

(All):

S2. Do you live in Baltimore City, Baltimore County, Anne Arundel County, or someplace else?

Baltimore City..... 50%
 Baltimore County..... 46%
 Anne Arundel County..... 4%
Someplace else/Not sure/Refused (Thank and terminate.)..... -%

S3. (Record zip from file.)

Basic Impressions

1. Students are often given the grades of A, B, C, D, or Fail. If I were to ask you to grade the health of the Chesapeake Bay on that A to F scale where “A” means it is extremely clean and healthy, and “F” means it is extremely polluted and unhealthy, what grade would you give it?
2. How would you grade the water in Baltimore’s Inner Harbor on that same scale?
3. How would you grade the local streams or creeks in your area on that scale?
4. What if I were to ask you to grade how clean the City of Baltimore is where “A” means it is extremely clean and free of trash, and “F” means it is dirty and filled with trash?

	Bay (Q.1)	Harbor (Q.2)	Streams (Q.3)	City (Q.4)
A (4)	3%	2%	4%	2%
B (3)	8%	6%	17%	9%
C (2)	34%	23%	32%	28%
D (1)	27%	29%	20%	26%
F (0)	19%	33%	13%	32%
No stream/creek	---	---	8%	---
Not sure	10%	7%	6%	3%
Mean	1.43	1.08	1.74	1.21

5. For the rest of this survey, when I refer to “our local waters” I will mean local streams, the Harbor, and the Bay. (Pause briefly.) Do you think the health of our local waters is generally (randomize): [getting better, getting worse, (or) staying about the same]?

Better..... 16%
 Worse..... 34%
 Same..... 47%
 Not sure..... 3%

6. Is the health of our local waters something you think about often, sometimes, very little, or never?

Often	37%
Sometimes	36%
Very little	20%
Never.....	6%
Not sure.....	-%

7. Can you picture the closest stream or body of water to your home?

Yes (<i>include can picture local creek, river or "live on the water"</i>).....	89%
No.....	10%
Not sure.....	1%

8. When you think about pollution in our local waters, do you think the problem can be fixed or is it too difficult?

Can be fixed	89%
Too difficult.....	10%
Not sure.....	1%

9. (*Rotate*): [Is it the kind of problem that individuals can help fix, (or) is the problem so big that it can only be solved by the government]?

Individuals can help fix	57%
Only the government.....	37%
Not sure.....	6%

10. Are you aware of any local volunteer watershed organizations that are trying to help deal with this problem?

Yes, aware	29%
No/Not sure	71%

11. Is polluted water in the Baltimore area hurting the region economically, or is it not having that effect?

Hurting region economically.....	54%
Not having that effect	34%
Not sure.....	12%

12. Is trash in the City of Baltimore hurting the region economically, or is it not having that effect?

Hurting region economically.....	72%
Not having that effect	21%
Not sure.....	8%

13. On that A to F scale we used earlier, how would you grade the recycling program in your local jurisdiction?

	All	Baltimore City	Baltimore County	Anne Arundel County
A (4)	15%	10%	19%	34%
B (3)	29%	25%	31%	46%
C (2)	24%	22%	27%	20%
D (1)	13%	18%	10%	-%
F (0)	14%	21%	8%	-%
Not sure	5%	4%	5%	-%
Mean	2.17	1.84	2.46	3.14

Activities

14. Do you do any of these things often, sometimes, rarely, or never? (*Read and randomize list.*)

- A. Fishing or crabbing
- B. Canoeing or kayaking
- C. Sailing or power boating
- D. Swimming outdoors
- E. Eating fish
- F. Eating crabs
- G. Picking up other people's litter
- H. Fertilizing your lawn or garden
- I. Recycling
- J. Walking or biking in local parks

	Often	Some-times	Rarely	Never	Not Sure/ Refused
Recycling	51%	23%	7%	17%	1%
Eating fish	47%	36%	9%	8%	-%
Picking up other people's litter	37%	37%	10%	15%	-%
Walking or biking in local parks	32%	28%	14%	26%	-%
Eating crabs	27%	39%	15%	19%	-%
Swimming outdoors	16%	20%	15%	50%	-%
Fertilizing your lawn or garden	13%	22%	13%	51%	1%
Fishing or crabbing	10%	11%	14%	65%	-%
Sailing or power boating	5%	7%	10%	78%	-%
Canoeing or kayaking	3%	7%	10%	80%	-%

Awareness of Storm Drains

15. Have you ever heard of something called a storm drain?

Yes 90%
No (Auto-punch Q.16 as "no" and skip to Q.17.) 10%
Not sure (Auto-punch Q.16 as "no" and skip to Q.17.) -%

(If heard of storm drain):

16. Can you picture a storm drain near where you live?

Yes 77%
No 22%
Not sure -%

(All):

17. Were you aware that a storm drain carries rain water from streets and parking lots and returns it to area waterways?

Yes, aware 82%
No, not aware 18%
Not sure -%

18. As far as you know, is the rain water that runs down your local storm drain treated before it is released into the area waterways? (If yes or no): Are you certain or not so certain about that?

Yes, certain (1) 8%
Yes, not certain (2) 9%
Not sure (3) 38%
No, not certain (4) 28%
No, certain (5) 16%
Mean 3.35

19. As far as you know, is trash that is washed down the storm drain filtered out before it reaches the Harbor? (If yes or no): Are you certain or not so certain about that?

Yes, certain (1) 9%
Yes, not certain (2) 11%
Not sure (3) 37%
No, not certain (4) 26%
No, certain (5) 16%
Mean 3.30

Actions and Motivations

20. I am going to say some things people might do and ask if you think these things would make a big difference, a little difference, or no difference in cleaning up our local waters. The first is... *(Read and randomize list.)*

- A. Using less fertilizer.
- B. Picking up pet waste.
- C. Keeping the storm drain on your street clear of leaves and trash.
- D. Recycling.
- E. Picking up litter when you see it.
- F. Planting trees and native plants.
- G. Not dumping oil and paint down the storm drain.
- H. Conserving water

Big difference (3)
 Little difference (2)
 No difference (1)
 Not sure

	Big Difference (3)	Little Difference (2)	No Difference (1)	Not Sure	Mean
Not dumping oil and paint	95%	4%	1%	-%	2.93
Recycling	84%	12%	3%	1%	2.82
Keeping the storm drain clear	83%	13%	2%	1%	2.82
Picking up litter	83%	15%	2%	-%	2.81
Planting trees and native plants	77%	17%	4%	2%	2.75
Picking up pet waste	75%	19%	4%	2%	2.72
Conserving water	69%	21%	8%	2%	2.62
Using less fertilizer	67%	23%	5%	5%	2.66

21. Now I am going to mention some problems that might be caused by pollution in our local waters and ask how much they bother you. Would you be very, somewhat, just a little, or not at all bothered by...? *(Read and randomize statements only; re-read scale only if needed.)*

- A. Contaminated fish and crabs that you might eat.
- B. Contamination in the drinking water supply.
- C. Bacteria in local waters where you might swim or wade.
- D. Declining crab and fish populations in the Bay.
- E. The loss of Maryland's fishing and crabbing tradition.
- F. Local flooding after a hard rain.
- G. A Harbor that is filled with floating trash.
- H. Paying more in taxes to clean up polluted waters.

Very bothered (4)
 Somewhat bothered (3)
 Just a little bothered (2)
 Not at all bothered (1)
 Not sure

	Very Bothered (4)	Somewhat Bothered (3)	A Little Bothered (2)	Not Bothered (1)	Not Sure	Mean
Contamination in the drinking water supply	92%	5%	1%	1%	1%	3.89
A Harbor that is filled with floating trash	88%	8%	2%	1%	-%	3.84
Contaminated fish and crabs that you might eat	88%	7%	2%	3%	-%	3.80
Bacteria in local waters where you might swim/wade	81%	10%	4%	4%	1%	3.69
The loss of Maryland's fishing and crabbing tradition	70%	18%	6%	5%	1%	3.53
Declining crab and fish populations in the Bay	69%	18%	7%	5%	1%	3.53
Local flooding after a hard rain	54%	25%	13%	8%	2%	3.26
Paying more in taxes to clean up polluted waters	40%	23%	20%	16%	1%	2.88

Message Testing

22. For each statement I read, please tell me whether you agree strongly, agree somewhat, are neutral, disagree somewhat, or disagree strongly. The first is... *(Read and randomize statements.)*

- A. If I knew what to do to help clean up local waters, I would do a lot more.
- B. Fishing and crabbing are what make Maryland special.
- C. I worry about how safe it is to eat local fish and crabs.
- D. If I thought my own family's health was at risk because of polluted waters, I would want to do more to help fix the problem.
- E. I am doing more than most other people to help solve this problem.
- F. Industry is the biggest cause of water pollution in our area.
- G. I should be doing more to help protect the environment.

Agree strongly (5)
 Agree somewhat (4)
 Neutral (3)
 Disagree somewhat (2)
 Disagree strongly (1)
 Not sure

	Agree Strongly (5)	Agree Somewhat (4)	Neutral (3)	Disagree Somewhat (2)	Disagree Strongly (1)	Not Sure	Mean
If I thought my family's health was at risk...	77%	15%	5%	1%	1%	1%	4.67
Fishing/crabbing make Maryland special	58%	25%	10%	4%	3%	-%	4.33
If I knew what to do...I would do a lot more	52%	31%	10%	3%	3%	-%	4.27
I should be doing more to help the environment	48%	35%	10%	3%	3%	-%	4.23
Industry is the biggest cause of water pollution	49%	27%	9%	9%	5%	2%	4.07
I worry about how safe it is to eat fish/crabs	48%	26%	11%	9%	4%	1%	4.06
I am doing more than most people	22%	36%	21%	11%	7%	1%	3.55

Media Behavior

23. How often do you read the Baltimore Sun? *(Read list; do not rotate.)*

Almost every day.....	39%
At least once a week.....	28%
Less often than that.....	13%
Never.....	19%
<i>(DO NOT READ): Not sure/Refused.....</i>	<i>-%</i>

24. Do you read any other newspapers on a regular basis, regardless of which ones they are?

Yes <i>(Do not specify.)</i>	51%
No/Not sure/Refused.....	49%

25. What is the main way you like to get local news and information? *(Read and randomize list. Allow multi-punch.)*

Television.....	66%
Newspaper.....	34%
Internet.....	27%
Radio.....	21%
Other <i>(Specify. Do not code.)</i>	<i>-%</i>
<i>(DO NOT READ): None//Not sure.....</i>	<i>-%</i>

26. Have you ever visited the Internet site called You-Tube, or others like it?

Yes.....	31%
No/Not sure/Refused.....	69%

Classification

27. The last few questions are to classify the survey only. What is your age? Is it...? *(Read list; do not rotate.)*

Less than 35.....	21%
35 to 49.....	23%
50 to 64.....	30%
65 or over.....	27%
<i>(DO NOT READ): Not sure/Refused.....</i>	<i>-%</i>

28. Are there any children under the age of 18 who live in your home?

Yes.....	28%
No.....	71%
Not sure/Refused.....	<i>-%</i>

29. Do you have a dog?

Yes.....	22%
No <i>(Skip to Q.31.)</i>	78%
Not sure/Refused <i>(Skip to Q.31.)</i>	<i>-%</i>

(If yes):

30. Do you (read list) pick up your dog's waste?

Always.....	88%
Sometimes.....	8%
Never.....	4%
(DO NOT READ): Not sure/Refused.....	1%

(All):

31. Do you live in an apartment, condo, rowhouse, townhouse, or detached house?

Detached.....	42%
Rowhouse/Townhouse.....	34%
Apartment.....	19%
Condo.....	4%
Not sure/Refused.....	1%

32. Are you part of a homeowners' or neighborhood association?

Yes.....	41%
No/Not sure/Refused.....	59%

33. Do you own or rent your home?

Own.....	69%
Rent.....	29%
Not sure/Refused.....	1%

34. What is the last grade of school that you completed?

Did not finish high school.....	11%
High school degree.....	30%
Some college/Associate's degree.....	23%
4-year college degree/Bachelor's degree.....	19%
Post-graduate work.....	17%
Not sure/Refused.....	1%

35. What is your race or ethnic background? (Randomize): [White, African-American, Hispanic, Asian], mixed race, or some other?

White.....	49%
African-American.....	42%
Mixed race.....	3%
Asian.....	1%
Hispanic.....	-%
Other.....	2%
(DO NOT READ): Not sure/Refused.....	2%

36. What was the total income before taxes of all members of your household last year? Stop me when I get to the right category. Less than \$25,000, 25 to less than \$50,000, 50 to less than \$75,000, 75 to less than \$100,000, 100 to less than \$150,000, or more than that?

< \$25,000	17%
\$25 - \$49,999	20%
\$50 - \$74,999	18%
\$75 - \$99,999	11%
\$100 - \$149,999	9%
\$150,000 +	5%
Not sure/Refused	20%

37. Gender (*by observation*)

Female	56%
Male	44%

That's all the questions I have for you. Thanks for your time. Goodbye.