

APPENDIX: CUMULATIVE SURVEY RESULTS

PROJECT 17208031

RAYMOND TURCO & ASSOCIATES

JANUARY 2004

MY NAME IS _____ AND I'M WITH RAYMAR RESEARCH. WE ARE NOT A TELEMARKING FIRM AND THIS IS NOT A SALES CALL. OUR FIRM IS CONDUCTING A VERY IMPORTANT SURVEY ABOUT ARLINGTON AND THE ENVIRONMENT. COULD WE TAKE ABOUT 10-15 MINUTES OF YOUR TIME AND ASK YOU A FEW QUESTIONS?

| | | |
|------------------------------|----------------------|------|
| AREA (CITY COUNCIL DISTRICT) | DISTRICT 1 | .13% |
| | DISTRICT 2 | .23% |
| | DISTRICT 3 | .21% |
| | DISTRICT 4 | .27% |
| | DISTRICT 5 | .16% |
| | | |
| SEX | MALE | .50% |
| | FEMALE | .50% |

1. FIRST, PLEASE TELL ME HOW LONG HAVE YOU LIVED IN ARLINGTON?

| | |
|------------------------------|------|
| LESS THAN ONE YEAR | 4% |
| 1 - 3 YEARS | 9% |
| 4 - 6 YEARS | .10% |
| 7 - 10 YEARS | .13% |
| MORE THAN 10 YEARS | .64% |
| REFUSED TO ANSWER | 0% |

2. PLEASE TELL ME THE LAST TIME YOU OR A MEMBER OF YOUR FAMILY VISITED A CREEK OR STREAM HERE IN ARLINGTON? IF YOU HAVE NOT HAD AN OPPORTUNITY TO VISIT A CREEK OR STREAM, PLEASE TELL ME THAT ALSO.

| | |
|---------------------------|------|
| PAST WEEK | .16% |
| PAST MONTH | 6% |
| PAST SIX MONTHS | 7% |
| PAST YEAR | .19% |
| HAVEN'T VISITED | .51% |
| NO OPINION | 0% |

3. LET'S TALK ABOUT WATER. PLEASE TELL WHERE THE PIPED WATER YOU USE IN YOUR HOUSE GOES AFTER ITS BEEN USED?

| | |
|-------------------------------|------|
| CREEKS/STREAMS | 3% |
| WASTEWATER PLANT | .34% |
| ALL OTHER RESPONSES | .29% |
| NO IDEA | .34% |

(DO NOT READ ANSWERS)

4. AND WHAT ABOUT WATER THAT TRAVELS THROUGH STORM DRAINS LOCATED ON YOUR STREET, SUCH AS RAIN WATER OR WATER FROM SPRINKLER SYSTEMS? TO WHERE DOES THAT WATER GO?

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|-------------------------------|------|
| CREEKS/STREAMS | .26% |
| WASTEWATER PLANT | .14% |
| ALL OTHER RESPONSES | .23% |
| NO IDEA | .37% |

(DO NOT READ ANSWERS)

5. AS YOU (MAY) KNOW, WATER THAT RUNS THROUGH STORM DRAINS IN ARLINGTON RUNS DIRECTLY TO CREEK BEDS, STREAMS AND PONDS. HOW AWARE OR UNAWARE ARE YOU THAT THE CITY OF ARLINGTON IS ACCOUNTABLE FOR THE QUALITY OF THE WATER IN ITS CREEKS, STREAMS AND PONDS?

VERY AWARE 17%
 AWARE 42%
 UNAWARE 24%
 VERY UNAWARE 15%
 NO OPINION 1%

6. HOW AWARE OR UNAWARE ARE YOU THAT ALL CREEKS, STREAMS, AND PONDS IN ARLINGTON EITHER FLOW DIRECTLY TO THE TRINITY RIVER OR TO JOE POOL LAKE?

VERY AWARE 15%
 AWARE 37%
 UNAWARE 33%
 VERY UNAWARE 13%
 NO OPINION 1%

7. PLEASE TELL ME HOW STRONGLY YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: "THE PRIMARY CAUSE OF POLLUTION IN ARLINGTON CREEKS AND STREAMS ARE RESIDENTS SUCH AS MYSELF."

STRONGLY AGREE 8%
 AGREE 48%
 DISAGREE 29%
 STRONGLY DISAGREE . . . 5%
 NO OPINION 9%

8. THESE NEXT QUESTIONS DEAL WITH HOW EASILY CREEKS AND STREAMS CAN BECOME POLLUTED. PLEASE TELL ME HOW FREQUENTLY OR INFREQUENTLY EITHER YOU OR YOUR NEIGHBORS MAY DO THE FOLLOWING

| | VF | F | I | VI | NO |
|--|----|-----|-----|-----|-----|
| A) OVER-APPLY CHEMICALS OR FERTILIZERS ON LAWNS OR APPLY ON A DAY WHEN IT RAINS | 3% | 12% | 37% | 44% | 4% |
| B) POUR OLD ANTI-FREEZE OR UNUSED OIL INTO THE STREET OR GUTTER | 0% | 2% | 18% | 76% | 4% |
| C) BLOW YOUR GRASS CLIPPINGS INTO THE STREET | 5% | 16% | 23% | 50% | 5% |
| D) THROW LITTER OUT OF YOUR CAR, INCLUDING THINGS AS SMALL AS CIGARETTE BUTTS | 5% | 10% | 21% | 58% | 5% |
| E) WALK YOUR PET AND NOT PICK UP THE DROPPINGS | 6% | 13% | 18% | 52% | 11% |
| F) APPLY CHEMICALS TO YOUR LAWN MORE FREQUENTLY OR IN GREATER QUANTITIES THAN CALLED FOR BY INSTRUCTIONS | 1% | 8% | 26% | 56% | 8% |
| G) DISPOSE OF CHEMICALS OR PESTICIDES SOMEPLACE OTHER THAN THE ENVIRONMENTAL COLLECTION CENTER | 2% | 12% | 21% | 55% | 9% |

9. PLEASE TELL ME HOW FAMILIAR OR UNFAMILIAR YOU ARE WITH THE TERM "NONPOINT SOURCE POLLUTION?"

VERY FAMILIAR 1%
 FAMILIAR 10%
 UNFAMILIAR 39%
 VERY UNFAMILIAR . . . 50%
 NO OPINION 0%

10. NONPOINT SOURCE POLLUTION IS DESCRIBED AS POLLUTION IN GENERAL, AND NOT IDENTIFIED AS ONE EVENT OR EPISODE LIKE AN OIL SPILL OR ATTRIBUTABLE TO ONE POINT LIKE AN INDUSTRY. IT ACCOUNTS FOR 60%-80% OF ALL POLLUTANTS IN URBAN CREEKS AND STREAMS. LET ME READ YOU SOME OF THE SOLUTIONS FOR REDUCING NONPOINT SOURCE POLLUTION. IF YOU KNEW POLLUTION IN ARLINGTON'S CREEKS, STREAMS, AND PONDS WOULD BE REDUCED, HOW LIKELY OR UNLIKELY WOULD YOU BE TO:

| | VL | L | U | VU | NO |
|--|-----|-----|-----|-----|-----|
| A) DISPOSE OF OLD ANTI-FREEZE OR UNUSED OIL AT THE ENVIRONMENTAL COLLECTION CENTER | 62% | 23% | 6% | 3% | 6% |
| B) NOT BLOW EXTRA GRASS CLIPPINGS ONTO THE STREET AFTER CUTTING THE GRASS. IF YOU HAVE A LAWN SERVICE, MAKE SURE THEY DON'T BLOW THE CLIPPINGS INTO THE STREET | 57% | 24% | 9% | 3% | 7% |
| C) USE FERTILZERS ONLY WHEN NECESSARY, FOLLOWING LABEL INSTRUCTIONS AND DO NOT OVER WATER OR APPLY BEFORE RAIN | 60% | 26% | 5% | 2% | 7% |
| D) WASHING YOUR CAR ON YOUR LAWN | 17% | 18% | 24% | 31% | 10% |
| E) DO NOT APPLY PESTICIDES WHEN RAIN IS FORCAST | 41% | 29% | 12% | 7% | 10% |
| F) PARTICIPATE IN A CREEK CLEANUP EVENT | 16% | 37% | 32% | 12% | 3% |
| G) REDUCE THE AMOUNT OF LITTER AND GENERAL CLUTTER THAT MIGHT FIND ITS WAY INTO THE STORM DRAINS | 41% | 39% | 13% | 3% | 4% |

11. THE CITY IS EVALUATING THE DIRECTION OF PUBLIC EDUCATION AND INVOLVEMENT FOR THE WATER POLLUTION PREVENTION PROGRAM. PLEASE TELL ME HOW LIKELY OR UNLIKELY YOU WOULD BE TO GET INFORMATION ABOUT THE PROGRAM FROM THE FOLLOWING:

| | VL | L | U | VU | NO |
|--|-----|-----|-----|-----|-----|
| A) THE CITY WEB SITE | 12% | 24% | 37% | 26% | 0% |
| B) VIDEO DISPLAYS IN VARIOUS CITY WAITING ROOMS | 5% | 24% | 45% | 25% | 2% |
| C) THE CITY 5 CABLE CHANNEL | 9% | 25% | 39% | 24% | 2% |
| D) WATER UTILITY BILL INSERTS | 28% | 55% | 10% | 6% | 1% |
| E) NEWSPAPER ADS | 13% | 41% | 30% | 13% | 2% |
| F) PRESENTATIONS TO COMMUNITY OR SCHOOL GROUPS | 7% | 22% | 47% | 21% | 3% |
| G) INFORMATION GIVEN TO YOUR SCHOOL CHILDREN | 10% | 31% | 22% | 25% | 12% |
| H) NEWSPAPER ARTICLES IN THE ARLINGTON STAR TELEGRAM | 18% | 47% | 22% | 12% | 1% |
| I) NEWSPAPER ARTICLES IN THE DALLAS MORNING NEWS | 5% | 20% | 42% | 31% | 2% |
| J) WORD OF MOUTH FROM MY NEIGHBORS | 9% | 53% | 25% | 12% | 1% |
| K) TOWN HALL MEETING WITH CITY COUNCIL | 4% | 17% | 51% | 26% | 2% |

| 12. HOW AWARE OR UNAWARE ARE YOU OF THE FOLLOWING FACTS | VA | A | U | VU | NO |
|---|-----|-----|-----|-----|----|
| A) THAT ARLINGTON CITIZENS CAN TAKE HOUSEHOLD CHEMICALS TO FT. WORTH'S ENVIRONMENTAL COLLECTION CENTER FOR DISPOSAL AT NO COST | 25% | 25% | 32% | 18% | 0% |
| B) THE CITY HAS A STORM WATER POLLUTION REPORT LINE TO REPORT PEOPLE WHO POLLUTE | 5% | 18% | 54% | 24% | 0% |
| C) THE CITY HAS 11 EVENTS A YEAR TO COLLECT HOUSEHOLD HAZARDOUS WASTE | 18% | 39% | 31% | 12% | 0% |
| D) SPEAKERS ARE AVAILABLE TO TALK TO COMMUNITY GROUPS ABOUT WATER POLLUTION PREVENTION | 4% | 24% | 54% | 18% | 0% |
| E) CLEAN UP DAYS SUCH AS THE COMMUNITY LITTER CHALLENGE OR TRINITY RIVER TRASH ARE HELD TO GIVE CITIZENS THE OPPORTUNITY TO HELP CLEAN UP ARLINGTON | 15% | 45% | 31% | 9% | 0% |

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| 13. THE CITY OCCASIONALLY PUBLISHES PAMPHLETS ON STORM WATER POLLUTION PREVENTION THAT ARE INSERTED IN YOUR WATER BILL. DO YOU RECALL HAVING READ ONE OF THESE PAMPHLETS? | YES | .56% |
| | NO | .39% |
| | DON'T RECALL | 4% |

| | | |
|---|-----------------------------|------|
| 14. (IF YES) PLEASE TELL ME HOW USEFUL OR NOT USEFUL YOU FOUND THE INFORMATION? | VERY USEFUL | .39% |
| | SOMEWHAT USEFUL | .50% |
| | NOT VERY USEFUL | 6% |
| | NOT AT ALL USEFUL | 4% |
| | NO OPINION | 1% |

| | | |
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| 15. DO YOU OWN YOUR RESIDENCE OR DO YOU RENT? | OWN | .85% |
| | RENT | .14% |
| | REFUSE TO ANSWER | 1% |

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|-------------------------|----------------------------|------|
| 16. IS YOUR AGE | 18 - 24 YEARS | 3% |
| | 25 - 34 YEARS | .14% |
| | 35 - 44 YEARS | .23% |
| | 45 - 54 YEARS | .22% |
| | 55 - 64 YEARS | .12% |
| | 65 AND OLDER | .25% |
| | REFUSE TO ANSWER | 1% |

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| 17. DO YOU HAVE ANY CHILDREN UNDER THE AGE OF 18 LIVING IN YOUR HOME? (IF YES: IN WHICH OF THE FOLLOWING AGE CATEGORIES WOULD THEY COME UNDER?) | NO CHILDREN | .61% |
| | 0 - 6 | .16% |
| | 7 - 12 | .16% |
| | 13 - 18 | .18% |
| | REFUSE TO ANSWER | 1% |

18. WOULD YOU LIKE MORE INFORMATION ON ANY OF THE TOPICS WE DISCUSSED?

YES: NAME _____ ADDRESS _____ 34%
NO66%

THAT'S THE END OF OUR SURVEY BUT COULD I CHECK TO SEE IF I DIALED THE CORRECT NUMBER. I DIALED _____. AND COULD I HAVE YOUR FIRST NAME, ONLY IN CASE MY SUPERVISOR HAS TO VERIFY THIS INTERVIEW?_____. THANK YOU AND HAVE A NICE EVENING.

CALLER INI. _____ SHEET NUMBER _____ ZIPCODE _____ SURVEY LENGTH _____