

N=5,212 adult residents of the Chesapeake Bay Watershed; March 14–June 13, 2017

Introduction and Screening

This is _____ with OpinionWorks, the independent research firm, calling with a survey about issues affecting your community. This is not a sales or marketing call. You have been selected at random to represent the views of people in your community.

May I please speak with the *(age and gender rotation)* adult who is at home right now?

S1. Before we begin, I need to know if I have reached you on a cell phone. *(If yes):* Are you in a place where you can talk safely without endangering yourself or others?

- 1 No, not on cell
- 2 Yes, cell and can talk safely
- 3 Yes, cell but cannot talk safely *(Seek callback time and telephone number.)*
- 9 Refused to say/Not sure *(Thank and terminate.)*

S2A. In what county or independent city do you live? *(County-based; see Excel doc.)*

S2B. What is your zip code at home? *(Enter 5-digit zip code; 99999=Not sure/Refused to say)*

S3. Do you have a yard or property that you are responsible for maintaining?

- 1 Yes
- 2 No
- 8 Refused to say
- 9 Not sure

S4. Does your home have a grass lawn that you are responsible for maintaining?

- 1 Yes
- 2 No
- 8 Refused to say
- 9 Not sure

(If yes):

S4A. Who typically cares for that grass lawn? *(Read options. Allow multiple but do not probe.)*

- 1 Yourself
 - 2 Another family member
 - 3 Someone you hire like a lawn service or a contractor
- (Do not read):*
- 4 Friend or neighbor
 - 5 No one/Mother Nature
 - 7 Other *(Specify.)*
 - 8 Refused to say
 - 9 Not sure

(All):

S5. Does your home have a septic system to handle its waste, or are you connected to a public sewer system?

- 1 Septic
- 2 Public sewer

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- 8 Refused to say
- 9 Not sure

S6. Does your home have gutters and downspouts that you are responsible for maintaining?

- 1 Yes
- 2 No
- 8 Refused to say
- 9 Not sure

S7. Do you have a dog?

- 1 Yes
- 2 No
- 8 Refused to say
- 9 Not sure

Stewardship Behaviors

I would like to ask about a few things that you may or may not have done. There are no right or wrong answers to these questions. Just answer each one based on your own experience.

In the last several years, have you...? (*Read and randomize B1-4; do not randomize B5-8.*)

B1. (*If S4=1*): Replaced an area of grass lawn with native low-maintenance plants.

B2. (*If S3=1 or S4=1*): Created a rain garden, or an area specifically designed to capture and quickly absorb excess rainwater.

B3. (*If S5=1*): Had your septic system inspected or pumped out.

B4. Planted a tree.

- 1 Yes
- 2 No
- 8 Refused to say
- 9 Not sure/Can't remember

B5. (*If S6=1*): Do any of your downspouts drain directly to hard surfaces like a driveway, sidewalk, or street gutter?

B6. (*If S6=1*): Do you have a rain barrel, which is a container that collects rain water from your downspouts?

B7. (*If yes*): Is your rain barrel connected to a downspout and being emptied between rain storms?

B8. Have you installed low flow sinks, shower heads or toilets to conserve water at your home?

- 1 Yes
- 2 No

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- 8 Refused to say
- 9 Not sure/Can't remember

For the next few things, please tell me if you never, seldom, sometimes, frequently, or very frequently do it. (Read and randomize B16, 18, 19, 20.)

B16. (If S4=1): Put fertilizer on your grass lawn.

B18. Use pesticides in or around your home, for example mosquito spray or poison for rodents.

B19. (If S3=1 or S4=1): Use herbicide to control weeds in your yard.

(Asked for access; does not figure into Indicator):

B20. Go kayaking, canoeing, boating, fishing, or crabbing.

- 1 Never
- 2 Seldom
- 3 Sometimes
- 4 Frequently
- 5 Very frequently
- 8 (Do not read): Refused to say
- 9 (Do not read): Not sure

For each of the following things, please tell me if you never, seldom, sometimes, usually, or always do it. (Read and randomize B9-15, 17.)

B9. (If S7=1; yoke B9A & B9B so they are always asked together): Pick up your dog's waste and dispose of it in the trash when you are...

- A. On your own property.
- B. Off your property.

B10. (If S3=1 or S4=1): Bag, mulch, or compost the leaves that fall on your property.

B11. (If S4=1): Blow or rake leaves and grass clippings off your lawn and onto hard surfaces like the driveway or street.

B12. Pick up other people's litter when you see it.

B13. Toss food wrappers, cups, or cigarette butts on the ground when you are not near a trash can.

B14. Dispose of medicine or prescription drugs down the drain or by flushing them down the toilet.

B15. Wash used cooking oil or grease down the drain.

B17. (If fertilize at least sometimes; i.e., B16=3, 4, 5): Sweep lawn fertilizer off hard surfaces, or use a spray guard to keep it off hard surfaces.

- 1 Never
- 2 Seldom
- 3 Sometimes
- 4 Usually
- 5 Always

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- 8 (Do not read): Refused to say
- 9 (Do not read): Not sure/Does not apply

Volunteerism

(All):

Thinking back over the past year, have you done the following things never, seldom, sometimes, frequently, or very frequently?

- V1. Volunteered your time for a charitable organization.
- V2. Volunteered your time for an organization to help clean up and protect local waters or the natural environment, for example a community clean-up or tree planting.
- V3. Donated money to a charitable organization, other than any money you may have given to your own religious congregation.
- V4. Donated money to an organization that helps clean up and protect local waters or the natural environment.
- V5. Can you think of at least one group in your own community that is working to clean up and protect local waters? (If yes): Can you name that group?

- 1 Never
- 2 Seldom
- 3 Sometimes
- 4 Frequently
- 5 Very frequently
- 8 (Do not read): Refused to say
- 9 (Do not read): Not sure

- 1 Yes (Specify name.)
- 2 Yes, but can't name the group
- 3 No, can't think of a group
- 9 Not sure

Civic Engagement

E12. Thinking back over the past year, have you never, seldom, sometimes, frequently, or very frequently gotten personally involved in an issue that was important to you by attending a hearing or a rally, writing a letter to the editor or blog post, calling talk radio, or something like that?

- 1 Never
- 2 Seldom
- 3 Sometimes
- 4 Frequently
- 5 Very frequently
- 8 (Do not read): Refused to say
- 9 (Do not read): Not sure

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(If sometimes, frequently, or very frequently in E12):

E13. Was any of that activity related to an environmental cause? (If yes): Were you siding with environmental advocates, or against them?

(Do not read):

- 1 Yes, siding with environmental advocates
- 2 Yes, against environmental advocates
- 3 Yes, both for and against
- 4 Not related to environmental cause
- 8 Refused to say
- 9 Not sure

Future Likelihood

Now we're going to look to the future. I am going to ask you about a few of those actions again. Looking forward over the next year or so, how likely are you to do each of these things using the scale (rotate high to low/low to high): [very likely, somewhat likely, (or) not likely]?

- L1. (If B1=2, 8, or 9): Replace an area of grass lawn with native low-maintenance plants.
- L2. (If B2=2, 8, or 9): Create a rain garden, or an area specifically designed to capture and quickly absorb excess rainwater.
- L3 (If B3=2, 8, or 9): Have your septic system inspected or pumped out.
- L4. (If B4=2, 8, or 9): Plant a tree.
- L5. (If B5=1, 8, or 9): Redirect one or more downspouts to planted areas rather than hard surfaces.
- L6. (If B6=2, 8, or 9): Install a rain barrel at your home.
- L7. (If B7=2, 8, or 9): Empty your rain barrel between rainstorms.
- L8. (If B8=2, 8, or 9): Install low flow sinks, shower heads or toilets to conserve water at your home.
- L9A. (If B9A=1, 2, 8 or 9): Pick up your dog's waste and dispose of it in the trash while you are on your own property.
- L9B. (If B9B=1, 2, 8 or 9): Pick up your dog's waste and dispose of it in the trash while you are off your property.
- L10. (If B10=1, 2, 8 or 9): Bag, mulch, or compost the leaves that fall on your property.
- L11. (If B11=3, 4, 5, 8 or 9): Blow or rake leaves and grass clippings off your lawn and onto hard surfaces like the driveway or street.
- L12. (If B12=1, 2, 8 or 9): Pick up other people's litter when you see it.

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- L13. (If B13=3, 4, 5, 8 or 9): Toss food wrappers, cups, or cigarette butts on the ground when you are not near a trash can.
- L14. (If B14=3, 4, 5, 8 or 9): Dispose of medicine or prescription drugs down the drain or by flushing them down the toilet.
- L15. (If B15=3, 4, 5, 8 or 9): Wash used cooking oil or grease down the drain.
- L16. (If B16=3, 4, 5, 8 or 9): Put fertilizer on your grass lawn.
- L17. (If B17=1, 2, 8 or 9): Sweep lawn fertilizer off hard surfaces, or use a spray guard to keep it off hard surfaces.
- L18. (If B18=3, 4, 5, 8 or 9): Use pesticides in or around your home, for example mosquito spray or poison for rodents.
- L19. (If B19=3, 4, 5, 8 or 9): Use herbicide to control weeds in your yard.

- 1 Very likely
2 Somewhat likely
3 Not likely
8 (Do not read): Refused to say
9 (Do not read): Not sure

Individual Engagement: Perceptions and Attitudes

For each of the statements that follow please tell me if you strongly disagree, somewhat disagree, are neutral, somewhat agree, or strongly agree. (Read and randomize E1-11.)

- E1. My actions contribute to water pollution where I live.
- E2. Polluted water affects me personally.
- E3. I want to do more to help make local creeks, rivers, and lakes healthier.
- E4. I know some things I can do to help reduce water pollution where I live.
- E5. If people work together, water pollution around here can be fixed.
- E6. If I wanted to volunteer to help the natural environment locally, I would know how to do that.
- E7. I could see myself attending meetings or speaking out publicly for clean water.
- E8. There is convenient access to the water for boating, fishing, or swimming near where I live.
- E9. The water near where I live is healthy and safe for boating, fishing, or swimming.
- E10. I consider myself to be very health-minded, because I eat healthy foods, exercise for my health, or read a lot about health issues.
- E11. Strong federal and state action is needed to help clean up the Chesapeake Bay.

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- 1 Strongly disagree
- 2 Somewhat disagree
- 3 Neutral
- 4 Somewhat agree
- 5 Strongly agree
- 8 *(Do not read)*: Refused to say
- 9 *(Do not read)*: Not sure

Classification

(All):

The last few questions are to classify the survey only.

C1. What is your age? *(Read categories until stopped.)*

- 1 Less than 25
- 2 25 to 34
- 3 35 to 44
- 4 45 to 54
- 5 55 to 64
- 6 65 to 74
- 7 75 or more
- 8 *(Do not read)*: Refused to say
- 9 *(Do not read)*: Not sure

C2. What is the last grade in school or level of education that you completed?

(Do not read list):

- 1 Less than 12th grade
- 2 12th grade/High school diploma/GED
- 3 Some college/Associate's degree
- 4 Four-year degree/Bachelor's degree
- 5 Graduate work/Advanced degree
- 8 *(Do not read)*: Refused to say
- 9 *(Do not read)*: Not sure

C3. Thinking about your health, in general, would you say your health is...? *(Read choices.)*

- 1 Excellent
- 2 Very good
- 3 Good
- 4 Fair
- 5 or Poor
- 8 *(Do not read)*: Refused to say
- 9 *(Do not read)*: Not sure

C4. Including yourself, how many people live in your household?

(Key in number; valid range 1 – 97; 98=Refused to say; 99=Not sure.)

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(If C4 > 1):

C5. How many of those people are under the age of 18?

(Key in number; valid range 1 – 97; 98=Refused to say; 99=Not sure.)

(All):

C6. Do you own or rent your home?

1 Own

2 Rent

8 (Do not read): Refused to say

9 (Do not read): Not sure

C7. Is your home single-family detached; a rowhouse, townhouse, or duplex; or a multi-family building like an apartment or condo?

1 Single-family detached

2 Rowhouse/Townhouse/Duplex/Anything attached

3 Multi-family

8 (Do not read): Refused to say

9 (Do not read): Not sure

C8. Which of these best describes the area in which you live? (Read choices.)

1 Urban, in other words a city

2 Suburban

3 Small town

4 Rural

8 (Do not read): Refused to say

9 (Do not read): Not sure

C9. Is your immediate family involved in farming or agriculture?

1 Yes

2 No

8 (Do not read): Refused to say

9 (Do not read): Not sure

C10. What is your religious affiliation, if any?

(Do not read):

1 Catholic

2 All other Christian/Protestant/Non-denominational Christian

3 Jewish

4 Muslim

5 Hindu

6 Buddhist

7 Not religious/Agnostic/Atheist

8 Spiritual/No specific religion

97 Other (Specify.)

98 Refused to say

99 Not sure

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(All except C10-7, 98, 99):

C11. Do you attend religious worship weekly, once or twice a month, several times a year, or less often than that?

- 1 Weekly
- 2 Once or twice a month
- 3 Several times a year
- 4 Less often than that
- (Do not read):
- 8 Refused to say
- 9 Not sure

(All):

C12. Do you identify your race or ethnicity as (*randomize*): [White, African-American or Black, Hispanic or Latino, Asian], or some other? Please mention any that apply to you. (*Allow multiple.*)

- 1 White
- 2 African-American/Black
- 3 Hispanic/Latino
- 4 Asian
- 5 Other (*Specify or code below.*)
- (Do not read):
- 6 Native American
- 7 Pacific Islander
- 8 Mixed/Multi-racial (unspecified)
- 9 Middle Eastern/Arab-American
- 98 Refused to say
- 99 Not sure

C13. About what was the total income for all members of your household last year before taxes? Stop me when I get to the right category. (*Read categories until stopped.*) (*If necessary*): Just give me your best guess.

- 1 Less than \$25,000
- 2 25 to less than \$50,000
- 3 50 to less than \$75,000
- 4 75 to less than \$100,000
- 5 100 to less than \$150,000
- 6 \$150,000 or more
- 8 (*Do not read*): Refused to say
- 9 (*Do not read*): Not sure

(*Not asked; by observation*):

C14. Gender

- 1 Male
- 2 Female

That's all the questions I have. Thank you for your time. Goodbye.