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Interviewer :	Checked by:	Red checked by:	Re-checked by:	Corrected by:	Correction Checked by:	Coded by:	Coding Checked by:
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JDFR #339
FINAL.1
7/17/03
RED CHECK

CITY OF SAN DIEGO



JULY 2003 FOLLOW-UP SURVEY

Introduction

Hello, this is _____ calling for the City of San Diego. We are doing a survey of our residents about some issues of importance to our community and would like to include the opinions of your household.

Screening

A. First, is this household in the City of San Diego?

YES - CONTINUE

NO - THANK AND TERMINATE

B. I would like to interview the youngest male adult aged 18 **or older** who is at home now.

IF NO MALE ADULT IN HOUSEHOLD OR MALE ADULT NOT AVAILABLE, SAY:

C. Then I would like to interview the youngest female adult aged 18 **or older** who is at home now.

IF NO ADULT AVAILABLE, SCHEDULE AND RECORD CALLBACK.

IF NO ADULT IN HOUSEHOLD, THANK AND TERMINATE.

WHEN YOU HAVE ELIGIBLE ADULT, CONTINUE.

Interview

⌚ **Time Started:** ____ : ____

1. First, I am going to read you a list of some issues the City of San Diego is dealing with. As I read each one, please tell me whether you feel it is very important, somewhat important, not very important, or not at all important. Here's the first one ... **START WITH STATEMENT CHECKED** .

	Very	Somewhat	Not Very	Not at All	Don't Know
π_a air pollution	4	3	2	1	9
π_b quality of the public schools	4	3	2	1	9
π_c traffic congestion	4	3	2	1	9
π_d pollution of the ocean, bays, and beaches	4	3	2	1	9
π_e crime	4	3	2	1	9
π_f littering	4	3	2	1	9

2. Now I would like to ask you about some things you may have or own ... Do you (own) (have) a _____? How about a _____?

	YES	NO
a. car, truck, or van	1	2
b. motorcycle	1	2
c. garden	1	2
d. dog	1	2

➤ ASK Q #3 - 8 IF PERSON HAS CAR/TRUCK/VAN OR MOTORCYCLE.

3. Thinking first about your (car, truck, or van) (motorcycle) ... Do you ever wash your vehicle or vehicles at home?

YES (CONTINUE)..... 1
 NO (SKIP TO Q #5) 2

☞ IF YES, ASK:

4. And where does the wash water from the vehicle run?

ONTO PAVEMENT LIKE DRIVEWAY, STREET, GUTTER.....	1
ONTO DIRT	2
ONTO GRASS, LAWN, GARDEN	3
OTHER	8

5. (And) do you personally ever change the oil in your vehicle or vehicles?

YES (CONTINUE).....	1
NO (SKIP TO Q #7)	2

☞ IF YES, ASK:

6. (And) what do you do with the used oil?

POUR DOWN INSIDE DRAIN	1
POUR DOWN STORM DRAIN	2
POUR ONTO GROUND	3
THROW IN TRASH/GARBAGE.....	4
KEEP AROUND THE HOUSE.....	5
USE AS WEED KILLER	6
TAKE TO HAZARDOUS WASTE EVENT/ROUNDUP	7
TAKE TO RECYCLING CENTER.....	8

7. (And) do you ever drain your vehicle's radiator or radiators?

YES (CONTINUE).....	1
NO (SKIP TO Q #9)	2

☞ IF YES, ASK:

8. (And) what do you do with the radiator fluid?

POUR DOWN INSIDE DRAIN	1
POUR DOWN STORM DRAIN	2
POUR ONTO GROUND	3
THROW IN TRASH/GARBAGE.....	4
KEEP AROUND THE HOUSE.....	5
USE AS WEED KILLER	6
TAKE TO HAZARDOUS WASTE EVENT/ROUNDUP	7
TAKE TO RECYCLING CENTER.....	8

➤ ASK Q #9 - 17 IF PERSON HAS A GARDEN.

9. (Now thinking about) (Thinking first about) your garden. How do you dispose of your lawn clippings or other green waste? (IF PERSON DOESN'T DISPOSE OF OWN, ASK: What does your gardener do with the green waste?)

THROW IN TRASH/GARBAGE.....	1
GREEN WATER CAN/CURBSIDE RECYCLING.....	2
TAKEN AWAY BY GARDENER/LAWN SERVICE	3
PUT IN COMPOST PILE/USE AS MULCH	4
LEAVE ON LAWN	5
TAKE TO COMPOST FACILITY	6
TAKE TO LAND FILL/TRANSFER STATION	7
OTHER:.....	8
DON'T KNOW WHAT GARDENER/OTHER FAMILY MEMBER DOES	9

10. And how do you **clean up** the clippings that are on walkways, patios, and the driveway? (IF PERSON DOESN'T MOW OWN LAWN, ASK: What does your gardener do to clean up after mowing?)

SWEEP UP AND PUT INTO TRASH.....	1
BLOW INTO YARD (LEAF BLOWER).....	2
SWEEP INTO STREET/GUTTER.....	3
HOSE INTO STREET/GUTTER	4
GREEN WASTE CAN/CURBSIDE RECYCLING.....	5
NOT APPLICABLE - NO LAWN	6
NOT APPLICABLE - NO CLIPPINGS	7
OTHER: _____	8
DON'T KNOW WHAT GARDENER/OTHER FAMILY MEMBER DOES.....	9

11. When you water your garden, does water always, usually, sometimes, rarely, or never run into the gutter or street?

ALWAYS	5
USUALLY	4
SOMETIMES	3
RARELY.....	2
NEVER	1
DON'T KNOW.....	9

12. Do you ever use pesticides, herbicides, or fungicides in the garden?

YES (CONTINUE).....	1
NO (SKIP TO Q #16)	2

☞ **IF YES, ASK:**

13. As far as you know, when pesticides, herbicides, or fungicides are used in your garden, are the instructions read and followed very carefully, somewhat carefully, not too carefully, or not at all?

VERY CAREFULLY	4
SOMEWHAT CAREFULLY	3
NOT VERY CAREFULLY	2
NOT AT ALL	1
IT DEPENDS ON WHO DOES IT	7
DON'T KNOW.....	9

14. After you apply pesticides, herbicides, or fungicides, would you say some of them wash off into the street due to watering always, usually, sometimes, rarely, or never?

ALWAYS	5
USUALLY	4
SOMETIMES	3
RARELY.....	2
NEVER	1

15. And when you have leftover pesticides or herbicides, how do you dispose of them?

PUT IN TRASH/GARBAGE	1
PUT DOWN INDOOR DRAIN	2
PUT DOWN OUTDOOR DRAIN	3
PUT INTO GUTTER/STORM DRAIN	4
TAKE TO HAZARDOUS WASTE COLLECTION	5
TAKE TO LANDFILL OR DUMP	6
BURY IT.....	7
NOT APPLICABLE/DON'T HAVE LEFTOVERS	8
OTHER	88

16. Now thinking more specifically about methods for controlling insects ... Do you, other household members, or your gardener ... START WITH STATEMENT CHECKED .

<input type="checkbox"/> mainly use traditional synthetic chemicals (CONTINUE).....	1
<input type="checkbox"/> mainly use alternative, non-chemical methods (SKIP TO Q #18).....	2
or <input type="checkbox"/> use a combination of traditional and alternative methods? (CONTINUE).....	3
USES NO INSECT CONTROL METHOD (SKIP TO Q #18).....	7
DON'T KNOW (CONTINUE)	9

➤IF USES TRADITIONAL CHEMICALS OR DOESN'T KNOW, ASK:

17. Now I am going to read you five things that are important to some people in choosing between traditional and alternative methods of insect control. After I have read all five, please tell me which **one** is **most** important to you. START WITH STATEMENT CHECKED .

- cost..... 1
- method of application2
- potential for toxic side effects3
- speed of results4
- or some other factor? (And what would that be?)_____5

➤ASK Q #18 - 19 IF PERSON HAS A DOG.

18. (Now thinking about) (Thinking first about) your dog ... Do you always, usually, sometimes, rarely, or never “pick up the droppings” when you walk the dog?

- ALWAYS5
- USUALLY4
- SOMETIMES3
- RARELY.....2
- NEVER1

19. And do you clean up any dog droppings in your yard every day, every few days, once a week, or less than once a week?

- EVERY DAY.....1
- EVERY FEW DAYS2
- ONCE A WEEK3
- LESS THAN ONCE A WEEK4
- NOT APPLICABLE - NO YARD OR NO DROPPINGS IN YARD7

➤CONTINUE HERE WITH ALL RESPONDENTS.

20. Now thinking about cooking ... When you have a pot or pan with grease in it, do you ... START WITH STATEMENT CHECKED, INSERTING THE WORD "or" BEFORE THE LAST CHOICE.

- πwipe the grease out of the pan into the garbage 1
- πwash the grease down the drain with hot water..... 2
- πwash the grease down the drain with cold water..... 3
- πpour the grease into a container and throw the container in the garbage 4
- πput the pot or pan in the dishwasher with the grease in it 5
- NEVER COOKS 7
- OTHER (VOLUNTEERED) _____ 8

21. Do you ever do any painting around the house, either inside or outside?

- YES (CONTINUE)..... 1
- NO (SKIP TO Q #24) 2

➤IF YES, ASK:

22. Where do you clean out your paint brushes, rollers, and pans? IF BUCKET OR PAIL, PROBE FOR WHERE WATER IS Poured.

- INSIDE SINK 1
- OUTSIDE SINK 2
- GRASS/DIRT/YARD..... 3
- DRIVEWAY/GUTTER/STREET 4
- THROW AWAY/TRASH/USE DISPOSABLE ONES 5
- OTHER _____ 8

23. And how do you dispose of any extra paint you may have?

- PUT IN TRASH/GARBAGE..... 1
- PUT DOWN INDOOR DRAIN..... 2
- PUT DOWN OUTDOOR DRAIN..... 3
- PUT INTO GUTTER/STORM DRAIN..... 4
- TAKE TO RECYCLING CENTER..... 5
- TAKE TO HAZARDOUS WASTE COLLECTION..... 6
- TAKE TO LANDFILL OR DUMP 7
- BURY IT 8
- NOT APPLICABLE/DON'T HAVE LEFTOVERS/NEVER DISPOSE OF IT 77
- OTHER _____ 88

24. Have you ever experienced a blocked sewer where you live now?

- YES (CONTINUE)..... 1
- NO (SKIP TO Q # 26) 2

☛ IF YES, ASK:

25. And was that blockage caused by grease, roots, a break in the line connecting your house to the street, or a break in the main sewer line?

- GREASE 1
- ROOTS 2
- BREAK IN CONNECTING LINE..... 3
- BREAK IN MAIN LINE 4
- NOT APPLICABLE – APARTMENT/CONDO/RENTAL..... 7
- DON'T KNOW 9

26. How often do you clean out the sewer line that connects your home to the main sewer line in the street?

-
- MORE THAN ONCE A YEAR 1
 - ONCE A YEAR..... 2
 - ONCE EVERY TWO-THREE YEARS 3
 - ONCE EVERY FOUR-FIVE YEARS 4
 - ONCE EVERY SIX-TEN YEARS..... 5
 - LESS THAN ONCE EVERY TEN YEARS 6
 - NEVER 7
 - NOT APPLICABLE – APARTMENT/CONDO/RENTAL..... 77
 - DON'T KNOW 99

27. Now thinking about litter ... Would you say that you never, rarely, occasionally, or often litter?

- NEVER 4
- RARELY..... 3
- OCCASIONALLY 2
- OFTEN..... 1

28. And would you say that you never, rarely, occasionally, or often empty trash or the ashtray from your car at freeway on- or off-ramps?

NEVER	4
RARELY.....	3
OCCASIONALLY	2
OFTEN.....	1

29. In the neighborhood where you live, would you say there is a lot of litter, some litter, not very much litter, or no litter at all?

LOT.....	4
SOME	3
NOT VERY MUCH	2
NONE	1

30. And would you say you are very, somewhat, not very, or not at all likely to pick up litter you see in your neighborhood?

VERY	4
SOMEWHAT	3
NOT VERY	2
NOT AT ALL	1

31. Now thinking about the beaches ... About how often do you visit a San Diego beach?

EVERY DAY (CONTINUE).....	1
EVERY FEW DAYS (CONTINUE).....	2
ONCE A WEEK (CONTINUE)	3
ONCE EVERY TWO TO THREE WEEKS (CONTINUE)	4
ONCE A MONTH (CONTINUE)	5
ONCE EVERY TWO TO THREE MONTHS (CONTINUE)	6
EVERY FOUR TO SIX MONTHS (CONTINUE).....	7
EVERY SEVEN TO TWELVE MONTHS (CONTINUE).....	8
LESS THAN ONCE A YEAR (SKIP TO Q #34).....	9
NEVER (SKIP TO Q #34).....	10

☛ IF ONCE A YEAR OR MORE OFTEN, ASK:

32. Do you ever feed the birds at the beach?

YES 1
NO..... 2

33. As far as you know, when San Diego beaches are closed due to contamination, is the contamination usually due to sewage spills or to runoff from homes and businesses?

SEWAGE 1
RUNOFF..... 2
DON'T KNOW..... 9

34. What is the Zip Code where you live? _____

35. Now thinking about water bodies in general ... What water bodies would you say are part of the community where you live? PROBE FOR SPELLING. RECORD VERBATIM. CODE ALL THAT APPLY.
-
-

Mission Bay	1
Penasquitos	2
San Diego Bay	3
San Diego River	4
San Dieguito River.....	5
Tijuana River	6
The Pacific Ocean/The Ocean	7
Coronado Bay/Coronado Beach	8
Lake Miramar.....	9
Lake Hodges	10
Lake Murray	11
La Jolla Beach.....	12
Dog Beach.....	13
Lake Poway.....	14
Imperial Beach	15
Colorado River.....	16
San Diego Harbor	17
Ocean Beach/Pacific Beach	18
Del Mar	19
Lake Cuyamaka	20
Chollas Lake	21
None.....	77
Other: _____	88
Don't Know	99

36. And what water bodies do you visit or use for recreational purposes? PROBE FOR SPELLING. RECORD VERBATIM. CODE ALL THAT APPLY.

Mission Bay	1
Penasquitos	2
San Diego Bay	3
San Diego River	4
San Dieguito River.....	5
Tijuana River	6
The Pacific Ocean/The Ocean	7
Coronado Bay/Coronado Beach	8
Lake Miramar.....	9
Lake Hodges	10
Lake Murray	11
La Jolla Beach.....	12
Dog Beach.....	13
Lake Poway.....	14
Imperial Beach	15
Colorado River.....	16
San Diego Harbor	17
Ocean Beach/Pacific Beach	18
Del Mar	19
Lake Cuyamaka	20
Chollas Lake	21
None.....	77
Other: _____	88
Don't Know	99

IF ZIP CODE IN QUESTION #34 IS ON THE LIST BELOW, ASK QUESTION #37 FOR THAT ZIP CODE. OTHERWISE, SKIP TO QUESTION #38. IF TWO WATERBODIES, ASK ABOUT: FIRST SECOND.

37. Would you say that _____, which is in your area, is very, somewhat, not very, or not at all healthy?

91902	San Diego Bay	92111	San Diego River
91911	San Diego Bay	92113	San Diego Bay
91913	San Diego Bay	92114	San Diego Bay
91915	San Diego Bay	92115	San Diego River and San Diego Bay
91932	Tijuana River	92116	San Diego Bay
91942	San Diego River	92117	Mission Bay
91945	San Diego Bay	92118	San Diego Bay
91950	San Diego Bay	92119	San Diego River
91977	San Diego Bay	92120	San Diego River
92014	Penasquitos and San Dieguito River	92121	Penasquitos
92020	San Diego River	92122	Mission Bay
92025	San Dieguito River	92123	San Diego River
92027	San Dieguito River	92124	San Diego River
92029	San Dieguito River	92126	Penasquitos
92037	Mission Bay	92127	San Dieguito River
92064	Penasquito	92128	Penasquitos and San Dieguito River
92065	San Dieguito River	92129	Penasquitos
92067	San Dieguito River	92130	Penasquitos
92075	San Dieguito River	92131	Penasquitos
92101	San Diego Bay	92133	San Diego Bay
92102	San Diego Bay	92134	San Diego Bay
92103	San Diego River and San Diego Bay	92135	San Diego Bay
92104	San Diego Bay	92136	San Diego Bay
92105	San Diego Bay	92139	San Diego Bay
92106	San Diego Bay	92140	San Diego Bay
92107	San Diego Bay	92145	Mission Bay and San Diego River
92108	San Diego River	92152	San Diego Bay and Tijuana River
92109	Mission Bay	92173	Tijuana River
92110	Mission Bay		

VERY 4
 SOMEWHAT 3
 NOT VERY 2
 NOT AT ALL 1
 DON'T KNOW/NOT SURE 9

38. Are you familiar with the concept of a watershed?

- YES (CONTINUE)..... 1
- NO (SKIP TO Q #41) 2

☛ IF YES, ASK:

39. And how would you define a watershed? PROBE FOR CLARITY AND SPECIFICS. RECORD VERBATIM.

40. As far as you know, do you live in a watershed, or not?

- LIVE IN WATERSHED..... 1
- DO NOT LIVE IN WATERSHED..... 2
- DON'T KNOW/NOT SURE 9

41. In the past six months, have you heard anything about San Diego's storm drain system?

- YES 1
- NO..... 2

42. As far as you know, where do things that enter the storm drains go? IF TO WATERWAYS, ASK: And do they go to a treatment plant first, or not?

-
- TREATMENT PLANT 1
 - TO WATERWAY BUT TREATED FIRST 2
 - TO WATERWAY BUT NOT TREATED 3
 - TO WATERWAY, NOT SURE IF TREATED 4
 - TO SEWER..... 5
 - OTHER _____ 8
 - DON'T KNOW..... 9

43. Have you ever heard the slogan "Think Blue"?

YES (CONTINUE).....1
 NO (SKIP TO Q #49).....2

☞ IF YES, ASK:

44. And did you hear that slogan on the radio, on television, on both radio and television, or somewhere else? (And where would that be?)

RADIO (ASK Q #45)1
 TELEVISION (ASK Q #46).....2
 BOTH (ASK Q #45 AND Q #46)3
 SOMEWHERE ELSE (SKIP TO Q #47): _____8
 DON'T RECALL (SKIP TO Q #47).....9

☞ IF ON RADIO, ASK:

45. (And) what radio station or stations did you hear it on? PROBE FOR OTHER STATIONS: Where else? CODE ALL THAT APPLY.

88.3 FM KSDS JAZZ CITY COLLEGE 1
 89.5 KPBS 2
 92.1 FM KFSD 3
 92.5 FM MAGIC XHRM 4
 93.3 FM KHTZ CHANNEL 933..... 5
 94.9 FM KBZT 6
 98.9 FM MORE ESPANOL 7
 100.7 FM KFMB STAR 8
 101 FM KGB 9
 102.1 FM KPRI SETS 10
 102.9 FM K LOVE ESPANOL 11
 103.7 FM THE PLANET OR CLASSIC HITS..... 12
 106.5 FM LA NUEVA ESPANOL 13
 600 AM KOGO 600 NEWS RADIO 14
 760 AM KFMB CBS 15
 1360 AM KPOP 16
 PREMIER TRAFFIC..... 17
 WESTWOOD TRAFFIC 18
 OTHER: _____ 88
 DON'T RECALL 99

1		
Station Number	Call Letter	Nickname
2		
Station Number	Call Letter	Nickname

IF ON TELEVISION, ASK:

46. (And) what television station did you hear it on? PROBE FOR OTHER STATIONS: Where else? CODE ALL THAT APPLY.

4 COX- Padres..... 1
 5/69 KSWB The WB..... 2
 6 FOX 3
 7/39 KNSD NBC..... 4
 8 TV KFMB CBS..... 5
 9/51 KUSI..... 6
 10 KGTV 7
 11/15 KPBS..... 8
 12 XEWT TELEVISA Energy Communications Espanol..... 9
 13 UPN 10
 17 KBNT UNIVISION..... 11
 24 CITY CABLE ACCESS..... 12
 TELEMUNDO-Espanol 13
 TIME WARNER USA, TLC, LIF 14
 OTHER: 88
 DON'T RECALL 99

1		
Channel Number	Station	Network
2		
Channel Number	Station	Network

47. What does that slogan mean to you? PROBE FOR CLARITY AND SPECIFICS. PROBE FOR OTHER THINGS: What else? RECORD VERBATIM.

48. In general, would you say that your reaction to the “Think Blue” slogan is very positive, somewhat positive, somewhat negative, or very negative?

- VERY POSITIVE..... 4
- SOMEWHAT POSITIVE..... 3
- SOMEWHAT NEGATIVE 2
- VERY NEGATIVE 1
- DON'T KNOW/NOT SURE 9

49. Now suppose the City of San Diego wanted to provide you with information on how to prevent the contamination of our ocean, bays, and beaches. Would you definitely, probably, probably not, or definitely not pay attention to this information if it was _____? How about _____?

	Definitely	Probably	Probably Not	Definitely Not	Don't Know
a. on television	4	3	2	1	9
b. on the radio	4	3	2	1	9
c. in the newspaper	4	3	2	1	9
d. mailed to your house	4	3	2	1	9
e. sent to you by e-mail	4	3	2	1	9
f. available on the Internet	4	3	2	1	9
g. available in public places	4	3	2	1	9
h. given to children at school to take home	4	3	2	1	9
i. discussed at community meetings	4	3	2	1	9
j. on Community Access television	4	3	2	1	9

Now in order to classify your responses along with others, I need to ask a few questions about you ...

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

- SINGLE FAMILY 1
- DUPLEX/TRIPLEX 2
- TOWNHOUSE 3
- APARTMENT/CONDOMINIUM 4
- REFUSED..... 0

51. Do you own your home, or are you renting or leasing it?

- OWN 1
- RENT/LEASE..... 2
- REFUSED..... 0

52. What was the last grade you completed in school?

LESS THAN HIGH SCHOOL	1
HIGH SCHOOL GRADUATE.....	2
VOCATIONAL/TRADE CERTIFICATE	3
SOME COLLEGE	4
TWO-YEAR DEGREE.....	5
FOUR-YEAR DEGREE OR HIGHER	6
REFUSED	0

53. What is your age, please? _____

54. We would also like to know your racial or ethnic background. Are you Caucasian, African-American, Asian-American, Latino or Hispanic, or some other ethnicity? (And what would that be?)

CAUCASIAN/WHITE	1
AFRICAN-AMERICAN	2
ASIAN-AMERICAN.....	3
LATINO/HISPANIC	4
OTHER _____	8
REFUSED.....	0

55. Was your total annual household income before taxes in 2002 under or over \$50,000?

UNDER (\$0-\$49,999) (ASK 56)	1
OVER (\$50,001+) (ASK 57)	2
EXACTLY \$50,000 (END INTERVIEW).....	6
DON'T KNOW (END INTERVIEW).....	99
REFUSED (END INTERVIEW).....	10

***IF UNDER \$50,000 ASK:**

56. And was it under or over \$25,000?

UNDER (\$0-24,999).....	03
OVER (\$25,001-49,999).....	05
EXACTLY \$25,000	04
DON'T KNOW.....	99
REFUSED.....	20

***IF OVER \$50,000 ASK:**

57. Was it under or over \$75,000?

UNDER (\$50,001-74,999).....	07
EXACTLY \$75,000	08
OVER (\$75,001+).....	09
DON'T KNOW.....	99
REFUSED.....	30

THANK RESPONDENT!

58. RECORD GENDER:

MALE.....1
FEMALE2

TIME ENDED: ___ ___ : ___ ___

ELAPSED TIME: _____

DATE: _____ / _____ /03

INT ID #: _____

REP: _____

PAGE: _____

LINE: _____

☺ _____

PHONE #: () _____ - _____

CHECKER ERROR _1