

**STORMWATER MANAGEMENT SURVEY  
CONDUCTED FOR  
THE CITY OF EUGENE**

May, 2009



**ADVANCED MARKETING  
RESEARCH INC.**

P.O. Box 5244 · Eugene, OR 97405 · Phone/Fax 541-345-6600 · [www.advancedmarketingresearch.com](http://www.advancedmarketingresearch.com)

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## **EXECUTIVE SUMMARY**

### **Awareness of Programs (Q2)**

Street cleaning still tops the list of awareness (with 88%), followed closely by the leaf pick-up program (86%), and the West Eugene Wetlands (83%). 44% are aware of Eugene Stream Team volunteers (down from 53% in 2007), 37% are aware of the National Flood Insurance Program, 23% are aware of the SPLASH school program, and 8% are aware of the Canines for Clean Water program.

### **Awareness of Advertising and Education (Q3)**

The newsletter “Stormwater Connections” was seen by 64%. The Home Show booth on stormwater was noticed by 25%. The City stormwater page on the internet was seen by 7%. 30% had not seen or heard any of the above information sources.

### **Stormwater and Sewage Drainage (Q4)**

73% are aware that the stormwater drainage system is separate from the sewage system, while 7% think they are not separate. 20% are unsure.

### **Stormwater and Local Waterways (Q5)**

69% are aware that the stormwater drainage system empties into local waterways. 8% are not aware of this fact, and 23% are unsure.

### **Pollution in Local Waterways (Q6)**

54% feel that Eugene has a problem with pollution in local waterways. 31% feel this is not a problem (down from 39% in 2007), while 15% are unsure.

### **Problem Pollutants (Q7-8)**

Those who feel that Eugene has a problem with pollution in local waterways (n=223) were asked what type of pollutants are a problem. 56% mentioned “car/oil/road runoff,” 38% mentioned yard chemicals (down from 63% in 2007), 25% mentioned industrial runoff, 19% mentioned trash or litter (down from 26% in 2007), and 18% mentioned soap from washing cars (down from 30% in 2007).

### **Efforts to Protect Local Waterways (Q9-10)**

49% feel Eugene is giving the right amount of attention to protecting local waterways, while 22% feel the City gives too little attention to protecting local waterways. Only 4% feel too much attention is given to this matter. 26% are unsure. There have been no significant changes since 2007.

Those who think the City does too little (n=90) mainly feel that not enough is being done, or that the waterways are not clean. (See Tables 10 and 10V for more detail.)

### **Stormwater User Fees (Q11)**

Regarding stormwater user fees, 23% feel they pay too much, 42% feel they pay the right amount (up from 34% in 2007), and 5% feel they pay too little. 23% do not know how much they pay. 7% don’t know if they pay the right amount (down from 16% in 2007).

### **Satisfaction with Use of Stormwater Fees (Q12)**

19% are “very satisfied” with the way stormwater fees are being used (up from 12% in 2007), 22% are “somewhat satisfied,” and 6% are “not satisfied.” 53% are unsure.

### **Sought After Changes (Q13-14)**

Respondents were asked what changes they would like to see made in the way stormwater fees are being used. Based on the whole sample of 415, 4% would like to see a reduction in fees. 4% would like to see more enforcement. 4% would like to see a better use of funds. 3% would like to see more education on how fees are used. 25% said “no changes are necessary,” up from 14% in 2007. 60% don’t know, down from 67% in 2007.

### **Use of Yard Chemicals (Q15)**

50% use weed-killing chemicals such as Round Up or Weed and Feed, or apply chemical fertilizers (up from 29% in 2007). 48% do not use such chemicals (down from 68% in 2007). 2% are unsure if chemicals are used in their yard.

### **Disposing of Leaves (Q16-19)**

The yard debris container supplied by trash haulers is the most popular solution to disposing of leaves in the fall (58%), followed by piling them in the street for the City to pick up (36%), and mulching/composting them at home (35%). 6% have no leaves to deal with.

Those who choose not to use a yard debris container supplied by a trash hauler (n=123) do so mostly so they can use the compost made by the leaves (53%), followed by those who feel it is easier to pile them in the street for the City to pick up (20%).

### **Pay for Yard Care? (Q20)**

21% pay someone on a regular basis to maintain their yard. 79% do not.

### **Washing Vehicles (Q21, 22, 24)**

People mainly wash their vehicles at a commercial car wash (57%), or on a paved driveway or street (43%). 6% wash vehicles on lawn, dirt, or gravel, and less than 1% use donation car washes. 8% either do not own vehicles or do not wash them.

Those who wash vehicles on paved driveways or streets (n=178) were asked if they buy environmentally friendly (phosphate-free) soap for washing their vehicles. 52% do (down from 60% in 2007), 36% don’t, and 12% are unsure.

### **Soap in Local Waterways (Q23)**

84% feel that the following statement is true: “Soap entering the stormwater system causes damage to local waterways.” 9% feel the statement is false, while 8% are unsure if it is true or false.

### **Behavior Changes (Q25-27)**

3% report that in the last year their household has made “significant” changes in order to protect the water quality in local waterways, while an additional 23% have made “some changes.” 74% made no changes in the last year to protect water quality. Some people reported that they are already doing everything they can, hence no behavior change.

**Best Methods of Communication (Q28-29)**

33% said that the best method to get information about stormwater pollution prevention is a newsletter (up from 10% in 2007, although in 2007 the respondent had to mention “Stormwater Connections” specifically to be put in this category). 29% would like to receive an insert in the EWEB bill. 16% would like to get information via TV news. 15% would prefer an ad in the Register-Guard (down from 26% in 2007). 13% would like to receive information by e-mail. 13% would like to receive “other” direct mail (not specifically “Stormwater Connections” or an insert in the EWEB bill), down from 47% in 2007, although there may have been some cross-over with the category “newsletter,” as indicated above.

**Frequency of Reading Eweb Bill Inserts (Q30)**

37% read the inserts or brochures that come with their EWEB bill “most of the time,” while 28% read such inserts “some of the time.” 34% read them “not very often.”

**Verbatim Comments (Q38-39)**

20% of the respondents had further comments regarding stormwater management (for specific comments, see Table 39V). The general nature of the comments primarily dealt with information needs, how money is collected, and pollution.

**STORMWATER MANAGEMENT SURVEY  
FOR THE CITY OF EUGENE  
May, 2009**

**PURPOSE OF THE STUDY**

The purpose of this study is to assist the City of Eugene in determining changes in attitudes and opinions of city residents regarding stormwater management.

**METHODOLOGY**

Advanced Marketing Research was hired to conduct the research project in order to obtain unbiased and statistically valid results.

Using questions proposed by the City of Eugene, Advanced Marketing Research designed a questionnaire instrument to be administered by telephone. Using a random list of Eugene residents provided by EWEB as a sampling frame, 415 interviews were completed. Telephone interviews were conducted between May 6 and May 17, 2009.

Proper data analysis techniques were employed by Advanced Marketing Research to avoid introducing unnecessary error and bias into the study.

**QUOTAS OBSERVED**

The sample list was limited to those who had been EWEB customers for at least one year. The gender and age quotas below were targeted in the data collection process. The sample was weighted subsequent to data collection to approximate 2000 census data for age distribution in Eugene. Both weighted and unweighted data are included in the appendix. If not specifically labeled “unweighted,” data referred to in the body of this report is weighted.

Males	48% to 52%
Females	48% to 52%
Age 65+	14% to 18%

## RESPONSE RATE

Of the 598 qualified respondents reached by telephone, 415 interviews were completed, for a response rate of 69%. The overall breakdown of numbers dialed is as follows:

Refusals	183
Disconnects	111
Wrong Numbers	27
Language Barrier	5
Spanish Language Barrier	3
Business Numbers	14
Fax	2
No Answer	245
Answering Machine	485
Busy Signal	8
Call Backs	44
Respondent Not Available	8
Completed Interviews	<u>415</u>
Total Numbers Dialed	1,555

## TESTS FOR DIFFERENCES BETWEEN PROPORTIONS

When looking at the data tables, differences between percentage amounts can be misleading, and statistical tests must be conducted to determine if the differences are statistically significant. The computer makes these calculations for us, and the results are occasional plus or minus signs at the bottom of certain cells. These indicate that those answers are more different from everybody else's answers than could be expected due to chance, given the sample sizes involved. Plus signs are used if the group picks that answer *more* often than everyone else; minus signs if it is *less* than everyone else. The number of plus or minus signs indicates the level of statistical significance. One means the 90% level, two the 95% level, and three the 99% level. For example, two plus signs would mean that you can be 95% sure that the people represented by that group really would pick that answer more often than the people represented by the rest of the sample. It should be noted that this test can only be done for banner columns that contain at least 30 people. Because of this requirement, it is possible that the test will be done for some banner columns on a table and not for others.

## NOTES ON CHI SQUARE

The chi square value and its associated probability are printed beneath the first column in each banner heading. The probability ( $p=.xxx$ ) indicates the probability that the heading and row variables are *not* related is .xxx. For example, a .05 probability of not being related means a 95 percent chance of being related.

## BOUND ON ERROR

SEX	SAMPLE SIZE		Bound on Error at <u>95% Confidence Level</u>
	<u>Frequency**</u>	<u>Percent</u>	
Male	212	51%	6.2%
Female	203	49%	6.3%
OWN/RENT			
Own	343	83%	4.9%
Rent	70	17%	10.7%
AGE			
18-24	48	12%	13.0%
25-34	62	15%	11.4%
35-44	72	17%	10.6%
45-54	87	21%	9.6%
55-64	73	18%	10.5%
65+	71	17%	10.7%
TOTAL	415	100%	4.9%*

\* What this means is that we are 95% certain that the mean response of the entire population of Eugene residents lies within (plus or minus) 4.9% of the survey response.

\*\* Frequencies reflect weighted values.

## DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE (Q31-37, Q40)

	<b>2000</b>				
	<b><u>2009(wtd.)</u></b>	<b><u>2007(wtd.)</u></b>	<b><u>2005(wtd.)</u></b>	<b><u>2003(wtd.)</u></b>	<b>CENSUS</b>
<b>How Long in Eugene</b>					
1-5 Years	11%	6%	6%	18%	n.a.
6-10 Years	12	13	20	15	n.a.
11-15 Years	11	13	13	15	n.a.
16-20 Years	12	18	10	14	n.a.
Over 20 Years	53	50	51	37	n.a.
<b>Type of Dwelling</b>					
Single	88	93	90	88	n.a.
Multiple	12	7	10	12	n.a.
<b>Own or Rent?</b>					
Own	83	82	84	81	52
Rent	17	15	15	19	48
<b>Zip Code</b>					
97401	17	21	18	18	n.a.
97402	24	24	20	27	n.a.
97403	5	5	11	4	n.a.
97404	6	7	9	6	n.a.
97405	40	36	33	35	n.a.
97408	8	7	9	10	n.a.
<b>Children Under 18</b>					
Yes	32	41	44	47	28
No	67	59	56	53	72
<b>Age of Respondent</b>					
18-24	12	22	22	23	22
25-34	15	19	19	19	19
35-44	17	17	17	17	17
45-54	21	18	18	18	18
55-64	18	9	9	9	9
65 or Over	17	15	15	15	15
<b>Education</b>					
Less than H.S. Graduate	2	3	4	4	n.a.
High School Graduate	9	31	29	30	n.a.
Trade School	3	5	5	5	n.a.
Some College	36	27	23	28	n.a.
4-Year College Degree	29	19	23	19	n.a.
Graduate Work/Degree	21	14	14	14	n.a.
<b>Gender</b>					
Male	51	45	46	50	49
Female	49	55	54	50	51

**MINIMUM DIFFERENCE IN PERCENTAGE POINTS REQUIRED FOR  
STATISTICAL SIGNIFICANCE IN COMPARISON OF REPORTED  
PERCENTAGES FOR SUBGROUPS WITH 95% CONFIDENCE**

<u>Subsample</u>	<u>50</u>	<u>100</u>	<u>150</u>	<u>200</u>	<u>250</u>	<u>300</u>	<u>350</u>	<u>400</u>	<u>450</u>	<u>500</u>	<u>600</u>
50	20%	17%	16%	15%	15%	15%	15%	15%	15%	15%	15%
100		14%	13%	12%	12%	11%	11%	11%	11%	11%	11%
150			11%	11%	10%	10%	10%	9%	9%	9%	9%
200				10%	9%	9%	9%	8%	8%	8%	8%
250					9%	8%	8%	8%	8%	8%	7%
300						8%	8%	7%	7%	7%	7%
350							7%	7%	7%	7%	6%
400								7%	7%	7%	6%
450									7%	6%	6%
500										6%	6%
600											6%

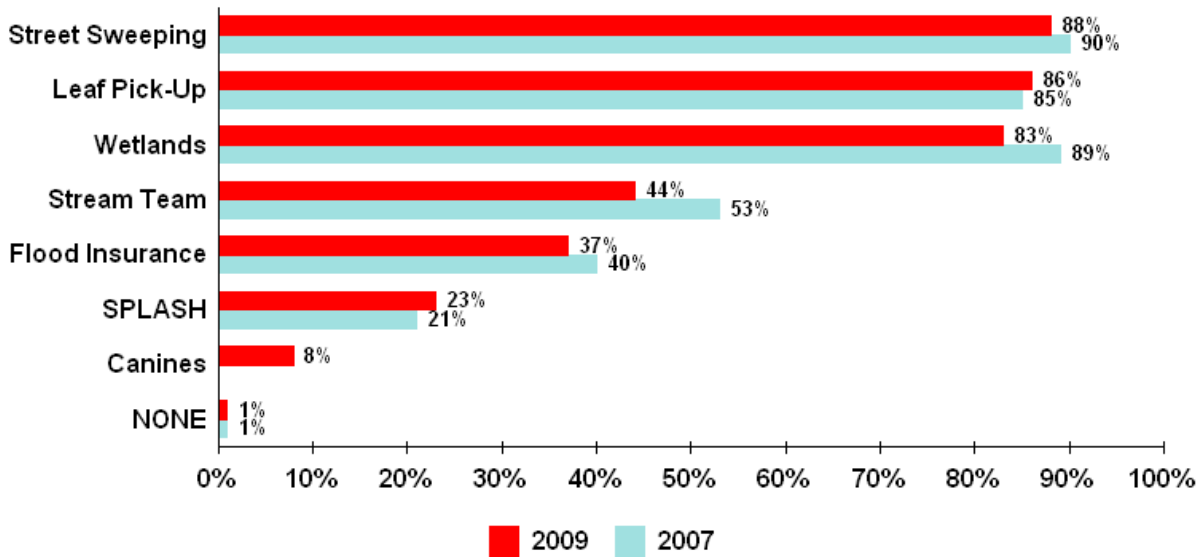
Minimums are for reported percentages near 50%. When much smaller or much larger percentages are reported, a slightly smaller minimum is required.

## **ANALYSIS OF DATA**

## AWARENESS OF PROGRAMS (Q2)

Street cleaning still tops the list of awareness (with 88%), followed closely by the leaf pick-up program (86%), and the West Eugene Wetlands (83%). 44% are aware of Eugene Stream Team volunteers (down from 53% in 2007), 37% are aware of the National Flood Insurance Program, 23% are aware of the SPLASH school program, and 8% are aware of the Canines for Clean Water program.

**% Aware of Programs in Eugene**



**Weighted Data**

	<u>2009</u>	<u>2007</u>	<u>2005</u>	<u>2003</u>
Street Cleaning	88%	90%	91%	87%
Leaf Pick-Up	86	85	81	82
West Eugene Wetlands	83	89	78	69
Eugene Stream Team	44	53	49	42
National Flood Insurance	37	40	32	40
SPLASH	23	21	14	
Canines for Clean Water	8			
NONE OF THE ABOVE	1	1	1	4

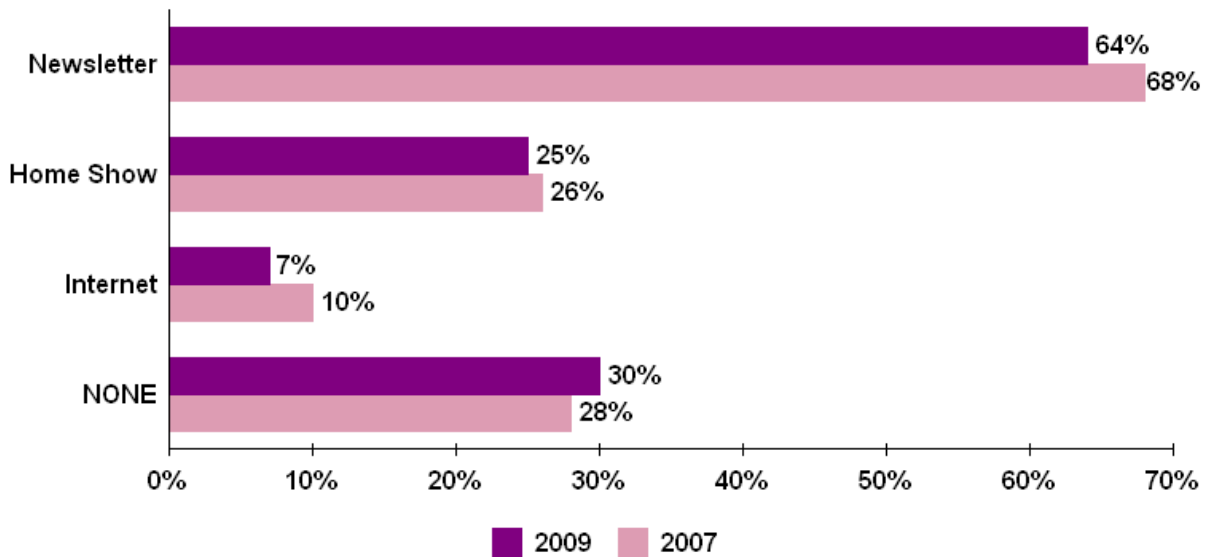
**Demographic Differences**

Females and those with no children are more likely than others to be aware of the street sweeping program. 55 to 64 year-olds, those who attended college, and homeowners are more likely than others to be aware of the leaf pick-up program. Seniors, homeowners, and those who attended graduate school are more likely than others to be aware of the West Eugene Wetlands program. Homeowners, 97405 residents, and those who attended graduate school are more likely than others to be aware of Stream Team volunteers. Males, 45 to 54 year-olds, and homeowners are more likely than others to be aware of the National Flood Insurance program. Females, those with children, and 97402 residents are more likely than others to be aware of the SPLASH school program.

## AWARENESS OF ADVERTISING AND EDUCATION (Q3)

The newsletter “Stormwater Connections” was seen by 64%. The Home Show booth on stormwater was noticed by 25%. The City stormwater page on the internet was seen by 7%. 30% had not seen or heard any of the above information sources.

### % Who Saw or Heard the Following



#### Weighted Data

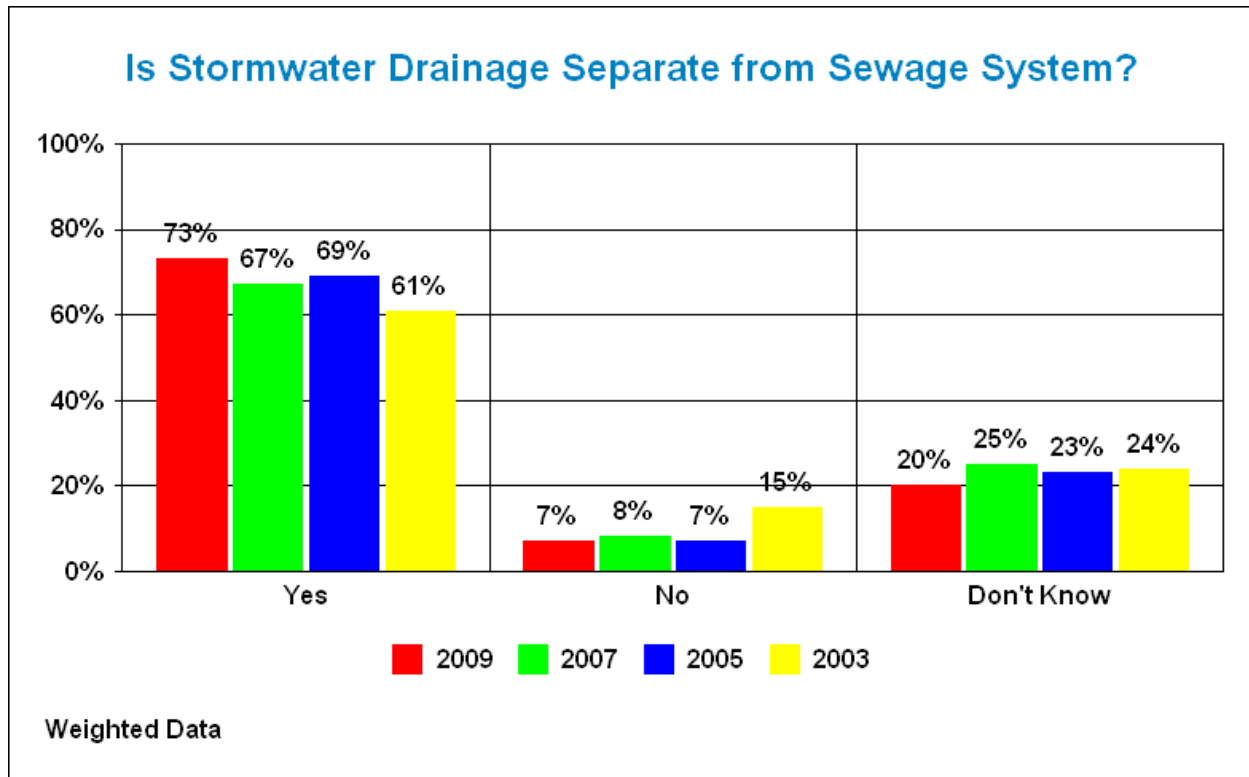
	<u>2009</u>	<u>2007</u>	<u>2005</u>	<u>2003</u>
Newsletter “Stormwater Connections”	64%	68%	56%	35%
Home Show booth	25	26	17	17
Internet	7	10	2	5
NONE OF THE ABOVE	30	28	37	46

#### *Demographic Differences*

Females, homeowners, those with a four-year college degree, and those living in a single family dwelling are more likely than others to have seen the newsletter “Stormwater Connections.” 45 to 54 year-olds and homeowners are more likely than others to have seen the Lane County Home Show display about stormwater. 25 to 34 year-olds are more likely than others to have visited the City stormwater page on the internet. Males, renters, 97405 residents, and those living in apartments are more likely than others to have seen none of the above sources of information.

## STORMWATER AND SEWAGE DRAINAGE (Q4)

73% are aware that the stormwater drainage system is separate from the sewage system, while 7% think they are not separate. 20% are unsure.



### Demographic Differences

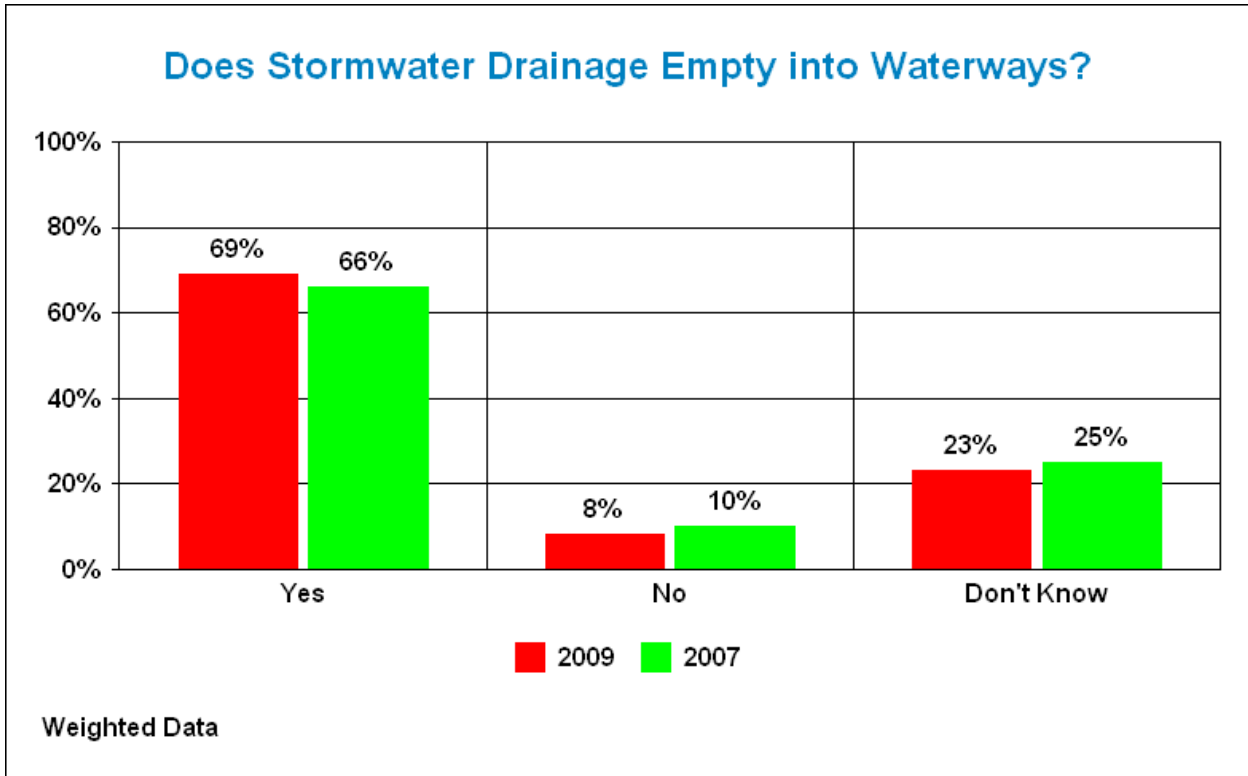
Males, homeowners, those with children, and those who attended graduate school are more aware than others that the stormwater drainage system is separate from the sewage collection system.

97404 residents are more likely than others to say these are not separate systems.

Females, renters, those with some college education, and those living in apartments are more likely than others to say “don’t know.”

## STORMWATER AND LOCAL WATERWAYS (Q5)

69% are aware that the stormwater drainage system empties into local waterways. 8% are not aware of this fact, and 23% are unsure.

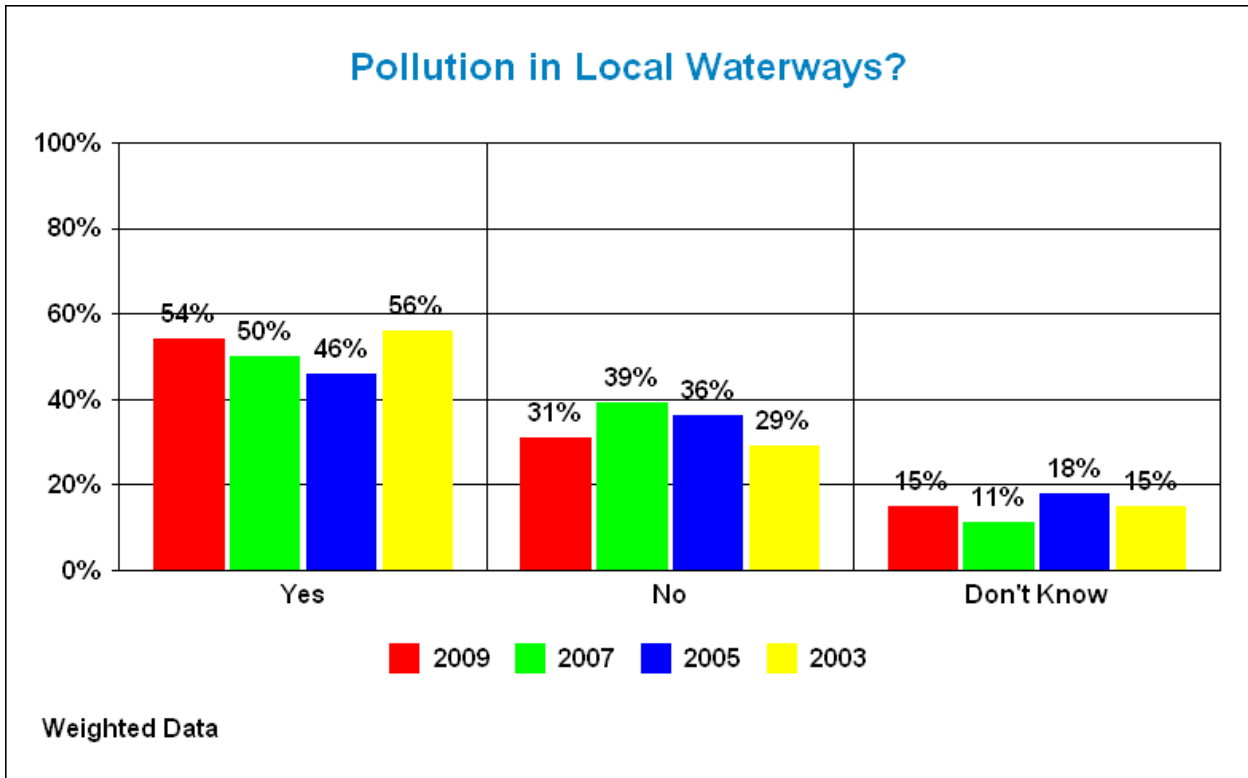


### Demographic Differences

Males, those with no children, and those with a four-year college degree are more likely than others to know that the stormwater drainage system empties into local waterways. Females are more unsure than others about where the stormwater drainage system empties.

## POLLUTION IN LOCAL WATERWAYS (Q6)

54% feel that Eugene has a problem with pollution in local waterways. 31% feel this is not a problem (down from 39% in 2007), while 15% are unsure.



### Demographic Differences

45 to 54 year-olds are more likely than others to feel pollution is a problem. Males and 25 to 34 year-olds are more likely than others to feel pollution is *not* a problem. Seniors are more unsure than others if there is a problem.

## PROBLEM POLLUTANTS (Q7-8)

Those who feel that Eugene has a problem with pollution in local waterways (n=223) were asked what type of pollutants are a problem. 56% mentioned “car/oil/road runoff,” 38% mentioned yard chemicals (down from 63% in 2007), 25% mentioned industrial runoff, 19% mentioned trash or litter (down from 26% in 2007), and 18% mentioned soap from washing cars (down from 30% in 2007).

	<b>2009</b> <b><u>Base=223</u></b>	<b>2007</b> <b><u>Base=200</u></b>	<b>2005</b> <b><u>Base=185</u></b>	<b>2003</b> <b><u>Base=225</u></b>
Car/oil/road runoff	56%	54%	56%	66%
Yard chemicals	38	63	61	43
Industrial runoff	25	22	30	14
Trash or litter	19	26	18	22
Soap from washing cars	18	30	34	14

Multiple responses possible; total may exceed 100%.  
See Table 7 for responses with less than 18% mention.  
See Table 8V for verbatim responses.

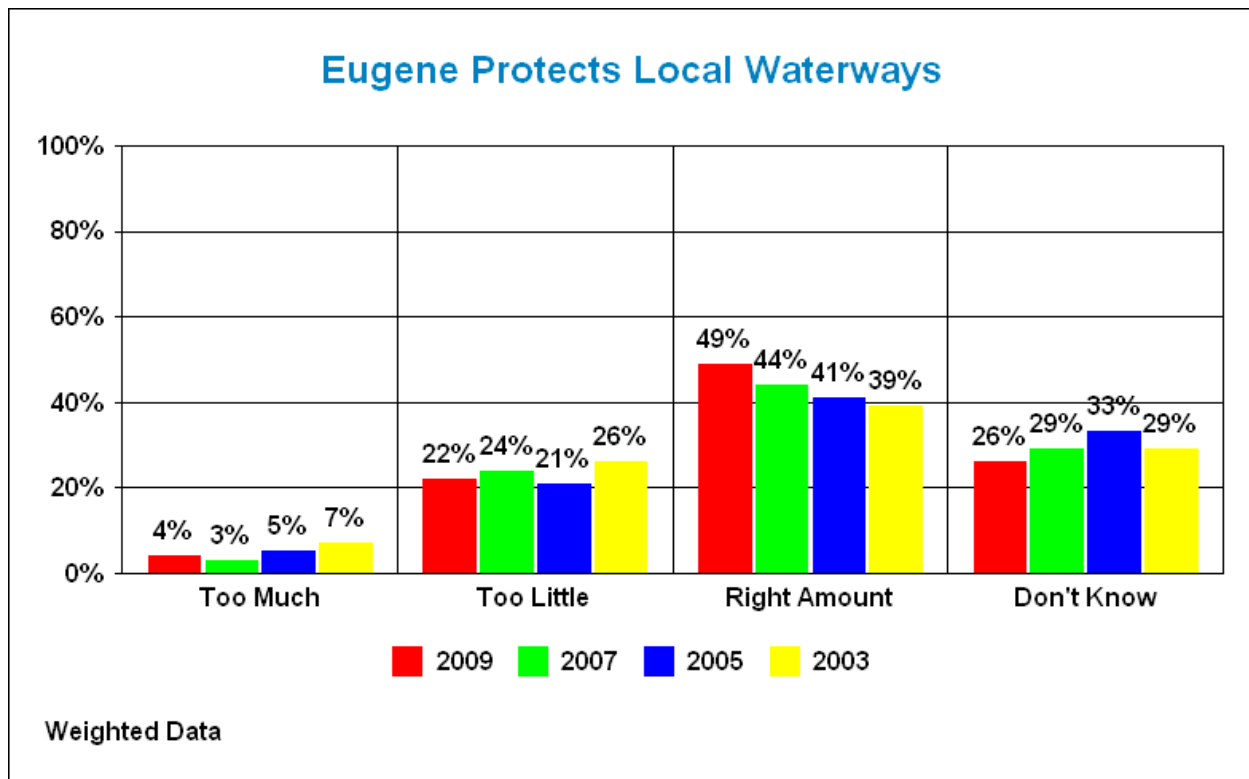
### *Demographic Differences*

45 to 64 year-olds and those who attended graduate school are more likely than others to mention yard chemicals. 97402 residents and those who attended graduate school are more likely than others to mention industrial runoff. 35 to 44 year-olds, those with children, and those with no college are more likely than others to mention trash or litter. Seniors are more likely than others to mention soap from washing cars. 45 to 54 year-olds and those who attended graduate school are more likely than others to mention residential runoff.

## EFFORTS TO PROTECT LOCAL WATERWAYS (Q9-10)

49% feel Eugene is giving the right amount of attention to protecting local waterways, while 22% feel the City gives too little attention to protecting local waterways. Only 4% feel too much attention is given to this matter. 26% are unsure. There have been no significant changes since 2007.

Those who think the City does too little (n=90) mainly feel that not enough is being done, or that the waterways are not clean. (See Tables 10 and 10V for more detail.)



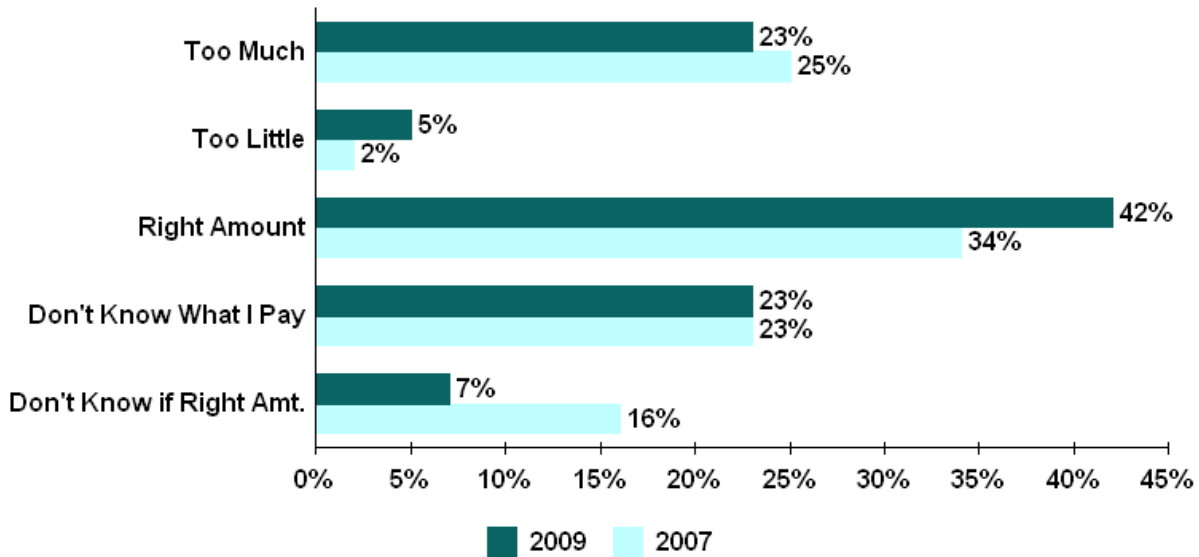
### Demographic Differences

Renters, those with some college, and apartment dwellers are more likely than others to feel that too little is being done to protect local waterways. 97404 residents and those with a four-year college degree are more likely than others to feel that the right amount is being done to protect local waterways.

## STORMWATER USER FEES (Q11)

Regarding stormwater user fees, 23% feel they pay too much, 42% feel they pay the right amount (up from 34% in 2007), and 5% feel they pay too little. 23% do not know how much they pay. 7% don't know if they pay the right amount (down from 16% in 2007).

### Stormwater Fees: How Much Do You Pay?



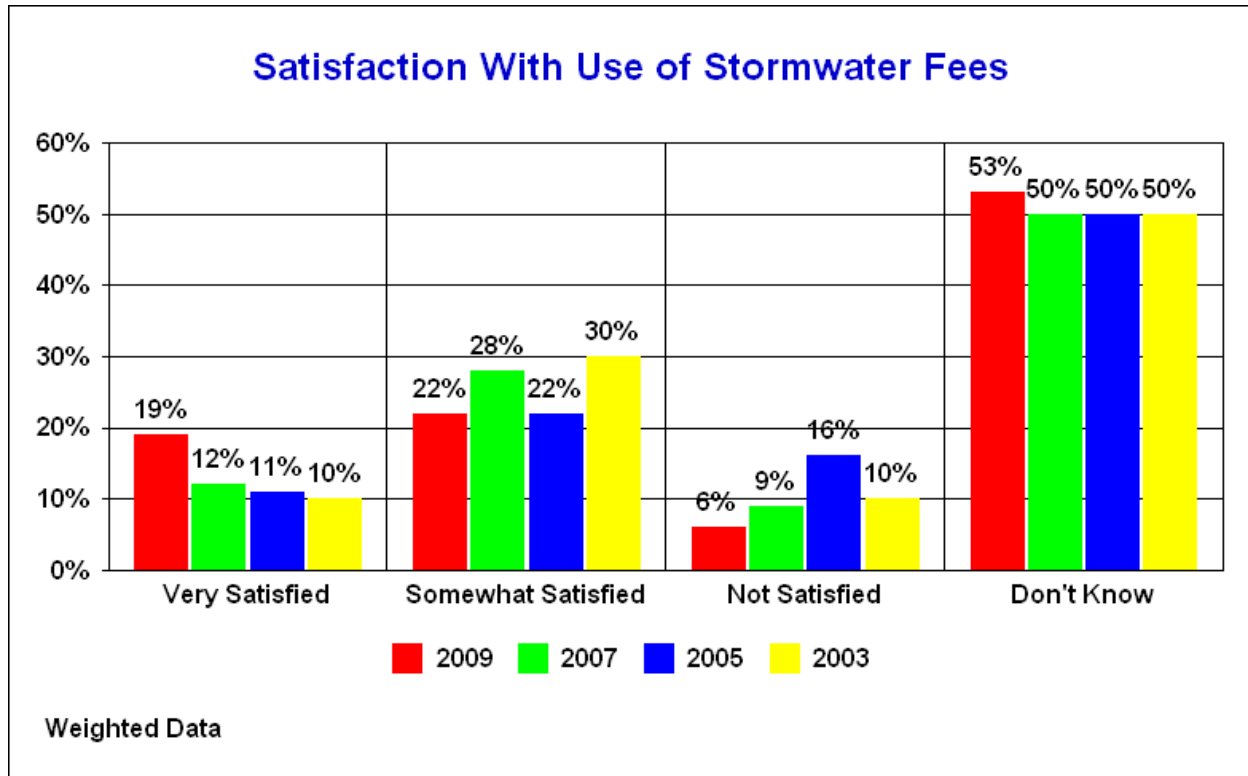
Weighted Data

### Demographic Differences

45 to 54 year-olds, 97404 residents, and those without a college education are more likely than others to feel they are paying too much in stormwater user fees. Those with a four-year college degree are more likely than others to feel they are paying the right amount.

## SATISFACTION WITH USE OF STORMWATER FEES (Q12)

19% are “very satisfied” with the way stormwater fees are being used (up from 12% in 2007), 22% are “somewhat satisfied,” and 6% are “not satisfied.” 53% are unsure.



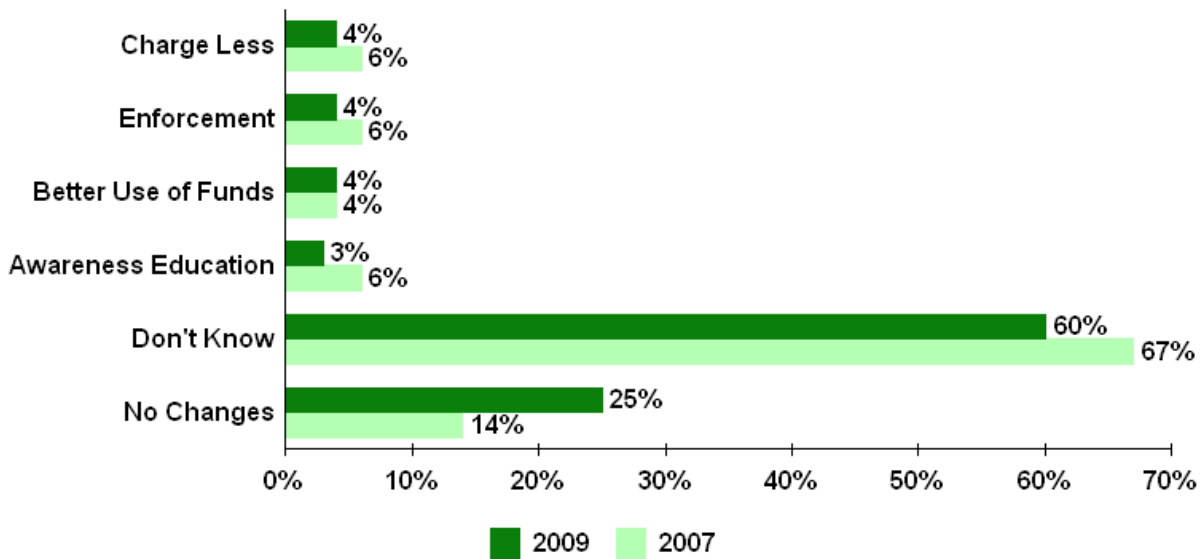
### *Demographic Differences*

Renters, 97405 residents, and apartment dwellers are more likely than others to feel “very satisfied” with the use of stormwater fees. Males, 25 to 34 year-olds, and those with a four-year college degree are more likely than others to feel “somewhat satisfied” with the use of stormwater fees.

## SOUGHT AFTER CHANGES (Q13-14)

Respondents were asked what changes they would like to see made in the way stormwater fees are being used. Based on the whole sample of 415, 4% would like to see a reduction in fees. 4% would like to see more enforcement. 4% would like to see a better use of funds. 3% would like to see more education on how fees are used. 25% said “no changes are necessary,” up from 14% in 2007. 60% don’t know, down from 67% in 2007.

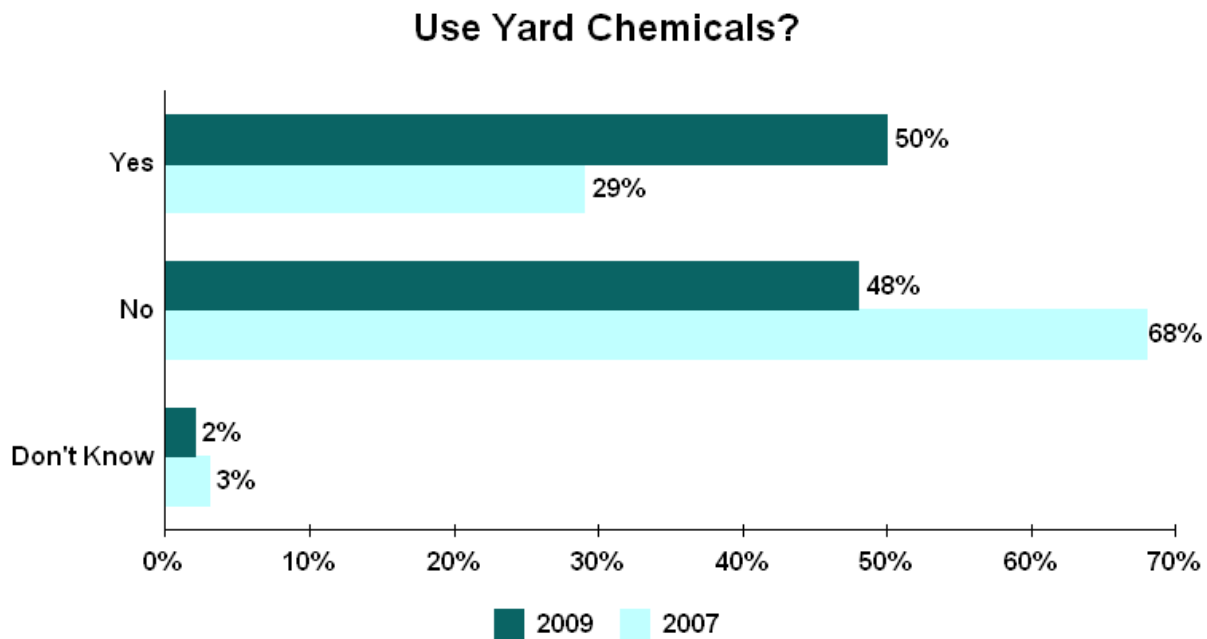
### Desired Changes for Use of Stormwater Fees



Weighted Data; Base=415

## USE OF YARD CHEMICALS (Q15)

50% use weed-killing chemicals such as Round Up or Weed and Feed, or apply chemical fertilizers (up from 29% in 2007). 48% do not use such chemicals (down from 68% in 2007). 2% are unsure if chemicals are used in their yard.



Weighted Data

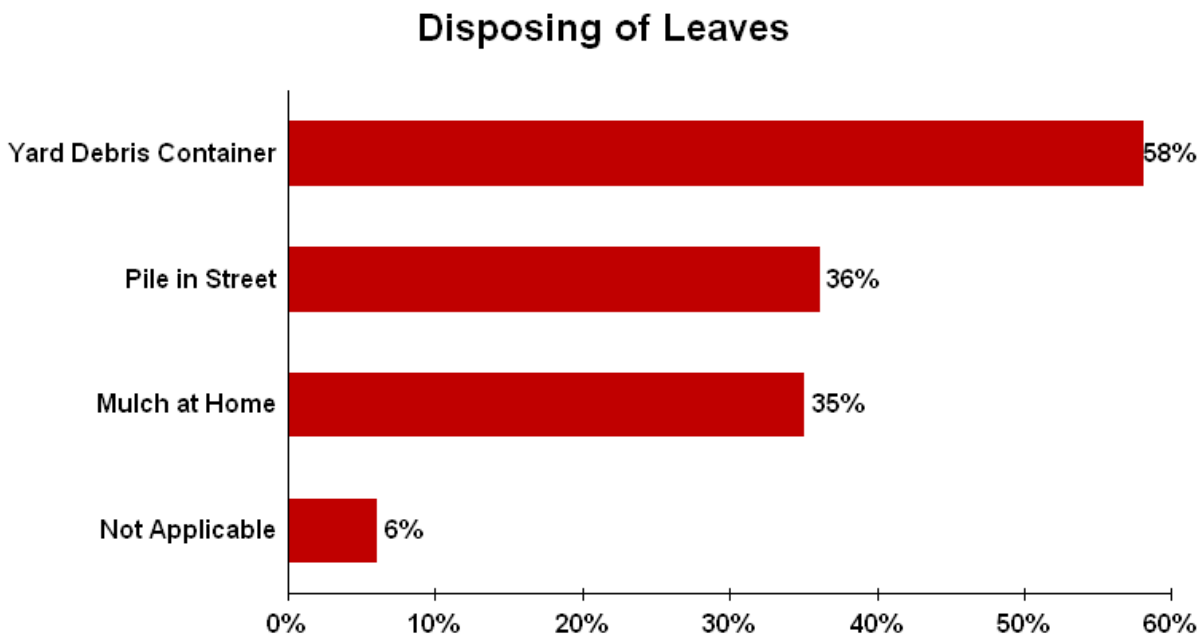
### *Demographic Differences*

Those 65 and older, homeowners, and 97404 residents are more likely than others to use yard chemicals. Renters and apartment dwellers are less likely than others to use yard chemicals.

**DISPOSING OF LEAVES (Q16-19)**

The yard debris container supplied by trash haulers is the most popular solution to disposing of leaves in the fall (58%), followed by piling them in the street for the City to pick up (36%), and mulching/composting them at home (35%). 6% have no leaves to deal with.

Those who choose not to use a yard debris container supplied by a trash hauler (n=123) do so mostly so they can use the compost made by the leaves (53%), followed by those who feel it is easier to pile them in the street for the City to pick up (20%).



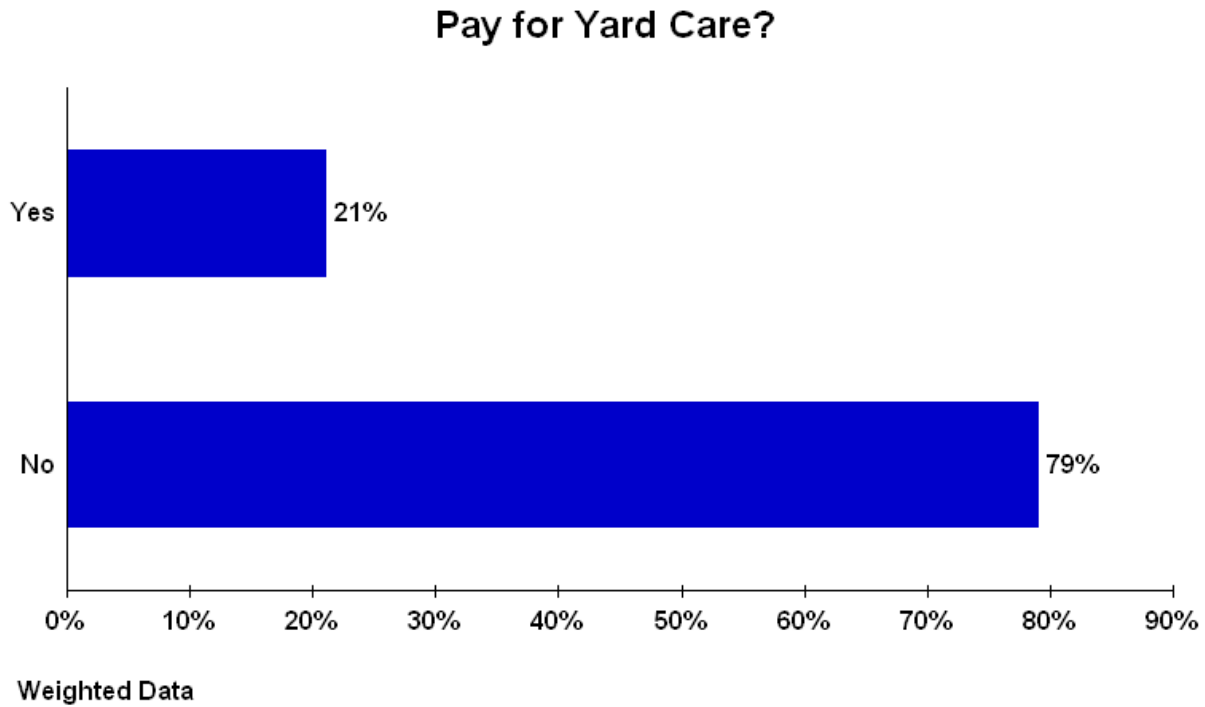
Weighted Data

***Demographic Differences***

Homeowners are more likely than renters to engage in all three of the above activities. 55 to 64 year-olds are more likely than others to pile their leaves in the street for City pick-up. 45 to 54 year-olds and those who attended graduate school are more likely than others to mulch their leaves.

## PAY FOR YARD CARE? (Q20)

21% pay someone on a regular basis to maintain their yard. 79% do not.



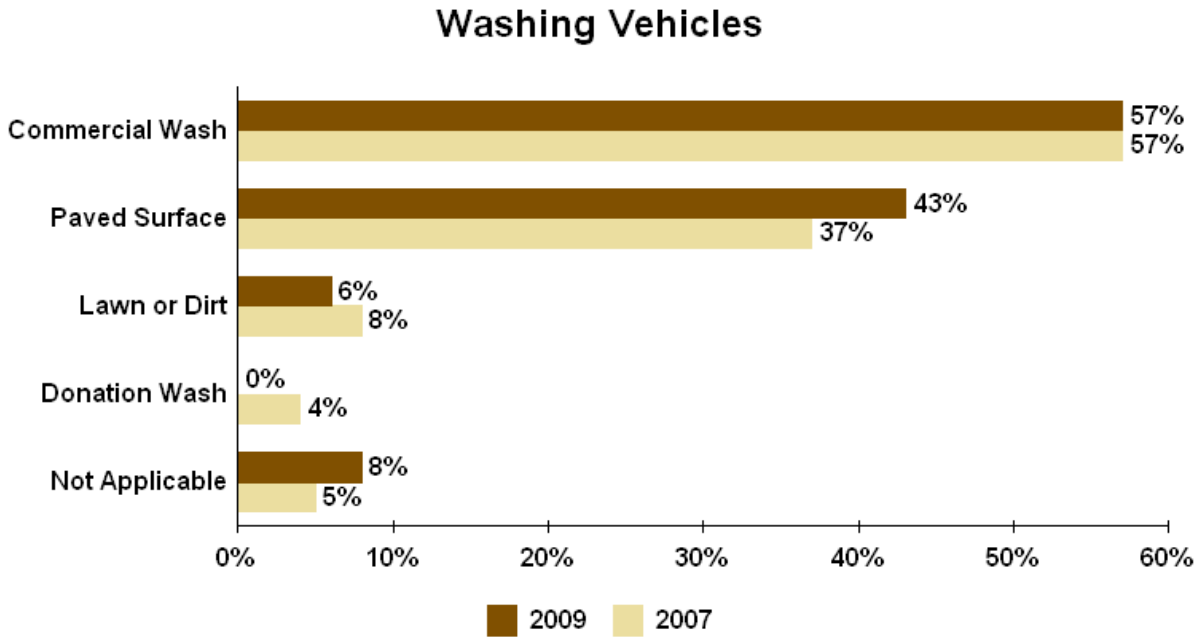
### *Demographic Differences*

Seniors, renters, those with no children, 97401/97408 residents, and apartment dwellers are more likely than others to have regular paid yard maintenance.

## WASHING VEHICLES (Q21, 22, 24)

People mainly wash their vehicles at a commercial car wash (57%), or on a paved driveway or street (43%). 6% wash vehicles on lawn, dirt, or gravel, and less than 1% use donation car washes. 8% either do not own vehicles or do not wash them.

Those who wash vehicles on paved driveways or streets (n=178) were asked if they buy environmentally friendly (phosphate-free) soap for washing their vehicles. 52% do (down from 60% in 2007), 36% don't, and 12% are unsure.



Weighted Data

### *Demographic Differences*

35 to 44 year-olds, 97401/97408 residents, and those with a 4-year college degree are more likely than others to use a commercial car wash.

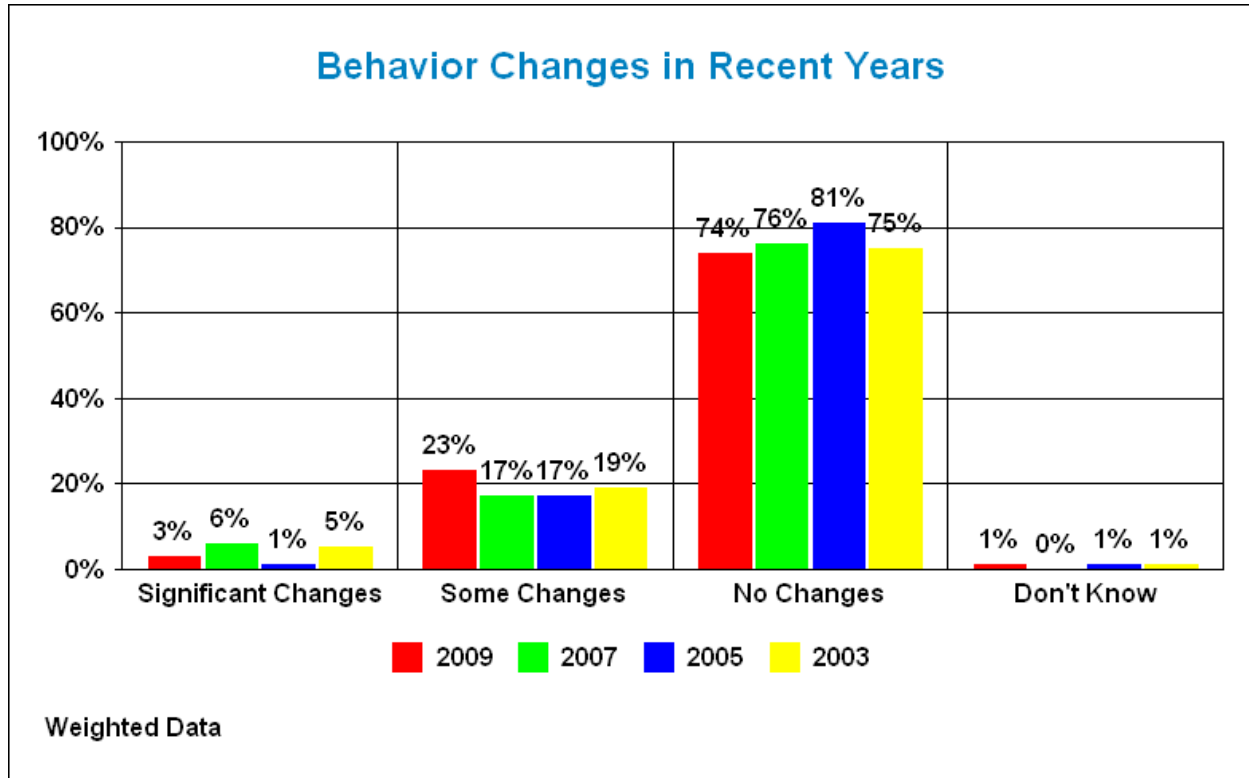
97402 residents are more likely than others to say they do *not* buy environmentally friendly soap for washing their vehicles.

## SOAP IN LOCAL WATERWAYS (Q23)

84% feel that the following statement is true: “Soap entering the stormwater system causes damage to local waterways.” 9% feel the statement is false, while 8% are unsure if it is true or false.

## BEHAVIOR CHANGES (Q25-27)

3% report that in the last year their household has made “significant” changes in order to protect the water quality in local waterways, while an additional 23% have made “some changes.” 74% made no changes in the last year to protect water quality. Some people reported that they are already doing everything they can, hence no behavior change.



### Specific Behavior Changes:

Those whose households experienced behavior changes (n=104) mentioned the following specific changes:

	<u>2009</u>	<u>2007</u>	<u>2005</u>	<u>2003</u>
Use of more nature-friendly products	50%	45%	35%	37%
Less use of chemicals	39	29	42	41
Careful what goes down inside drain	26	38	26	22

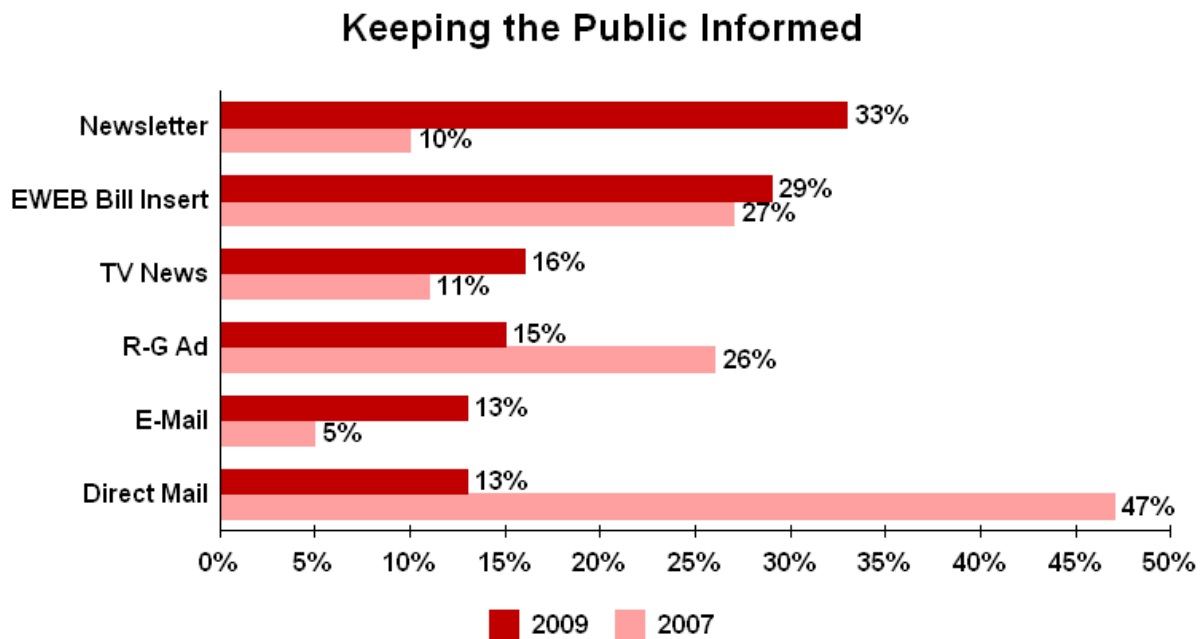
Multiple responses possible; total may exceed 100%.  
See Table 26 for responses with less than 26% mention.

### *Demographic Differences*

97402 residents are more likely than others to report “some” change in behavior.

## BEST METHODS OF COMMUNICATION (Q28-29)

33% said that the best method to get information about stormwater pollution prevention is a newsletter (up from 10% in 2007, although in 2007 the respondent had to mention “Stormwater Connections” specifically to be put in this category). 29% would like to receive an insert in the EWEB bill. 16% would like to get information via TV news. 15% would prefer an ad in the Register-Guard (down from 26% in 2007). 13% would like to receive information by e-mail. 13% would like to receive “other” direct mail (not specifically “Stormwater Connections” or an insert in the EWEB bill), down from 47% in 2007, although there may have been some cross-over with the category “newsletter,” as indicated above.



Weighted data; multiple responses possible

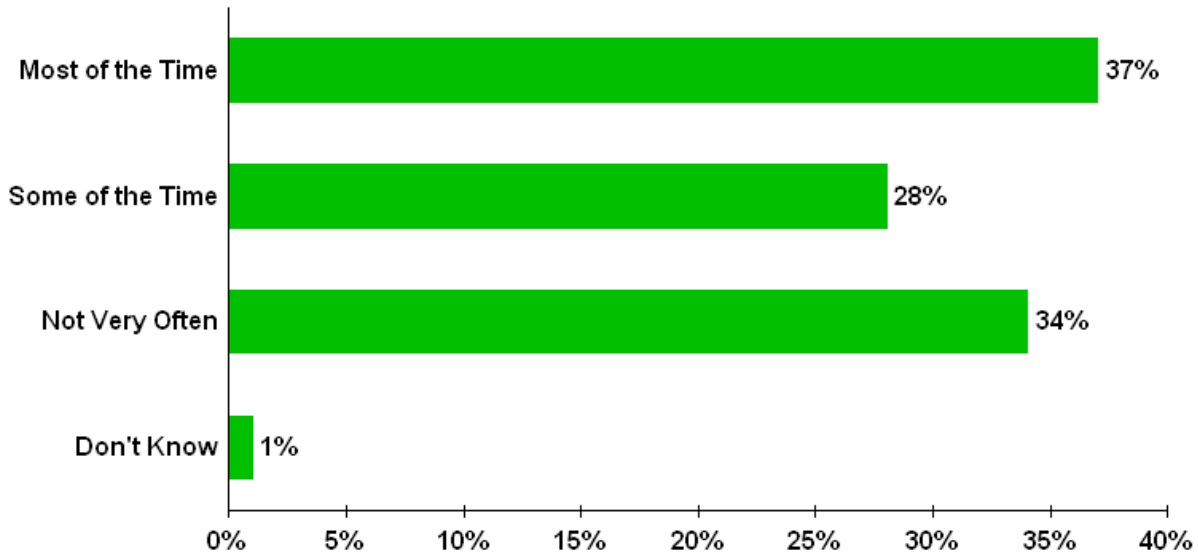
### *Demographic Differences*

35 to 44 year-olds and those with children are more likely than others to prefer a newsletter. Seniors are more likely than others to prefer an ad in the Register-Guard. Apartment dwellers are more likely than others to prefer e-mail. Those with children and those without any college education are more likely than others to prefer “other” direct mail.

**FREQUENCY OF READING EWEB BILL INSERTS (Q30)**

37% read the inserts or brochures that come with their EWEB bill “most of the time,” while 28% read such inserts “some of the time.” 34% read them “not very often.”

**Frequency of Reading EWEB Bill Inserts**



Weighted Data

***Demographic Differences***

Seniors, homeowners, 97404 residents, and those with a four-year college degree are more likely than others to read EWEB bill inserts “most of the time.” 25 to 34 year-olds and those who attended graduate school are more likely than others to read inserts “some of the time.” Renters, those with some college education, and apartment dwellers are more likely than others to read inserts “not very often.”

## VERBATIM COMMENTS (Q38-39)

20% of the respondents had further comments regarding stormwater management (for specific comments, see Table 39V). The general nature of the comments primarily dealt with information needs, how money is collected, and pollution.

	<b>2009</b> <b><u>Base=81</u></b>	<b>2007</b> <b><u>Base=68</u></b>	<b>2005</b> <b><u>Base=37</u></b>
Information needs	42%	50%	28%
How money is collected	17	5	35
Pollution	15	15	2
Recommendations	8	2	19
Regulations	3	13	13
How money is spent	1	11	14

Multiple responses possible; total may exceed 100%.  
For verbatim responses, see Table 39V.

## **QUESTIONNAIRE INSTRUMENT**