

Respondent ID# _____

Gender of Respondent

1 (Male)-----49%
2 (Female)-----51

Time Started _____

Time Finished _____

Total Time _____

Hello, I'm _____ from G-S-S Research, a public opinion research firm. We've been asked by the City of San Diego to conduct a survey of local residents, and your telephone number was selected at random. We are not trying to sell you anything, and we are only interested in your opinions.

CELL PHONE RESPONDENTS SKIP TO Q.A

LAND LINE SAMPLE ONLY READ

According to the research procedure, may I speak to the person in the house who is 18 or older who had the most recent birthday? [IF RESPONDENT SAYS NO OR NOT NOW, ASK TO MAKE AN APPOINTMENT FOR LATER].

[REPEAT INTRODUCTION IF RESPONDENT IS NOT PERSON WHO FIRST ANSWERED PHONE]

LAND LINE RESPONDENTS SKIP TO Q.E

CELL PHONE SAMPLE ONLY ASK Q.A:

A. This sounds like a cell phone. Are you in a place where you can safely talk on your cell phone?

Yes safe place (SKIP TO QC)----- 97%
No not safe ----- TERMINATE
No not cell phone (ASK Q.B) ----- 3
(DON'T READ) DK/NA----- TERMINATE

IF RESPONDENT SAYS NOT IN SAFE PLACE, TELL THEM YOU WILL CALL BACK AND TRY TO REACH THEM WHEN THEY CAN TALK SAFELY. THEN THANK AND HANG UP AND CALL BACK LATER

ASK Q.B ONLY IF NOT CELL PHONE (PUNCH 2) ON Q.A

B. You said this was not a cell phone I reached you on. Did you forward your cell phone number to this phone, or was this not a cell phone number that I called you on?

Forwarded (ASK Q.C) -----100%
Not cell phone ----- TERMINATE
(DON'T READ) Other ----- TERMINATE
(DON'T READ) DK/NA ----- TERMINATE

C. According to the research procedure, I need to speak to someone who is age 18 or older. Are you age 18 or older?

Yes (ASK Q.D) -----100%
No ----- TERMINATE
(DON'T READ) DK/NA----- TERMINATE

D. Do you generally use your cell phone for personal calls, for business calls or a mixture of both?

Personal----- 33%
Business----- TERMINATE
Mixture----- 65
(DON'T READ) REFUSED ----- 1

* Results for each question may not add to 100% due to rounding

E. Now, do you live in the City of San Diego, or do you live in some other city outside of San Diego?

Yes San Diego (SKIP TO Q.1)-----	95%
No, other city (ASK Q.F)-----	5
(DON'T READ) DK/NA -----	TERMINATE

ASK Q.F IF OTHER CITY ON Q.E (N = 39)

F. What city do you live in?

(DON'T READ)	
San Diego -----	16%
Carmel Mountain Ranch -----	0
Carmel Valley-----	0
Del Cerro -----	0
Del Mar Heights-----	4
Del Mar Mesa-----	2
Encanto -----	5
Hillcrest-----	0
Jamacha -----	0
La Jolla [la HOY- ah]-----	4
Mira Mesa -----	20
Mission Beach -----	12
Ocean Beach -----	3
Otay/Otay Mesa-----	0
Pacific Beach -----	5
Point Loma -----	5
Rancho Bernardo-----	2
Rancho Peñasquitos-----	0
Sabre Springs -----	0
San Carlos -----	0
San Pasqual -----	0
San Ysidro-----	6
Scripps Ranch-----	2
Tierrasanta -----	4
Tijuana River Valley-----	7
Torrey Highlands/Hills/Pines-----	0
University City -----	4
UTC -----	0
Any other response -----	TERMINATE
Not Sure/Refused -----	TERMINATE

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

	<u>YES</u>	<u>NO</u>	<u>DK/NA</u>
Think Blue -----	53%-----	46%-----	1%-----

2. Next, I want to ask you a question about storm drains. As you probably know, storm drains are the gutters, pipes, and concrete channels that collect water from streets.

Now, when water goes into the storm drains in San Diego, does it go to a sewage treatment plant before it is released? Or is it released into creeks or the ocean without treatment? If you are not sure, just say so.

Is treated-----	17%
Is not treated-----	45
Not sure-----	38
(DON'T READ) NA-----	1

3. Overall, would you say that San Diego's creeks, beaches, and ocean are very polluted, somewhat polluted, not too polluted, or not polluted at all?

- Very ----- 12%
- Somewhat ----- 60
- Not very ----- 20
- Not polluted at all ----- 4
- (DON'T READ)** Other/depends ----- 2
- (DON'T READ)** DK/NA ----- 3

4. Would you say that pollution of San Diego's creeks, beaches, and ocean is getting better, getting worse or staying about the same?

- Better ----- 17%
- Worse ----- 25
- Same ----- 49
- (DON'T READ)** DK/NA ----- 10

5. Would you say that materials on the street that wash into storm drains in the city of San Diego are a major source of pollution of the city's creeks, beaches, and ocean? A minor source of pollution? Or not really a source of pollution?

- Major source ----- 51%
- Minor source ----- 38
- Not a source ----- 6
- (DON'T READ)** Depends/other ----- 3
- (DON'T READ)** DK/NA ----- 3

6. Last year, that is in 2013, did you see or hear anything about ways that people can prevent pollution from going into storm drains in San Diego?

- Yes ----- 58%
- No ----- 40
- (DON'T READ)** DK/NA ----- 3

7. In general, would you say that the city government in San Diego does too little to prevent pollution of its creeks, beaches and ocean? Would you say that it does too much? Or would you say that it does about the right amount?

- Does too little ----- 45%
- Does too much ----- 3
- About right amount ----- 42
- (DON'T READ)** DK/NA ----- 10

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

- Single family ----- 57%
- Duplex/triplex ----- 3
- Townhouse ----- 5
- Apartment/Condo ----- 33
- (DON'T READ)** Other ----- 2
- (DON'T READ)** DK/NA ----- 0

9. Do you have a dog where you live?

- Yes ----- 35%
- No ----- 65
- (DON'T READ)** ----- 0

10. Do you own or lease at least one car, truck, or S-U-V?

Yes ----- 83%
 No ----- 16
 (DON'T READ)----- 1

IF YES ON Q.10 ASK Q.11 (n=669)

11. Last year, that is in 2013, about how often did you wash any of your vehicles in each of the following ways? Never? Once? Two to five times? Six to twelve times? About once a week? Or more often than that? (READ-ROTATE)

	Never	1	2-5	6-12	Weekly	More	DK/NA
[] a. You took it to a car wash -----	15%	13%	28%	31%	10%	2%	0%
[] b. You washed it yourself at home -	60	11	16	8	4	1	0
[] c. You hired a mobile car washing service-----	83	7	6	2	1	1	1

IF Q.11B = 2-6 ASK Q.12 (n=265)

12. When you wash your car at home, where specifically do you usually do this? (READ): (ACCEPT ONLY ONE RESPONSE)

On a driveway ----- 66%
 On a lawn----- 11
 On the street or in an alley ----- 8
 In a parking lot----- 8
 Or in some other place ----- 5
 (DON'T READ) DK/NA----- 2

ASK EVERYONE

13. Which of the following would be your biggest concern about taking your car to a car wash to be cleaned? Is it that (READ - ROTATE): (ACCEPT ONLY FIRST RESPONSE)

[] a. Car washes don't get your car clean enough -----	11%
[] b. Car washes are too expensive-----	23
[] c. Going to a car wash takes too much time-----	9
[] d. You don't have a car wash nearby-----	3
[] e. A car wash might damage your car-----	12
(DON'T READ) All -----	4
(DON'T READ) None-----	33
(DON'T READ) Other -----	3
(DON'T READ) DK/NA-----	3

14. As you might know, anything that goes into storm drains can end up in local creeks, rivers, or the ocean, without any filtering or treatment. Motor oil, leaves and grass, dirt, litter, and pesticides are all examples of pollution that goes into storm drains in San Diego. They end up untreated in our creeks, on our beaches, or in the ocean.

Last year, that is in 2013, did you do any of the following as a direct result of seeing any information about how polluted water in storm drains affects local creeks, the beaches, and the ocean? (READ - ROTATE):

	<u>YES</u>	<u>NO</u>	<u>NOT APPL</u>	<u>DK/NA</u>
[]a. Pick up litter to prevent it from going in the storm drain? ----	73%-----	21%-----	5%-----	1%
[]b. Pick up dog waste to prevent it from going in the storm drain? -----	43-----	37-----	19-----	1
	<u>YES</u>	<u>NO</u>	<u>NOT APPL</u>	<u>DK/NA</u>

ASK Q.C IF Q.10 = YES (n=669)

[]c. Deliberately take your car to a car wash rather than wash it at home to reduce runoff of water into the gutter? -----	60%-----	34%-----	5%-----	1%
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ASK D to G IF Q8=1,2, OR 3 (n=523)

[]d. Sweep your driveway or your sidewalk rather than use a hose to keep dirt from washing into the storm drains? -----	70-----	24-----	6-----	1
[]e. Deliberately reduce the use of pesticides or fertilizers on your lawn or garden to keep them out of the storm drains? -----	49-----	30-----	19-----	2
[]f. Deliberately remove leaves or grass clippings from the gutter to keep them out of the storm drains? -----	55-----	37-----	8-----	0

ASK EVERYONE

15. To your knowledge, does the city of San Diego have a law addressing each of the following? You can answer yes, no, or not sure to each one. (ROTATE)

	<u>YES</u>	<u>NO</u>	<u>DK/NA</u>
[]a. Requiring dog owners to clean up pet waste that is left on the sidewalk or next to the curb?-----	67%-----	18%-----	15%
[]b. Prohibiting home owners from letting water used to irrigate lawns and gardens from leaving their property and going into the storm drains? -----	35-----	33-----	32
[]c. Prohibiting home owners from letting water used to wash cars or driveways from leaving their property and going into the storm drains? -----	35-----	36-----	30

16. San Diego does in fact have a law that requires people to pay a fine if they let water leave their property and enter the storm drains, because this water often contains bacteria, fertilizers, or chemicals that can cause coastal pollution.

Which of the following statements best reflects how you feel about this law?

[] A. If it helps reduce pollution and keep our beaches clean, than I am OK with this law -----	64%
OR	
[] B. A law that makes you pay a fine if water runs off your property into the street is going too far and should be repealed-----	26
(DON'T READ) Neither-----	3
(DON'T READ) Equal-----	4
(DON'T READ) DK/NA-----	3

17. Earlier, I mentioned the slogan "Think Blue San Diego." Think Blue is the City of San Diego's program to reduce pollution of the water in the city's storm drains, creeks, beaches, and the ocean. Now that I mention this, had you heard about the Think Blue San Diego program before this call?

Yes ----- 58%
 No ----- 39
 (DON'T READ)----- 3

18. Last year, that is in 2013, did you see or hear any of the following from the Think Blue program?
 (ROTATE)

	YES	NO	DK/NA
<input type="checkbox"/> a. A TV commercial -----	49%	48%	4%
<input type="checkbox"/> b. The Think Blue website -----	12	86	2
<input type="checkbox"/> c. A brochure from Think Blue-----	17	79	4
<input type="checkbox"/> d. A Think Blue booth or a sign at a local event -----	24	72	4
<input type="checkbox"/> e. About a hotline you can call to report people or businesses that are causing pollution in storm drains -----	18	78	4

IF Q.18A = 1 ASK Q.19 (n=390)

19. You mentioned that you recall a TV commercial from the Think Blue program. Which of the following was featured in that commercial? (ROTATE)

<input type="checkbox"/> A rubber duck -----	60%
<input type="checkbox"/> A sailboat-----	1
<input type="checkbox"/> A surfer-----	5
<input type="checkbox"/> A dolphin-----	5

READ LAST

Or do you not recall? -----	27
(DON'T READ) Other -----	1
(DON'T READ) Not sure -----	1

SKIP Q.20 IF Q.19=1 (n=154)

20. Do you recall seeing a TV commercial in the past year that featured rubber ducks floating into the ocean?

Yes ----- 49%
 No ----- 38
 (DON'T READ)----- 13

ASK EVERYONE

21. Now, I want to read you a brief list of items that may pollute water in storm drains in San Diego. Please rate each item on a scale of 1 to 10. Use a 1 if you think it is NOT a serious source of pollution, and a 10 if you think it is a VERY SERIOUS source of pollution of water in storm drains. Or you can use any number in between. (ROTATE)

	NOT	VERY SER	DK	MEAN
<input type="checkbox"/> a. Litter -----	3% --2% -- 3% --3% ----9% --5%-- 9% 16% --9% -41%		0%	7.8
<input type="checkbox"/> b. Dog waste that is not picked up ----	5 ----3 ---- 4 ----5 ---- 11 ----6 ---- 9 -- 14 ----6 ----36		2	7.4
<input type="checkbox"/> c. Leaves or grass clippings -----	12 ----9 ----11 ----8 ---- 16 ----8 --10 -- 11 ----3 ----11		1	5.3
<input type="checkbox"/> d. Washing down sidewalks or driveways-----	10 ----6 ---- 8 ----8 ---- 15 ----9 ---- 9 -- 12 ----4 ----20		1	6.0
<input type="checkbox"/> e. Runoff water from washing cars in the driveway or street -----	7 ----2 ---- 7 ----6 ---- 15 ----9 --12 -- 12 ----5 ----24		1	6.6
<input type="checkbox"/> f. Pesticides and weed killers that people use on their lawns or gardens-----	3 ----1 ---- 2 ----2 ----7 ----6 ---- 6 -- 12 ----7 ----51		2	8.2
<input type="checkbox"/> g. Runoff water from lawns and gardens that go into the street-----	9 ----4 ---- 7 ----6 ---- 15 ----7 --12 -- 15 ----5 ----20		1	6.3

22. Do you use Facebook? That is, do you have a Facebook account that you use regularly?

Yes (ASK Q.23)-----	48%
No (SKIP TO Q.24)-----	51
(DON'T READ) DK/NA (SKIP TO Q.24)--	1

IF Q.22 = 1 ASK Q.23: (n=386)

23. You said that you have a Facebook account. Let me ask you a couple of quick questions about that and you can answer yes or no to each one.

	<u>YES</u>	<u>NO</u>	<u>DK/NA</u>
a. Have you seen any information about Think Blue on Facebook? -----	10%	89%	1%
IF Q.23A = 2 OR 9, SKIP TO Q.24 (n=39)			
b. Did you visit the Think Blue page on Facebook? -----	29	71	0

ASK EVERYONE

24. The Think Blue Facebook page provides information about upcoming cleanup and volunteer opportunities, pollution prevention information, and upcoming community events. How likely are you to join or like the Think Blue Facebook page in 2014 to see this information? (**READ**):

Very likely-----	8%
Somewhat likely-----	22
Not too likely-----	19
Not likely at all-----	45
(DON'T READ) Already done so-----	1
(DON'T READ) Depends-----	2
(DON'T READ) DK/NA-----	3

25. The City of San Diego's Think Blue program has a hotline that can be used to report activities that may be polluting our local beaches and storm drains, or to get information about how to prevent pollution. In 2013, did you call the Think Blue hotline?

Yes-----	6%
No-----	93
(DON'T READ) DK/NA-----	1

26. The city's Think Blue Program has a website. In 2013, did you look at the Think Blue website for any reason?

Yes-----	6%
No-----	93
(DON'T READ)-----	1

ASK Q.27 ONLY IF Q8 = 1,2 OR 3 (n=523)

27. Last year, that is in 2013, at your home did you take out a grass lawn and replace it with native plants?

Yes (SKIP TO Q.30)-----	16%
No (ASK Q.28 OR Q.29)-----	82
(DON'T READ) DK/NA (ASK Q.28 OR Q.29)-----	1

SPLIT SAMPLE A (OF THOSE WHO QUALIFY BASED ON Q.8 AND Q.27) (n=208)

28. To reduce runoff from your lawn that might cause pollution of the ocean, how interested would you be in replacing your lawn with native plants that use less water? Very interested? Somewhat interested? Not that interested? Or not interested at all?

Very interested -----	16%
SW interested -----	24
Not that interested-----	18
Not interested at all -----	30
(DON'T READ) Do not have lawn-----	9
(DON'T READ) Already done it-----	2
(DON'T READ) DK/NA-----	2

SPLIT SAMPLE B (OF THOSE WHO QUALIFY BASED ON Q.8 AND Q.27) (n=230)

29. To reduce the amount of water you use for your lawn, how interested would you be in replacing your lawn with native plants that use less water? Very interested? Somewhat interested? Not that interested? Or not interested at all?

Very interested -----	13%
SW interested -----	25
Not that interested-----	17
Not interested at all -----	25
(DON'T READ) Do not have lawn-----	12
(DON'T READ) Already done it-----	1
(DON'T READ) DK/NA-----	6

I HAVE JUST A FEW ADDITIONAL QUESTIONS FOR STATISTICAL PURPOSES ONLY

30. Are you of Hispanic or Latino origin or descent, or do you consider yourself Hispanic or Latino?

Yes -----	26%
No -----	73
Refused -----	2

31. Would you describe your race as Black or African-American; Asian or Asian-American; White or Caucasian; Native American, mixed ethnicity, or something else? **(IF RESPONSE IS "LATINO," TRY AGAIN TO GET ONE OF THE RACE RESPONSES LISTED BELOW OR RECORD AS "OTHER").**

African-American -----	8%
Asian-American -----	6
Caucasian -----	55
Native American -----	1
Mixed ethnicity -----	6
Other-----	21
Refused -----	3

32. How many years have you lived in the city of San Diego? ___ ___ ___ **(IF NOT SURE OR REFUSED, RECORD AS 999)**

33. What was the last level of school you completed? (IF COLLEGE GRAD, CLARIFY IF 2 YEAR ASSOCIATE OR 4 YEAR BACHELOR DEGREE)	LESS THAN GRADE 12 -----	5%
	HIGH SCHOOL GRADUATE -----	21
	SOME COLLEGE, NO DEGREE -----	24
	ASSOCIATE DEGREE -----	12
	BACHELOR'S DEGREE/COLLEGE GRAD ---	22
	POST GRADUATE DEGREE	
	PROFESSIONAL DEGREE -----	13
	REFUSED -----	2

34. What is your age, please? (RECORD IT EXACTLY AND CIRCLE APPROPRIATE CATEGORY BELOW.)
 AGE: _____ (IF RESPONDENT DECLINES TO STATE AGE, WRITE "999" IN BLANKS ABOVE AND THEN ASK:)

Which of the following categories includes your age? (READ LIST.)

18-29-----	25%
30-39-----	17
40-49-----	17
50-59-----	13
60-64-----	8
65-69-----	7
70 or older-----	12
(DON'T READ) REFUSED-----	1

35. What is the zip code where you live? (DON'T READ)

91902 (San Diego Bay)-----	3%	92113 (San Diego Bay) -----	2
91911 (San Diego Bay)-----	2	92114 (San Diego Bay) -----	4%
91913 (San Diego Bay)-----	3	92115 (San Diego Bay and San Diego River)---	2
91915 (San Diego Bay)-----	3	92116 (San Diego Bay) -----	1
91932 (Tijuana River) -----	1	92117 (Mission Bay) -----	2
91942 (San Diego River)-----	1	92118 (San Diego Bay) -----	0
91945 (San Diego Bay)-----	1	92119 (San Diego River) -----	1
91950 (San Diego Bay)-----	3	92120 (San Diego River) -----	2
91977 (San Diego Bay)-----	3	92121 (Penasquitos)-----	0
92014 (the Penasquitos [pen-ahs-KEY-toe] and San Dieguito [dee-A-GEE-toe Rivers) ---	3	92122 (Mission Bay) -----	2
92020 (San Diego River)		92123 (San Diego River) -----	2
92025 (San Dieguito River)-----	0	92124 (San Diego River) -----	2
92027 (San Dieguito River)-----	1	92126 (Penasquitos)-----	2
92029 (San Dieguito River)-----	1	92127 (San Dieguito River) -----	1
92037 (Mission Bay)-----	3	92128 (the Penasquitos and San Dieguito Rivers)-----	2
92064 (Penasquitos River) -----	1	92129 (Penasquitos River)-----	2
92065 (San Dieguito River)-----	1	92130 (Penasquitos River)-----	1
92067 (San Dieguito River)-----	2	92131 (Penasquitos River)-----	2
92075 (San Dieguito River)-----	0	92133 (San Diego Bay) -----	0
92101 (San Diego Bay)-----	3	92134 (San Diego Bay) -----	0
92102 (San Diego Bay)-----	2	92135 (San Diego Bay) -----	0
92103 (San Diego Bay/River)-----	2	92136 (San Diego Bay) -----	0
92104 (San Diego Bay)-----	2	92139 (San Diego Bay) -----	1
92105 (San Diego Bay)-----	3	92140 (San Diego Bay) -----	1
92106 (San Diego Bay) -----	2	92145 (Mission Bay and San Diego River) -----	0
92107 (San Diego Bay) -----	2	92152 (San Diego Bay and Tijuana River)-----	1
92108 (San Diego River)-----	2	92154 (Tijuana River and San Diego Bay)-----	2
92109 (Mission Bay)-----	2	92173 (Tijuana River) -----	1
92110 (Mission Bay)-----	1	Other-----	4
92111 (San Diego River)-----	2	Not sure/refused -----	4

ASK Q.36 OF CELL PHONE SAMPLE ONLY (n=343)

36. Do you or does anyone in your household have one or more phones that are not a cell phone?

Yes (ASK Q.37)-----	39%
No (END INTERVIEW)-----	59
(DON'T READ) DK/NA (ASK Q.37) -----	2

ASK Q.37 OF LANDLINE SAMPLE ONLY (n=462)

37. Do you or does anyone in your household have a working cellular phone?

Yes (ASK Q.38)-----	82%
No (END INTERVIEW)-----	17
(DON'T READ) DK/NA (ASK Q.38) -----	1

ASK Q.38 IF Q.36 = 1 OR 9 OR IF Q.37 = 1 OR 9 (n=524)

38. Please think of all the telephone calls that are received in your household. Among those, which of the following comes closest to how personal, not business calls are received:

All or almost all personal calls are received on cell phones-----	34%
Some personal calls are received on cell phones and some on regular phones -----	50
Very few or no personal calls are received on cell phones-----	14
(DON'T READ) DK/NA -----	3

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

My supervisor may be calling you to confirm that this interview took place. May I have your first name so she can call and ask for you?

Name Telephone #

That's all the questions I have. Thank you very much for participating in the survey.

CALCULATE AND RECORD INTERVIEW LENGTH. RECORD GENDER ON THE FIRST PAGE.

I AFFIRM THAT THE ABOVE INFORMATION IS ACCURATELY RECORDED FROM THE RESPONDENT'S STATEMENTS.

Interviewer's Signature Date

English -----	95%
Spanish -----	5

Wireless sample -----	43%
Land line sample-----	57

Sample zip code: _ _ _ _ _

Wireless/Land Disposition	
Cell phone only-----	25%
Cell phone mostly -----	22
Dual use -----	34
Land line mostly-----	9
Land line only-----	10