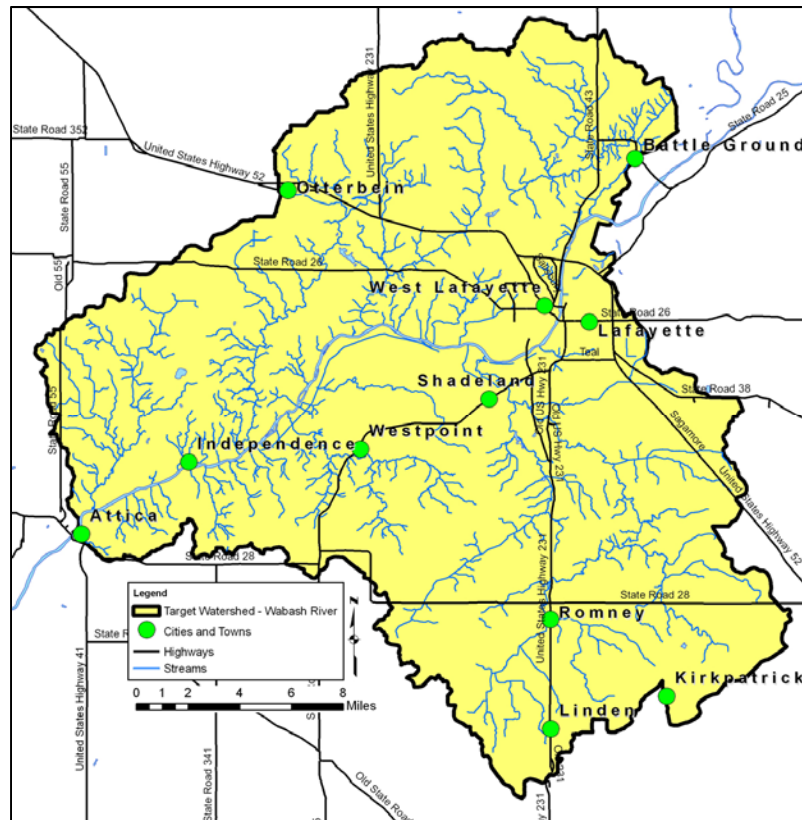


Your Views on Local Water Resources



The Wabash River Enhancement Corporation has an overall objective of educating watershed residents about water quality issues and increasing the adoption of water quality improvement practices. The purpose of this study was to collect social indicators data from urban and rural residents in the watershed to inform the Project's planning and implementation activities. The results of this survey also provide baseline social indicator information that could be used for comparison with a follow up survey in order to examine changes that occurred in the watershed over the project's lifetime.

The questions in the survey were developed by a regional team of researchers for utilization in nonpoint source pollution (NPS) projects. More information about this regional project can be found at: <http://www.uwex.edu/ces/regionalwaterquality/Flagships/Indicators.htm>. Social indicators data collected include awareness of water quality issues, sources, and practices for improvement; general water quality attitudes and attitudes toward implementation of practices; and behavior. In late Summer/Fall 2010, a five-wave mail survey was utilized to collect the data (Dillman, 2000). An advance notice letter was sent to potential respondents to inform them of the survey's purpose and to notify them that they would be receiving a paper survey in the next week; this letter also included instructions on how to complete the survey via an on-line interface. The paper survey was sent the following week and included verbiage similar to the original advance letter with instructions for completing the survey on-line on the first page of the survey, and also informed them of the survey's purpose. A postcard reminder was sent two weeks later, and a replacement survey was sent the following week. After two more weeks, a third replacement survey was sent to non-respondents. A 12-page survey was sent to 1097 urban and rural residents in the watershed, with an overall response rate of 37.6%.

Great Bend of the Wabash River Watershed

The survey covered the social indicators developed for use in 319 funded watershed projects. The indicators are grouped into four categories: awareness, attitudes, constraints and behaviors. Sociodemographic information was also collected.

Working through this information is likely to take some time and care. If you need any assistance with this, please contact us. But first, we suggest answering the following questions which will help you develop an education program based on this information.

Part 1: Review Demographic and Practice Adoption Data

1. Does anything stand out about the demographic data from the survey that would influence an outreach and education plan?
2. How many people are willing to adopt particular practices?
3. What level of awareness is there about each practice?
4. Which ones should you focus on for an outreach and education plan?

Part 2: Review Awareness, Attitudes and Constraints Data

1. What interesting patterns do you see?
2. What constraints and awareness issues might need to be addressed for behavior to change?
3. What attitudes can you take advantage of in crafting your outreach message?

Part 3: Developing a Message

Choose one practice that you think you might want to focus on over the next two years. For this practice, think about how to craft an education plan.

Practice: _____

1. Outcomes – start with the destination in mind! Think about outcomes in terms of changes in awareness, attitudes, constraints, behaviors.
2. Messages – What messages will be effective at reaching members of the target audience?
3. Message delivery – Who should deliver the message? How should it be delivered?

This report was prepared by:
Natural Resource Social Science Lab
Department of Forestry and Natural Resources
Purdue University
(765) 494-8191

Great Bend of the Wabash River Watershed

Rating of Water Quality

Overall, how would you *rate the quality of the water* in your local rivers and streams?

| | Poor (1) | Okay (2) | Good (3) | Don't Know | Valid n (Mean) | Overall n |
|--|-------------|-------------|-------------|---------------|-------------------|--------------|
| a. For canoeing / kayaking / other boating | 13.8% | 41.7% | 15.5% | 29.0% | 257 (2.02) | 362 |
| b. For eating fish caught in the water | 57.6% | 13.3% | 2.5% | 26.6% | 265 (1.25) | 361 |
| c. For swimming | 52.6% | 19.5% | 2.8% | 25.1% | 269 (1.33) | 359 |
| d. For picnicking and family activities near the water | 18.4% | 46.6% | 18.7% | 16.2% | 300 (2.00) | 358 |
| e. For fish habitat / fishing | 30.0% | 29.1% | 10.1% | 30.8% | 247 (1.71) | 357 |
| f. For scenic beauty / enjoyment | 13.3% | 44.2% | 36.2% | 6.4% | 339 (2.24) | 362 |

Your Water Resources

1. Of these activities, which is the *most important* to you? (select one)

- 6.7% Canoeing / kayaking / other boating
- 3.8% Eating fish caught in the water
- 4.4% Swimming
- 11.4% Picnicking and family activities near water
- 9.7% Fishing
- 63.9% Scenic beauty / enjoyment

2. Do you know *where the water goes* when it runs off of your property? (n=359)

- 44.3% No, I don't know.
- 55.7% Yes, it goes to _____
- ___See Appendix A___

Great Bend of the Wabash River Watershed

Your Opinions

Please indicate your level of *agreement or disagreement* with the statements below.

| | Strongly Disagree (1) | Disagree (2) | Neither Agree nor Disagree (3) | Agree (4) | Strongly Agree (5) | n (Mean) |
|--|-----------------------|--------------|--------------------------------|-----------|--------------------|------------|
| a. The economic stability of my community depends upon good water quality. | 1.9% | 6.4% | 21.9% | 50.7% | 19.1% | 361 (3.79) |
| b. The way that I care for my lawn can influence water quality in local rivers and streams. | 1.9% | 5.0% | 10.6% | 59.1% | 23.4% | 359 (3.97) |
| c. It is my personal responsibility to help protect water quality. | 0.8% | 2.8% | 8.9% | 62.3% | 25.2% | 361 (4.08) |
| d. It is important to protect water quality even if it slows economic development. | 1.1% | 3.9% | 22.6% | 52.9% | 19.5% | 359 (3.86) |
| e. What I do on my land doesn't make much difference to overall water quality. | 18.6% | 50.1% | 14.9% | 13.8% | 2.5% | 355 (2.32) |
| f. Lawn-care practices on individual lots do not have an impact on local water quality. | 24.4% | 52.9% | 12.9% | 7.6% | 2.2% | 357 (2.10) |
| g. My actions have an impact on water quality. | 0.8% | 6.7% | 13.4% | 61.7% | 17.3% | 358 (3.88) |
| h. Taking action to improve water quality is too expensive for me. | 7.9% | 36.3% | 42.3% | 11.3% | 2.3% | 355 (2.64) |
| i. It is okay to reduce water quality to promote economic development. | 27.0% | 49.3% | 16.7% | 5.6% | 1.4% | 359 (2.05) |
| j. It is important to protect water quality even if it costs me more. | 2.0% | 13.1% | 29.9% | 45.5% | 9.5% | 358 (3.47) |
| k. I would be willing to pay more to improve water quality (for example: through local taxes or fees). | 7.3% | 17.2% | 29.6% | 41.1% | 4.8% | 355 (3.19) |
| l. I would be willing to change the way I care for my lawn and yard to improve water quality. | 1.1% | 4.8% | 20.9% | 61.6% | 11.6% | 354 (3.78) |
| m. The quality of life in my community depends on good water quality in local rivers and streams. | 1.1% | 4.2% | 17.8% | 58.1% | 18.9% | 360 (3.89) |

Great Bend of the Wabash River Watershed

Water Impairments

Below is a list of water pollutants and conditions that are generally present in water bodies to some extent. The pollutants and conditions become a problem when present in excessive amounts. In your opinion, *how much of a problem are the following water impairments in your area?*

| | Not a Problem (1) | Slight Problem (2) | Moderate Problem (3) | Severe Problem (4) | Don't Know | Valid n (Mean) | Overall n |
|---|-------------------|--------------------|----------------------|--------------------|------------|----------------|-----------|
| a. Sedimentation (soil particles) in the water | 9.9% | 10.2% | 27.1% | 19.2% | 33.6% | 235 (2.84) | 354 |
| b. Nitrogen | 2.8% | 5.1% | 19.5% | 9.6% | 63.0% | 131 (2.97) | 354 |
| c. Phosphorous | 2.5% | 5.1% | 17.7% | 10.4% | 64.3% | 127 (3.01) | 356 |
| d. Bacteria and viruses in the water (such as E. coli / coliform) | 4.5% | 9.3% | 17.5% | 18.9% | 49.7% | 178 (3.01) | 354 |
| e. Trash or debris in the water | 6.8% | 15.0% | 34.7% | 23.2% | 20.3% | 282 (2.93) | 354 |
| f. Murkiness of the water | 7.9% | 11.2% | 29.8% | 28.7% | 22.5% | 276 (3.02) | 356 |
| g. Pesticides, herbicides, fertilizers, and insecticides | 3.4% | 4.5% | 21.3% | 26.7% | 44.1% | 199 (3.28) | 356 |
| h. Algae in the water | 6.2% | 15.1% | 22.7% | 12.3% | 43.7% | 201 (2.73) | 357 |
| i. Not enough oxygen in the water | 4.2% | 8.1% | 15.4% | 14.0% | 58.1% | 149 (2.94) | 356 |
| j. Flow alteration (diverting or straightening a stream) | 11.0% | 11.3% | 10.5% | 6.8% | 60.5% | 140 (2.33) | 354 |
| k. Habitat alteration harming local fish | 4.2% | 8.4% | 17.1% | 12.6% | 57.6% | 151 (2.90) | 356 |

Great Bend of the Wabash River Watershed

Sources of Water Pollution

The items listed below are sources of water quality pollution across the country. In your opinion, *how much of a problem* are the following sources in your area?

| | Not a Problem (1) | Slight Problem (2) | Moderate Problem (3) | Severe Problem (4) | Don't Know | Valid n (Mean) | Overall n |
|---|-------------------|--------------------|----------------------|--------------------|------------|----------------|-----------|
| a. Discharges from industry into rivers and streams | 2.3% | 13.8% | 30.4% | 22.5% | 31.0% | 245 (3.06) | 355 |
| b. Discharges from sewage treatment plants | 6.2% | 11.6% | 31.4% | 17.6% | 33.1% | 236 (2.90) | 353 |
| c. Soil erosion from construction sites | 5.4% | 22.7% | 23.2% | 11.0% | 37.7% | 220 (2.64) | 353 |
| d. Soil erosion from farm fields | 4.6% | 13.1% | 31.4% | 16.9% | 34.0% | 231 (2.92) | 350 |
| e. Soil erosion from shorelines and/or streambanks | 6.5% | 13.9% | 29.5% | 11.3% | 38.8% | 216 (2.75) | 353 |
| f. Excessive use of fertilizers and/or pesticides on lawns | 2.3% | 14.5% | 30.7% | 18.2% | 34.4% | 231 (2.99) | 352 |
| g. Improper disposal of lawn waste, oils, and chemicals into storm drains | 2.3% | 18.4% | 28.5% | 16.9% | 33.9% | 234 (2.91) | 354 |
| h. Improperly maintained septic systems | 5.4% | 13.6% | 20.1% | 11.9% | 49.2% | 180 (2.76) | 354 |
| i. Manure from farm animals | 5.9% | 15.5% | 23.4% | 12.1% | 43.1% | 202 (2.73) | 355 |
| j. Stormwater runoff from rooftops, parking lots, and roads | 8.8% | 18.8% | 31.3% | 9.9% | 31.3% | 242 (2.62) | 352 |
| k. Street salt and sand | 5.1% | 21.5% | 31.1% | 10.7% | 31.6% | 242 (2.69) | 354 |
| l. Droppings from geese, ducks and other waterfowl | 14.1% | 21.5% | 19.5% | 12.4% | 32.5% | 239 (2.45) | 354 |
| m. Waste material from pets | 19.3% | 22.9% | 13.6% | 6.5% | 37.7% | 220 (2.12) | 353 |
| n. Littering/illegal dumping of trash | 5.1% | 22.8% | 27.9% | 20.6% | 23.7% | 271 (2.84) | 355 |
| o. Excessive use of fertilizers for crop production | 3.4% | 12.7% | 26.3% | 18.4% | 39.3% | 215 (2.98) | 354 |
| p. Land development or redevelopment | 7.9% | 18.6% | 24.9% | 9.3% | 39.3% | 215 (2.59) | 354 |
| q. Channelization of streams | 10.5% | 12.1% | 9.9% | 4.2% | 63.3% | 130 (2.22) | 354 |
| r. Removal of trees and vegetation along streams | 7.6% | 13.2% | 22.8% | 13.2% | 43.1% | 202 (2.73) | 355 |

Great Bend of the Wabash River Watershed

Consequences of Poor Water Quality

Poor water quality can lead to a variety of consequences for communities. In your opinion, *how much of a problem are the following issues in your area?*

| | Not a Problem (1) | Slight Problem (2) | Moderate Problem (3) | Severe Problem (4) | Don't Know | Valid n (Mean) | Overall n |
|---|-------------------|--------------------|----------------------|--------------------|------------|----------------|-----------|
| a. Contaminated drinking water | 34.9% | 20.5% | 13.3% | 13.0% | 18.3% | 295 (2.05) | 361 |
| b. Contaminated fish | 7.2% | 13.0% | 26.5% | 23.2% | 30.1% | 253 (2.94) | 362 |
| c. Loss of desirable fish species | 4.7% | 15.2% | 21.8% | 20.1% | 38.3% | 224 (2.93) | 363 |
| d. Reduced beauty of rivers and streams | 6.3% | 24.2% | 33.1% | 17.1% | 19.3% | 293 (2.75) | 363 |
| e. Reduced opportunities for water recreation | 8.5% | 17.6% | 29.7% | 19.2% | 25.0% | 273 (2.79) | 364 |
| f. Reduced quality of water recreation activities | 6.6% | 18.4% | 29.9% | 19.2% | 25.8% | 270 (2.83) | 364 |
| g. Excessive aquatic plants or algae | 8.0% | 17.9% | 17.6% | 11.8% | 44.8% | 201 (2.60) | 364 |
| h. Fish kills | 9.6% | 19.7% | 17.3% | 12.1% | 41.4% | 214 (2.54) | 365 |
| i. Odor | 12.4% | 24.8% | 20.9% | 19.0% | 22.9% | 280 (2.60) | 363 |
| j. Lower property values | 14.6% | 18.0% | 14.9% | 9.9% | 42.5% | 208 (2.35) | 362 |



Great Bend of the Wabash River Watershed

Practices to Improve Water Quality

Please indicate which statement most accurately describes *your level of experience* with each practice listed below.

a. Properly dispose of pet waste (n=360)

- 19.2% Never heard of it
- 10.8% Somewhat familiar with it
- 5.3% Know how to use it; not using it
- 20.0% Currently use it
- 44.7% I do not have a pet

b. Properly dispose of hazardous household waste (including batteries, light bulbs, automotive fluids) (n=343)

- 3.8% Never heard of it
- 27.1% Somewhat familiar with it
- 6.7% Know how to use it; not using it
- 62.4% Currently use it

The practices below apply only to those who manage a yard area around their residence. Please select the statement below that most accurately describes your living situation. (n=339)

- 80.6% I maintain the grounds around my home
- 9.3% A landlord or property manager maintains the grounds around my residence

Great Bend of the Wabash River Watershed

Please indicate which statement most accurately describes *your level of experience* with each practice listed below.

| | Never heard of it (1) | Somewhat familiar with it (2) | Know how to use it; not using it (3) | Currently use it (4) | n (Mean) |
|--|-----------------------|-------------------------------|--------------------------------------|----------------------|------------|
| c. French drains (perforated drainage lines) | 50.9% | 20.4% | 14.5% | 14.2% | 324 (1.92) |
| d. Grass swales | 60.2% | 20.5% | 11.2% | 8.1% | 322 (1.67) |
| e. Dry well or buried cistern for stormwater storage | 38.2% | 33.8% | 25.9% | 2.2% | 317 (1.92) |
| f. Downspout disconnection | 44.3% | 27.7% | 14.5% | 13.5% | 318 (1.97) |
| g. Green/vegetated roof | 45.3% | 32.7% | 21.7% | 0.3% | 318 (1.77) |

| | Never heard of it (1) | Somewhat familiar with it (2) | Know how to use it; not using it (3) | Currently use it (4) | Valid n (Mean) | Overall n |
|---|-----------------------|-------------------------------|--------------------------------------|----------------------|----------------|-----------|
| h. 77.5% Abandoned well capping My property does not have an unused well | 15.4% | 4.3% | 2.2% | 0.6% | 73 (1.47) | 325 |
| i. 71.2% Protect streambanks and/or shorelines with vegetation My property does not border or contain a ditch or waterway | 11.1% | 9.2% | 2.2% | 6.3% | 91 (2.13) | 316 |
| j. Apply lawn fertilizer and pesticides at or below manufacturer guidelines 1.3% I do not have a lawn | 9.7% | 16.5% | 12.6% | 60.0% | 306 (3.25) | 310 |
| k. Use phosphorous-free fertilizer | 31.8% | 23.1% | 20.8% | 24.4% | 308 (2.38) | 308 |
| l. Keep fertilizer off driveways and sidewalks | 13.1% | 14.4% | 12.5% | 60.1% | 313 (3.19) | 313 |

Great Bend of the Wabash River Watershed

Constraints for Specific Practices

Rain Garden

A rain garden uses native plants to absorb and filter stormwater collected off a roof, parking lot, sidewalk, or driveway.

1. How familiar are you with rain gardens? (n=353)
- 58.4% Never heard of them
 - 33.1% Somewhat familiar with them
 - 6.2% Know how to install one but have not
 - 2.3% Have installed rain garden
2. Are you willing to use a rain garden? (n=339)
- 18.0% Yes (or already have one)
 - 61.4% Maybe
 - 20.6% No

| <i>How much do the following factors limit your ability to use a rain garden?</i> | Not at All (1) | A little (2) | Some (3) | A lot (4) | Don't Know | n (Mean) | Overall n |
|---|----------------|--------------|----------|-----------|------------|------------|-----------|
| a. Don't know how to do it | 22.6% | 10.4% | 14.5% | 28.8% | 23.7% | 257 (2.65) | 337 |
| b. Time required | 15.6% | 10.5% | 20.4% | 15.6% | 38.0% | 207 (2.58) | 334 |
| c. Cost | 12.8% | 9.6% | 16.7% | 20.3% | 40.6% | 199 (2.75) | 335 |
| d. The features of my property do not support it | 16.6% | 6.2% | 7.1% | 15.4% | 54.6% | 153 (2.47) | 337 |
| e. Insufficient proof of water quality benefit | 24.3% | 8.9% | 9.5% | 4.5% | 52.8% | 159 (1.87) | 337 |
| f. Desire to keep things the way they are | 36.8% | 10.7% | 13.9% | 12.5% | 26.1% | 249 (2.03) | 337 |
| g. Physical or health limitations | 45.8% | 8.1% | 11.6% | 12.5% | 22.0% | 269 (1.88) | 345 |

Great Bend of the Wabash River Watershed

Rain Barrels

Rain barrels are typically designed to collect stormwater from roofs and gutters. This water can later be used to water a garden, lawn, or house plants.

1. How familiar are you with rain barrels?

(n=349)

11.2% Never heard of them

56.7% Somewhat familiar with them

29.5% Know how to install one but have not

2.6% Have installed

2. Are you willing to use a rain barrel?

(n=343)

29.4% Yes (or already have one)

44.9% Maybe

25.7% No

| <i>How much do the following factors limit your ability to use a rain barrel?</i> | Not at All (1) | A little (2) | Some (3) | A lot (4) | Don't Know | n (Mean) | Overall n |
|---|-----------------------|---------------------|-----------------|------------------|-------------------|-----------------|------------------|
| a. Don't know how to do it | 33.9% | 17.9% | 19.3% | 15.8% | 13.1% | 292 (2.20) | 336 |
| b. Time required | 30.9% | 19.2% | 14.7% | 14.4% | 20.7% | 264 (2.16) | 333 |
| c. Cost | 23.7% | 18.0% | 17.1% | 16.2% | 25.1% | 250 (2.34) | 334 |
| d. The features of my property do not support it | 32.5% | 10.9% | 8.9% | 12.4% | 35.2% | 219 (2.02) | 338 |
| e. Insufficient proof of water quality benefit | 38.4% | 10.3% | 10.6% | 6.6% | 34.1% | 218 (1.78) | 331 |
| f. Desire to keep things the way they are | 44.5% | 13.7% | 12.2% | 12.5% | 17.0% | 278 (1.91) | 335 |
| g. Physical or health limitations | 51.2% | 8.8% | 11.2% | 14.1% | 14.7% | 290 (1.86) | 340 |

Great Bend of the Wabash River Watershed

Pervious pavement

Traditional paving surfaces (asphalt and cement) direct rain into the sewer system and prevent it from soaking into the ground. Pervious pavement (porous asphalt, grass pavers) allows rain to enter the soil, recharging the groundwater and filtering environmental contaminants.

1. How familiar are you with pervious pavement? (**n=347**)

52.2% Never heard of it
33.1% Somewhat familiar with it
13.5% Know how to use it, not using it
1.2% Currently using it

2. Are you willing to install pervious pavement? (**n=338**)

9.5% Yes (or already have)
46.2% Maybe
44.4% No

| <i>How much do the following factors limit your ability to use pervious pavement?</i> | Not at All (1) | A little (2) | Some (3) | A lot (4) | Don't Know | n (Mean) | Overall n |
|--|-----------------------|---------------------|-----------------|------------------|-------------------|-----------------|------------------|
| a. Don't know how to do it | 23.4% | 12.0% | 11.7% | 28.2% | 24.6% | 251 (2.59) | 333 |
| b. Time required | 16.2% | 8.2% | 15.9% | 23.5% | 36.3% | 209 (2.73) | 328 |
| c. Cost | 8.2% | 3.6% | 9.4% | 45.8% | 33.0% | 221 (3.38) | 330 |
| d. The features of my property do not support it | 26.2% | 7.5% | 6.3% | 15.7% | 44.3% | 185 (2.21) | 332 |
| e. Insufficient proof of water quality benefit | 28.9% | 10.6% | 8.5% | 7.3% | 44.7% | 182 (1.90) | 329 |
| f. Desire to keep things the way they are | 37.8% | 11.6% | 8.5% | 16.8% | 25.3% | 245 (2.06) | 328 |
| g. Physical or health limitations | 46.6% | 7.7% | 9.5% | 13.4% | 22.8% | 260 (1.82) | 337 |

Great Bend of the Wabash River Watershed

Maintain Native Plant Communities

Foreign trees, shrubs, and grasses can eliminate or slow the growth of desirable native plants. Removing invasive foreign species and installing native vegetation helps native plant communities thrive.

1. How familiar are you with maintaining native plant communities? (n=348)

39.1% Never heard of it
 40.5% Somewhat familiar with it
 9.5% Know how to do it, not doing it
 10.9% Currently do it

2. Are you willing to maintain native plant communities? (n=338)

34.9% Yes (or already have)
 46.2% Maybe
 18.9% No

| <i>How much do the following factors limit your ability to maintain native plant communities?</i> | Not at All (1) | A little (2) | Some (3) | A lot (4) | Don't Know | n (Mean) | Overall n |
|---|----------------|--------------|----------|-----------|------------|------------|-----------|
| a. Don't know how to do it | 24.2% | 16.3% | 15.7% | 24.2% | 19.6% | 266 (2.50) | 331 |
| b. Time required | 20.2% | 15.3% | 18.3% | 21.1% | 25.1% | 245 (2.54) | 327 |
| c. Cost | 19.0% | 13.1% | 15.6% | 22.9% | 29.4% | 231 (2.60) | 327 |
| d. The features of my property do not support it | 31.5% | 7.9% | 10.0% | 9.7% | 40.9% | 195 (1.96) | 330 |
| e. Insufficient proof of water quality benefit | 36.1% | 9.6% | 8.3% | 5.6% | 40.4% | 193 (1.72) | 324 |
| f. Desire to keep things the way they are | 44.1% | 12.3% | 10.2% | 12.7% | 20.7% | 257 (1.89) | 324 |
| g. Physical or health limitations | 50.5% | 8.2% | 8.5% | 13.6% | 19.3% | 267 (1.82) | 331 |

Great Bend of the Wabash River Watershed

Making Decisions for My Property

In general, *how much does each issue limit your ability* to change your household and lawn care practices?

| | Not at All (5) | A little (4) | Some (3) | A lot (2) | Don't Know | n (Mean) | Overall n |
|--|----------------|--------------|----------|-----------|------------|------------|-----------|
| a. Personal out-of-pocket expenses | 11.2% | 13.9% | 25.7% | 43.7% | 5.6% | 320 (2.92) | 339 |
| b. My own physical abilities | 39.1% | 17.5% | 18.4% | 21.3% | 3.8% | 330 (3.77) | 343 |
| c. The need to learn new skills or techniques | 26.3% | 20.7% | 27.8% | 17.8% | 7.4% | 313 (3.60) | 338 |
| d. Not having access to the equipment I need | 15.3% | 19.2% | 26.8% | 29.2% | 9.4% | 307 (3.23) | 339 |
| e. Lack of available information about a practice | 15.5% | 17.9% | 29.2% | 26.2% | 11.3% | 298 (3.26) | 336 |
| f. No one else I know is implementing the practice | 39.3% | 8.0% | 14.5% | 17.5% | 20.7% | 268 (3.87) | 338 |
| g. Approval of my neighbors | 54.3% | 12.2% | 9.8% | 6.2% | 17.5% | 278 (4.39) | 337 |
| h. Legal restrictions on my property | 32.8% | 8.9% | 10.1% | 12.1% | 36.1% | 216 (3.98) | 338 |
| i. Don't know where to get information and/or assistance for those practices | 25.4% | 14.4% | 24.3% | 19.8% | 16.2% | 280 (3.54) | 334 |
| j. Environmental damage caused by the practice | 34.6% | 8.1% | 9.0% | 8.7% | 39.7% | 202 (4.14) | 335 |
| k. Concerns about resale value | 30.6% | 15.4% | 19.3% | 15.1% | 19.6% | 271 (3.76) | 337 |
| l. Not being able to see a demonstration of the practice before I decide | 20.7% | 17.1% | 23.4% | 22.5% | 16.5% | 279 (3.43) | 334 |
| m. Effort required to maintain it | 14.9% | 14.0% | 23.9% | 27.5% | 19.7% | 269 (3.20) | 335 |
| n. Other (please specify): _____ | 15.3% | 1.0% | 0.0% | 13.3% | 70.4% | 29 (3.62) | 98 |

__See Appendix B__

Great Bend of the Wabash River Watershed

Information Sources

People get information about water quality from a number of different sources. *To what extent do you trust* those listed below as a source of information about soil and water?

| | Not at All (1) | Slightly (2) | Moderately (3) | Very much (4) | Am not familiar | n (Mean) | Overall n |
|--|-------------------|-----------------|-------------------|------------------|--------------------|---------------|--------------|
| a. U.S. Environmental Protection Agency (EPA) | 5.2% | 13.1% | 34.6% | 39.2% | 7.8% | 317 (3.17) | 344 |
| b. Local garden center (i.e. Bennett's, D & R) | 3.5% | 16.0% | 43.9% | 30.8% | 5.8% | 324 (3.08) | 344 |
| c. Lawn care company (i.e. TruGreen) | 19.1% | 34.1% | 29.1% | 9.4% | 8.2% | 312 (2.31) | 340 |
| d. Neighbors / friends | 9.6% | 30.3% | 44.9% | 10.5% | 4.7% | 327 (2.59) | 343 |
| e. Indiana Department of Natural Resources (IDNR) | 3.2% | 7.3% | 30.8% | 48.3% | 10.5% | 308 (3.39) | 344 |
| f. Indiana Department of Environmental Management (IDEM) | 5.0% | 10.0% | 28.2% | 37.0% | 19.9% | 273 (3.21) | 341 |
| g. Tippecanoe County Soil and Water Conservation District (SWCD) | 4.1% | 6.8% | 29.4% | 37.4% | 22.4% | 264 (3.29) | 340 |
| h. Natural Resources Conservation Service (NRCS) | 4.1% | 8.5% | 24.6% | 31.9% | 31.0% | 236 (3.22) | 342 |
| i. Purdue University Cooperative Extension Service | 2.0% | 7.9% | 25.7% | 47.4% | 17.0% | 284 (3.43) | 342 |
| j. Tippecanoe County Health Department | 4.7% | 17.5% | 37.6% | 29.9% | 10.4% | 303 (3.03) | 338 |
| k. Home improvement center (Home Depot, Lowe's) | 16.3% | 39.5% | 30.8% | 6.1% | 7.3% | 319 (2.29) | 344 |
| l. NICHES Land Trust | 9.4% | 8.5% | 13.2% | 9.4% | 59.5% | 138 (2.56) | 341 |
| m. The Nature Conservancy | 6.2% | 9.5% | 22.0% | 22.8% | 39.5% | 204 (3.01) | 337 |
| n. Wabash River Enhancement Corporation | 4.7% | 12.0% | 21.7% | 18.2% | 43.4% | 193 (2.94) | 341 |
| o. Go Greener Commission | 7.9% | 11.8% | 17.1% | 9.1% | 54.1% | 156 (2.60) | 340 |
| p. Please specify other sources: _____ | 12.4% | 2.2% | 12.4% | 5.6% | 67.4% | 29 (2.34) | 288 |

__See Appendix C__

Great Bend of the Wabash River Watershed

The **Clear-Blue-Green Certification Program** recognizes local businesses for environmentally-friendly operations based on the following categories: Water Conservation, Energy Conservation, Waste Reduction and Prevention, Purchasing, Transportation, and Employee Education and Outreach.

| | Yes | No | n |
|--|-------|-------|-----|
| a. Have you heard of the Greater Lafayette Clear-Blue-Green Certification program? | 9.6% | 90.4% | 342 |
| b. Would a Clear-Blue-Green certification make you more likely to frequent a business? | 45.0% | 55.0% | 329 |

About You

a) Do you make the **home and lawn care decisions** in your household? (n=358)
 90.8% Yes
 9.2% No

b) What is your **gender**? (n=362)
 68.5% Male
 31.5% Female

c) In what **year were you born**? (n=367)
 Minimum 1913 to maximum 1988, average 1953.86

d) What is the **highest grade in school** you have completed? (n=353)
 2.8% Some formal schooling
 23.2% High school diploma / GED
 14.7% Some college
 7.1% 2 year college degree
 23.8% 4 year college degree
 28.3% Graduate degree

e) What is the approximate size **of your residential lot**? (n=346)
 62.4% ¼ acre or less
 30.6% More than ¼ acre but less than 1 acre
 4.3% 1 acre to less than 5 acres
 2.6% 5 acres or more

f) Do you **own or rent** your home? (n=358)
 89.9% Own
 10.1% Rent

g) **Do you use** a professional lawn care service? (n=355)
 5.9% Yes, just for mowing
 3.9% Yes, for mowing and fertilizing
 17.7% Yes, just for fertilizing and pest control
 4.8% Yes, for mowing, fertilizing, and pest control
 67.6% No

h) Where are you **likely to seek information** about water quality issues? (check all that apply) (n=377)
 43.2% (163) Newsletters / brochures / fact sheets
 48.8% (184) Internet
 14.3% (54) Radio
 45.9% (173) Newspapers/magazines
 13.3% (50) Workshops / demonstrations / meetings
 34.2% (129) Conversations with others
 27.6% (104) Garden centers/retail stores
 31.6% (119) Purdue University Extension
 8.5% (32) None of the above

Thank you for your time and assistance!

Please return your completed survey in the postage-paid envelope provided. Please use the space below for any additional comments about this survey or water resource issues in your community.

__See Appendix D __