed, since respondents exhibit low levels of knowledge about the topic other than the fact that water from the storm drains flows directly into various bodies of water (which they probably learned via the nearly universally-known storm drain stencils). The fact all of the information provided about urban run-off pollution is considered to be helpful gives the communications effort plenty to work with on the surface.

Because of the need to broaden knowledge about urban run-off pollution and its contributing factors, our recommendation is to focus messages on those activities that people do not think contribute a lot to the problem, while informing them of the extent



of the urban run-off pollution problem. In addition, our data suggest that a message focus should be on the environment in general rather than using a single symbol such as a dolphin or a bird. Therefore, while there are several message options, each one helps drive home a single message about what people can keep doing to help reduce urban run-off pollution and keep the environment clean in Orange County.

POSSIBLE MESSAGE TRACK #1

SWEEPING OR HOSING TRASH OR DEBRIS INTO THE STREETS IS THE SAME AS PLACING TRASH ON THE BEACH

Sweeping or hosing trash and yard debris, like grass clippings, dirt, or leaves into the streets harms our environment. That's because yard waste and leaves not disposed of properly go directly from the streets to the storm drains and then the ocean, washing up on our Orange County beaches. The storm drains are not part of the sewer system, so anything hosed or swept into the street flows untreated into storm drains and ultimately the ocean and local rivers and creeks. The environment is harmed when street trash like cigarette butts, plastics and other debris ends up in the water. The result is beach closures for us, and fish, dolphins and other marine life ending up with trash in their stomachs. Not only does sweeping trash and yard debris into storm drains harm the environment, but it's also against the law in Orange County and punishable by a fine of up to \$1,000. You can avoid breaking the law and make a difference in protecting our environment by putting dirt and leaves in the trash or leaving yard clippings on your lawn or using them for compost. Beach users will appreciate it. Fish, dolphins and other marine life that live in local rivers, creeks and the Pacific Ocean will be safer when you protect the environment. Prevent urban run-off pollution harming our beaches and ocean by putting trash where it belongs, not in the streets or our storm drains.

POSSIBLE MESSAGE TRACK #2

AVOID OVER WATERING: SAVE THE ENVIRONMENT. SAVE MONEY. SAVE WATER

One easy way that everyone can help the environment here in Orange County is by not over watering lawns. Proper adjustment of sprinklers and altering lawn watering times will not only help the environment, but it will also reduce your water bill and save the average household in Orange County hundreds of gallons of water every week. Over watering results in water running down the streets and gutters, carrying yard trimmings, poisonous fertilizer, trash, cigarette butts and other debris directly down storm drains directly into our beaches, local rivers, creeks, bays and harbors. By taking just a few simple steps when watering your lawn, you can save water, save money, and save the environment, while reducing urban run-off water pollution.

POSSIBLE MESSAGE TRACK #3

PROTECT THE ENVIRONMENT THROUGH PROPER USE OF PESTICIDES, FERTILIZERS HOUSEHOLD DETERGENTS AND CHEMICALS

We may think it is toxic waste and chemicals from business and industry that pollute the environment. But many of us use toxics and chemicals, such as stain removers, insect sprays, weed killers and fertilizers, in our own homes. These household chemicals and pesticides contain pollutants that are just as harmful to the environment, fish, dolphins and marine life in our local creeks, rivers, bays and harbors as toxic waste. Manure-based fertilizers contain harmful bacteria that can pollute water through storm drains, just as easily as pesticides do. We can do our part to protect the environment and our local creeks, rivers, bays and harbors by properly disposing of unneeded chemicals and solvents and by applying fertilizers and pesticides correctly and even using environmentally friendly alternatives to maintain our lawns and gardens. This will prevent pollutants from running into the storm drains where they can then harm our water and all of us.

POSSIBLE MESSAGE TRACK #4

SINCE PETS WON'T PICK UP AFTER THEMSELVES, TO AVOID POLLUTION, WE HAVE TO DO IT FOR THEM

Pets can pollute the environment, just like people. But unlike people, pets do not know any better, and they won't pick up after themselves. Pet owners need to make sure that they pick up after their pets and properly dispose of pet waste in the trash. Every year, tons of pet waste left on lawns and streets runs into storm drains after it rains and ends up polluting our beaches, rivers, creeks, bays and the ocean here in Orange County. By picking up after your pet, you play an important part in keeping Orange County and our rivers, creeks, bays and the ocean clean by preventing urban run-off pollution. It's a simple thing pet owners can do to help protect the environment for all of us.

POSSIBLE MESSAGE TRACK #5**WE ALL GET HOSED BY PEOPLE WHO WASH THEIR
CARS AT HOME**

We in Orange County love to have clean cars. But we also love a clean environment. To have both, cars have to be washed at a commercial car wash, which recycle, treat and clean water so there is no harm to the environment. Car washing at home results in over 80 gallons of dirty water and harmful polluting detergents and oils running down the street, into storm drains and directly into Orange County's creeks, rivers and ocean and back onto our beaches. So when you wash your car at home, it is not just the car that gets wet. We all get hosed. Take your car to a local commercial car wash. It's the best choice for the environment.

SUMMARY RECOMMENDATIONS

While the environment is not the issue on the forefront in Orange County, respondents, regardless of their politics or geographic location, do seem genuinely interested in the environment and helping reduce pollution caused by urban run-off, despite of their lack of knowledge about the subject. The high level of concern for the environment coupled with significant participation in activities that help reduce urban run-off pollution are optimistic signs that it will be possible in the future to reduce pollution of local rivers and creeks, as well as bays, harbors and the Pacific Ocean. While the most concern is about the pollution of waterways, the effects of urban run-off are better presented in terms of their effect on the environment in general and not specifically targeted towards marine life.

Since survey respondents say they are already doing many of the activities that help reduce urban run-off pollution, it appears that the information campaign should work towards reinforcing positive behavior in the majority while also seeking to change the behaviors of those who still engage in polluting behaviors. Except for using a commercial car wash, few are unwilling to do their part to help reduce urban run-off pollution. The belief that people can do something about urban run-off pollution is also expressed and most of the information provided about the problem was found to be very helpful, which should help behavior reinforcement.

At the same time, other than knowledge that water from the storm drains flows directly into various bodies of water (implied by storm drain stencils), the “facts” about urban run-off pollution are not widely known, which can probably be attributed to the low penetration rate of most information sources other than storm drain stencils. The information campaign should try and work on this aspect of the situation as much as possible by providing facts and the information about urban run-off pollution in a useful way. In our view, as our message recommendations suggest, a greater understanding of the facts concerning urban run-off may ultimately help reduce polluting behaviors.

In addition to those noted elsewhere in our report, we have the following recommendations:

*** MORE NEWSPAPER STORIES ARE NEEDED:** Getting positive, informative stories in the local newspapers is a top priority to help inform the people of Orange County about urban run-off pollution for two main reasons. First, survey participants are most likely to indicate that they use newspapers to gather information about the subject, with the Orange County *Register* being the top individual source, ranking even higher than television. Second, newspapers are also seen as credible sources of information on the topic. For the countywide papers, the high penetration rate of the Orange County *Register* makes it preferable to the Los Angeles *Times*. A special effort should be made to place stories and information into local community newspapers and make them localized stories to take advantage of the small differences between residents in different parts of the county and issues of particular local concern, like beach information in the local papers in Huntington Beach and other cities along the Pacific.

*** KEEP IT SIMPLE:** Breaking down a complex problem, such as urban run-off pollution, is critical to educating people on a wide scale. This is especially true when most people are not very knowledgeable about the topic, but express concern about the situation and a willingness to do things to help. People have to know the basics of what happens to water in the street!

*** WHAT ARE THE DIFFERENCES BETWEEN SEWER AND URBAN RUN-OFF WATER?:**

In addition to reinforcing behaviors to help reduce urban run-off, there is a strong need for educating the people of Orange County. One area in particular is the difference between urban run-off water and sewer water since respondents are not aware of the fact that they do not flow into the same underground system. Fortunately, they do express a willingness to learn about the topic. A simple, but clear message helping distinguish the two is necessary to clear up this confusion.

*** CONNECT BEACH CLOSURES TO URBAN RUN-OFF:**

Even though pollution of waterways is more of a concern, beach closures are seen as a more serious problem than urban run-off pollution. Given the data that 80% of the Orange County households use the beaches in one form or another, linking urban run-off to beaches brings the issue home. Connecting the dots for Orange County residents about the connection between these two issues may help raise the profile of urban run-off pollution.

*** PARTICIPATION EQUALS ACTION:**

Pet owners are picking up their pet waste. Gardeners are using lawn and garden fertilizers and pesticides properly. And four out of five homeowners makes sure that yard clippings are being kept out of the street. When the people of Orange County do an activity, they do so in a way that reduces urban run-off pollution. Maintaining or increasing the already high levels of participation in each of these activities is needed since survey participants are either doing or willing to do them all. Those who do not participate need to know that in fact they are the exceptions and the outliers, and they should join the overwhelming majority who do the right thing.

*** UTILIZE NICHE MARKETING:**

In addition to broad-based ways to increase knowledge, there are many potential specific “niche” marketing efforts that can help increase the knowledge base of the people of Orange County. Efforts to remind pet owners to pick up after their pets can be done by working with local pet stores, messages about pesticide and fertilizer run-off can be cablecast on the Home & Garden network and other programs that target garden enthusiasts and information about the connection between urban run-off and beach closures would be better done in cities like Huntington Beach and Newport Beach than cities in the inner part of the county.

*** TARGET MEN AND WOMEN DIFFERENTLY:** There is a gap to close with respect to men and women and their attitudes and actions on urban run-off pollution. While women are more environmentally conscious, do more of the activities to help reduce run-off pollution and find information about the topic to be very helpful; they are **NOT** more likely to have multiple sources of information about urban run-off pollution or to be knowledgeable about the topic. Educating women on this area of concern to them and closing this gap may help the county reduce urban run-off pollution and improve the environment that these women are worried about so much. Men are more aware of what happens to urban run-off, but less concerned and less willing to engage in the non-polluting behaviors. There is a potentially greater impact on behavior by skewing information toward women rather than men, and there is the secondary benefit of higher prospects for passing on environmental sensitivity to the next generation.

*** MINORITY OUTREACH MAY BE NEEDED:** On balance, minorities had less information and knowledge than Anglos. Although we are not certain about the prospects for changing behaviors, the first step is to broaden knowledge of the issue for minority residents.

*** FISCALLY RESPONSIBLE EFFORTS TO REDUCE POLLUTION ARE NEEDED:** Orange County is a conservative place and in spite of a willingness to pay a few more dollars a month to reduce urban run-off pollution, decreasing urban run-off should be seen as an individual responsibility rather than a costly government responsibility. Every step in this process, particularly the first ones, should be as inexpensive as possible. Giving the taxpayers the information they need to become more environmentally responsible (at their own expense) should be the first step. A tax-based solution should only be needed if individuals fail to respond and continue to pollute. Building up some good will with the taxpayers by spending their money prudently will help governmental agencies if the need arises to ask for additional state, county or local funding or even small tax or fee increases to help reduce urban run-off pollution.

*** COME UP WITH A PLAN FOR BUSINESSES:** In addition to having a plan to educate Orange County residents about urban run-off pollution, there should be a visible plan for businesses, since people in the county think businesses contribute to the problem as much or more than they do. No single source is seen as contributing most of the problem, so residents will want to know that local businesses and industries are pitching in and doing their part.

*** AVOID A SINGLE SYMBOL:** Our data show the effects on “the environment” are a greater concern than the specific effects on fish, dolphins, birds or even humans. This suggests that a single logo or symbol based on harm to a dolphin, pelican or even a child may not be as effective as multiple symbols or a beautiful Orange County environment. However, women and younger respondents do respond more to specific information about the affects on marine life or birds.

*** DIVERSE MESSAGE SOURCES IS WARRANTED:** There are still plenty of opportunities for diverse messaging, with few having seen advertising or attending community events where urban run-off pollution issues are addressed. Relatively few survey respondents have more than two sources of information on the issue at this time.

*** NARROW DEMOGRAPHIC OR POLITICAL TARGETING IS NOT NEEDED:** There is no need to distinguish between those living in the San Diego Water Quality Control Board region and those in the Santa Ana region, nor are there large differences across supervisorial or other districts. While beach area residents and those living in the more prosperous areas of the county or those who are married are somewhat more environmentally sensitive and engage in more behaviors to reduce urban run-off than those in other areas or unmarried men, or older men, the main messages resonate throughout the county and across groups, limiting the need for narrow targeting.

*** UTILIZE EXPERTS:** Survey respondents are responsive to experts, such as marine biologists and university scientists, far more than they are to politicians or political bodies. Experts who can easily and concisely address the people of Orange County are needed to help carry the information campaign.

THE TOPLINE RESULTS

Name _____

Phone _____

Sex

Women 53%
Men 47%

Party

Democrat 33%
Independent 15%
Republican 52%

Water Quality Control Board Regions

Santa Ana 80%
San Diego 20%

City Breaks

Anaheim 8%
Buena Park 3%
Fullerton 4%
Garden Grove 5%
Huntington Beach 8%
Westminster 3%
Mission Viejo 4%
Irvine 5%
Orange 5%
Santa Ana 6%
Santa Ana Board Region Beach Cities 5%
San Diego Board Region Beach Cities 5%
Santa Ana Board Region Non-Beach Cities 25%
San Diego Board Region Non-Beach Cities 9%
Unincorporated Areas 5%

Language of Interview

English 99%
Spanish 1%

Supervisorial District

District 1 – Smith 14%
District 2 – Silva 25%
District 3 – B. Campbell 21%
District 4 – Norby 16%
District 5 – Wilson 24%

Uncollapsible Cities

Anaheim 7.7%
Brea 1.7%
Buena Park 2.7%
Cypress 1.3%
La Palma 0.7%
Fullerton 3.8%
Garden Grove 5.0%
La Habra 2.2%
Placentia 2.1%
Laguna Woods 1.4%
Stanton 1.4%
Yorba Linda 2.8%
Fountain Valley 2.8%
Huntington Beach 8.1%
Los Alamitos 0.4%
Seal Beach 1.6%
Laguna Hills 1.4%
Westminster 3.5%
Dana Point 1.4%
Laguna Beach 1.3%
Aliso Viejo 1.2%
Mission Viejo 4.3%
San Clemente 2.6%
San Juan Capistrano 1.5%
Costa Mesa 3.8%
Newport Beach 3.0%
Rancho Santa Margarita 1.9%
Lake Forest 3.0%
Laguna Niguel 2.8%
Irvine 4.7%
Orange 5.3%
Santa Ana 5.8%
Tustin 1.3%
Villa Park 0.4%
Unincorporated – North La Habra 0.1%
Unincorporated – Magnolia 0.3%
Unincorporated – East Placentia 0.1%
Unincorporated – Yorba 0.3%
Unincorporated – Midway City 0.3%



Congressional District

CD 40 – Royce	24%
CD 42 – Miller	16%
CD 44 – Calvert	4%
CD 46 – Rohrabacher	20%
CD 47 – Sanchez	11%
CD 48 – Cox	25%

Assembly District

AD 56 – Bermudez	3%
AD 60 – Pacheco	7%
AD 67 – Harman	18%
AD 68 – Maddox	14%
AD 69 – Correa	7%
AD 70 – J. Campbell	16%
AD 71 – Spitzer	11%
AD 72 – Daucher	15%
AD 73 – Bates	10%

Uncollapsed Cities (Continued)

Unincorporated – Rossmoor	0.8%
Unincorporated – Emerald Bay	0.1%
Unincorporated – Trabuco	0.9%
Unincorporated – Bay View	0.1%
Unincorporated – Diamond	0.1%
Unincorporated – East Orange	0.1%
Unincorporated – Ortega	0.3%
Unincorporated – Silverado	0.1%
Unincorporated – East Tustin	1.4%

Senate District

SD 29 – Margett	10%
SD 33 – Ackerman	34%
SD 34 – Dunn	18%
SD 35 – Johnson	34%
SD 38 – Morrow	4%

Interviewer Name_____

 GOOD EVENING. MY NAME IS _____. I'M CALLING FROM DECISION RESEARCH, A CALIFORNIA POLLING FIRM. THIS IS A PUBLIC OPINION SURVEY REGARDING ISSUES IN YOUR COMMUNITY. IT IS **NOT A SALES CALL OF ANY KIND**. IT IS AN OPINION SURVEY THAT WILL TAKE A FEW MOMENTS, AND MOST PEOPLE FIND IT INTERESTING. I'LL BEGIN BY ASKING YOU....

9. THERE ARE MANY IMPORTANT ISSUES FACING ORANGE COUNTY. ALTHOUGH THEY **ALL** MAY BE IMPORTANT, WHICH **ONE** OF THE FOLLOWING IS MOST IMPORTANT FOR YOUR ELECTED OFFICIALS TO ADDRESS? (Rotate)

- 34% IMPROVING PUBLIC EDUCATION
- 14% REDUCING TRAFFIC CONGESTION
- 14% REDUCING CRIME AND IMPROVING PUBLIC SAFETY
- 3% IMPROVING THE NEIGHBORHOODS
- 14% ATTRACTING NEW BUSINESSES AND CREATING NEW JOBS IN THE AREA
- 8% POLLUTION OF THE PACIFIC OCEAN, LOCAL RIVERS, CREEKS AND BAYS
- 10% MANAGING GROWTH AND DEVELOPMENT
- 2% (Don't know)



PLEASE TELL ME IF YOU ARE **VERY CONCERNED, SOMEWHAT CONCERNED, NOT TOO CONCERNED OR NOT AT ALL CONCERNED** ABOUT EACH OF THE FOLLOWING ISSUES IN ORANGE COUNTY? (Rotate)

			VERY CONCERNED (TOTAL CONCERNED)	SOMEWHAT CONCERNED	DON'T KNOW	NOT TOO CONCERNED (TOTAL NOT CONCERNED)	NOT AT ALL CONCERNED
<input type="checkbox"/>	SPLIT 10A.	POLLUTION OF LOCAL CREEKS AND RIVERS	39%	43% (82%)	1%	12% (18%)	6%
<input type="checkbox"/>	SPLIT 10B.	POLLUTION OF LOCAL BAYS AND HARBORS	46%	40% (86%)	1%	11% (13%)	2%
<input type="checkbox"/>	SPLIT 11A.	AIR POLLUTION OR SMOG	38%	39% (77%)	0%	17% (23%)	5%
<input type="checkbox"/>	SPLIT 11B.	LITTER	26%	42% (67%)	1%	26% (32%)	6%
<input type="checkbox"/>	SPLIT 12A.	BEACH CLOSURES AND WARNINGS	37%	37% (74%)	1%	18% (25%)	7%
<input type="checkbox"/>	SPLIT 12B.	OCEAN POLLUTION	49%	37% (87%)	0%	11% (13%)	3%
<input type="checkbox"/>	SPLIT 13A.	POLLUTION FROM PESTICIDES	36%	37% (72%)	1%	20% (27%)	7%
<input type="checkbox"/>	SPLIT 13B.	POLLUTION FROM FERTILIZERS	24%	35% (59%)	4%	29% (38%)	8%

NOW, I'D LIKE TO GIVE YOU SOME INFORMATION ABOUT STORM RUN-OFF, WHICH IS ALSO CALLED URBAN RUN-OFF. DURING THE RAINY SEASON, URBAN RUN-OFF IS THE LARGE VOLUME OF RAIN WATER THAT FLOWS IN THE STREETS INTO STORM DRAINS. IN THE DRY SEASON, IT IS THE EXCESS LANDSCAPE AND WASTEWATER FROM A VARIETY OF SOURCES THAT SOMETIMES RUNS IN THE GUTTER, INTO THE STORM DRAINS AND ULTIMATELY INTO THE OCEAN.

14. WHICH OF THE FOLLOWING WOULD YOU SAY YOU BLAME THE **MOST** FOR ANY URBAN RUN-OFF POLLUTION PROBLEM IN ORANGE COUNTY? (Rotate)

- 26% RESIDENTS
- 20% BUSINESSES
- 11% SEWAGE COLLECTION AND TREATMENT
- 22% WATER FROM STORM DRAINS
- 10% LOCAL, STATE AND FEDERAL GOVERNMENT
- 12% (Don't know)



SPLIT 15A. WHICH OF THE FOLLOWING REFLECTS YOUR OPINION ABOUT URBAN RUN-OFF POLLUTION IN ORANGE COUNTY?

- 40% WE HAVE A SERIOUS URBAN RUN-OFF POLLUTION PROBLEM
- 49% URBAN RUN-OFF POLLUTION IS A PROBLEM, BUT NOT A SERIOUS ONE
- 5% THERE IS NO URBAN RUN-OFF POLLUTION PROBLEM
- 6% (Don't know)

SPLIT 15B. WHICH OF THE FOLLOWING REFLECTS YOUR OPINION ABOUT OCEAN POLLUTION AND BEACH CLOSURES IN ORANGE COUNTY?

- 53% WE HAVE A SERIOUS OCEAN POLLUTION AND BEACH CLOSURE PROBLEM
- 43% OCEAN POLLUTION AND BEACH CLOSURES ARE A PROBLEM, BUT NOT A SERIOUS ONE
- 2% THERE IS NO OCEAN POLLUTION AND BEACH CLOSURE PROBLEM
- 2% (Don't know)

PLEASE TELL ME IF YOU HAVE SEEN, READ OR HEARD INFORMATION ABOUT URBAN RUN-OFF POLLUTION IN ORANGE COUNTY FROM THE FOLLOWING? (Rotate)

		YES	NO	REFUSED
<input type="checkbox"/>	SPLIT 16A. NEWSPAPER ARTICLES	68%	32%	0%
<input type="checkbox"/>	SPLIT 16B. NEWSPAPER ADVERTISING	46%	54%	0%
<input type="checkbox"/>	17. BROCHURES MAILED TO YOU	26%	73%	0%
<input type="checkbox"/>	18. COMMUNITY EVENTS, MEETINGS OR FAIRS	18%	81%	0%
<input type="checkbox"/>	SPLIT 19A. MOVIE THEATER ADVERTISING	9%	91%	0%
<input type="checkbox"/>	SPLIT 19B. BUS ADVERTISING	12%	88%	0%
<input type="checkbox"/>	20. STORM DRAIN STENCILS THAT SAY "NO DUMPING, DRAINS TO OCEAN"	80%	19%	0%



FOR EACH OF THE FOLLOWING, PLEASE TELL ME IF THE STATEMENT, TO THE BEST OF YOUR KNOWLEDGE, IS **TRUE** OR **FALSE**. IF YOU DON'T KNOW, PLEASE TELL ME THAT AS WELL. **(Rotate)**

		TRUE	FALSE	DON'T KNOW
<input type="checkbox"/>	21. URBAN RUN-OFF WATER AND SEWER WASTE FROM ORANGE COUNTY HOMES FLOW INTO THE SAME UNDERGROUND SYSTEM	41%	23%	35%
<input type="checkbox"/>	22. HOSING OR SWEEPING TRASH, LEAVES OR DIRT INTO THE STREET IS AGAINST THE LAW IN ORANGE COUNTY	36%	24%	40%
<input type="checkbox"/>	SPLIT 23A. THE WATER AND OTHER SUBSTANCES THAT FLOW THROUGH THE STORM DRAIN SYSTEM ARE TESTED AND FILTERED TO REMOVE WASTES BEFORE THEY ARE DISCHARGED FROM THE SYSTEM	27%	41%	32%
<input type="checkbox"/>	SPLIT 23B. WATER FLOWS DOWN DRIVEWAYS AND STREETS, INTO A GUTTER THEN A STORM DRAIN AND FLOWS DIRECTLY INTO CREEKS, RIVERS, BAYS OR THE OCEAN	84%	7%	10%

PLEASE TELL ME IF YOU **STRONGLY AGREE**, **SOMEWHAT AGREE**, **SOMEWHAT DISAGREE**, OR **STRONGLY DISAGREE** WITH EACH OF THE FOLLOWING STATEMENTS: **(Rotate, Repeat Response Options as Necessary)**

		STRONGLY AGREE (TOTAL AGREE)	SOMEWHAT AGREE (TOTAL AGREE)	DON'T KNOW	SOMEWHAT DISAGREE (TOTAL DISAGREE)	STRONGLY DISAGREE (TOTAL DISAGREE)
<input type="checkbox"/>	SPLIT 24A. CHANGING MY PERSONAL BEHAVIOR WILL NOT MAKE A DIFFERENCE IN CLEANING UP POLLUTION IN ORANGE COUNTY	19%	16%	2%	21%	43%
			(35%)			(63%)
<input type="checkbox"/>	SPLIT 24B. IT WOULD BE WORTH A FEW DOLLARS A MONTH MORE IN TAXES TO REDUCE URBAN RUN-OFF POLLUTION IN ORANGE COUNTY	28%	33%	3%	16%	20%
			(61%)			(36%)
<input type="checkbox"/>	SPLIT 25A. THERE ISN'T ENOUGH INFORMATION PROVIDED ABOUT HOW TO STOP URBAN RUN-OFF POLLUTION IN ORANGE COUNTY	41%	33%	3%	14%	8%
			(74%)			(22%)
<input type="checkbox"/>	SPLIT 25B. THERE ISN'T ENOUGH INFORMATION PROVIDED ABOUT HOW TO STOP OCEAN POLLUTION AND BEACH CLOSURES IN ORANGE COUNTY	40%	35%	3%	15%	7%
			(75%)			(22%)



PLEASE TELL ME IF YOU THINK EACH OF THE FOLLOWING HAS CONTRIBUTED **A LOT, SOME, NOT TOO MUCH** OR **NOT AT ALL** TO URBAN RUN-OFF POLLUTION IN ORANGE COUNTY? (Rotate)

			A LOT	SOME	DON'T KNOW	NOT TOO MUCH	NOT AT ALL
<input type="checkbox"/>	SPLIT 26A.	PAINTS AND SOLVENTS	31%	40%	6%	18%	5%
<input type="checkbox"/>	SPLIT 26B.	HOUSEHOLD CLEANING PRODUCTS	23%	43%	4%	21%	8%
<input type="checkbox"/>	27.	OUTDOOR AND GARDENING PRODUCTS, SUCH AS INSECT SPRAY, WEED KILLERS AND FERTILIZER	36%	44%	3%	13%	3%
<input type="checkbox"/>	28.	HOSING OR WASHING DRIVEWAYS AND WALKWAYS	21%	45%	3%	22%	9%
<input type="checkbox"/>	29.	LEAKING OIL AND OTHER FLUIDS FROM AUTOMOBILES	46%	40%	2%	9%	3%
<input type="checkbox"/>	30.	WATER DRAINED FROM SWIMMING POOLS AND SPAS	12%	37%	10%	28%	13%
<input type="checkbox"/>	31.	LAWN CLIPPINGS, DIRT AND LEAVES	15%	41%	4%	29%	11%
<input type="checkbox"/>	32.	HOUSEHOLD TRASH	19%	42%	4%	24%	11%
<input type="checkbox"/>	33.	ANIMAL DROPPINGS AND PET WASTE	23%	44%	5%	21%	7%
<input type="checkbox"/>	34.	CHEMICALS AND TOXIC WASTE FROM LOCAL BUSINESSES AND INDUSTRIES	50%	31%	7%	9%	2%
<input type="checkbox"/>	35.	DIRTY WATER AND DETERGENTS FROM CAR WASHING	28%	46%	5%	16%	6%
<input type="checkbox"/>	SPLIT 36A.	CIGARETTE BUTTS	29%	40%	5%	19%	6%
<input type="checkbox"/>	SPLIT 36B.	STYROFOAM CUPS	37%	36%	6%	15%	6%



PLEASE TELL ME IF YOU **HAVE ALREADY DONE** THE FOLLOWING OR IF YOU WOULD BE **WILLING** OR **NOT WILLING** TO DO EACH OF THE FOLLOWING IN ORDER TO HELP REDUCE URBAN RUN-OFF POLLUTION IN ORANGE COUNTY? (Rotate)

		HAVE ALREADY DONE	WILLING	NOT WILLING	DON'T KNOW	
<input type="checkbox"/>	37.	USING A BROOM AND TRASH BAG, NOT A HOSE, TO CLEAN WALKWAYS AND DRIVEWAYS	63%	28%	6%	3%
<input type="checkbox"/>	38.	ADJUSTING SPRINKLERS TO AVOID OVER WATERING YOUR LAWN	64%	27%	2%	7%
<input type="checkbox"/>	39.	ELIMINATING WASHING YOUR CAR AT HOME AND TAKING IT TO A CAR WASH	56%	21%	21%	2%
<input type="checkbox"/>	40.	KEEPING YARD CLIPPINGS OUT OF THE STREET BY PUTTING THEM IN THE TRASH, LEAVING THEM ON YOUR LAWN OR COMPOSTING	76%	18%	2%	4%
<input type="checkbox"/>	SPLIT 41A.	DISPOSING OF HOUSEHOLD CHEMICALS PROPERLY BY TAKING THEM TO A RECYCLING OR HAZARDOUS WASTE COLLECTION CENTER	69%	27%	2%	2%
<input type="checkbox"/>	SPLIT 41B.	TAKING LEFTOVER OR USED AUTOMOBILE OIL AND OTHER FLUIDS TO A RECYCLING OR HAZARDOUS WASTE COLLECTION CENTER	69%	24%	3%	4%
<input type="checkbox"/>	42.	PROPERLY USING LAWN AND GARDEN FERTILIZERS AND PESTICIDES	58%	30%	3%	9%
<input type="checkbox"/>	43.	PICKING UP WASTE AND DROPPINGS FROM YOUR PET	51%	29%	2%	17%



TO REDUCE URBAN RUN-OFF POLLUTION THROUGH STORM DRAINS IN ORANGE COUNTY, HOW HELPFUL TO YOU WOULD THE FOLLOWING ADDITIONAL INFORMATION BE **VERY HELPFUL**, **SOMEWHAT HELPFUL**, OR **NOT TOO HELPFUL**? (*Rotate, Repeat Options as Necessary*)

		VERY HELPFUL	SOMEWHAT HELPFUL	NOT TOO HELPFUL	DON'T KNOW
<input type="checkbox"/>	SPLIT 44A. YARD WASTE, LEAVES AND DEBRIS NOT PROPERLY DISPOSED OF ENTER THE STORM DRAIN SYSTEM AND FLOW UNTREATED INTO OUR CREEKS, RIVERS, BAYS AND OCEAN	44%	33%	21%	2%
<input type="checkbox"/>	SPLIT 44B. YARD WASTE, LEAVES AND DEBRIS NOT PROPERLY DISPOSED OF ENTER THE STORM DRAIN SYSTEM AND FLOW UNTREATED INTO OUR CREEKS, RIVERS, BAYS AND OCEAN, HARMING BIRDS, FISH, DOLPHINS AND OTHER MARINE LIFE	48%	31%	19%	3%
<input type="checkbox"/>	SPLIT 45A. HOSING YARD WASTE INTO THE STREET IS A VIOLATION OF THE LAW AND IS PUNISHABLE BY A FINE	54%	26%	17%	2%
<input type="checkbox"/>	SPLIT 45B. HOSING YARD WASTE INTO THE STREET IS A VIOLATION OF THE LAW AND CAN BE PUNISHED BY A FINE OF UP TO ONE THOUSAND DOLLARS	57%	24%	16%	3%
<input type="checkbox"/>	46. BIRDS, FISH, DOLPHINS AND OTHER MARINE LIFE HAVE WASHED UP ON COUNTY BEACHES WITH PLASTICS, CIGARETTE BUTTS AND OTHER DEBRIS IN THEIR STOMACHS FROM IMPROPER DISPOSAL TO THE STORM DRAINS	61%	24%	14%	2%
<input type="checkbox"/>	47. TONS OF PET WASTE END UP IN OUR CREEKS, RIVERS, BAYS AND THE OCEAN EACH YEAR AS A RESULT OF PET OWNERS NOT PICKING IT UP	54%	24%	19%	2%
<input type="checkbox"/>	SPLIT 48A. PROPER APPLICATION OF FERTILIZERS AND PESTICIDES CAN PREVENT POLLUTANTS HARMFUL TO WILDLIFE FROM ENTERING OUR CREEKS, RIVERS, BAYS AND OCEAN	61%	27%	11%	1%
<input type="checkbox"/>	SPLIT 48B. THERE ARE ALTERNATIVES TO TOXIC FERTILIZERS AND PESTICIDES THAT REDUCE THE HARMFUL POLLUTANTS THAT FLOW INTO CREEKS, RIVERS, BAYS AND THE OCEAN, HARMING BIRDS, FISH, DOLPHINS AND OTHER MARINE LIFE	61%	28%	10%	1%
<input type="checkbox"/>	SPLIT 49A. PROPER DISPOSAL OF HOUSEHOLD CLEANING PRODUCTS, SWIMMING POOL WATER, PAINT AND ANIMAL WASTE CAN PROTECT OUR ENVIRONMENT BY PREVENTING HARMFUL CHEMICALS FROM ENTERING OUR STORM DRAIN SYSTEM	65%	24%	10%	0%
<input type="checkbox"/>	SPLIT 49B. MANURE-BASED FERTILIZER MAY CONTAIN HARMFUL BACTERIA THAT CAN RUN INTO STORM DRAINS AND POLLUTE THE OCEAN AND CREEKS, RIVERS, BAYS AND HARBORS IN ORANGE COUNTY	50%	32%	16%	2%

ROTATIONS CONTINUE ON THE NEXT PAGE:



		VERY HELPFUL	SOMEWHAT HELPFUL	NOT TOO HELPFUL	DON'T KNOW
<input type="checkbox"/>	SPLIT 50A. USING A COMMERCIAL CAR WASH INSTEAD OF WASHING A CAR AT HOME PREVENTS HARMFUL POLLUTANTS FROM ENTERING OUR CREEKS, RIVERS, BAYS AND OCEAN	45%	33%	20%	2%
<input type="checkbox"/>	SPLIT 50B. EVERY TIME SOMEONE WASHES THEIR CAR AT HOME, OVER EIGHTY GALLONS OF DIRTY WATER AND HARMFUL POLLUTANTS ARE PRODUCED. THIS HARMS OUR ENVIRONMENT BY FLOWING INTO THE OCEAN THROUGH THE ORANGE COUNTY STORM DRAIN SYSTEM	50%	27%	20%	3%
<input type="checkbox"/>	51. PROPER ADJUSTMENT OF SPRINKLERS AND ALTERING WATER TIMES REDUCES WATER BILLS AND SAVES HUNDREDS OF GALLONS OF WATER PER HOUSEHOLD EVERY WEEK	61%	25%	13%	1%
<input type="checkbox"/>	52. BASIC INFORMATION ON THE DIFFERENCES BETWEEN WHAT HAPPENS TO WASTEWATER IN SEWERS AND URBAN RUNOFF WATER THAT GOES DOWN STORM DRAINS	60%	29%	9%	1%
53.	NOW THAT YOU HAVE HEARD MORE, ALTHOUGH ALL ARE IMPORTANT, WHAT MOST CONCERNS YOU ABOUT URBAN RUN-OFF? WOULD YOU SAY THE EFFECTS ON... (Rotate)				
<input type="checkbox"/>	17% HUMANS				
<input type="checkbox"/>	16% FISH, DOLPHINS AND OTHER MARINE LIFE				
<input type="checkbox"/>	1% BIRDS				
<input type="checkbox"/>	54% THE ENVIRONMENT IN GENERAL				
	10% (More than one, all important, etc.— Do Not Read)				
	1% (None, not important, etc.— Do Not Read)				
	1% (Don't know— Do Not Read)				



PLEASE TELL ME IF EACH OF THE FOLLOWING GROUPS OR PEOPLE ARE **VERY BELIEVABLE, SOMEWHAT BELIEVABLE, NOT TOO BELIEVABLE** OR **NOT AT ALL BELIEVABLE** ON THE ISSUE OF URBAN RUN-OFF POLLUTION IN ORANGE COUNTY? (Rotate)

		VERY BELIEVABLE (TOTAL BELIEVABLE)	SOMEWHAT BELIEVABLE	DON'T KNOW	NOT TOO BELIEVABLE (TOTAL NOT BELIEVABLE)	NOT AT ALL BELIEVABLE
<input type="checkbox"/>	54. THE SIERRA CLUB	32%	33%	16%	10%	8%
		(65%)			(18%)	
<input type="checkbox"/>	55. THE ORANGE COUNTY REGISTER	28%	50%	9%	8%	5%
		(78%)			(13%)	
<input type="checkbox"/>	56. THE LOS ANGELES TIMES	20%	43%	15%	12%	10%
		(63%)			(22%)	
<input type="checkbox"/>	57. YOUR LOCAL COMMUNITY NEWSPAPER	25%	55%	9%	7%	3%
		(80%)			(11%)	
<input type="checkbox"/>	SPLIT 58A. THE ORANGE COUNTY BOARD OF SUPERVISORS	11%	46%	11%	22%	10%
		(57%)			(32%)	
<input type="checkbox"/>	SPLIT 58B. COUNTY GOVERNMENT	15%	50%	8%	20%	8%
		(65%)			(28%)	
<input type="checkbox"/>	SPLIT 59A. CITY GOVERNMENT	17%	54%	5%	16%	7%
		(71%)			(24%)	
<input type="checkbox"/>	SPLIT 59B. YOUR LOCAL CITY COUNCIL	16%	52%	9%	16%	8%
		(67%)			(24%)	
<input type="checkbox"/>	SPLIT 60A. THE SURF RIDER FOUNDATION	24%	26%	41%	5%	3%
		(50%)			(8%)	
<input type="checkbox"/>	SPLIT 60B. ORANGE COUNTY COAST KEEPERS	29%	24%	40%	5%	3%
		(53%)			(7%)	
<input type="checkbox"/>	61. CALIFORNIA REGIONAL WATER QUALITY CONTROL BOARDS	39%	40%	12%	5%	4%
		(79%)			(8%)	
<input type="checkbox"/>	SPLIT 62A. UNIVERSITY SCIENTISTS	48%	35%	8%	5%	4%
		(84%)			(9%)	
<input type="checkbox"/>	SPLIT 62B. MARINE BIOLOGISTS	71%	20%	6%	2%	1%
		(92%)			(3%)	



63. WHERE WOULD YOU SAY YOU GET MOST OF YOUR INFORMATION ABOUT URBAN RUN-OFF POLLUTION ISSUES IN ORANGE COUNTY? **(Rotate)**
- 29% THE ORANGE COUNTY REGISTER
 - 12% THE LOS ANGELES TIMES
 - 8% LOCAL COMMUNITY NEWSPAPERS
 - 5% RADIO
 - 22% TELEVISION
 - 6% FRIENDS, FAMILY AND NEIGHBORS
 - 4% YOUR LOCAL CITY GOVERNMENT
 - 2% ORANGE COUNTY GOVERNMENT
 - 6% THE INTERNET
 - 6% (Don't Know)

AND FOR STATISTICAL PURPOSES ONLY...

PLEASE TELL ME IF YOU OR ANYONE IN YOUR HOUSEHOLD HAS DONE EACH OF THE FOLLOWING IN SOUTHERN CALIFORNIA IN THE PAST YEAR? **(Rotate)**

	YES	NO	REFUSED
<input type="checkbox"/> 64. GONE TO THE BEACH	79%	21%	0%
<input type="checkbox"/> 65. DINE, SHOP WALK, JOG, ROLLER BLADE, SKATE OR CYCLE ON A PIER OR AT THE BEACH	65%	34%	0%
<input type="checkbox"/> 66. SWIMMING OR WADING IN THE OCEAN, BAY, RIVER OR CREEK	54%	46%	0%

PLEASE TELL ME IF EACH OF THE FOLLOWING APPLIES TO YOU OR SOMEONE IN YOUR HOUSEHOLD? **(Rotate)**

	YES	NO	REFUSED
<input type="checkbox"/> 67. BEEN IMPACTED BY A BEACH CLOSURE	27%	72%	1%
<input type="checkbox"/> 68. HAVE ACCESS TO THE INTERNET	87%	13%	0%
<input type="checkbox"/> 69. CHANGE THE OIL IN YOUR CAR AT HOME	20%	80%	0%
<input type="checkbox"/> SPLIT 70A. KNOW WHERE TO TAKE USED MOTOR OIL TO BE RECYCLED	74%	25%	1%
<input type="checkbox"/> SPLIT 70B. KNOW WHERE TO TAKE YOUR LEFTOVER HOUSEHOLD CHEMICALS, SUCH AS PAINT TO BE RECYCLED	74%	26%	1%
<input type="checkbox"/> 71. HAVE ANY CHILDREN UNDER THE AGE OF 18 LIVING WITH YOU AT HOME	36%	63%	1%
<input type="checkbox"/> 72. OWN A PET	57%	42%	1%
<input type="checkbox"/> 73. MAINTAIN YOUR OWN LAWN OR GARDEN	59%	40%	1%



74. DO YOU RENT OR OWN YOUR HOME?
17% (Rent--**Do Not Read**)
81% (Own--**Do Not Read**)
2% (Refused--**Do Not Read**)
75. WHAT WAS YOUR AGE ON YOUR LAST BIRTHDAY?
9% (18-24--**Do Not Read**)
4% (25-29--**Do Not Read**)
5% (30-34--**Do Not Read**)
9% (35-39--**Do Not Read**)
10% (40-44--**Do Not Read**)
10% (45-49--**Do Not Read**)
11% (50-54--**Do Not Read**)
10% (55-59--**Do Not Read**)
9% (60-64--**Do Not Read**)
6% (65-69--**Do Not Read**)
7% (70-74--**Do Not Read**)
5% (75-79--**Do Not Read**)
4% (80 or older--**Do Not Read**)
4% (Refused--**Do Not Read**)
76. WHAT WAS THE LAST YEAR OF EDUCATION YOU COMPLETED?
2% (Less than high school graduate – **Do Not Read**)
15% (High school graduate – **Do Not Read**)
30% (Some college/technical school – **Do Not Read**)
30% (College graduate – **Do Not Read**)
21% (Post-graduate education – **Do Not Read**)
2% (Refused – **Do Not Read**)
77. WHICH OF THE FOLLOWING **BEST** DESCRIBES YOUR WORK STATUS
56% EMPLOYED
5% UNEMPLOYED AND LOOKING FOR WORK
8% A HOMEMAKER
4% A FULL-TIME STUDENT
25% RETIRED
2% (Refused--**Do Not Read**)
78. HOW WOULD YOU DESCRIBE YOUR MARITAL STATUS? ARE YOU...
65% MARRIED
9% SINGLE, BUT LIVING WITH ANOTHER PERSON AS A COUPLE
8% DIVORCED
6% WIDOWED
10% NEVER MARRIED
2% (Refused)

79. HOW WOULD YOU DESCRIBE YOURSELF RACIALLY OR ETHNICALLY?

- 1% (Black, African-American)
- 5% (Asian, Chinese, Japanese, Filipino, etc.)
- 75% (Caucasian, White, Anglo)
- 8% (Latino, Hispanic)
- 5% (Other)
- 7% (Refused)

80. AND INTO WHICH INCOME GROUP DOES YOUR TOTAL ANNUAL FAMILY INCOME FALL? I'LL JUST READ SOME CATEGORIES, AND YOU SAY WHERE IT FALLS.

- 6% \$20,000 OR LESS
- 13% OVER \$20,000 TO \$40,000
- 17% OVER \$40,000 TO \$60,000
- 15% OVER \$60,000 TO \$80,000
- 13% OVER \$80,000 TO \$100,000
- 12% OVER \$100,000 TO \$150,000
- 9% OVER \$150,000
- 15% (Refused)

THOSE ARE ALL THE QUESTIONS I HAVE. THANK YOU FOR YOUR TIME. HAVE A PLEASANT EVENING.



COMPARABLE QUESTIONS FROM PREVIOUS RESEARCH

Several questions on the 2003 Decision Research survey had their origins in previous research conducted either by UCI (1994) or Pelegrin Research (2001). While precise wordings differ somewhat or were not available to Decision Research, reported below are similar and roughly comparable questions.

PLEASE TELL ME IF YOU ARE **VERY CONCERNED, SOMEWHAT CONCERNED, NOT TOO CONCERNED OR NOT AT ALL CONCERNED** ABOUT EACH OF THE FOLLOWING ISSUES IN ORANGE COUNTY? (Rotate)

	VERY CONCERNED	SOMEWHAT CONCERNED	DON'T KNOW	NOT TOO CONCERNED	NOT AT ALL CONCERNED
POLLUTION OF LOCAL CREEKS AND RIVERS	39%	43%	1%	12%	6%
POLLUTION OF LOCAL BAYS AND HARBORS	46%	40%	1%	11%	2%
<i>POLLUTION OF THE OCEAN, RIVERS AND LAKES</i>	<i>48%</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
AIR POLLUTION OR SMOG	38%	39%	0%	17%	5%
<i>AIR POLLUTION OR SMOG</i>	<i>43%</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
LITTER	26%	42%	1%	26%	6%
<i>LITTER</i>	<i>30%</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
BEACH CLOSURES AND WARNINGS	37%	37%	1%	18%	7%
<i>BEACH CLOSURES</i>	<i>29%</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
POLLUTION FROM PESTICIDES	36%	37%	1%	20%	7%
<i>PESTICIDE USAGE</i>	<i>23%</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>

Note: 2001 Pelegrin Research survey results are in *red italic type*. Actual question wording and results other than the percentage that are “very concerned” about each issue are not available from the report provided by Pelegrin Research.

PLEASE TELL ME IF YOU HAVE SEEN, READ OR HEARD INFORMATION ABOUT URBAN RUN-OFF POLLUTION IN ORANGE COUNTY FROM THE FOLLOWING? (Rotate)

	YES	NO	REFUSED
STORM DRAIN STENCILS THAT SAY “NO DUMPING, DRAINS TO OCEAN”	80%	19%	0%
<i>STENCILING ON CURBS OR STORM DRAINS THAT SAYS “NO DUMPING, DRAINS TO OCEAN”</i>	<i>59%</i>	<i>41%</i>	<i>0%</i>

Note: 1994 UCI survey results are in *blue italic type*. UCI survey question asked, “Have you seen stenciling on curbs or storm drains that says ‘No dumping – drains to ocean’ or not?”



FOR EACH OF THE FOLLOWING, PLEASE TELL ME IF THE STATEMENT, TO THE BEST OF YOUR KNOWLEDGE, IS TRUE OR FALSE. IF YOU DON'T KNOW, PLEASE TELL ME THAT AS WELL. (Rotate)

	TRUE <i>AGREE</i> <i>AGREE</i>	FALSE <i>DISAGREE</i> <i>DISAGREE</i>	DON'T KNOW <i>DON'T KNOW</i> <i>DON'T KNOW</i>
URBAN RUN-OFF WATER AND SEWER WASTE FROM ORANGE COUNTY HOMES FLOW INTO THE SAME UNDERGROUND SYSTEM	41%	23%	35%
<i>STORM DRAINS AND SEWER PART OF SAME UNDERGROUND SYSTEM</i>	<i>35%</i>	<i>N/A</i>	<i>N/A</i>
<i>THE STORM DRAIN SYSTEM AND THE SEWER SYSTEM IN ORANGE COUNTY ARE PART OF THE SAME UNDERGROUND SYSTEM</i>	<i>44%</i>	<i>31%</i>	<i>26%</i>
HOSING OR SWEEPING TRASH, LEAVES OR DIRT INTO THE STREET IS AGAINST THE LAW IN ORANGE COUNTY	36%	24%	40%
<i>IT IS ILLEGAL FOR ANYONE TO THROW, DISPOSE OF OR ALLOW ANYTHING OTHER THAN RAINWATER INTO THE STORM DRAINS</i>	<i>79%</i>	<i>N/A</i>	<i>N/A</i>
<i>IT IS ILLEGAL FOR ANYONE TO THROW, DISPOSE OF OR ALLOW ANYTHING OTHER THAN RAINWATER INTO THE STORM DRAINS</i>	<i>86%</i>	<i>9%</i>	<i>5%</i>
THE WATER AND OTHER SUBSTANCES THAT FLOW THROUGH THE STORM DRAIN SYSTEM ARE TESTED AND FILTERED TO REMOVE WASTES BEFORE THEY ARE DISCHARGED FROM THE SYSTEM	27%	41%	32%
<i>WATER THAT ENTERS THE STORM DRAIN IS TREATED</i>	<i>28%</i>	<i>N/A</i>	<i>N/A</i>
<i>WATER THAT ENTERS THE STORM DRAIN GOES TO THE TREATMENT PLANT THEN OCEAN</i>	<i>31%</i>	<i>N/A</i>	<i>N/A</i>
<i>THE WATER AND OTHER SUBSTANCES THAT FLOW THROUGH THE STORM DRAIN SYSTEM ARE TESTED AND FILTERED TO REMOVE WASTES BEFORE THEY ARE DISCHARGED FROM THE SYSTEM</i>	<i>49%</i>	<i>34%</i>	<i>18%</i>
WATER FLOWS DOWN DRIVEWAYS AND STREETS, INTO A GUTTER THEN A STORM DRAIN AND FLOWS DIRECTLY INTO CREEKS, RIVERS, BAYS OR THE OCEAN	84%	7%	10%
<i>WATER THAT ENTERS THE STORM DRAIN GOES TO THE OCEAN UNTREATED</i>	<i>67%</i>	<i>N/A</i>	<i>N/A</i>

Note: 2001 Pelegrin Research survey results are in *red italic type*. 1994 UCI survey results are in *blue italic type*. Actual question wording and results other than the percentage that agree with each statement are not available from the report provided by Pelegrin Research. UCI survey questions asked, "The next questions are concerned with storm drains, which are openings in the curb and gutter of the street. Rain water and occasionally other substances flow into these storm drains. Do you agree or disagree with each of the following statements?"



PLEASE TELL ME IF YOU OR ANYONE IN YOUR HOUSEHOLD HAS DONE EACH OF THE FOLLOWING IN SOUTHERN CALIFORNIA IN THE PAST YEAR? **(Rotate)**

	YES	NO	REFUSED
GONE TO THE BEACH <i>GONE TO THE BEACH</i>	79% <i>67%</i>	21% <i>N/A</i>	0% <i>N/A</i>
DINE, SHOP WALK, JOG, ROLLER BLADE, SKATE OR CYCLE ON A PIER OR AT THE BEACH <i>DINING OR SHOPPING ON A PIER/AT THE BEACH</i> <i>WALKING, JOGGING, ROLLERBLADING, SKATING OR CYCLING ON A PIER/AT THE BEACH</i>	65% <i>57%</i> <i>56%</i>	34% <i>N/A</i> <i>N/A</i>	0% <i>N/A</i> <i>N/A</i>
SWIMMING OR WADING IN THE OCEAN, BAY, RIVER OR CREEK <i>SWIMMING IN THE OCEAN, RIVERS OR LAKES</i> <i>WADING IN A RIVER, STREAM OR LAKE</i>	54% <i>39%</i> <i>20%</i>	46% <i>N/A</i> <i>N/A</i>	0% <i>N/A</i> <i>N/A</i>

Note: 2001 Pelegrin Research survey results are in *red italic type*. Actual question wording and results other than the percentage that participated in each of the activities are not available from the report provided by Pelegrin Research.

PLEASE TELL ME IF EACH OF THE FOLLOWING APPLIES TO YOU OR SOMEONE IN YOUR HOUSEHOLD? **(Rotate)**

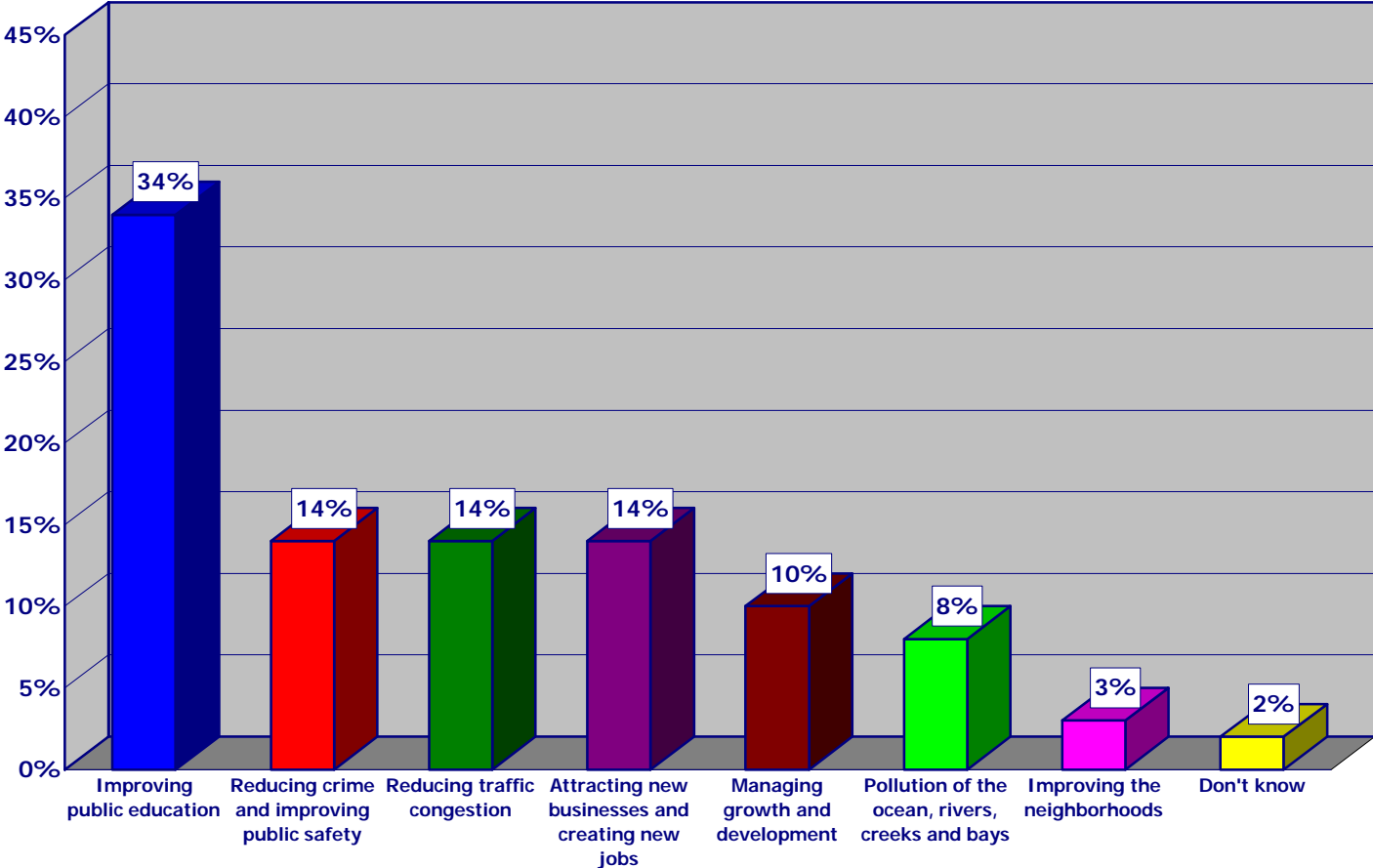
	YES	NO	REFUSED
BEEN IMPACTED BY A BEACH CLOSURE <i>BEEN IMPACTED BY A BEACH CLOSURE</i>	27% <i>20%</i>	72% <i>N/A</i>	1% <i>N/A</i>
HAVE ACCESS TO THE INTERNET <i>HAVE ACCESS TO THE INTERNET</i>	87% <i>82%</i>	13% <i>N/A</i>	0% <i>N/A</i>
CHANGE THE OIL IN YOUR CAR AT HOME	20%	80%	0%
KNOW WHERE TO TAKE USED MOTOR OIL TO BE RECYCLED	74%	25%	1%
KNOW WHERE TO TAKE YOUR LEFTOVER HOUSEHOLD CHEMICALS, SUCH AS PAINT TO BE RECYCLED	74%	26%	1%
HAVE ANY CHILDREN UNDER THE AGE OF 18 LIVING WITH YOU AT HOME	36%	63%	1%
OWN A PET	57%	42%	1%
MAINTAIN YOUR OWN LAWN OR GARDEN	59%	40%	1%

Note: 2001 Pelegrin Research survey results are in *red italic type*. Actual results other than the percentage that have been impacted by a beach closure or have access to the Internet are not available from the report provided by Pelegrin Research.

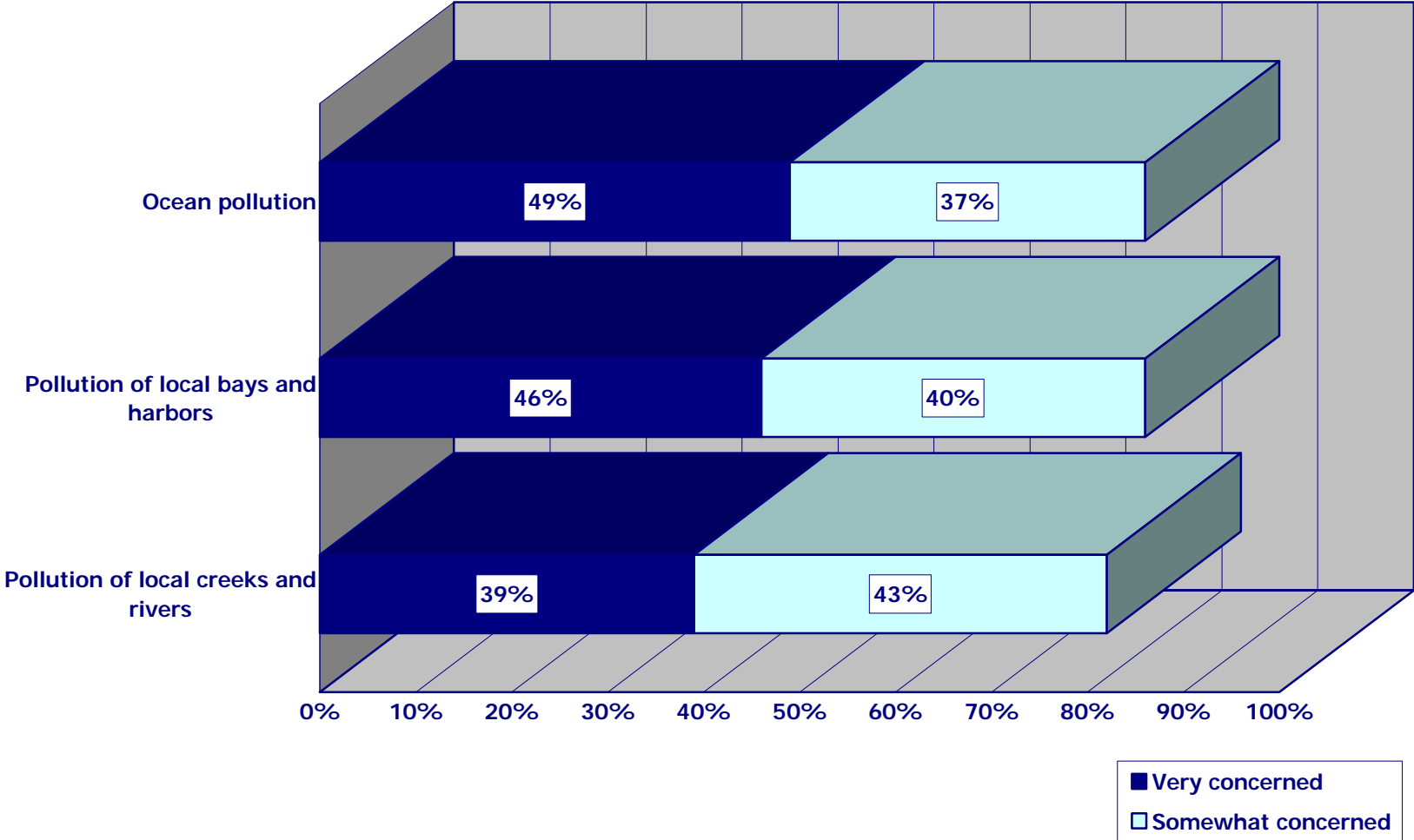


FIGURES AND GRAPHS

MOST IMPORTANT ISSUE FOR ELECTED OFFICIALS TO ADDRESS



MOST INTENSE CONCERNS ON ENVIRONMENTAL ISSUES



LEVEL OF CONCERN ON ENVIRONMENTAL ISSUES

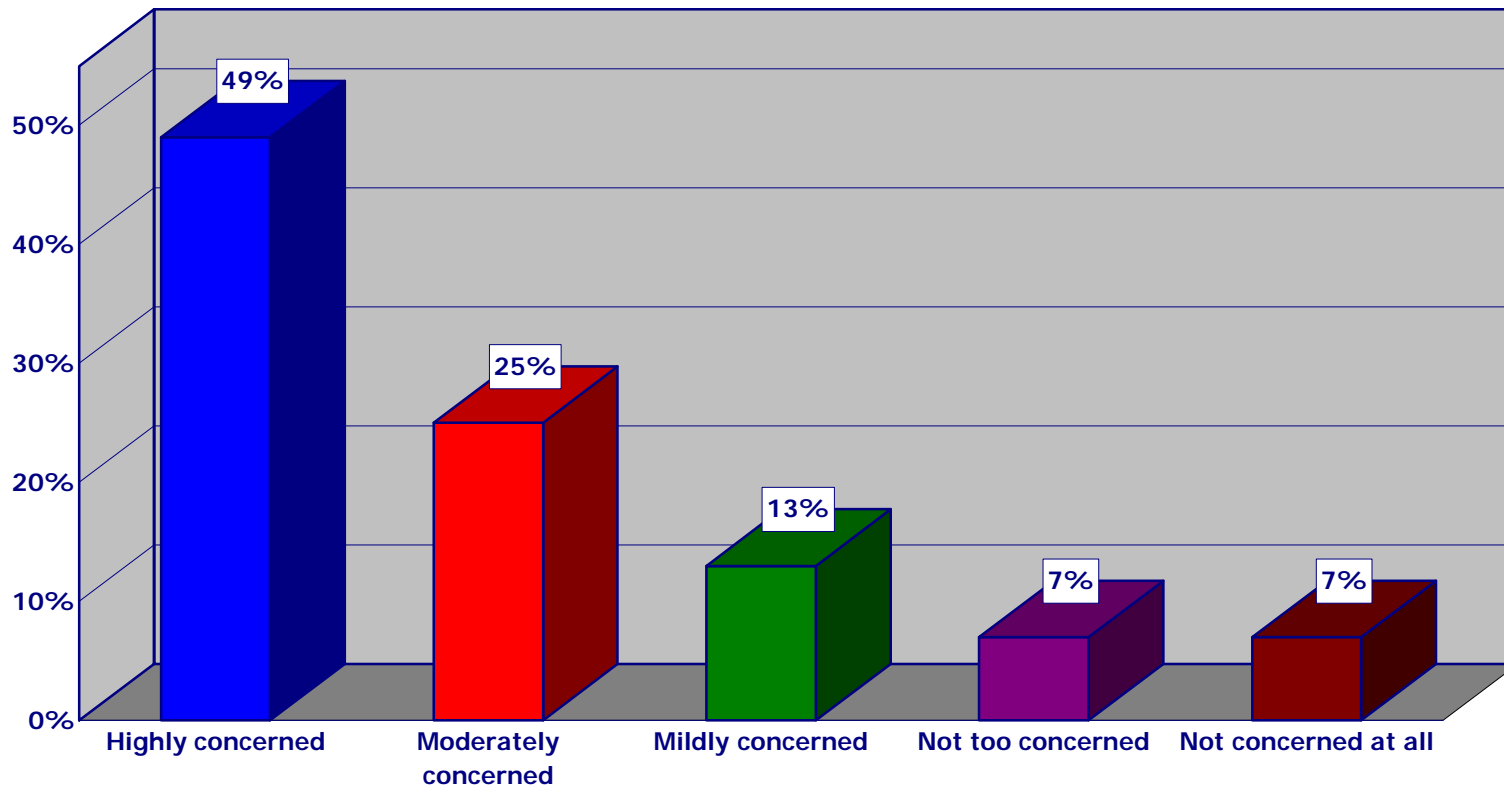
<u>Environmental Issue</u>	<u>% Concerned</u>	<u>% Not Concerned</u>	<u>Score</u>	<u>% Net Concerned</u>
Ocean pollution-q12b	87%	13%	1.80	73%
Pollution of local bays and harbors-q10b	86%	13%	1.84	73%
Pollution of local creeks and rivers-q10a	82%	18%	2.03	64%
Air pollution or smog-q11a	77%	23%	2.13	55%
Beach closures and warnings-q12a	74%	25%	2.20	49%
Pollution from pesticides-q13a	72%	27%	2.26	45%
Litter-q11b	67%	32%	2.45	36%
Pollution from fertilizers-q13b	59%	38%	2.64	21%

NOTE:

Net concerned percentages are calculated before rounding. The "Very Concerned/Not At All Concerned" and "Somewhat Concerned/Not Too Concerned" categories have been collapsed into the "% Concerned/% Not Concerned" categories, respectively. Concerned scores are calculated on a 1 to 5 scale, with **1** indicating the **most concerned** and **5** indicating the **least concerned**. Scores under 3.00 represent issues with which respondents are concerned, while those over 3.00 represent issues with which respondents are not concerned. Question numbers with an "a" and "b" represent a split sample question.



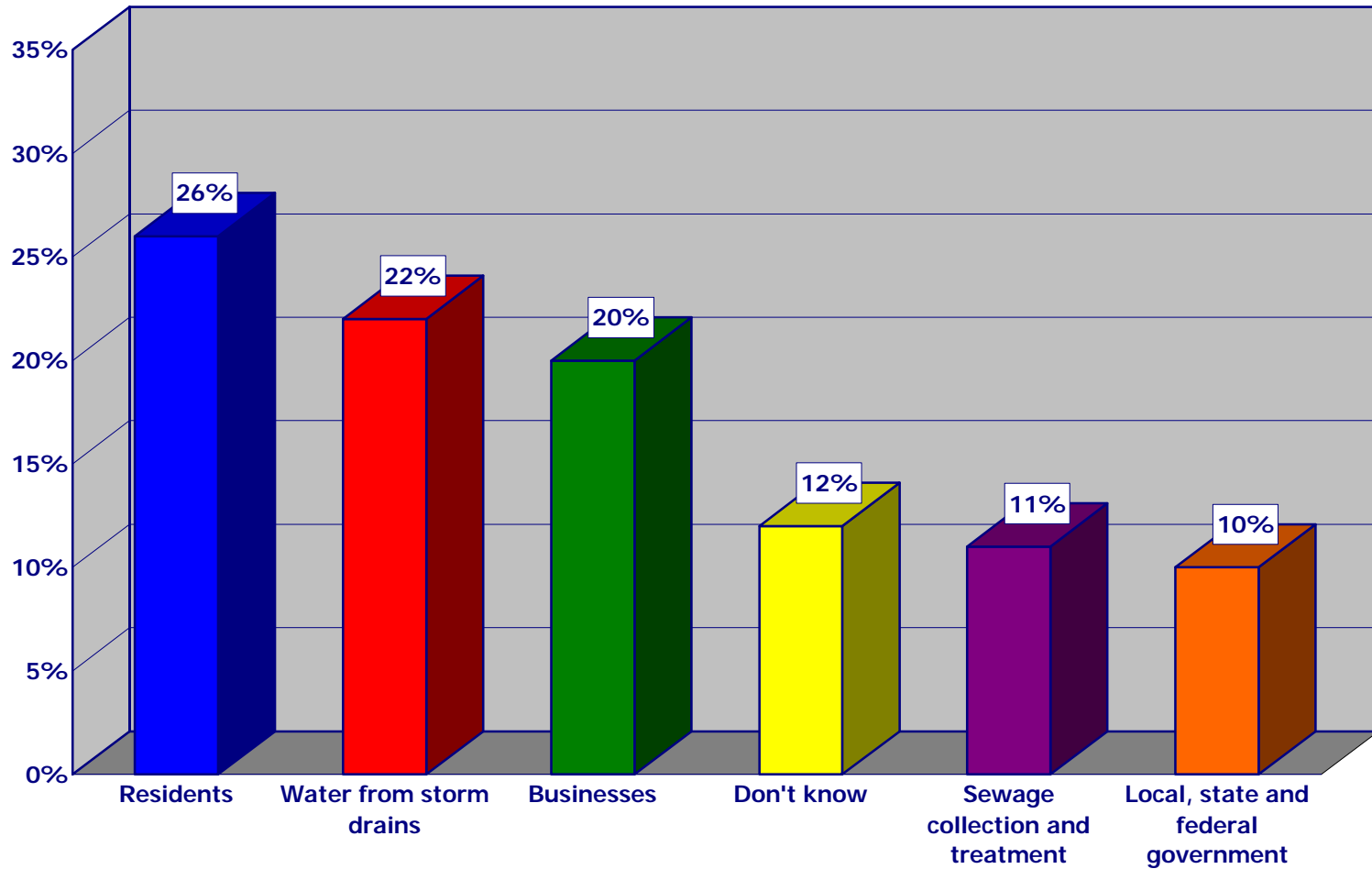
LEVEL OF CONCERNED ABOUT ENVIRONMENTAL ISSUES INDEX



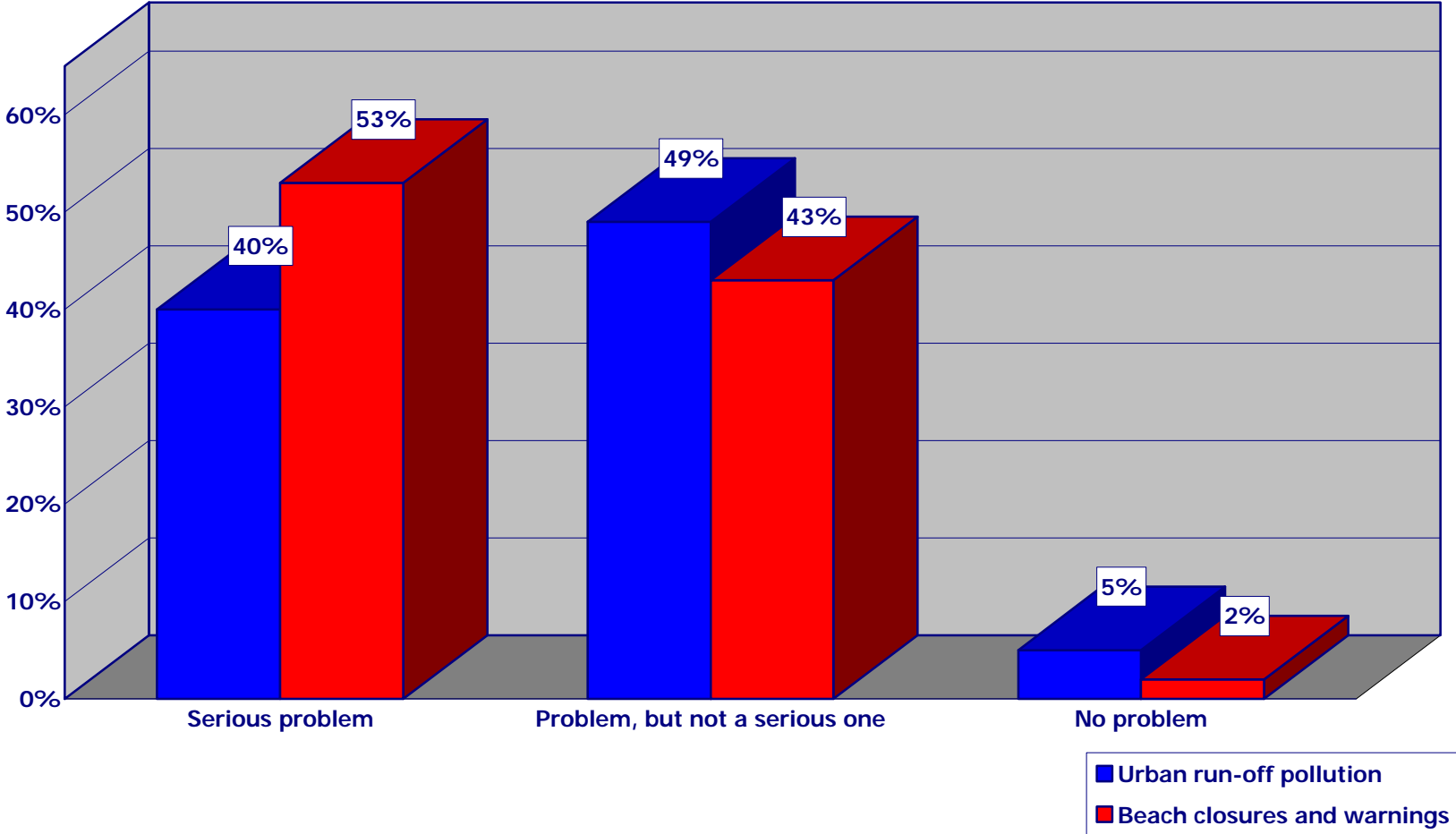
Index created by combining results of the battery of environmental issue concern questions (Q10a-13b) to find out how concerned respondents are about environmental issues. Highly concerned respondents were either "very concerned" or "somewhat concerned" with all four environmental issues asked of them, those "very concerned" or "somewhat concerned" with all three are moderately concerned, those "very concerned" or "somewhat concerned" with two environmental issues are mildly concerned, those "very concerned" or "somewhat concerned" with one environmental issue are not too concerned and those "very concerned" or "somewhat concerned" with no environmental issues are not concerned at all



GROUP BLAMED THE MOST FOR URBAN RUN-OFF POLLUTION PROBLEM IN ORANGE COUNTY



STATEMENT REFLECTING OPINION ABOUT URBAN RUN-OFF POLLUTION AND OCEAN POLLUTION AND BEACH CLOSURES IN ORANGE COUNTY



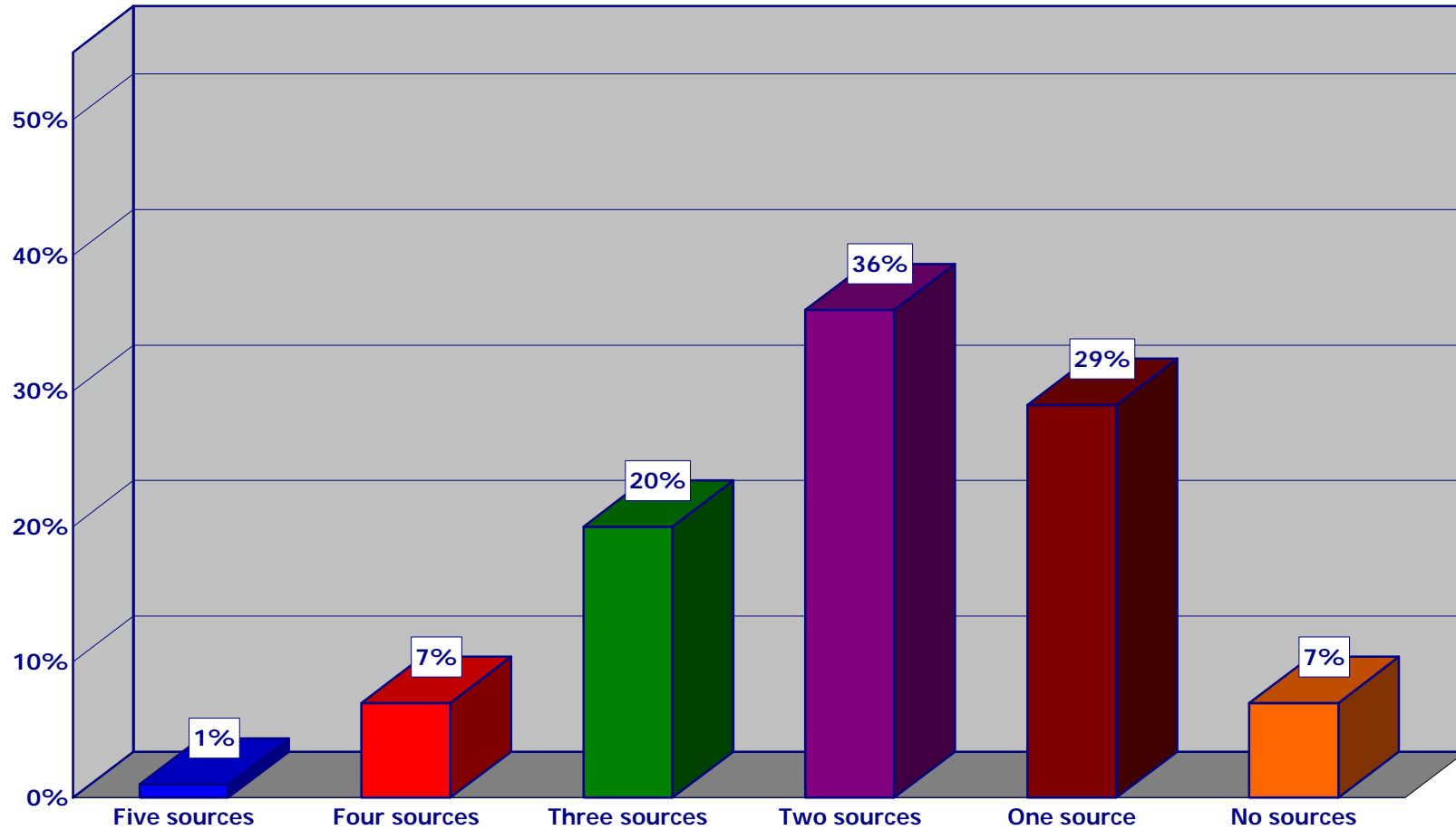
SOURCES OF INFORMATION ABOUT URBAN RUN-OFF POLLUTION

<u>Information Source</u>	<u>% Yes</u>	<u>% No</u>
Storm drain stencils that say "No dumping, drains to ocean"-q20	80%	19%
Newspaper articles-q16a	68%	32%
Newspaper advertising-q16b	46%	54%
Brochures mailed-q17	26%	73%
Community events, meetings, or fairs-q18	18%	81%
Bus advertising-q19b	12%	88%
Movie theater advertising-q19a	9%	91%

NOTE:
Question numbers with an "a" and "b" represent a split sample question.



URBAN RUN-OFF INFORMATION SOURCES INDEX



Index created to find out how where respondents get their information about urban run-off pollution and was created using the questions about urban run-off pollution information sources (q16a-20).



KNOWLEDGE OF FACTS ABOUT URBAN RUN-OFF POLLUTION

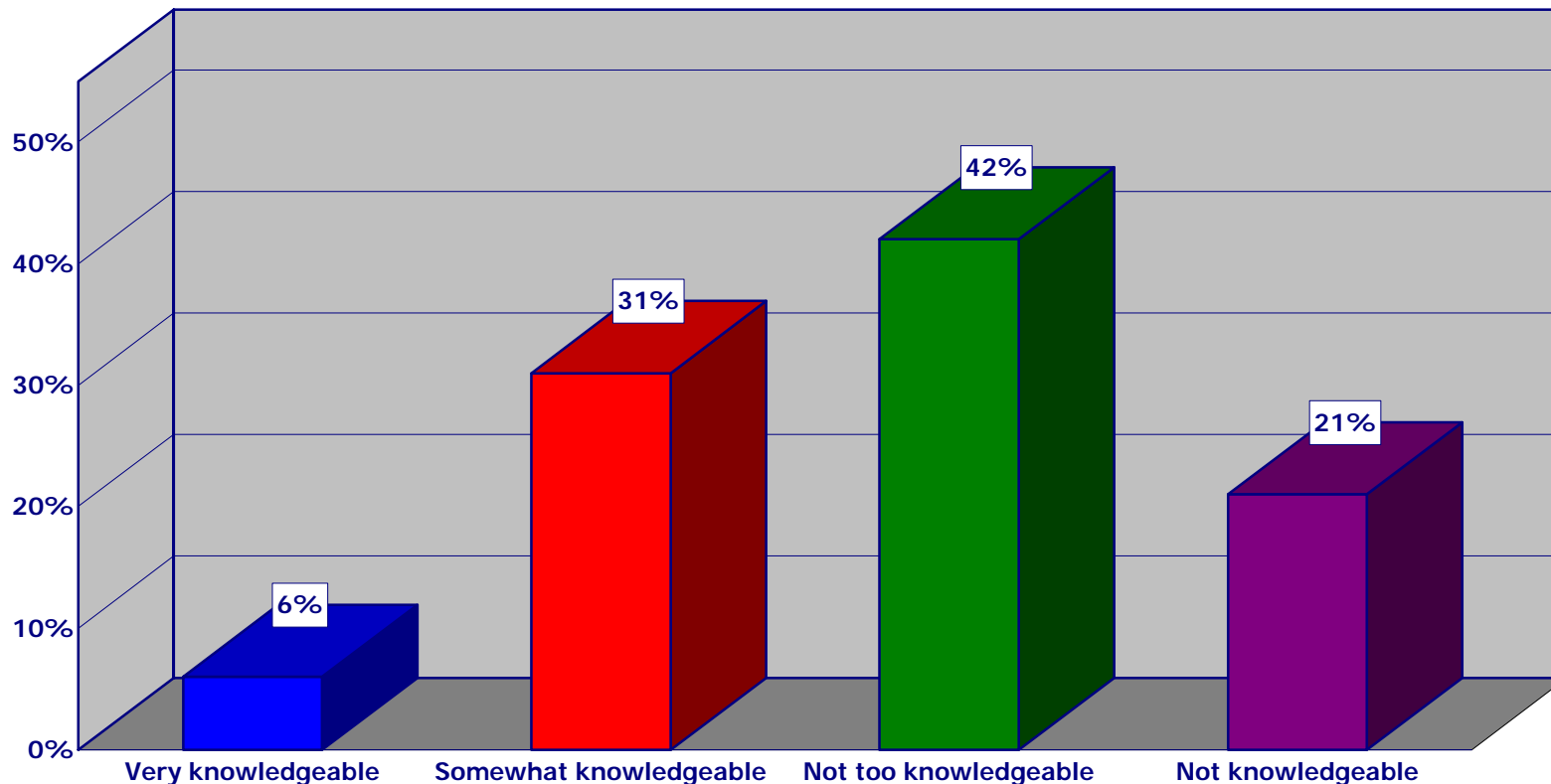
<u>Question</u>	<u>% True</u>	<u>% False</u>	<u>% Don't Know</u>
Water flows down driveways/streets, into gutter then drain, into creeks/rivers/bays/ocean-q23b	84%	7%	10%
<i>Urban run-off water/sewer waste from county homes flow into same underground system-q21</i>	41%	23%	35%
<i>Hosing or sweeping trash, leaves or dirt into the street is against the law in Orange County-q22</i>	36%	24%	40%
<i>Water/other substances that flow through system are tested/filtered before discharged-q23a</i>	27%	41%	32%

NOTE:

Question numbers with an "a" and "b" represent a split sample question. Questions that are "true" are in regular type, while questions that are "false" are in *italics type*.



LEVEL OF KNOWLEDGE ABOUT URBAN RUN-OFF AND STORM DRAINS INDEX



Respondents were asked three true-false questions (q21-23b) testing their knowledge of urban run-off and the Orange County storm drain system and an index was created based on how many answers they got correct. Very knowledge respondents got all three questions they were asked correct, those getting two correct are somewhat knowledgeable, those getting only one correct are not too knowledgeable and those who did not get any correct are called not knowledgeable



AGREEMENT STATEMENTS

<u>Statement</u>	<u>% Agree</u>	<u>% Disagree</u>	<u>Score</u>	<u>% Net Agree</u>
Not enough information about how to stop ocean pollution/beach closures in Orange County-q25b	75%	22%	2.14	53%
Not enough information about how to stop urban run-off pollution in Orange County-q25a	74%	22%	2.15	52%
Worth a few dollars a month more in taxes to reduce urban run-off pollution in Orange County-q24b	61%	36%	2.68	24%
<i>Changing personal behavior will not make difference in cleaning up pollution in Orange County-q24a</i>	<i>35%</i>	<i>63%</i>	<i>3.53</i>	<i>-29%</i>

NOTE:
 Net agree percentages are calculated before rounding. The "Strongly Agree/Disagree" and "Somewhat Agree/Disagree" categories have been collapsed into the "% Agree/% Disagree" categories, respectively. Agreement scores are calculated on a 1 to 5 scale, with **1** indicating the **most agreement** and **5** indicating the **least agreement**. Scores under 3.00 represent agreement, while those over 3.00 represent disagreement. Negative net agreement statements are in *red italics type*. Question numbers with an "a" and "b" represent a split sample question.



FACTORS CONTRIBUTING TO URBAN RUN-OFF POLLUTION

<u>Contributing Factor</u>	<u>% A Lot</u>	<u>% Some</u>	<u>% Not Too Much</u>	<u>% Not At All</u>
Chemicals/toxic waste from local businesses/industries-q34	50%	31%	9%	2%
Leaking oil and other fluids from automobiles-q29	46%	40%	9%	3%
Styrofoam cups-q36b	37%	36%	15%	6%
Outdoor and gardening products -q27	36%	44%	13%	3%
Paints and solvents-q26a	31%	40%	18%	5%
Cigarette butts-q36a	29%	40%	19%	6%
Dirty water and detergents from car washing-q35	28%	46%	16%	6%
Animal droppings and pet waste -q33	23%	44%	21%	7%
Household cleaning products-q26b	23%	43%	21%	8%
Hosing or washing driveways and walkways-q28	21%	45%	22%	9%
Household trash-q32	19%	42%	24%	11%
Lawn clippings, dirt and leaves-q31	15%	41%	29%	11%
Water drained from swimming pools and spas-q30	12%	37%	28%	13%

NOTE:

Question numbers with an "a" and "b" represent a split sample question.



ACTIVITIES TO HELP REDUCE URBAN RUN-OFF POLLUTION

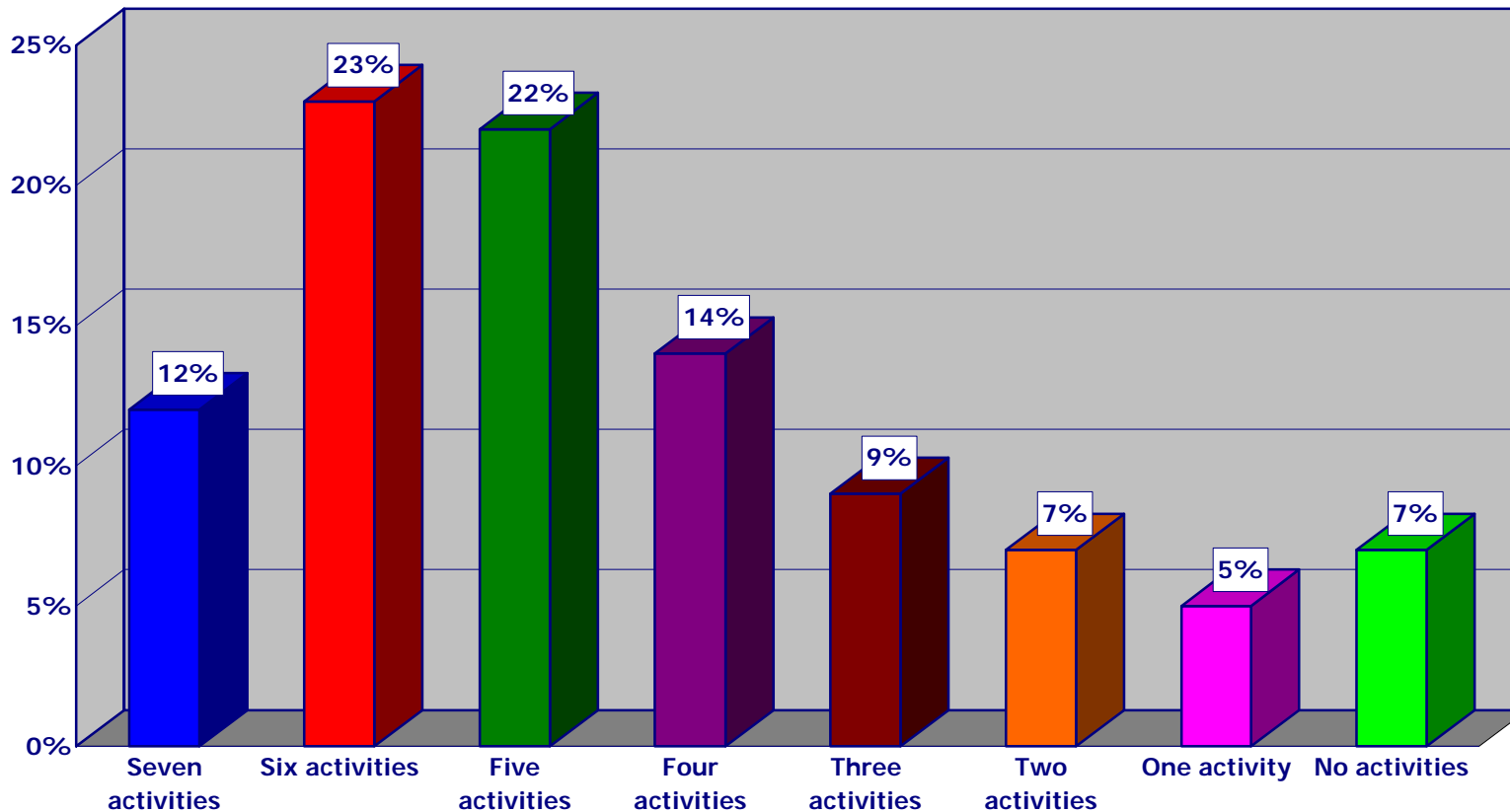
<u>Pollution Reduction Activity</u>	<u>% Have Already Done</u>	<u>% Willing</u>	<u>% Not Willing</u>
Keeping yard clippings out of street by putting in trash/leaving on lawn/composting-q40	76%	18%	2%
Disposing of chemicals properly, taking to recycling/hazardous waste collection center-q41a	69%	27%	2%
Taking used oil/other fluids to a recycling or hazardous waste collection center-q41b	69%	24%	3%
Adjusting sprinklers to avoid over watering your lawn-q38	64%	27%	2%
Using a broom and trash bag, not a hose, to clean walkways and driveways-q37	63%	28%	6%
Properly using lawn and garden fertilizers and pesticides-q42	58%	30%	3%
Eliminating washing your car at home and taking it to a car wash-q39	56%	21%	21%
Picking up waste and droppings from your pet-q43	51%	29%	2%

NOTE:

Question numbers with an "a" and "b" represent a split sample question.



LEVEL OF ACTIVITY IN HELPING TO REDUCE URBAN RUN-OFF INDEX



This index looks at how many activities that help reduce urban run-off pollution are being done by survey respondents, asking about whether they have already done a number of activities that help reduce urban run-off pollution (q37-43)



HELPFULNESS OF URBAN RUN-OFF POLLUTION INFORMATION

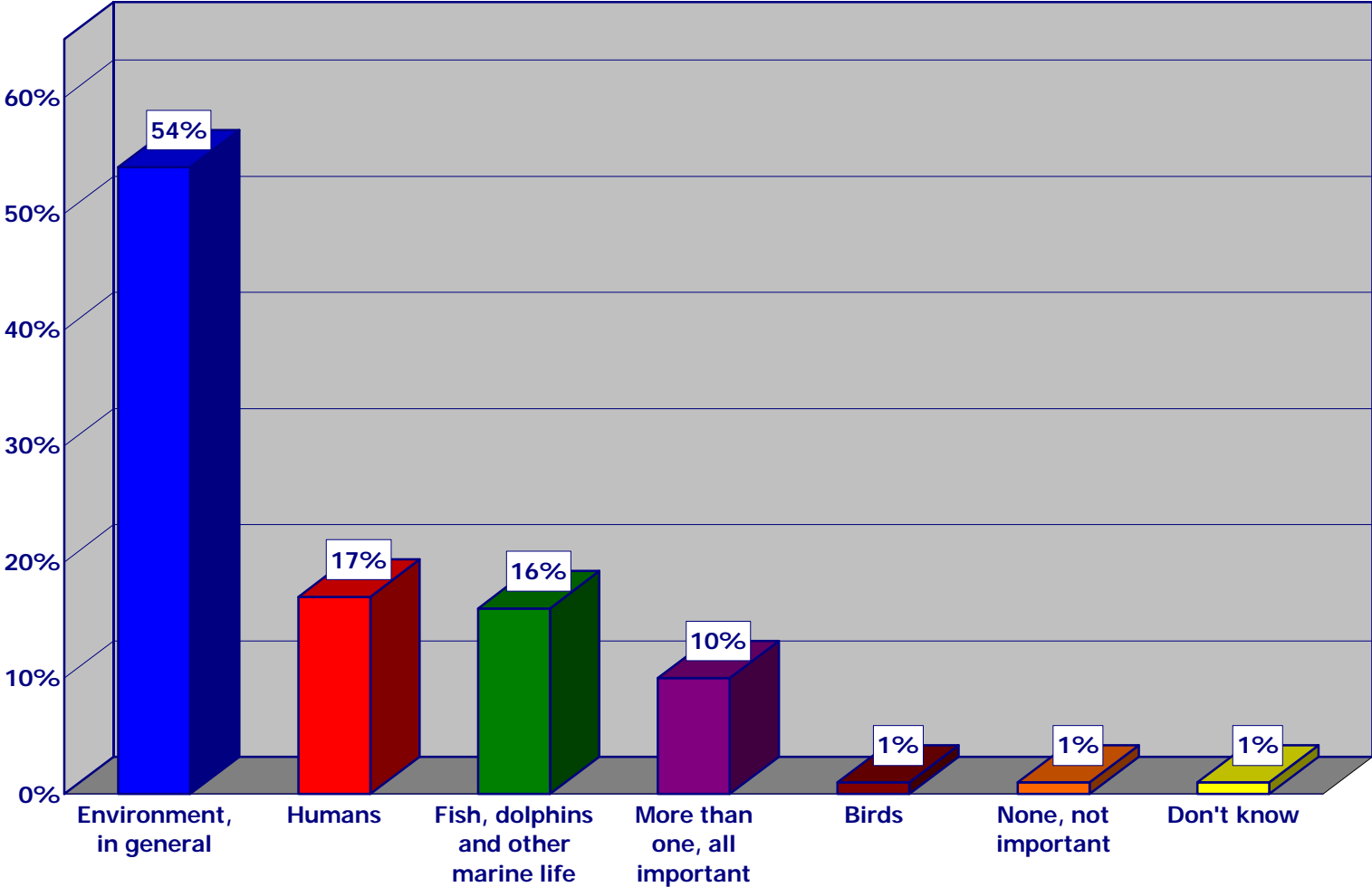
<u>Statement</u>	<u>% Very Helpful</u>	<u>% Somewhat Helpful</u>	<u>% Not Too Helpful</u>
Proper cleaning products/pool water/paint/animal waste disposal can protect environment-q49a	65%	24%	10%
Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life-q48b	61%	28%	10%
Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc.-q48a	61%	27%	11%
Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water-q51	61%	25%	13%
Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs-q46	61%	24%	14%
Basic info on differences between what happens to sewer wastewater/urban runoff water-q52	60%	29%	9%
Hosing yard waste into street is violation of law, can be punished by fine up to \$1000-q45b	57%	24%	16%
Hosing yard waste into street is violation of law, punishable by fine-q45a	54%	26%	17%
Tons of pet waste in creeks, rivers, bays and ocean, result of owners not picking it up-q47	54%	24%	19%
Manure-based fertilizer may contain bacteria, run into drains, pollute ocean, creeks, etc.-q49b	50%	32%	16%
Every time someone washes car at home, 80 gallons of dirty water/pollutants produced-q50b	50%	27%	20%
Yard waste/debris not properly disposed of flow untreated, harming birds/marine life-q44b	48%	31%	19%
Using commercial car wash prevents pollutants from entering creeks, etc.-q50a	45%	33%	20%
Yard waste/debris not properly disposed of enter system/flow untreated into creeks, etc.-q44a	44%	33%	21%

NOTE:

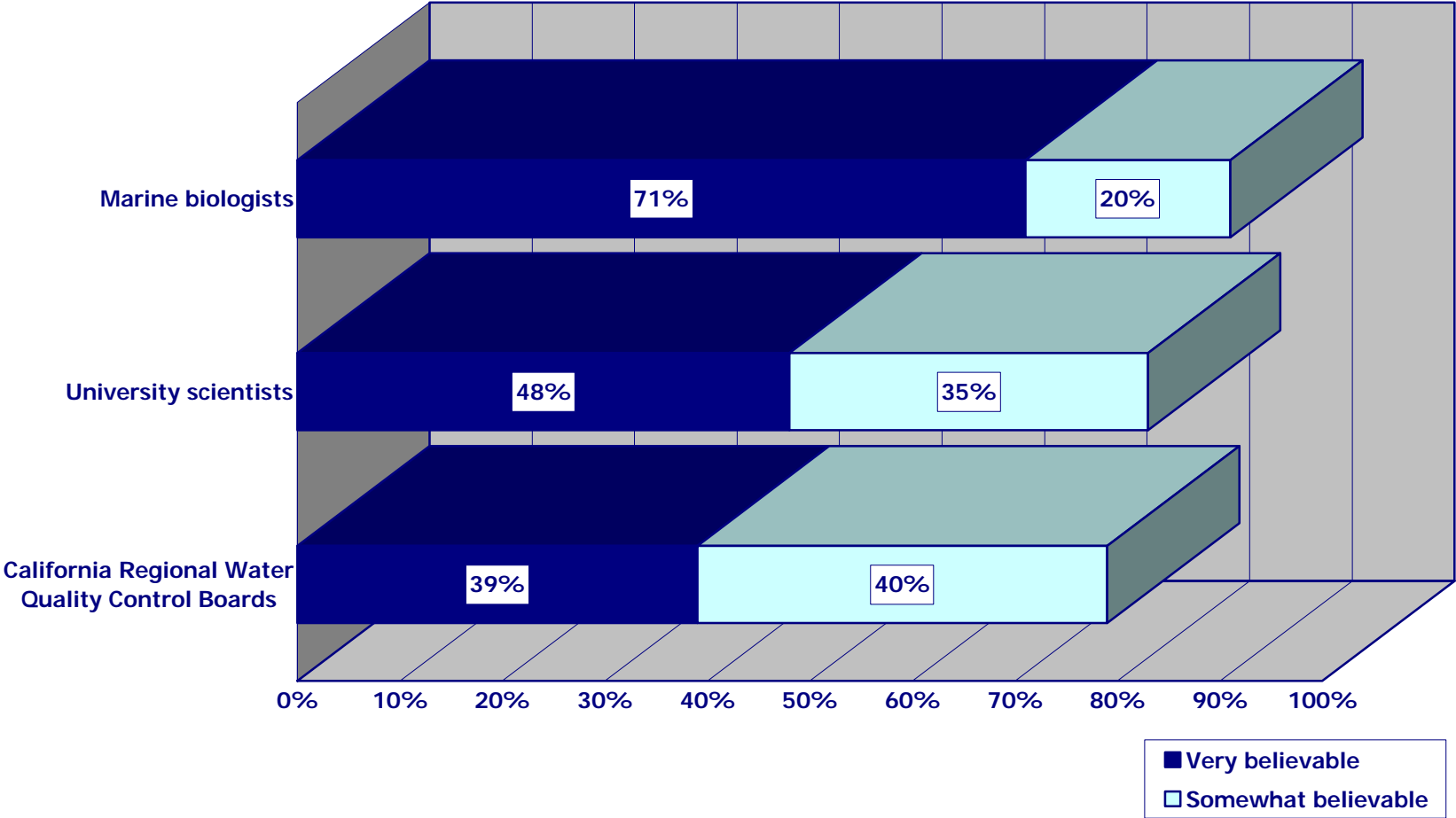
Question numbers with an "a" and "b" represent a split sample question.



MOST CONCERNING EFFECTS ABOUT URBAN RUN-OFF



MOST INTENSELY BELIEVABLE GROUPS OR PEOPLE ON ISSUE OF URBAN RUN-OFF POLLUTION



BELIEVABILITY ON URBAN RUN-OFF POLLUTION ISSUE

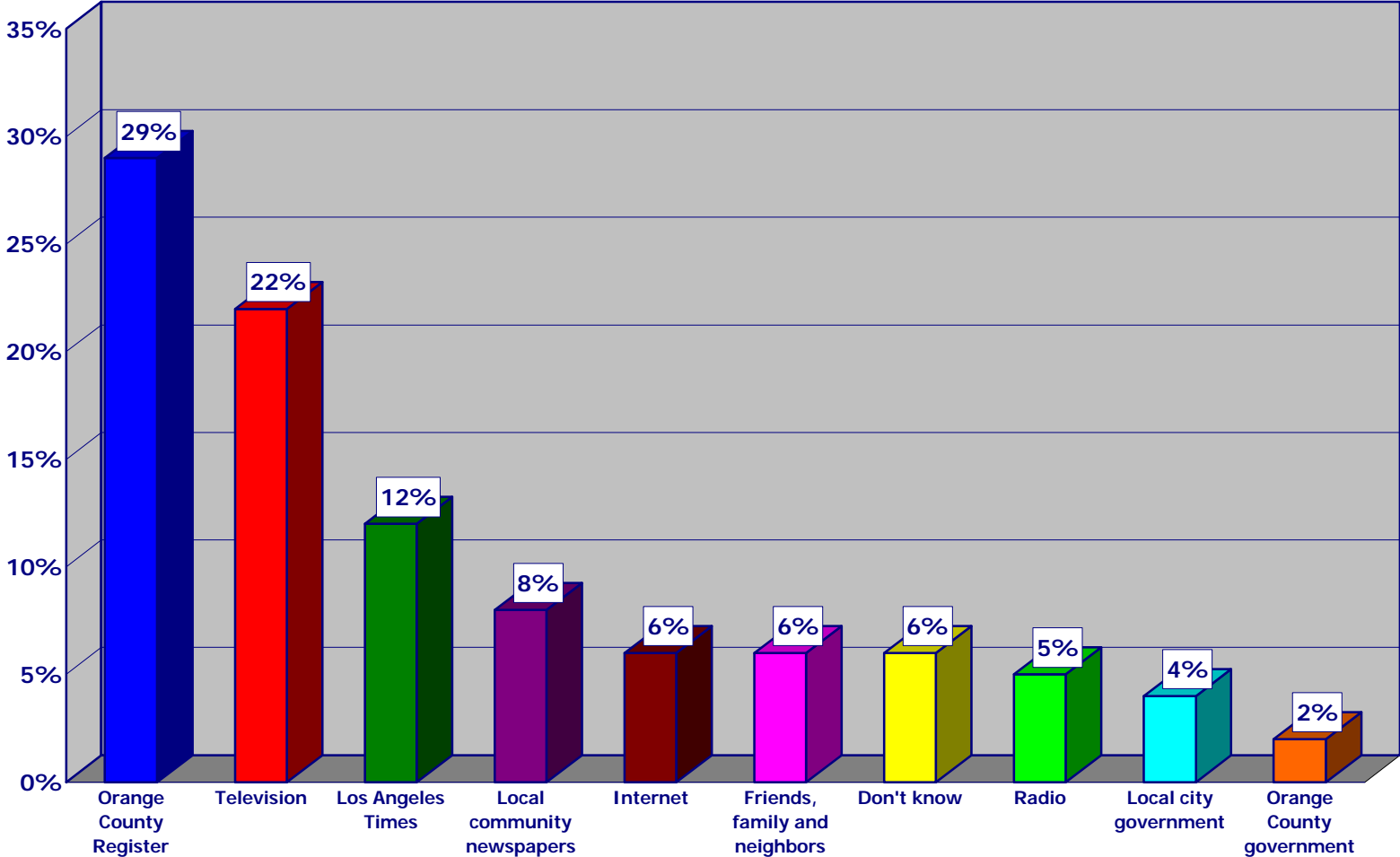
<u>Group or Person</u>	<u>% Believable</u>	<u>% Not Believable</u>	<u>Score</u>	<u>% Net Believable</u>
Marine biologists-q62b	92%	3%	1.40	89%
University scientists-q62a	84%	9%	1.81	75%
California Regional Water Quality Control Boards-q61	79%	8%	1.93	71%
Local community newspaper-q57	80%	11%	2.08	70%
<i>Orange County Register-q55</i>	78%	13%	2.12	65%
City government-q59a	71%	24%	2.42	48%
Sierra Club-q54	65%	18%	2.29	47%
Orange County Coast Keepers-q60b	53%	7%	2.28	46%
Local city council-q59b	67%	24%	2.49	43%
Surf Rider Foundation-q60a	50%	8%	2.37	42%
<i>Los Angeles Times-q56</i>	63%	22%	2.50	41%
County government-q58b	65%	28%	2.56	37%
Orange County Board of Supervisors-q58a	57%	32%	2.73	26%

NOTE:

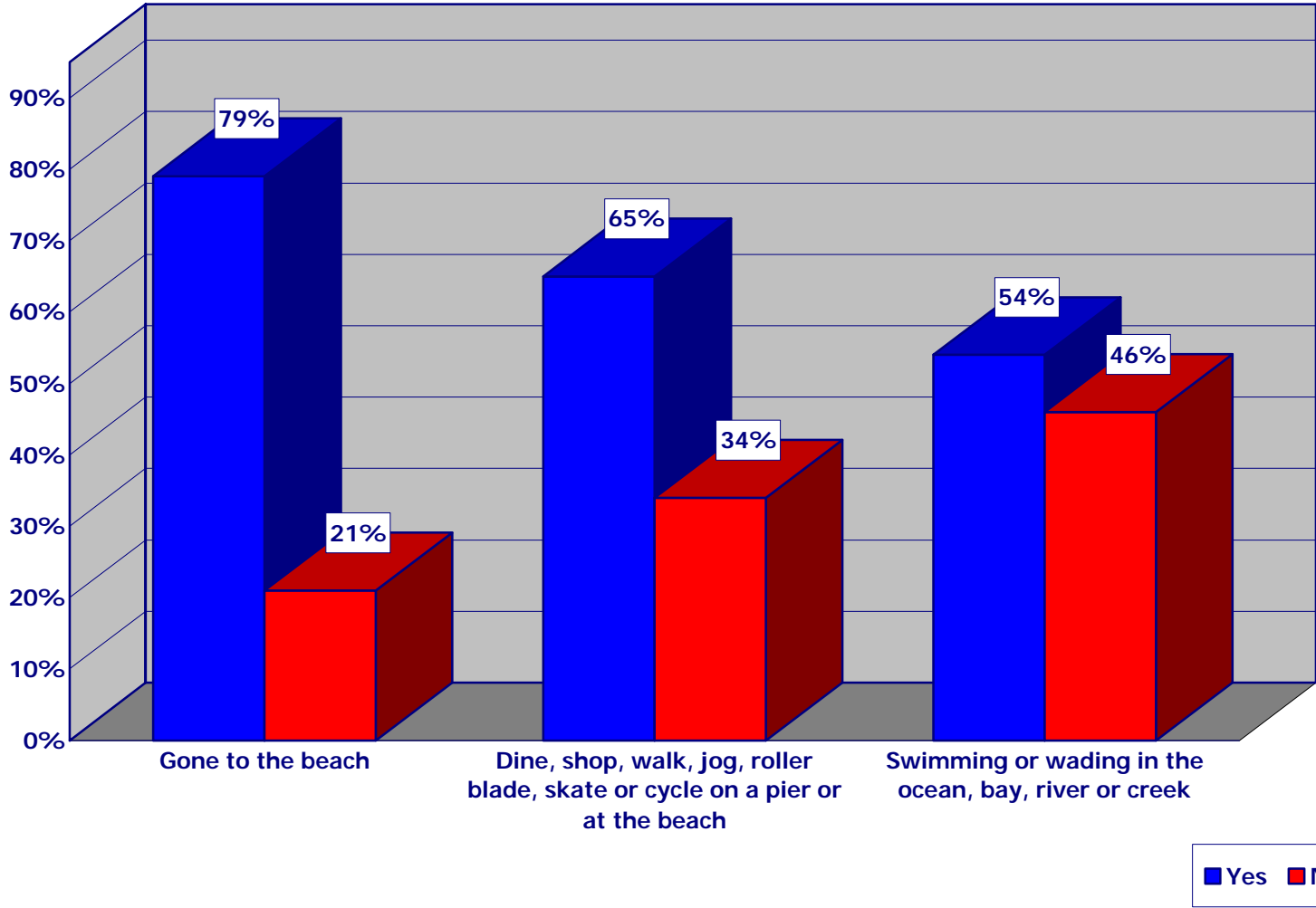
Net believable percentages are calculated before rounding. The “Very Believable/Not At All Believable” and “Somewhat Believable/Not Very Believable” categories have been collapsed into the “% Believable/% Not Believable” categories, respectively. Believability scores are calculated on a 1 to 5 scale, with 1 indicating a **very believable** group or person and 5 indicating a **not at all believable** group or person. Scores under 3.00 represent believable groups or people, while those over 3.00 represent not believable groups or people. Question numbers with an “a” and “b” represent a split sample question.



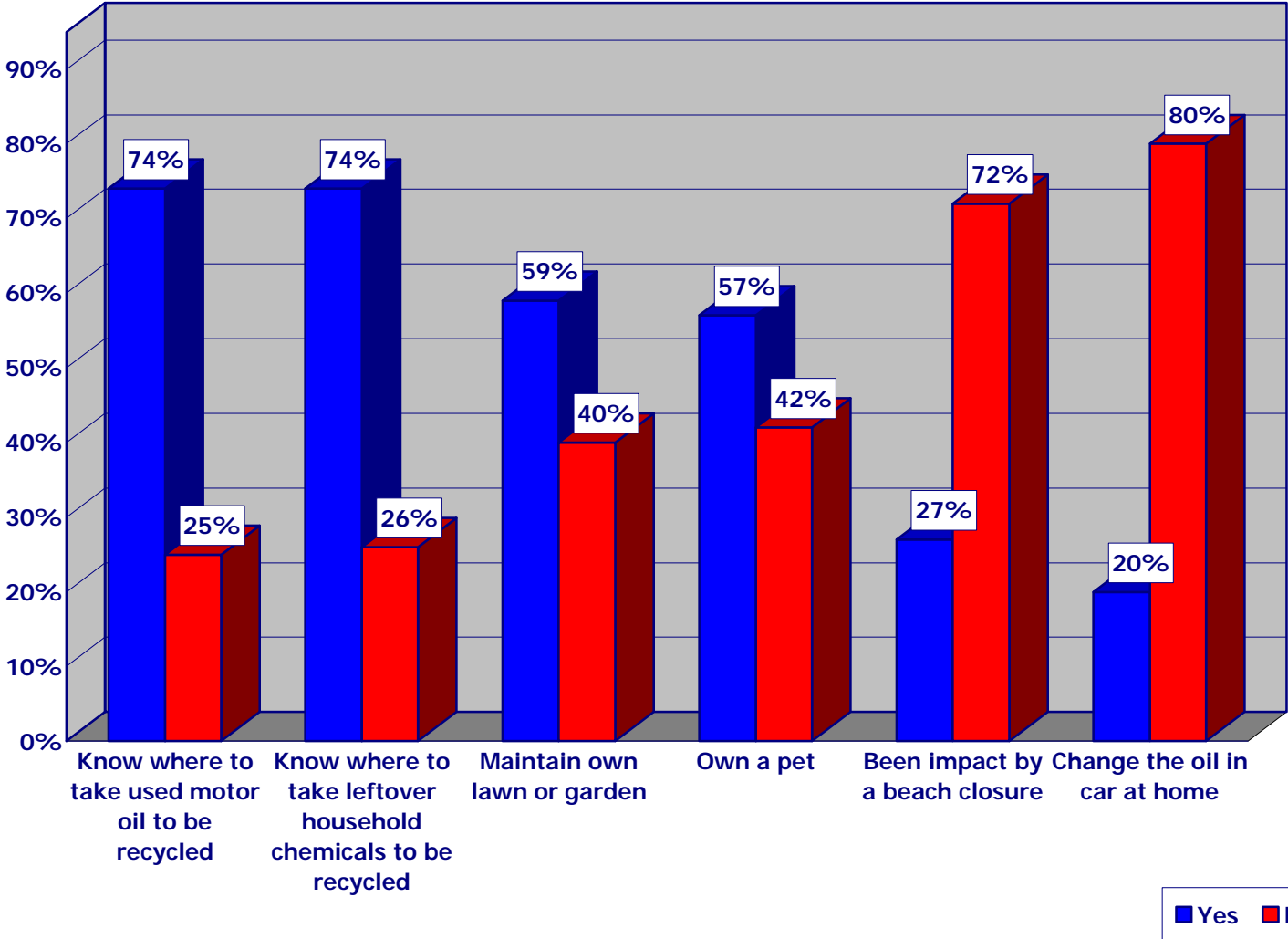
SOURCE OF MOST OF INFORMATION ABOUT URBAN RUN-OFF POLLUTION ISSUES IN ORANGE COUNTY



HOUSEHOLD MEMBERS PARTICIPATION IN ACTIVITIES IN SOUTHERN CALIFORNIA



HOUSEHOLD DESCRIPTIONS



TARGET GROUP PROFILES

To look more closely at the environmental concerns of Orange County survey respondents, an index was created to gauge the level of overall concern. Half (49%) are highly concerned, meaning they are either “very concerned” or “somewhat concerned” with each of the four environmental issues asked of them, 25% are moderately concerned (3 out of 4). About 13% are mildly concerned (2 out of 4), 7% are not too concerned (1 out of 4) and 7% are classified as not concerned at all, since they were not concerned about any of the four environmental issues. Women are more likely to be highly or moderately concerned about environmental issues, with women 55-64 years of age, and homemakers particularly likely to be highly concerned. Those living in the beach cities in the San Diego Water Quality Board region are also more likely to be highly concerned about environmental issues. Those who have not seen any information about urban run-off pollution are more likely to be not too or not at all concerned about environmental issues. The following tables describe those groups who are *disproportionately* represented in each category. **It is important to note only among groups in ALL CAPS do those falling into the “Highly Concerned” group constitute a majority.** These tables are based on the profile created using the questions about level of concern with environmental issues in Orange County (Q10A-Q13B).

LEVEL OF CONCERN ABOUT ENVIRONMENTAL ISSUES INDEX

HIGHLY CONCERNED	MODERATELY CONCERNED	MILDLY CONCERNED
WOMEN UNDER 65	50-64 years of age	Men 35-44
DEMOCRATIC WOMEN	Women 65+	Mission Viejo and Irvine
INDEPENDENT WOMEN	Men 55-64	Latina women
HUNTINGTON BEACH	Buena Park and Mission Viejo	College grad men
SAN DIEGO WATER QUALITY REGION BEACH CITIES	Santa Ana Water Quality Region Beach Cities	Not employed men
UNINCORPORATED AREAS CD 44 (CALVERT)	AD 56 (Bermudez)	Single, living as a couple
SDs 29 (MARGETT) AND 38 (MORROW)	Asian women	Non-married men
AD 73 (BATES)	Latino men	Three activities to help reduce urban run-off
ASIAN WOMEN	Retired women	One activity to help reduce urban run-off
WHITE WOMEN	Widowed	
OTHER MINORITY WOMEN	Spanish interviews	
SOME COLLEGE OR MORE WOMEN	Family/friends primary urban run-off info source	
HOMEMAKERS	One urban run-off info source	
EMPLOYED WOMEN		
NOT EMPLOYED WOMEN		
DIVORCED		
MARRIED/WIDOWED WOMEN		
NOT MARRIED WOMEN		
OVER \$80,000 TO \$100,000		
IMPACTED BY BEACH CLOSURE		
THREE OR MORE URBAN RUN-OFF INFO SOURCES		
SIX ACTIVITIES TO HELP REDUCE URBAN RUN-OFF		



NOT TOO CONCERNED	NOT CONCERNED AT ALL
SD 29 (Margett)	Men 55+
AD 60 (Pacheco)	Republican men
Latino men	Asian men
High school grad or less men	Other minority men
City/county gov't primary urban run-off info source	College grad or more men
No urban run-off info sources	No urban run-off info sources



The next index was created to find the sources of information about urban run-off pollution. Less than one in ten (8%) used four or five of the information sources listed, while 20% got information from three sources. Many (36%) get information from two sources, while 29% has only one information source, mostly storm drain stencils. Only 7% did not get urban run-off pollution information from any of the listed sources. There is a strong correlation between having few sources of information about urban run-off pollution and a lack of concern for environmental issues and not doing many activities to help reduce urban run-off pollution. Respondents in the San Diego Water Quality Region, particularly those in Congressional District 44 (Calvert) and Senate District 38 (Morrow) have more information sources. Few in Buena Park have more than two information sources. The following tables describe those groups who are ***disproportionately*** represented in each category. **There are no categories in which the group constitutes a majority.** These tables are based on the profile created using the questions about urban run-off pollution information sources (Q16A-Q20).

URBAN RUN-OFF INFORMATION SOURCES INDEX

FOUR OR FIVE SOURCES	THREE SOURCES	TWO SOURCES
Women 45-54	Santa Ana Water Quality Region Beach Cities	35-39 years of age
Fullerton	Unincorporated areas	Men 45-54
San Diego Water Quality Region Beach Cities	San Diego Water Quality Region	Buena Park, Huntington Beach and Mission Viejo
CD 44 (Calvert)	Supervisor District 2 (Silva)	AD 56 (Bermudez)
SD 38 (Morrow)	CD 44 (Calvert)	Less than high school graduate
AD 73 (Bates)	SD 38 (Morrow)	Some college women
Latino men	ADs 67 (Harman) and 73 (Bates)	Divorced
Less than high school graduates	Post-graduate women	Non-married women
Very knowledgeable about urban run-off and storm drains	Some college men	Spanish interviews
	Over \$100,000 to \$150,000	Mildly concerned about environmental issues
	Impacted by beach closure	
	Seven activities to help reduce urban run-off	



ONE SOURCE	NO SOURCES
Under 35 years of age	Women 65 and over
Buena Park, Westminster and Orange	Buena Park, Fullerton, Irvine and Santa Ana
Santa Ana Water Quality Region Non-Beach Cities	Supervisor District 4 (Norby)
Supervisor District 3 (B. Campbell)	AD 56 (Bermudez)
CD 40 (Royce)	Asians
SD 29 (Margett)	Latina women
ADs 56 (Bermudez), 60 (Pacheco) and 72 (Daucher)	Other minority women
Asians	High school graduate or less women
Latina women	Retired women
High school graduate or less women	Widowed
Full-time students	\$20,000 or less
Not employed men	No Internet access
Never married	Not gone to beach in past year
Non-married men	Not too or not at all concerned about environmental issues
Over \$150,000	One or no activities to help reduce urban run-off
Spanish interviews	
Not gone to beach in past year	
Not done beach/pier activity in past year	
Don't know where to take used oil/chemicals	
Moderately or not too concerned about environmental issues	
Not knowledgeable about urban run-off and storm drains	
Two activities to help reduce urban run-off	
No activities to help reduce urban run-off	



Respondents were also asked three true-false questions testing their knowledge of urban run-off and the Orange County storm drain system. Few (6%) answered all three questions correctly and can be called “very knowledgeable”, while 31% answered two correctly and fall into the “somewhat knowledgeable” category. Two-fifths (42%) are not too knowledgeable, since they only answered one question correctly and 21% are not knowledgeable about urban run-off and the storm drain system since they didn't get any questions correct. Men and respondents living in the beach cities in the San Diego Water Quality region are far more likely than other groups to be at least somewhat knowledgeable, as are those who have multiple sources of information about urban run-off pollution. Minorities, particularly women, and those living in low-income households are more likely to be either not too or not knowledgeable about urban run-off pollution.

The following tables describe those groups who are *disproportionately* represented in each category. **It is important to note only among groups in ALL CAPS do those falling into each group constitute a majority.** These tables are based on the profile created using the true-false questions about urban run-off and storm drains in Orange County (Q21-Q23B).

LEVEL OF KNOWLEDGE ABOUT URBAN RUN-OFF POLLUTION INDEX

VERY KNOWLEDGEABLE	SOMEWHAT KNOWLEDGEABLE
Men 45-64	Men 35-64
Democratic men	Republican men
Mission Viejo	Westminster
San Diego Water Quality Region Beach Cities	San Diego Water Quality Region Beach Cities
CD 44 (Calvert)	CD 44 (Calvert)
SD 38 (Morrow)	SD 38 (Morrow)
White men	AD 73 (Bates)
High school graduate or less men	White men
Retired men	Latino men
Four or five urban run-off info sources	Some college or college graduate men
	Employed men
	Married/widowed men
	Local newspapers primary urban run-off info source
	Not concerned at all about environmental issues
	Three or more urban run-off info sources
	Four activities to help reduce urban run-off



NOT TOO KNOWLEDGEABLE	NOT KNOWLEDGEABLE
WOMEN UNDER 45	Men under 35
ANAHEIM	Independent men
SAN DIEGO WATER QUALITY REGION NON-BEACH CITIES	Buena Park, Fullerton and Orange
AD 69 (CORREA)	ADs 56 (Bermudez) and 60 (Pacheco)
LATINA AND OTHER MINORITY WOMEN	Asians
EMPLOYED WOMEN	Latinos
\$20,000 OR LESS	Other minority men
SPANISH INTERVIEWS	Less than high school graduates
NOT TOO CONCERNED ABOUT ENVIRONMENTAL ISSUES	Full-time students
ONE ACTIVITY TO HELP REDUCE URBAN RUN-OFF	Not employed men
Women 45-54	Single, living as a couple
Democratic women	Over \$20,000 to \$40,000
Independent women	Radio primary urban run-off info source
Fullerton, Santa Ana and unincorporated areas	No activities to help reduce urban run-off
Supervisor District 4 (Norby)	
CDs 42 (Miller) and 47 (Sanchez)	
Asian and white women	
Some college or less women	
Post-graduate women	
Married/widowed and not married women	
Renters	
Family/friends primary urban run-off info source	
No Internet access	
No sources of urban run-off info	



The final index looks at how many activities that help reduce urban run-off pollution are being done by survey respondents. A majority says they do five or more activities, but out of the seven possible activities, only 12% are doing all of them. Most do either six (23%) or five (22%) out of seven activities. About 14% say they do four of the activities, 9% do three, 7% do only two of the seven and 5% do only one activity. Only 7% say they don't do anything to help reduce urban run-off. Upper income households are more likely to do more of these activities, with almost half of the highest-income categories doing six or more. Middle-age women are also more likely to do five or more activities; older and younger respondents are more likely to do fewer activities. Students are particularly likely to do fewer activities, as are those who have not received urban run-off information from any of the sources. The following tables describe those groups who are *disproportionately* represented in each category. **It is important to note among no group does the group constitute a majority.** These tables are based on the profile created using the questions asking about whether they have already done a number of activities that help reduce urban run-off pollution (Q37-Q43).

LEVEL OF ACTIVITY IN HELPING TO REDUCE URBAN RUN-OFF INDEX

SEVEN ACTIVITIES	SIX ACTIVITIES	FIVE ACTIVITIES
Women 45-54	Women 35-64	50-59 years of age
Buena Park	Republican women	Garden Grove
Westminster	San Diego Water Quality Region	Orange
Mission Viejo	Supervisor District 5 (Wilson)	ADs 60 (Pacheco) and 67 (Harman)
Unincorporated areas	CD 44 (Calvert)	Other minority women
AD 56 (Bermudez)	SD 38 (Morrow)	Less than high school graduates
Over \$150,000	AD 71 (Spitzer) and 73 (Bates)	College grad or more women
City/county gov't primary urban run-off info source	Not employed women	Over \$80,000 to \$150,000
Own a pet	Married/widowed women	Spanish interviews
	Over \$150,000	Friends/family primary urban run-off info source
	City/county gov't primary urban run-off info source	
	Four or five sources urban run-off info sources	



FOUR ACTIVITIES	THREE ACTIVITIES	TWO ACTIVITIES
75 years of age and older	Under 25 years of age	75 years of age and older
Garden Grove	Women 55-64	Irvine
CD 47 (Sanchez)	Men 65 and older	Other minority women
AD 68 (Maddox)	San Diego Water Quality Region Beach cities	Asian men
Asian women	CD 44 (Calvert)	Full-time students
Latino men	SD 38 (Morrow)	Renters
Other minority men	Asian men	\$20,000 or less
College grad men	High school graduate or less men	
Not employed men	Full-time students	
Never married	Never married	
Radio primary urban run- off info source	Widowed	
Not too concerned about environmental issues	Renters	
	\$20,000 or less	
	Local newspapers primary urban run-off info source	
	Internet primary urban run-off info source	
	Change car oil at home	
	Don't own a pet	
	Mildly concerned about environmental issues	

ONE ACTIVITY	NO ACTIVITIES
Asian men	Under 35 years of age
Less than high school graduates	Santa Ana
Renters	AD 69 (Correa)
Spanish interviews	Latino men
No sources of urban run- off info	Other minority men
	Full-time students
	Not employed men
	Non-married men
	Renters
	Internet primary urban run-off info source
	Don't know where to take used oil/chemicals



CONTRIBUTING FACTORS GRID

The following grid identifies, in rank order, **the top five factors contributing a lot to urban run-off pollution in each of the key demographic groups**. The percentage indicated next to the demographic group identifies its percentage of the total sample. The number indicated is the percentage in each group who said each factor contributes “a lot” to urban run-off pollution in Orange County.

- Across demographic groups, survey respondents point to leaking oil and other fluids from automobiles and chemicals and toxic waste from local businesses and industries as top factors that contribute a lot to urban run-off pollution. Styrofoam cups also are universally understood as contributing to pollution.
- Independents as well as respondents in bigger cities, such as Anaheim, Irvine, Orange and Santa Ana, are more likely than others to consider cigarette butts as a contributing factor.
- Women under 35, men under 65, those living in Westminster and Santa Ana, white men and those who change the oil in their car at home point to leaking oil and other fluids from automobiles as the top factor adding to pollution.
- Those who are more concerned about the environment are more likely than those who are not concerned to say that the factors contribute a lot to urban run-off, but there is little difference in what these groups identify as the top factors contributing to pollution.
- There is little variation on contribution factors by levels of knowledge about urban run-off pollution and storm drains.

CONTRIBUTING FACTORS GRID – CONTINUED

WOMEN 18-34 (10%)	Leaking oil and other fluids from automobiles (+72%)
	Chemicals/toxic waste from local businesses/industries (+72%)
	Cigarette butts (+53%)
	Outdoor and gardening products (+45%)
	Styrofoam cups (+43%)

WOMEN 35-44 (10%)	Chemicals/toxic waste from local businesses/industries (+56%)
	Leaking oil and other fluids from automobiles (+46%)
	Paints and solvents (+45%)
	Outdoor and gardening products (+38%)
	Styrofoam cups (+36%)

WOMEN 45-54 (11%)	Chemicals/toxic waste from local businesses/industries (+51%)
	Styrofoam cups (+51%)
	Outdoor and gardening products (+46%)
	Leaking oil and other fluids from automobiles (+43%)
	Household cleaning products (+35%)

WOMEN 55-64 (10%)	Chemicals/toxic waste from local businesses/industries (+62%)
	Leaking oil and other fluids from automobiles (+44%)
	Outdoor and gardening products (+42%)
	Styrofoam cups (+38%)
	Paints and solvents (+35%)
	Cigarette butts (+35%)

WOMEN 65+ (11%)	Chemicals/toxic waste from local businesses/industries (+52%)
	Styrofoam cups (+44%)
	Leaking oil and other fluids from automobiles (+37%)
	Outdoor and gardening products (+36%)
	Household cleaning products (+25%)

CONTRIBUTING FACTORS GRID – CONTINUED

MEN 18-34 (8%)	Leaking oil and other fluids from automobiles (+58%)
	Chemicals/toxic waste from local businesses/industries (+51%)
	Cigarette butts (+41%)
	Dirty water and detergents from car washing (+38%)
	Outdoor and gardening products (+37%)

MEN 35-44 (9%)	Leaking oil and other fluids from automobiles (+48%)
	Chemicals/toxic waste from local businesses/industries (+40%)
	Styrofoam cups (+36%)
	Paints and solvents (+35%)
	Outdoor and gardening products (+33%)

MEN 45-54 (10%)	Leaking oil and other fluids from automobiles (+45%)
	Chemicals/toxic waste from local businesses/industries (+43%)
	Outdoor and gardening products (+34%)
	Styrofoam cups (+33%)
	Paints and solvents (+27%)

MEN 55-64 (10%)	Leaking oil and other fluids from automobiles (+39%)
	Chemicals/toxic waste from local businesses/industries (+34%)
	Styrofoam cups (+31%)
	Outdoor and gardening products (+27%)
	Animal droppings and pet waste (+23%)

MEN 65+ (10%)	Chemicals/toxic waste from local businesses/industries (+45%)
	Leaking oil and other fluids from automobiles (+33%)
	Styrofoam cups (+29%)
	Outdoor and gardening products (+25%)
	Dirty water and detergents from car washing (+21%)



CONTRIBUTING FACTORS GRID – CONTINUED

DEMOCRATIC WOMEN (19%)	Chemicals/toxic waste from local businesses/industries (+63%)
	Leaking oil and other fluids from automobiles (+49%)
	Styrofoam cups (+47%)
	Outdoor and gardening products (+42%)
	Paints and solvents (+35%)

INDEPENDENT WOMEN (8%)	Chemicals/toxic waste from local businesses/industries (+66%)
	Leaking oil and other fluids from automobiles (+64%)
	Outdoor and gardening products (+52%)
	Styrofoam cups (+50%)
	Cigarette butts (+38%)

REPUBLICAN WOMEN (26%)	Chemicals/toxic waste from local businesses/industries (+52%)
	Leaking oil and other fluids from automobiles (+41%)
	Outdoor and gardening products (+39%)
	Paints and solvents (+36%)
	Styrofoam cups (+36%)

DEMOCRATIC MEN (13%)	Leaking oil and other fluids from automobiles (+47%)
	Chemicals/toxic waste from local businesses/industries (+46%)
	Styrofoam cups (+39%)
	Outdoor and gardening products (+35%)
	Dirty water and detergents from car washing (+27%)

INDEPENDENT MEN (7%)	Leaking oil and other fluids from automobiles (+56%)
	Chemicals/toxic waste from local businesses/industries (+47%)
	Paints and solvents (+41%)
	Outdoor and gardening products (+37%)
	Cigarette butts (+34%)

REPUBLICAN MEN (27%)	Chemicals/toxic waste from local businesses/industries (+39%)
	Leaking oil and other fluids from automobiles (+38%)
	Outdoor and gardening products (+27%)
	Styrofoam cups (+25%)
	Paints and solvents (+24%)



CONTRIBUTING FACTORS GRID – CONTINUED

ANAHEIM (8%)	Chemicals/toxic waste from local businesses/industries (+58%)
	Leaking oil and other fluids from automobiles (+57%)
	Styrofoam cups (+50%)
	Cigarette butts (+46%)
	Outdoor and gardening products (+43%)

BUENA PARK (3%)	Chemicals/toxic waste from local businesses/industries (+52%)
	Leaking oil and other fluids from automobiles (+50%)
	Paints and solvents (+48%)
	Styrofoam cups (+33%)
	Outdoor and gardening products (+30%)

FULLERTON (4%)	Chemicals/toxic waste from local businesses/industries (+48%)
	Paints and solvents (+44%)
	Leaking oil and other fluids from automobiles (+38%)
	Styrofoam cups (+37%)
	Household cleaning products (+31%)

GARDEN GROVE (5%)	Chemicals/toxic waste from local businesses/industries (+42%)
	Styrofoam cups (+39%)
	Leaking oil and other fluids from automobiles (+38%)
	Paints and solvents (+28%)
	Dirty water and detergents from car washing (+25%)

HUNTINGTON BEACH (8%)	Chemicals/toxic waste from local businesses/industries (+50%)
	Leaking oil and other fluids from automobiles (+49%)
	Outdoor and gardening products (+40%)
	Styrofoam cups (+40%)
	Household cleaning products (+37%)

WESTMINSTER (3%)	Leaking oil and other fluids from automobiles (+53%)
	Chemicals/toxic waste from local businesses/industries (+51%)
	Outdoor and gardening products (+40%)
	Styrofoam cups (+40%)
	Dirty water and detergents from car washing (+32%)



CONTRIBUTING FACTORS GRID – CONTINUED

MISSION VIEJO (4%)	Chemicals/toxic waste from local businesses/industries (+44%)
	Styrofoam cups (+40%)
	Leaking oil and other fluids from automobiles (+31%)
	Outdoor and gardening products (+26%)
	Animal droppings and pet waste (+24%)
	Dirty water and detergents from car washing (+24%)

IRVINE (5%)	Chemicals/toxic waste from local businesses/industries (+51%)
	Outdoor and gardening products (+46%)
	Leaking oil and other fluids from automobiles (+39%)
	Styrofoam cups (+37%)
	Cigarette butts (+30%)

ORANGE (5%)	Chemicals/toxic waste from local businesses/industries (+57%)
	Leaking oil and other fluids from automobiles (+47%)
	Cigarette butts (+37%)
	Paints and solvents (+30%)
	Outdoor and gardening products (+29%)

SANTA ANA (6%)	Leaking oil and other fluids from automobiles (+60%)
	Chemicals/toxic waste from local businesses/industries (+55%)
	Dirty water and detergents from car washing (+40%)
	Styrofoam cups (+39%)
	Paints and solvents (+38%)
	Cigarette butts (+38%)

SANTA ANA REGION BEACH CITIES (5%)	Chemicals/toxic waste from local businesses/industries (+43%)
	Leaking oil and other fluids from automobiles (+38%)
	Outdoor and gardening products (+32%)
	Paints and solvents (+30%)
	Styrofoam cups (+30%)

SAN DIEGO REGION BEACH CITIES (5%)	Chemicals/toxic waste from local businesses/industries (+47%)
	Outdoor and gardening products (+45%)
	Leaking oil and other fluids from automobiles (+42%)
	Styrofoam cups (+39%)
	Animal droppings and pet waste (+32%)



CONTRIBUTING FACTORS GRID – CONTINUED

SANTA ANA REGION NON-BEACH CITIES (25%)	Chemicals/toxic waste from local businesses/industries (+53%)
	Leaking oil and other fluids from automobiles (+46%)
	Styrofoam cups (+35%)
	Outdoor and gardening products (+34%)
	Paints and solvents (+29%)
	Dirty water and detergents from car washing (+29%)

SAN DIEGO REGION NON-BEACH CITIES (9%)	Outdoor and gardening products (+43%)
	Chemicals/toxic waste from local businesses/industries (+42%)
	Leaking oil and other fluids from automobiles (+41%)
	Styrofoam cups (+35%)
	Paints and solvents (+34%)

UNINCORPORATED AREAS (5%)	Chemicals/toxic waste from local businesses/industries (+55%)
	Outdoor and gardening products (+50%)
	Leaking oil and other fluids from automobiles (+48%)
	Paints and solvents (+42%)
	Styrofoam cups (+36%)

SANTA ANA WATER QUALITY CONTROL REGION (80%)	Chemicals/toxic waste from local businesses/industries (+52%)
	Leaking oil and other fluids from automobiles (+48%)
	Styrofoam cups (+37%)
	Outdoor and gardening products (+35%)
	Paints and solvents (+32%)

SAN DIEGO WATER QUALITY CONTROL REGION (20%)	Chemicals/toxic waste from local businesses/industries (+44%)
	Outdoor and gardening products (+41%)
	Leaking oil and other fluids from automobiles (+39%)
	Styrofoam cups (+37%)
	Paints and solvents (+28%)



CONTRIBUTING FACTORS GRID – CONTINUED

SUPERVISOR DISTRICT 1 – SMITH (14%)	Leaking oil and other fluids from automobiles (+53%)
	Chemicals/toxic waste from local businesses/industries (+51%)
	Styrofoam cups (+39%)
	Outdoor and gardening products (+33%)
	Dirty water and detergents from car washing (+33%)

SUPERVISOR DISTRICT 2 – SILVA (25%)	Chemicals/toxic waste from local businesses/industries (+52%)
	Leaking oil and other fluids from automobiles (+45%)
	Outdoor and gardening products (+34%)
	Styrofoam cups (+34%)
	Paints and solvents (+29%)

SUPERVISOR DISTRICT 3 – B. CAMPBELL (21%)	Chemicals/toxic waste from local businesses/industries (+55%)
	Leaking oil and other fluids from automobiles (+45%)
	Outdoor and gardening products (+40%)
	Styrofoam cups (+34%)
	Paints and solvents (+32%)
Cigarette butts (+32%)	

SUPERVISOR DISTRICT 4 – NORBY (16%)	Chemicals/toxic waste from local businesses/industries (+50%)
	Leaking oil and other fluids from automobiles (+49%)
	Styrofoam cups (+41%)
	Paints and solvents (+36%)
	Outdoor and gardening products (+34%)
Cigarette butts (+34%)	

SUPERVISOR DISTRICT 5 – WILSON (24%)	Chemicals/toxic waste from local businesses/industries (+45%)
	Leaking oil and other fluids from automobiles (+41%)
	Outdoor and gardening products (+40%)
	Styrofoam cups (+38%)
	Paints and solvents (+28%)



CONTRIBUTING FACTORS GRID – CONTINUED

ASIAN WOMEN (3%)	Chemicals/toxic waste from local businesses/industries (+66%)
	Leaking oil and other fluids from automobiles (+58%)
	Styrofoam cups (+53%)
	Paints and solvents (+37%)
	Household trash (+37%)

WHITE WOMEN (44%)	Chemicals/toxic waste from local businesses/industries (+56%)
	Leaking oil and other fluids from automobiles (+44%)
	Styrofoam cups (+43%)
	Outdoor and gardening products (+41%)
	Paints and solvents (+34%)

LATINA WOMEN (5%)	Leaking oil and other fluids from automobiles (+69%)
	Cigarette butts (+62%)
	Chemicals/toxic waste from local businesses/industries (+61%)
	Paints and solvents (+55%)
	Dirty water and detergents from car washing (+50%)

OTHER MINORITY WOMEN (3%)	Chemicals/toxic waste from local businesses/industries (+68%)
	Leaking oil and other fluids from automobiles (+57%)
	Outdoor and gardening products (+49%)
	Lawn clippings, dirt and leaves (+32%)
	Dirty water and detergents from car washing (+30%)



CONTRIBUTING FACTORS GRID – CONTINUED

ASIAN MEN (2%)	Chemicals/toxic waste from local businesses/industries (+44%)
	Leaking oil and other fluids from automobiles (+38%)
	Cigarette butts (+32%)
	Outdoor and gardening products (+30%)
	Dirty water and detergents from car washing (+29%)

WHITE MEN (37%)	Leaking oil and other fluids from automobiles (+44%)
	Chemicals/toxic waste from local businesses/industries (+41%)
	Outdoor and gardening products (+32%)
	Styrofoam cups (+30%)
	Paints and solvents (+25%)

LATINO MEN (4%)	Chemicals/toxic waste from local businesses/industries (+61%)
	Leaking oil and other fluids from automobiles (+56%)
	Paints and solvents (+54%)
	Styrofoam cups (+34%)
	Cigarette butts (+33%)

OTHER MINORITY MEN (3%)	Leaking oil and other fluids from automobiles (+49%)
	Chemicals/toxic waste from local businesses/industries (+42%)
	Styrofoam cups (+42%)
	Cigarette butts (+31%)
	Outdoor and gardening products (+30%)



CONTRIBUTING FACTORS GRID – CONTINUED

HIGH SCHOOL GRAD OR LESS WOMEN (9%)	Chemicals/toxic waste from local businesses/industries (+60%)
	Styrofoam cups (+49%)
	Leaking oil and other fluids from automobiles (+48%)
	Cigarette butts (+40%)
	Dirty water and detergents from car washing (+34%)

SOME COLLEGE WOMEN (18%)	Chemicals/toxic waste from local businesses/industries (+63%)
	Leaking oil and other fluids from automobiles (+53%)
	Outdoor and gardening products (+47%)
	Paints and solvents (+40%)
	Cigarette butts (+39%)
	Styrofoam cups (+39%)

COLLEGE GRADUATE WOMEN (16%)	Chemicals/toxic waste from local businesses/industries (+47%)
	Leaking oil and other fluids from automobiles (+46%)
	Styrofoam cups (+44%)
	Outdoor and gardening products (+40%)
	Paints and solvents (+36%)

POST-GRADUATE WOMEN (10%)	Chemicals/toxic waste from local businesses/industries (+62%)
	Outdoor and gardening products (+43%)
	Styrofoam cups (+43%)
	Leaking oil and other fluids from automobiles (+41%)
	Paints and solvents (+34%)



CONTRIBUTING FACTORS GRID – CONTINUED

HIGH SCHOOL GRAD OR LESS MEN (9%)	Leaking oil and other fluids from automobiles (+51%)
	Chemicals/toxic waste from local businesses/industries (+50%)
	Styrofoam cups (+46%)
	Dirty water and detergents from car washing (+32%)
	Paints and solvents (+30%)

SOME COLLEGE MEN (12%)	Leaking oil and other fluids from automobiles (+46%)
	Chemicals/toxic waste from local businesses/industries (+42%)
	Outdoor and gardening products (+32%)
	Styrofoam cups (+30%)
	Paints and solvents (+28%)
	Cigarette butts (+28%)

COLLEGE GRADUATE MEN (14%)	Leaking oil and other fluids from automobiles (+42%)
	Chemicals/toxic waste from local businesses/industries (+37%)
	Paints and solvents (+32%)
	Outdoor and gardening products (+29%)
	Dirty water and detergents from car washing (+25%)
	Styrofoam cups (+25%)

POST-GRADUATE MEN (11%)	Chemicals/toxic waste from local businesses/industries (+42%)
	Leaking oil and other fluids from automobiles (+40%)
	Outdoor and gardening products (+35%)
	Styrofoam cups (+25%)
	Household cleaning products (+19%)



CONTRIBUTING FACTORS GRID – CONTINUED

EMPLOYED WOMEN (27%)	Chemicals/toxic waste from local businesses/industries (+63%)
	Leaking oil and other fluids from automobiles (+52%)
	Outdoor and gardening products (+41%)
	Styrofoam cups (+39%)
	Paints and solvents (+37%)

NOT EMPLOYED WOMEN (12%)	Chemicals/toxic waste from local businesses/industries (+58%)
	Leaking oil and other fluids from automobiles (+50%)
	Styrofoam cups (+50%)
	Outdoor and gardening products (+49%)
	Dirty water and detergents from car washing (+43%)

RETIRED WOMEN (13%)	Chemicals/toxic waste from local businesses/industries (+47%)
	Styrofoam cups (+43%)
	Leaking oil and other fluids from automobiles (+38%)
	Outdoor and gardening products (+37%)
	Cigarette butts (+28%)

EMPLOYED MEN (30%)	Leaking oil and other fluids from automobiles (+43%)
	Chemicals/toxic waste from local businesses/industries (+40%)
	Outdoor and gardening products (+31%)
	Styrofoam cups (+31%)
	Paints and solvents (+25%)
	Cigarette butts (+25%)

NOT EMPLOYED MEN (5%)	Leaking oil and other fluids from automobiles (+57%)
	Chemicals/toxic waste from local businesses/industries (+50%)
	Paints and solvents (+44%)
	Outdoor and gardening products (+39%)
	Dirty water and detergents from car washing (+34%)

RETIRED MEN (12%)	Chemicals/toxic waste from local businesses/industries (+43%)
	Leaking oil and other fluids from automobiles (+39%)
	Styrofoam cups (+31%)
	Outdoor and gardening products (+26%)
	Paints and solvents (+22%)



CONTRIBUTING FACTORS GRID – CONTINUED

MARRIED/WIDOWED WOMEN (38%)	Chemicals/toxic waste from local businesses/industries (+55%)
	Styrofoam cups (+45%)
	Leaking oil and other fluids from automobiles (+43%)
	Outdoor and gardening products (+40%)
	Paints and solvents (+33%)

NON-MARRIED WOMEN (15%)	Chemicals/toxic waste from local businesses/industries (+66%)
	Leaking oil and other fluids from automobiles (+62%)
	Outdoor and gardening products (+44%)
	Cigarette butts (+44%)
	Paints and solvents (+42%)

MARRIED/WIDOWED MEN (35%)	Leaking oil and other fluids from automobiles (+41%)
	Chemicals/toxic waste from local businesses/industries (+39%)
	Outdoor and gardening products (+30%)
	Styrofoam cups (+28%)
	Paints and solvents (+26%)

NON-MARRIED MEN (12%)	Leaking oil and other fluids from automobiles (+52%)
	Chemicals/toxic waste from local businesses/industries (+51%)
	Styrofoam cups (+40%)
	Outdoor and gardening products (+33%)
	Paints and solvents (+32%)

RENTERS (17%)	Chemicals/toxic waste from local businesses/industries (+64%)
	Leaking oil and other fluids from automobiles (+59%)
	Styrofoam cups (+50%)
	Outdoor and gardening products (+41%)
	Cigarette butts (+41%)

HOMEOWNERS (81%)	Chemicals/toxic waste from local businesses/industries (+48%)
	Leaking oil and other fluids from automobiles (+43%)
	Outdoor and gardening products (+35%)
	Styrofoam cups (+35%)
	Paints and solvents (+29%)



CONTRIBUTING FACTORS GRID – CONTINUED

\$20,000 OR LESS (6%)	Chemicals/toxic waste from local businesses/industries (+54%)
	Leaking oil and other fluids from automobiles (+49%)
	Styrofoam cups (+47%)
	Cigarette butts (+40%)
	Dirty water and detergents from car washing (+38%)

OVER \$20,000 TO \$40,000 (13%)	Chemicals/toxic waste from local businesses/industries (+55%)
	Leaking oil and other fluids from automobiles (+52%)
	Styrofoam cups (+41%)
	Outdoor and gardening products (+38%)
	Paints and solvents (+32%)

OVER \$40,000 TO \$60,000 (17%)	Chemicals/toxic waste from local businesses/industries (+56%)
	Leaking oil and other fluids from automobiles (+49%)
	Styrofoam cups (+37%)
	Outdoor and gardening products (+36%)
	Cigarette butts (+30%)

OVER \$60,000 TO \$80,000 (15%)	Chemicals/toxic waste from local businesses/industries (+59%)
	Leaking oil and other fluids from automobiles (+56%)
	Paints and solvents (+44%)
	Outdoor and gardening products (+42%)
	Styrofoam cups (+39%)

OVER \$80,000 TO \$100,000 (13%)	Leaking oil and other fluids from automobiles (+50%)
	Chemicals/toxic waste from local businesses/industries (+46%)
	Outdoor and gardening products (+37%)
	Styrofoam cups (+36%)
	Paints and solvents (+35%)

OVER \$100,000 TO \$150,000 (12%)	Chemicals/toxic waste from local businesses/industries (+42%)
	Leaking oil and other fluids from automobiles (+41%)
	Styrofoam cups (+41%)
	Outdoor and gardening products (+34%)
	Paints and solvents (+25%)
	Dirty water and detergents from car washing (+25%)



CONTRIBUTING FACTORS GRID – CONTINUED

OVER \$150,000 (9%)	Chemicals/toxic waste from local businesses/industries (+45%)
	Outdoor and gardening products (+36%)
	Styrofoam cups (+33%)
	Leaking oil and other fluids from automobiles (+28%)
	Paints and solvents (+24%)
	Dirty water and detergents from car washing (+24%)

ORANGE COUNTY REGISTER PRIMARY URBAN RUN-OFF POLLUTION SOURCE (29%)	Chemicals/toxic waste from local businesses/industries (+45%)
	Leaking oil and other fluids from automobiles (+44%)
	Styrofoam cups (+37%)
	Outdoor and gardening products (+32%)
	Paints and solvents (+30%)

LOS ANGELES TIMES PRIMARY URBAN RUN-OFF POLLUTION SOURCE (12%)	Chemicals/toxic waste from local businesses/industries (+52%)
	Leaking oil and other fluids from automobiles (+45%)
	Outdoor and gardening products (+40%)
	Styrofoam cups (+33%)
	Paints and solvents (+31%)

LOCAL NEWSPAPERS PRIMARY URBAN RUN-OFF POLLUTION SOURCE (8%)	Leaking oil and other fluids from automobiles (+58%)
	Chemicals/toxic waste from local businesses/industries (+53%)
	Styrofoam cups (+45%)
	Outdoor and gardening products (+41%)
	Household cleaning products (+39%)

RADIO PRIMARY URBAN RUN-OFF POLLUTION SOURCE (5%)	Chemicals/toxic waste from local businesses/industries (+54%)
	Leaking oil and other fluids from automobiles (+49%)
	Cigarette butts (+45%)
	Paints and solvents (+40%)
	Outdoor and gardening products (+36%)

TELEVISION PRIMARY URBAN RUN-OFF POLLUTION SOURCE (22%)	Chemicals/toxic waste from local businesses/industries (+50%)
	Leaking oil and other fluids from automobiles (+44%)
	Outdoor and gardening products (+35%)
	Styrofoam cups (+34%)
	Paints and solvents (+32%)



CONTRIBUTING FACTORS GRID – CONTINUED

FRIENDS, FAMILY AND NEIGHBORS PRIMARY URBAN RUN-OFF POLLUTION SOURCE (6%)	Chemicals/toxic waste from local businesses/industries (+58%)
	Leaking oil and other fluids from automobiles (+53%)
	Styrofoam cups (+49%)
	Outdoor and gardening products (+46%)
	Paints and solvents (+36%)

CITY/COUNTY GOVERNMENT PRIMARY URBAN RUN-OFF POLLUTION SOURCE (6%)	Chemicals/toxic waste from local businesses/industries (+48%)
	Styrofoam cups (+39%)
	Leaking oil and other fluids from automobiles (+37%)
	Outdoor and gardening products (+33%)
	Dirty water and detergents from car washing (+25%)

INTERNET PRIMARY URBAN RUN-OFF POLLUTION SOURCE (6%)	Chemicals/toxic waste from local businesses/industries (+64%)
	Leaking oil and other fluids from automobiles (+57%)
	Outdoor and gardening products (+49%)
	Cigarette butts (+45%)
	Styrofoam cups (+45%)

HOUSEHOLD MEMBER GONE TO BEACH IN PAST YEAR (79%)	Chemicals/toxic waste from local businesses/industries (+50%)
	Leaking oil and other fluids from automobiles (+47%)
	Outdoor and gardening products (+38%)
	Styrofoam cups (+37%)
	Paints and solvents (+31%)

HOUSEHOLD MEMBER NOT GONE TO BEACH IN PAST YEAR (21%)	Chemicals/toxic waste from local businesses/industries (+52%)
	Leaking oil and other fluids from automobiles (+42%)
	Styrofoam cups (+36%)
	Paints and solvents (+30%)
	Outdoor and gardening products (+29%)
	Cigarette butts (+29%)



CONTRIBUTING FACTORS GRID – CONTINUED

HOUSEHOLD MEMBER DONE PIER/ BEACH ACTIVITY IN PAST YEAR (65%)	Chemicals/toxic waste from local businesses/industries (+51%)
	Leaking oil and other fluids from automobiles (+47%)
	Outdoor and gardening products (+40%)
	Styrofoam cups (+37%)
	Paints and solvents (+32%)

HOUSEHOLD MEMBER NOT DONE PIER/BEACH ACTIVITY IN PAST YEAR (34%)	Chemicals/toxic waste from local businesses/industries (+49%)
	Leaking oil and other fluids from automobiles (+43%)
	Styrofoam cups (+37%)
	Outdoor and gardening products (+31%)
	Paints and solvents (+29%)
	Cigarette butts (+29%)

HOUSEHOLD MEMBER GONE SWIMMING/WADING IN PAST YEAR (54%)	Leaking oil and other fluids from automobiles (+48%)
	Chemicals/toxic waste from local businesses/industries (+48%)
	Outdoor and gardening products (+38%)
	Styrofoam cups (+38%)
	Paints and solvents (+30%)
	Cigarette butts (+30%)

HOUSEHOLD MEMBER NOT GONE SWIMMING/WADING IN PAST YEAR (46%)	Chemicals/toxic waste from local businesses/industries (+53%)
	Leaking oil and other fluids from automobiles (+44%)
	Styrofoam cups (+36%)
	Outdoor and gardening products (+35%)
	Paints and solvents (+32%)

IMPACTED BY BEACH CLOSURE (27%)	Chemicals/toxic waste from local businesses/industries (+57%)
	Leaking oil and other fluids from automobiles (+56%)
	Styrofoam cups (+50%)
	Outdoor and gardening products (+47%)
	Paints and solvents (+38%)

NOT IMPACTED BY BEACH CLOSURE (72%)	Chemicals/toxic waste from local businesses/industries (+48%)
	Leaking oil and other fluids from automobiles (+42%)
	Outdoor and gardening products (+33%)
	Styrofoam cups (+32%)
	Paints and solvents (+29%)



CONTRIBUTING FACTORS GRID – CONTINUED

HAVE INTERNET ACCESS (87%)	Chemicals/toxic waste from local businesses/industries (+51%)
	Leaking oil and other fluids from automobiles (+47%)
	Outdoor and gardening products (+37%)
	Styrofoam cups (+36%)
	Paints and solvents (+32%)

DO NOT HAVE INTERNET ACCESS (13%)	Chemicals/toxic waste from local businesses/industries (+49%)
	Styrofoam cups (+44%)
	Leaking oil and other fluids from automobiles (+40%)
	Cigarette butts (+36%)
	Outdoor and gardening products (+32%)

CHANGE OIL IN CAR AT HOME (20%)	Leaking oil and other fluids from automobiles (+50%)
	Chemicals/toxic waste from local businesses/industries (+49%)
	Styrofoam cups (+41%)
	Outdoor and gardening products (+33%)
	Dirty water and detergents from car washing (+30%)

DO NOT CHANGE OIL IN CAR AT HOME (80%)	Chemicals/toxic waste from local businesses/industries (+51%)
	Leaking oil and other fluids from automobiles (+45%)
	Outdoor and gardening products (+38%)
	Styrofoam cups (+36%)
	Paints and solvents (+32%)

KNOW WHERE TO TAKE MOTOR OIL/ CHEMICALS TO BE RECYCLED (74%)	Chemicals/toxic waste from local businesses/industries (+50%)
	Leaking oil and other fluids from automobiles (+46%)
	Styrofoam cups (+38%)
	Outdoor and gardening products (+37%)
	Paints and solvents (+30%)

DO NOT KNOW WHERE TO TAKE MOTOR OIL/ CHEMICALS TO BE RECYCLED (26%)	Chemicals/toxic waste from local businesses/industries (+51%)
	Leaking oil and other fluids from automobiles (+45%)
	Outdoor and gardening products (+36%)
	Styrofoam cups (+35%)
	Paints and solvents (+32%)



CONTRIBUTING FACTORS GRID – CONTINUED

HAVE CHILDREN UNDER 18 AT HOME (36%)	Chemicals/toxic waste from local businesses/industries (+53%)
	Leaking oil and other fluids from automobiles (+51%)
	Outdoor and gardening products (+38%)
	Styrofoam cups (+38%)
	Paints and solvents (+35%)

NO CHILDREN UNDER 18 AT HOME (63%)	Chemicals/toxic waste from local businesses/industries (+49%)
	Leaking oil and other fluids from automobiles (+43%)
	Styrofoam cups (+37%)
	Outdoor and gardening products (+36%)
	Paints and solvents (+29%)

OWN A PET (57%)	Chemicals/toxic waste from local businesses/industries (+50%)
	Leaking oil and other fluids from automobiles (+47%)
	Outdoor and gardening products (+38%)
	Styrofoam cups (+37%)
	Paints and solvents (+32%)

DO NOT OWN A PET (42%)	Chemicals/toxic waste from local businesses/industries (+50%)
	Leaking oil and other fluids from automobiles (+44%)
	Styrofoam cups (+37%)
	Outdoor and gardening products (+35%)
	Paints and solvents (+30%)

MAINTAIN OWN LAWN/GARDEN (59%)	Chemicals/toxic waste from local businesses/industries (+51%)
	Leaking oil and other fluids from automobiles (+48%)
	Outdoor and gardening products (+37%)
	Styrofoam cups (+36%)
	Paints and solvents (+31%)

DO NOT MAINTAIN OWN LAWN/GARDEN (40%)	Chemicals/toxic waste from local businesses/industries (+49%)
	Leaking oil and other fluids from automobiles (+43%)
	Styrofoam cups (+38%)
	Outdoor and gardening products (+36%)
	Paints and solvents (+31%)



CONTRIBUTING FACTORS GRID – CONTINUED

HIGHLY CONCERNED ABOUT ENVIRONMENTAL ISSUES (49%)	Chemicals/toxic waste from local businesses/industries (+59%)
	Leaking oil and other fluids from automobiles (+53%)
	Outdoor and gardening products (+46%)
	Styrofoam cups (+41%)
	Paints and solvents (+35%)

MODERATELY CONCERNED ABOUT ENVIRONMENTAL ISSUES (25%)	Chemicals/toxic waste from local businesses/industries (+51%)
	Leaking oil and other fluids from automobiles (+43%)
	Styrofoam cups (+40%)
	Outdoor and gardening products (+38%)
	Paints and solvents (+35%)

MILDLY CONCERNED ABOUT ENVIRONMENTAL ISSUES (13%)	Leaking oil and other fluids from automobiles (+41%)
	Chemicals/toxic waste from local businesses/industries (+36%)
	Styrofoam cups (+31%)
	Outdoor and gardening products (+25%)
	Cigarette butts (+25%)

NOT TOO CONCERNED ABOUT ENVIRONMENTAL ISSUES (7%)	Chemicals/toxic waste from local businesses/industries (+44%)
	Leaking oil and other fluids from automobiles (+37%)
	Styrofoam cups (+32%)
	Paints and solvents (+23%)
	Animal droppings and pet waste (+20%)

NOT CONCERNED AT ALL ABOUT ENVIRONMENTAL ISSUES (7%)	Chemicals/toxic waste from local businesses/industries (+22%)
	Leaking oil and other fluids from automobiles (+16%)
	Outdoor and gardening products (+10%)
	Household trash (+10%)
	Animal droppings and pet waste (+10%)
	Dirty water and detergents from car washing (+10%)
	Styrofoam cups (+10%)



CONTRIBUTING FACTORS GRID – CONTINUED

FOUR/FIVE SOURCES OF INFORMATION (8%)	Chemicals/toxic waste from local businesses/industries (+63%)
	Leaking oil and other fluids from automobiles (+55%)
	Styrofoam cups (+49%)
	Outdoor and gardening products (+42%)
	Household cleaning products (+32%)

THREE SOURCES OF INFORMATION (20%)	Chemicals/toxic waste from local businesses/industries (+49%)
	Leaking oil and other fluids from automobiles (+47%)
	Outdoor and gardening products (+46%)
	Styrofoam cups (+41%)
	Cigarette butts (+36%)

TWO SOURCES OF INFORMATION (36%)	Chemicals/toxic waste from local businesses/industries (+51%)
	Leaking oil and other fluids from automobiles (+48%)
	Styrofoam cups (+39%)
	Outdoor and gardening products (+37%)
	Paints and solvents (+32%)

ONE SOURCE OF INFORMATION (29%)	Chemicals/toxic waste from local businesses/industries (+49%)
	Leaking oil and other fluids from automobiles (+41%)
	Paints and solvents (+32%)
	Outdoor and gardening products (+31%)
	Styrofoam cups (+31%)

NO SOURCES OF INFORMATION (7%)	Chemicals/toxic waste from local businesses/industries (+44%)
	Leaking oil and other fluids from automobiles (+39%)
	Cigarette butts (+32%)
	Styrofoam cups (+31%)
	Household cleaning products (+23%)
	Outdoor and gardening products (+23%)



CONTRIBUTING FACTORS GRID – CONTINUED

VERY KNOWLEDGEABLE ABOUT URBAN RUN-OFF/STORM DRAINS (6%)	Leaking oil and other fluids from automobiles (+47%)
	Styrofoam cups (+42%)
	Chemicals/toxic waste from local businesses/industries (+38%)
	Outdoor and gardening products (+36%)
	Paints and solvents (+34%)

SOMEWHAT KNOWLEDGEABLE ABOUT URBAN RUN-OFF/STORM DRAINS (31%)	Chemicals/toxic waste from local businesses/industries (+48%)
	Leaking oil and other fluids from automobiles (+42%)
	Outdoor and gardening products (+39%)
	Styrofoam cups (+35%)
	Cigarette butts (+33%)

NOT TOO KNOWLEDGEABLE ABOUT URBAN RUN-OFF/STORM DRAINS (42%)	Chemicals/toxic waste from local businesses/industries (+52%)
	Leaking oil and other fluids from automobiles (+48%)
	Styrofoam cups (+40%)
	Outdoor and gardening products (+38%)
	Paints and solvents (+32%)

NOT KNOWLEDGEABLE ABOUT URBAN RUN-OFF/STORM DRAINS (21%)	Chemicals/toxic waste from local businesses/industries (+54%)
	Leaking oil and other fluids from automobiles (+45%)
	Paints and solvents (+33%)
	Outdoor and gardening products (+30%)
	Styrofoam cups (+29%)

DO SEVEN ACTIVITIES TO REDUCE URBAN RUN-OFF (12%)	Chemicals/toxic waste from local businesses/industries (+48%)
	Leaking oil and other fluids from automobiles (+46%)
	Outdoor and gardening products (+38%)
	Styrofoam cups (+37%)
	Paints and solvents (+36%)

DO SIX ACTIVITIES TO REDUCE URBAN RUN-OFF (23%)	Chemicals/toxic waste from local businesses/industries (+53%)
	Leaking oil and other fluids from automobiles (+47%)
	Outdoor and gardening products (+41%)
	Styrofoam cups (+35%)
	Paints and solvents (+34%)



CONTRIBUTING FACTORS GRID – CONTINUED

DO FIVE ACTIVITIES TO REDUCE URBAN RUN-OFF (22%)	Chemicals/toxic waste from local businesses/industries (+45%)
	Leaking oil and other fluids from automobiles (+44%)
	Styrofoam cups (+42%)
	Outdoor and gardening products (+35%)
	Cigarette butts (+34%)

DO FOUR ACTIVITIES TO REDUCE URBAN RUN-OFF (14%)	Chemicals/toxic waste from local businesses/industries (+46%)
	Leaking oil and other fluids from automobiles (+42%)
	Outdoor and gardening products (+36%)
	Styrofoam cups (+34%)
	Paints and solvents (+31%)

DO THREE ACTIVITIES TO REDUCE URBAN RUN-OFF (9%)	Chemicals/toxic waste from local businesses/industries (+52%)
	Leaking oil and other fluids from automobiles (+48%)
	Styrofoam cups (+41%)
	Outdoor and gardening products (+37%)
	Paints and solvents (+31%)

DO TWO ACTIVITIES TO REDUCE URBAN RUN-OFF (7%)	Chemicals/toxic waste from local businesses/industries (+58%)
	Leaking oil and other fluids from automobiles (+43%)
	Outdoor and gardening products (+32%)
	Styrofoam cups (+32%)
	Paints and solvents (+27%)
Cigarette butts (+27%)	

DO ONE ACTIVITY TO REDUCE URBAN RUN-OFF (5%)	Chemicals/toxic waste from local businesses/industries (+56%)
	Leaking oil and other fluids from automobiles (+50%)
	Styrofoam cups (+43%)
	Paints and solvents (+32%)
	Cigarette butts (+32%)

DO NO ACTIVITIES TO REDUCE URBAN RUN-OFF (7%)	Chemicals/toxic waste from local businesses/industries (+54%)
	Leaking oil and other fluids from automobiles (+50%)
	Outdoor and gardening products (+35%)
	Paints and solvents (+32%)
	Cigarette butts (+32%)



URBAN RUN-OFF REDUCTION ACTIVITY GRID

The following grid identifies, in rank order, **the top five activities to help reduce urban run-off pollution in each of the key demographic groups**. The percentage indicated next to the demographic group identifies its percentage of the total sample. The number indicated is the percentage in each group who say they are already doing each activity to help reduce urban run-off pollution in Orange County.

- Women are more likely than men to keep yard clippings out of the street as this is the top activity for almost every subgroup of women.
- Men are more likely to be taking used motor oil and other fluids to a recycling center, particularly men under 45, employed men, non-married men and those with high school graduate or less education.
- Married respondents and college graduate women are more likely than non-married and non-college grad women to do each activity, while Asian and Latino men are less likely to do these activities than others.
- Adjusting sprinklers is an activity done more frequently by those in high-income households and living in the San Diego Water Quality Control Board region.
- There is good news about participation in certain activities matching participation in activities to reduce urban run-off as people who change their own oil are very likely to take it to be recycled, pet owners pick up waste and droppings from their pet, those who maintain their own lawn or garden are very likely to properly use pesticides and fertilizers and finally, respondents who know where to dispose of oil and household chemicals are more likely to do **all** run-off reduction activities, particularly disposing of chemicals properly.
- Respondents not concerned with environmental issues are more likely to be properly using lawn and garden fertilizers and pesticides.
- The top activity for those who say government is their primary source of urban run-off pollution information is properly disposing of household chemicals by taking them to a recycling center.

RUN-OFF REDUCTION ACTIVITY GRID – CONTINUED

WOMEN 18-34 (10%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+65%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+60%)
	Eliminating washing your car at home and taking it to a car wash (+58%)
	Picking up waste and droppings from your pet (+52%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+51%)
	Adjusting sprinklers to avoid over watering your lawn (+51%)

WOMEN 35-44 (10%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+85%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+77%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+71%)
	Properly using lawn and garden fertilizers and pesticides (+70%)
	Eliminating washing your car at home and taking it to a car wash (+67%)

WOMEN 45-54 (11%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+87%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+81%)
	Adjusting sprinklers to avoid over watering your lawn (+79%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+73%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+70%)

WOMEN 55-64 (10%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+79%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+71%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+67%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+65%)
	Adjusting sprinklers to avoid over watering your lawn (+64%)
	Eliminating washing your car at home and taking it to a car wash (+64%)

WOMEN 65+ (11%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+76%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+74%)
	Adjusting sprinklers to avoid over watering your lawn (+69%)
	Eliminating washing your car at home and taking it to a car wash (+66%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+63%)



RUN-OFF REDUCTION ACTIVITY GRID – CONTINUED

MEN 18-34 (8%)	Taking used oil/other fluids to a recycling or hazardous waste collection center (+70%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+66%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+59%)
	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+58%)
	Adjusting sprinklers to avoid over watering your lawn (+47%)

MEN 35-44 (9%)	Taking used oil/other fluids to a recycling or hazardous waste collection center (+72%)
	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+71%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+70%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+58%)
	Adjusting sprinklers to avoid over watering your lawn (+56%)

MEN 45-54 (10%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+77%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+77%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+67%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+65%)
	Adjusting sprinklers to avoid over watering your lawn (+64%)

MEN 55-64 (10%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+80%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+76%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+74%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+69%)
	Adjusting sprinklers to avoid over watering your lawn (+69%)

MEN 65+ (10%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+75%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+64%)
	Adjusting sprinklers to avoid over watering your lawn (+61%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+60%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+60%)



RUN-OFF REDUCTION ACTIVITY GRID – CONTINUED

DEMOCRATIC WOMEN (19%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+78%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+73%)
	Adjusting sprinklers to avoid over watering your lawn (+68%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+67%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+62%)

INDEPENDENT WOMEN (8%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+74%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+68%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+66%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+65%)
	Eliminating washing your car at home and taking it to a car wash (+55%)

REPUBLICAN WOMEN (26%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+81%)
	Adjusting sprinklers to avoid over watering your lawn (+70%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+70%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+69%)
	Eliminating washing your car at home and taking it to a car wash (+66%)
Properly using lawn and garden fertilizers and pesticides (+66%)	

DEMOCRATIC MEN (13%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+70%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+69%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+66%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+61%)
	Adjusting sprinklers to avoid over watering your lawn (+58%)

INDEPENDENT MEN (7%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+73%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+72%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+67%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+60%)
	Adjusting sprinklers to avoid over watering your lawn (+60%)
Picking up waste and droppings from your pet (+60%)	

REPUBLICAN MEN (27%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+75%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+71%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+71%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+62%)
	Adjusting sprinklers to avoid over watering your lawn (+61%)
Properly using lawn and garden fertilizers and pesticides (+61%)	



RUN-OFF REDUCTION ACTIVITY GRID – CONTINUED

ANAHEIM (8%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+81%)
	Adjusting sprinklers to avoid over watering your lawn (+68%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+68%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+67%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+62%)

BUENA PARK (3%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+74%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+74%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+72%)
	Eliminating washing your car at home and taking it to a car wash (+66%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+61%)

FULLERTON (4%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+72%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+66%)
	Eliminating washing your car at home and taking it to a car wash (+65%)
	Adjusting sprinklers to avoid over watering your lawn (+62%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+59%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+59%)
Properly using lawn and garden fertilizers and pesticides (+59%)	

GARDEN GROVE (5%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+80%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+71%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+69%)
	Adjusting sprinklers to avoid over watering your lawn (+64%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+62%)

HUNTINGTON BEACH (8%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+83%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+77%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+76%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+64%)
	Properly using lawn and garden fertilizers and pesticides (+62%)

WESTMINSTER (3%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+82%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+78%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+70%)
	Eliminating washing your car at home and taking it to a car wash (+65%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+65%)



RUN-OFF REDUCTION ACTIVITY GRID – CONTINUED

MISSION VIEJO (4%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+80%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+79%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+73%)
	Adjusting sprinklers to avoid over watering your lawn (+67%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+65%)
	Eliminating washing your car at home and taking it to a car wash (+65%)

IRVINE (5%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+75%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+68%)
	Adjusting sprinklers to avoid over watering your lawn (+67%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+63%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+63%)

ORANGE (5%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+81%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+78%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+74%)
	Adjusting sprinklers to avoid over watering your lawn (+73%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+69%)

SANTA ANA (6%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+67%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+64%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+61%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+57%)
	Adjusting sprinklers to avoid over watering your lawn (+53%)

SANTA ANA REGION BEACH CITIES (5%)	Taking used oil/other fluids to a recycling or hazardous waste collection center (+82%)
	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+75%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+68%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+65%)
	Adjusting sprinklers to avoid over watering your lawn (+61%)
	Properly using lawn and garden fertilizers and pesticides (+61%)

SAN DIEGO REGION BEACH CITIES (5%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+77%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+74%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+71%)
	Adjusting sprinklers to avoid over watering your lawn (+64%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+62%)



RUN-OFF REDUCTION ACTIVITY GRID – CONTINUED

SANTA ANA REGION NON-BEACH CITIES (25%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+73%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+72%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+65%)
	Adjusting sprinklers to avoid over watering your lawn (+62%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+61%)

SAN DIEGO REGION NON-BEACH CITIES (9%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+75%)
	Adjusting sprinklers to avoid over watering your lawn (+72%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+67%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+66%)
	Properly using lawn and garden fertilizers and pesticides (+64%)

UNINCORPORATED AREAS (5%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+76%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+69%)
	Adjusting sprinklers to avoid over watering your lawn (+66%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+62%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+61%)

SANTA ANA WATER QUALITY CONTROL REGION (80%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+76%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+69%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+69%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+63%)
	Adjusting sprinklers to avoid over watering your lawn (+63%)

SAN DIEGO WATER QUALITY CONTROL REGION (20%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+77%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+71%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+70%)
	Adjusting sprinklers to avoid over watering your lawn (+68%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+62%)



RUN-OFF REDUCTION ACTIVITY GRID – CONTINUED

SUPERVISOR DISTRICT 1 – SMITH (14%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+74%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+70%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+63%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+61%)
	Adjusting sprinklers to avoid over watering your lawn (+60%)

SUPERVISOR DISTRICT 2 – SILVA (25%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+75%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+71%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+68%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+64%)
	Properly using lawn and garden fertilizers and pesticides (+58%)

SUPERVISOR DISTRICT 3 – B. CAMPBELL (21%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+80%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+74%)
	Adjusting sprinklers to avoid over watering your lawn (+72%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+72%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+62%)

SUPERVISOR DISTRICT 4 – NORBY (16%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+74%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+69%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+65%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+63%)
	Adjusting sprinklers to avoid over watering your lawn (+63%)

SUPERVISOR DISTRICT 5 – WILSON (24%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+76%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+70%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+68%)
	Adjusting sprinklers to avoid over watering your lawn (+66%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+62%)



RUN-OFF REDUCTION ACTIVITY GRID – CONTINUED

ASIAN WOMEN (3%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+86%)
	Adjusting sprinklers to avoid over watering your lawn (+72%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+69%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+65%)
	Eliminating washing your car at home and taking it to a car wash (+61%)

WHITE WOMEN (44%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+80%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+72%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+69%)
	Adjusting sprinklers to avoid over watering your lawn (+68%)
	Eliminating washing your car at home and taking it to a car wash (+65%)

LATINA WOMEN (5%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+76%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+69%)
	Eliminating washing your car at home and taking it to a car wash (+59%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+57%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+57%)

OTHER MINORITY WOMEN (3%)	Adjusting sprinklers to avoid over watering your lawn (+72%)
	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+68%)
	Eliminating washing your car at home and taking it to a car wash (+62%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+59%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+57%)



RUN-OFF REDUCTION ACTIVITY GRID – CONTINUED

ASIAN MEN (2%)	Using a broom and trash bag, not a hose, to clean walkways and driveways (+67%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+56%)
	Adjusting sprinklers to avoid over watering your lawn (+52%)
	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+49%)
	Properly using lawn and garden fertilizers and pesticides (+41%)

WHITE MEN (37%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+74%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+71%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+70%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+63%)
	Adjusting sprinklers to avoid over watering your lawn (+61%)

LATINO MEN (4%)	Taking used oil/other fluids to a recycling or hazardous waste collection center (+67%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+63%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+62%)
	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+61%)
	Picking up waste and droppings from your pet (+55%)

OTHER MINORITY MEN (3%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+79%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+73%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+64%)
	Adjusting sprinklers to avoid over watering your lawn (+60%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+50%)



RUN-OFF REDUCTION ACTIVITY GRID – CONTINUED

HIGH SCHOOL GRAD OR LESS WOMEN (9%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+71%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+64%)
	Adjusting sprinklers to avoid over watering your lawn (+60%)
	Eliminating washing your car at home and taking it to a car wash (+60%)
	Properly using lawn and garden fertilizers and pesticides (+59%)

SOME COLLEGE WOMEN (18%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+77%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+72%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+69%)
	Eliminating washing your car at home and taking it to a car wash (+64%)
	Adjusting sprinklers to avoid over watering your lawn (+63%)

COLLEGE GRADUATE WOMEN (16%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+84%)
	Adjusting sprinklers to avoid over watering your lawn (+72%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+71%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+67%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+65%)

POST-GRADUATE WOMEN (10%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+83%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+76%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+74%)
	Adjusting sprinklers to avoid over watering your lawn (+70%)
	Properly using lawn and garden fertilizers and pesticides (+66%)



RUN-OFF REDUCTION ACTIVITY GRID – CONTINUED

HIGH SCHOOL GRAD OR LESS MEN (9%)	Taking used oil/other fluids to a recycling or hazardous waste collection center (+81%)
	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+73%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+68%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+59%)
	Adjusting sprinklers to avoid over watering your lawn (+56%)

SOME COLLEGE MEN (12%)	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+77%)
	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+74%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+68%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+67%)
	Properly using lawn and garden fertilizers and pesticides (+61%)

COLLEGE GRADUATE MEN (14%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+67%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+66%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+64%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+58%)
	Adjusting sprinklers to avoid over watering your lawn (+58%)

POST-GRADUATE MEN (11%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+80%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+75%)
	Adjusting sprinklers to avoid over watering your lawn (+66%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+66%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+62%)



RUN-OFF REDUCTION ACTIVITY GRID – CONTINUED

EMPLOYED WOMEN (27%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+79%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+72%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+68%)
	Adjusting sprinklers to avoid over watering your lawn (+65%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+63%)

NOT EMPLOYED WOMEN (12%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+83%)
	Adjusting sprinklers to avoid over watering your lawn (+71%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+71%)
	Eliminating washing your car at home and taking it to a car wash (+64%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+61%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+61%)

RETIRED WOMEN (13%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+76%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+72%)
	Adjusting sprinklers to avoid over watering your lawn (+67%)
	Eliminating washing your car at home and taking it to a car wash (+66%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+66%)

EMPLOYED MEN (30%)	Taking used oil/other fluids to a recycling or hazardous waste collection center (+75%)
	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+72%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+69%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+64%)
	Adjusting sprinklers to avoid over watering your lawn (+61%)

NOT EMPLOYED MEN (5%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+66%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+66%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+59%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+58%)
	Adjusting sprinklers to avoid over watering your lawn (+52%)

RETIRED MEN (12%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+77%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+67%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+66%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+63%)
	Adjusting sprinklers to avoid over watering your lawn (+60%)



RUN-OFF REDUCTION ACTIVITY GRID – CONTINUED

MARRIED/WIDOWED WOMEN (38%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+82%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+73%)
	Adjusting sprinklers to avoid over watering your lawn (+70%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+70%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+65%)

NON-MARRIED WOMEN (15%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+69%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+62%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+60%)
	Eliminating washing your car at home and taking it to a car wash (+57%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+56%)

MARRIED/WIDOWED MEN (35%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+77%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+70%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+70%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+64%)
	Adjusting sprinklers to avoid over watering your lawn (+64%)

NON-MARRIED MEN (12%)	Taking used oil/other fluids to a recycling or hazardous waste collection center (+71%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+62%)
	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+62%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+62%)
	Adjusting sprinklers to avoid over watering your lawn (+49%)

RENTERS (17%)	Taking used oil/other fluids to a recycling or hazardous waste collection center (+64%)
	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+59%)
	Eliminating washing your car at home and taking it to a car wash (+55%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+55%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+51%)

HOMEOWNERS (81%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+80%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+72%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+71%)
	Adjusting sprinklers to avoid over watering your lawn (+68%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+66%)



RUN-OFF REDUCTION ACTIVITY GRID – CONTINUED

\$20,000 OR LESS (6%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+70%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+59%)
	Adjusting sprinklers to avoid over watering your lawn (+58%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+55%)
	Eliminating washing your car at home and taking it to a car wash (+54%)

OVER \$20,000 TO \$40,000 (13%)	Taking used oil/other fluids to a recycling or hazardous waste collection center (+68%)
	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+67%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+63%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+62%)
	Adjusting sprinklers to avoid over watering your lawn (+55%)

OVER \$40,000 TO \$60,000 (17%)	Taking used oil/other fluids to a recycling or hazardous waste collection center (+73%)
	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+71%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+68%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+66%)
	Adjusting sprinklers to avoid over watering your lawn (+58%)

OVER \$60,000 TO \$80,000 (15%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+79%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+71%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+67%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+63%)
	Adjusting sprinklers to avoid over watering your lawn (+63%)

OVER \$80,000 TO \$100,000 (13%)	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+81%)
	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+79%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+72%)
	Adjusting sprinklers to avoid over watering your lawn (+70%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+64%)

OVER \$100,000 TO \$150,000 (12%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+83%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+75%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+68%)
	Adjusting sprinklers to avoid over watering your lawn (+67%)
	Properly using lawn and garden fertilizers and pesticides (+67%)



RUN-OFF REDUCTION ACTIVITY GRID – CONTINUED

OVER \$150,000 (9%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+80%)
	Adjusting sprinklers to avoid over watering your lawn (+77%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+69%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+64%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+63%)
	Eliminating washing your car at home and taking it to a car wash (+63%)
	Properly using lawn and garden fertilizers and pesticides (+63%)
	Picking up waste and droppings from your pet (+63%)

ORANGE COUNTY REGISTER PRIMARY URBAN RUN-OFF POLLUTION SOURCE (29%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+76%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+69%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+69%)
	Adjusting sprinklers to avoid over watering your lawn (+67%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+63%)
	Properly using lawn and garden fertilizers and pesticides (+63%)

LOS ANGELES TIMES PRIMARY URBAN RUN-OFF POLLUTION SOURCE (12%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+81%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+70%)
	Adjusting sprinklers to avoid over watering your lawn (+67%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+64%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+61%)

LOCAL NEWSPAPERS PRIMARY URBAN RUN-OFF POLLUTION SOURCE (8%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+73%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+72%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+67%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+66%)
	Adjusting sprinklers to avoid over watering your lawn (+60%)

RADIO PRIMARY URBAN RUN-OFF POLLUTION SOURCE (5%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+73%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+69%)
	Properly using lawn and garden fertilizers and pesticides (+62%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+61%)
	Eliminating washing your car at home and taking it to a car wash (+60%)

TELEVISION PRIMARY URBAN RUN-OFF POLLUTION SOURCE (22%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+75%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+70%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+67%)
	Adjusting sprinklers to avoid over watering your lawn (+63%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+62%)



RUN-OFF REDUCTION ACTIVITY GRID – CONTINUED

FRIENDS, FAMILY AND NEIGHBORS PRIMARY URBAN RUN-OFF POLLUTION SOURCE (6%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+77%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+67%)
	Adjusting sprinklers to avoid over watering your lawn (+60%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+60%)
	Eliminating washing your car at home and taking it to a car wash (+57%)

CITY/COUNTY GOVERNMENT PRIMARY URBAN RUN-OFF POLLUTION SOURCE (6%)	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+82%)
	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+78%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+76%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+73%)
	Adjusting sprinklers to avoid over watering your lawn (+70%)

INTERNET PRIMARY URBAN RUN-OFF POLLUTION SOURCE (6%)	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+74%)
	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+73%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+73%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+63%)
	Adjusting sprinklers to avoid over watering your lawn (+55%)

HOUSEHOLD MEMBER GONE TO BEACH IN PAST YEAR (79%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+77%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+70%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+70%)
	Adjusting sprinklers to avoid over watering your lawn (+64%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+63%)

HOUSEHOLD MEMBER NOT GONE TO BEACH IN PAST YEAR (21%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+75%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+67%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+65%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+64%)
	Adjusting sprinklers to avoid over watering your lawn (+64%)



RUN-OFF REDUCTION ACTIVITY GRID – CONTINUED

HOUSEHOLD MEMBER DONE PIER/ BEACH ACTIVITY IN PAST YEAR (65%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+77%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+71%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+68%)
	Adjusting sprinklers to avoid over watering your lawn (+64%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+62%)

HOUSEHOLD MEMBER NOT DONE PIER/BEACH ACTIVITY IN PAST YEAR (34%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+75%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+70%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+66%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+66%)
	Adjusting sprinklers to avoid over watering your lawn (+63%)

HOUSEHOLD MEMBER GONE SWIMMING/WADING IN PAST YEAR (54%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+77%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+70%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+70%)
	Adjusting sprinklers to avoid over watering your lawn (+64%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+63%)

HOUSEHOLD MEMBER NOT GONE SWIMMING/WADING IN PAST YEAR (46%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+75%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+68%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+67%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+63%)
	Adjusting sprinklers to avoid over watering your lawn (+63%)

IMPACTED BY BEACH CLOSURE (27%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+79%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+74%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+73%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+62%)
	Adjusting sprinklers to avoid over watering your lawn (+62%)

NOT IMPACTED BY BEACH CLOSURE (72%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+75%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+68%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+67%)
	Adjusting sprinklers to avoid over watering your lawn (+65%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+64%)



RUN-OFF REDUCTION ACTIVITY GRID – CONTINUED

HAVE INTERNET ACCESS (87%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+77%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+70%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+70%)
	Adjusting sprinklers to avoid over watering your lawn (+64%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+63%)

DO NOT HAVE INTERNET ACCESS (13%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+73%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+65%)
	Adjusting sprinklers to avoid over watering your lawn (+62%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+61%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+59%)

CHANGE OIL IN CAR AT HOME (20%)	Taking used oil/other fluids to a recycling or hazardous waste collection center (+85%)
	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+75%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+73%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+67%)
	Adjusting sprinklers to avoid over watering your lawn (+63%)

DO NOT CHANGE OIL IN CAR AT HOME (80%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+76%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+68%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+65%)
	Adjusting sprinklers to avoid over watering your lawn (+64%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+62%)

KNOW WHERE TO TAKE MOTOR OIL/ CHEMICALS TO BE RECYCLED (74%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+80%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+76%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+75%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+67%)
	Adjusting sprinklers to avoid over watering your lawn (+67%)

DO NOT KNOW WHERE TO TAKE MOTOR OIL/ CHEMICALS TO BE RECYCLED (26%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+66%)
	Eliminating washing your car at home and taking it to a car wash (+57%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+54%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+52%)
	Adjusting sprinklers to avoid over watering your lawn (+52%)



RUN-OFF REDUCTION ACTIVITY GRID – CONTINUED

HAVE CHILDREN UNDER 18 AT HOME (36%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+79%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+74%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+66%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+64%)
	Adjusting sprinklers to avoid over watering your lawn (+63%)

NO CHILDREN UNDER 18 AT HOME (63%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+75%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+70%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+66%)
	Adjusting sprinklers to avoid over watering your lawn (+64%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+63%)

OWN A PET (57%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+80%)
	Picking up waste and droppings from your pet (+75%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+74%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+73%)
	Adjusting sprinklers to avoid over watering your lawn (+68%)

DO NOT OWN A PET (42%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+71%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+64%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+62%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+61%)
	Adjusting sprinklers to avoid over watering your lawn (+58%)

MAINTAIN OWN LAWN/GARDEN (59%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+84%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+75%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+74%)
	Adjusting sprinklers to avoid over watering your lawn (+70%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+69%)

DO NOT MAINTAIN OWN LAWN/GARDEN (40%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+65%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+62%)
	Eliminating washing your car at home and taking it to a car wash (+61%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+61%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+55%)



RUN-OFF REDUCTION ACTIVITY GRID – CONTINUED

HIGHLY CONCERNED ABOUT ENVIRONMENTAL ISSUES (49%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+77%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+71%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+69%)
	Adjusting sprinklers to avoid over watering your lawn (+65%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+63%)

MODERATELY CONCERNED ABOUT ENVIRONMENTAL ISSUES (25%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+77%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+70%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+67%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+65%)
	Adjusting sprinklers to avoid over watering your lawn (+64%)

MILDLY CONCERNED ABOUT ENVIRONMENTAL ISSUES (13%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+72%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+70%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+64%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+60%)
	Adjusting sprinklers to avoid over watering your lawn (+58%)

NOT TOO CONCERNED ABOUT ENVIRONMENTAL ISSUES (7%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+76%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+72%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+63%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+62%)
	Properly using lawn and garden fertilizers and pesticides (+62%)

NOT CONCERNED AT ALL ABOUT ENVIRONMENTAL ISSUES (7%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+81%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+73%)
	Properly using lawn and garden fertilizers and pesticides (+69%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+67%)
	Adjusting sprinklers to avoid over watering your lawn (+65%)



RUN-OFF REDUCTION ACTIVITY GRID – CONTINUED

FOUR/FIVE SOURCES OF INFORMATION (8%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+79%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+76%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+66%)
	Adjusting sprinklers to avoid over watering your lawn (+66%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+66%)

THREE SOURCES OF INFORMATION (20%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+82%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+79%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+72%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+70%)
	Adjusting sprinklers to avoid over watering your lawn (+68%)

TWO SOURCES OF INFORMATION (36%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+76%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+70%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+69%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+65%)
	Adjusting sprinklers to avoid over watering your lawn (+64%)

ONE SOURCE OF INFORMATION (29%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+74%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+69%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+62%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+60%)
	Adjusting sprinklers to avoid over watering your lawn (+60%)

NO SOURCES OF INFORMATION (7%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+70%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+66%)
	Adjusting sprinklers to avoid over watering your lawn (+61%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+56%)
	Eliminating washing your car at home and taking it to a car wash (+52%)



RUN-OFF REDUCTION ACTIVITY GRID – CONTINUED

VERY KNOWLEDGEABLE ABOUT URBAN RUN-OFF/STORM DRAINS (6%)	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+86%)
	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+77%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+72%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+68%)
	Adjusting sprinklers to avoid over watering your lawn (+65%)

SOMEWHAT KNOWLEDGEABLE ABOUT URBAN RUN-OFF/STORM DRAINS (31%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+80%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+69%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+68%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+68%)
	Adjusting sprinklers to avoid over watering your lawn (+67%)

NOT TOO KNOWLEDGEABLE ABOUT URBAN RUN-OFF/STORM DRAINS (42%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+76%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+71%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+67%)
	Adjusting sprinklers to avoid over watering your lawn (+62%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+60%)
	Properly using lawn and garden fertilizers and pesticides (+60%)

NOT KNOWLEDGEABLE ABOUT URBAN RUN-OFF/STORM DRAINS (21%)	Keeping yard clippings out of street by putting in trash/leaving on lawn/composting (+72%)
	Disposing of chemicals properly, taking to recycling/hazardous waste collection center (+68%)
	Taking used oil/other fluids to a recycling or hazardous waste collection center (+66%)
	Using a broom and trash bag, not a hose, to clean walkways and driveways (+61%)
	Adjusting sprinklers to avoid over watering your lawn (+61%)



TARGETED HELPFUL INFORMATION GRID

The following grid identifies, in rank order, **the top five very helpful pieces of information about urban run-off pollution in each of the key demographic groups**. The percentage indicated next to the demographic group identifies its percentage of the total sample. The number indicated is the percentage in each group who said the information was “very helpful”.

- Overall, general information about the proper disposal of items protecting the environment is the most helpful and slightly more helpful to those in beach cities.
- Women, particularly minority and non-married women, and respondents concerned about the environment are more likely than men to find this information very helpful, with men 55 and older, Republican and retired men and those without any information sources on urban run-off pollution least likely to find this information helpful.
- Respondents impacted by a beach closure and renters are more likely to say this information is very helpful; Irvine residents are less likely.
- Women and younger respondents also care more about information that specifically mentions the effects on birds and marine life, as are those who have done a beach related activity in the past year.
- Knowing hosing yard waste into the street is against the law and there are fines for doing it is most helpful for low-income households and those not employed, and living in Supervisor District 1 (Smith), including the largest cities in district, as well as in Fullerton and Orange.
- Knowing that adjusting sprinklers properly saves water and reduces water bills is more helpful for respondents in households with incomes under \$60,000.
- Those with less knowledge of urban run-off pollution are more likely to want basic information on the differences between sewer water and urban run-off water that goes down storm drains.

HELPFUL INFORMATION GRID – CONTINUED

WOMEN 18-34 (10%)	Hosing yard waste into street is violation of law, punishable by fine (+77%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+75%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+74%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+72%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+70%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+70%)

WOMEN 35-44 (10%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+74%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+73%)
	Every time someone washes car at home, 80 gallons of dirty water/pollutants produced (+70%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+69%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+69%)

WOMEN 45-54 (11%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+72%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+70%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+67%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+67%)
	Every time someone washes car at home, 80 gallons of dirty water/pollutants produced (+66%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+66%)

WOMEN 55-64 (10%)	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+78%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+78%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+75%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+74%)
	Manure-based fertilizer may contain bacteria, run into drains, pollute ocean, creeks, etc (+73%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+73%)

WOMEN 65+ (11%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+71%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+62%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+61%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+58%)
	Hosing yard waste into street is violation of law, punishable by fine (+57%)



HELPFUL INFORMATION GRID – CONTINUED

MEN 18-34 (8%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+67%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+65%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+65%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+65%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+62%)

MEN 35-44 (9%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+65%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+63%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+61%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+59%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+58%)

MEN 45-54 (10%)	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+67%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+60%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+59%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+59%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+59%)

MEN 55-64 (10%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+55%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+50%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+49%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+48%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+48%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+48%)

MEN 65+ (10%)	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+60%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+52%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+50%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+47%)
	Yard waste/debris not properly disposed of flow untreated, harming birds/marine life (+46%)



HELPFUL INFORMATION GRID – CONTINUED

DEMOCRATIC WOMEN (19%)	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+73%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+72%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+70%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+68%)
	Hosing yard waste into street is violation of law, punishable by fine (+65%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+65%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+65%)

INDEPENDENT WOMEN (8%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+77%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+72%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+70%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+67%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+65%)

REPUBLICAN WOMEN (26%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+70%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+68%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+65%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+65%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+64%)

DEMOCRATIC MEN (13%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+64%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+62%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+62%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+61%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+60%)

INDEPENDENT MEN (7%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+69%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+64%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+62%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+57%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+56%)

REPUBLICAN MEN (27%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+53%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+53%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+51%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+51%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+51%)



HELPFUL INFORMATION GRID – CONTINUED

ANAHEIM (8%)	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+66%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+64%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+63%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+62%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+62%)

BUENA PARK (3%)	Tons of pet waste in creeks, rivers, bays and ocean, result of owners not picking it up (+78%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+78%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+70%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+70%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+70%)

FULLERTON (4%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+68%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+66%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+61%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+59%)
	Yard waste/debris not properly disposed of flow untreated, harming birds/marine life (+57%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+57%)

GARDEN GROVE (5%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+76%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+69%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+68%)
	Hosing yard waste into street is violation of law, punishable by fine (+62%)
	Tons of pet waste in creeks, rivers, bays and ocean, result of owners not picking it up (+57%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+57%)

HUNTINGTON BEACH (8%)	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+73%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+73%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+73%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+69%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+67%)

WESTMINSTER (3%)	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+70%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+70%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+68%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+61%)
	Every time someone washes car at home, 80 gallons of dirty water/pollutants produced (+60%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+60%)



HELPFUL INFORMATION GRID – CONTINUED

MISSION VIEJO (4%)	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+70%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+69%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+67%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+65%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+62%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+62%)

IRVINE (5%)	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+59%)
	Tons of pet waste in creeks, rivers, bays and ocean, result of owners not picking it up (+58%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+57%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+55%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+55%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+55%)

ORANGE (5%)	Hosing yard waste into street is violation of law, punishable by fine (+67%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+67%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+63%)
	Tons of pet waste in creeks, rivers, bays and ocean, result of owners not picking it up (+61%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+60%)

SANTA ANA (6%)	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+67%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+67%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+65%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+64%)
	Hosing yard waste into street is violation of law, punishable by fine (+59%)

SANTA ANA REGION BEACH CITIES (5%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+65%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+63%)
	Hosing yard waste into street is violation of law, punishable by fine (+61%)
	Using commercial car wash prevents pollutants from entering creeks, etc (+61%)
	Yard waste/debris not properly disposed of enter system/flow untreated into creeks, etc (+57%)

SAN DIEGO REGION BEACH CITIES (5%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+71%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+55%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+54%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+52%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+50%)



HELPFUL INFORMATION GRID – CONTINUED

SANTA ANA REGION NON-BEACH CITIES (25%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+65%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+62%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+60%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+59%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+59%)

SAN DIEGO REGION NON-BEACH CITIES (9%)	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+67%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+67%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+65%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+62%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+62%)

UNINCORPORATED AREAS (5%)	Basic info on differences between what happens to sewer wastewater/urban runoff water (+67%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+66%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+66%)
	Every time someone washes car at home, 80 gallons of dirty water/pollutants produced (+61%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+59%)

SANTA ANA WATER QUALITY CONTROL REGION (80%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+65%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+61%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+61%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+61%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+60%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+60%)

SAN DIEGO WATER QUALITY CONTROL REGION (20%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+67%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+62%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+62%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+61%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+59%)



HELPFUL INFORMATION GRID – CONTINUED

SUPERVISOR DISTRICT 1 – SMITH (14%)	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+66%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+64%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+63%)
	Hosing yard waste into street is violation of law, punishable by fine (+62%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+62%)

SUPERVISOR DISTRICT 2 – SILVA (25%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+70%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+65%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+64%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+64%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+62%)
Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+62%)	

SUPERVISOR DISTRICT 3 – B. CAMPBELL (21%)	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+63%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+60%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+60%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+60%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+58%)

SUPERVISOR DISTRICT 4 – NORBY (16%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+67%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+63%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+63%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+62%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+61%)

SUPERVISOR DISTRICT 5 – WILSON (24%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+66%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+62%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+59%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+59%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+57%)



HELPFUL INFORMATION GRID – CONTINUED

ASIAN WOMEN (3%)	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+81%)
	Yard waste/debris not properly disposed of flow untreated, harming birds/marine life (+78%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+77%)
	Every time someone washes car at home, 80 gallons of dirty water/pollutants produced (+77%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+75%)

WHITE WOMEN (44%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+73%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+69%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+67%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+67%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+64%)

LATINA WOMEN (5%)	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+76%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+71%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+70%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+70%)
	Hosing yard waste into street is violation of law, punishable by fine (+69%)

OTHER MINORITY WOMEN (3%)	Basic info on differences between what happens to sewer wastewater/urban runoff water (+80%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+77%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+77%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+72%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+70%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+70%)



HELPFUL INFORMATION GRID – CONTINUED

ASIAN MEN (2%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+88%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+69%)
	Hosing yard waste into street is violation of law, punishable by fine (+63%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+63%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+61%)

WHITE MEN (37%)	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+58%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+56%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+54%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+54%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+53%)

LATINO MEN (4%)	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+74%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+70%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+70%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+70%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+69%)

OTHER MINORITY MEN (3%)	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+59%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+55%)
	Tons of pet waste in creeks, rivers, bays and ocean, result of owners not picking it up (+51%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+51%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+46%)



HELPFUL INFORMATION GRID – CONTINUED

HIGH SCHOOL GRAD OR LESS WOMEN (9%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+72%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+66%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+65%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+63%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+59%)
	Manure-based fertilizer may contain bacteria, run into drains, pollute ocean, creeks, etc (+59%)

SOME COLLEGE WOMEN (18%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+76%)
	Hosing yard waste into street is violation of law, punishable by fine (+72%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+70%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+68%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+67%)

COLLEGE GRADUATE WOMEN (16%)	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+74%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+72%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+69%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+68%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+66%)

POST-GRADUATE WOMEN (10%)	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+74%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+73%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+72%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+67%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+67%)



HELPFUL INFORMATION GRID – CONTINUED

HIGH SCHOOL GRAD OR LESS MEN (9%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+73%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+67%)
	Hosing yard waste into street is violation of law, punishable by fine (+64%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+63%)
	Using commercial car wash prevents pollutants from entering creeks, etc (+62%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+62%)

SOME COLLEGE MEN (12%)	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+59%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+58%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+57%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+57%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+55%)

COLLEGE GRADUATE MEN (14%)	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+55%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+54%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+53%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+51%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+49%)

POST-GRADUATE MEN (11%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+61%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+54%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+54%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+51%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+50%)



HELPFUL INFORMATION GRID – CONTINUED

EMPLOYED WOMEN (27%)	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+73%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+73%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+72%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+71%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+70%)

NOT EMPLOYED WOMEN (12%)	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+70%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+69%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+69%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+68%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+68%)

RETIRED WOMEN (13%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+70%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+62%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+61%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+60%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+58%)

EMPLOYED MEN (30%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+60%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+57%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+56%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+55%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+55%)

NOT EMPLOYED MEN (5%)	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+73%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+69%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+67%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+64%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+62%)

RETIRED MEN (12%)	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+57%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+49%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+49%)
	Yard waste/debris not properly disposed of flow untreated, harming birds/marine life (+48%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+48%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+48%)



HELPFUL INFORMATION GRID – CONTINUED

MARRIED/WIDOWED WOMEN (38%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+69%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+66%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+65%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+64%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+63%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+63%)

NON-MARRIED WOMEN (15%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+81%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+79%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+77%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+73%)
	Hosing yard waste into street is violation of law, punishable by fine (+72%)

MARRIED/WIDOWED MEN (35%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+58%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+56%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+55%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+52%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+51%)

NON-MARRIED MEN (12%)	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+65%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+62%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+61%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+61%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+58%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+58%)

RENTERS (17%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+77%)
	Hosing yard waste into street is violation of law, punishable by fine (+70%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+70%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+68%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+67%)

HOMEOWNERS (81%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+63%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+60%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+60%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+59%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+59%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+59%)



HELPFUL INFORMATION GRID – CONTINUED

\$20,000 OR LESS (6%)	Hosing yard waste into street is violation of law, punishable by fine (+67%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+64%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+63%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+62%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+62%)

OVER \$20,000 TO \$40,000 (13%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+75%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+69%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+68%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+68%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+66%)

OVER \$40,000 TO \$60,000 (17%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+67%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+67%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+63%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+63%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+62%)

OVER \$60,000 TO \$80,000 (15%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+68%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+68%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+67%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+65%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+64%)

OVER \$80,000 TO \$100,000 (13%)	Basic info on differences between what happens to sewer wastewater/urban runoff water (+65%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+64%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+62%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+61%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+59%)

OVER \$100,000 TO \$150,000 (12%)	Basic info on differences between what happens to sewer wastewater/urban runoff water (+63%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+62%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+61%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+58%)
	Tons of pet waste in creeks, rivers, bays and ocean, result of owners not picking it up (+57%)



HELPFUL INFORMATION GRID – CONTINUED

OVER \$150,000 (9%)	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+65%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+62%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+62%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+57%)
	Every time someone washes car at home, 80 gallons of dirty water/pollutants produced (+55%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+55%)

ORANGE COUNTY REGISTER PRIMARY URBAN RUN-OFF POLLUTION SOURCE (29%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+64%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+60%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+59%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+57%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+57%)

LOS ANGELES TIMES PRIMARY URBAN RUN-OFF POLLUTION SOURCE (12%)	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+70%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+66%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+62%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+61%)
	Manure-based fertilizer may contain bacteria, run into drains, pollute ocean, creeks, etc (+59%)

LOCAL NEWSPAPERS PRIMARY URBAN RUN-OFF POLLUTION SOURCE (8%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+78%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+71%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+67%)
	Yard waste/debris not properly disposed of flow untreated, harming birds/marine life (+66%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+66%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+66%)

RADIO PRIMARY URBAN RUN-OFF POLLUTION SOURCE (5%)	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+68%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+65%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+63%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+63%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+59%)

TELEVISION PRIMARY URBAN RUN-OFF POLLUTION SOURCE (22%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+70%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+66%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+64%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+63%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+58%)



HELPFUL INFORMATION GRID – CONTINUED

FRIENDS, FAMILY AND NEIGHBORS PRIMARY URBAN RUN-OFF POLLUTION SOURCE (6%)	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+76%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+70%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+67%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+64%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+64%)

CITY/COUNTY GOVERNMENT PRIMARY URBAN RUN-OFF POLLUTION SOURCE (6%)	Basic info on differences between what happens to sewer wastewater/urban runoff water (+66%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+61%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+59%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+59%)
	Every time someone washes car at home, 80 gallons of dirty water/pollutants produced (+57%)

INTERNET PRIMARY URBAN RUN-OFF POLLUTION SOURCE (6%)	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+71%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+66%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+65%)
	Manure-based fertilizer may contain bacteria, run into drains, pollute ocean, creeks, etc (+64%)
	Yard waste/debris not properly disposed of flow untreated, harming birds/marine life (+61%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+61%)

HOUSEHOLD MEMBER GONE TO BEACH IN PAST YEAR (79%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+67%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+64%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+63%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+63%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+62%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+62%)

HOUSEHOLD MEMBER NOT GONE TO BEACH IN PAST YEAR (21%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+60%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+57%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+56%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+52%)
	Hosing yard waste into street is violation of law, punishable by fine (+51%)



HELPFUL INFORMATION GRID – CONTINUED

HOUSEHOLD MEMBER DONE PIER/ BEACH ACTIVITY IN PAST YEAR (65%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+68%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+66%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+64%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+64%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+63%)

HOUSEHOLD MEMBER NOT DONE PIER/BEACH ACTIVITY IN PAST YEAR (34%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+61%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+59%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+57%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+54%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+53%)

HOUSEHOLD MEMBER GONE SWIMMING/WADING IN PAST YEAR (54%)	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+64%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+63%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+63%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+62%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+61%)

HOUSEHOLD MEMBER NOT GONE SWIMMING/WADING IN PAST YEAR (46%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+68%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+62%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+61%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+59%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+57%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+57%)

IMPACTED BY BEACH CLOSURE (27%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+75%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+73%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+73%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+72%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+70%)

NOT IMPACTED BY BEACH CLOSURE (72%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+62%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+59%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+58%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+56%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+56%)



HELPFUL INFORMATION GRID – CONTINUED

HAVE INTERNET ACCESS (87%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+66%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+62%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+61%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+61%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+61%)

DO NOT HAVE INTERNET ACCESS (13%)	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+65%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+64%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+62%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+61%)
	Tons of pet waste in creeks, rivers, bays and ocean, result of owners not picking it up (+59%)

CHANGE OIL IN CAR AT HOME (20%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+65%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+61%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+60%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+60%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+59%)

DO NOT CHANGE OIL IN CAR AT HOME (80%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+66%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+62%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+61%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+61%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+61%)

KNOW WHERE TO TAKE MOTOR OIL/ CHEMICALS TO BE RECYCLED (74%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+65%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+62%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+61%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+61%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+61%)

DO NOT KNOW WHERE TO TAKE MOTOR OIL/ CHEMICALS TO BE RECYCLED (26%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+68%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+64%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+61%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+60%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+60%)



HELPFUL INFORMATION GRID – CONTINUED

HAVE CHILDREN UNDER 18 AT HOME (36%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+68%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+65%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+65%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+64%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+63%)

NO CHILDREN UNDER 18 AT HOME (63%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+64%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+60%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+59%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+59%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+59%)

OWN A PET (57%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+65%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+62%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+62%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+62%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+60%)

DO NOT OWN A PET (42%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+66%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+64%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+62%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+61%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+59%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+59%)

MAINTAIN OWN LAWN/GARDEN (59%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+65%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+63%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+62%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+61%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+61%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+61%)

DO NOT MAINTAIN OWN LAWN/GARDEN (40%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+67%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+60%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+60%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+59%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+59%)



HELPFUL INFORMATION GRID – CONTINUED

HIGHLY CONCERNED ABOUT ENVIRONMENTAL ISSUES (49%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+75%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+71%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+70%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+68%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+68%)

MODERATELY CONCERNED ABOUT ENVIRONMENTAL ISSUES (25%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+68%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+63%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+62%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+61%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+61%)
Basic info on differences between what happens to sewer wastewater/urban runoff water (+61%)	

MILDLY CONCERNED ABOUT ENVIRONMENTAL ISSUES (13%)	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+66%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+54%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+53%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+50%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+48%)
Every time someone washes car at home, 80 gallons of dirty water/pollutants produced (+48%)	

NOT TOO CONCERNED ABOUT ENVIRONMENTAL ISSUES (7%)	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+58%)
	Hosing yard waste into street is violation of law, punishable by fine (+56%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+54%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+51%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+48%)

NOT CONCERNED AT ALL ABOUT ENVIRONMENTAL ISSUES (7%)	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+35%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+31%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+29%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+28%)
	Using commercial car wash prevents pollutants from entering creeks, etc (+27%)



HELPFUL INFORMATION GRID – CONTINUED

FOUR/FIVE SOURCES OF INFORMATION (8%)	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+71%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+68%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+67%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+66%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+65%)

THREE SOURCES OF INFORMATION (20%)	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+64%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+64%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+64%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+62%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+61%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+61%)

TWO SOURCES OF INFORMATION (36%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+67%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+63%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+62%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+60%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+60%)

ONE SOURCE OF INFORMATION (29%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+66%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+63%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+62%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+61%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+59%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+59%)

NO SOURCES OF INFORMATION (7%)	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+55%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+54%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+54%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+54%)
	Yard waste/debris not properly disposed of flow untreated, harming birds/marine life (+52%)



HELPFUL INFORMATION GRID – CONTINUED

VERY KNOWLEDGEABLE ABOUT URBAN RUN-OFF/STORM DRAINS (6%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+62%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+60%)
	Hosing yard waste into street is violation of law, punishable by fine (+54%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+54%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+52%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+52%)

SOMEWHAT KNOWLEDGEABLE ABOUT URBAN RUN-OFF/STORM DRAINS (31%)	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+62%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+60%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+58%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+58%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+58%)

NOT TOO KNOWLEDGEABLE ABOUT URBAN RUN-OFF/STORM DRAINS (42%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+65%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+63%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+63%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+63%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+61%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+61%)

NOT KNOWLEDGEABLE ABOUT URBAN RUN-OFF/STORM DRAINS (21%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+70%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+65%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+64%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+63%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+63%)

DO SEVEN ACTIVITIES TO REDUCE URBAN RUN-OFF (12%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+72%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+63%)
	Hosing yard waste into street is violation of law, punishable by fine (+62%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+62%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+62%)

DO SIX ACTIVITIES TO REDUCE URBAN RUN-OFF (23%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+65%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+61%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+61%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+61%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+60%)



HELPFUL INFORMATION GRID – CONTINUED

DO FIVE ACTIVITIES TO REDUCE URBAN RUN-OFF (22%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+64%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+64%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+62%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+59%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+59%)

DO FOUR ACTIVITIES TO REDUCE URBAN RUN-OFF (14%)	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+66%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+66%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+64%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+64%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+62%)

DO THREE ACTIVITIES TO REDUCE URBAN RUN-OFF (9%)	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+68%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+67%)
	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+66%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+64%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+61%)

DO TWO ACTIVITIES TO REDUCE URBAN RUN-OFF (7%)	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+63%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+62%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+62%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+61%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+60%)

DO ONE ACTIVITY TO REDUCE URBAN RUN-OFF (5%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+75%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+68%)
	Tons of pet waste in creeks, rivers, bays and ocean, result of owners not picking it up (+67%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+65%)
	Hosing yard waste into street is violation of law, can be punished by fine up to \$1000 (+63%)

DO NO ACTIVITIES TO REDUCE URBAN RUN-OFF (7%)	Proper cleaning products/pool water/paint/animal waste disposal can protect environment (+64%)
	Proper application of fertilizers/pesticides prevent pollutants from entering creeks, etc (+62%)
	Birds/marine life washed up on beaches with plastics, cigarette butts in stomachs (+59%)
	Adjustment of sprinklers/altering water times reduces water bills/saves gallons of water (+58%)
	Hosing yard waste into street is violation of law, punishable by fine (+57%)
	Alternatives to toxic fertilizers/pesticides reduce pollutants, harming birds/marine life (+57%)
	Basic info on differences between what happens to sewer wastewater/urban runoff water (+57%)



TARGETED BELIEVABILITY GRID

The following grid identifies, in rank order, **the top five believable groups or people on the issue of urban run-off pollution in Orange County in each of the key demographic groups**. The percentage indicated next to the demographic group identifies its percentage of the total sample. The number indicated is the “net believable” percentage--the percentage in each group who find the group or person believable subtracted from the percentage who find the group or person not believable.

- Marine biologists and university scientists are generally the most believable information sources with biologists more credible with white and middle to upper income households
- The California Regional Water Quality Control Boards are easily the most credible governmental agency and are more credible with those under 45 and college graduates
- The Sierra Club is only a highly believable source for Democrats and respondents highly concerned with environment issues
- The Orange County *Register* and local community newspapers are more credible than the Los Angeles *Times*, which rarely ranks as one of the most credible sources
- Newspapers are generally less credible with younger people, who find more value in the opinion of the Surf Rider Foundation and Orange County Coast Keepers
- The Orange County *Register* is more credible with Republicans and respondents very knowledgeable about environmental issues and less credible among those with a post-graduate education and upper income households, while community newspapers are more credible in the San Diego Water Quality Control Board region and less credible with upper income households

BELIEVABILITY GRID – CONTINUED

WOMEN 18-34 (10%)	Marine biologists (+96%)
	University scientists (+90%)
	California Regional Water Quality Control Boards (+87%)
	City government (+74%)
	Orange County Coast Keepers (+68%)
WOMEN 35-44 (10%)	Marine biologists (+94%)
	Local community newspaper (+75%)
	California Regional Water Quality Control Boards (+75%)
	University scientists (+74%)
	<i>Orange County Register</i> (+68%)
WOMEN 45-54 (11%)	Marine biologists (+96%)
	University scientists (+88%)
	Local community newspaper (+75%)
	City government (+71%)
	California Regional Water Quality Control Boards (+71%)
WOMEN 55-64 (10%)	Marine biologists (+87%)
	University scientists (+72%)
	Local community newspaper (+71%)
	<i>Orange County Register</i> (+67%)
	California Regional Water Quality Control Boards (+64%)
WOMEN 65+ (11%)	University scientists (+72%)
	Marine biologists (+71%)
	Local community newspaper (+69%)
	<i>Orange County Register</i> (+64%)
	California Regional Water Quality Control Boards (+54%)

BELIEVABILITY GRID – CONTINUED

MEN 18-34 (8%)	Marine biologists (+91%)
	Surf Rider Foundation (+82%)
	California Regional Water Quality Control Boards (+82%)
	University scientists (+79%)
	<i>Orange County Register</i> (+72%)

MEN 35-44 (9%)	Marine biologists (+91%)
	Local community newspaper (+75%)
	California Regional Water Quality Control Boards (+75%)
	<i>Orange County Register</i> (+71%)
	University scientists (+68%)

MEN 45-54 (10%)	University scientists (+89%)
	Marine biologists (+86%)
	California Regional Water Quality Control Boards (+76%)
	Local community newspaper (+70%)
	<i>Orange County Register</i> (+58%)

MEN 55-64 (10%)	Marine biologists (+90%)
	California Regional Water Quality Control Boards (+70%)
	University scientists (+67%)
	<i>Orange County Register</i> (+64%)
	Local community newspaper (+61%)

MEN 65+ (10%)	Marine biologists (+88%)
	Local community newspaper (+67%)
	<i>Orange County Register</i> (+63%)
	California Regional Water Quality Control Boards (+63%)
	University scientists (+57%)



BELIEVABILITY GRID – CONTINUED

DEMOCRATIC WOMEN (19%)	Marine biologists (+91%)
	University scientists (+87%)
	Local community newspaper (+74%)
	California Regional Water Quality Control Boards (+70%)
	Sierra Club (+68%)

INDEPENDENT WOMEN (8%)	Marine biologists (+91%)
	University scientists (+79%)
	California Regional Water Quality Control Boards (+70%)
	<i>Orange County Register</i> (+59%)
	Local community newspaper (+56%)

REPUBLICAN WOMEN (26%)	Marine biologists (+87%)
	Local community newspaper (+75%)
	<i>Orange County Register</i> (+73%)
	University scientists (+70%)
	California Regional Water Quality Control Boards (+68%)

DEMOCRATIC MEN (13%)	Marine biologists (+88%)
	University scientists (+85%)
	California Regional Water Quality Control Boards (+71%)
	Local community newspaper (+66%)
	Sierra Club (+59%)

INDEPENDENT MEN (7%)	Marine biologists (+92%)
	University scientists (+83%)
	California Regional Water Quality Control Boards (+82%)
	Surf Rider Foundation (+69%)
	Local community newspaper (+66%)

REPUBLICAN MEN (27%)	Marine biologists (+88%)
	<i>Orange County Register</i> (+71%)
	California Regional Water Quality Control Boards (+71%)
	Local community newspaper (+70%)
	University scientists (+62%)



BELIEVABILITY GRID – CONTINUED

ANAHEIM (8%)	Marine biologists (+92%)
	<i>Orange County Register</i> (+71%)
	University scientists (+69%)
	Local community newspaper (+68%)
	Orange County Coast Keepers (+58%)
	California Regional Water Quality Control Boards (+58%)

BUENA PARK (3%)	University scientists (+87%)
	City government (+83%)
	<i>Orange County Register</i> (+72%)
	Local community newspaper (+72%)
	Marine biologists (+70%)

FULLERTON (4%)	Marine biologists (+91%)
	California Regional Water Quality Control Boards (+81%)
	University scientists (+74%)
	<i>Orange County Register</i> (+64%)
	Local community newspaper (+62%)

GARDEN GROVE (5%)	University scientists (+87%)
	Marine biologists (+84%)
	Local community newspaper (+78%)
	City government (+77%)
	<i>Orange County Register</i> (+75%)

HUNTINGTON BEACH (8%)	Marine biologists (+98%)
	<i>Orange County Register</i> (+72%)
	Local community newspaper (+70%)
	California Regional Water Quality Control Boards (+70%)
	University scientists (+69%)

WESTMINSTER (3%)	Marine biologists (+90%)
	<i>Orange County Register</i> (+75%)
	Local community newspaper (+71%)
	University scientists (+70%)
	California Regional Water Quality Control Boards (+68%)



BELIEVABILITY GRID – CONTINUED

MISSION VIEJO (4%)	Marine biologists (+100%)
	University scientists (+79%)
	California Regional Water Quality Control Boards (+70%)
	Local community newspaper (+69%)
	City government (+63%)

IRVINE (5%)	Marine biologists (+89%)
	University scientists (+80%)
	California Regional Water Quality Control Boards (+78%)
	<i>Orange County Register</i> (+64%)
	Local community newspaper (+63%)

ORANGE (5%)	Marine biologists (+78%)
	University scientists (+77%)
	California Regional Water Quality Control Boards (+65%)
	<i>Orange County Register</i> (+60%)
	Local community newspaper (+59%)

SANTA ANA (6%)	Marine biologists (+77%)
	California Regional Water Quality Control Boards (+72%)
	<i>Orange County Register</i> (+65%)
	University scientists (+62%)
	Local community newspaper (+54%)

SANTA ANA REGION BEACH CITIES (5%)	Marine biologists (+85%)
	University scientists (+74%)
	California Regional Water Quality Control Boards (+68%)
	Local community newspaper (+64%)
	<i>Orange County Register</i> (+62%)

SAN DIEGO REGION BEACH CITIES (5%)	Local community newspaper (+92%)
	Surf Rider Foundation (+86%)
	University scientists (+86%)
	Marine biologists (+79%)
	California Regional Water Quality Control Boards (+77%)



BELIEVABILITY GRID – CONTINUED

SANTA ANA REGION NON-BEACH CITIES (25%)	Marine biologists (+93%)
	University scientists (+76%)
	California Regional Water Quality Control Boards (+73%)
	Local community newspaper (+67%)
	<i>Orange County Register</i> (+64%)
SAN DIEGO REGION NON-BEACH CITIES (9%)	Marine biologists (+91%)
	Local community newspaper (+84%)
	California Regional Water Quality Control Boards (+72%)
	University scientists (+69%)
	<i>Orange County Register</i> (+62%)
UNINCORPORATED AREAS (5%)	Marine biologists (+91%)
	Local community newspaper (+75%)
	University scientists (+74%)
	California Regional Water Quality Control Boards (+69%)
	<i>Orange County Register</i> (+59%)
SANTA ANA WATER QUALITY CONTROL REGION (80%)	Marine biologists (+89%)
	University scientists (+75%)
	California Regional Water Quality Control Boards (+70%)
	<i>Orange County Register</i> (+67%)
	Local community newspaper (+67%)
SAN DIEGO WATER QUALITY CONTROL REGION (20%)	Marine biologists (+90%)
	Local community newspaper (+83%)
	University scientists (+75%)
	California Regional Water Quality Control Boards (+73%)
	City government (+62%)

BELIEVABILITY GRID – CONTINUED

SUPERVISOR DISTRICT 1 – SMITH (14%)	Marine biologists (+83%)
	University scientists (+71%)
	<i>Orange County Register</i> (+70%)
	California Regional Water Quality Control Boards (+69%)
	Local community newspaper (+65%)

SUPERVISOR DISTRICT 2 – SILVA (25%)	Marine biologists (+93%)
	University scientists (+74%)
	California Regional Water Quality Control Boards (+71%)
	Local community newspaper (+68%)
	<i>Orange County Register</i> (+65%)

SUPERVISOR DISTRICT 3 – B. CAMPBELL (21%)	Marine biologists (+89%)
	University scientists (+76%)
	California Regional Water Quality Control Boards (+72%)
	<i>Orange County Register</i> (+63%)
	Local community newspaper (+62%)

SUPERVISOR DISTRICT 4 – NORBY (16%)	Marine biologists (+86%)
	University scientists (+77%)
	<i>Orange County Register</i> (+71%)
	Local community newspaper (+68%)
	California Regional Water Quality Control Boards (+66%)

SUPERVISOR DISTRICT 5 – WILSON (24%)	Marine biologists (+91%)
	Local community newspaper (+82%)
	California Regional Water Quality Control Boards (+74%)
	University scientists (+74%)
	<i>Orange County Register</i> (+60%)



BELIEVABILITY GRID – CONTINUED

ASIAN WOMEN (3%)	Marine biologists (+82%)
	Local community newspaper (+79%)
	California Regional Water Quality Control Boards (+76%)
	University scientists (+76%)
	City government (+62%)

WHITE WOMEN (44%)	Marine biologists (+91%)
	University scientists (+76%)
	Local community newspaper (+71%)
	California Regional Water Quality Control Boards (+69%)
	<i>Orange County Register</i> (+67%)

LATINA WOMEN (5%)	University scientists (+80%)
	Marine biologists (+79%)
	<i>Orange County Register</i> (+78%)
	Local community newspaper (+69%)
	California Regional Water Quality Control Boards (+68%)

OTHER MINORITY WOMEN (3%)	University scientists (+94%)
	Marine biologists (+83%)
	Local community newspaper (+75%)
	California Regional Water Quality Control Boards (+59%)
	<i>Orange County Register</i> (+55%)
	Los Angeles Times (+55%)



BELIEVABILITY GRID – CONTINUED

ASIAN MEN (2%)	University scientists (+94%)
	County government (+85%)
	California Regional Water Quality Control Boards (+78%)
	Marine biologists (+72%)
	<i>Orange County Register</i> (+70%)

WHITE MEN (37%)	Marine biologists (+92%)
	California Regional Water Quality Control Boards (+74%)
	Local community newspaper (+71%)
	University scientists (+69%)
	<i>Orange County Register</i> (+66%)

LATINO MEN (4%)	University scientists (+72%)
	Marine biologists (+70%)
	California Regional Water Quality Control Boards (+69%)
	<i>Orange County Register</i> (+66%)
	Local community newspaper (+62%)

OTHER MINORITY MEN (3%)	Marine biologists (+91%)
	<i>Orange County Register</i> (+73%)
	California Regional Water Quality Control Boards (+69%)
	Local community newspaper (+65%)
	University scientists (+61%)



BELIEVABILITY GRID – CONTINUED

HIGH SCHOOL GRAD OR LESS WOMEN (9%)	Marine biologists (+74%)
	<i>Orange County Register</i> (+69%)
	Local community newspaper (+62%)
	University scientists (+59%)
	California Regional Water Quality Control Boards (+57%)

SOME COLLEGE WOMEN (18%)	Marine biologists (+87%)
	University scientists (+78%)
	Local community newspaper (+74%)
	<i>Orange County Register</i> (+71%)
	California Regional Water Quality Control Boards (+68%)

COLLEGE GRADUATE WOMEN (16%)	Marine biologists (+94%)
	University scientists (+84%)
	California Regional Water Quality Control Boards (+72%)
	Local community newspaper (+70%)
	<i>Orange County Register</i> (+62%)

POST-GRADUATE WOMEN (10%)	Marine biologists (+98%)
	University scientists (+85%)
	California Regional Water Quality Control Boards (+79%)
	Local community newspaper (+77%)
	Sierra Club (+75%)



BELIEVABILITY GRID – CONTINUED

HIGH SCHOOL GRAD OR LESS MEN (9%)	Marine biologists (+79%)
	University scientists (+69%)
	<i>Orange County Register</i> (+67%)
	Local community newspaper (+63%)
	California Regional Water Quality Control Boards (+61%)

SOME COLLEGE MEN (12%)	Marine biologists (+95%)
	Local community newspaper (+75%)
	California Regional Water Quality Control Boards (+72%)
	University scientists (+70%)
	<i>Orange County Register</i> (+64%)

COLLEGE GRADUATE MEN (14%)	Marine biologists (+91%)
	California Regional Water Quality Control Boards (+77%)
	Local community newspaper (+72%)
	<i>Orange County Register</i> (+68%)
	University scientists (+67%)

POST-GRADUATE MEN (11%)	Marine biologists (+88%)
	California Regional Water Quality Control Boards (+77%)
	University scientists (+77%)
	Local community newspaper (+61%)
	<i>Orange County Register</i> (+60%)



BELIEVABILITY GRID – CONTINUED

EMPLOYED WOMEN (27%)	Marine biologists (+98%)
	University scientists (+84%)
	California Regional Water Quality Control Boards (+78%)
	Local community newspaper (+74%)
	<i>Orange County Register</i> (+64%)

NOT EMPLOYED WOMEN (12%)	Marine biologists (+89%)
	<i>Orange County Register</i> (+71%)
	University scientists (+69%)
	Local community newspaper (+68%)
	City government (+66%)

RETIRED WOMEN (13%)	Marine biologists (+72%)
	University scientists (+71%)
	Local community newspaper (+69%)
	<i>Orange County Register</i> (+63%)
	California Regional Water Quality Control Boards (+57%)

EMPLOYED MEN (30%)	Marine biologists (+88%)
	University scientists (+74%)
	California Regional Water Quality Control Boards (+73%)
	Local community newspaper (+68%)
	<i>Orange County Register</i> (+67%)

NOT EMPLOYED MEN (5%)	Marine biologists (+95%)
	California Regional Water Quality Control Boards (+79%)
	University scientists (+75%)
	Local community newspaper (+64%)
	Orange County Coast Keepers (+63%)

RETIRED MEN (12%)	Marine biologists (+87%)
	Local community newspaper (+69%)
	California Regional Water Quality Control Boards (+68%)
	<i>Orange County Register</i> (+62%)
	University scientists (+60%)



BELIEVABILITY GRID – CONTINUED

MARRIED/WIDOWED WOMEN (38%)	Marine biologists (+86%)
	University scientists (+76%)
	Local community newspaper (+72%)
	California Regional Water Quality Control Boards (+67%)
	<i>Orange County Register (+63%)</i>

NON-MARRIED WOMEN (15%)	Marine biologists (+96%)
	University scientists (+81%)
	California Regional Water Quality Control Boards (+77%)
	<i>Orange County Register (+71%)</i>
	Local community newspaper (+69%)

MARRIED/WIDOWED MEN (35%)	Marine biologists (+88%)
	California Regional Water Quality Control Boards (+72%)
	University scientists (+69%)
	Local community newspaper (+67%)
	<i>Orange County Register (+63%)</i>

NON-MARRIED MEN (12%)	Marine biologists (+90%)
	University scientists (+78%)
	California Regional Water Quality Control Boards (+75%)
	Local community newspaper (+70%)
	<i>Orange County Register (+68%)</i>

RENTERS (17%)	Marine biologists (+91%)
	University scientists (+80%)
	California Regional Water Quality Control Boards (+75%)
	Local community newspaper (+71%)
	<i>Orange County Register (+69%)</i>

HOMEOWNERS (81%)	Marine biologists (+89%)
	University scientists (+73%)
	Local community newspaper (+70%)
	California Regional Water Quality Control Boards (+70%)
	<i>Orange County Register (+64%)</i>



BELIEVABILITY GRID – CONTINUED

\$20,000 OR LESS (6%)	Marine biologists (+77%)
	<i>Orange County Register</i> (+70%)
	University scientists (+68%)
	Local community newspaper (+63%)
	California Regional Water Quality Control Boards (+54%)

OVER \$20,000 TO \$40,000 (13%)	Marine biologists (+83%)
	California Regional Water Quality Control Boards (+75%)
	University scientists (+72%)
	Local community newspaper (+71%)
	<i>Orange County Register</i> (+68%)

OVER \$40,000 TO \$60,000 (17%)	Marine biologists (+92%)
	University scientists (+81%)
	Local community newspaper (+76%)
	California Regional Water Quality Control Boards (+72%)
	<i>Orange County Register</i> (+71%)

OVER \$60,000 TO \$80,000 (15%)	Marine biologists (+96%)
	University scientists (+82%)
	California Regional Water Quality Control Boards (+78%)
	Local community newspaper (+76%)
	<i>Orange County Register</i> (+73%)

OVER \$80,000 TO \$100,000 (13%)	Marine biologists (+94%)
	California Regional Water Quality Control Boards (+78%)
	Local community newspaper (+76%)
	University scientists (+74%)
	<i>Orange County Register</i> (+69%)

OVER \$100,000 TO \$150,000 (12%)	Marine biologists (+97%)
	University scientists (+74%)
	California Regional Water Quality Control Boards (+72%)
	Local community newspaper (+62%)
	<i>Orange County Register</i> (+60%)



BELIEVABILITY GRID – CONTINUED

OVER \$150,000 (9%)	Marine biologists (+85%)
	University scientists (+77%)
	California Regional Water Quality Control Boards (+64%)
	Local community newspaper (+62%)
	City government (+55%)
ORANGE COUNTY REGISTER PRIMARY URBAN RUN-OFF POLLUTION SOURCE (29%)	<i>Orange County Register</i> (+94%)
	Marine biologists (+88%)
	Local community newspaper (+86%)
	California Regional Water Quality Control Boards (+73%)
	University scientists (+72%)
LOS ANGELES TIMES PRIMARY URBAN RUN-OFF POLLUTION SOURCE (12%)	<i>Los Angeles Times</i> (+95%)
	University scientists (+95%)
	Marine biologists (+95%)
	Sierra Club (+76%)
	California Regional Water Quality Control Boards (+74%)
LOCAL NEWSPAPERS PRIMARY URBAN RUN-OFF POLLUTION SOURCE (8%)	Marine biologists (+99%)
	Local community newspaper (+90%)
	<i>Orange County Register</i> (+73%)
	California Regional Water Quality Control Boards (+72%)
	University scientists (+68%)
RADIO PRIMARY URBAN RUN-OFF POLLUTION SOURCE (5%)	Marine biologists (+89%)
	<i>Orange County Register</i> (+65%)
	University scientists (+65%)
	California Regional Water Quality Control Boards (+60%)
	Local community newspaper (+51%)
TELEVISION PRIMARY URBAN RUN-OFF POLLUTION SOURCE (22%)	Marine biologists (+85%)
	University scientists (+72%)
	California Regional Water Quality Control Boards (+68%)
	Local community newspaper (+60%)
	<i>Orange County Register</i> (+54%)

BELIEVABILITY GRID – CONTINUED

FRIENDS, FAMILY AND NEIGHBORS PRIMARY URBAN RUN-OFF POLLUTION SOURCE (6%)	Marine biologists (+92%)
	University scientists (+82%)
	California Regional Water Quality Control Boards (+68%)
	Local community newspaper (+59%)
	Orange County Coast Keepers (+51%)

CITY/COUNTY GOVERNMENT PRIMARY URBAN RUN-OFF POLLUTION SOURCE (6%)	Marine biologists (+91%)
	City government (+86%)
	California Regional Water Quality Control Boards (+74%)
	Local city council (+70%)
	University scientists (+69%)

INTERNET PRIMARY URBAN RUN-OFF POLLUTION SOURCE (6%)	Marine biologists (+91%)
	University scientists (+77%)
	California Regional Water Quality Control Boards (+73%)
	Local community newspaper (+62%)
	<i>Orange County Register</i> (+59%)

HOUSEHOLD MEMBER GONE TO BEACH IN PAST YEAR (79%)	Marine biologists (+91%)
	University scientists (+80%)
	California Regional Water Quality Control Boards (+74%)
	Local community newspaper (+73%)
	<i>Orange County Register</i> (+65%)

HOUSEHOLD MEMBER NOT GONE TO BEACH IN PAST YEAR (21%)	Marine biologists (+83%)
	<i>Orange County Register</i> (+64%)
	California Regional Water Quality Control Boards (+61%)
	Local community newspaper (+60%)
	University scientists (+56%)



BELIEVABILITY GRID – CONTINUED

HOUSEHOLD MEMBER DONE PIER/ BEACH ACTIVITY IN PAST YEAR (65%)	Marine biologists (+92%)
	University scientists (+78%)
	California Regional Water Quality Control Boards (+74%)
	Local community newspaper (+72%)
	<i>Orange County Register</i> (+64%)

HOUSEHOLD MEMBER NOT DONE PIER/BEACH ACTIVITY IN PAST YEAR (34%)	Marine biologists (+83%)
	<i>Orange County Register</i> (+67%)
	University scientists (+67%)
	Local community newspaper (+66%)
	California Regional Water Quality Control Boards (+66%)

HOUSEHOLD MEMBER GONE SWIMMING/WADING IN PAST YEAR (54%)	Marine biologists (+92%)
	University scientists (+79%)
	California Regional Water Quality Control Boards (+75%)
	Local community newspaper (+73%)
	<i>Orange County Register</i> (+65%)

HOUSEHOLD MEMBER NOT GONE SWIMMING/WADING IN PAST YEAR (46%)	Marine biologists (+85%)
	University scientists (+70%)
	<i>Orange County Register</i> (+66%)
	Local community newspaper (+66%)
	California Regional Water Quality Control Boards (+66%)

IMPACTED BY BEACH CLOSURE (27%)	Marine biologists (+93%)
	University scientists (+85%)
	Local community newspaper (+78%)
	California Regional Water Quality Control Boards (+73%)
	<i>Orange County Register</i> (+64%)
	Surf Rider Foundation (+64%)

NOT IMPACTED BY BEACH CLOSURE (72%)	Marine biologists (+87%)
	University scientists (+71%)
	California Regional Water Quality Control Boards (+70%)
	Local community newspaper (+67%)
	<i>Orange County Register</i> (+65%)

BELIEVABILITY GRID – CONTINUED

HAVE INTERNET ACCESS (87%)	Marine biologists (+92%)
	University scientists (+77%)
	California Regional Water Quality Control Boards (+73%)
	Local community newspaper (+70%)
	<i>Orange County Register</i> (+65%)

DO NOT HAVE INTERNET ACCESS (13%)	Marine biologists (+71%)
	Local community newspaper (+66%)
	<i>Orange County Register</i> (+65%)
	California Regional Water Quality Control Boards (+59%)
	University scientists (+57%)

CHANGE OIL IN CAR AT HOME (20%)	Marine biologists (+84%)
	Local community newspaper (+69%)
	California Regional Water Quality Control Boards (+68%)
	University scientists (+68%)
	<i>Orange County Register</i> (+58%)

DO NOT CHANGE OIL IN CAR AT HOME (80%)	Marine biologists (+90%)
	University scientists (+76%)
	California Regional Water Quality Control Boards (+71%)
	Local community newspaper (+70%)
	<i>Orange County Register</i> (+67%)

KNOW WHERE TO TAKE MOTOR OIL/ CHEMICALS TO BE RECYCLED (74%)	Marine biologists (+90%)
	University scientists (+72%)
	Local community newspaper (+70%)
	California Regional Water Quality Control Boards (+70%)
	<i>Orange County Register</i> (+66%)

DO NOT KNOW WHERE TO TAKE MOTOR OIL/ CHEMICALS TO BE RECYCLED (26%)	Marine biologists (+87%)
	University scientists (+82%)
	California Regional Water Quality Control Boards (+74%)
	Local community newspaper (+69%)
	<i>Orange County Register</i> (+62%)

BELIEVABILITY GRID – CONTINUED

HAVE CHILDREN UNDER 18 AT HOME (36%)	Marine biologists (+92%)
	University scientists (+83%)
	California Regional Water Quality Control Boards (+78%)
	Local community newspaper (+74%)
	<i>Orange County Register</i> (+70%)

NO CHILDREN UNDER 18 AT HOME (63%)	Marine biologists (+87%)
	University scientists (+70%)
	Local community newspaper (+67%)
	California Regional Water Quality Control Boards (+67%)
	<i>Orange County Register</i> (+62%)

OWN A PET (57%)	Marine biologists (+92%)
	University scientists (+75%)
	Local community newspaper (+72%)
	California Regional Water Quality Control Boards (+72%)
	<i>Orange County Register</i> (+67%)

DO NOT OWN A PET (42%)	Marine biologists (+86%)
	University scientists (+75%)
	California Regional Water Quality Control Boards (+70%)
	Local community newspaper (+67%)
	<i>Orange County Register</i> (+62%)

MAINTAIN OWN LAWN/GARDEN (59%)	Marine biologists (+90%)
	University scientists (+73%)
	California Regional Water Quality Control Boards (+70%)
	Local community newspaper (+69%)
	<i>Orange County Register</i> (+64%)

DO NOT MAINTAIN OWN LAWN/GARDEN (40%)	Marine biologists (+87%)
	University scientists (+77%)
	California Regional Water Quality Control Boards (+72%)
	Local community newspaper (+71%)
	<i>Orange County Register</i> (+66%)



BELIEVABILITY GRID – CONTINUED

HIGHLY CONCERNED ABOUT ENVIRONMENTAL ISSUES (49%)	Marine biologists (+91%)
	University scientists (+84%)
	California Regional Water Quality Control Boards (+76%)
	Local community newspaper (+75%)
	Sierra Club (+63%)
	<i>Orange County Register</i> (+63%)

MODERATELY CONCERNED ABOUT ENVIRONMENTAL ISSUES (25%)	Marine biologists (+92%)
	University scientists (+74%)
	<i>Orange County Register</i> (+73%)
	Local community newspaper (+71%)
	California Regional Water Quality Control Boards (+71%)

MILDLY CONCERNED ABOUT ENVIRONMENTAL ISSUES (13%)	Marine biologists (+88%)
	University scientists (+72%)
	<i>Orange County Register</i> (+71%)
	California Regional Water Quality Control Boards (+70%)
	Local community newspaper (+69%)

NOT TOO CONCERNED ABOUT ENVIRONMENTAL ISSUES (7%)	Marine biologists (+84%)
	California Regional Water Quality Control Boards (+59%)
	University scientists (+58%)
	<i>Orange County Register</i> (+53%)
	Local community newspaper (+53%)

NOT CONCERNED AT ALL ABOUT ENVIRONMENTAL ISSUES (7%)	Marine biologists (+73%)
	<i>Orange County Register</i> (+52%)
	California Regional Water Quality Control Boards (+47%)
	Local community newspaper (+45%)
	University scientists (+25%)



BELIEVABILITY GRID – CONTINUED

FOUR/FIVE SOURCES OF INFORMATION (8%)	Marine biologists (+93%)
	University scientists (+86%)
	California Regional Water Quality Control Boards (+79%)
	Surf Rider Foundation (+76%)
	Local community newspaper (+72%)

THREE SOURCES OF INFORMATION (20%)	Marine biologists (+90%)
	University scientists (+84%)
	California Regional Water Quality Control Boards (+82%)
	Local community newspaper (+78%)
	<i>Orange County Register</i> (+74%)

TWO SOURCES OF INFORMATION (36%)	Marine biologists (+89%)
	University scientists (+77%)
	Local community newspaper (+73%)
	California Regional Water Quality Control Boards (+69%)
	<i>Orange County Register</i> (+66%)

ONE SOURCE OF INFORMATION (29%)	Marine biologists (+90%)
	Local community newspaper (+66%)
	California Regional Water Quality Control Boards (+66%)
	University scientists (+66%)
	<i>Orange County Register</i> (+58%)

NO SOURCES OF INFORMATION (7%)	Marine biologists (+80%)
	<i>Orange County Register</i> (+57%)
	California Regional Water Quality Control Boards (+57%)
	University scientists (+55%)
	Local community newspaper (+42%)



BELIEVABILITY GRID – CONTINUED

VERY KNOWLEDGEABLE ABOUT URBAN RUN-OFF/STORM DRAINS (6%)	Marine biologists (+94%)
	University scientists (+81%)
	<i>Orange County Register</i> (+76%)
	California Regional Water Quality Control Boards (+75%)
	Local community newspaper (+65%)

SOMEWHAT KNOWLEDGEABLE ABOUT URBAN RUN-OFF/STORM DRAINS (31%)	Marine biologists (+86%)
	Local community newspaper (+70%)
	California Regional Water Quality Control Boards (+68%)
	University scientists (+66%)
	<i>Orange County Register</i> (+61%)

NOT TOO KNOWLEDGEABLE ABOUT URBAN RUN-OFF/STORM DRAINS (42%)	Marine biologists (+92%)
	University scientists (+78%)
	California Regional Water Quality Control Boards (+73%)
	Local community newspaper (+70%)
	<i>Orange County Register</i> (+67%)

NOT KNOWLEDGEABLE ABOUT URBAN RUN-OFF/STORM DRAINS (21%)	Marine biologists (+85%)
	University scientists (+75%)
	Local community newspaper (+71%)
	California Regional Water Quality Control Boards (+69%)
	<i>Orange County Register</i> (+63%)

DO SEVEN ACTIVITIES TO REDUCE URBAN RUN-OFF (12%)	Marine biologists (+85%)
	Local community newspaper (+81%)
	University scientists (+73%)
	<i>Orange County Register</i> (+71%)
	California Regional Water Quality Control Boards (+66%)

DO SIX ACTIVITIES TO REDUCE URBAN RUN-OFF (23%)	Marine biologists (+92%)
	California Regional Water Quality Control Boards (+75%)
	University scientists (+75%)
	Local community newspaper (+69%)
	<i>Orange County Register</i> (+62%)



BELIEVABILITY GRID – CONTINUED

DO FIVE ACTIVITIES TO REDUCE URBAN RUN-OFF (22%)	Marine biologists (+92%)
	University scientists (+83%)
	California Regional Water Quality Control Boards (+67%)
	Local community newspaper (+61%)
	<i>Orange County Register</i> (+59%)

DO FOUR ACTIVITIES TO REDUCE URBAN RUN-OFF (14%)	Marine biologists (+92%)
	California Regional Water Quality Control Boards (+73%)
	Local community newspaper (+72%)
	University scientists (+71%)
	<i>Orange County Register</i> (+66%)

DO THREE ACTIVITIES TO REDUCE URBAN RUN-OFF (9%)	Marine biologists (+81%)
	Local community newspaper (+80%)
	<i>Orange County Register</i> (+75%)
	California Regional Water Quality Control Boards (+70%)
	University scientists (+61%)

DO TWO ACTIVITIES TO REDUCE URBAN RUN-OFF (7%)	Marine biologists (+89%)
	Local community newspaper (+76%)
	<i>Orange County Register</i> (+74%)
	California Regional Water Quality Control Boards (+66%)
	University scientists (+60%)

DO ONE ACTIVITY TO REDUCE URBAN RUN-OFF (5%)	University scientists (+89%)
	Marine biologists (+80%)
	California Regional Water Quality Control Boards (+71%)
	Local community newspaper (+69%)
	<i>Orange County Register</i> (+68%)
	City government (+68%)

DO NO ACTIVITIES TO REDUCE URBAN RUN-OFF (7%)	Marine biologists (+88%)
	University scientists (+78%)
	California Regional Water Quality Control Boards (+75%)
	Local community newspaper (+61%)
	<i>Orange County Register</i> (+59%)



HOW TO READ A TABLE

The tables in the main cross-tabulated tables section contain the results for the total sample (indicated by "ALL RESPONDENTS"), while examining each question on the poll by various demographic variables. The cross-tabulated data in the main cross-tabs should be read across, and compared to the total of "ALL RESPONDENTS" identified across the top of the first page of each table, and to the immediately adjacent rows for the same variable such as sex (compare men and women) or age (compare ages 18-34, 35-49, 50-64 and over 65).

