

Respondent ID# \_\_\_\_\_

Gender of Respondent

1 (Male)----- 50%  
2 (Female) ----- 50

Time Started \_\_\_\_\_

Time Finished \_\_\_\_\_

Total Time \_\_\_\_\_

Hello, I'm \_\_\_\_\_ from G-S-V-R, a public opinion research company. We're conducting a brief survey about issues affecting San Diego [dee-A-go]. We are not trying to sell you anything, and we are only interested in your opinions. According to the research procedure, may I speak to the adult in the house age 18 or older who had the most recent birthday? (IF RESPONDENT SAYS NO OR NOT NOW, ASK TO MAKE AN APPOINTMENT FOR LATER).

A. To start, do you live in the City of San Diego, or in some other city?

Yes San Diego (SKIP TO Q.1)-----91%  
No, other city (ASK Q.B) ----- 9  
(DON'T READ) DK/NA ----- TERMINATE

ASK Q.B IF OTHER CITY ON Q.A (N = 69)

B. What city do you live in?

(DON'T READ)

San Diego----- 2%  
Carmel Mountain Ranch----- 0  
Carmel Valley ----- 0  
Del Cerro ----- 0\*  
Del Mar Heights ----- 0\*  
Del Mar Mesa ----- 0\*  
Encanto----- 2  
Hillcrest ----- 0  
Jamacha ----- 0\*  
La Jolla [la HOY- ah] ----- 1  
Mira Mesa ----- 0\*  
Mission Beach ----- 0  
Ocean Beach ----- 0  
Otay/Otay Mesa ----- 0\*  
Pacific Beach ----- 0\*  
Point Loma----- 0\*  
Rancho Bernardo ----- 0\*  
Rancho Peñasquitos ----- 0  
Sabre Springs ----- 0\*  
San Carlos ----- 0  
San Pasqual ----- 0  
San Ysidro ----- 2  
Scripps Ranch ----- 0  
Tierrasanta----- 1  
Tijuana River Valley ----- 0  
Torrey Highlands/Hills/Pines ----- 0  
University City----- 0\*  
UTC ----- 0  
Any other response ----- TERMINATE  
Not Sure/Refused ----- TERMINATE

\*Less than 0.5%

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-----	45%	54%	1%

**IF NO OR DK ON Q1, SKIP TO Q.3.**

2. Where did you see or hear this? (RECORD VERBATIM, THEN SUPERVISOR CODE) (N = 415)

**(DON'T READ)**

TV ad-----	52%
Radio-----	13
Billboard-----	7
Brochure-----	1
Community meeting/event-----	1
TV news-----	4
Newspaper-----	8
Internet/web site-----	0*
Side of truck-----	4
Friends/family/word of mouth-----	2
At the beach-----	2
On the street (sewers/wall/storm drains/curb)-----	7
On my water bill-----	2
Other-----	3
Not Sure-----	9

*May exceed 100% as multiple responses permitted  
\*Less than 0.5%*

3. In a few words of your own, what do you think that the slogan "Think Blue San Diego" is asking you to do? (RECORD VERBATIM, THEN SUPERVISOR CODE)

**(DON'T READ)**

Mention of storm drains or storm water-----	9%
Mention of water pollution-----	18
Mention of clean beaches or ocean-----	17
Mention of creeks-----	0*
Other mention of protecting the environment-----	2
Clean air/prevent air pollution-----	5
Ask people to recycle-----	3
Clean up environment/be environmentally aware-----	17
Conserve water-----	12
Other-----	6
Nothing-----	0*
Not sure-----	22

*May exceed 100% as multiple responses permitted  
\*Less than 0.5%*

4. Now, other than global warming, what would you say is the most important environmental problem facing San Diego? (RECORD VERBATIM, THEN SUPERVISOR CODE)

(DON'T READ)

Mention of bay/beach/ocean pollution -----	6%
Mention of creek/stream pollution -----	1
Mention of other water pollution -----	11
Specific mention of drinking water -----	1
Need to conserve water/drought/not enough water -----	16
Smog/air pollution -----	11
Toxic chemicals/toxic waste -----	0*
Mention of endangered species -----	1
Mention of climate change/global warming -----	1
Loss of open space/parkland/wilderness -----	0*
Mention of wetlands -----	0
Need for clean energy/reduce dependence of fossil fuels/foreign oil -----	1
Nuclear energy -----	0
Conserve energy -----	1
Mention of fires/wildfires -----	2
Growth/too many people -----	4
Runoff from streets and gutters -----	0*
Pollution in general -----	8
Trash/waste -----	8
Traffic/too many cars -----	5
Crime -----	1
Economy/prices too high -----	4
Mention of sewers/sewage -----	1
Erosion/landslides -----	1
Negative comments on government/politicians -----	3
Other -----	8
None -----	3
Not sure -----	8

May exceed 100% as multiple responses permitted

\*Less than 0.5%

5. Now I'd like to read you a list of four issues the city of San Diego is dealing with. After I read each one, please tell me whether you feel it is very important, somewhat important, not very important, or not at all important. (ROTATE)

	VERY <u>IMP</u>	SW <u>IMP</u>	NOT <u>VERY</u>	NOT AT <u>ALL</u>	DK/ <u>NA</u>
[ ] a. Broken or deteriorating city water and sewer pipes -----	81%	16%	2%	1%	1%
[ ] b. The quality of public schools -----	82	13	3	1	2
[ ] c. Pollution of San Diego's ocean, bays, and beaches -----	76	20	3	1	0
[ ] d. Traffic congestion -----	56	36	6	2	1
[ ] e. Polluted water entering storm drains in San Diego -----	77	20	2	1	0

6. On a scale of 1 to 10, how would you rate the job the city of San Diego is doing in (READ)? Use a 1 if you think it is doing a poor job, a 10 if you think it is doing an excellent job, or any number in between. **(ROTATE)**

	POOR										EXC		DK	MEAN
	1	2	3	4	5	6	7	8	9	10	9	10		
[ ] a. Keeping polluted water out of storm drains-----	8%	5%	7%	9%	21%	12%	14%	10%	2%	3%	9%	99	5.28	
[ ] b. Spending tax dollars efficiently ----	20	8	11	9	20	9	11	6	2	1	6	99	4.23	
[ ] c. Preventing pollution of San Diego's ocean, bays, and beaches-----	8	4	7	9	22	13	16	11	2	3	5	99	5.36	

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

Single family -----	60%
Duplex/triplex-----	3
Townhouse -----	7
Apartment/Condo -----	29
<b>(DON'T READ)</b> Other -----	2
<b>(DON'T READ)</b> DK/NA -----	0

8. Last year, that is in 2007, did (READ):

	YES	NO	NOT APPL	DK/NA
a. You ever wash your vehicle at home?-----	45%	53%	2%	0%
b. You have a dog at home? -----	35	65	0	0
c. You have yard waste or trash from your home or apartment's garbage bins blow into the street?-----	13	85	0	1
<b>IF SINGLE FAMILY ON Q.7 ASK: (N = 477)</b>				
d. You or your gardener use pesticides or weed-killers in your yard or garden? -----	31	65	1	3
e. You do any construction or major landscaping projects at your home?-----	24	75	1	0
f. You hose down the driveway or sidewalk in front of your home -----	28	71	1	1

9. How often do you see each of the following in your neighborhood? Use a scale of 1 to 10, where 1 means you never see it, and 10 means you frequently see it, or any number in between. **(ROTATE)**

	NEVER										FREQUENTLY		DK	MEAN
	1	2	3	4	5	6	7	8	9	10	9	10		
[ ] a. People washing their cars on the driveway or in the street -----	21%	19%	12%	8%	15%	5%	6%	7%	2%	6%	0%	99	3.98	
[ ] b. Dog waste being left on or near the sidewalk -----	36	15	10	5	8	5	6	5	2	8	0	99	3.67	
[ ] c. People washing or blowing yard waste or litter from their sidewalk or driveway into the street-----	38	14	12	7	8	5	3	5	2	6	0	99	3.37	
[ ] d. People using pesticides and weed-killers on their lawns or gardens --	47	12	9	3	7	3	3	4	1	4	8	99	2.76	
[ ] e. Soil or dirt being washed into the street -----	42	16	10	5	8	4	5	4	1	6	1	99	3.17	
[ ] f. Lots of litter in your neighborhood	35	16	13	7	9	4	3	5	2	5	0	99	3.34	

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

	YES	NO	DK/NA
Watershed -----	8%	51%	41%

11. Before this call, had you ever heard the term "storm drain" before?

Yes-----88%
No -----12
(DON'T READ) DK/NA ----- 0

12. Storm drains are the gutters, pipes, and concrete channels that collect water from streets. 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 -----15%
Is not treated -----39
Not Sure -----45
(DON'T READ) REF----- 0

13. When polluted water enters storm drains, what do you think is the main problem that this causes? (RECORD VERBATIM BELOW, THEN SUPERVISOR CODE)

(DON'T READ)

Mention of bay/beach/ocean pollution -----31%
Harms marine life----- 11
Harms people swimming in ocean ----- 3
Pollutes water we drink ----- 2
Is ugly/litter/trash ----- 2
Blocks drains/creates flooding ----- 3
Backs up sewers/sewer system ----- 1
Pollution is bad in general----- 8
Mention of children----- 0\*
Pollution problems in general -----14
Bacteria/disease----- 8
Harms environment/ecosystem----- 8
People are causing the problem----- 4
Other----- 6
Not sure-----12

May exceed 100% as multiple responses permitted
\*Less than 0.5%

14. In fact, anything that goes into storm drains can end up in local creeks or the ocean, without any filtering or treatment. Motor oil, leaves and grass, dirt, litter, and pesticides are all examples of pollution that often goes into storm drains in San Diego, and ends up untreated in our creeks and the ocean.

Last year, in 2007, did you see or hear anything about steps the city of San Diego is taking to prevent pollution of storm water?

Yes -----35%
No -----60
(DON'T READ) DK/NA ----- 5

15. In the past year, do you recall seeing any television commercials on this topic that featured yellow ducks being washed down the street and into the storm drains?

Yes-----54%
No -----44
(DON'T READ) DK/NA ----- 1

16. In the past year, do you recall seeing or hearing any messages that said "Keep Mission Bay Clean and Safe?"

Yes-----61%
No -----37
(DON'T READ) DK/NA ----- 2

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, and our beaches and oceans. Now that I mention this, had you heard about the Think Blue program before this call?

Yes (ASK Q.18) -----55%
No (SKIP TO Q.19)-----43
(DON'T READ) DK/NA (SKIP TO Q.19) --- 2

ASK Q.18 IF YES ON Q.17

18. Have you seen any of the following from the Think Blue program? (ROTATE) (N = 441)

Table with 5 rows (a-e) and 3 columns: YES, NO, DK/NA. Row a: 80%, 18%, 2%. Row b: 8, 90, 2. Row c: 33, 62, 5. Row d: 27, 71, 3. Row e: 34, 64, 3.

ASK EVERYONE

19. I'd like to read you a couple of slogans for the Think Blue program. Please rate each one on a scale of 1 to 10. Use a 1 if the slogan would not persuade you at all to keep pollution out of storm drains, and a 10 if the slogan would be very persuasive to you to keep pollution out of storm drains. Or use any number in between. (ROTATE)

Table with 6 rows (a-f) and 13 columns: NOT AT ALL (1-10), VERY (9-10), DK, MEAN. Row a: 10%, 9%, 7%, 8%, 14%, 10%, 10%, 11%, 5%, 15%, 1%, 5.72. Row b: 10, 5, 5, 7, 16, 8, 13, 15, 6, 15, 1, 6.03. Row c: 5, 4, 3, 3, 13, 7, 13, 15, 10, 26, 0, 7.11. Row d: 7, 4, 4, 6, 12, 9, 13, 16, 8, 22, 0, 6.71. Row e: 6, 5, 7, 7, 14, 7, 9, 13, 9, 24, 1, 6.62. Row f: 17, 9, 9, 9, 17, 7, 8, 10, 3, 12, 1, 5.01.

20. 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
	1	2	3	4	5	6	7	8	9	10	99	99	99	99		
<input type="checkbox"/> a. Cigarette butts	3%	2%	3%	3%	8%	5%	9%	14%	10%	44%	0%	7.98				
<input type="checkbox"/> b. Industrial plants	3	2	1	2	7	4	7	9	9	52	4	8.35				
<input type="checkbox"/> c. Dog droppings	5	4	5	6	13	8	10	14	6	30	1	6.94				
<input type="checkbox"/> d. Litter	3	2	2	2	8	6	13	16	9	40	0	7.94				
<input type="checkbox"/> e. Sewage spills	3	1	2	2	4	4	5	9	10	60	1	8.66				
<input type="checkbox"/> f. Leaves or grass clippings	9	7	11	8	15	8	11	12	5	13	1	5.63				
<input type="checkbox"/> g. Over-watering of lawns	10	8	9	9	15	8	10	10	5	15	1	5.68				
<input type="checkbox"/> h. Washing down sidewalks or driveways	7	6	8	10	15	9	13	10	5	18	1	6.00				
<input type="checkbox"/> i. Dirt washing off property onto the street	7	6	7	11	15	10	11	12	6	15	1	5.97				
<input type="checkbox"/> j. Individuals like you	21	10	10	6	12	4	6	8	4	17	4	5.02				
<input type="checkbox"/> k. Runoff from people washing their cars on streets or driveways	5	4	6	9	16	10	15	13	5	17	1	6.35				
<input type="checkbox"/> l. Motor oil	3	2	1	3	4	3	5	10	10	59	1	8.59				
<input type="checkbox"/> m. Food and drink that gets tossed in the street	5	5	4	6	12	9	14	12	9	25	0	6.81				

21. Now I want to read you a brief list of different actions that some people take to keep polluted water out of storm drains. After you hear each action, please tell me how likely you are to do each one. Use a 1 if in all honesty you probably would not take that action consistently. Use a 10 if you definitely would take that action consistently to help prevent pollution. Or use any number in between. **(ROTATE) (IF NOT APPLY, RECORD AS 99)**

	NOT DO										DEF DO				DK	MEAN
	1	2	3	4	5	6	7	8	9	10	99	99	99	99		
<input type="checkbox"/> a. Pick up litter and trash that is in the gutter in front of your home	6%	1%	2%	2%	5%	3%	5%	12%	10%	55%	1%	8.34				
<input type="checkbox"/> b. Fix your car immediately if you notice any oil stains on your driveway or under your car	4	1	2	1	5	4	7	11	11	53	1	8.39				
<input type="checkbox"/> c. Pick up dog waste in front of your home and put it in the trash, even if it is not from your own dog	14	4	4	3	6	4	5	9	6	45	1	7.12				
<b>ASK IF SINGLE FAMILY HOUSE ON Q.7 (N = 477)</b>																
<input type="checkbox"/> d. Sweep up your driveway or sidewalk with a broom instead of hosing it down with water	3	1	1	1	4	3	5	12	11	58	2	8.71				
<input type="checkbox"/> e. Fix your sprinklers so they don't wash soil or manure onto the street	7	2	1	2	3	3	5	12	10	52	4	8.25				
<b>ASK ONLY IF YES TO Q8A (N = 358)</b>																
<input type="checkbox"/> f. Take your car to a carwash instead of washing it at home	15	5	3	3	11	5	9	12	10	26	1	6.43				

22. Now, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements. (ROTATE)

	STR. AGR	S.W. AGR	S.W. DIS	STR. DIS	DK/ NA
[ ] a. It would really bother me if I saw a neighbor doing something that causes pollution of storm drain water	58%	32%	5%	4%	1%
[ ] b. I would be really embarrassed if someone saw me doing something that causes pollution of storm drain water	66	24	5	4	1
[ ] c. If I knew that something I was doing causes pollution of storm drain water, I would stop doing it immediately if I could	80	18	1	1	1
[ ] d. Most of my neighbors probably wouldn't care if something they normally do was causing pollution of storm drain water	23	31	22	21	3

23. I'd like to read you a brief list of reasons that people often give for not doing more to help keep polluted water out of storm drains. After you hear each one, please tell me if that reason applies to you, or not. (IF APPLY ASK): Does it strongly apply to you or somewhat apply?"

	STR APP	S.W. APP	NOT APP	DK NA
[ ] a. I don't know that much about what to do	14%	28%	58%	1%
[ ] b. It is not something that is honestly that important to me	13	15	71	1
[ ] c. It's too much of a hassle to do a lot of this	7	19	74	1
[ ] d. I would like to do more but I just don't have time	15	33	52	1
[ ] e. I don't go to the beach so the pollution does not affect me	9	12	77	2
[ ] f. What I do is too small to make a difference	9	17	73	1
[ ] g. No one else I know is doing anything	11	19	66	3
[ ] h. Government should take care of this	23	27	49	1

24. I'd like to read you a brief list of things that concern some people here about the possible consequences of polluted water in storm drains. After you hear each one, please rate it on scale of 1 to 10. Use a 1 if that item does not concern you at all, a 10 if it concerns you a great deal, or any number in between. (ROTATE) (IF DK/NA, RECORD AS 99)

The consequences of storm drain pollution for:

	NOT										GREAT DEAL										DK	MEAN
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10		
[ ] a. Your health	3%	1%	2%	1%	6%	3%	6%	11%	8%	61%	1%										1%	8.66
[ ] b. Your safety	3	1	2	2	6	4	6	12	7	57	1										1	8.48
[ ] c. Your property values	6	2	4	1	6	4	10	11	9	44	2										2	7.80
[ ] e. Land animals	5	1	3	2	9	5	9	15	8	43	1										1	7.85
[ ] f. Marine life	3	0	1	2	4	4	6	12	11	58	1										1	8.71
[ ] g. The local economy	4	1	2	2	8	6	11	15	8	43	1										1	7.96
[ ] h. Future generations in San Diego	2	1	1	1	4	2	7	11	9	62	0										0	8.82
[ ] i. Children	2	0	1	1	3	3	4	9	8	68	1										1	9.04
[ ] j. Local habitats	3	1	1	1	5	4	8	12	11	53	2										2	8.59
[ ] k. Visitors to San Diego	6	2	3	3	10	7	12	16	7	34	1										1	7.35
[ ] l. Your lifestyle	5	3	2	3	10	4	9	13	7	43	2										2	7.79
[ ] m. Migrating birds	7	2	2	2	10	7	8	13	6	40	2										2	7.50



25. How would you most prefer to get information about ways to prevent polluted water from entering storm drains and the ocean? (READ):

- [ ] From television -----49%
- [ ] From newspapers----- 11
- [ ] From a website ----- 13
- [ ] From brochures----- 18
- (DON'T READ)** Other ----- 6
- (DON'T READ)** None ----- 1
- (DON'T READ)** DK/NA ----- 1

HAVE JUST A FEW ADDITIONAL QUESTIONS FOR STATISTICAL PURPOSES ONLY

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

- Yes-----28%
- No -----70
- Refused----- 3

27. Would you describe your race as Black or African-American; Asian or Asian-American; White or Caucasian; Native American, mixed ethnicity, or something else?

- African-American ----- 9%
- Asian-American----- 6
- Caucasian-----50
- Native American ----- 2
- Mixed ethnicity ----- 9
- Other -----22
- Refused----- 4

28. 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 ----- 6%
- HIGH SCHOOL GRADUATE -----20
- SOME COLLEGE, NO DEGREE -----22
- ASSOCIATE DEGREE ----- 8
- BACHELOR'S DEGREE/COLLEGE GRAD ----25
- POST GRADUATE DEGREE
- PROFESSIONAL DEGREE-----17
- REFUSED ----- 2

29. 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 -----22
- 40-49 ----- 19
- 50-64 -----17
- 65-74 ----- 7
- 75 or older----- 7
- (DON'T READ) REFUSED----- 3

30. Finally, what is the zip code where you live?

91902 (San Diego Bay) -----	1%	92114 (San Diego Bay)-----	5
91911 (San Diego Bay) -----	3	92115 (San Diego Bay and San Diego River) ----	4
91913 (San Diego Bay) -----	1	92116 (San Diego Bay)-----	3
91915 (San Diego Bay) -----	0*	92117 (Mission Bay)-----	3
91932 (Tijuana River)-----	1	92118 (San Diego Bay)-----	0*
91942 (San Diego River)-----	1	92119 (San Diego River) -----	2
91945 (San Diego Bay) -----	1	92120 (San Diego River) -----	2
91950 (San Diego Bay) -----	2	92121 (Penasquitos) -----	0
91977 (San Diego Bay) -----	3	92122 (Mission Bay)-----	1
92014 (the Penasquitos [pen-ahs-KEY-toe] and San Dieguito [dee-A-GEE-toe Rivers) ---	1	92123 (San Diego River) -----	1
92020 (San Diego River)-----	2	92124 (San Diego River) -----	2
92025 (San Dieguito River) -----	2	92126 (Penasquitos) -----	2
92027 (San Dieguito River) -----	2	92127 (San Dieguito River)-----	2
92029 (San Dieguito River) -----	1	92128 (the Penasquitos and San Dieguito Rivers) -----	3
92037 (Mission Bay) -----	1	92129 (Penasquitos River) -----	4
92064 (Penasquitos River) -----	1	92130 (Penasquitos River) -----	2
92065 (San Dieguito River) -----	1	92131 (Penasquitos River) -----	1
92067 (San Dieguito River) -----	0	92133 (San Diego Bay)-----	0
92075 (San Dieguito River) -----	0*	92134 (San Diego Bay)-----	0
92101 (San Diego Bay) -----	1	92135 (San Diego Bay)-----	0
92102 (San Diego Bay) -----	3	92136 (San Diego Bay)-----	0
92103 (San Diego Bay/River)-----	1	92139 (San Diego Bay)-----	3
92104 (San Diego Bay) -----	3	92140 (San Diego Bay)-----	0
92105 (San Diego Bay) -----	4	92145 (Mission Bay and San Diego River) -----	0*
92106 (San Diego Bay) -----	1	92152 (San Diego Bay and Tijuana River) -----	0*
92107 (San Diego Bay) -----	2	92154 (Tijuana River and San Diego Bay) -----	6
92108 (San Diego River)-----	1	92173 (Tijuana River) -----	9
92109 (Mission Bay) -----	2	Other -----	
92110 (Mission Bay) -----	1	Not sure-----	
92111 (San Diego River)-----	2	* = Less than 0.5%	
92113 (San Diego Bay) -----	2		

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

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

Name \_\_\_\_\_ Interviewer \_\_\_\_\_

English -----97%  
Spanish ----- 3