

General Public Stormwater Telephone Survey Report

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Prepared for

Salt Lake County



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Introduction

Lighthouse Research & Development, Inc. was contracted by Salt Lake County Flood Control and Engineering Division of Public Works to interview Salt Lake County residents regarding their awareness and perceptions of stormwater.

Project Objectives

Specific objectives for each section of the report are outlined below.

- Determine if respondents consider themselves to be environmentally conscious
- Define “stormwater,” per respondents
- Discover awareness and knowledge of local stormwater
- Gather perceptions regarding the impact of stormwater
- Gather awareness and knowledge of stormwater pollution
- Gather information about respondents’ behaviors in relation to stormwater and the following:
 - Lawn care
 - Dog care
 - Vehicle washing
 - Disposal of household chemicals
- Discover awareness and impact of stormwater advertising
- Gather demographic information, including gender, age, annual household income, political affiliation, and area of residence

Project Overview

The research project consisted of a telephone survey designed to gather information from residents of Salt Lake County. The scope of work for the research project included the following:

- Project consultation with Salt Lake County personnel
- Programming of the telephone survey instrument
- Completion of at least 800 interviews; a total of 810 interviews were conducted
- Analysis of the data, including: percentages of results, cross-tabulations, and coding of open-ended responses
- A written report describing the results of the survey including research methodology, an executive summary, and a detailed description of the results

Research Methodology

The research methods used to complete the project are outlined in detail below.

Sampling Procedures

A random sample of general public respondents was obtained by Lighthouse Research and used for data collection. Prior to data collection, the sample was randomized using the WinCati program.

Pretest of the Questionnaire

A pretest was conducted on November 22, 2017 to determine the need for any modifications to the survey questions or procedures. Following the pretest, adjustments to the survey were made in consultation with Salt Lake County personnel.

Data Collection

Lighthouse Research completed a total of 810 telephone interviews, for a confidence level of 95% with a $\pm 3.44\%$ margin of error.

All data collection was conducted by an experienced team of telephone interviewers at the Lighthouse Research interviewing facility located in Riverton, Utah. All field staff members were thoroughly briefed and trained on the survey before proceeding with data collection. Calling hours for the survey were between 9:00 a.m. and 9:00 p.m. on weekdays and between 9:00 a.m. and 4:00 p.m. on Saturdays.

The survey was programmed in a Computer-Assisted Telephone Interviewing (CATI) format. Using the CATI system, survey responses were directly entered into the database by the interviewer as the interview was in progress. Interviews were automatically given a numeric code upon entry into the system to assist in the data analysis. All data collection for this survey was completed between November 22, 2017, and December 19, 2017.

Data Analysis

The data analysis provides the following statistics upon which the written interpretative report is based:

- The frequency and valid percent of responses to each of the survey questions
- Responses to open-ended questions, coded for all occurrences of five or more mentions
- Cross-tabular analysis to compare the significant differences in responding among various demographic groups
- Comparative analysis to determine differences in responding among 2017 respondents and respondents in prior years

Organization of the Report

The remainder of the report is organized under the following areas:

- Executive Summary
- Detailed Results
- Segment Analysis
- Appendices

The Executive Summary section of this report includes the key research findings from the telephone survey.

The Detailed Results section includes charts and a written description of the results for that topic. The Detailed Results section also includes average means and medians that exclude those respondents who selected “don’t know” and “wouldn’t say.”

The Segment Analysis sections contain the results of the cross-tabular analysis and indicates significant differences in responding among respondents.

The Appendices section of the report provides a copy of the survey questionnaire with frequencies of responses, and complete lists of all verbatim responses collected during the survey. The responses given by respondents that were placed in the “other” category when the response did not fit any of the options for that question are also reported in the Appendices.

The following report represents the deliverable for this contract and is presented respectfully to the project sponsors.

Executive Summary

The following represent a summary of the most pertinent findings of the telephone research.

Detailed Results Summary

Environmental Consciousness

Overall, 49% of respondents said they are “definitely” environmentally conscious, and another 44% said they are “probably” environmentally conscious.

- The following table summarizes some of the significant differences between respondents who consider themselves to be environmentally conscious (probably or definitely) and those who do NOT (probably not or definitely not).

	NOT Environmentally Conscious	Environmentally Conscious
Stormwater pollution is <u>not at all</u> a serious problem	15%	4%
Stormwater pollution is a <u>somewhat or very</u> serious problem	47%	67%
Pet waste is dangerous to our water supply	61%	86%
Washing a vehicle at home on the driveway or street is harmful to the environment	45%	72%
Stormwater promotions/ads have caused me to think about changing my habits	32%	55%
It is <u>somewhat important</u> to protect our stormwater	49%	25%
It is <u>very important</u> to protect our stormwater	47%	73%

Statistically Higher Percentages Are Highlighted in Blue

Going Green

Overall, 63% of respondents said “going green” is a term they would use to describe their family’s behavior. Another 15% said “going green” somewhat describes them, a lot of them saying they only take some measures that would be considered “green.”

- “I looked at ways, like buying new appliances or trying to not heat the house as much, but I still use a dryer and don't air dry. I try to do green but not to an extreme extent.”
- “I try to recycle and read things on the computer rather than printing them, but I don't compost.”
- “We do some things that decrease our impact in the environment, but we are not crazy about it.”
- The following table summarizes some of the significant differences between respondents who consider themselves to be environmentally conscious (probably or definitely) and those who do NOT (probably not or definitely not).

	Green	NOT Green	Somewhat
Washing a vehicle at <u>home on the grass</u> is harmful to the environment	62%	47%	56%
Washing a vehicle at <u>home on the driveway or street</u> is harmful to the environment	76%	60%	65%
Washing a vehicle at <u>a commercial carwash</u> is harmful to the environment	39%	23%	26%
Stormwater promotions/ads have caused me to think about changing my habits	57%	44%	51%
It is <u>somewhat important</u> to protect our stormwater	22%	40%	26%
It is <u>very important</u> to protect our stormwater	77%	56%	73%

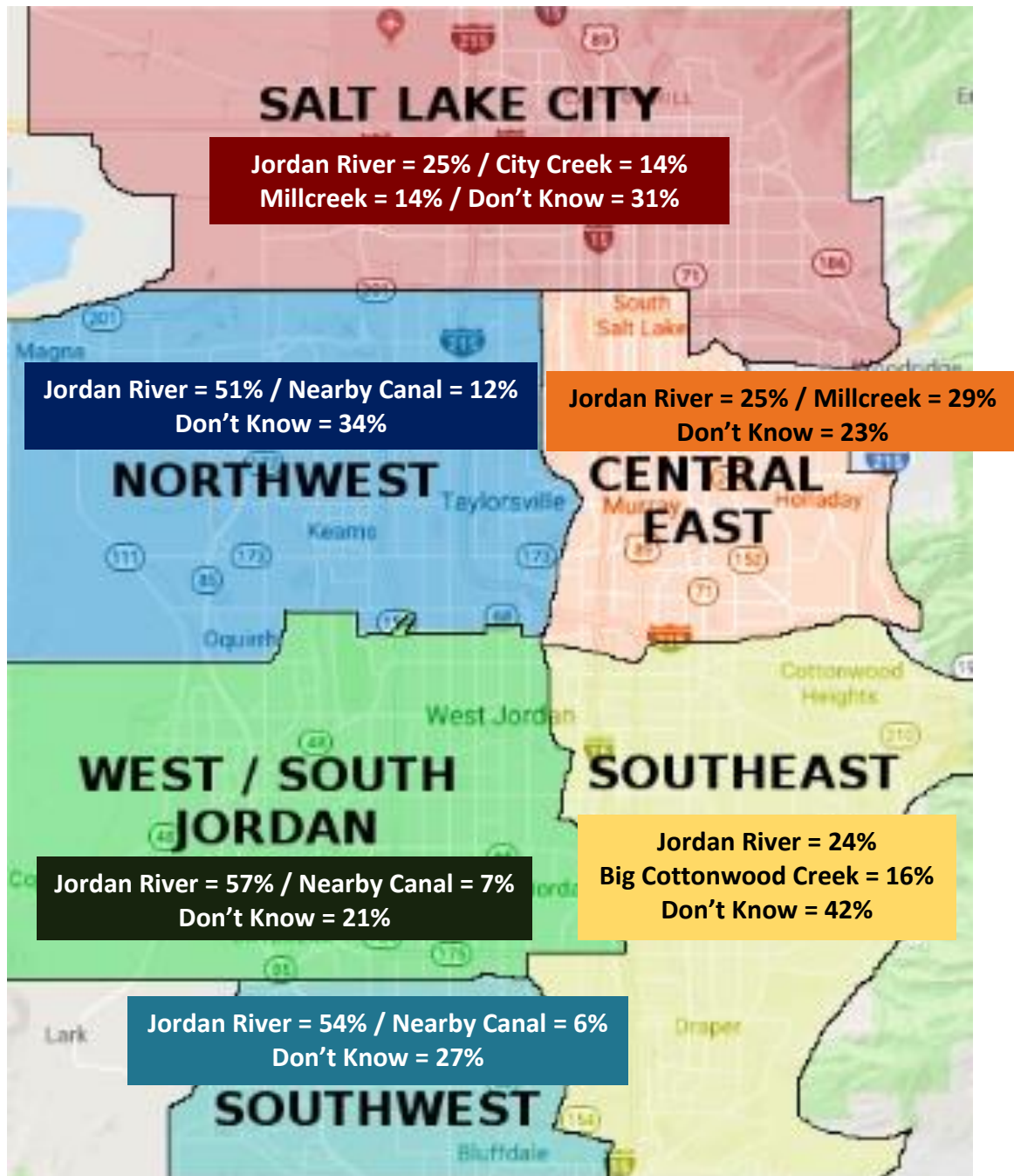
Statistically Higher Percentages Are Highlighted in Green

Statistically Lower Percentages Are Highlighted in Red

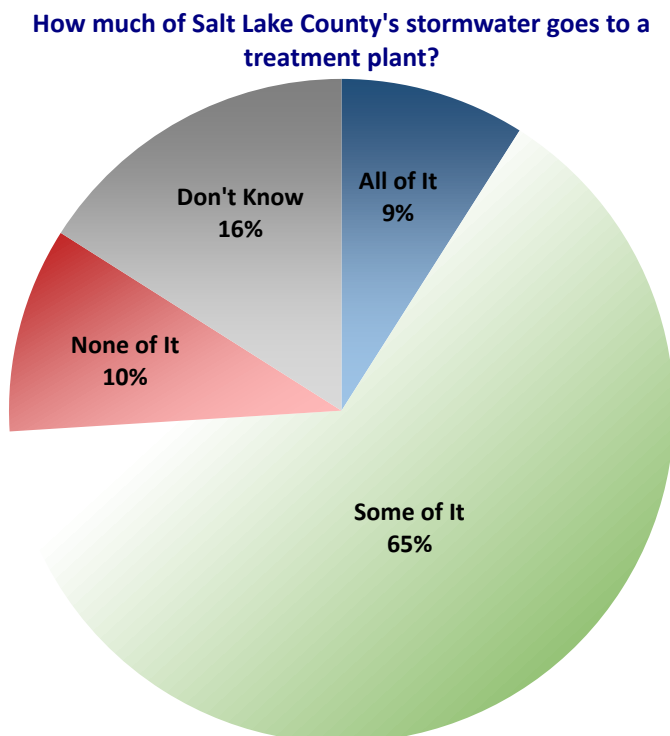
Stormwater Awareness and Perceptions

46% of respondents defined stormwater as water from storms, precipitation, rain, and snow. Another 25% defined stormwater as any water collected in gutters and drains.

Overall, 36% of respondents identified the Jordan River as the local river where stormwater flows. The map below shows where responses to this question differed depending on the area in which the respondents live.



As is seen in the chart below, only 10% of respondents were correct when they said that “none” of the county’s stormwater goes to a treatment plant.



As is seen in the table below, respondents agreed most with the statement, “It is important to me and my family that stormwater is free of dirt and debris.”

		%
Stormwater impacts my family when we are at local parks or trail ways.	TOTAL DISAGREE	34%
	Neutral / Unsure	10%
	TOTAL AGREE	57%
It is important to me and my family that stormwater is free of dirt and debris.	TOTAL DISAGREE	18%
	Neutral / Unsure	8%
	TOTAL AGREE	74%
Stormwater runoff can be a harmful source of pollution to the environment.	TOTAL DISAGREE	36%
	Neutral / Unsure	11%
	TOTAL AGREE	53%

Overall, 59% of respondents know where the nearest storm drain is in their neighborhoods.

Stormwater Pollution

Overall, 66% of respondents believe stormwater pollution is either a “somewhat serious” or “very serious” problem.

When asked how stormwater in Salt Lake County can be polluted, over one-third of respondents (36%) said it can be polluted through “trash in the gutter or drain.” Another 20% mentioned “oil/chemical spills on the driveway” and 14% each mentioned “dumping chemicals/paint” or “dumping oil.”

- Only 8% of all respondents said they don’t know how stormwater can be polluted.

46% of respondents believe “industrial businesses” are the largest contributors to stormwater pollution, while another 42% believe “residents or people” is the largest contributor.

Identifying Respondent Behaviors

Lawn Care

70% of respondents personally mow their lawns, while 11% said they don’t even have a lawn.

- Among the 151 respondents who said someone else mows their lawn, 69% have a professional mow their lawns and another 20% said it is a family member or a teenage neighbor.

Among respondents who have a lawn...

- 28% put lawn clippings in the garbage, while 25% put lawn clippings in a compost bin or the garden.
- 63% believe it is harmful to the environment to sweep or hose natural things like grass clippings, dirt, and leaves from their sidewalk or driveway into the gutter.
- 46% personally apply lawn treatments to their lawn, such as fertilizer, weed killer, or other similar products, 24% use a professional, and 16% said they never use lawn treatments.
 - Among respondents who personally apply lawn treatments to their lawn, 3% “always” leave fertilizer on the sidewalk, and another 28% “sometimes” do.
- 47% agree with the statement, “Applying fertilizer before a rainstorm makes it work better,” while 35% disagree.
- 90% agree with the statement, “Over fertilizing can cause a problem for the environment,” while only 6% disagree.

Dog Care

45% of respondents currently own a dog, and among those respondents...

- 84% bag or throw their dog’s waste in the trash at home.
- 91% bag or throw their dog’s waste in the trash when in public. 6% said they don’t even take their dog out in public.
- 99% believe it is their personal responsibility to pick up after their dog.
- 85% believe pet waste is dangerous to the water supply.

Washing Vehicles

Overall, 82% of respondents said they wash their vehicles at a commercial car wash, with another 11% washing their vehicles at home either on the grass or in the driveway.

Among those who wash their vehicles at home, 64% use biodegradable soap and 68% felt it would be okay for biodegradable soap to go into the gutter.

- Among those who do NOT use a biodegradable soap...
 - Only 31% said they were aware that biodegradable soap was available.
 - 31% said they would be “very likely” to use a biodegradable soap, with another 41% saying they would be “somewhat likely” to use it.

The table below summarizes the opinions of respondents when it came to whether or not washing their vehicles at various locations was harmful to the environment.

% Who Said “Yes”	%
At Home on the Grass	58%
At Home on the Driveway or Street	71%
At a Commercial Car Wash	33%

Disposal of Household Chemicals

Overall, 85% of respondents said that from what they know or have heard it is “definitely not” legal to dispose materials such as oil, paint, fertilizer, and detergent in storm drains and gutters.

- Only 10% of respondents said it was “probably” or “definitely” legal.

60% of respondents said they dispose of leftover household chemicals like paint, antifreeze, pesticides, and household cleaners at a “disposal facility.” Another 17% said they throw such items in the “garbage.”

- This is especially interesting considering that only 11% of respondents felt it was okay to throw leftover chemicals into their garbage can.
- Only 1% of respondents actually said it is acceptable to pour leftover chemicals into the gutter and down the storm drain.

Advertising Recall

37% of respondents have seen or heard promotions or ads about stormwater or the prevention of stormwater pollution. Among these respondents...

- The majority (71%) saw such advertisements on “television.”
- Another 13% heard advertisements on the “radio.”

- 26% said what they remember about the ads was the phrase “We all live downstream.”
 - *“Everything that goes down the drain ends up in our water. I don't remember how they word it. 'We all live downstream.' That's what it was.”*
- Another 15% of respondents mentioned the “man in the gutter” ad.
 - *“The guy going down the storm drain and him climbing out of the storm drain. It's about not pouring stuff down the storm drain and disposing of chemicals properly.”*
- 14% mentioned hearing or seeing something about “storm drain pollution.”
 - *“They said how to prevent stormwater pollution and listed stats and said you could come visit for more info.”*

The following table summarizes the unaided and aided awareness of the phrase “We all live downstream.”

	Count	% Out of All Respondents
Unaided Awareness – 1 st Mention	77	10%
Unaided Awareness – All Mentions	101	12%
Aided Awareness	570	70%
TOTAL AWARENESS	671	83%

Among those who have heard of the phrase “We all live downstream”...

- 27% said it means that what goes into the water supply affects everyone.
 - *“Any water that we pollute or any way we harm the environment will eventually affect everyone, even if it is just on our driveway or in our home.”*
 - *“If we pour pollutants down our gutters, it'll get into our water supply and potentially make people, animals, and plants sick.”*

Overall, 66% of respondents feel the stormwater promotions or ads are either “somewhat informative” or “very informative” in bringing awareness of stormwater issues to residents.

53% of respondents said the stormwater ads have caused them to think about changing their habits with regard to stormwater and stormwater pollution.

Knowledge and Perceptions of Stormwater Protection

Overall, 53% of respondents said that based on what they know, local governments are required to keep stormwater clean, while 19% said they are not and 28% said they don't know.

79% of respondents said there is a difference between conserving water and protecting stormwater.

72% of respondents said they feel it is “very important” to protect our stormwater, with another 27% saying it is “somewhat important.”

Statistical Analysis Summary

The following charts, tables, and descriptions summarize the key findings from the statistical analysis or survey results. For more detailed information please see the segment analysis portion of the report.

Gender Differences

In general, women seemed less aware about various stormwater issues than did men. Women were more likely than men to say they...

- Don't know which local creek/river stormwater from their neighborhood flow into. (37% vs. 25%)
- Don't know if stormwater pollution is a problem in Salt Lake County. (11% vs. 6%)
- Don't know ways in which stormwater can be polluted. (11% vs. 6%)

The following chart summarizes differences between men and women when it came to ways in which stormwater can be polluted.

	Men	Women
Dumping Oil	18%	11%
Oil/Chemical Spills on Driveways or Roads	26%	15%
Pet Waste Left on Grass or Driveway	4%	9%
Pollution from Factories, Mining, etc.	8%	5%

Age Differences

Commercial Car Wash: Respondents ages 18-34 (41-44%) were more likely to say washing a vehicle at a commercial car wash is harmful to the environment than were respondents ages 55 or older (17-25%).

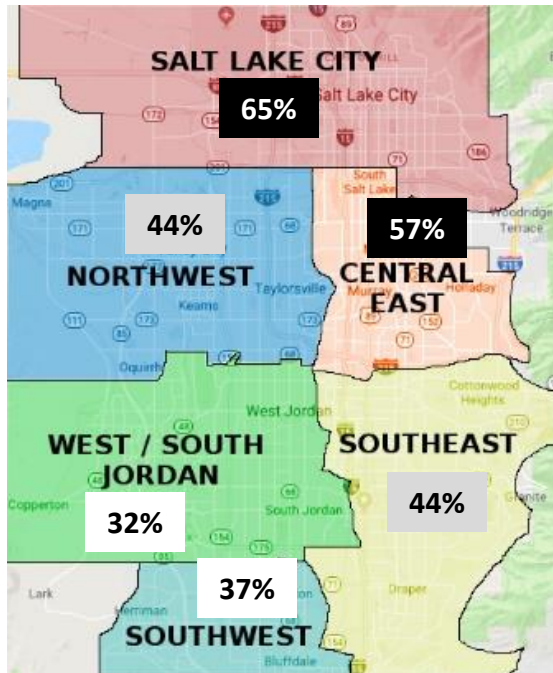
The following table summarizes ways in which younger and older respondents would dispose of leftover household chemicals.

	18-24	25-34	35-44	45-54	55-64	65+
Disposal Facility	39%	53%	64%	62%	73%	73%
Garbage	29%	22%	14%	16%	7%	8%
Don't Know	16%	8%	7%	6%	3%	4%

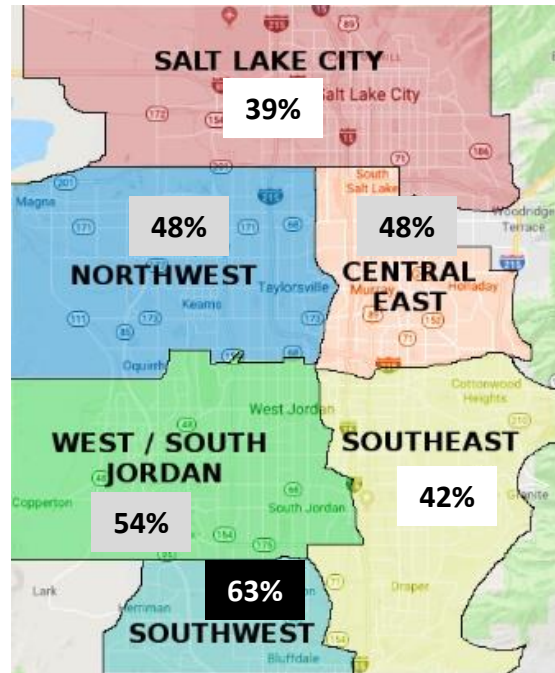
Area Differences

The maps below illustrates some key differences among residents in various Salt Lake County areas.

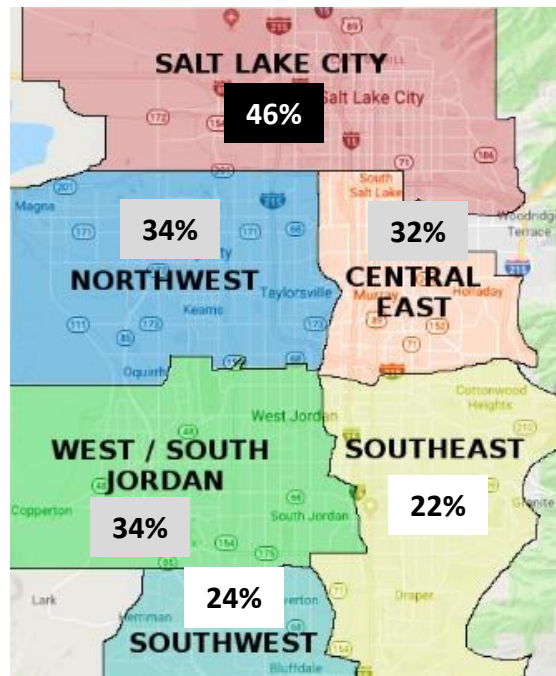
% Who Would “Definitely” Consider Themselves Environmentally Conscious



% Who Agree with the Statement “Applying fertilizer before a rainstorm makes it work better.”



% Who Said Washing a Vehicle at a Commercial Car Wash is Harmful to the Environment



Awareness of Stormwater Promotions or Ads

Promotions or Ads: The following demographic segments were more likely to have heard, seen, or read a promotion or advertisement about stormwater or the prevention of stormwater pollution.

- Respondents ages 35 or older (42-52%) were more likely than respondents ages 18-34 (21%)
- Respondents who have lived in Salt Lake County more than 30 years (51%) were more likely than those that have lived in Salt Lake County less than 30 years (21-30%)
- Homeowners (42%) were more likely than renters (22%)

We All Live Downstream: The following demographic segments were more likely to be aware of the slogan “We All Live Downstream.”

- Respondents ages 35 or older (85-89%) were more likely than respondents ages 18-24 (70%)
- Respondent who have lived in Salt Lake County more than 10 years
 - Less than 10 years: 59%
 - 10-19 years: 76%
 - 20-29 years: 86%
 - More than 30 years: 93%
- Homeowners (86%) were more likely than renters (76%)

Effectiveness of Stormwater Ads: The following demographic segments were more likely to say they stormwater promotions and ads have caused them to think about changing their habits with regards to stormwater.

- Women (57%) were more likely than men (49%)
- Homeowners (55%) were more likely than renters (45%)

Aware of Ads vs. NOT Aware of Ads: The following table summarizes the key differences between respondents who were aware of stormwater promotions or ads and those who were not.

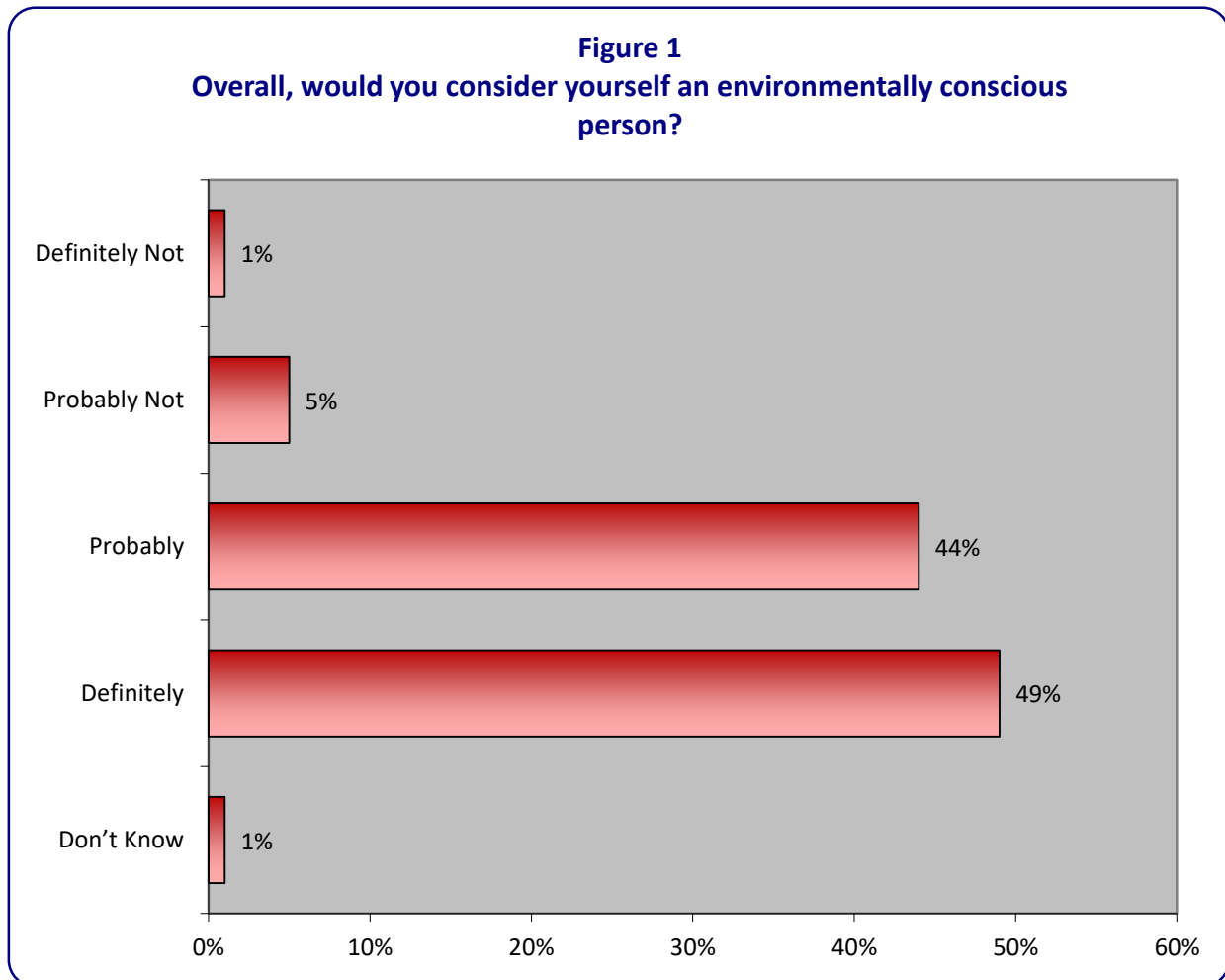
- *These key differences are the effectiveness of stormwater promotions or ads in educating the general public on the importance of stormwater and how to prevent stormwater pollution.*

	Aware	NOT Aware
Stormwater pollution is a “very serious” problem	20%	10%
“Residents/People” is the largest contributor to stormwater pollution	52%	37%
Washing vehicles on driveway or street is harmful to the environment	76%	67%
“Definitely NOT” okay to dispose any material in drains or gutters	89%	83%
It is harmful to the environment to sweep/hose natural things into the gutter	72%	57%
It is okay to throw leftover chemicals into the garbage can	7%	13%
<u>None</u> of Salt Lake County’s stormwater goes to a treatment plant	14%	8%

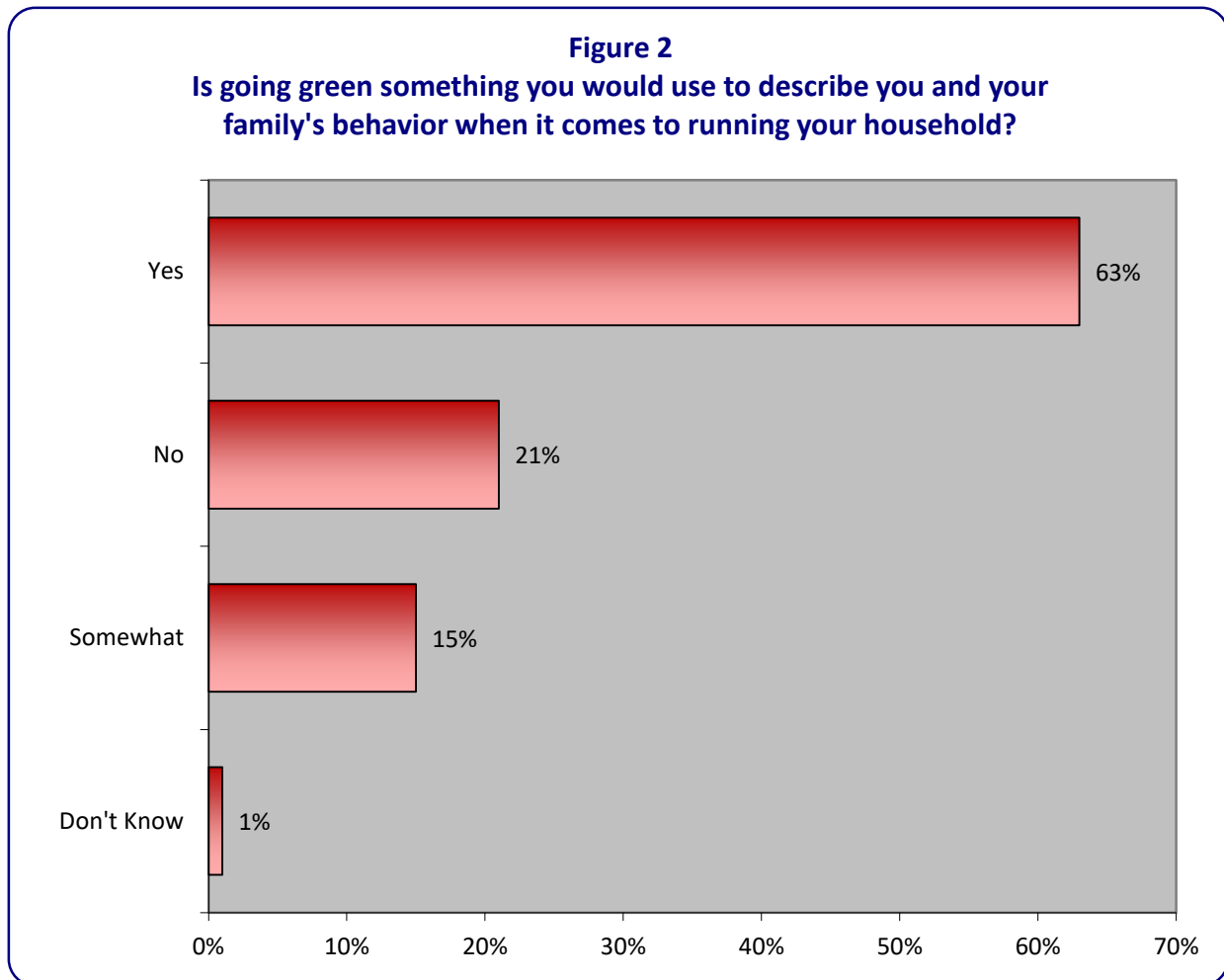
Detailed Results

Environmental Consciousness

When asked if they consider themselves to be environmentally conscious, 49% of respondents said they are “definitely” environmentally conscious, while 44% said they are “probably” environmentally conscious. Please see Figure 1 for details.

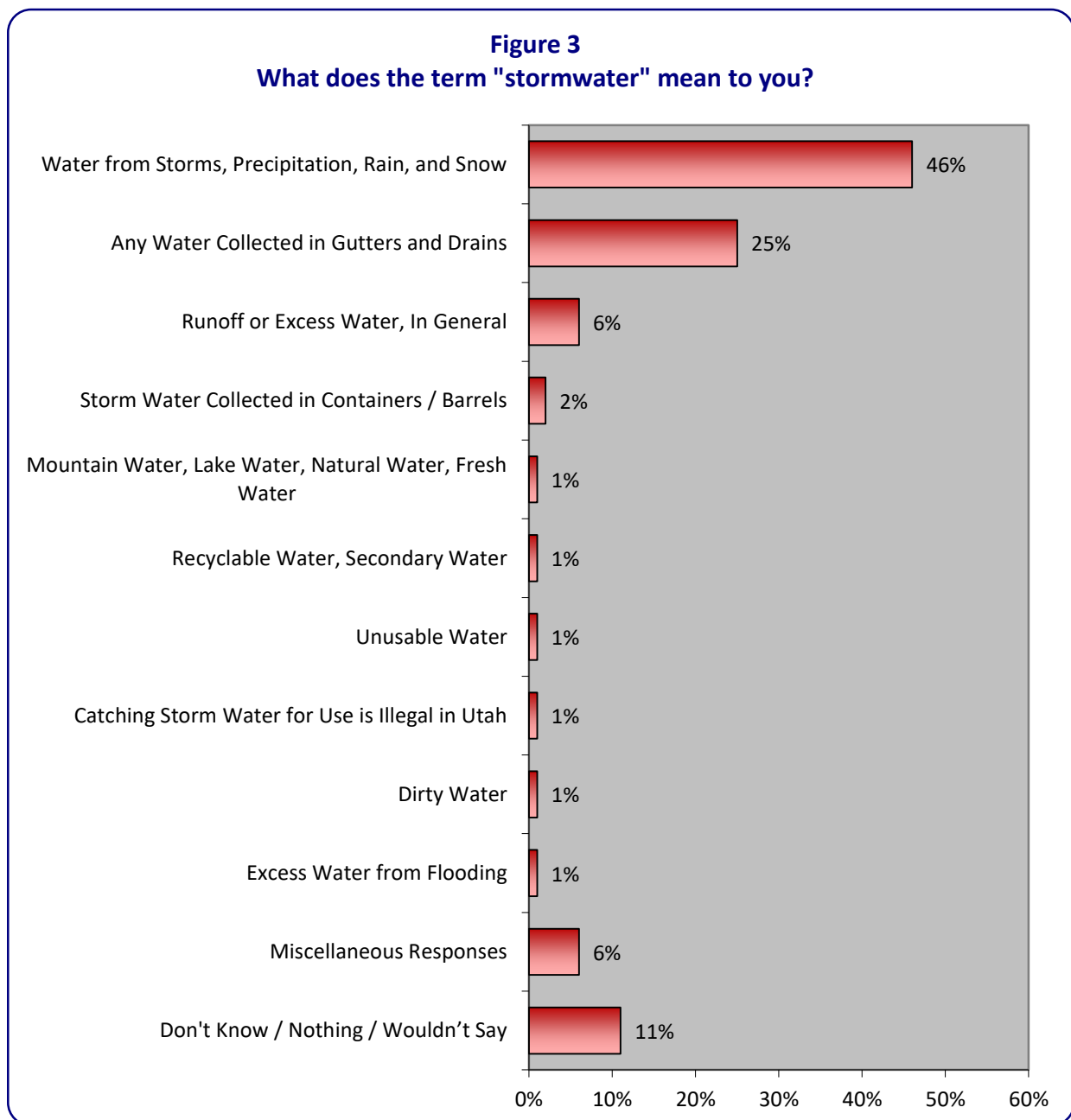


As Figure 2 illustrates, 63% of respondents said “going green” is a term they would use to describe their family’s behavior when it comes to running their households.

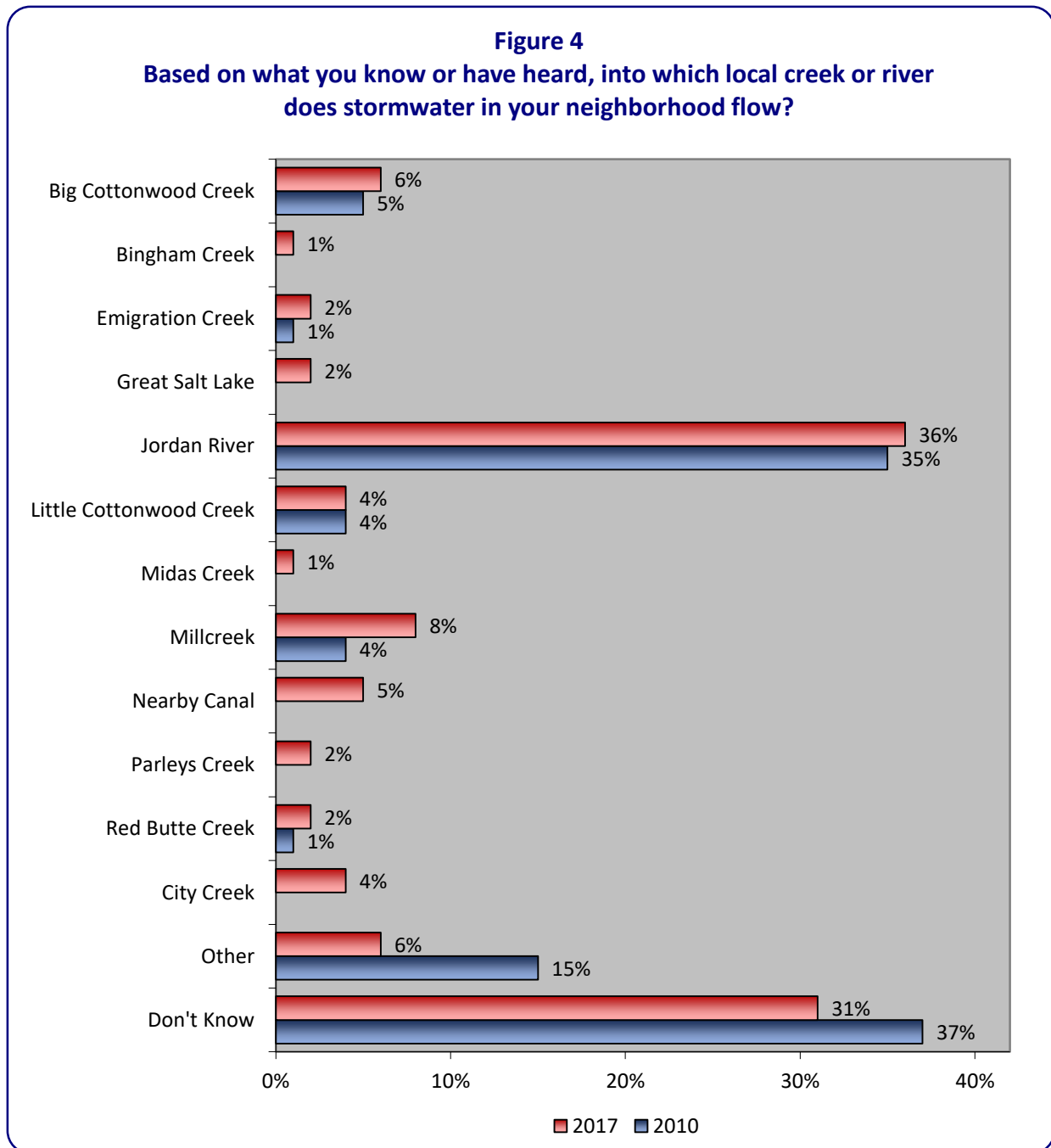


Stormwater Awareness and Perceptions

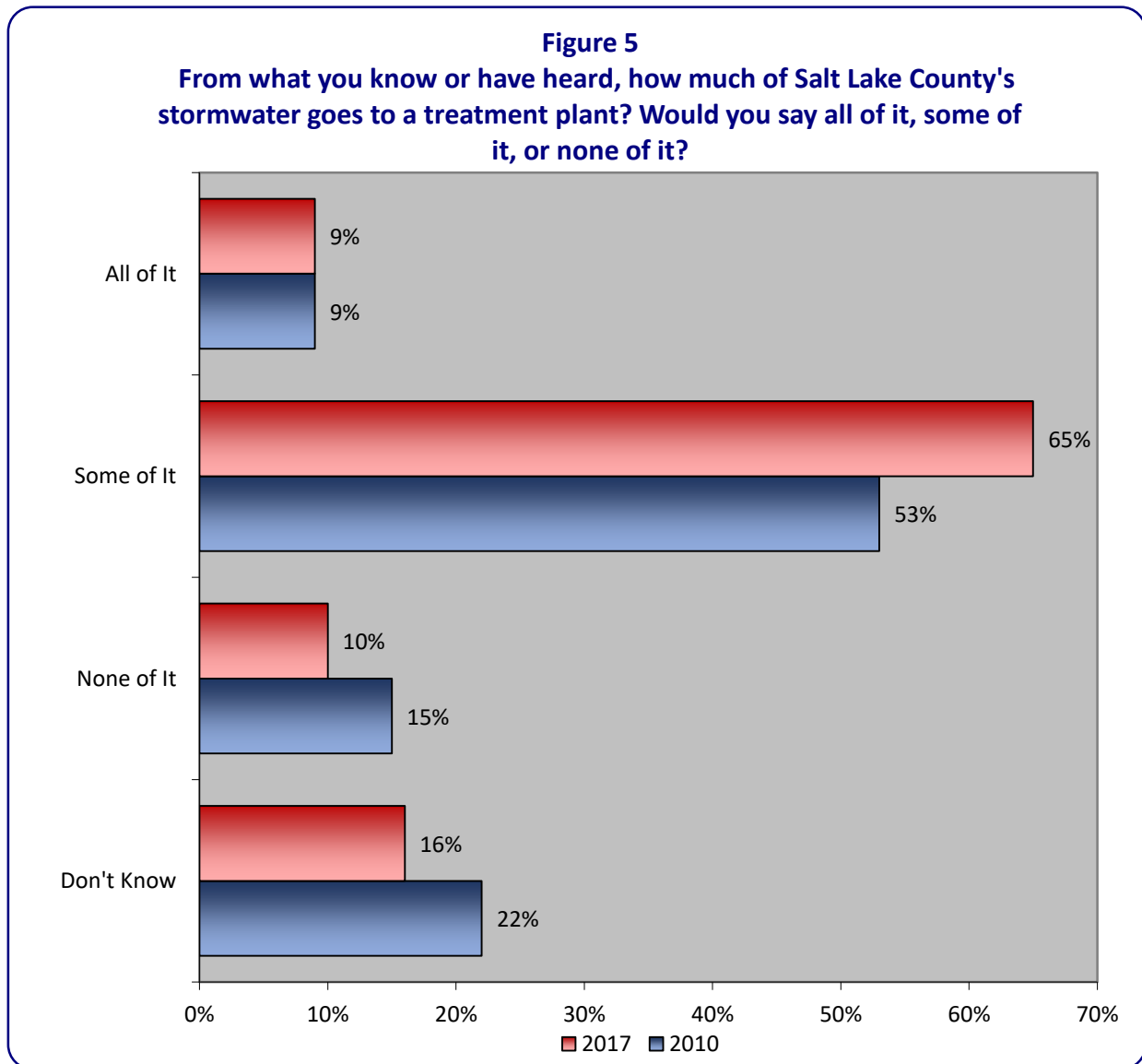
When asked what “stormwater” means to them, 46% of respondents defined stormwater as water from storms, precipitation, rain, and snow. For details, see Figure 3. For a categorized list of verbatim responses to this open-ended question, see Appendix C.



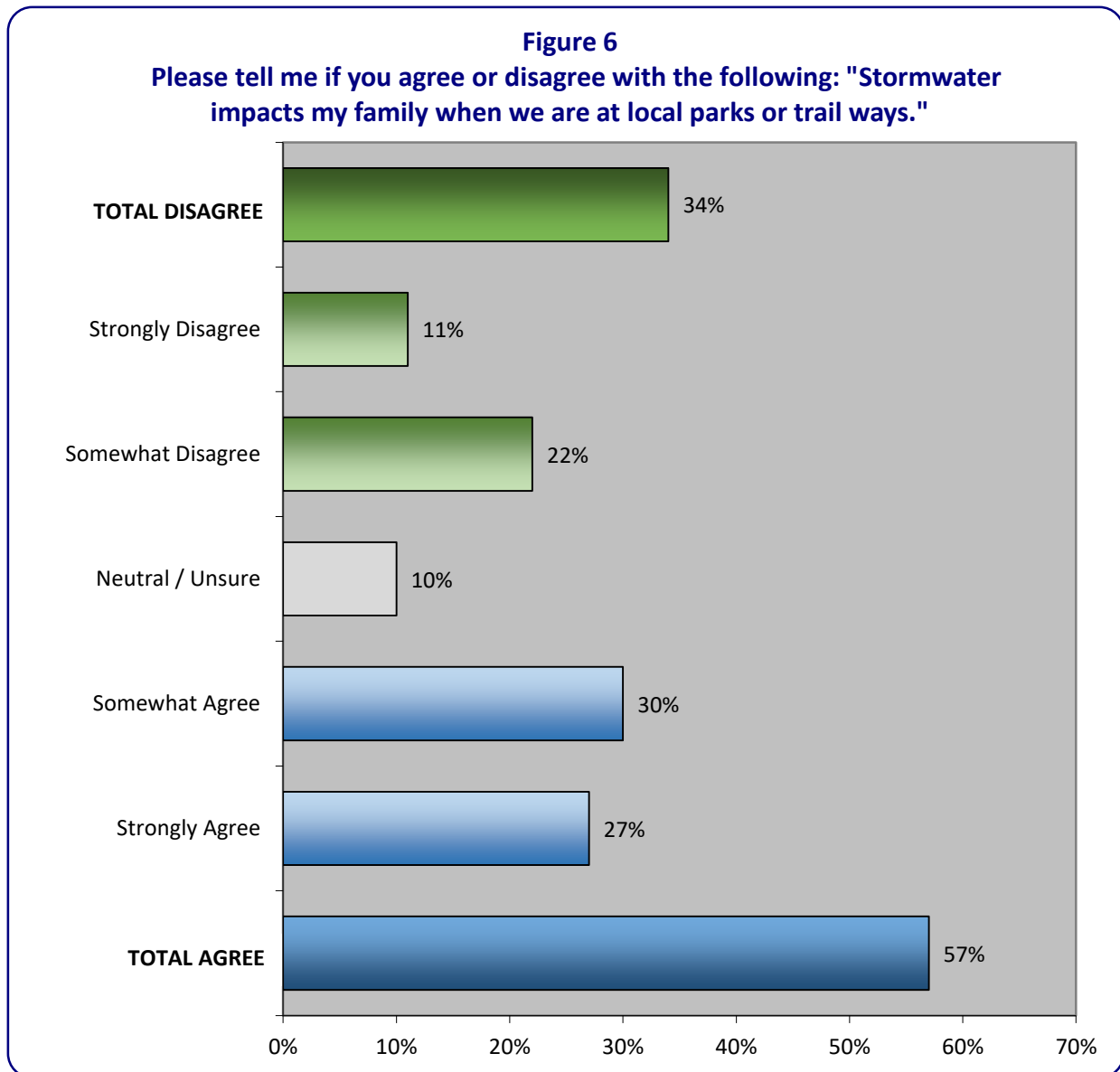
As Figure 4 illustrates, respondents (36%) most frequently identified the Jordan River as the local river where stormwater flows.



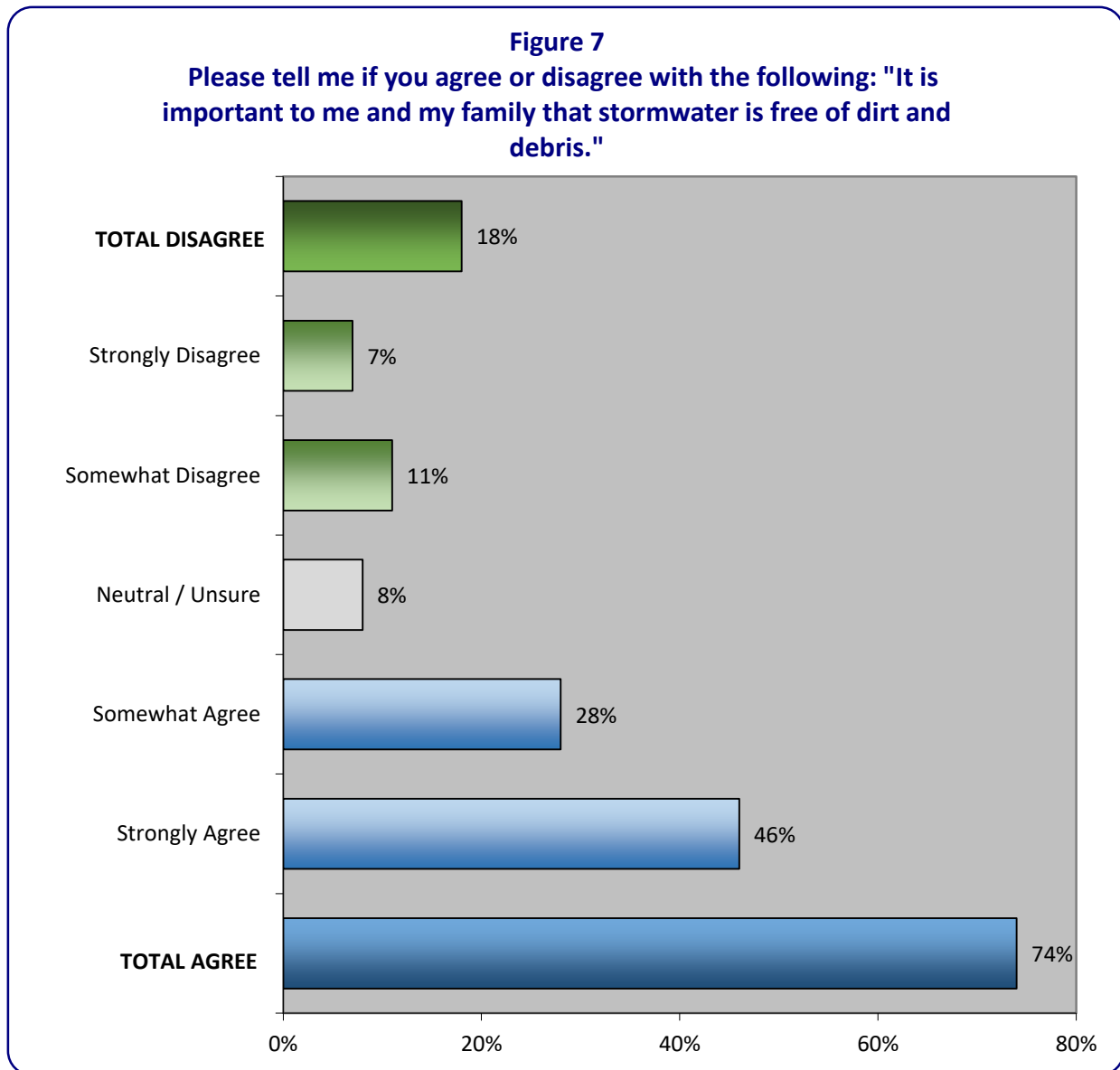
As Figure 5 illustrates, 65% of respondents said that to their knowledge, some of the county's stormwater goes to a treatment plant, while 9% said all of it goes to a treatment plant, and 10% said none of it goes to a treatment plant.



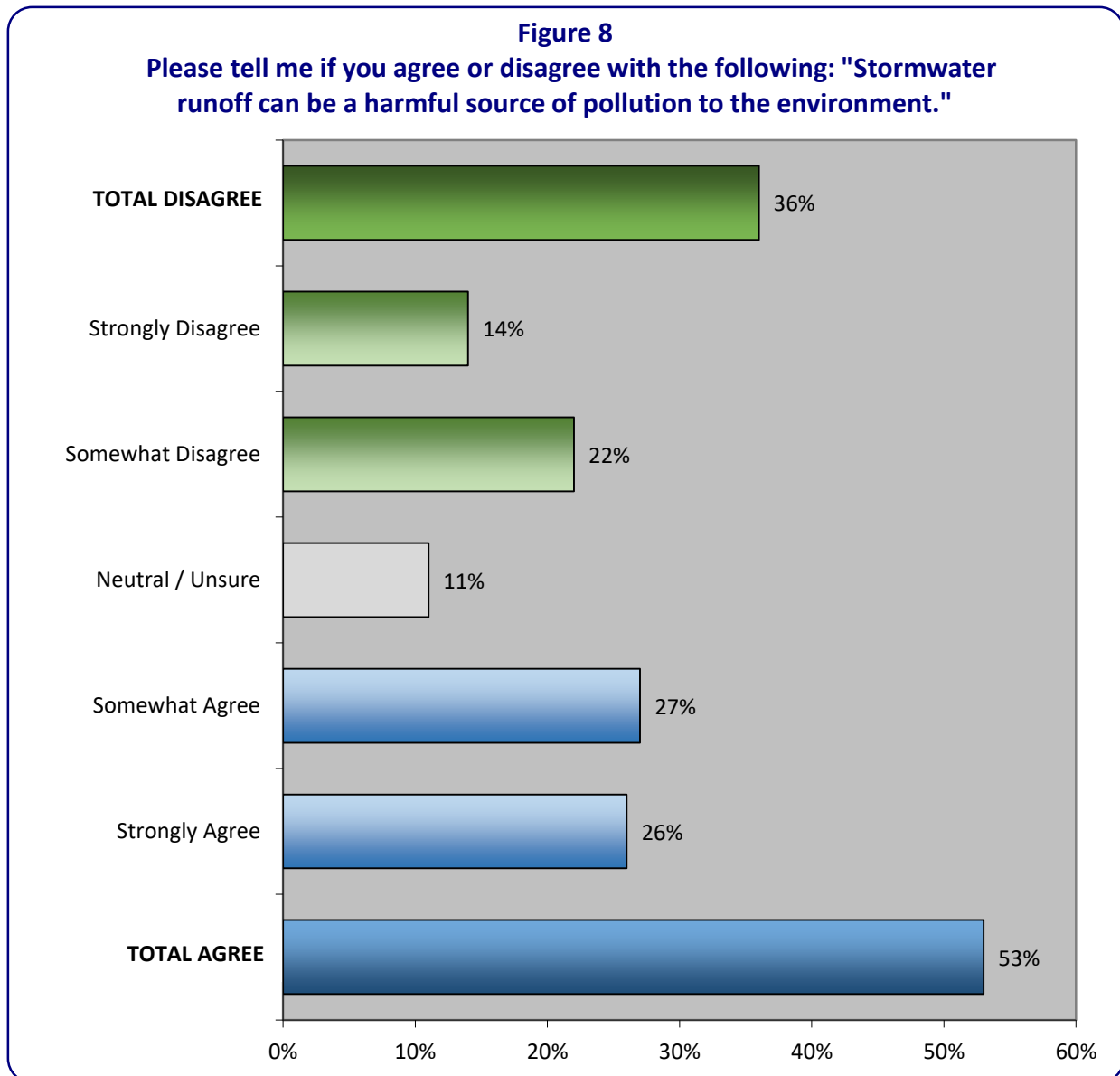
As Figure 6 illustrates, 57% of respondents said they agree with the statement, “Stormwater impacts my family when we are at local parks or trail ways.”



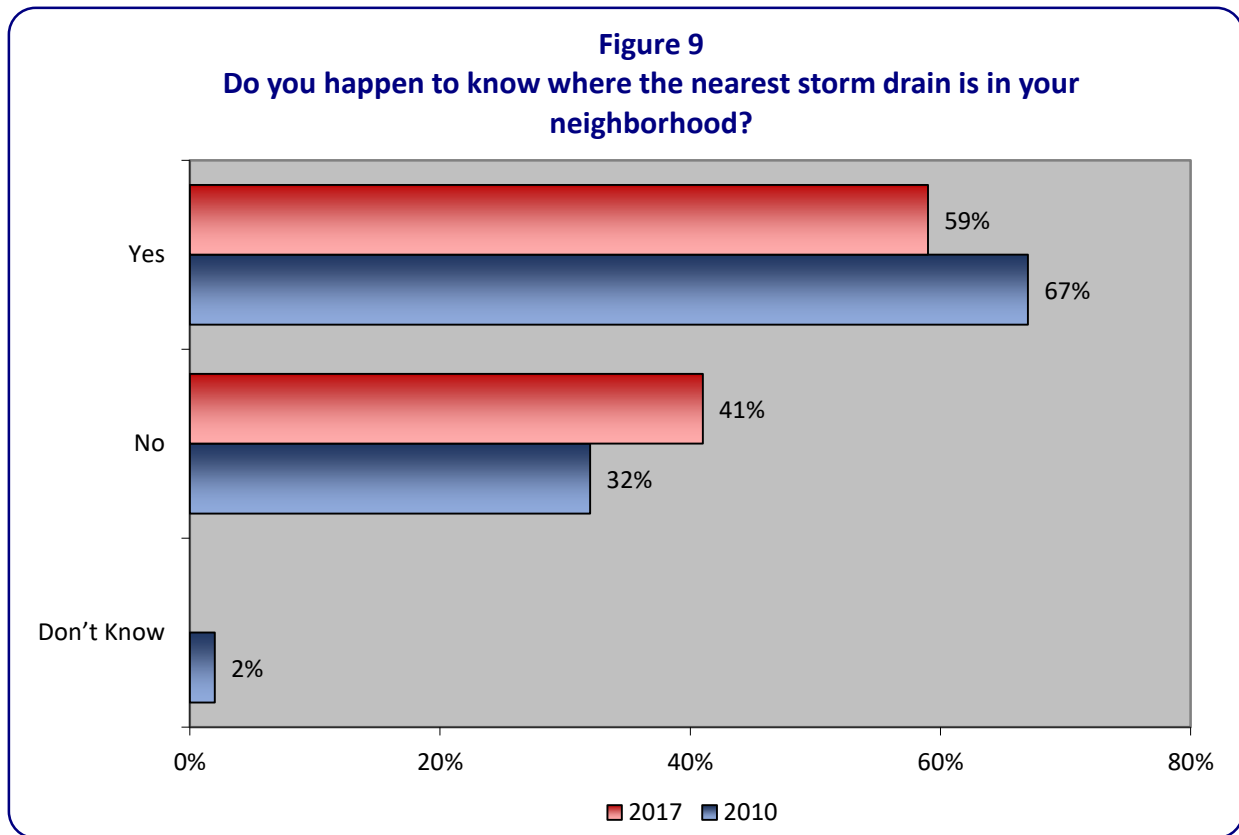
As Figure 7 illustrates, 74% of respondents said they agree with the statement, "It is important to me and my family that stormwater is free of dirt and debris."



As Figure 8 illustrates, 53% of respondents said they agree with the statement, “Stormwater runoff can be a harmful source of pollution to the environment.”

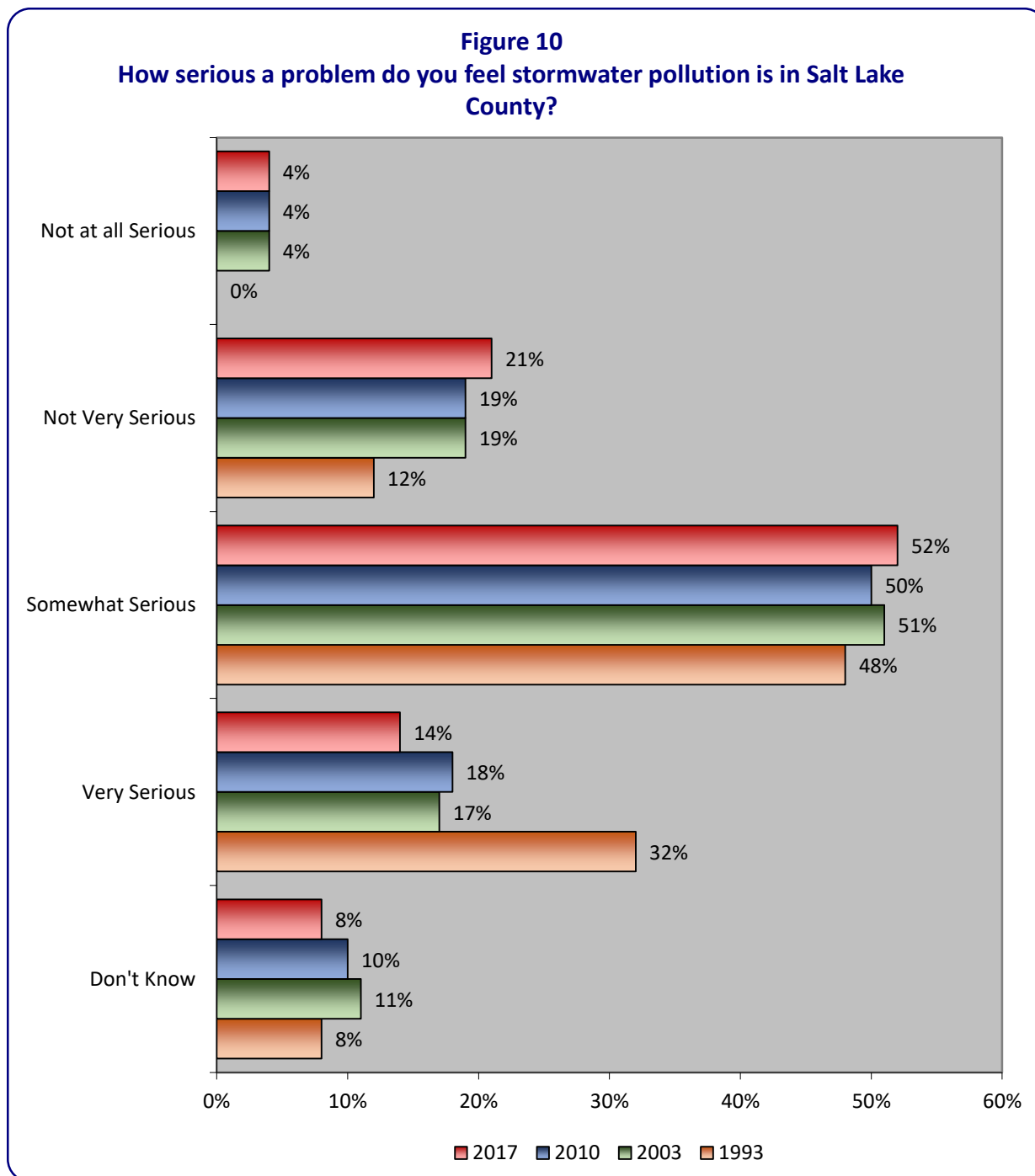


When asked if they know where the nearest storm drain is in their neighborhood, 59% of respondents answered “yes.” See Figure 9.

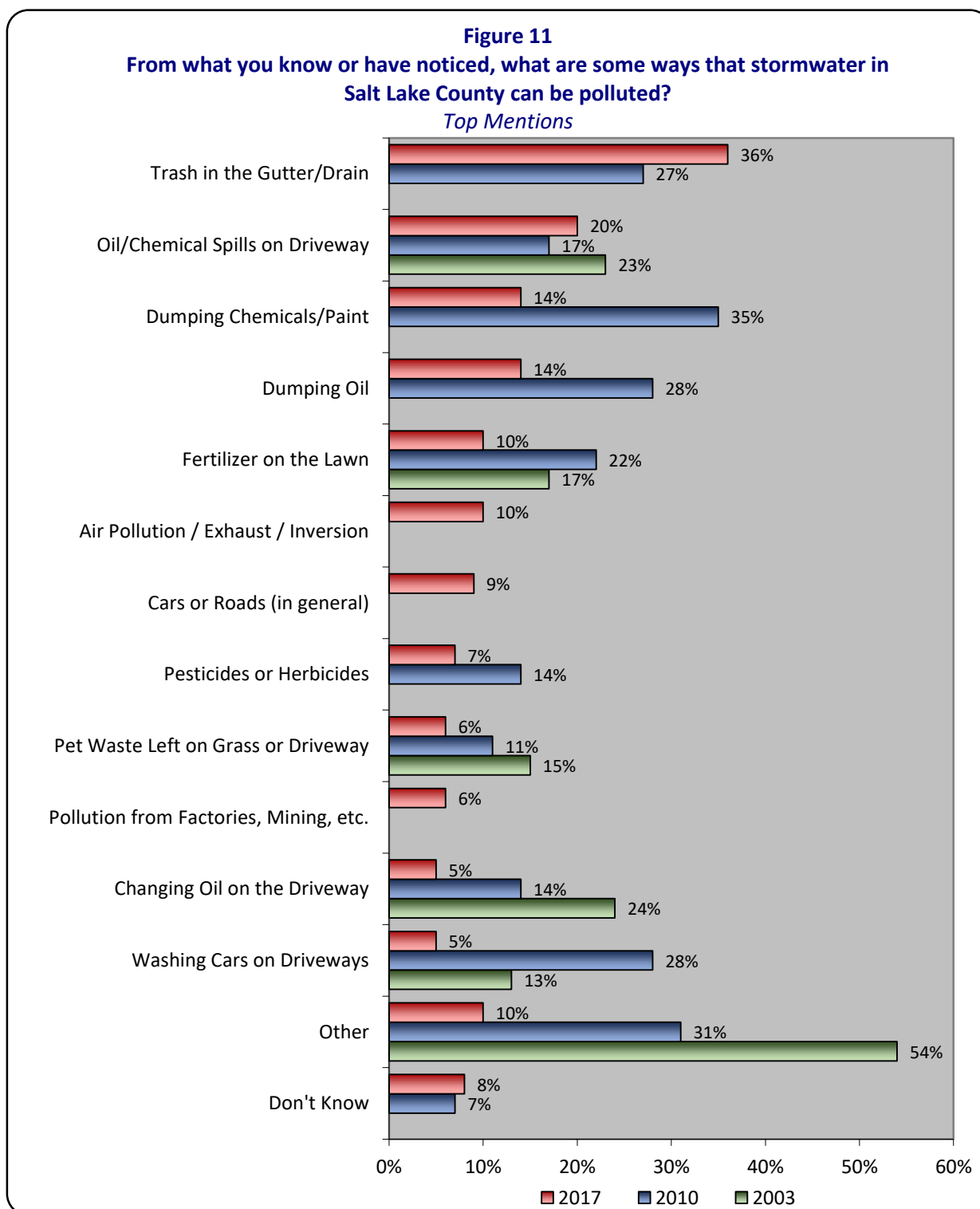


Stormwater Pollution

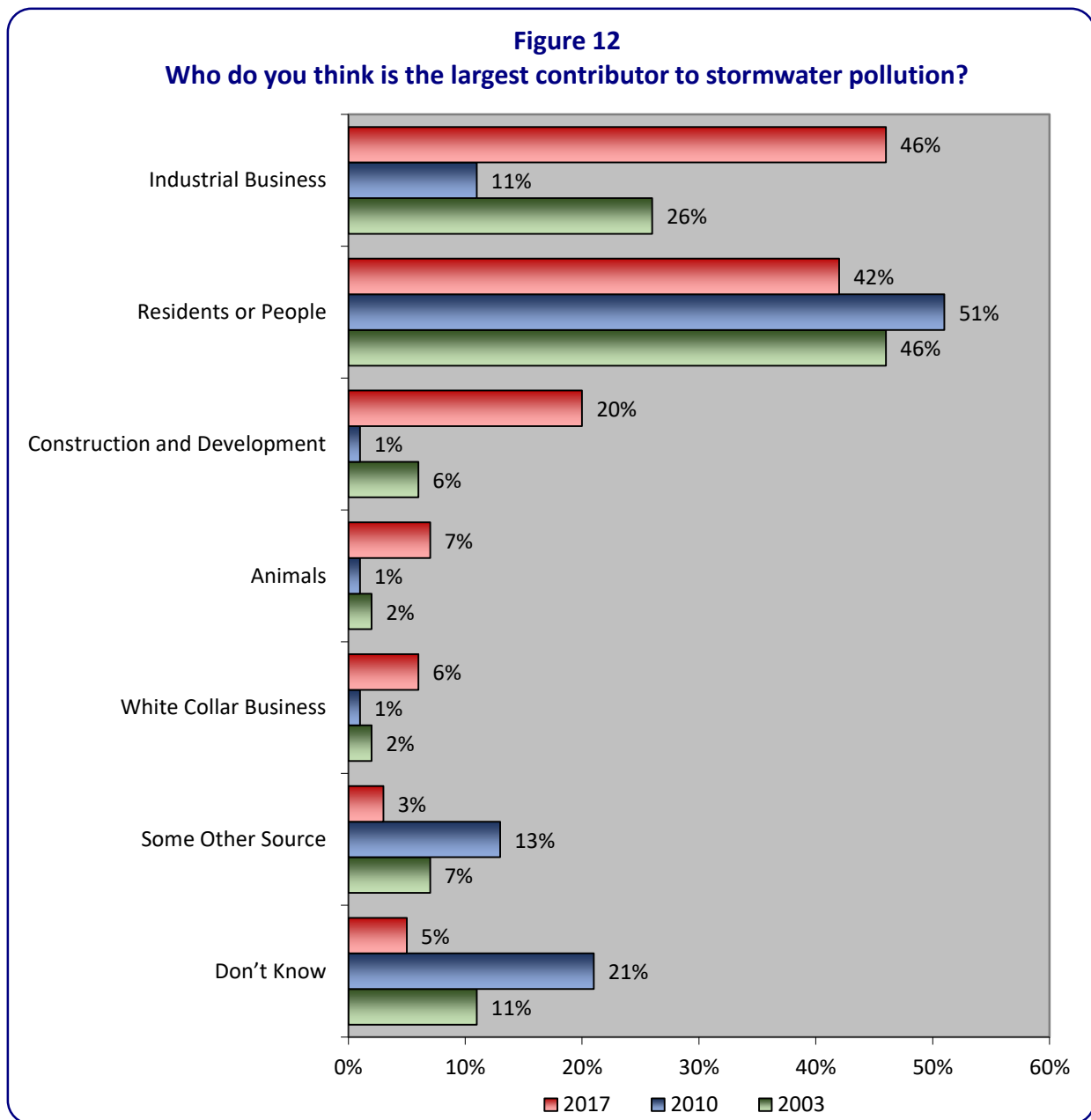
When asked how serious of a problem they feel stormwater pollution is in Salt Lake County, 52% of respondents said they believe it is a “somewhat serious” problem. Please refer to Figure 10.



When asked how stormwater in Salt Lake County can be polluted, respondents most frequently said it can be polluted through “trash in the gutter or drain” (36%), followed by “oil or chemical spills on the driveway” (20%). Please refer to Figure 11 for details.



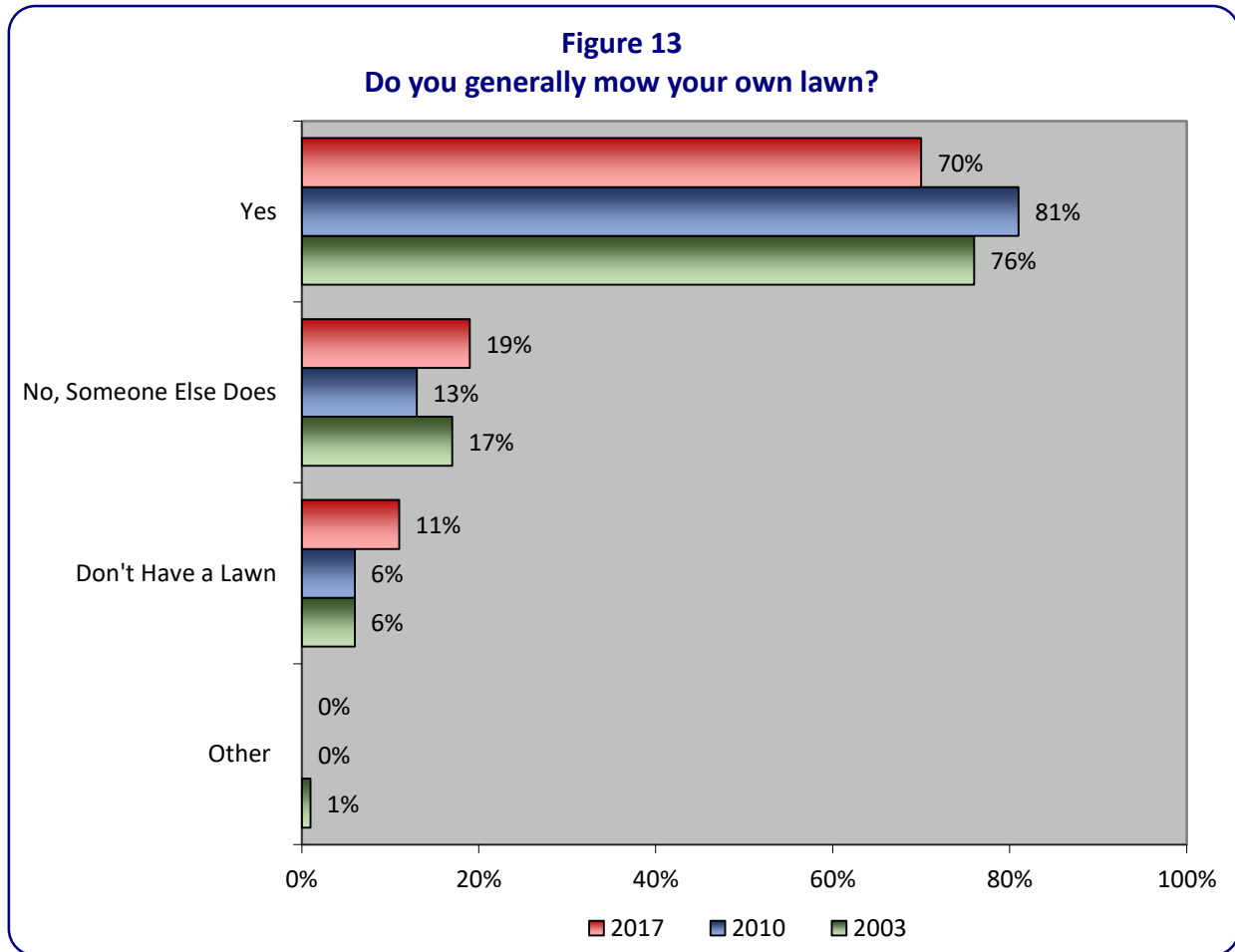
As Figure 12 illustrates, 46% of respondents said they believe industrial businesses are the largest contributors to stormwater pollution, while 42% said that residents or people are the largest contributors.



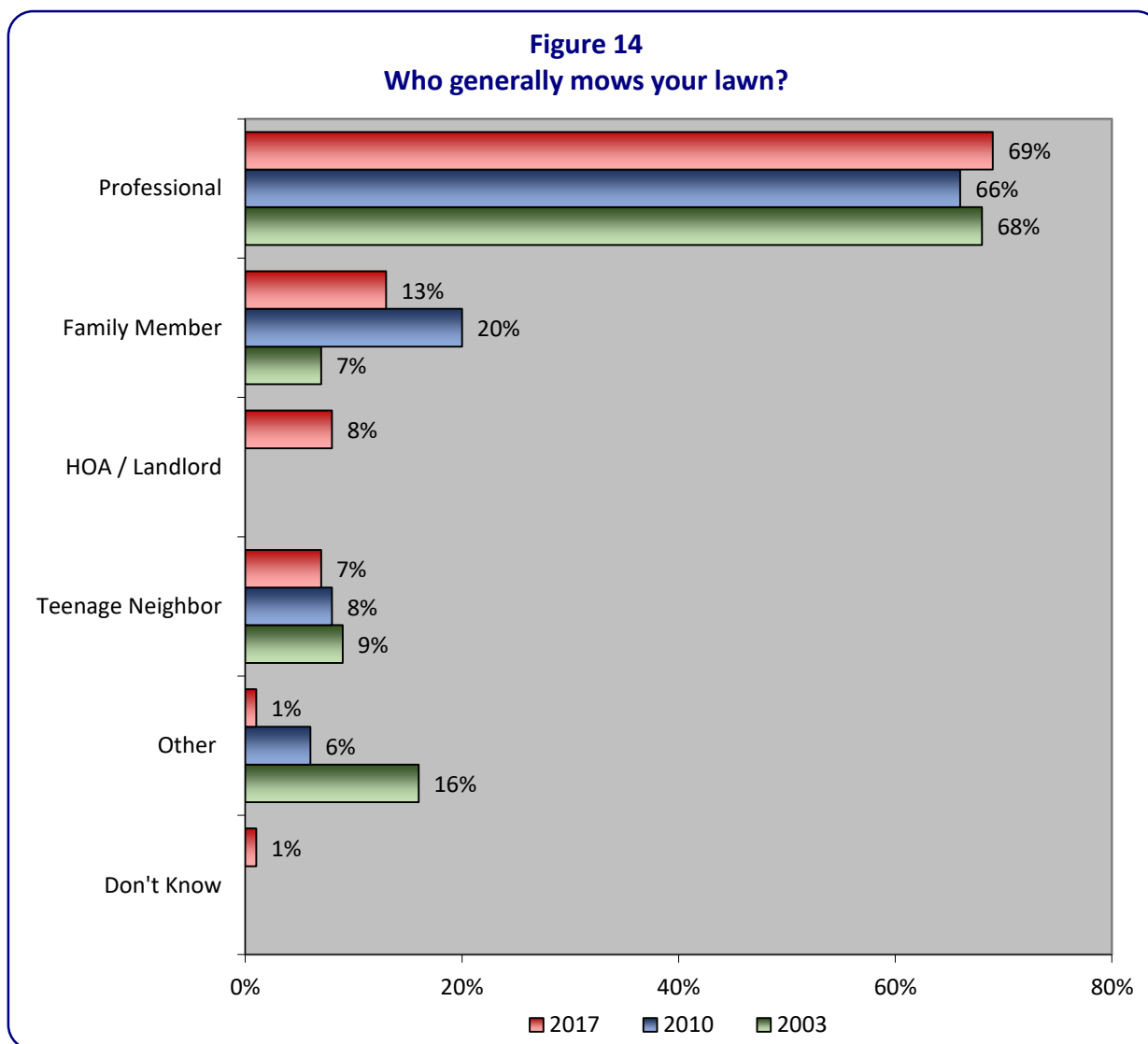
Identifying Respondent Behaviors

Lawn Care

As Figure 13 illustrates, 70% of respondents said they personally mow their lawns.

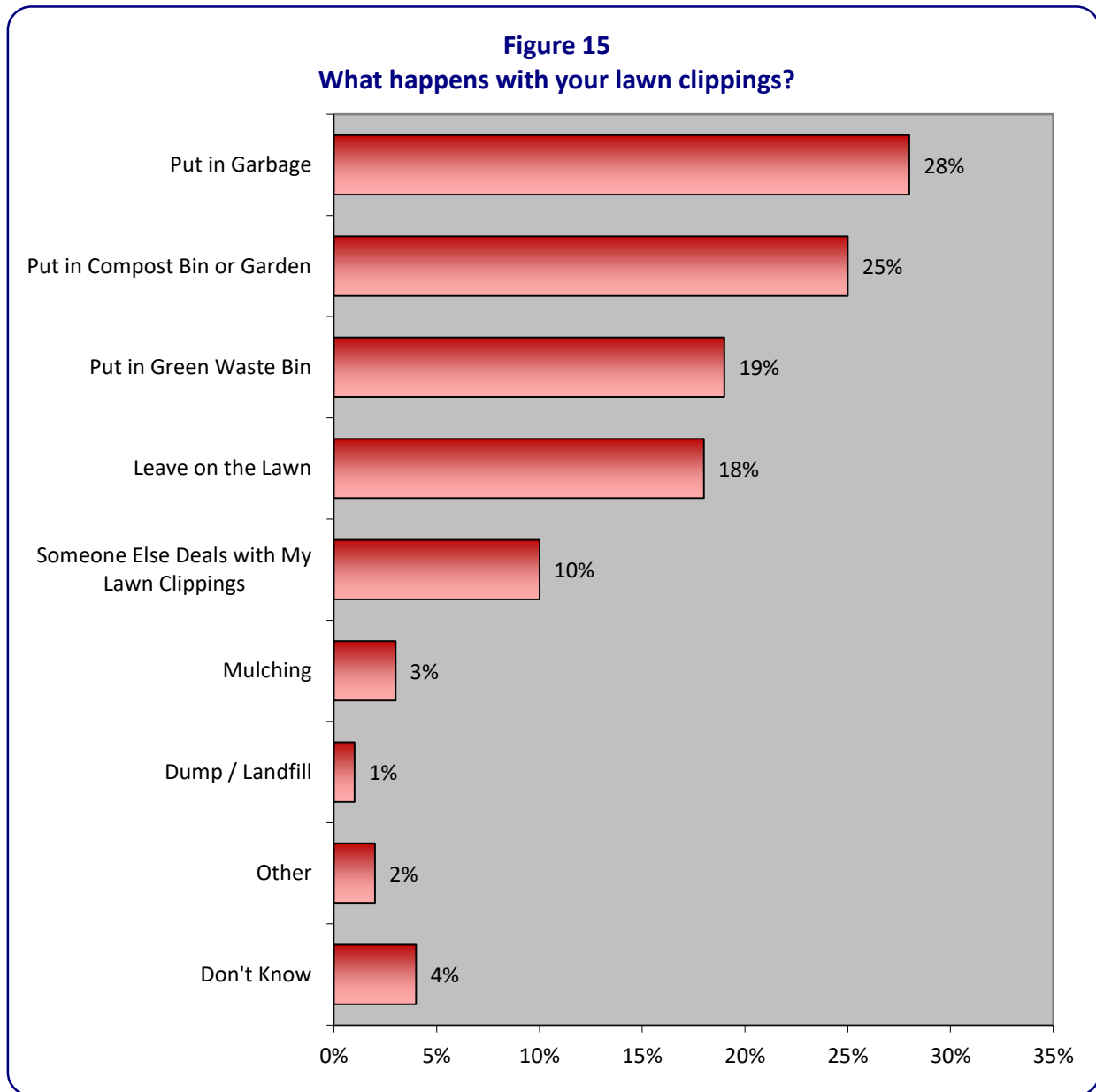


Of those who don't mow their lawns, 69% said they have a professional mow their lawn. See Figure 14.

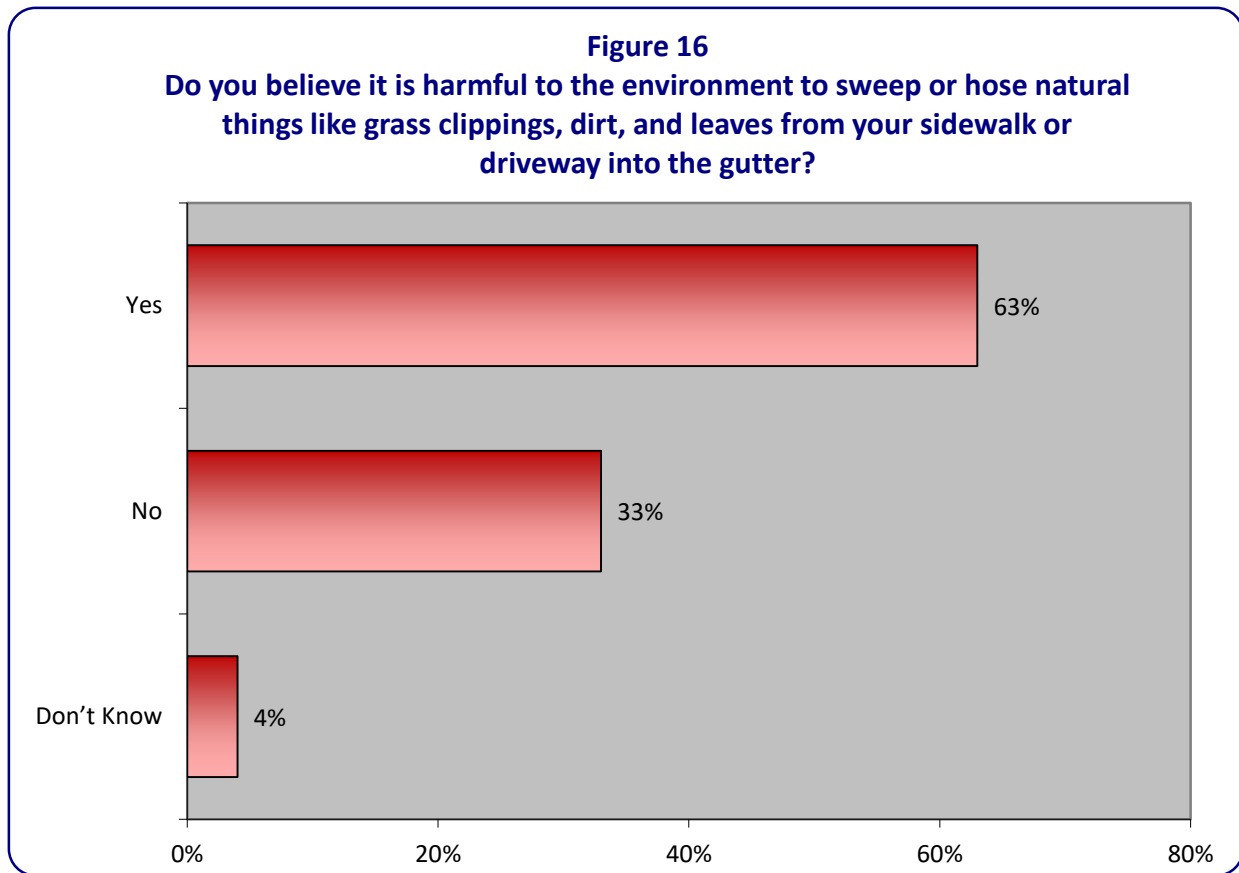


Note: Percentages in the above chart are based on those respondents who do not mow their lawns.

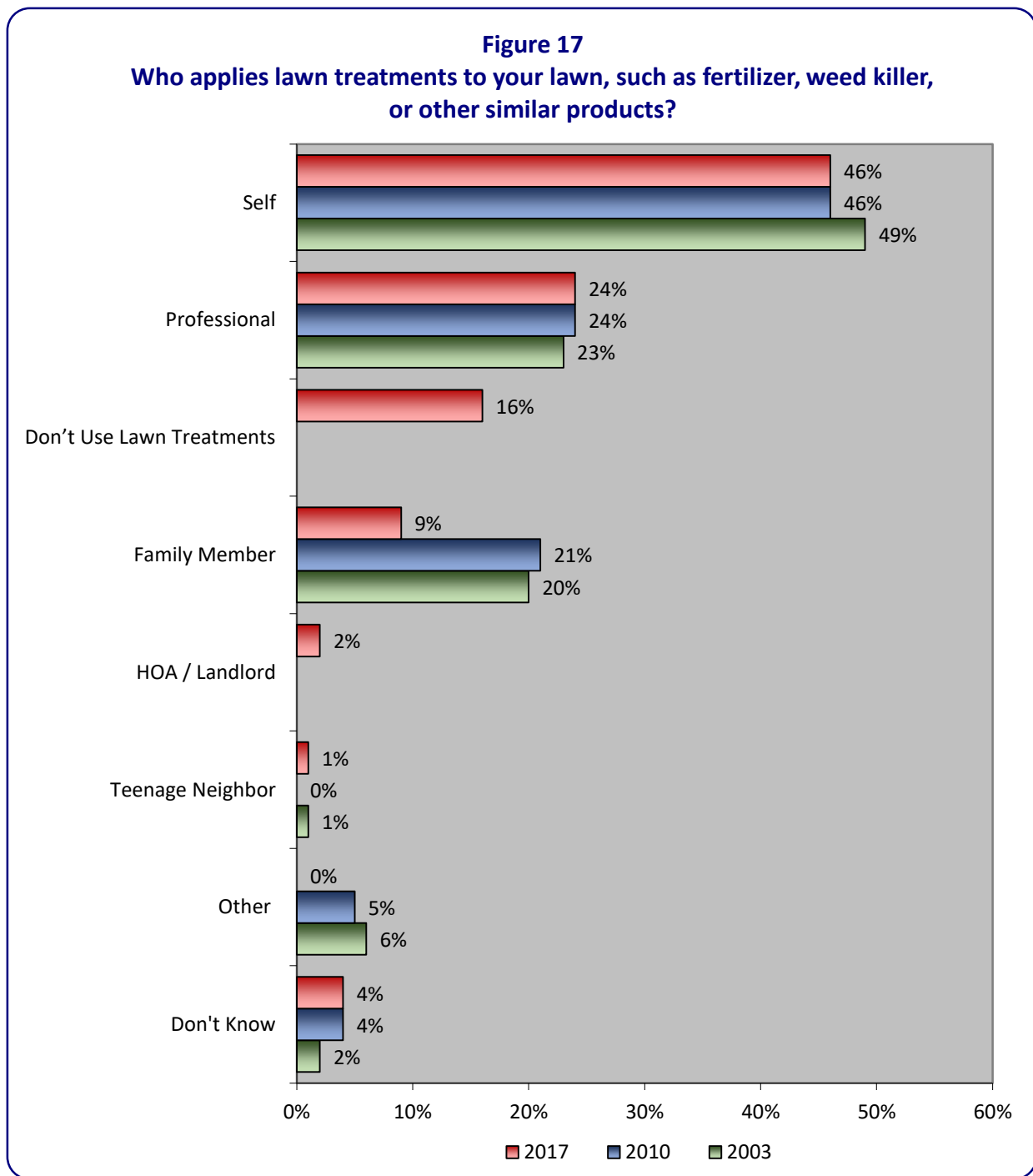
When asked what happens with their lawn clippings after their lawns are mowed, 28% said the clippings are put in the garbage, while 25% said clippings are put in a compost bin or the garden. Nineteen percent of respondents said they put their lawn clippings in a green waste bin, while 18% leave them on the lawn. See Figure 15 for details.



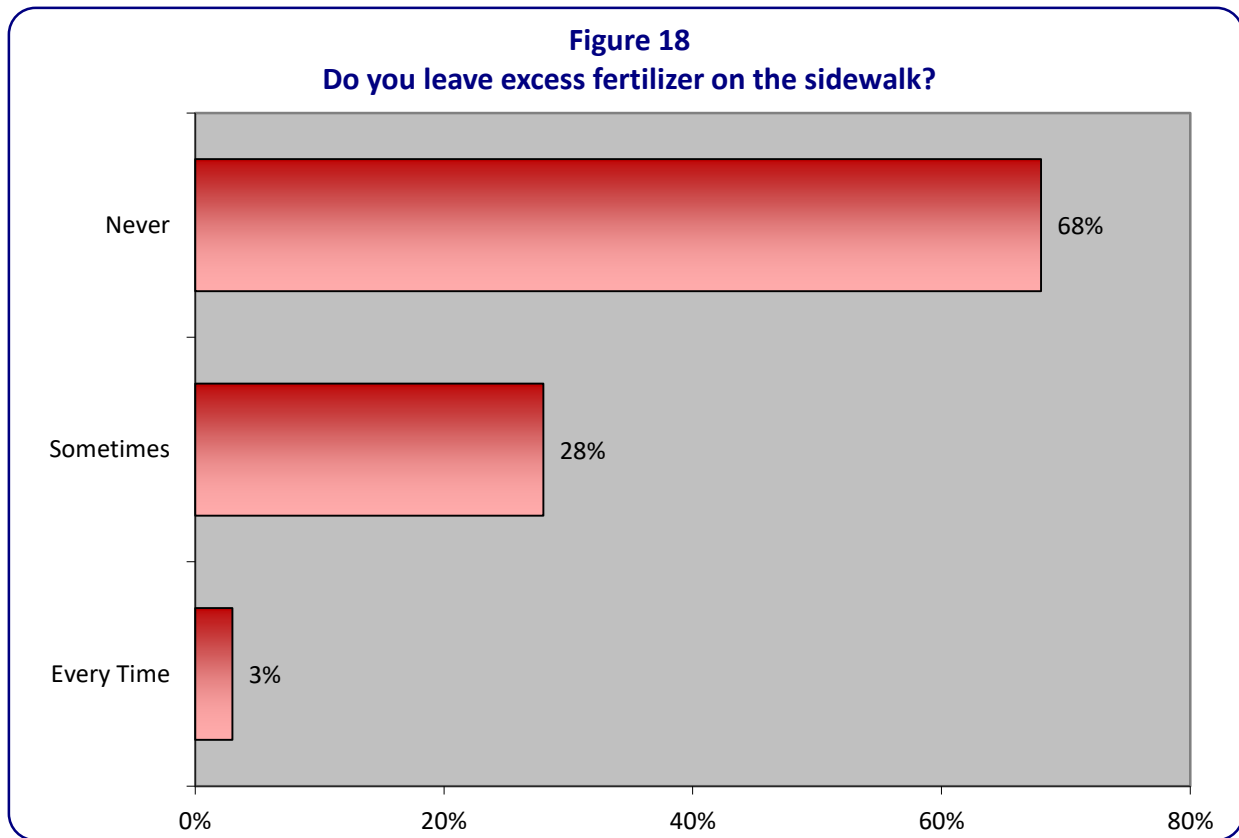
As Figure 16 illustrates, 63% of respondents said they believe it is harmful to the environment to sweep or hose natural things like grass clippings, dirt, and leaves from their sidewalk or driveway into the gutter.



As Figure 17 illustrates, 46% of respondents said they personally apply lawn treatments to their lawn, such as fertilizer, weed killer, or other similar products.

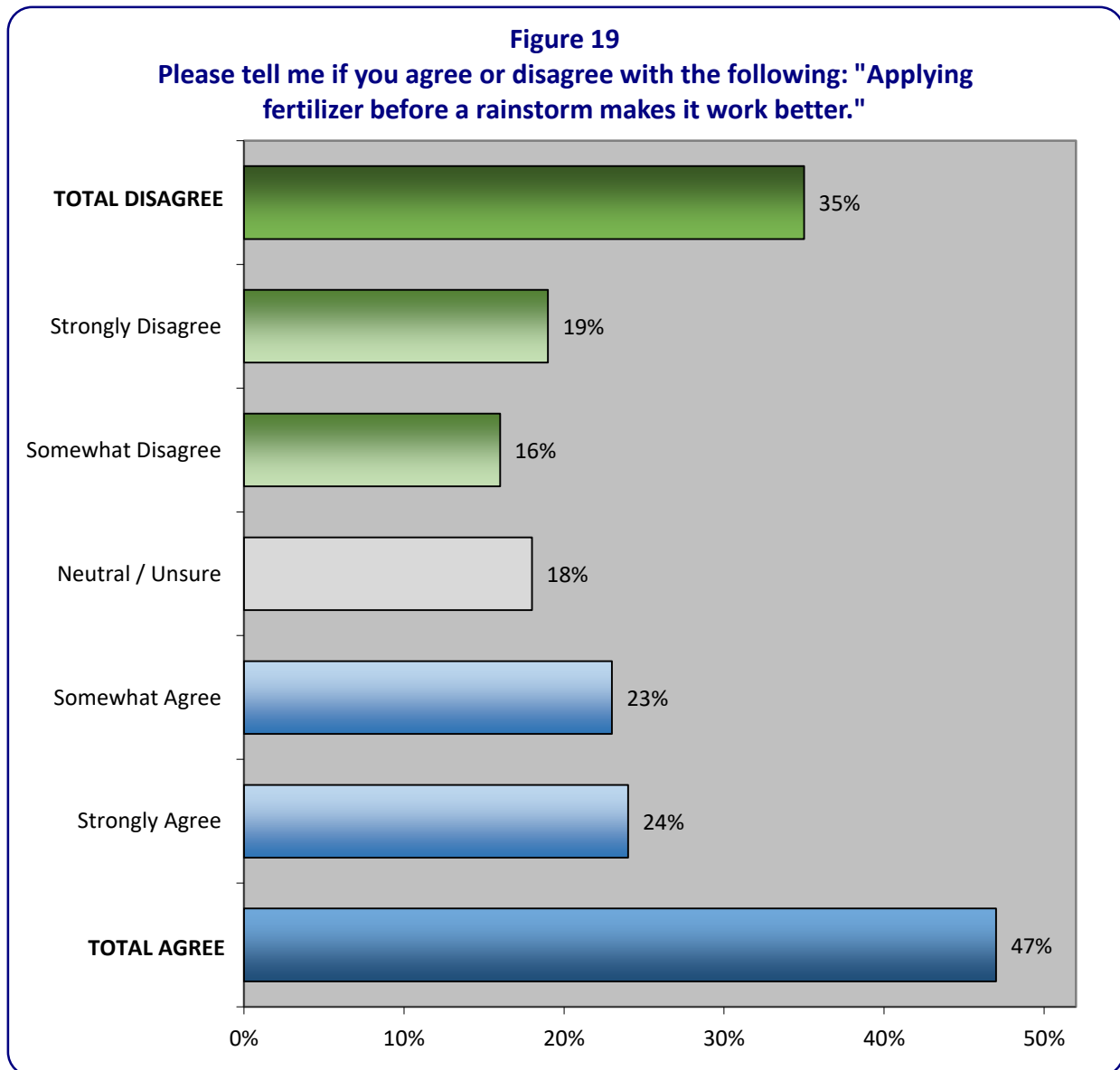


Two-thirds of respondents who apply their own lawn treatments (68%) said they never leave excess fertilizer on the sidewalk, though 28% said they do. Please refer to Figure 18 for details.

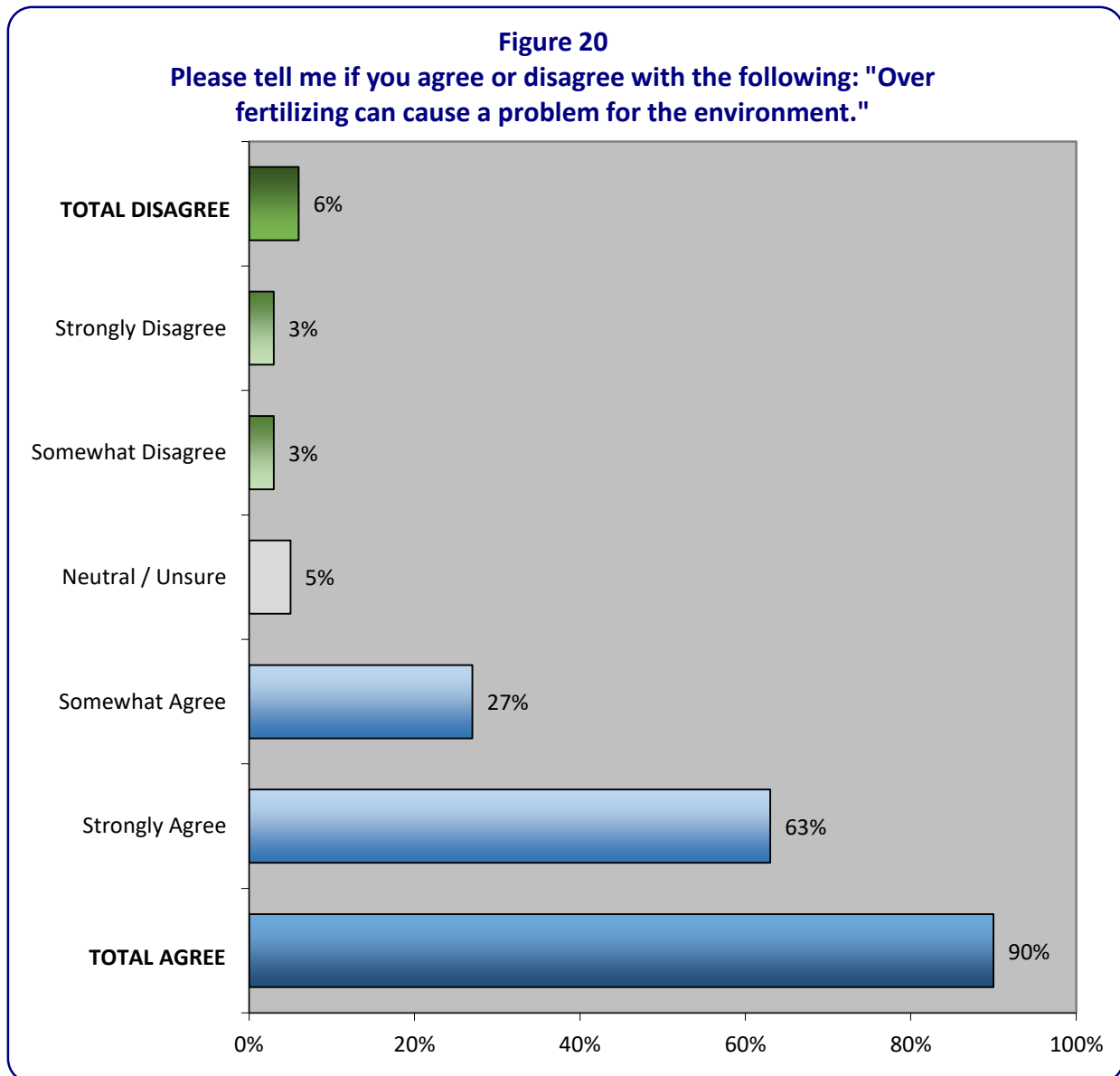


Note: Percentages in the above chart are based on those respondents who apply their own lawn treatments.

As Figure 19 illustrates, 47% of respondents said they agree with the statement, “Applying fertilizer before a rainstorm makes it work better,” though 35% of respondents said they disagree with this statement.

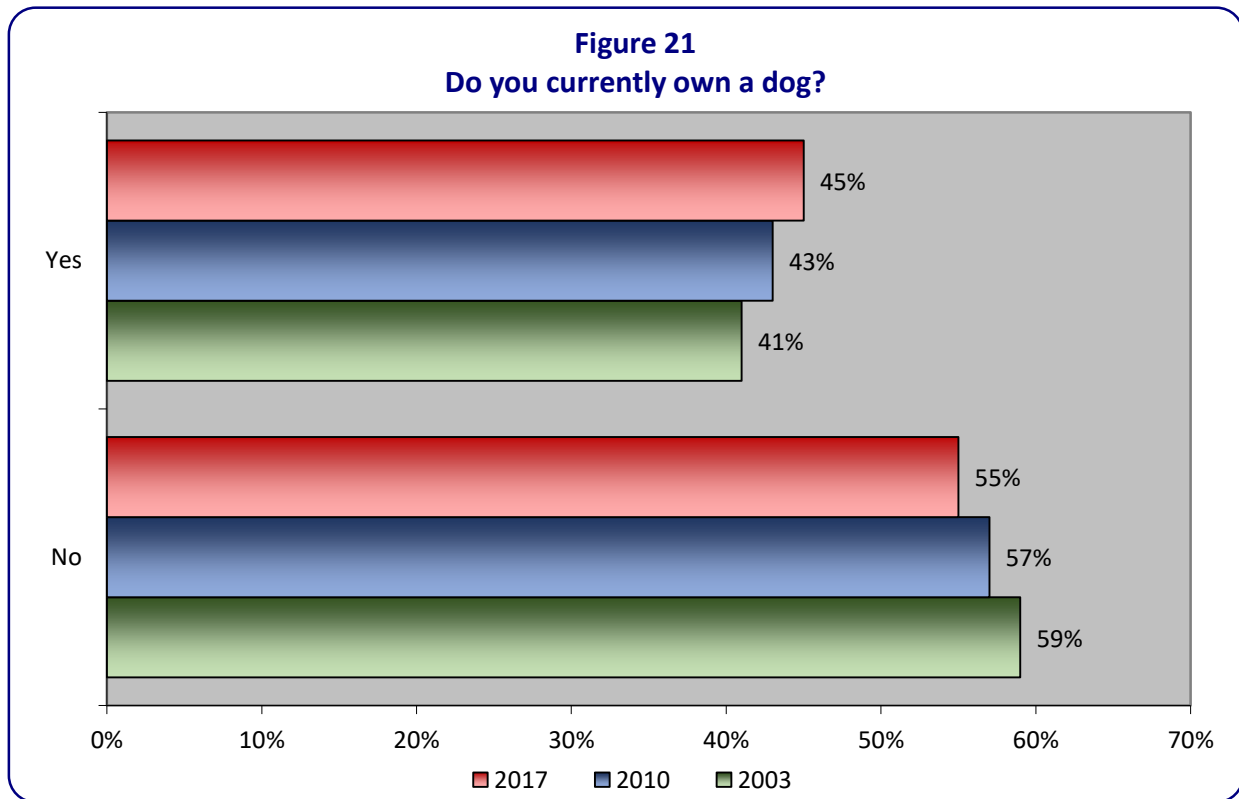


As Figure 20 illustrates, the large majority of respondents (90%) said they agree with the statement, "Over fertilizing can cause a problem for the environment." Please refer to Figure 20.

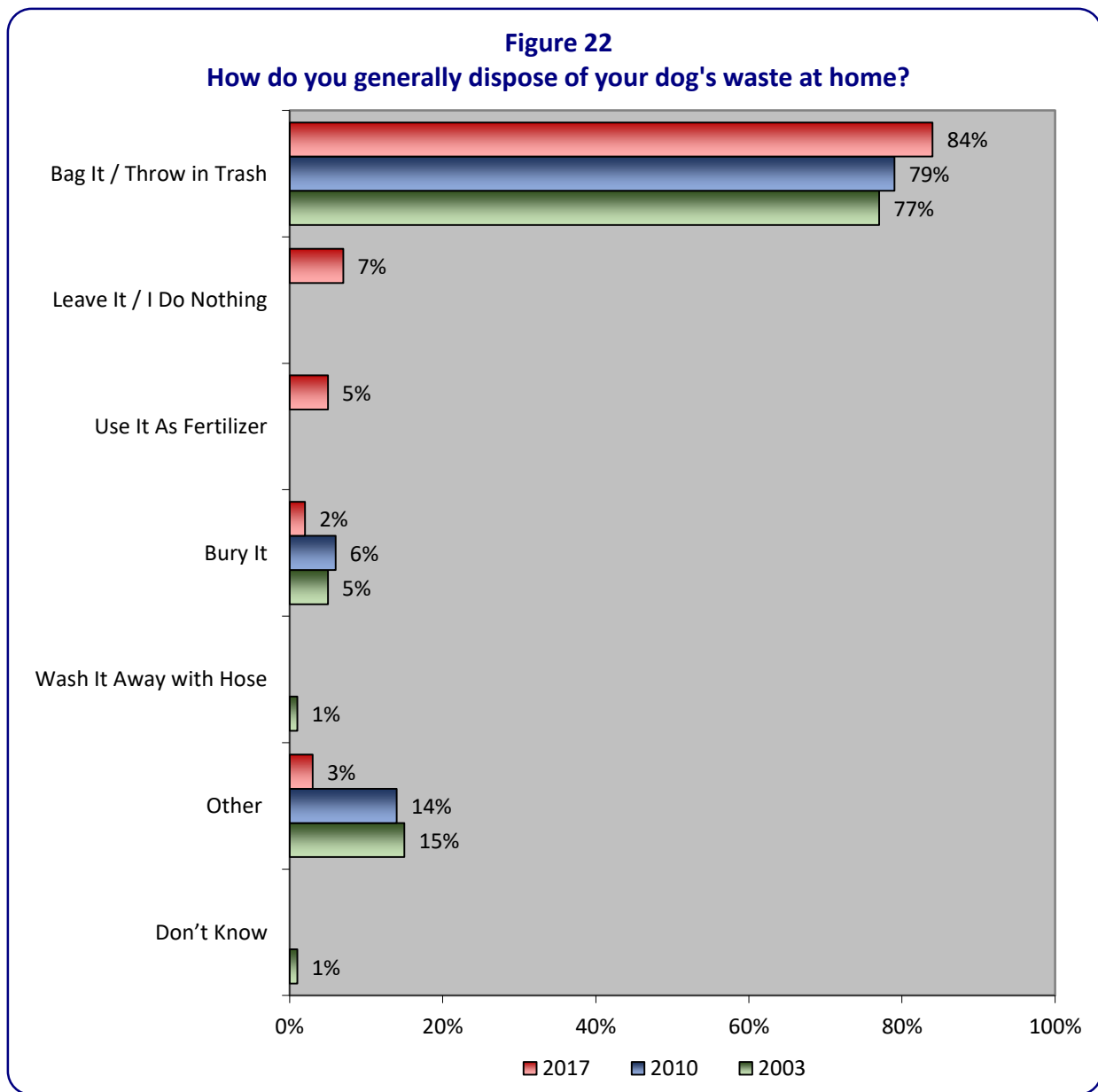


Dog Care

As Figure 21 illustrates, 45% of respondents said they currently own a dog.

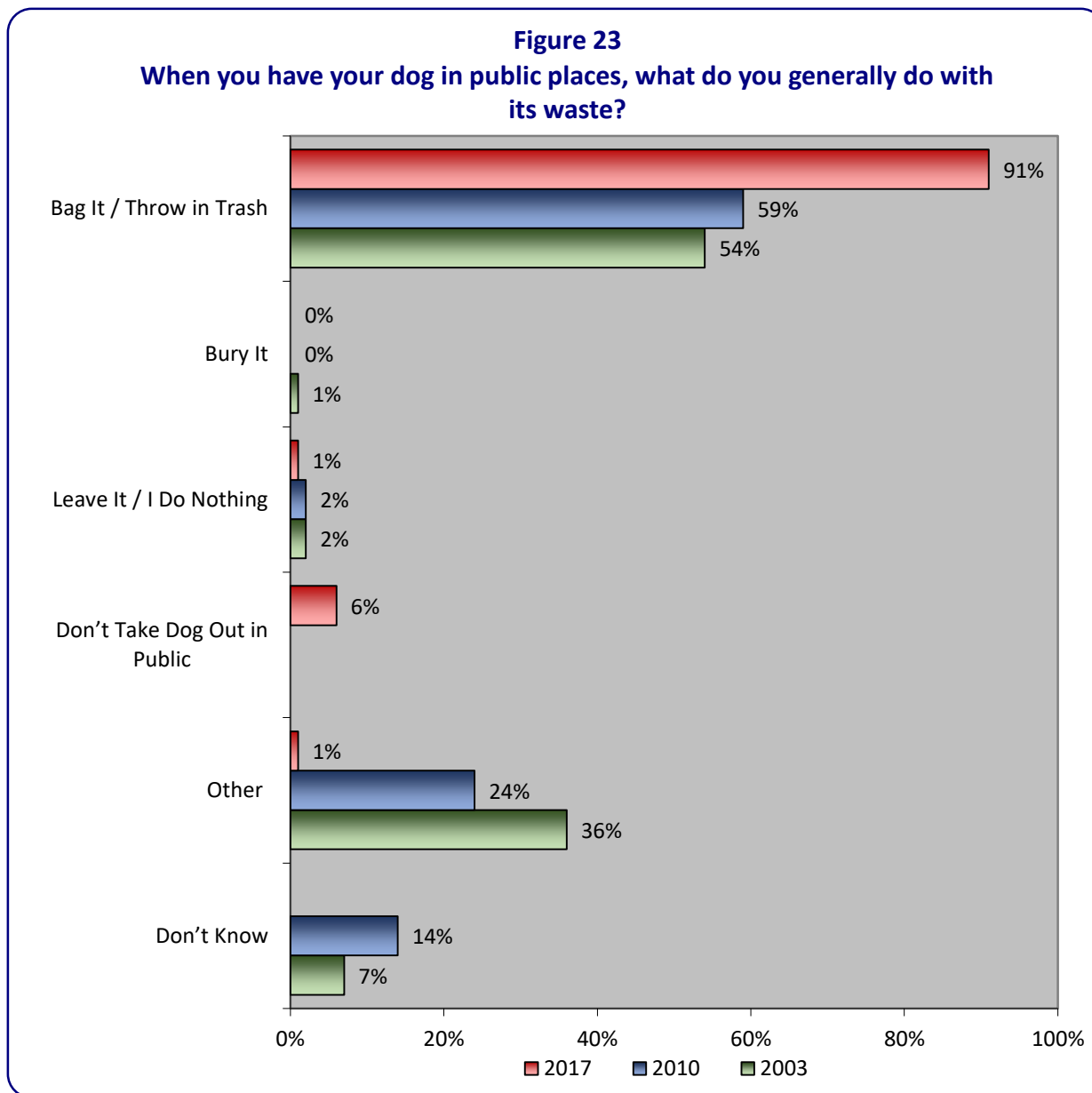


When asked how they generally dispose of their dog's waste at home, the majority (84%) said they "bag it or throw it in the trash." See Figure 22.



Note: Percentages in the above chart are based on those respondents said they own a dog.

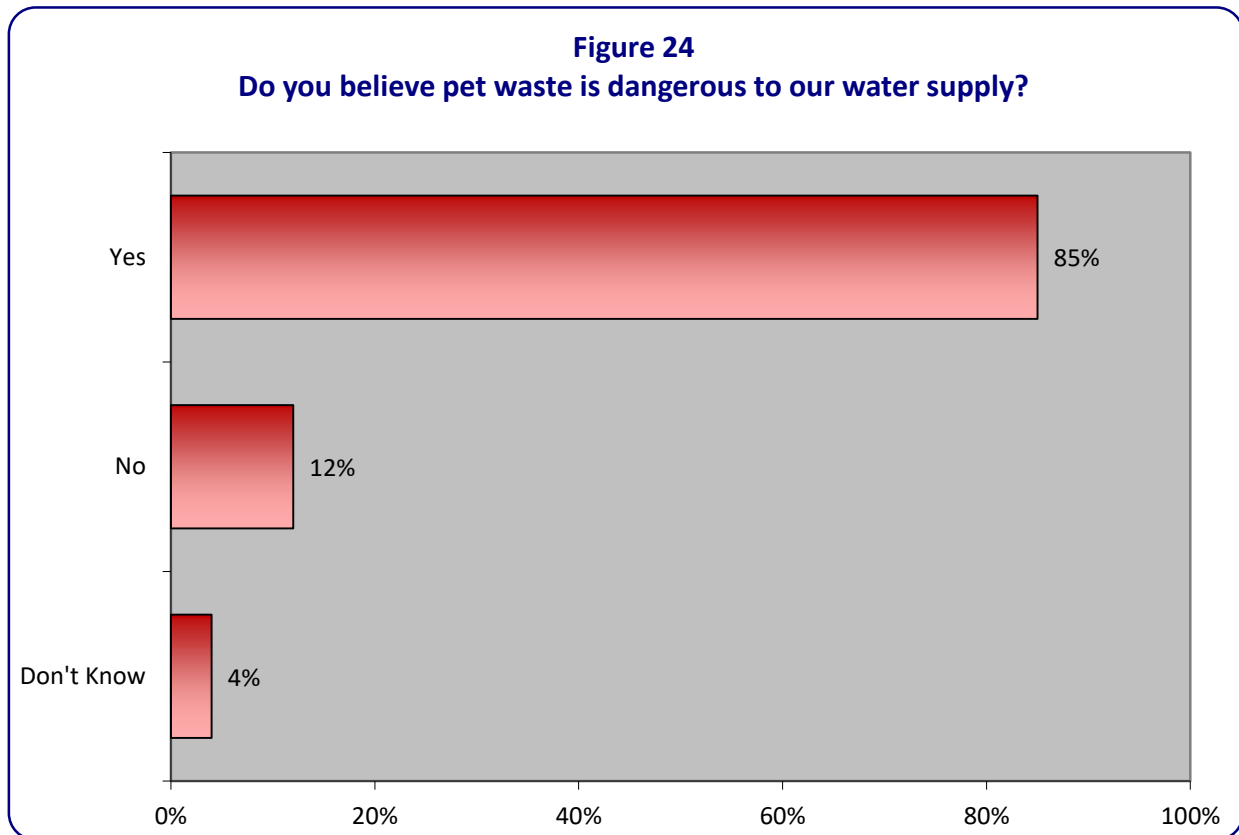
As Figure 23 illustrates, 91% of respondents said that when they have their dog in public places, they generally bag or throw their pet's waste in the trash.



Note: Percentages in the above chart are based on those respondents said they own a dog.

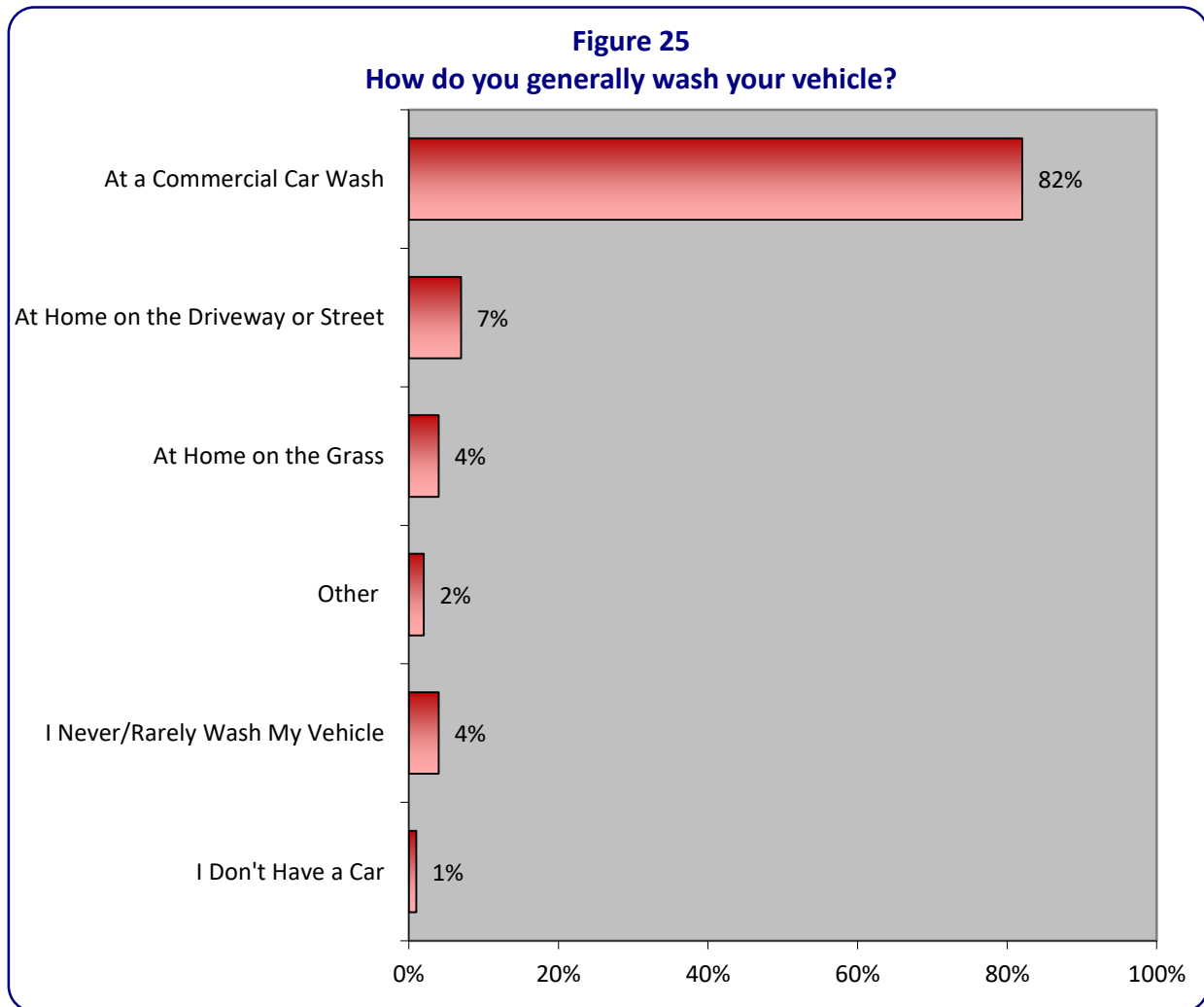
Among those who own a dog, nearly all respondents (99%) said they believe it is their personal responsibility to pick up after their dog when in public places.

As Figure 24 illustrates, 85% of respondents said they believe pet waste is dangerous to our water supply.

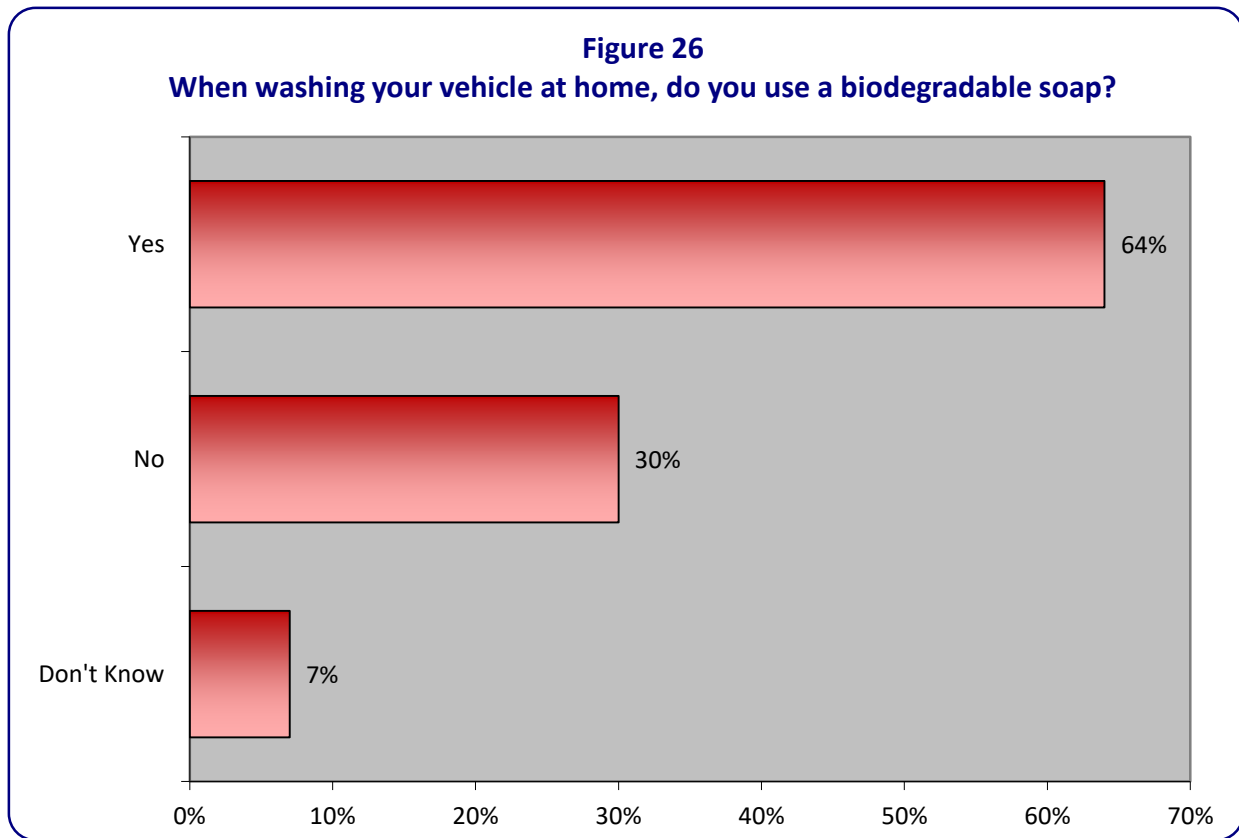


Washing Vehicles

When asked how they generally wash their vehicles, 82% of respondents said they wash them at a commercial car wash. Please refer to Figure 25 for details.

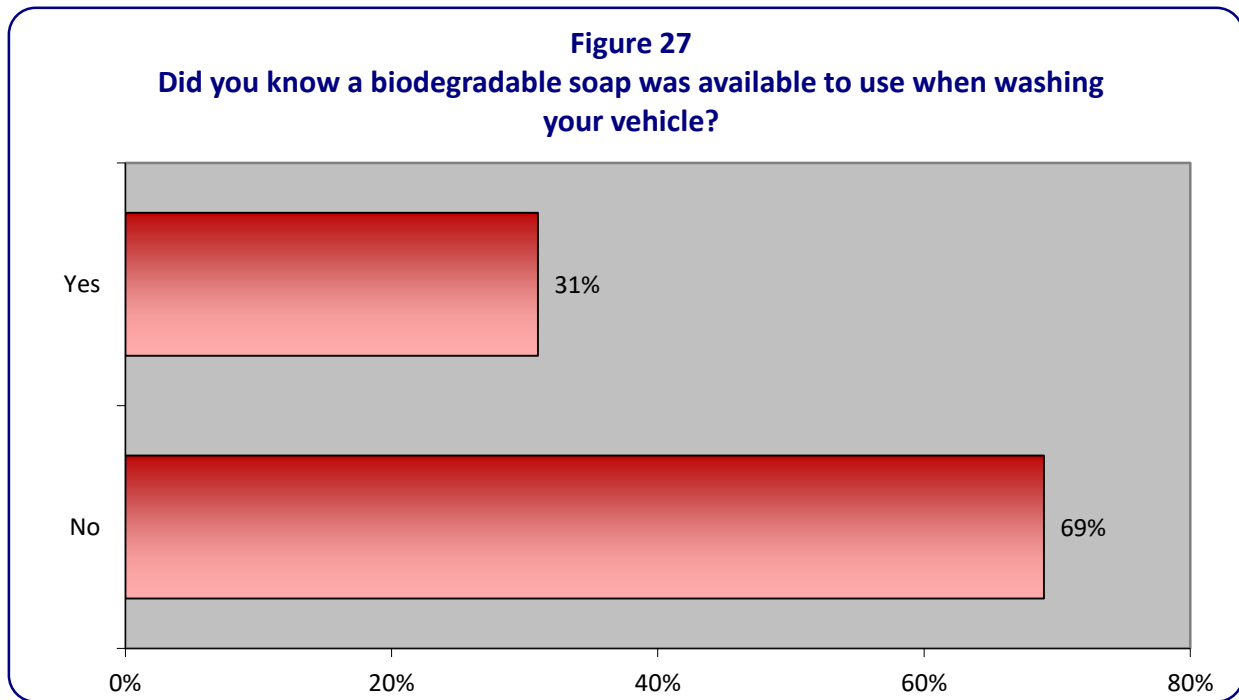


As Figure 26 illustrates, 64% of respondents who wash their vehicles at home said they use biodegradable soap.



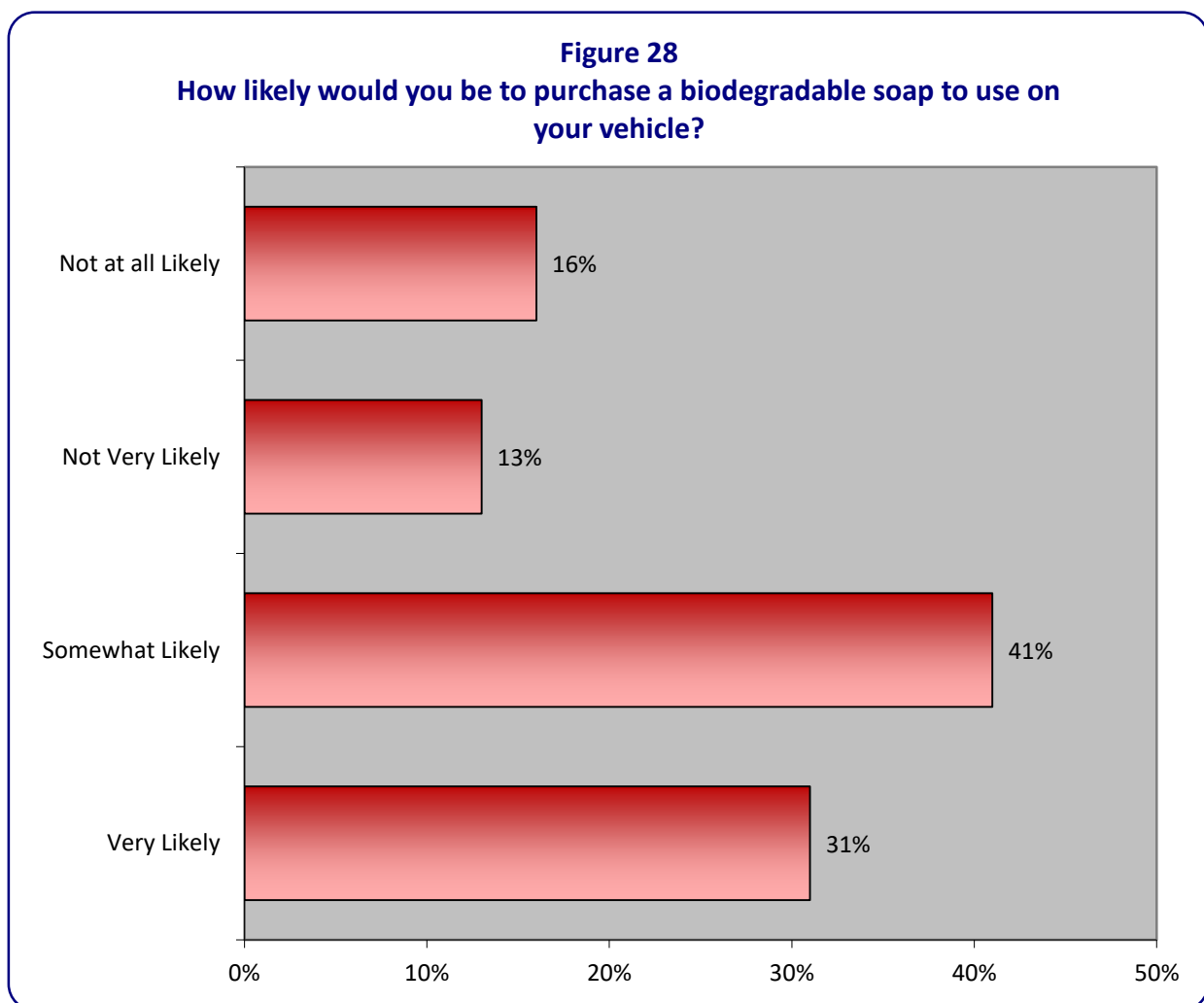
Note: Percentages in the above chart are based on those respondents who wash their vehicles at home.

Of respondents who do not use biodegradable soap for washing their vehicles at home, 31% said they were aware biodegradable soap was available. See Figure 27 for details.



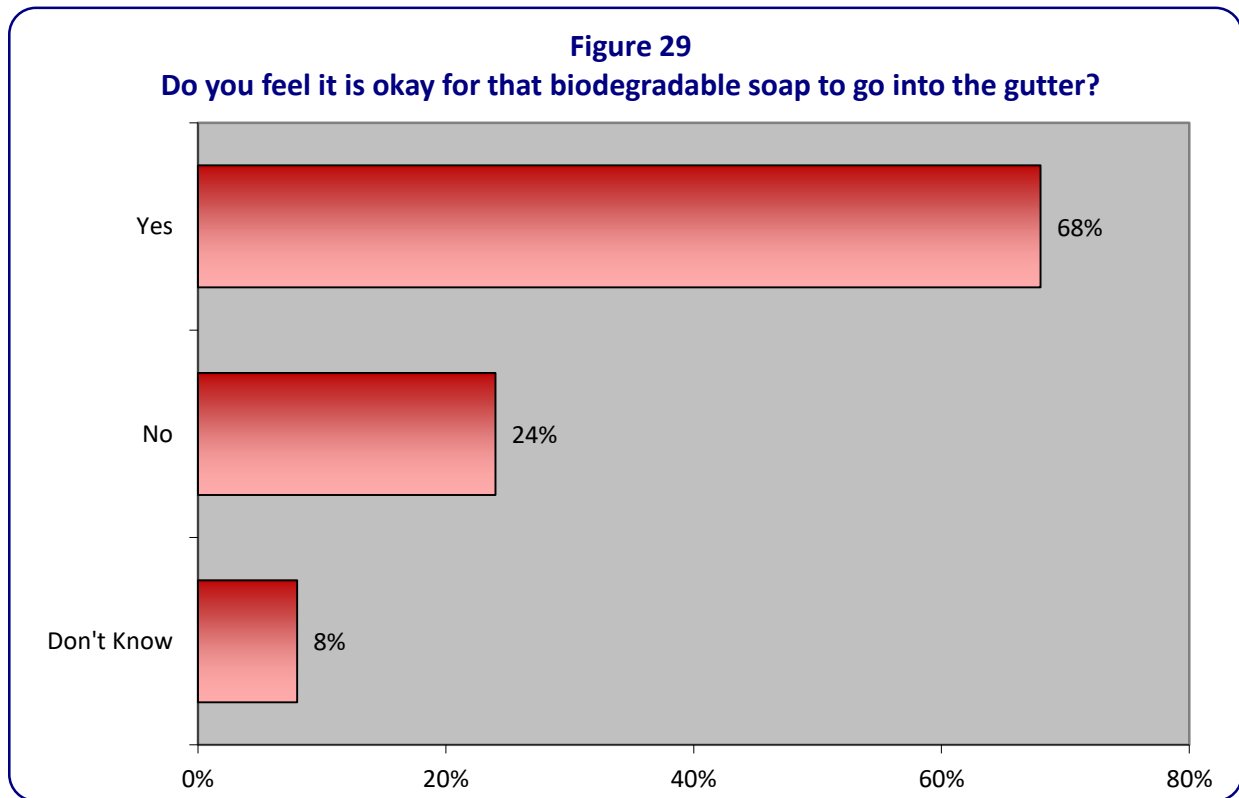
Note: Percentages in the above chart are based on those respondents who wash their vehicles at home but do not use biodegradable soap.

When asked how likely they would be to purchase biodegradable soap to use on their vehicles, 41% of respondents who do not currently use biodegradable soap said they would be “probably likely” to buy such soap, while 31% said they would be “somewhat likely” to purchase such soap. See Figure 28.



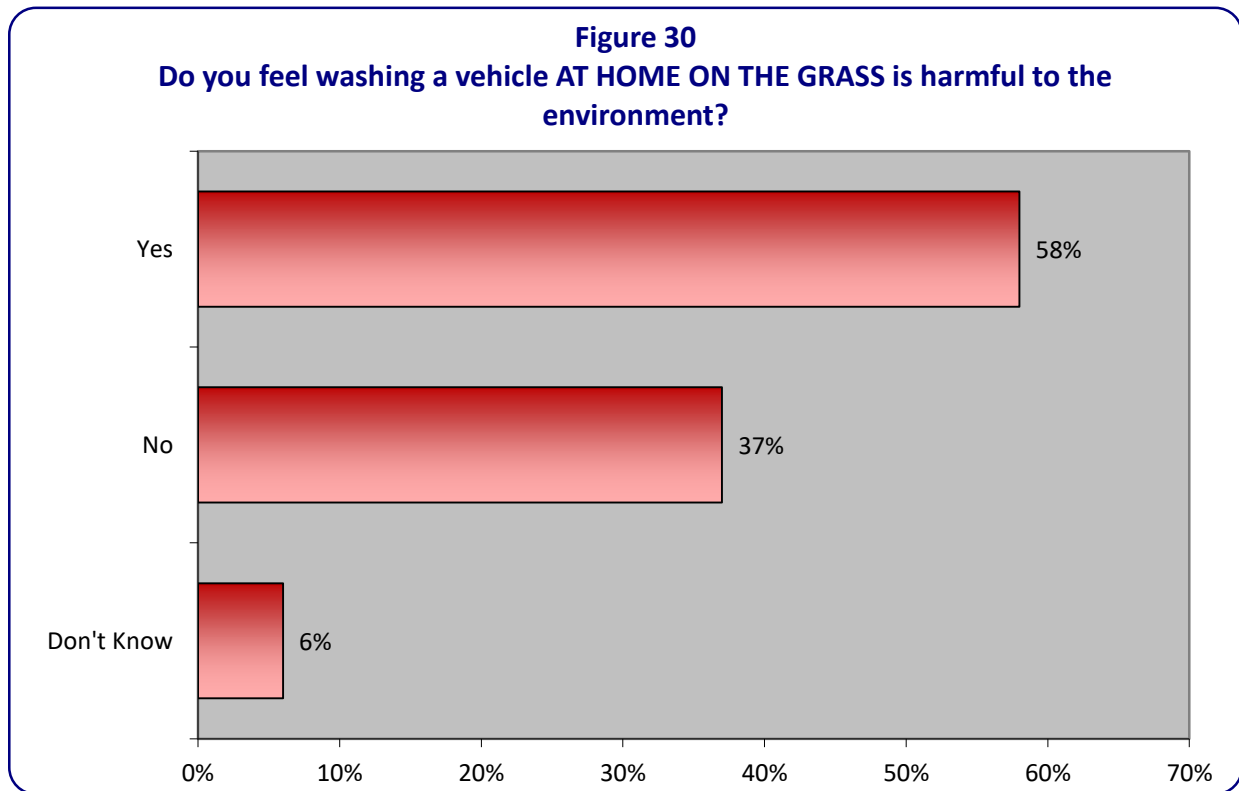
Note: Percentages in the above chart are based on those respondents who wash their vehicles at home but do not use biodegradable soap

As Figure 29 illustrates, 68% of respondents who wash their vehicles at home said they feel biodegradable soap is appropriate to go in the gutter.

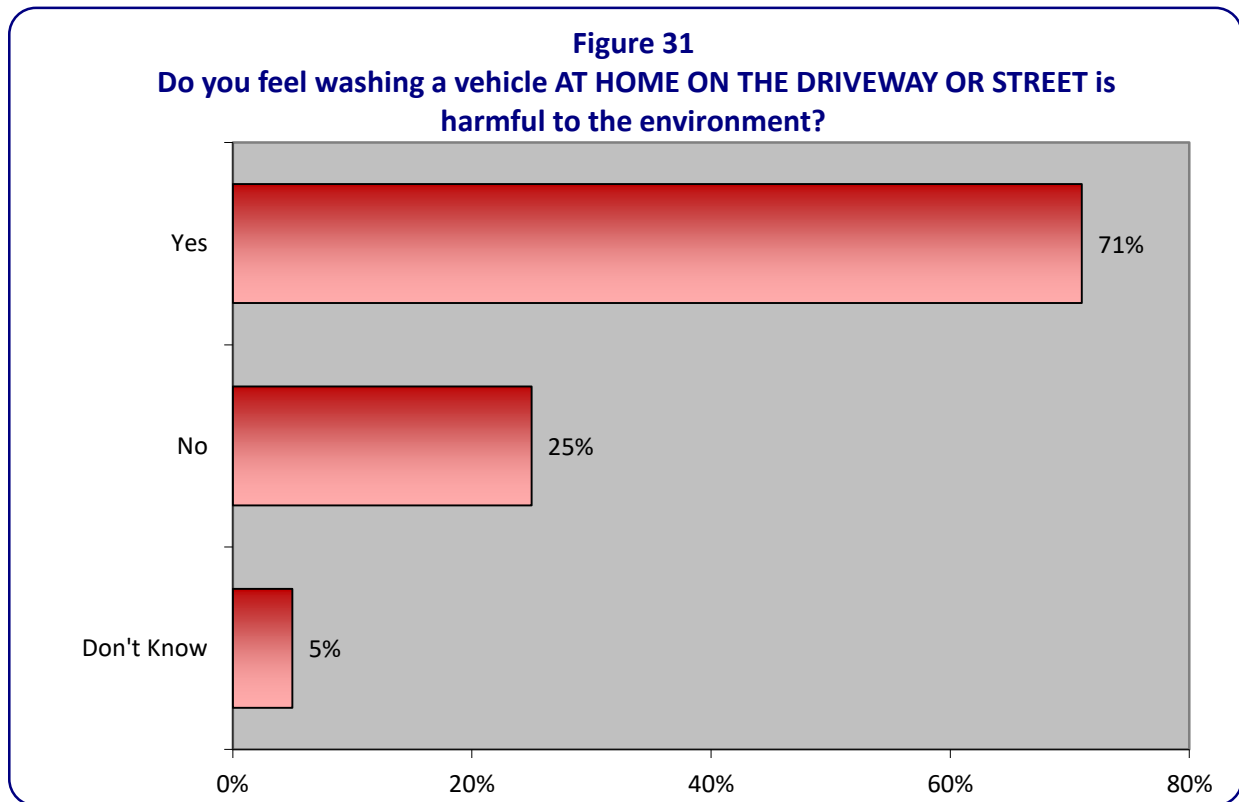


Note: Percentages in the above chart are based on those respondents who wash their vehicles at home.

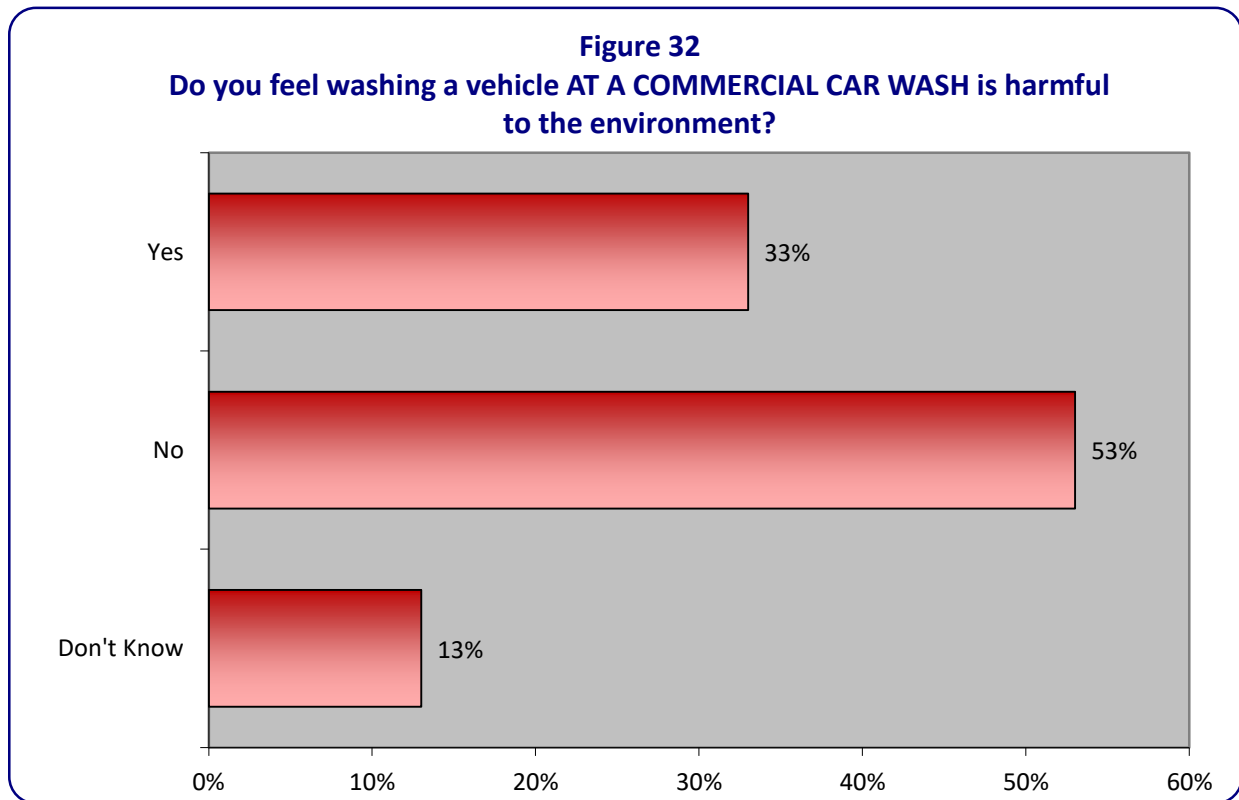
As Figure 30 illustrates, 58% said that washing a vehicle at home on the grass is harmful to the environment, while 37% said it is not.



As Figure 31 illustrates, 71% of respondents said that washing a vehicle at home on the driveway or street is harmful to the environment, while 25% said it is not.

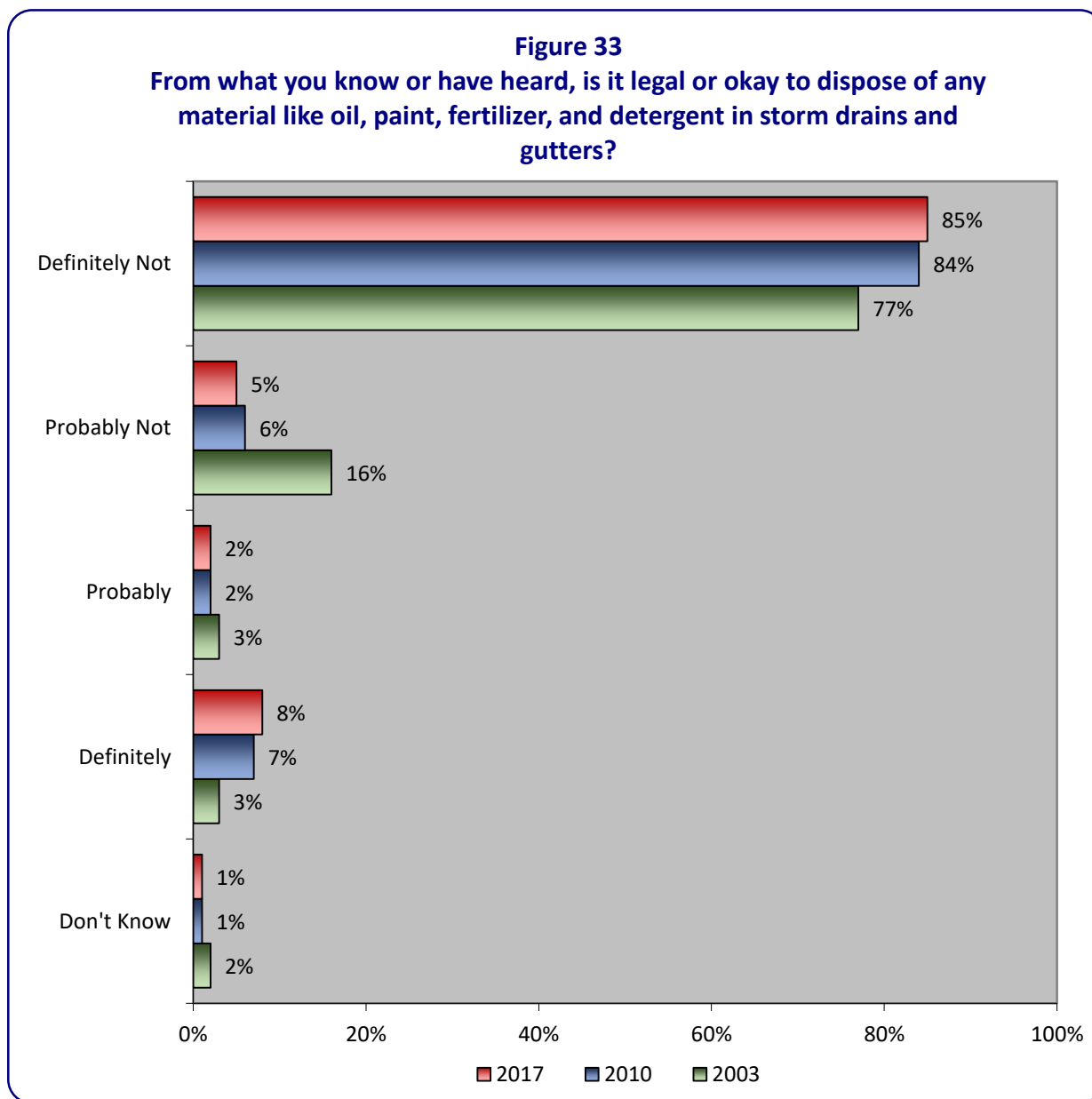


As Figure 32 illustrates, 53% said that washing a vehicle at a commercial car wash is *not* harmful to the environment, though 33% of respondents said that it is.

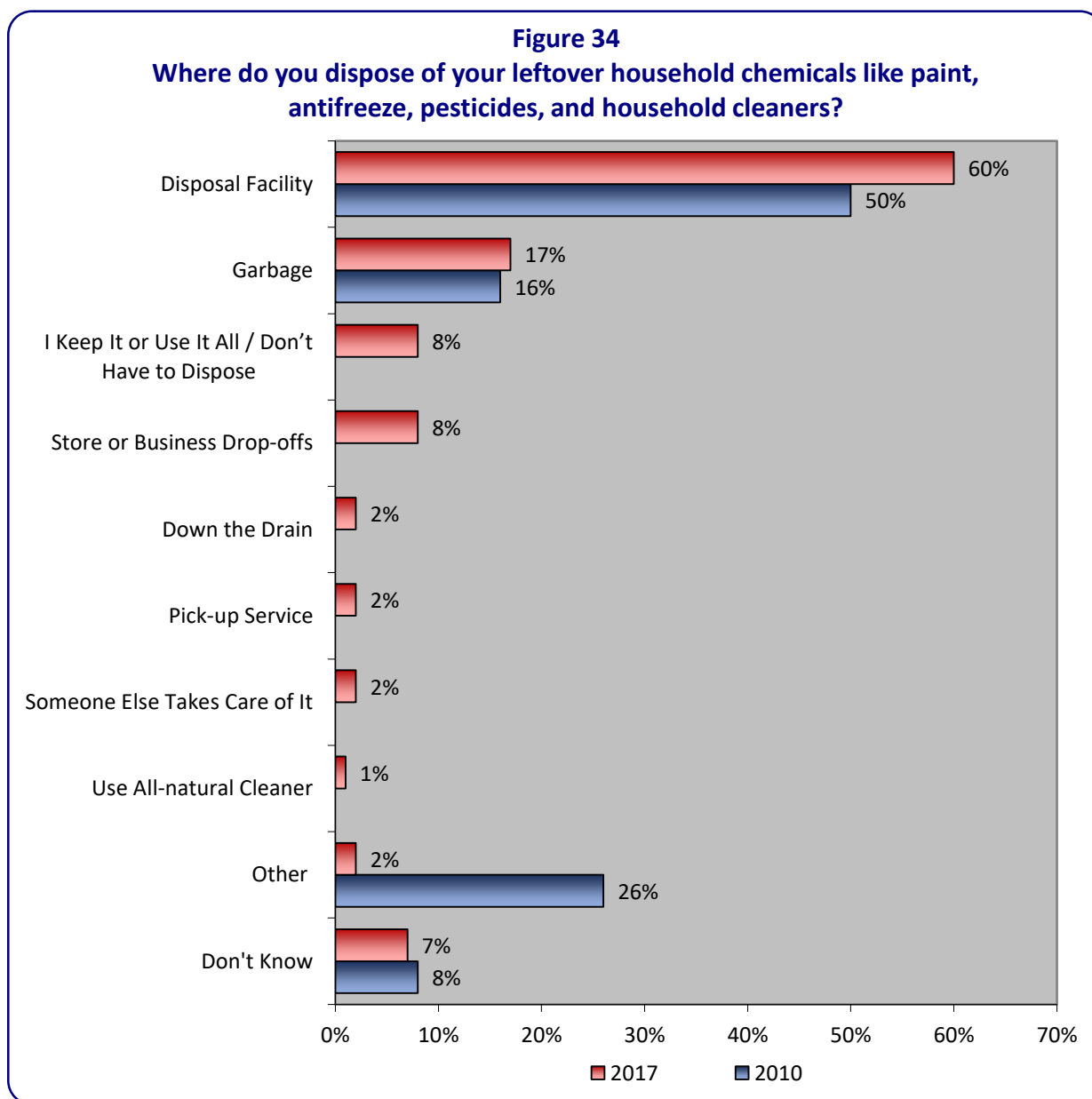


Disposal of Household Chemicals

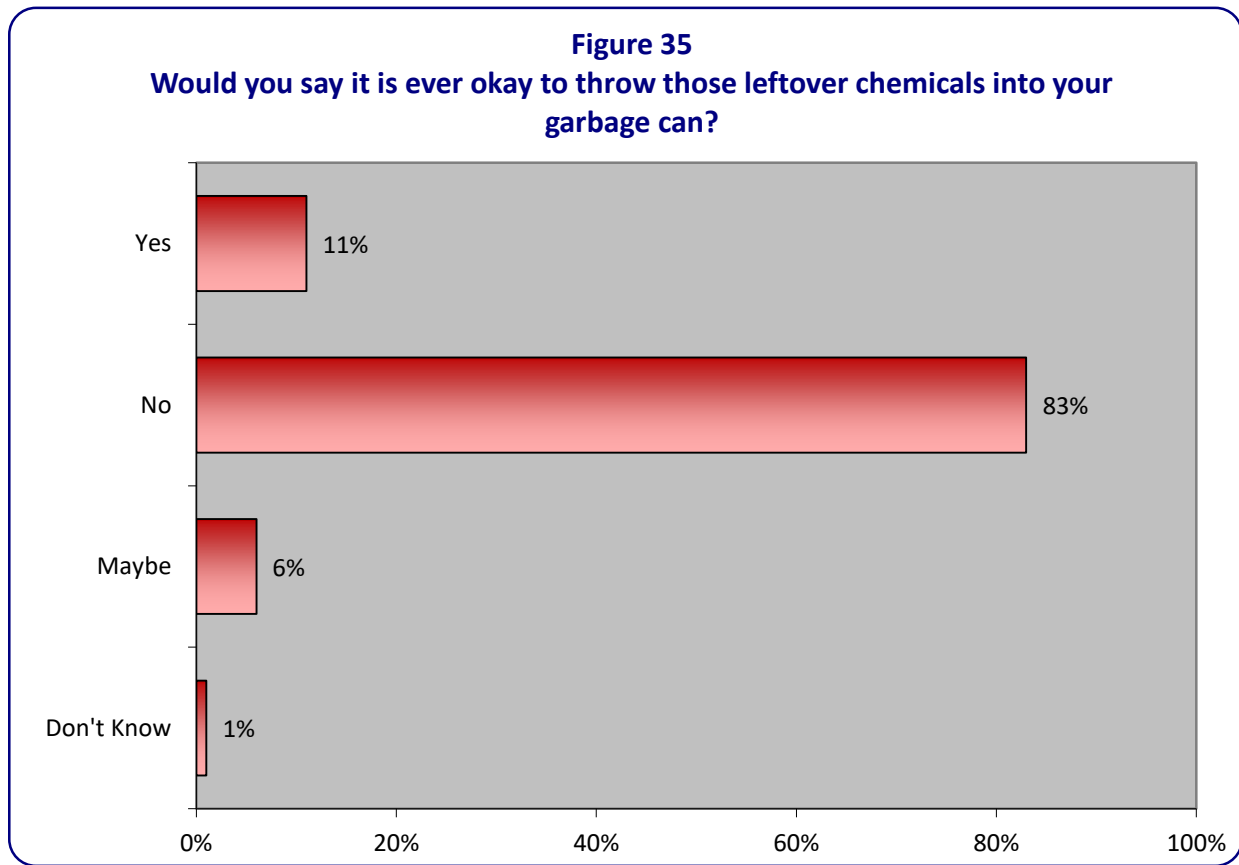
As Figure 33 illustrates, 85% of respondents said that from what they know or have heard, it is “definitely not” legal to dispose materials such as oil, paint, fertilizer, and detergent in storm drains and gutters.



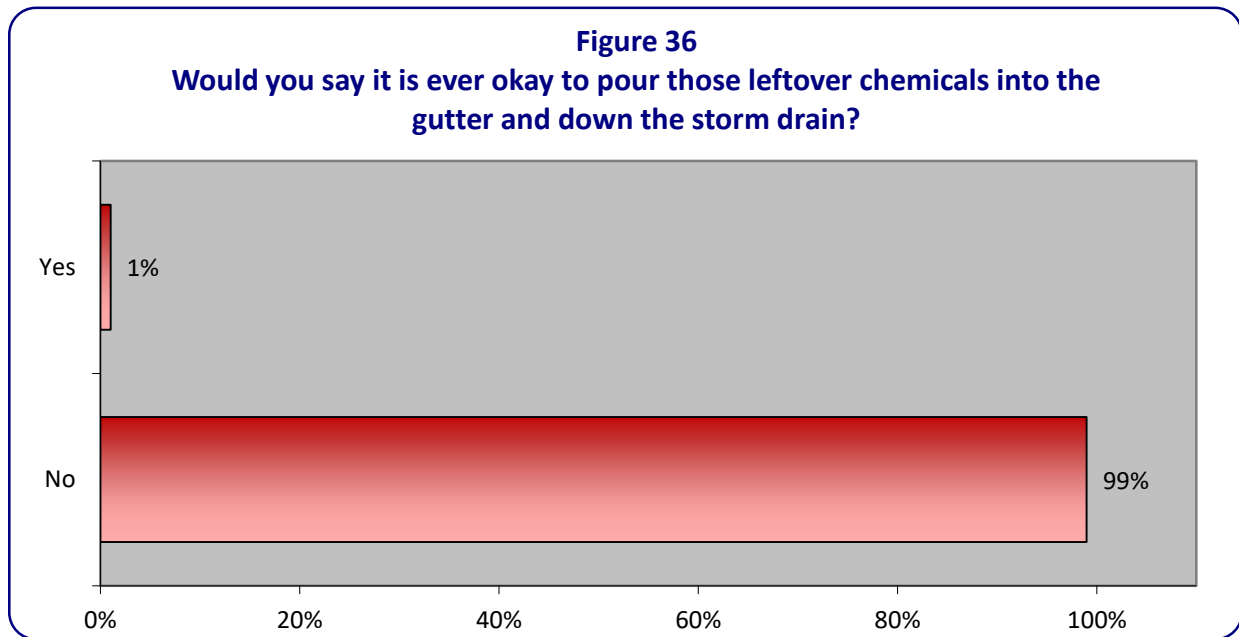
When asked where they dispose of their leftover household chemicals like paint, antifreeze, pesticides, and household cleaners, 60% of respondents said they dispose of such items at a disposal facility, while 17% said they throw these items in the trash. Please refer to Figure 34 for details.



As Figure 35 illustrates, 83% of respondents said it is not acceptable to throw leftover chemicals into their trash cans, though 11% said it is.

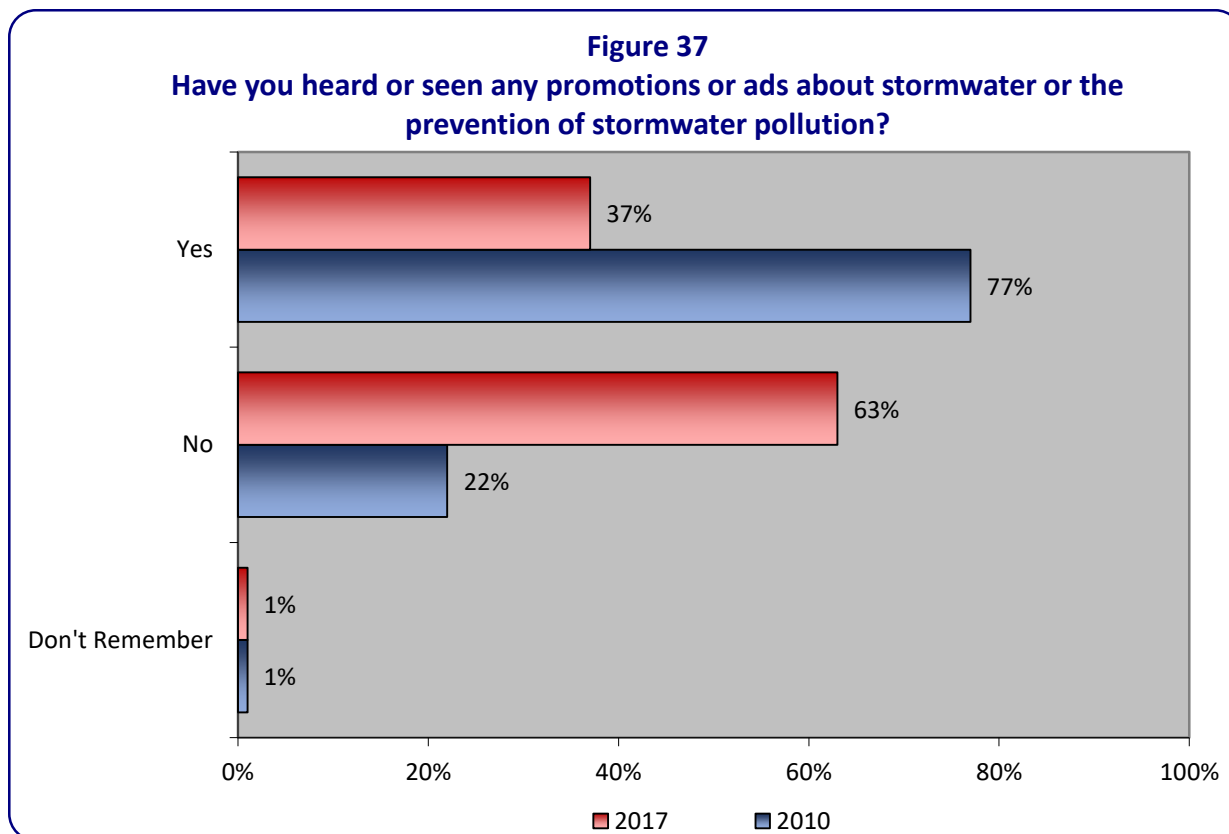


As Figure 36 illustrates, 99% of respondents said it is not acceptable to pour leftover chemicals into the gutter and down the storm drain.

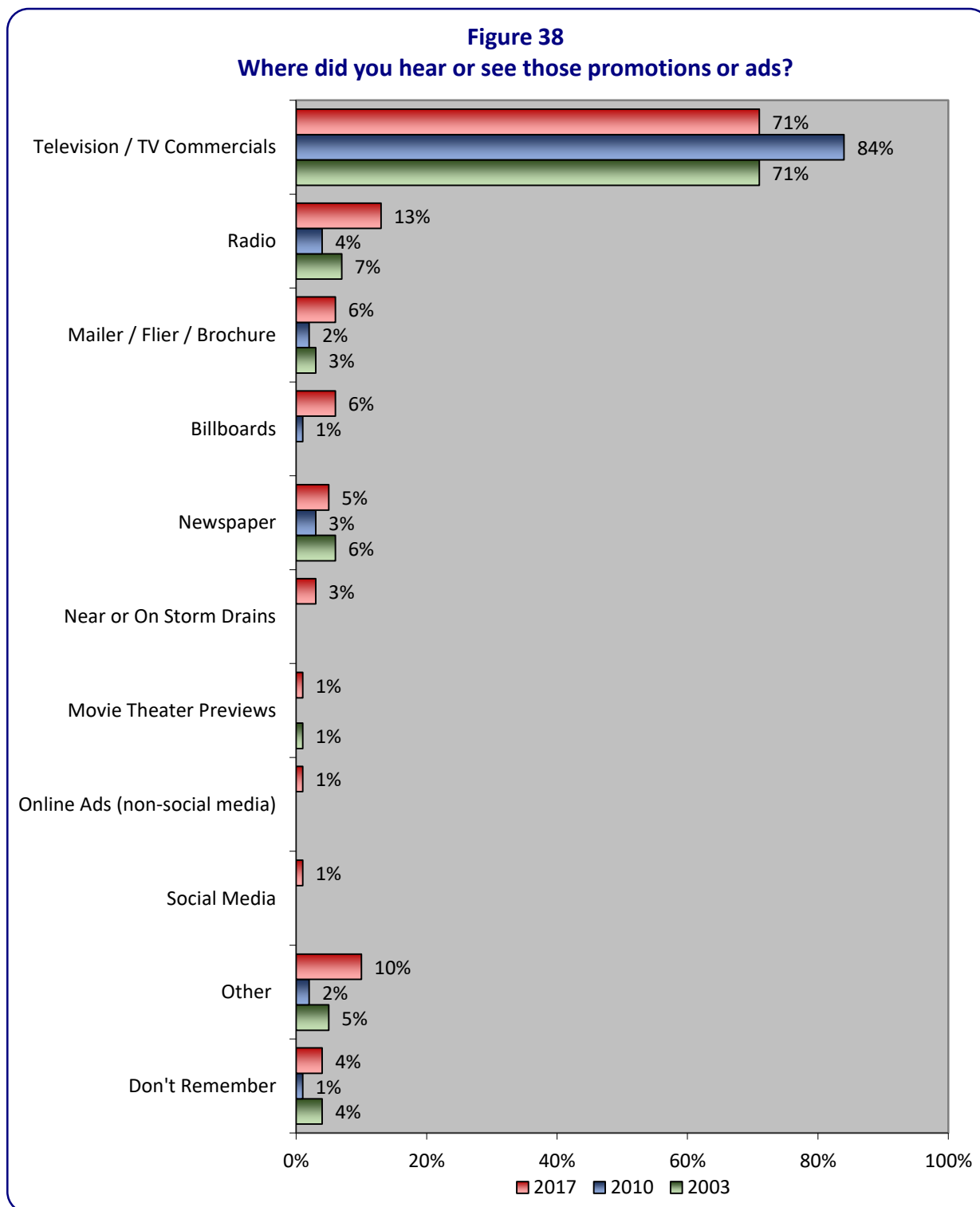


Advertising Recall

When asked if they have seen or heard any promotions or ads about stormwater or the prevention of stormwater pollution, 37% of respondents answered “yes.” See Figure 37.

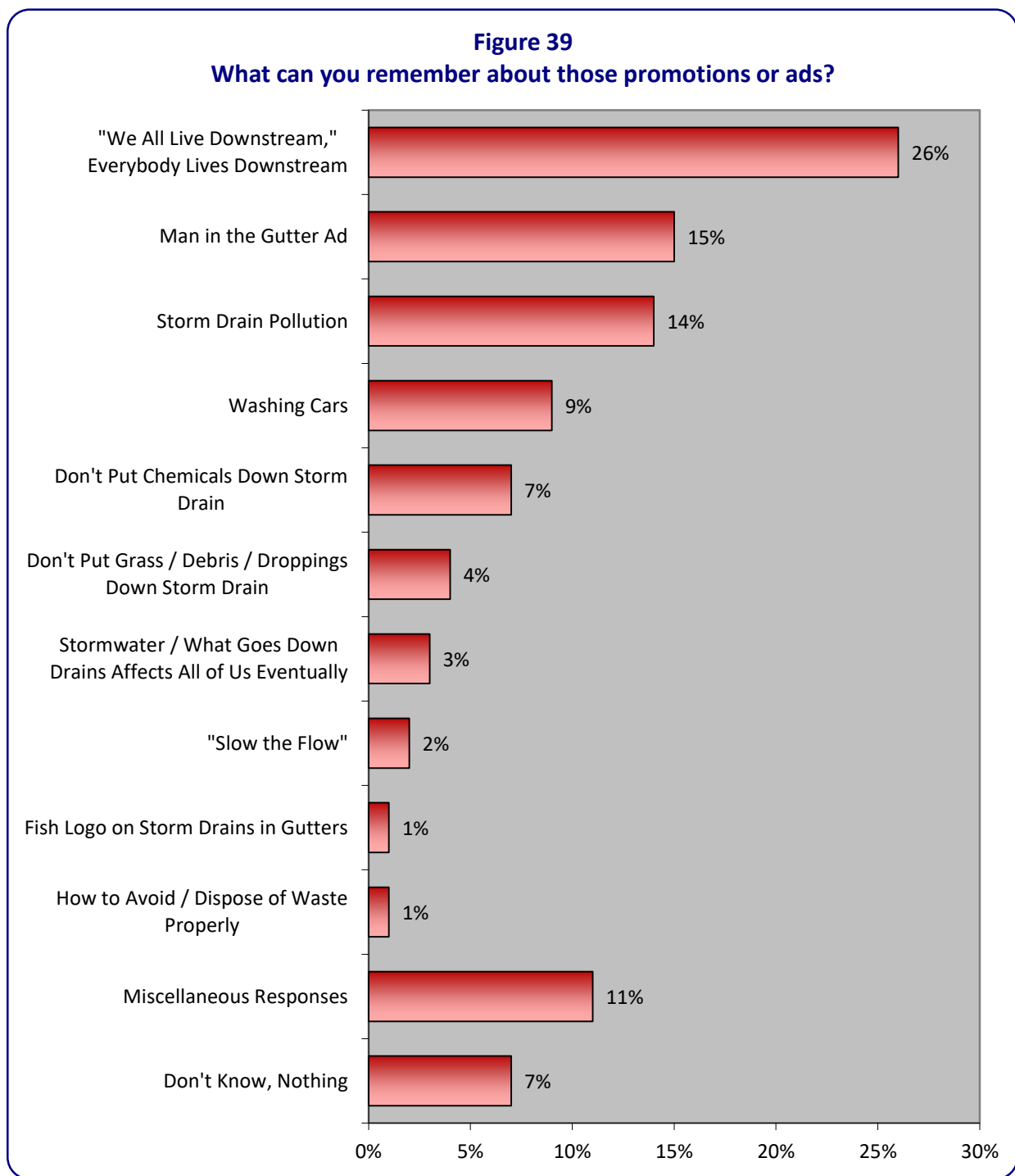


Of respondents who had seen or heard advertising or promotions, 71% said they saw them on television. Please refer to Figure 38 for details.



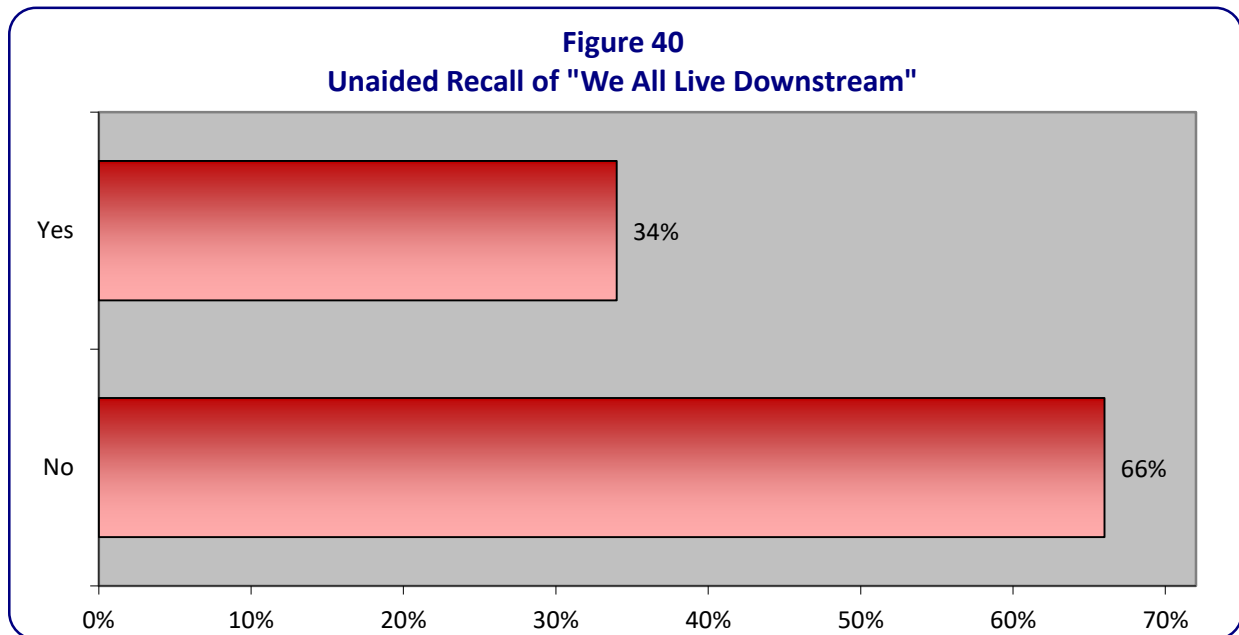
Note: Percentages in the above chart are based on those respondents who recall seeing or hearing advertising about stormwater or the prevention of stormwater pollution.

When asked what they recall about the promotions or ads they saw or heard, respondents (26%) most frequently said they recall the statement, "We all live downstream." For further details, please refer to Figure 39. For a categorized verbatim list of open-ended responses to this question, please see Appendix D.



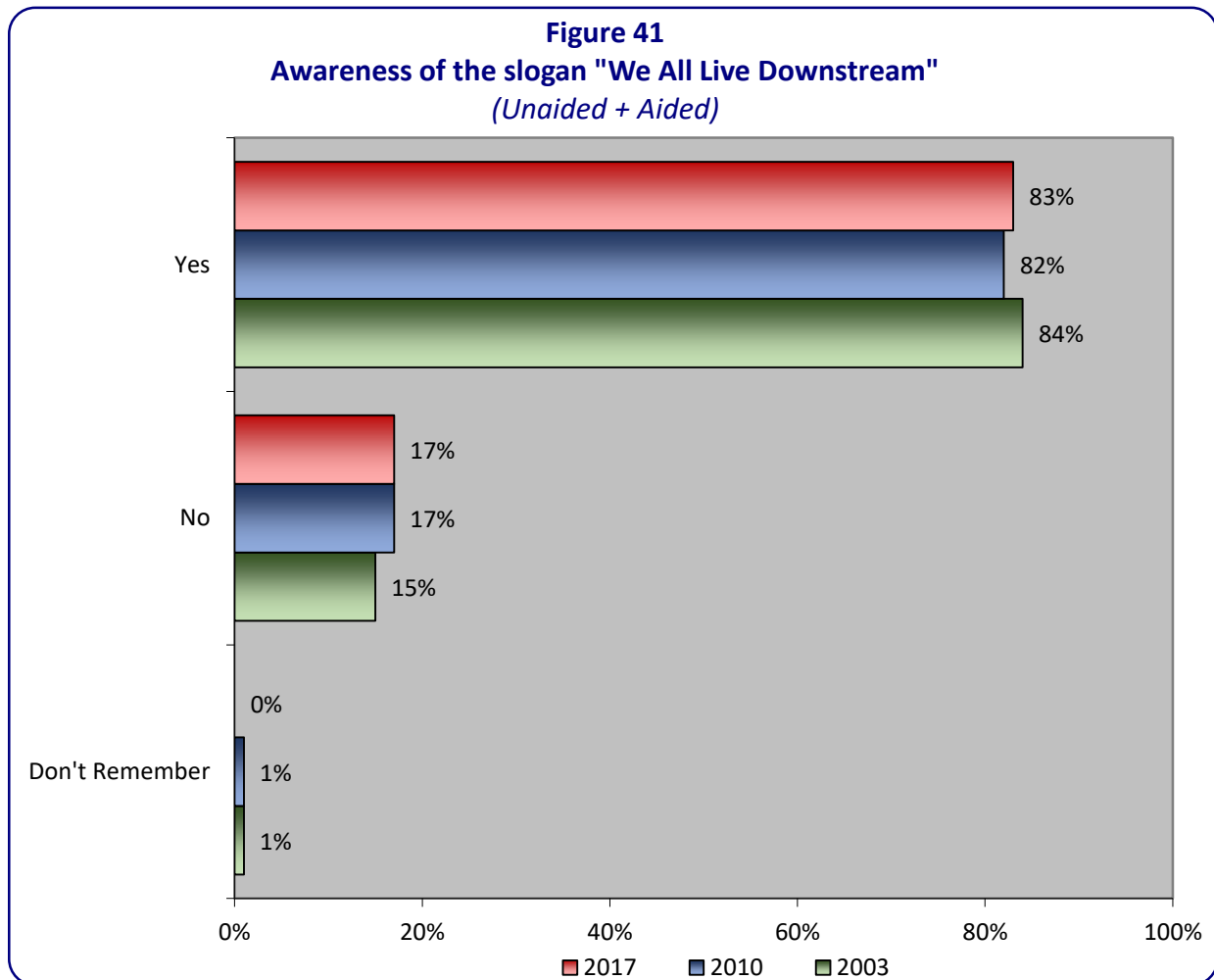
Note: Percentages in the above chart are based on those respondents who recall seeing or hearing advertising about stormwater or the prevention of stormwater pollution.

As Figure 40 illustrates, 34% of respondents recalled, unaided, seeing or hearing the phrased, “We all live downstream,” when mentioning what they recall about the advertising they saw or heard.

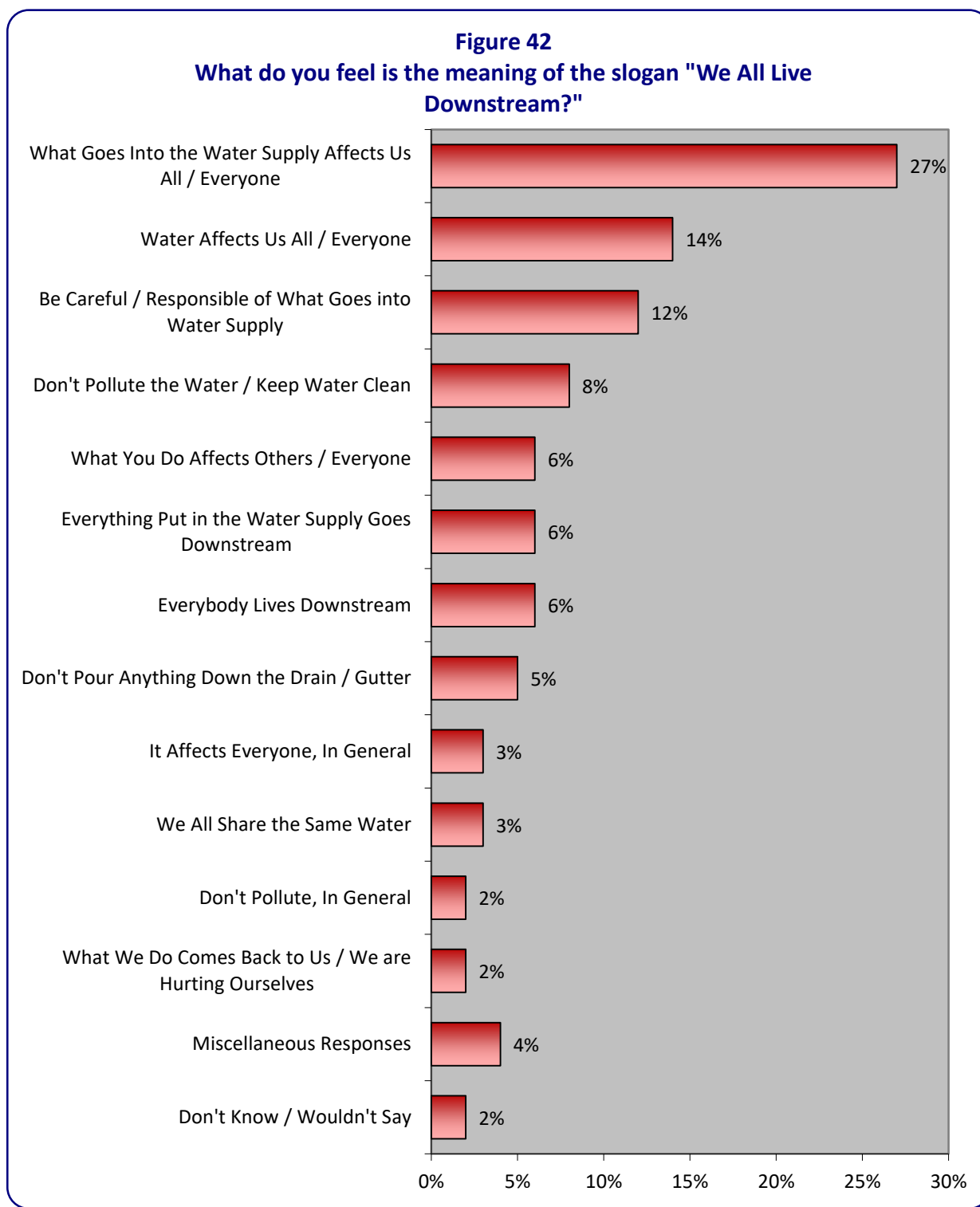


Note: Percentages in the above chart are based on those respondents who recall seeing or hearing advertising about stormwater or the prevention of stormwater pollution.

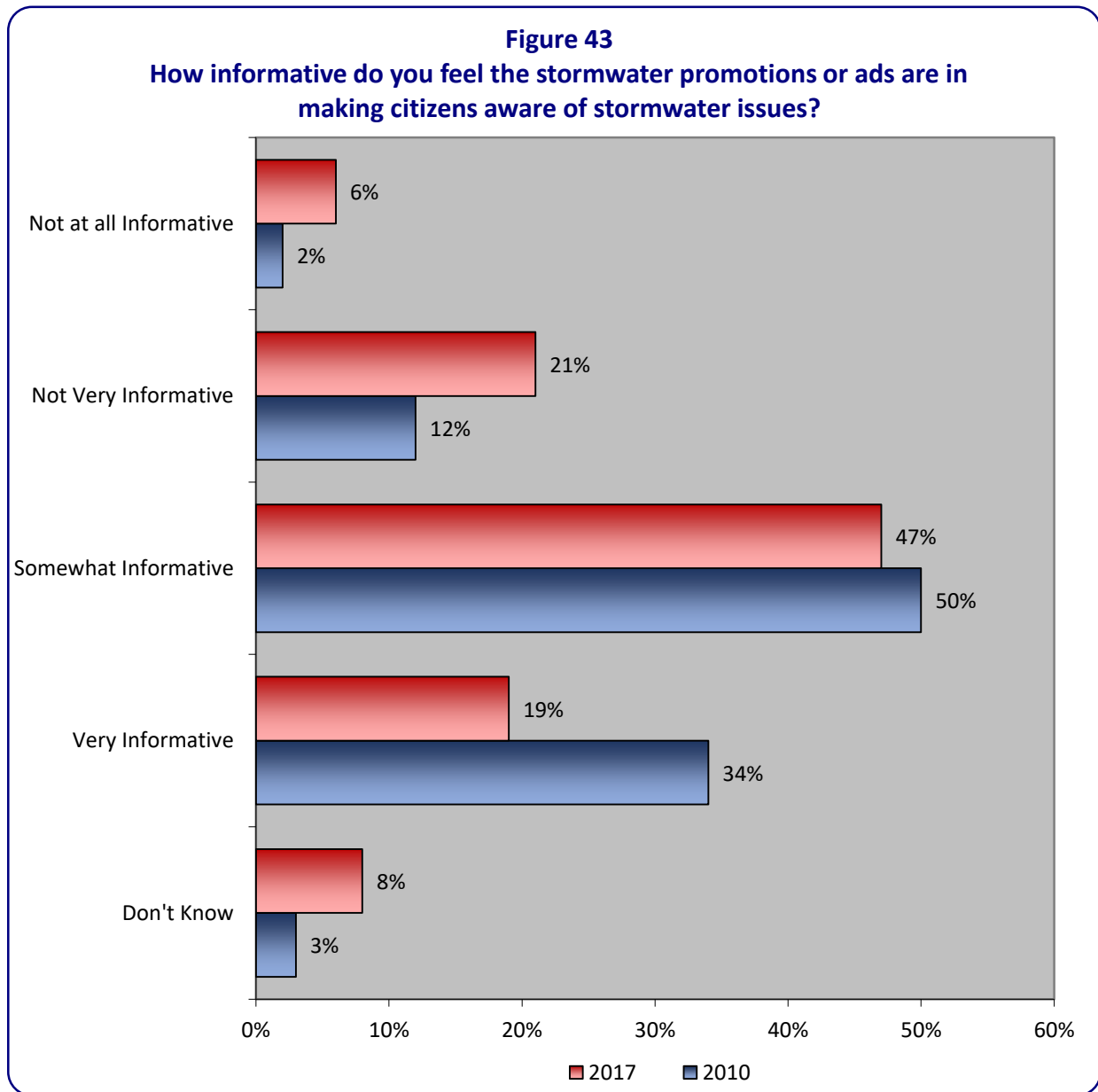
When looking at the combined aided and unaided awareness of the slogan, “We all live downstream,” 83% of respondents answered “yes.” Please see Figure 41 for details.



When asked to define the slogan, “We all live downstream,” respondents (27%) most frequently said they believe this slogan means that “what goes into the water supply affects everyone.” See Figure 42 for details. For a categorized verbatim list of open-ended responses to this question, please see Appendix E.

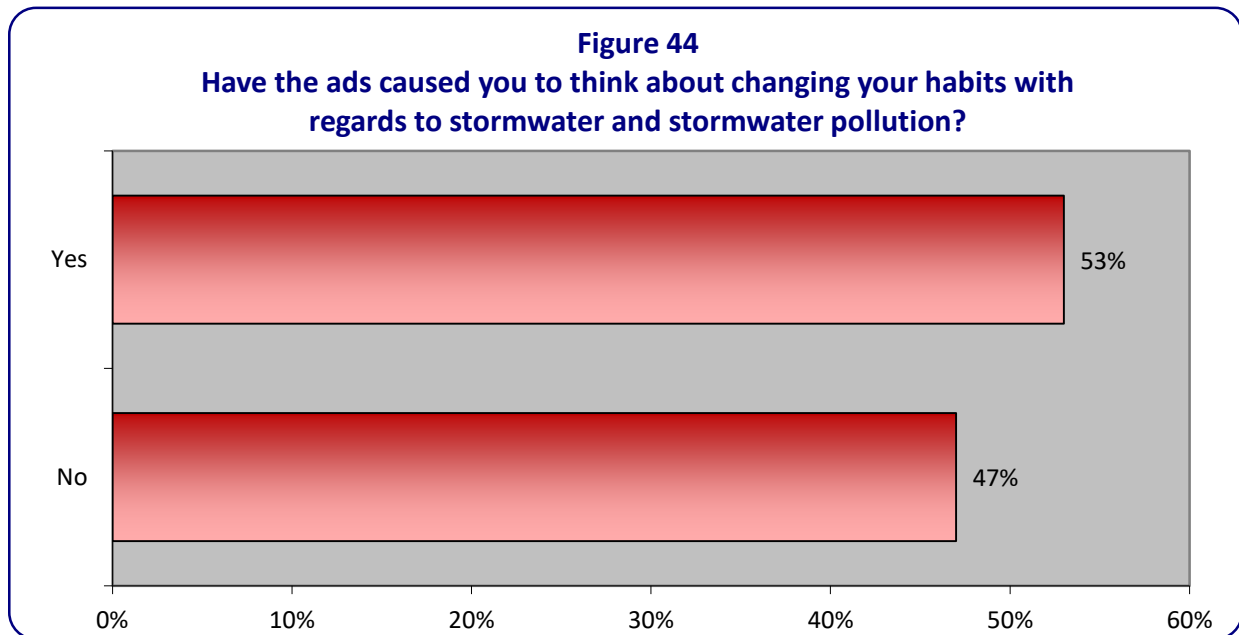


As Figure 43 illustrates, 47% of respondents said they feel the stormwater promotions or ads are “somewhat informative” in bringing awareness of stormwater issues to residents.



Note: Percentages in the above chart are based on those respondents who recall seeing or hearing advertising about stormwater or the prevention of stormwater pollution or who are aware of the slogan, ‘We All Live Downstream.’

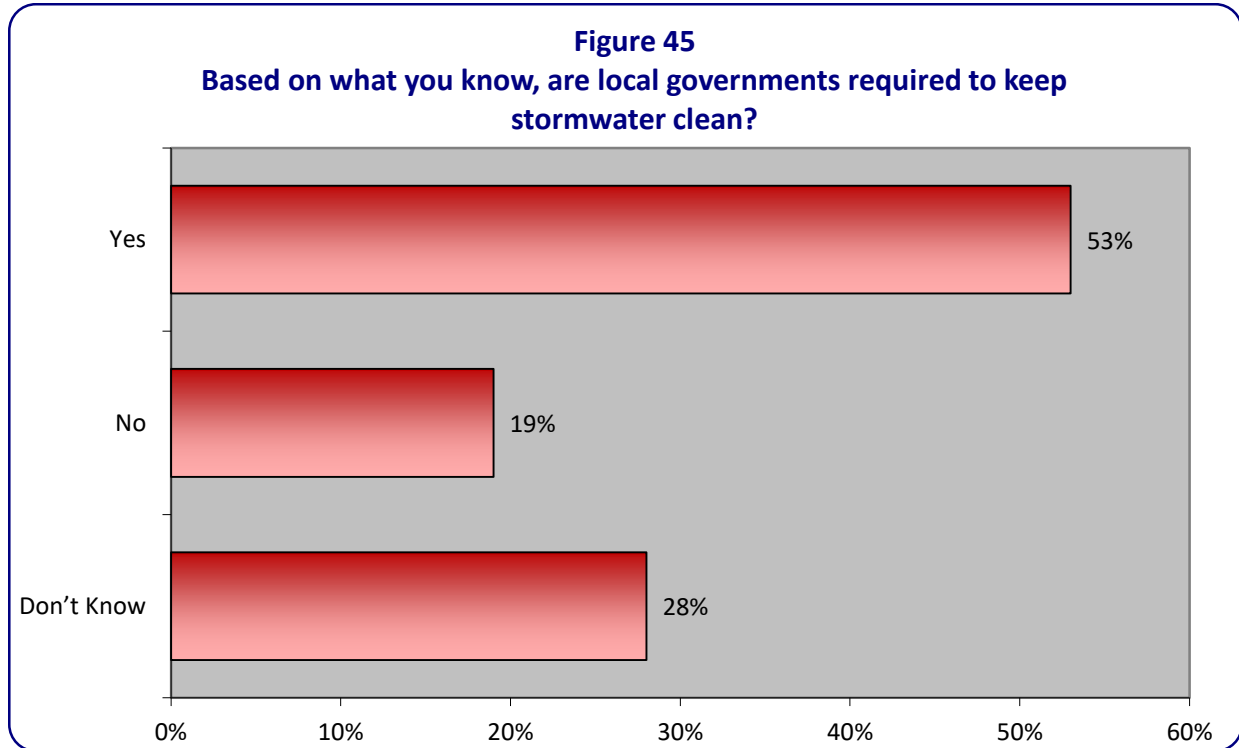
As Figure 44 illustrates, 53% of respondents said the stormwater ads have caused them to think about changing their habits with regard to stormwater and stormwater pollution.



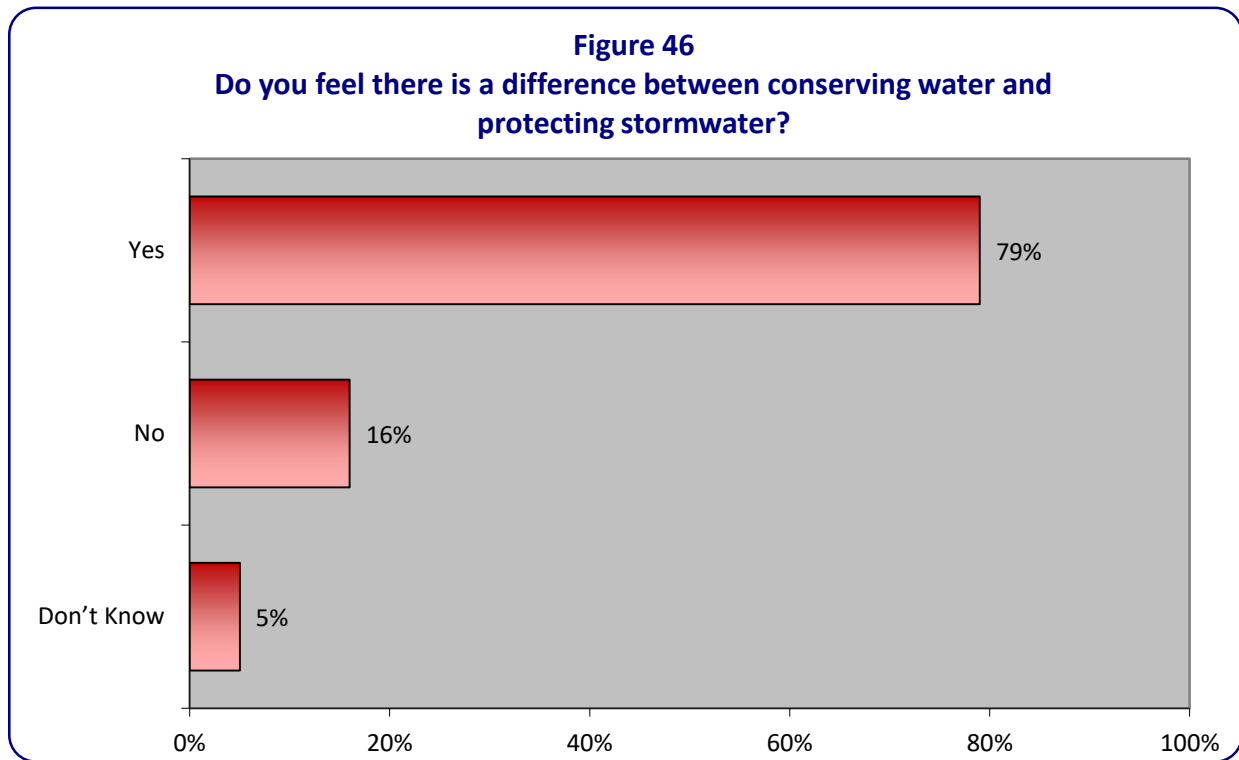
Note: Percentages in the above chart are based on those respondents who recall seeing or hearing advertising about stormwater or the prevention of stormwater pollution or who are aware of the slogan, 'We All Live Downstream.'"

Knowledge and Perceptions of Stormwater Protection

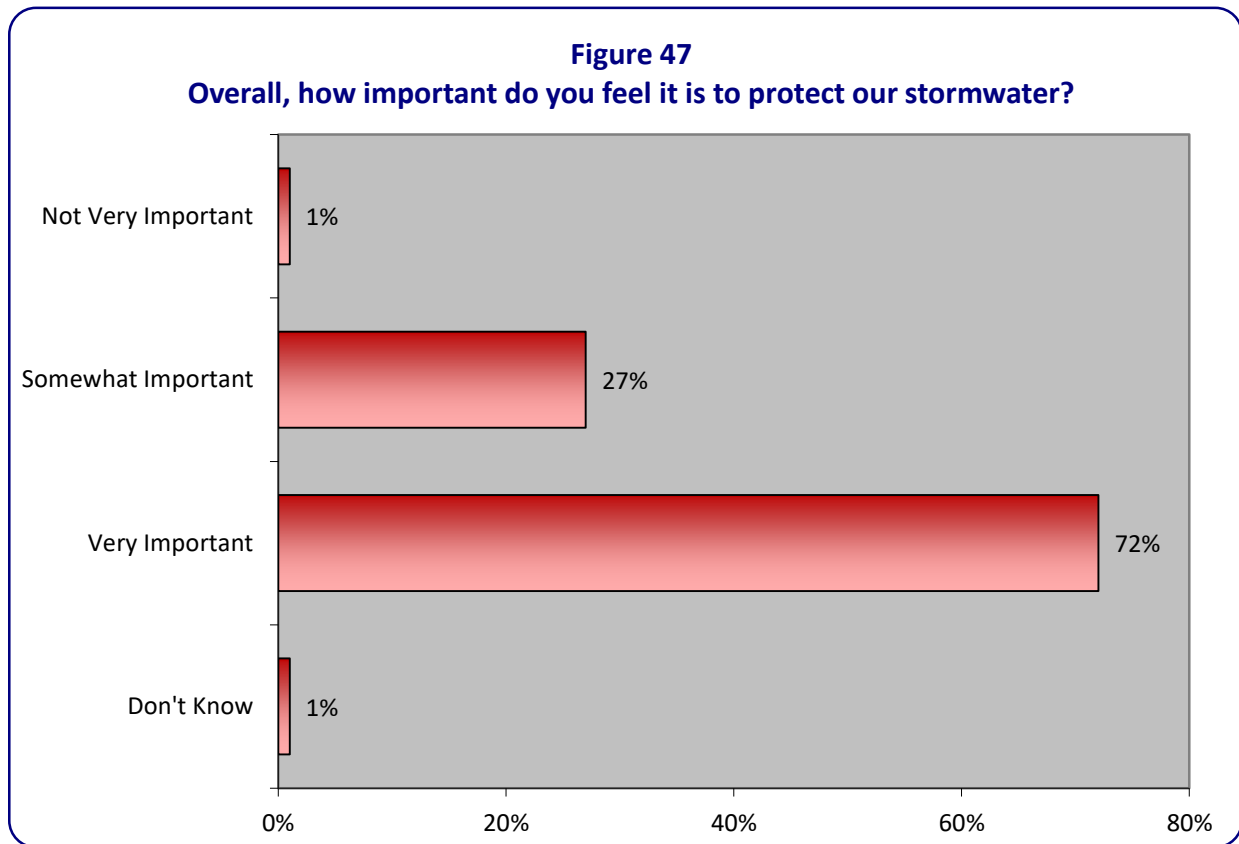
As Figure 45 illustrates, 53% of respondents said that based on what they know, local governments are required to keep stormwater clean.



When asked if they feel there is a difference between conserving water and protecting stormwater, 79% of respondents answered “yes.” For details, see Figure 46.



As Figure 47 illustrates, 72% of respondents said they feel it is “very important” to protect our stormwater, while 27% said it is “somewhat important.”



Respondent Demographics

As Figure 48 illustrates, there was a fairly even distribution of male and female respondents, as 51% of respondents were men and 49% were women.

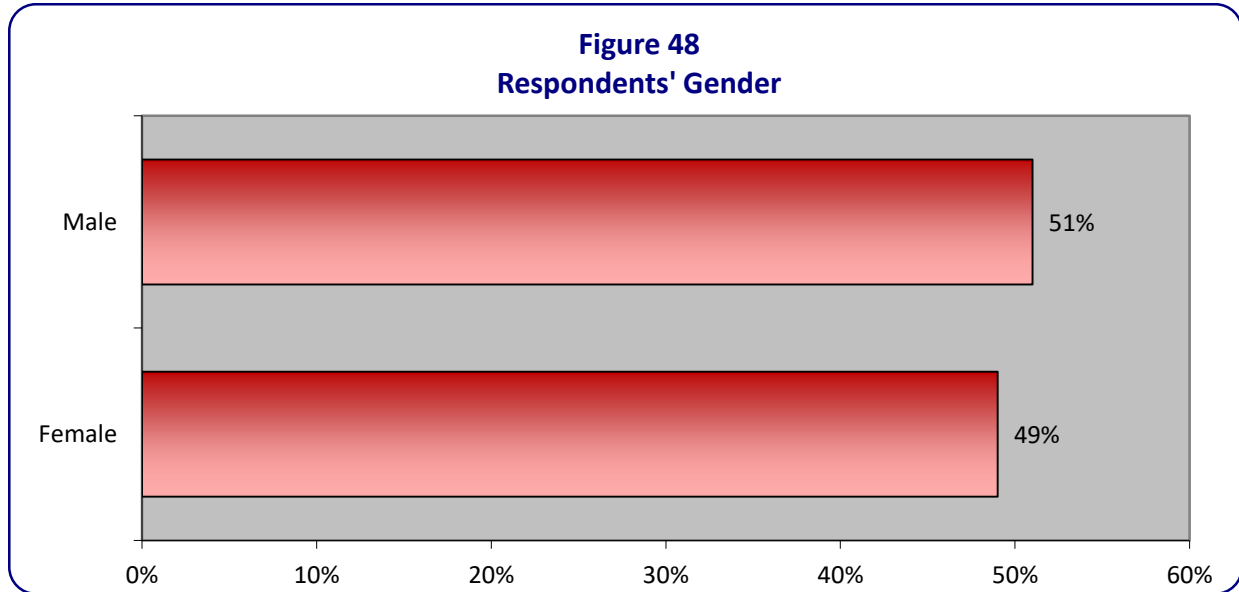


Figure 49 illustrates the distribution of respondents within each age category. The average age of respondents was 35 to 44 (3.30 average mean, 3.00 median).

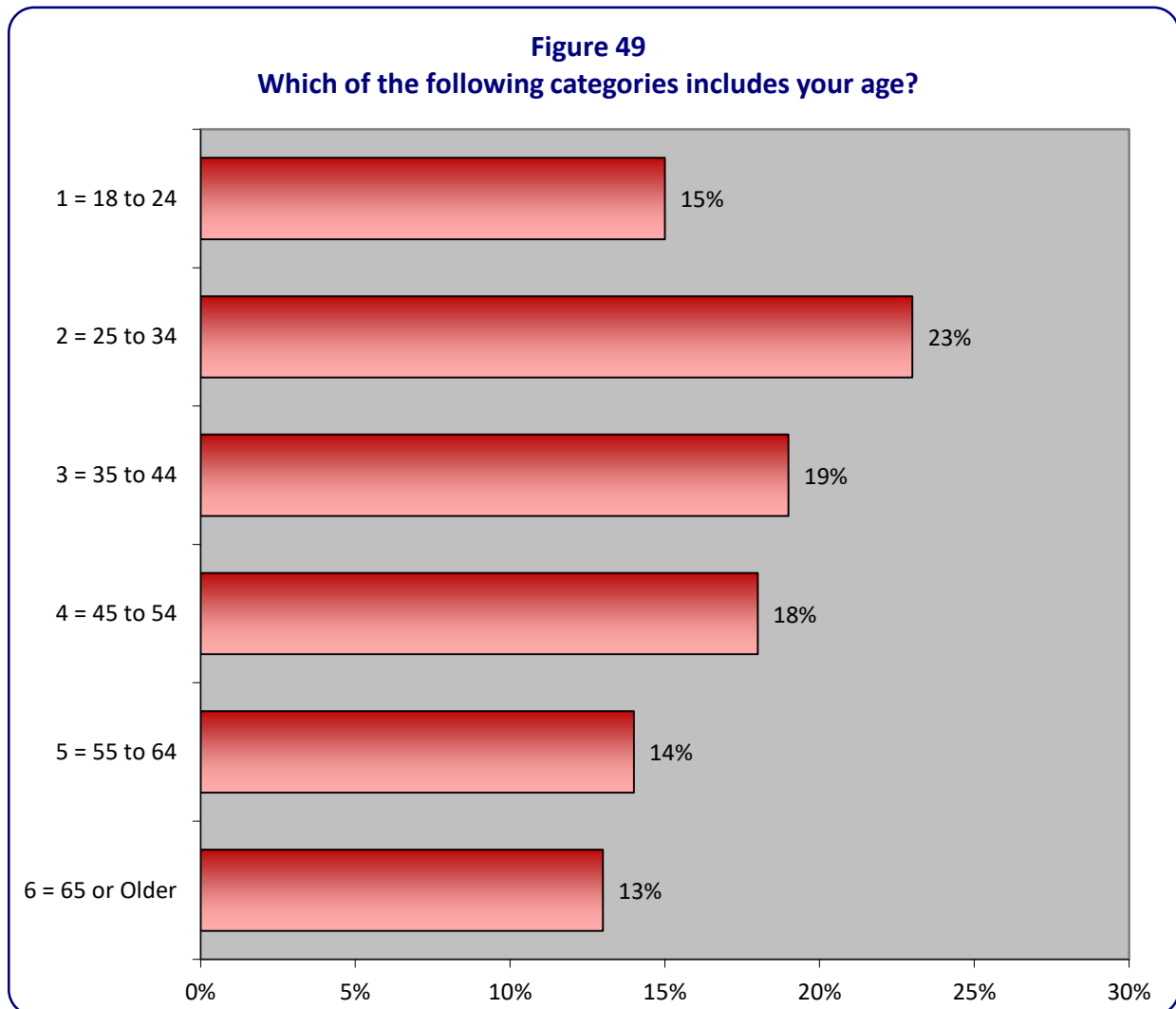
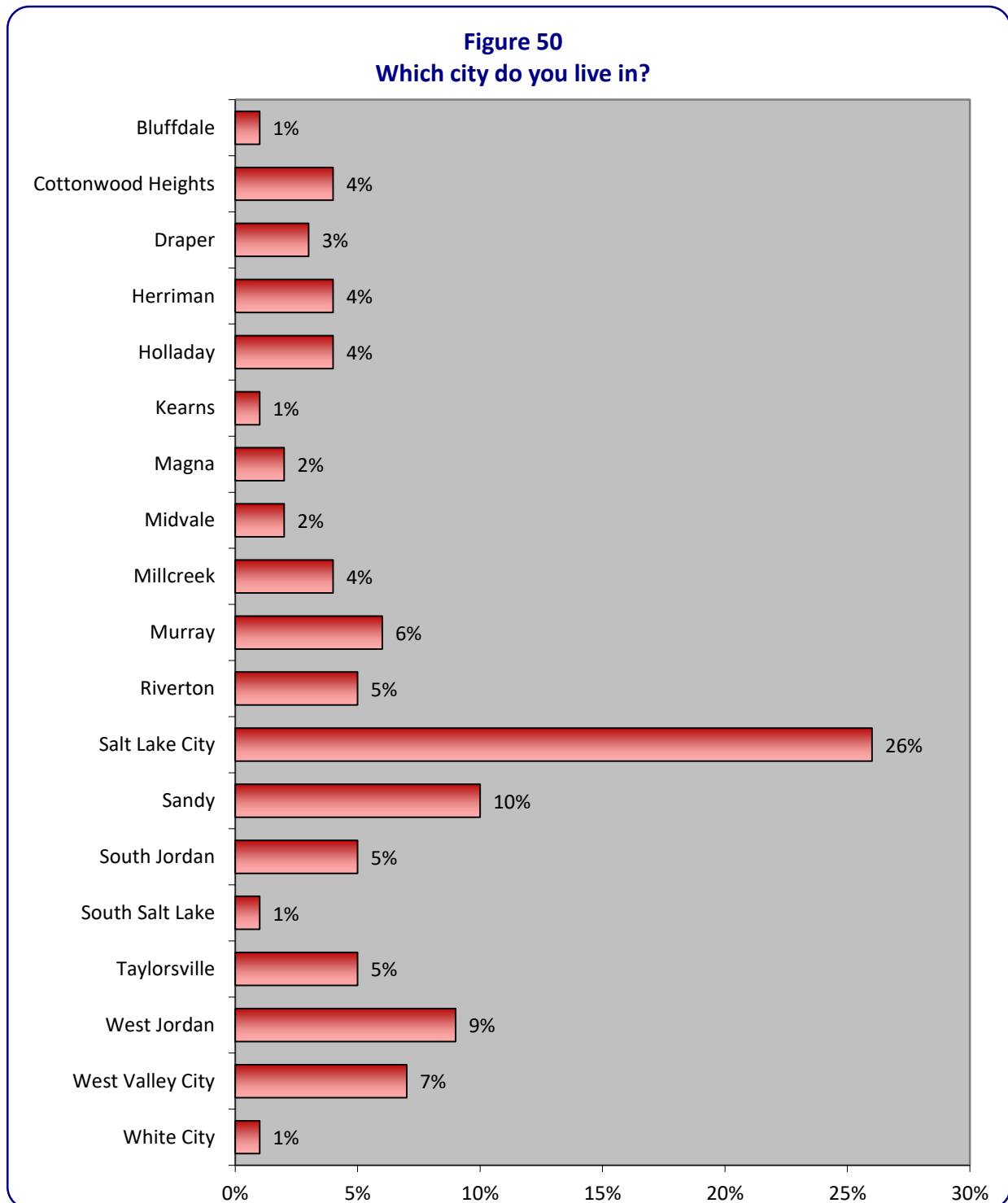
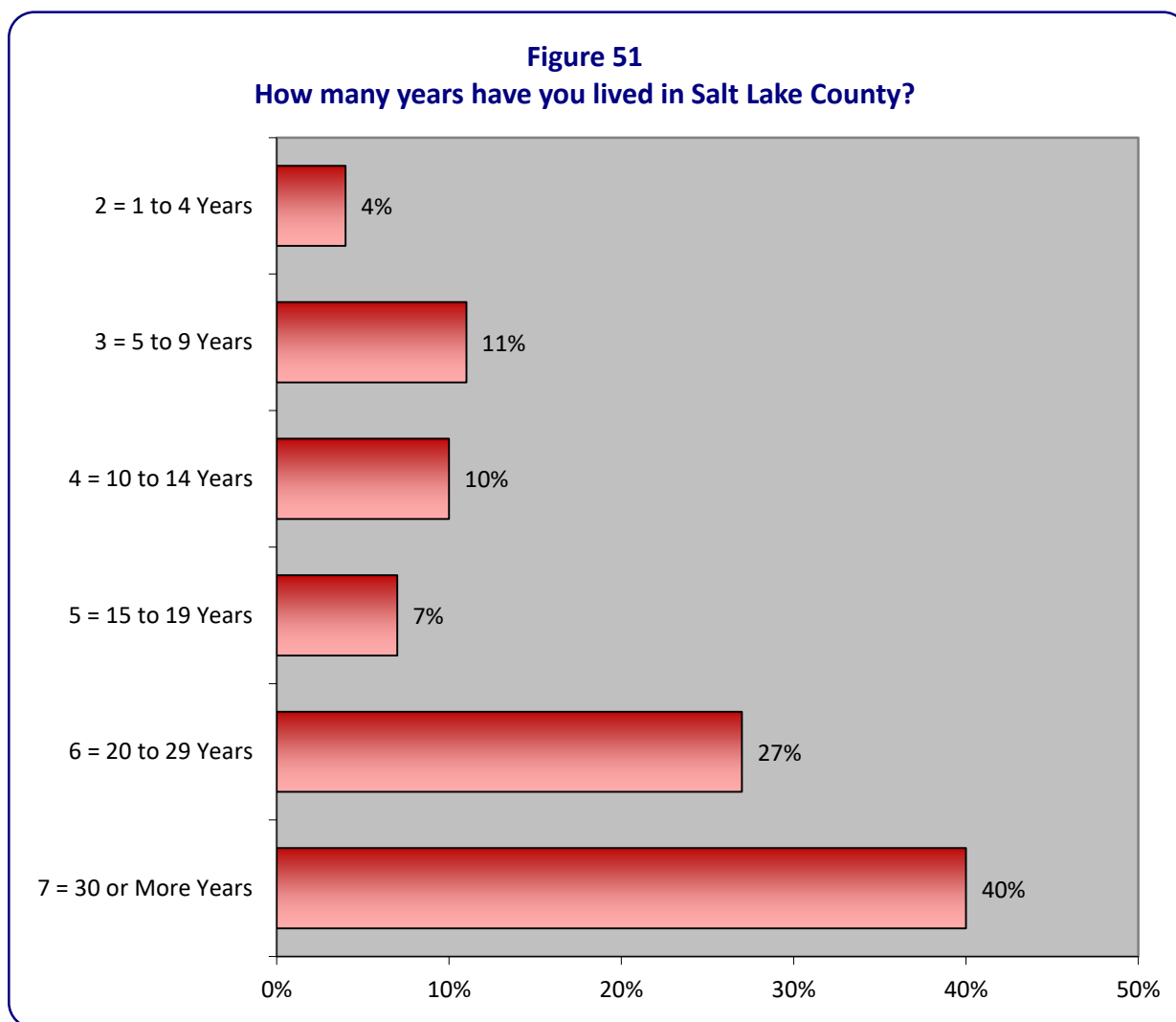


Figure 50 illustrates the distribution of respondents residing within each city in Salt Lake County.



As Figure 51 illustrates, 40% of respondents said they have lived in Salt Lake County for 30 years or more, while 27% said they have lived in the county for 20 to 29 years. The average respondent reported living in the county for 15 to 19 years (5.63 average mean, 6.00 median).



As Figure 52 illustrates, 73% of respondents said they own their homes, while 25% said they rent.

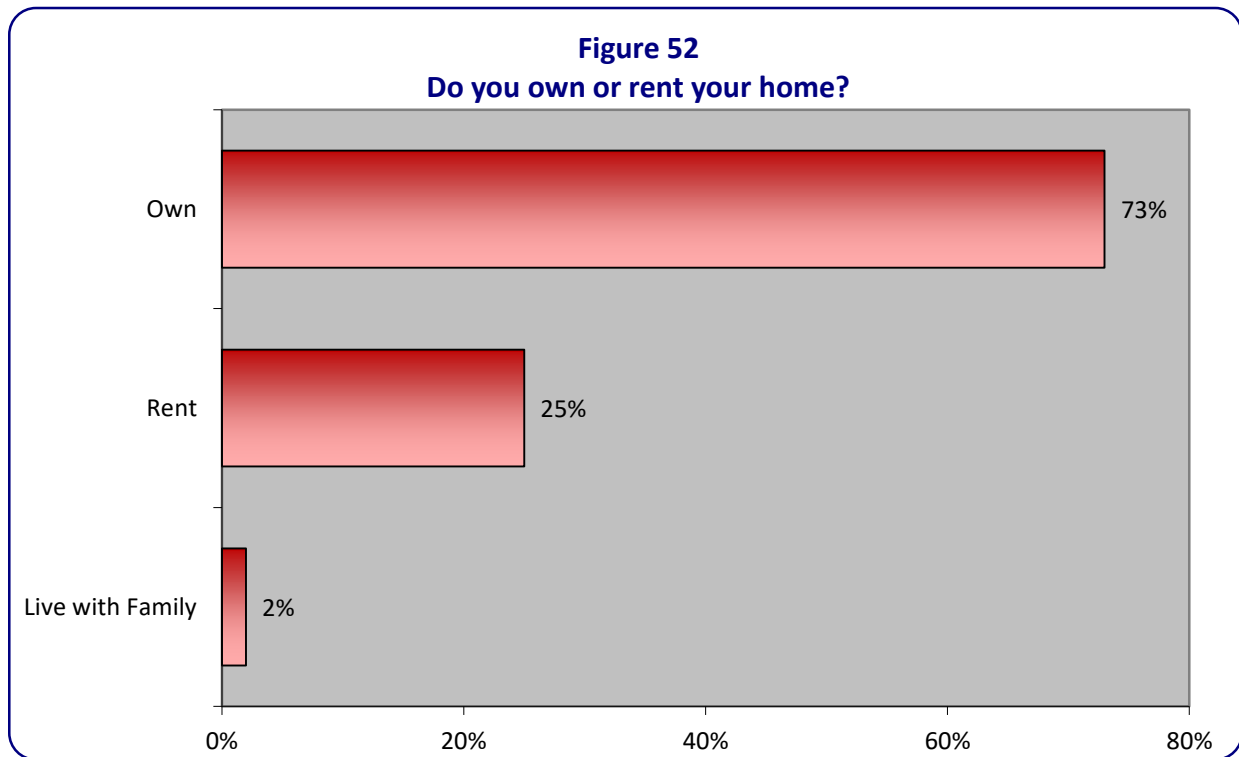


Figure 53 illustrates the distribution of respondents in regard to highest level of education completed.

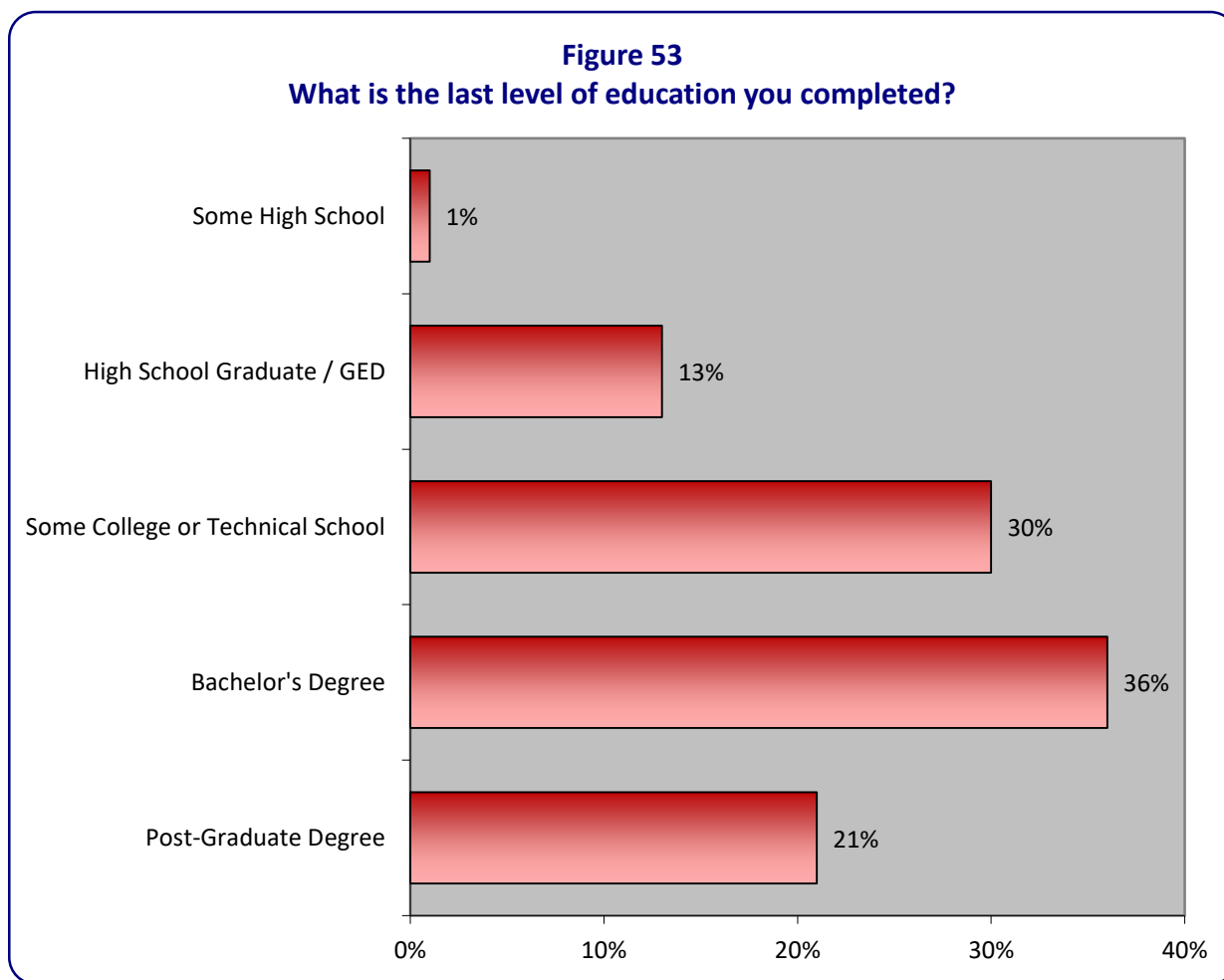


Figure 54 illustrates the distribution of respondents in regard to political affiliation.

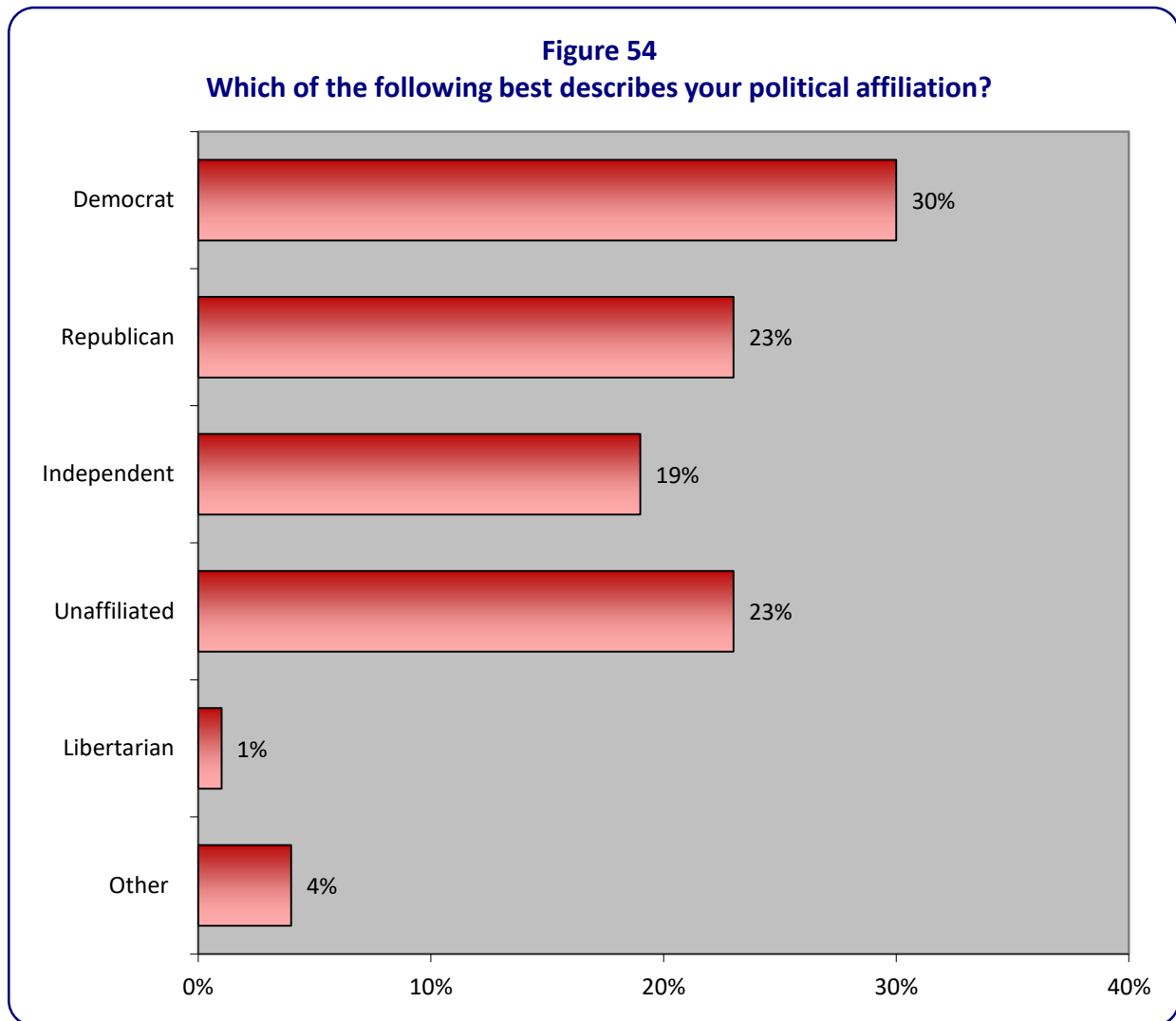


Figure 55 illustrates respondents' political viewpoints, in general.

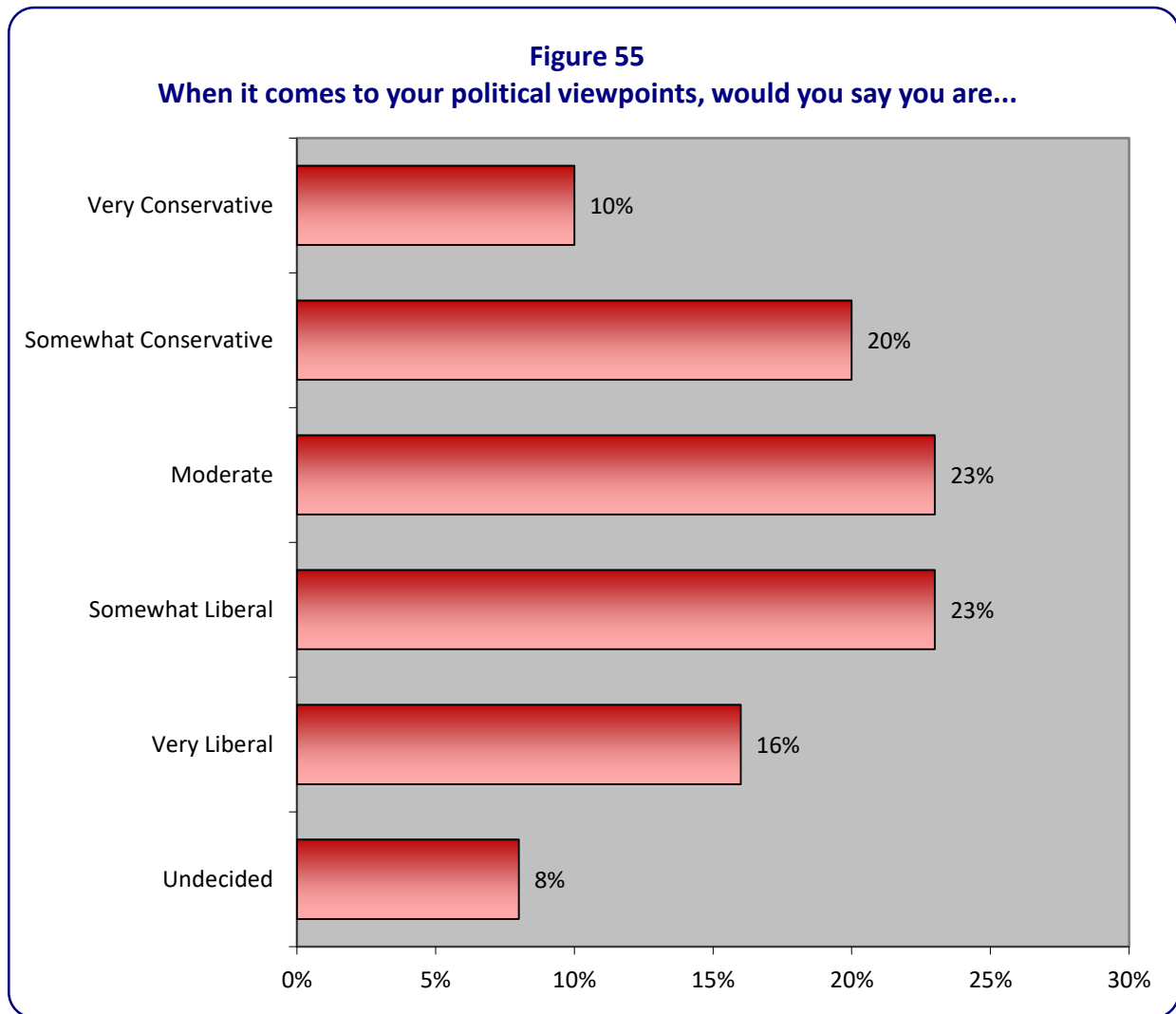
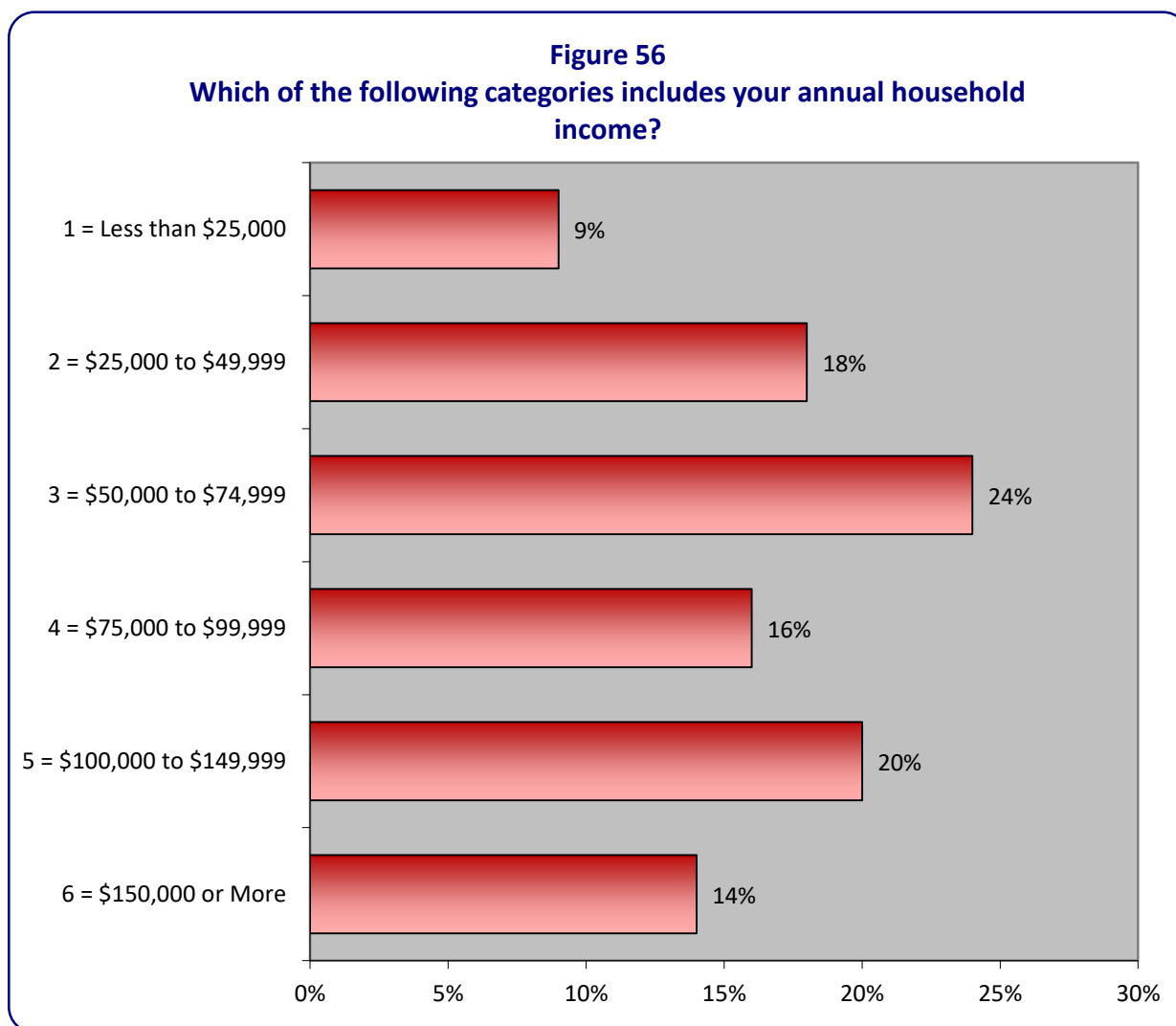


Figure 56 illustrates the distribution of respondents within each annual household income category. The average respondent reported having an annual household income of \$50,000 to \$74,999 (3.60 average mean, 3.00 median).



Segment Analysis

In this section of the report, similarities and differences among segments within the survey population are examined. The following descriptions and charts present the statistically significant differences among respondents by segment. These include the following:

- Gender
- Age
- Region of Salt Lake County
- Annual Household Income
- Length of Time Lived in Salt Lake County
- Whether Respondents are Owners or Rent their Home
- Last Completed Education
- Political Party Affiliation
- Political Philosophy

Statistical significance is defined as a difference in value that is too large to be attributed to chance alone, thus describing the relationship that exists between the demographic variable of interest and the survey responses.

Segment Analysis by Gender

This portion of the analysis examines significant differences between male and female respondents.

Going Green: Men (25%) were more likely than women (17%) to use “going green” to describe them and their family’s behavior.

Stormwater Flow

- Men (40%) were more likely than women (33%) to say that stormwater from their neighborhood flows into the Jordan River.
- Men (6%) were more likely than women to say that stormwater from their neighborhood flows into the Little Cottonwood Creek.
- Women (37%) were more likely than men (25%) to say they don’t know which local creek or river stormwater from their neighborhood flow into.

Treatment Plant: Women (13%) were more likely to say that all of Salt Lake County’s stormwater goes to a treatment plant than men (5%).

- In contrast, men (13%) were more likely to say that none of the stormwater goes to a treatment plant than women (7%).

Nearest Storm Drain: Women (48%) were more likely than men (34%) to say they didn’t know where the nearest storm drain is in their neighborhood.

Storm Drain Pollution: Women (11%) were more likely than men (6%) to say they don’t know if stormwater pollution is a problem in Salt Lake County.

In general, men were more likely to apply lawn treatment to their yard, while women were more likely to either have a family member apply lawn treatment or they don’t use lawn treatment. Please see Segment Analysis Table 2.

SEGMENT ANALYSIS TABLE 2
Who Applies Lawn Treatment to Their Lawn
Statistically Higher Averages Are Highlighted in Green

	Men	Women
Self	56%	35%
Family Member	2%	17%
Professional	23%	25%
Don't Use Lawn Treatment	13%	20%

In general, men were more likely than women to recognized “dumping oil,” “chemical spills on driveways or roads,” and “pollution from factories” as ways that stormwater can be polluted. In contrast, women were more likely than men to mention “pet waste.” See Segment Analysis Table 1 for more information.

SEGMENT ANALYSIS TABLE 1
Various Ways in Which Stormwater Can Be Polluted
Statistically Higher Percentages Are Highlighted in Green

	Men	Women
Dumping Chemicals/Paint	14%	15%
Dumping Oil	18%	11%
Fertilizer on the Lawn	11%	9%
Oil/Chemical Spills on Driveways or Roads	26%	15%
Pet Waste Left on Grass or Driveway	4%	9%
Trash in the Gutter/Drain	36%	36%
Air Pollution/Exhaust/Inversion	9%	11%
Pollution from Factories, Mining, etc.	8%	5%
Cars/Roads in General	10%	8%
Don't Know	6%	11%

Lawn Clippings: Men (22%) were more likely to put their lawn clippings in a green waste bin, compared than women (16%).

- Women (29%) were more likely to put them in a compost bin or garden than men (22%).

Sweeping into the Gutter: Women (70%) were more likely than men (55%) to say sweeping natural things like grass clippings, dirt, and leaves into the gutter is harmful to the environment.

Excess Fertilizer: Men (5%) were more likely than women (0%) to leave excess fertilizer on the sidewalk “every time.”

Impact of Ads: Women (57%) were more likely than men (49%) to say ads about the prevention of stormwater pollution have caused them to think about changing their habits with regards to stormwater.

Importance of Protecting Stormwater: Women (78%) were more likely than men (65%) to feel it is “very important” to protect stormwater.

- In contrast, men (32%) were more likely than women (21%) to feel it is only “somewhat important” to protect stormwater.

Segment Analysis Table 3 illustrates the differences between men and women when it came to where they dispose of their leftover household chemicals.

SEGMENT ANALYSIS TABLE 3
Where Respondents Dispose of Leftover Household Chemicals
Statistically Higher Averages Are Highlighted in Green

	Men	Women
Disposal Facility	68%	52%
Garbage	18%	16%
Store or Business Drop-Off	10%	6%
Pick-up Service	1%	3%
Keep it or Use it all/Don't have to Dispose	7%	10%
Someone Else Takes Care of It	0%	3%
Don't Know	4%	11%

Segment Analysis by Age

In this section of the report, respondents were segmented into six groups based on their age: 18 to 24, 25 to 34, 35 to 44, 45 to 54, 55 to 64, and 65 or older.

Stormwater Flow

- Respondents ages 45-54 (45%) were more likely than those ages 18-24 (24%) to say stormwater in their neighborhood flows into the Jordan River.
- In contrast, respondents ages 18-24 (52%) were more likely than respondents ages 25 or older (19-35%) to say they don't know where the stormwater in their neighborhood flows.

Treatment Plants: In general, younger respondents were more likely than older respondents to say some of Salt Lake County's stormwater goes to a treatment plant.

- **18-24: 68%**
- **25-34: 77%**
- 35-44: 70%
- 45-54: 60%
- **55-64: 55%**
- **65+: 50%**

Nearest Storm Drain: In general, older respondents were more likely than younger respondents to say they know where the nearest storm drain is in their neighborhood.

- **18-24: 38%**
- **25-34: 49%**
- 35-44: 67%
- 45-54: 67%
- 55-64: 71%
- 65 or Older: 64%

Causes of Stormwater Pollution: In general, older respondents were more likely than younger respondents to mention "fertilizer on the lawn" when asked how stormwater can be polluted.

- **18-24: 2%**
- 25-34: 8%
- 35-44: 11%
- 45-54: 15%
- 55-64: 12%
- 65 or Older: 13%

Contributor to Stormwater Pollution: When asked who is the largest contributor to stormwater pollution, respondents ages 65 or older (16%) were more likely to mention "animals" than respondents ages 18-24 (2%), 25-34 (5%), and 35-44 (5%).

Who Mows the Lawn: In general, older respondents were more likely than younger respondents to say they “mow their own lawn.” Younger respondents were more likely than older respondents to say they don’t have a lawn. See Segment Analysis Table 4 for more details.

SEGMENT ANALYSIS TABLE 4
Respondents Who Mow Their Own Lawn
Statistically Higher Percentages Are Highlighted in Green
Statistically Lower Percentages Are Highlighted in Red

	18-24	25-34	35-44	45-54	55-64	65+
Yes	60%	66%	79%	77%	74%	61%
No, Someone Else Does	18%	17%	16%	15%	20%	32%
Don't Have a Lawn	23%	17%	5%	7%	7%	7%

Segment Analysis Table 5 shows the differences between younger and older respondents when it came to whether they agree or disagree with the statement “Applying fertilizer before a rainstorm makes it work better.” In general, older respondents were more likely than younger respondents to agree with the statement.

SEGMENT ANALYSIS TABLE 5
Responses to “Applying Fertilizer Before a Rainstorm Makes It Work Better”
Statistically Higher Percentages Are Highlighted in Green
Statistically Lower Percentages Are Highlighted in Red

	18-24	25-34	35-44	45-54	55-64	65+
TOTAL DISAGREE	53%	41%	34%	33%	28%	18%
Strongly Disagree	25%	22%	19%	21%	16%	9%
Somewhat Disagree	28%	19%	15%	12%	12%	10%
Neutral / Unsure	21%	19%	17%	16%	18%	18%
Somewhat Agree	20%	25%	23%	22%	24%	23%
Strongly Agree	7%	15%	26%	29%	30%	40%
TOTAL AGREE	26%	40%	49%	51%	54%	64%

Owning a Dog: Respondents ages 65 or older (29%) were less likely to say they own a dog than respondents younger than 65 (45-54%).

Commercial Car Wash: More respondents ages 18-24 (41%) and 25-34 (44%) feel washing a vehicle at a commercial car wash is harmful to the environment than respondents ages 55-64 (25%) and 65 or older (17%).

Segment Analysis Table 6 illustrates the differences between ages when it came to where they dispose of their leftover household chemicals. In general, older respondents were more likely than younger respondents to dispose of leftover household chemicals at a disposal facility.

SEGMENT ANALYSIS TABLE 6
Where Respondents Dispose of Leftover Household Chemicals

Statistically Higher Averages Are Highlighted in Green

Statistically Lower Percentages Are Highlighted in Red

	18-24	25-34	35-44	45-54	55-64	65+
Disposal Facility	39%	53%	64%	62%	73%	73%
Garbage	29%	22%	14%	16%	7%	8%
Store or Business Drop-Off	6%	9%	5%	7%	13%	6%
Keep it or Use it all/Don't have to Dispose	8%	12%	9%	9%	7%	3%
Don't Know	16%	8%	7%	6%	3%	4%

Leftover Chemicals: Respondents ages 18-24 (21%) were more likely than respondents ages 45-54 (8%), 55-64 (3%), and 65 or older (6%) to say it is okay to throw leftover chemicals into the garbage can.

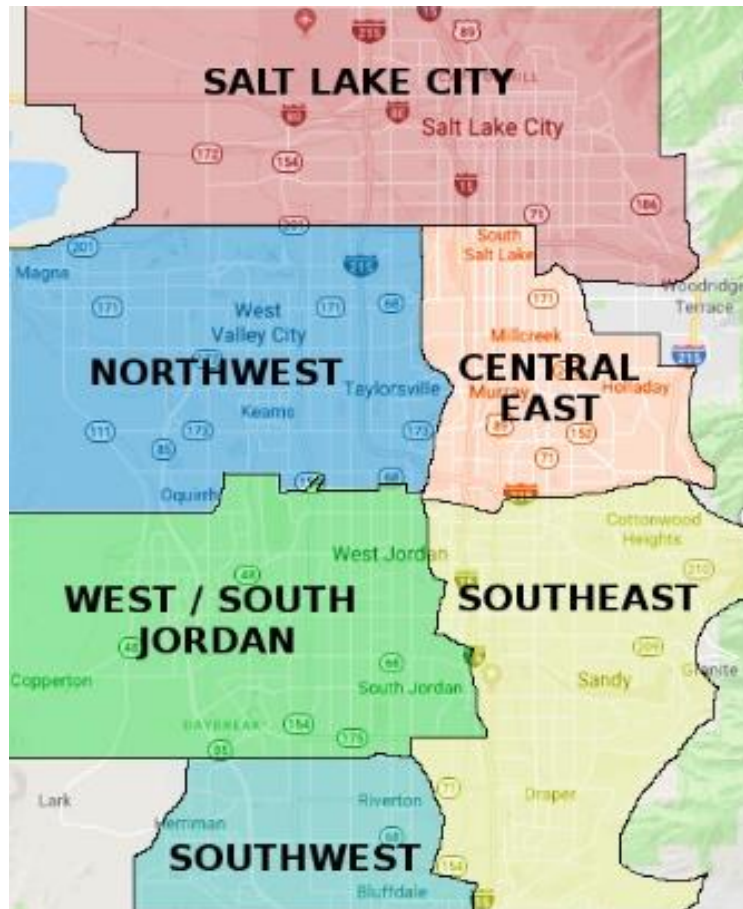
Advertising Awareness

- Respondents ages 35 or older (42-52%) were more likely to have heard or seen promotions or ads about stormwater or the prevention of stormwater pollution than were respondents ages 18-34 (21%).
 - Respondents ages 55-64 (88%) were more likely to have seen those ads or promotions on "television" than were respondents ages 18-24 (60%), 25-34 (53%), and 35-44 (59%).
- Respondents ages 35 or older (85-89%) were more likely than respondents ages 18-24 (70%) to have heard the slogan "We All Live Downstream."
- Overall, respondents ages 35 or older (19-27%) were more likely than respondents ages 18-34 (7-8%) to say the stormwater promotions or ads are "very informative."
 - In contrast, respondents ages 25-34 (34%) were more likely than respondents ages 35 or older (12-18%) to say the stormwater promotions or ads are "not very informative."

Segment Analysis by Region

For this portion of the analysis, respondents were segmented into four groups according to the region of Salt Lake County in which they live:

- **Salt Lake City**
- **Northwest** (Magna, West Valley City, Kearns, Taylorsville)
- **Central East** (South Salt Lake, Millcreek, East Millcreek, Murray, Holladay)
- **Southeast** (Midvale, Cottonwood Heights, Sandy, Draper, White City)
- **West and South Jordan**
- **Southwest** (Riverton, Herriman, Bluffdale)



Environmentally Conscious: **Salt Lake City** residents (65%) and **Central East** residents (57%) were more likely than **West and South Jordan** residents (32%) and **Southwest** residents (37%) to say they “definitely” consider themselves environmentally conscious.

Go Green: **Salt Lake City** residents (74%) were more likely to use “going green” to describe their family’s behavior than **Southeast** (58%), **West and South Jordan** (56%), and **Southwest** (48%) residents.

Segment Analysis Table 7 illustrates the differences between area residents and which local creeks or rivers they said the stormwater from their neighborhood flows.

SEGMENT ANALYSIS TABLE 7
Which Rivers or Creeks Respondents Think Local Stormwater Flow

Statistically Higher Averages Are Highlighted in Green

Statistically Lower Percentages Are Highlighted in Red

	Salt Lake City	Northwest	Central East	Southeast	Jordan	Southwest
Big Cottonwood Creek	1%	0%	15%	16%	1%	0%
Jordan River	25%	51%	25%	24%	57%	54%
Little Cottonwood Creek	2%	2%	10%	10%	1%	0%
Millcreek	14%	0%	29%	1%	1%	0%
Nearby Canal	1%	12%	2%	4%	7%	6%
Red Butte Creek	8%	0%	0%	0%	0%	0%
City Creek	14%	1%	0%	0%	0%	0%
Don't Know	31%	34%	23%	42%	21%	27%

Contributors to Stormwater Pollution: **Southeast** residents (12%) were more likely to say “animals” are the largest contributor to stormwater pollution than **Salt Lake City** residents (3%).

Lawn Clippings

- **Northwest** (38%), **Central East** (31%), and **Southeast** (40%) residents are more likely to put their lawn clippings in the “garbage” than are **Salt Lake City** (15%) and **West and South Jordan** (17%) residents.
- **West and South Jordan** residents (43%) were more likely than all other residents (6-27%) to say they put their lawn clippings in a “green waste bin.”
 - **Salt Lake City** residents (27%) were the second most likely to say they put their lawn clippings in a “green waste bin.”

Segment Analysis Table 8 shows the significant differences among residents in various regions when it came to who applies lawn treatment to their lawns.

SEGMENT ANALYSIS TABLE 8
Who Applies Lawn Treatments to Their Lawn
Statistically Higher Averages Are Highlighted in Green
Statistically Lower Percentages Are Highlighted in Red

	Salt Lake City	Northwest	Central East	Southeast	Jordan	Southwest
Self	32%	53%	45%	42%	54%	59%
Family Member	10%	9%	9%	8%	12%	9%
Professional	19%	16%	27%	33%	25%	26%
Don't Use Lawn Treatments	31%	14%	17%	13%	6%	9%

Applying Fertilizer before a Rainstorm: In general, **Southwest** residents (63%) were more likely than **Salt Lake City** (39%) and **Southeast** (42%) residents to say they agree with the following statement: "Applying fertilizer before a rainstorm makes it work better."

- **Southwest** residents (38%) were more likely than **Northwest** (20%) and **Salt Lake City** (16%) residents to say they "strongly agree" with that statement.

Disposing of Dog Waste: **Salt Lake City** residents (92%) are more likely to "bag their dog's waste or throw it in the trash" than are **Northwest** (74%) and **West and South Jordan** (67%) residents.

Washing Vehicle: **Salt Lake City** (7%) and **West and South Jordan** (11%) residents were more likely to say they "never or rarely wash their vehicle" than were **Central East** (0%) and **Southeast** (1%) residents.

- **Salt Lake City** residents (46%) were also more likely than **Southeast** (22%) and **Southwest** (24%) residents to say that washing a vehicle at a commercial car wash is harmful to the environment.

Disposing Leftover Household Chemicals: **Northwest** residents (72%) were more likely than **Salt Lake City** residents (54%) to say they dispose of leftover household chemicals at a "disposal facility."

Segment Analysis by Income

For this portion of the analysis, respondents were segmented into five groups based their annual household income: less than \$50,000; \$50,000 to \$74,999; \$75,000 to \$99,999; \$100,000 to \$149,999; and \$150,000 or more.

Stormwater Flow: Respondents with incomes less than \$50,000 (38%) were more likely than respondents with incomes of \$75,000 to \$99,999 (22-23%) to say they don't know into which local creeks or river stormwater from their neighborhood flows.

Impact of Stormwater: Respondents with incomes of \$50,000 to \$74,999 (67%) were more likely those with incomes less than \$50,000 (47%) to say they agree with the following statement: "Stormwater impacts my family when we are at local parks or trail ways."

- Respondents with incomes of \$50,000 to \$74,999 (38%), \$75,000 to \$99,999 (30%), and \$150,000 or more (31%) were more likely than respondents with incomes less than \$50,000 (17%) to say they "strongly agree" with that statement.

Nearest Storm Drain: Respondents with incomes more than \$75,000 (62%-69%) were more likely to know where the nearest storm drain is in their neighborhood than those with incomes less than \$50,000 (46%).

Stormwater Pollution: Respondents with incomes of \$50,000 to \$74,999 (42%) and \$75,000 to 99,999 (49%) were more likely to say that stormwater is polluted by "trash in the gutter/drain" than were respondents with incomes less than \$50,000 (28%) and \$150,000 or more (29%).

- When asked who the largest contributor of stormwater pollution is, respondents with incomes of \$50,000 to \$74,999 (45%), \$75,999 to \$99,999 (51%), and \$100,000 to \$149,999 (48%) were more likely to mention "residents or people" than were respondents with incomes less than \$50,000 (32%).
- In contrast, respondents with incomes less than \$50,000 (55%) were more likely to mention "industrial businesses" than were respondents with incomes of \$100,000 to \$149,999 (39%).

Who Mows the Lawn: Respondents with incomes of \$50,000 or more (72-82%) were more likely to say they mow their own lawn than were respondents with incomes of less than \$50,000 (55%).

- In contrast, respondents with incomes less than \$50,000 (23%) were more likely to say they "do not have a lawn" than were respondents with incomes greater than \$50,000 (5-10%).

Applying Lawn Treatment: Respondents with incomes of \$75,000 to \$99,999 (54%) were more likely to apply lawn treatment to their own lawns than were respondents with incomes less than \$50,000 (35%).

- In contrast, respondents with incomes less than \$50,000 (23%) were more likely to "not use lawn treatments" than were respondents with incomes of \$100,000 to \$149,999 (9%).

Owning a Dog: Respondents with incomes of \$75,000 to \$99,999 (60%) and \$150,000 or more (59%) were more likely to own a dog than were respondents with incomes less than \$50,000 (33%) and \$50,000 to \$74,999 (41%).

Segment Analysis by Length of Time Lived in Salt Lake County

For this portion of the analysis, respondents were separated into four groups based on how long they had lived in Salt Lake County: fewer than 10 years, 10-19 years, 20-29 years, and 30 years or more.

Stormwater Flow: Respondents who have lived in Salt Lake County 30 years or more (41%) were more likely to say that stormwater from their neighborhood flows into “Jordan River” than were respondents who have lived in Salt Lake County for fewer than 10 years (25%).

Treatment Plant: 76% of respondents who have lived in Salt Lake County fewer than 10 years said that “some” of Salt Lake County’s stormwater goes to a treatment plant. This is compared to only 59% of those who have lived in Salt Lake County 10-19 years and 62% who have lived in the county 30 years or more.

Dirt-Free Stormwater: Respondents who have lived in Salt Lake County 10-19 years (26%) were more likely than those that have lived in Salt Lake County 20-29 years (12%) to disagree with the following statement: “It is important to me and my family that stormwater is free of dirt.”

Nearest Storm Drain: Respondents who have lived in Salt Lake County 30 years or more (70%) were more likely than those who have lived in the county fewer than 30 years (48-55%) to say they know where the nearest storm drain is in their neighborhood.

Air Pollution: When asked what ways stormwater can be polluted, respondents who have lived in Salt Lake County fewer than 10 years (16%) were more likely to mention “air pollution/exhaust/inversion” than were respondents who have lived in Salt Lake County 30 years or more (7%).

Who Mows the Lawn: Respondents who have lived in Salt Lake County 10 or more years are more likely to mow their own lawn than are respondents who have lived in Salt Lake County fewer than 10 years.

- Fewer than 10 years: 54%
- 10-19 years: 72%
- 20-29 years: 70%
- 30 years or more: 75%

Lawn Clippings: Respondents who have lived in Salt Lake County fewer than 10 years (11%) were more likely than those that have lived in Salt Lake County 20 or more years (3%) to say they don’t know what happens with their lawn clippings.

Sweeping into the Gutter: Respondents who have lived in Salt Lake County 10-19 years (67%) and 30 years or more (69%) were more likely than respondents who have lived in Salt Lake County fewer than 10 years (47%) to say it is harmful to the environment to sweep natural things like grass clippings, dirt, and leaves into the gutter.

Segment Analysis Table 9 and Table 10 show the differences among respondents who have lived in the county for a short or long time, with respect to their opinion about (Table 9) fertilizing before a rainstorm and (Table 10) the effects fertilizing has on the environment.

SEGMENT ANALYSIS TABLE 9
“Applying Fertilizer Before a Rainstorm Makes It Work Better”

Statistically Higher Averages Are Highlighted in Green

Statistically Lower Percentages Are Highlighted in Red

	0-9 Years	10-19 Years	20-29 Years	30+ Years
TOTAL DISAGREE	39%	45%	37%	28%
Strongly Disagree	24%	22%	19%	16%
Somewhat Disagree	15%	23%	17%	12%
Neutral/Unsure	22%	16%	18%	18%
Somewhat Agree	25%	20%	23%	24%
Strongly Agree	14%	19%	22%	31%
TOTAL AGREE	39%	39%	45%	54%

SEGMENT ANALYSIS TABLE 10
“Over Fertilizing Can Cause a Problem for the Environment”

Statistically Higher Averages Are Highlighted in Green

Statistically Lower Percentages Are Highlighted in Red

	0-9 Years	10-19 Years	20-29 Years	30+ Years
TOTAL DISAGREE	9%	10%	5%	3%
Strongly Disagree	4%	3%	3%	2%
Somewhat Disagree	5%	7%	3%	1%
Neutral/Unsure	8%	4%	1%	6%
Somewhat Agree	26%	22%	30%	27%
Strongly Agree	57%	64%	63%	64%
TOTAL AGREE	83%	86%	94%	91%

Washing Vehicle: In general, respondents who have lived in Salt Lake County 10-19 years (65%) and 20-29 years (64%) were more likely than those who have lived in the county 30 years or more (50%) to say they “feel washing a vehicle at home on the grass is harmful to the environment.”

Respondents who have lived in Salt Lake County 20-29 years (42%) were more likely than those who have lived in the county 30 years or more (28%) to say they “feel washing a vehicle at a commercial car wash is harmful to the environment.”

Segment Analysis Table 11 show the differences among respondents who have lived in the county for a short or long time, with respect to whether or not it is legal or okay to dispose of any material like oil, paint, fertilizer, and detergent in storm drains and gutters.

SEGMENT ANALYSIS TABLE 11
“Is It Legal to Dispose of Any Material in Storm Drains”

Statistically Higher Averages Are Highlighted in Green

Statistically Lower Percentages Are Highlighted in Red

	0-9 Years	10-19 Years	20-29 Years	30+ Years
Definitely Not	76%	83%	83%	90%
Probably Not	9%	8%	6%	2%
Probably	6%	2%	2%	0%
Definitely	8%	7%	8%	8%

Disposing of Leftover Household Chemicals

- Respondents who have lived in Salt Lake County 30 years or more (67%) were more likely to say they dispose of leftover household chemicals at “disposal facilities” than were respondents who have lived in Salt Lake County fewer than 30 years (53-57%).
- Respondents who have lived in Salt Lake County fewer than 30 years (18-25%) were more likely to dispose of leftover household chemicals in the “garbage” than were respondents who have lived in Salt Lake County 30 years or more (9%).

Throwing Away Leftover Chemicals into Garbage: Respondents who have lived in Salt Lake County fewer than 10 years (17%) were more likely to say it is okay to throw leftover chemicals into their garbage can than were respondents who have lived in Salt Lake County 30 years or more (7%).

Advertising Awareness

- Overall Awareness: Respondents who have lived in Salt Lake County 30 years or more (51%) were more likely to have heard or seen promotions or ads about stormwater or the prevention of stormwater pollution than were respondents who have lived in Salt Lake County fewer than 10 years (21%), 10-19 years (30%), and 20-29 years (30%).
- We All Live Downstream: The longer a respondent has lived in Salt Lake County, the more likely they are to have heard the slogan “we all live downstream.”
 - Fewer than 10 years: 59%
 - 10-19 years: 76%
 - 20-29 years: 86%
 - 30 years or more: 93%

Segment Analysis Table 12 show the differences among respondents who have lived in the county for a short or long time, with respect to how informative the stormwater promotions or ads are in making citizens aware of stormwater issues.

SEGMENT ANALYSIS TABLE 12
How Informative the Stormwater Promotions or Ads Are

Statistically Higher Averages Are Highlighted in Green

Statistically Lower Percentages Are Highlighted in Red

	0-9 Years	10-19 Years	20-29 Years	30+ Years
Not at All Informative	16%	6%	7%	4%
Not Very Informative	26%	26%	27%	13%
Somewhat Informative	36%	50%	44%	51%
Very Informative	9%	12%	13%	27%
Don't Know	13%	7%	9%	5%

Segment Analysis by Whether Respondents Own or Rent Home

In this section, respondents were separated into two groups based on whether they are homeowners or renters.

Segment Analysis Table 13 illustrates the differences between owners and renters when it came to which local creeks or rivers they feel storm water from their neighborhood flows into.

SEGMENT ANALYSIS TABLE 13
Which Rivers or Creeks Respondents Think Local Stormwater Flow
 Statistically Higher Percentages Are Highlighted in Green

	Own	Rent
Big Cottonwood Creek	6%	4%
Jordan River	39%	28%
Little Cottonwood Creek	5%	2%
Millcreek	9%	7%
Nearby Canal	5%	4%
City Creek	3%	6%
Don't Know	25%	45%

Nearest Storm Drain: Homeowners (66%) were more likely than renters (39%) to say they know where the nearest storm drain is located.

When asked how stormwater in Salt Lake County can be polluted, homeowners were more likely to list “dumping chemicals/paint” and “fertilizer from the lawn,” while renters were more likely to list “air pollution.” See Segment Analysis Table 14 for more information.

SEGMENT ANALYSIS TABLE 14
Various Ways in Which Stormwater Can Be Polluted
 Statistically Higher Percentages Are Highlighted in Green

	Own	Rent
Dumping Chemicals/Paint	16%	10%
Dumping Oil	15%	13%
Fertilizer on the Lawn	12%	5%
Oil/Chemical Spills on Driveway or Roads	21%	21%
Pet Waste Left on Grass or Driveway	7%	3%
Trash in the Gutter/Drain	36%	36%
Air Pollution / Exhaust / Inversion	7%	17%

Contributors to Stormwater Pollution

- Homeowners (45%) were more likely than renters (36%) to say “residents or people” is the largest contributor to stormwater pollution.
 - In contrast, renters (58%) were more likely than homeowners (42%) to say “industrial businesses” is the largest contributor to stormwater pollution.

Mowing the Lawn: As expected, homeowners (77%) are more likely to mow their own lawn than renters (49%). In contrast, renters (24%) were more likely than homeowners (17%) to say someone else mows their lawn.

- 28% of renters said they do not have a lawn, compared to only 6% of homeowners.

Lawn Clippings: Homeowners (20%) are more likely to leave their lawn clippings on the lawn than are renters (10%).

- In contrast, renters (9%) were more likely than homeowners (3%) to say they don’t know what happens with their lawn clippings.

In general, homeowners were more likely than renters to say they have a family member apply lawn treatment to their lawn or they do it themselves. See Segment Analysis Table 15 for more information.

SEGMENT ANALYSIS TABLE 15
Who Applies Lawn Treatment to Your Lawn?
 Statistically Higher Percentages Are Highlighted in Green

	Own	Rent
Self	52%	25%
Family Member	10%	3%
Professional	23%	28%
Don't Use Lawn Treatment	14%	25%
HOA/Landlord	1%	4%
Don't Know	2%	10%

Owning a Dog: 49% of homeowners said they own a dog, compared to only 37% of renters.

Washing Vehicles

- Renters (67%) were more likely than homeowners (55%) to say they “feel washing a vehicle at home on the grass is harmful to the environment.”
- Renters (43%) were also more likely than homeowners (30%) to say they “feel washing a vehicle at a commercial car wash is harmful to the environment.”

Segment Analysis Table 16 illustrates the differences between homeowners and renters when it came to their opinions about applying fertilizer before a rainstorm.

SEGMENT ANALYSIS TABLE 16
“Applying Fertilizer Before a Rainstorm Makes It Work Better”
 Statistically Higher Percentages Are Highlighted in Green

	Own	Rent
TOTAL DISAGREE	32%	47%
Strongly Disagree	17%	29%
Somewhat Disagree	15%	19%
Neutral/Unsure	16%	25%
Somewhat Agree	24%	17%
Strongly Agree	28%	10%
TOTAL AGREE	52%	28%

Disposing of Leftover Household Chemicals:

- Homeowners (65%) were more likely than renters (47%) to dispose of their leftover household chemicals at a “disposal facility.”
- In contrast, renters (26%) were more likely than homeowners (12%) to dispose of their leftover chemicals in the “garbage.”
- Similarly, renters (15%) were more likely than owners (9%) to say it is okay to throw leftover chemicals into the “garbage can.”

Advertising Awareness

- Overall Awareness: 42% of homeowners said they have heard or seen promotions or ads about the prevention of stormwater pollution, compared to only 22% of renters.
- We All Live Downstream: Homeowners (86%) were more likely than renters (76%) to have heard the slogan “we all live downstream.”
- Effectiveness of Stormwater Ads: Homeowners (50%) were more likely than renters (40%) to say the stormwater promotions or ads are “somewhat informative.” In contrast, renters (28%) were more likely than homeowners (19%) to say the promotions or ads are “not very informative.”
- Homeowners (55%) were more likely than renters (45%) to say the ads have caused them to think about changing their habits with regards to stormwater and stormwater pollution.

Government Responsibility: Renters (25%) were more likely than homeowners (17%) to say local governments are NOT required to keep stormwater clean.

Segment Analysis by Education Received

For this portion of the analysis, respondents were separated into four groups based on the last level of education they completed: high school graduate or less, some college, Bachelor's Degree, and Post-Graduate Degree.

Stormwater Flow: Respondents with a Post-Graduate Degree (14%) were more likely than those with some college education (6%) to say they stormwater from their neighborhood flows into "Millcreek."

Treatment Plants: Respondents with a Bachelor's Degree (71%) were more likely than high school graduates or less (53%) to say that "some" of the stormwater goes to a treatment plant.

- In contrast, high school graduates or less (29%) were more likely to say they don't know if stormwater goes to a treatment plant than were respondents who received a Bachelor's (11%) or Post-Graduate (13%) degree.

Nearest Storm Drain: Respondents with some college education (63%) or a Post-Graduate Degree (63%) were more likely than high school graduates or less (47%) to say they know where the nearest storm drain is in their neighborhood.

Stormwater Pollution: Respondents with a Post-Graduate Degree (7%) were more likely than those with a Bachelor's Degree (2%) to mention "debris" as a way that stormwater can be polluted. High school graduates or less (14%) were more likely than those with a Post-Graduate Degree (4%) to say they don't know any ways that stormwater can be polluted.

- High school graduates or less (11%) were more likely than those with a Post-Graduate Degree (2%) to say "white collar businesses" is the largest contributor to stormwater pollution.

Conserving Water and Protecting Stormwater: In general, respondents who received at least some college education or more were more likely to say there is a difference between conserving water and protecting stormwater.

- High school graduate or less: 66%
- Some College: 79%
- Bachelor's Degree: 81%
- Post-Graduate Degree: 84%

Segment Analysis by Political Party Affiliation

In this section, respondents were separated into four groups based on their political party affiliation: Democrat, Republican, Independent, or Unaffiliated.

Segment Analysis Table 17 illustrates the differences among respondents with various political party affiliations when it came to whether or not they consider themselves an environmentally conscious person?

SEGMENT ANALYSIS TABLE 17
Would You Consider Yourself an Environmentally Conscious Person?

Statistically Higher Averages Are Highlighted in Green

Statistically Lower Percentages Are Highlighted in Red

	Democrat	Republican	Independent	Unaffiliated
Definitely Not	1%	1%	0%	1%
Probably Not	0%	10%	5%	6%
Probably	33%	54%	43%	50%
Definitely	65%	35%	51%	44%

Segment Analysis Table 18 shows the differences among respondents with various political party affiliations when it came to the connection between their family's behavior and going green.

SEGMENT ANALYSIS TABLE 18
Is Going Green Something You Would Use to Describe You and Your Family's Behavior?

Statistically Higher Averages Are Highlighted in Green

Statistically Lower Percentages Are Highlighted in Red

	Democrat	Republican	Independent	Unaffiliated
Yes	75%	53%	57%	63%
No	14%	28%	21%	23%
Somewhat	9%	18%	20%	13%

Stormwater Runoff: Republicans (45%) were more likely than Democrats (32%) or unaffiliated respondents (31%) to disagree with the following statement: "Stormwater runoff can be a harmful source of pollution to the environment."

Nearest Storm Drain: Republicans (67%) and Independents (67%) were more likely than Democrats (52%) to say they know where the nearest storm drain is in their neighborhood.

Stormwater Pollution in Salt Lake County: 36% of Republicans said the stormwater pollution in Salt Lake County is either “not at all serious” or “not very serious.” This is compared to only 19% of Democrats and 22% of those who are unaffiliated.

- In contrast, 69% of both Democrats and unaffiliated respondents said the stormwater pollution in Salt Lake County is either “somewhat serious” or “very serious.” This is compared to only 56% of Republicans.

Stormwater Pollution: Democrats (7%) were more likely than unaffiliated respondents (1%) to mention “animals/agriculture” as a way that storm water in Salt Lake County can be polluted.

Lawn Treatment: Republicans (51%) and Independents (54%) were more likely to apply lawn treatment to their own lawn themselves than were Democrats (36%).

- In contrast, Democrats (29%) were more likely than Republicans (6%), Independents (16%), and unaffiliated respondents (12%) to say they do not use lawn treatments.

Segment Analysis Table 19 shows the differences among respondents with various political party affiliations when it came to their opinions about applying fertilizer before a rainstorm.

SEGMENT ANALYSIS TABLE 19
“Applying Fertilizer Before a Rainstorm Makes It Work Better”

Statistically Higher Percentages Are Highlighted in Green

Statistically Lower Percentages Are Highlighted in Red

	Democrat	Republican	Independent	Unaffiliated
TOTAL DISAGREE	44%	26%	30%	36%
Strongly Disagree	27%	15%	11%	20%
Somewhat Disagree	17%	11%	19%	16%
Neutral/Unsure	18%	16%	21%	22%
Somewhat Agree	22%	22%	25%	22%
Strongly Agree	15%	37%	24%	20%
TOTAL AGREE	37%	59%	50%	43%

Over Fertilizing: Democrats (75%) and Independents (65%) were more likely than Republicans (48%) to say they “strongly agree” with the following statement: “Over fertilizing can cause a problem for the environment.”

- In contrast, Republicans (39%) were more likely than Democrats (17%) and Independents (25%) to say they “somewhat agree” with that statement.

Segment Analysis Table 20 shows the differences among respondents with various political party affiliations when it came to whether or not various ways of washing a vehicle is harmful to the environment. In general, Democratic respondents were more likely than Republican respondents to say all three ways are harmful to the environment.

SEGMENT ANALYSIS TABLE 20
Various Ways to Wash a Vehicle and if it is Harmful to the Environment

Statistically Higher Percentages Are Highlighted in Green

Statistically Lower Percentages Are Highlighted in Red

% That Said "Yes"	Democrat	Republican	Independent	Unaffiliated
At Home on the Grass	66%	47%	59%	59%
At Home on the Driveway or Street	82%	57%	72%	74%
At a Commercial Car Wash	43%	24%	28%	35%

Government Responsibility: Democrats (24%) and Independents (25%) were more likely than Republicans (10%) to say they think local governments are NOT required to keep stormwater clean.

Segment Analysis by Political Philosophy

In this section, respondents were separated into five groups based on their political philosophy: very conservative, somewhat conservative, moderate, somewhat liberal, or very liberal.

Segment Analysis Table 21 illustrates the differences among respondents with various political philosophies when asked if they would consider themselves an environmentally conscious person.

SEGMENT ANALYSIS TABLE 21
Would You Consider Yourself an Environmentally Conscious Person?

Statistically Higher Averages Are Highlighted in Green

Statistically Lower Percentages Are Highlighted in Red

	Very Conservative	Somewhat Conservative	Moderate	Somewhat Liberal	Very Liberal
Definitely Not	0%	0%	1%	1%	0%
Probably Not	14%	7%	6%	2%	0%
Probably	51%	67%	43%	35%	22%
Definitely	33%	25%	51%	62%	78%

Segment Analysis Table 22 illustrates the differences among respondents with various political philosophies when it came to whether or not “going green” is something they would use to describe them and their family’s behavior.

SEGMENT ANALYSIS TABLE 22
Is Going Green Something You Would Use to Describe You and Your Family’s Behavior?

Statistically Higher Averages Are Highlighted in Green

Statistically Lower Percentages Are Highlighted in Red

	Very Conservative	Somewhat Conservative	Moderate	Somewhat Liberal	Very Liberal
Yes	45%	41%	69%	73%	79%
No	34%	35%	16%	16%	9%
Somewhat	20%	22%	12%	10%	12%

Stormwater Runoff: In general, moderate and liberal respondents were more likely than conservative respondents to say they “strongly agree” with the statement: “stormwater runoff can be a harmful source of pollution to the environment.”

- Very Conservative = 11%
- Somewhat Conservative = 20%
- Moderate = 29%
- Somewhat Liberal = 31%
- Very Liberal = 36%

Nearest Storm Drain: Somewhat conservative respondents (69%) were more likely than very liberal respondents (50%) to say they know where the nearest storm drain is in their neighborhood.

Segment Analysis Table 23 illustrates the differences among respondents with various political philosophies when it came to how serious of a problem they feel stormwater pollution is in Salt Lake County.

SEGMENT ANALYSIS TABLE 23
How Serious of a Problem is Stormwater Pollution?

Statistically Higher Averages Are Highlighted in Green

Statistically Lower Percentages Are Highlighted in Red

	Very Conservative	Somewhat Conservative	Moderate	Somewhat Liberal	Very Liberal
Not at All Serious	10%	7%	2%	3%	4%
Not Very Serious	33%	26%	21%	14%	19%
Somewhat Serious	41%	53%	51%	62%	49%
Very Serious	7%	8%	20%	10%	22%
Don't Know	9%	6%	6%	12%	7%

Largest Contributor to Stormwater Pollution: Somewhat conservative respondents (55%) were more likely than very conservative (37%), somewhat liberal (41%), and very liberal (33%) respondents to mention “residents or people” as the largest contributor to stormwater pollution.

- In contrast, very liberal respondents (65%) were more likely than respondents of any other political philosophy (40-45%) to mention “industrial businesses” as the largest contributor to stormwater pollution.

Who Mows the Lawn: Very conservative respondents (82%) were more likely than very liberal respondents (62%) to say they mow their own lawn.

Lawn Treatment: Respondents who are very conservative (48%), somewhat conservative (59%), or moderate (50%) were more likely than very liberal respondents (29%) to say they apply lawn treatment to their own lawn.

- In contrast, very liberal respondents (30%) were more likely to say they “don’t use lawn treatments” than were respondents who are moderate (12%), somewhat conservative (6%), or very conservative (13%).

Segment Analysis Table 24 illustrates the differences among respondents with various political philosophies when it came to their opinion about applying fertilizer before a rainstorm.

SEGMENT ANALYSIS TABLE 24
“Applying Fertilizer Before a Rainstorm Makes It Work Better”

Statistically Higher Percentages Are Highlighted in Green

Statistically Lower Percentages Are Highlighted in Red

	Very Conservative	Somewhat Conservative	Moderate	Somewhat Liberal	Very Liberal
TOTAL DISAGREE	29%	24%	34%	41%	46%
Strongly Disagree	12%	12%	19%	21%	28%
Somewhat Disagree	17%	12%	16%	20%	17%
Neutral/Unsure	14%	18%	16%	15%	28%
Somewhat Agree	20%	26%	26%	23%	18%
Strongly Agree	38%	32%	24%	22%	8%
TOTAL AGREE	57%	58%	50%	45%	26%

Segment Analysis Table 25 illustrates the differences among respondents with various political philosophies when it came to their opinion about whether or not over fertilizing can cause a problem for the environment.

SEGMENT ANALYSIS TABLE 25
“Over Fertilizing Can Cause a Problem for the Environment”

Statistically Higher Percentages Are Highlighted in Green

Statistically Lower Percentages Are Highlighted in Red

	Very Conservative	Somewhat Conservative	Moderate	Somewhat Liberal	Very Liberal
TOTAL DISAGREE	15%	8%	4%	4%	3%
Strongly Disagree	8%	4%	1%	1%	2%
Somewhat Disagree	7%	4%	3%	3%	1%
Neutral/Unsure	7%	3%	3%	3%	3%
Somewhat Agree	42%	39%	24%	21%	12%
Strongly Agree	37%	50%	68%	72%	82%
TOTAL AGREE	79%	88%	93%	93%	94%

Disposing of Dog Waste: Somewhat liberal (95%) and very liberal (96%) respondents were more likely to dispose of their dog's waste by putting it in a bag or throwing it in the trash than very conservative respondents (74%).

Washing their Vehicle: Very liberal (8%) and somewhat liberal (7%) respondents were more likely to never or rarely wash their car than moderate respondents (1%).

Segment Analysis Table 26 illustrates what percentage of each group said "yes" when asked if three different ways of washing a vehicle is harmful to the environment. In general, liberal respondents were more likely than the others to say that all three ways of washing a vehicle is harmful to the environment.

SEGMENT ANALYSIS TABLE 26
Various Ways to Wash a Vehicle and if it is Harmful to the Environment

Statistically Higher Percentages Are Highlighted in Green

Statistically Lower Percentages Are Highlighted in Red

% That Said "Yes"	Very Conservative	Somewhat Conservative	Moderate	Somewhat Liberal	Very Liberal
At Home on the Grass	43%	46%	54%	67%	76%
At Home on the Driveway or Street	56%	60%	64%	84%	88%
At a Commercial Car Wash	16%	23%	32%	42%	47%

APPENDIX A: SURVEY RESULTS

Hello. This is _____ calling from Lighthouse Research. We are speaking with residents of Salt Lake County to get feedback on environmental issues in your area.

1. First, I need to verify that you are a resident of Salt Lake County. Is this correct?

	Count	%
Yes	810	100%
No	0	0%

2. Which city do you live in?

	Count	%
Alta	0	0%
Bingham Canyon	0	0%
Bluffdale	6	1%
Copperton	0	0%
Cottonwood Heights	31	4%
Draper	21	3%
East Millcreek	1	0%
Emigration Canyon	0	0%
Granite	0	0%
Herriman	34	4%
Holladay	32	4%
Kearns	10	1%
Magna	14	2%

	Count	%
Midvale	15	2%
Millcreek	35	4%
Murray	48	6%
Riverton	44	5%
Salt Lake City	214	26%
Sandy	83	10%
South Jordan	41	5%
South Salt Lake	8	1%
Taylorsville	39	5%
West Jordan	71	9%
West Valley City	59	7%
White City	4	1%
Other (Specify)	0	0%

3. Which of the following categories includes your age?

	Count	%
1 = 18 to 24	120	15%
2 = 25 to 34	182	23%
3 = 35 to 44	151	19%
4 = 45 to 54	141	18%
5 = 55 to 64	112	14%
6 = 65 or Older	101	13%
<i>Average Mean</i>	3.30	
<i>Median</i>	3.00	

4. Record gender by observation.

	Count	%
Male	410	51%
Female	400	49%

5. Overall, would you consider yourself an environmentally conscious person? Would you say...

	Count	%
Definitely Not	6	1%
Probably Not	41	5%
Probably	358	44%
Definitely	398	49%
Don't Know	5	1%

6. Is going green something you would use to describe you and your family's behavior when it comes to running your household?

	Count	%
Yes	508	63%
No	172	21%
Somewhat (Specify)	118	15%
Don't Know	11	1%

(For a list of verbatim 'other' responses, see Appendix F.)

General Stormwater Questions

I would now like to ask you some questions about water.

7. What does the term "stormwater" mean to you?

	Count	%
Water from Storms, Precipitation, Rain, and Snow	370	46%
Any Water Collected in Gutters and Drains	203	25%
Runoff or Excess Water, In General	48	6%
Stormwater Collected in Containers / Barrels	14	2%
Mountain Water, Lake Water, Natural Water, Fresh Water	9	1%
Recyclable Water, Secondary Water	6	1%
Unusable Water	6	1%
Catching Stormwater for Use is Illegal in Utah	5	1%
Dirty Water	5	1%
Excess Water from Flooding	5	1%
"Waste" Water	4	0%
Miscellaneous Responses	47	6%
Don't Know / Nothing / Wouldn't Say	88	11%

(For a list of categorized verbatim responses, see Appendix C.)

As you may or may not know, stormwater is the water from rain, melted snow, and sleet.

8. Based on what you know or have heard, into which local creek or river does stormwater in your neighborhood flow?

	Count	%
Big Cottonwood Creek	46	6%
Bingham Creek	7	1%
Emigration Creek	12	2%
Great Salt Lake	14	2%
Jordan River	293	36%
Little Cottonwood Creek	35	4%
Midas Creek	6	1%
Millcreek	68	8%
Nearby Canal	39	5%
Parleys Creek	14	2%
Red Butte Creek	17	2%
City Creek	30	4%
Other (Specify)	45	6%
None	3	0%
Don't Know	250	31%

(For a list of verbatim 'other' responses, see Appendix F.)

9. From what you know or have heard, how much of Salt Lake County's stormwater goes to a treatment plant? Would you say all of it, some of it, or none of it?

	Count	%
All of It	73	9%
Some of It	524	65%
None of It	82	10%
Don't Know	131	16%

10. Please tell me if you agree or disagree with each of the following statements.

Stormwater impacts my family when we are at local parks or trail ways.

	Count	%
TOTAL DISAGREE	271	34%
Strongly Disagree	92	11%
Somewhat Disagree	179	22%
Neutral / Unsure	79	10%
Somewhat Agree	240	30%
Strongly Agree	215	27%
TOTAL AGREE	455	57%

It is important to me and my family that stormwater is free of dirt and debris.

	Count	%
TOTAL DISAGREE	143	18%
Strongly Disagree	53	7%
Somewhat Disagree	90	11%
Neutral / Unsure	64	8%
Somewhat Agree	224	28%
Strongly Agree	370	46%
TOTAL AGREE	594	74%

Stormwater runoff can be a harmful source of pollution to the environment.

	Count	%
TOTAL DISAGREE	288	36%
Strongly Disagree	111	14%
Somewhat Disagree	177	22%
Neutral / Unsure	87	11%
Somewhat Agree	217	27%
Strongly Agree	209	26%
TOTAL AGREE	426	53%

11. Do you happen to know where the nearest storm drain is in your neighborhood?

	Count	%
Yes	478	59%
No	332	41%

12. How serious a problem do you feel stormwater pollution is in Salt Lake County? Would you say it is...

	Count	%
Not at all Serious	36	4%
Not Very Serious	172	21%
Somewhat Serious	422	52%
Very Serious	112	14%
Don't Know	68	8%

13. From what you know or have noticed, what are some ways that stormwater in Salt Lake County can be polluted?

	Count	%
Trash in the Gutter/Drain	289	36%
Oil/Chemical Spills on Driveway	164	20%
Dumping Chemicals/Paint	117	14%
Dumping Oil	116	14%
Fertilizer on the Lawn	80	10%
Air Pollution / Exhaust / Inversion	78	10%
Cars or Roads (in general)	71	9%
Pesticides or Herbicides	58	7%
Pollution from Factories, Mining, etc.	52	6%
Pet Waste Left on Grass or Driveway	49	6%
Washing Cars on Driveways	42	5%
Changing Oil on the Driveway	37	5%
Animals / Agriculture	32	4%
Hosing or Sweeping Sidewalk/Driveway into Gutter	31	4%
Debris (in general)	31	4%
Dumping Down the Drain (in general)	25	3%
Salt from Roads or Driveways	20	3%
Dirt	19	2%
Pollution / Contaminants (in general)	18	2%
Leaving Leaves on the Lawn	17	2%
Other (Specify)	78	10%
Don't Know	68	8%

(For a list of verbatim 'other' responses, see Appendix F.)

14. Who do you think is the largest contributor to stormwater pollution? Would you say it is...

	Count	%
Industrial Business	371	46%
Residents or People	343	42%
Construction and Development	159	20%
Animals	54	7%
White Collar Business	47	6%
Some Other Source (Specify)	23	3%
Don't Know	40	5%

(For a list of verbatim 'other' responses, see Appendix F.)

Lawn Questions

15. Do you generally mow your own lawn?

	Count	%
Yes	566	70%
No, Someone Else Does	151	19%
Don't Have a Lawn	92	11%
Other (Specify)	1	0%

(For a list of verbatim 'other' responses, see Appendix F.)

16. If "Someone Else Does" in Q15: Who generally mows your lawn?

	Count	%
Family Member	19	13%
Professional	104	69%
Teenage Neighbor	11	7%
Other (specify)	2	1%
HOA / Landlord	12	8%
Don't Know	2	1%

(For a list of verbatim 'other' responses, see Appendix F.)

17. What happens with your lawn clippings?

	Count	%
Put in Garbage	201	28%
Put in Compost Bin or Garden	182	25%
Put in Green Waste Bin	136	19%
Leave on the Lawn	130	18%
Someone Else Deals with My Lawn Clippings	68	10%
Mulching	22	3%
Dump / Landfill	8	1%
Other (Specify)	13	2%
Don't Know	29	4%

(For a list of verbatim 'other' responses, see Appendix F.)

18. Do you believe it is harmful to the environment to sweep or hose natural things like grass clippings, dirt, and leaves from your sidewalk or driveway into the gutter?

	Count	%
Yes	446	63%
No	238	33%
Don't Know	30	4%

19. Who applies lawn treatments to your lawn, such as fertilizer, weed killer, or other similar products?

	Count	%
Self	327	46%
Professional	173	24%
Family Member	67	9%
Teenage Neighbor	4	1%
HOA / Landlord	13	2%
Other (Specify)	0	0%
Don't Use Lawn Treatments	117	16%
Don't Know	25	4%

(For a list of verbatim 'other' responses, see Appendix F.)

20. If "Self" in Q19: Do you leave excess fertilizer on the sidewalk? Would you say...

	Count	%
Never	222	68%
Sometimes	93	28%
Every Time	11	3%
Don't Know	1	0%

21. Please tell me if you agree or disagree with each of the following statements.

Applying fertilizer before a rainstorm makes it work better.

	Count	%
TOTAL DISAGREE	246	35%
Strongly Disagree	135	19%
Somewhat Disagree	111	16%
Neutral / Unsure	129	18%
Somewhat Agree	163	23%
Strongly Agree	172	24%
TOTAL AGREE	335	47%

Over fertilizing can cause a problem for the environment.

	Count	%
TOTAL DISAGREE	43	6%
Strongly Disagree	19	3%
Somewhat Disagree	24	3%
Neutral / Unsure	32	5%
Somewhat Agree	191	27%
Strongly Agree	450	63%
TOTAL AGREE	641	90%

Dog Questions

22. Do you currently own a dog?

	Count	%
Yes	367	45%
No	442	55%

23. If “Yes” in Q22: How do you generally dispose of your dog's waste at home?

	Count	%
Bag It / Throw in Trash	306	84%
Leave It / I Do Nothing	24	7%
Use It As Fertilizer	18	5%
Bury It	6	2%
Wash It Away with Hose	1	0%
Other (Specify)	11	3%

(For a list of verbatim ‘other’ responses, see Appendix F.)

24. If “Yes” in Q22: When you have your dog in public places, what do you generally do with its waste?

	Count	%
Bag It / Throw in Trash	333	91%
Leave It / I Do Nothing	4	1%
Bury It	1	0%
Wash It Away with Hose	0	0%
Other (Specify)	5	1%
Don’t Take Dog Out in Public	23	6%

(For a list of verbatim ‘other’ responses, see Appendix F.)

25. If "Yes" in Q22: When you have your dog in public places, do you believe that someone else will pick up after your dog or do you feel it is your responsibility?

	Count	%
My Responsibility	361	99%
Someone Else Will Pick Up	1	0%
Other (Specify)	4	1%
Don't Know	0	0%

(For a list of verbatim 'other' responses, see Appendix F.)

26. Do you believe pet waste is dangerous to our water supply?

	Count	%
Yes	310	85%
No	43	12%
Don't Know	14	4%

Vehicle Questions

27. How do you generally wash your vehicle? Would you say...

	Count	%
At a Commercial Car Wash	665	82%
At Home on the Driveway or Street	54	7%
At Home on the Grass	34	4%
Other (Specify)	13	2%
I Never/Rarely Wash My Vehicle	36	4%
I Don't Have a Car	8	1%
Don't Know	0	0%

(For a list of verbatim 'other' responses, see Appendix F.)

28. If "At Home on the Grass" in Q27: When washing your vehicle at home, do you use a biodegradable soap?

	Count	%
Yes	56	64%
No	26	30%
Don't Know	6	7%

29. If "No" in Q28: Did you know a biodegradable soap was available to use when washing your vehicle?

	Count	%
Yes	10	31%
No	22	69%

30. If "No" in Q28: How likely would you be to purchase a biodegradable soap to use on your vehicle?
Would you be...

	Count	%
Not at all Likely	5	16%
Not Very Likely	4	13%
Somewhat Likely	13	41%
Very Likely	10	31%
Don't Know	0	0%

31. Do you feel it is okay for that biodegradable soap to go into the gutter?

	Count	%
Yes	57	68%
No	20	24%
Don't Know	7	8%

32. Do you feel washing a vehicle AT HOME ON THE GRASS is harmful to the environment?

	Count	%
Yes	466	58%
No	297	37%
Don't Know	44	6%

33. Do you feel washing a vehicle AT HOME ON THE DRIVEWAY OR STREET is harmful to the environment?

	Count	%
Yes	568	71%
No	199	25%
Don't Know	37	5%

34. Do you feel washing a vehicle AT A COMMERCIAL CAR WASH is harmful to the environment?

	Count	%
Yes	269	33%
No	430	53%
Don't Know	107	13%

Disposal of Household Chemicals

35. From what you know or have heard, is it legal or okay to dispose of any material like oil, paint, fertilizer, and detergent in storm drains and gutters? Would you say...

	Count	%
Definitely Not	686	85%
Probably Not	41	5%
Probably	15	2%
Definitely	61	8%
Don't Know	5	1%

36. Where do you dispose of your leftover household chemicals like paint, antifreeze, pesticides, and household cleaners?

	Count	%
Disposal Facility	486	60%
Garbage	134	17%
Store or Business Drop-offs	63	8%
I Keep It or Use It All / Don't Have to Dispose	68	8%
Pick-up Service	14	2%
Down the Drain	13	2%
Someone Else Takes Care of It	12	2%
Use All-natural Cleaner	8	1%
Other (Specify)	19	2%
Don't Know	58	7%

(For a list of verbatim 'other' responses, see Appendix F.)

37. Would you say it is ever okay to throw those leftover chemicals into your garbage can?

	Count	%
Yes	88	11%
No	671	83%
Maybe	45	6%
Don't Know	6	1%

38. Would you say it is ever okay to pour those leftover chemicals into the gutter and down the storm drain?

	Count	%
Yes	4	1%
No	805	99%
Maybe	0	0%
Don't Know	1	0%

Advertising / Marketing Questions

39. Have you heard or seen any promotions or ads about stormwater or the prevention of stormwater pollution?

	Count	%
Yes	298	37%
No	507	63%
Don't Remember	5	1%

40. If "Yes" in Q39: Where did you hear or see those promotions or ads?

	Count	%
Television / TV Commercials	210	71%
Radio	39	13%
Billboards	18	6%
Mailer / Flier / Brochure	17	6%
Newspaper	15	5%
Near or On Storm Drains	9	3%
Online Ads (non-social media)	4	1%
Movie Theater Previews	2	1%
Social Media	2	1%
Civic Groups	1	0%
Buses	0	0%
Word of Mouth (friends, family, co-workers)	0	0%
Other (Specify)	30	10%
Don't Remember	13	4%

(For a list of verbatim 'other' responses, see Appendix F.)

41. If "Yes" in Q39: What can you remember about those promotions or ads?

	Count	%
"We All Live Downstream" / Everybody Lives Downstream	77	26%
Man in the Gutter Ad	44	15%
Storm Drain Pollution	43	14%
Washing Cars	26	9%
Don't Put Chemicals Down Storm Drain	21	7%
Don't Put Grass / Debris / Droppings Down Storm Drain	13	4%
Stormwater / What Goes Down Drains Affects All of Us Eventually	10	3%
"Slow the Flow"	5	2%
How to Avoid / Dispose of Waste Properly	4	1%
Fish Logo on Storm Drains in Gutters	3	1%
Miscellaneous Responses	32	11%
Don't Know, Nothing	20	7%

(For a list of categorized verbatim responses, see Appendix D.)

42. (Did the respondent mention "We All Live Downstream" in the previous question?)

	Count	%
Yes	101	34%
No	197	66%

43. If "No" in Q42: Have you ever heard the slogan "We All Live Downstream?"

	Count	%
Yes	570	80%
No	137	19%
Don't Remember	2	0%

Summary of Awareness of “We All Live Downstream”

	%
Unaided Awareness – 1 st Mention	26%
Unaided Awareness – All Mentions	34%
Aided Awareness	80%
TOTAL AWARENESS	83%

44. If “Yes” in Q42 or Q43: What do you feel is the meaning of the slogan “We All Live Downstream?”

	Count	%
What Goes Into the Water Supply Affects Us All / Everyone	178	27%
Water Affects Us All / Everyone	91	14%
Be Careful / Responsible of What Goes into Water Supply	83	12%
Don't Pollute the Water / Keep Water Clean	57	8%
What You Do Affects Others / Everyone	43	6%
Everything Put in the Water Supply Goes Downstream	41	6%
Everybody Lives Downstream	37	6%
Don't Pour Anything Down the Drain / Gutter	33	5%
It Affects Everyone, In General	20	3%
We All Share the Same Water	18	3%
Don't Pollute, In General	16	2%
What We Do Comes Back to Us / We are Hurting Ourselves	16	2%
Miscellaneous Responses	26	4%
Don't Know / Wouldn't Say	12	2%

(For a list of categorized verbatim responses, see Appendix E.)

45. If "Yes" in Q39, Q42, or Q43: How informative do you feel the stormwater promotions or ads are in making citizens aware of stormwater issues? Would you say they are...

	Count	%
Not at all Informative	43	6%
Not Very Informative	141	21%
Somewhat Informative	319	47%
Very Informative	127	19%
Don't Know	52	8%

46. If "Yes" in Q39, Q42, or Q43: Have the ads caused you to think about changing your habits with regard to stormwater and stormwater pollution?

	Count	%
Yes	354	53%
No	314	47%

47. Based on what you know, are local governments required to keep stormwater clean?

	Count	%
Yes	429	53%
No	153	19%
Don't Know	225	28%

48. Do you feel there is a difference between conserving water and protecting stormwater?

	Count	%
Yes	639	79%
No	131	16%
Don't Know	39	5%

49. Overall, how important do you feel it is to protect our stormwater? Would you say it is...

	Count	%
Not at all Important	1	0%
Not Very Important	7	1%
Somewhat Important	216	27%
Very Important	578	72%
Don't Know	6	1%

Demographics

I just have a few final questions for statistical purposes.

50. How many years have you lived in Salt Lake County?

	Count	%
1 = Less than 1 Year	1	0%
2 = 1-4 Years	34	4%
3 = 5-9 Years	87	11%
4 = 10-14 Years	81	10%
5 = 15-19 Years	59	7%
6 = 20-29 Years	220	27%
7 = 30 or More Years	322	40%
<i>Average Mean</i>	5.63	
<i>Median</i>	6.00	

51. Do you own or rent your home?

	Count	%
Own	580	73%
Rent	203	25%
Live with Family	15	2%
Other (Specify)	1	0%

(For a list of verbatim 'other' responses, see Appendix F.)

52. What is the last level of education you completed?

	Count	%
Some High School	9	1%
High School Graduate / GED	103	13%
Some College or Technical School	237	30%
Bachelor's Degree	285	36%
Post-Graduate Degree	166	21%

53. Which of the following best describes your political affiliation? Would you say you are...

	Count	%
Democrat	231	30%
Republican	176	23%
Independent	150	19%
Unaffiliated	176	23%
Libertarian	10	1%
Other (Specify)	29	4%

(For a list of verbatim 'other' responses, see Appendix F.)

54. When it comes to your political viewpoints, would you say you are...

	Count	%
Very Conservative	81	10%
Somewhat Conservative	157	20%
Moderate	179	23%
Somewhat Liberal	179	23%
Very Liberal	121	16%
Undecided	63	8%

55. Which of the following categories includes your annual household income?

	Count	%
1 = Less than \$25,000	68	9%
2 = \$25,000 to \$49,999	134	18%
3 = \$50,000 to \$74,999	175	24%
4 = \$75,000 to \$99,999	117	16%
5 = \$100,000 to \$149,999	148	20%
6 = \$150,000 or More	102	14%
<i>Average Mean</i>	3.60	
<i>Median</i>	3.00	

This concludes our survey. Thank you for your time and opinions.

APPENDIX B: SURVEY RESULTS by YEAR

Hello. This is _____ calling from Lighthouse Research. We are speaking with residents of Salt Lake 2017y to get feedback on environmental issues in your area.

1. First, I need to verify that you are a resident of Salt Lake County. Is this correct?

	2003	2010	2017
Yes	100%	100%	100%
No	0%	0%	0%

2. Which city do you live in?

	2017
Alta	0%
Bingham Canyon	0%
Bluffdale	1%
Copperton	0%
Cottonwood Heights	4%
Draper	3%
East Millcreek	0%
Emigration Canyon	0%
Granite	0%
Herriman	4%
Holladay	4%
Kearns	1%
Magna	2%

	2017
Midvale	2%
Millcreek	4%
Murray	6%
Riverton	5%
Salt Lake City	26%
Sandy	10%
South Jordan	5%
South Salt Lake	1%
Taylorsville	5%
West Jordan	9%
West Valley City	7%
White City	1%
Other (Specify)	0%

3. Which of the following categories includes your age?

	2017
1 = 18 to 24	15%
2 = 25 to 34	23%
3 = 35 to 44	19%
4 = 45 to 54	18%
5 = 55 to 64	14%
6 = 65 or Older	13%
<i>Average Mean</i>	3.30
<i>Median</i>	3.00

4. Record gender by observation.

	2017
Male	51%
Female	49%

5. Overall, would you consider yourself an environmentally conscious person? Would you say...

	2017
Definitely Not	1%
Probably Not	5%
Probably	44%
Definitely	49%
Don't Know	1%

6. Is going green something you would use to describe you and your family's behavior when it comes to running your household?

	2017
Yes	63%
No	21%
Somewhat (Specify)	15%
Don't Know	1%

(For a list of verbatim 'other' responses, see Appendix F.)

General Stormwater Questions

I would now like to ask you some questions about water.

7. What does the term "stormwater" mean to you?

	2017
Water from Storms, Precipitation, Rain, and Snow	46%
Any Water Collected in Gutters and Drains	25%
Runoff or Excess Water, In General	6%
Stormwater Collected in Containers / Barrels	2%
Mountain Water, Lake Water, Natural Water, Fresh Water	1%
Recyclable Water, Secondary Water	1%
Unusable Water	1%
Catching Stormwater for Use is Illegal in Utah	1%
Dirty Water	1%
Excess Water from Flooding	1%
"Waste" Water	0%
Miscellaneous Responses	6%
Don't Know / Nothing / Wouldn't Say	11%

(For a list of categorized verbatim responses, see Appendix C.)

As you may or may not know, stormwater is the water from rain, melted snow, and sleet.

8. Based on what you know or have heard, into which local creek or river does stormwater in your neighborhood flow?

Note: In the 2010 survey this question was phrased, "Again, from what you know or have heard, into which local creek or river does stormwater in your immediate neighborhood flow?"

	2010	2017
Big Cottonwood Creek	5%	6%
Bingham Creek	-	1%
Emigration Creek	1%	2%
Great Salt Lake	-	2%
Jordan River	35%	36%
Little Cottonwood Creek	4%	4%
Midas Creek	-	1%
Millcreek	4%	8%
Nearby Canal	-	5%
Parleys Creek	-	2%
Red Butte Creek	1%	2%
City Creek	-	4%
Jordan River Corporate Pond Center	4%	-
Other (Specify)	15%	6%
None	-	0%
Don't Know	37%	31%

(For a list of verbatim 'other' responses, see Appendix F.)

9. From what you know or have heard, how much of Salt Lake County's stormwater goes to a treatment plant? Would you say all of it, some of it, or none of it?

	2010	2017
All of It	9%	9%
Some of It	53%	65%
None of It	15%	10%
Don't Know	22%	16%

10. Please tell me if you agree or disagree with each of the following statements.

Stormwater impacts my family when we are at local parks or trail ways.

	2017
TOTAL DISAGREE	34%
Strongly Disagree	11%
Somewhat Disagree	22%
Neutral / Unsure	10%
Somewhat Agree	30%
Strongly Agree	27%
TOTAL AGREE	57%

It is important to me and my family that stormwater is free of dirt and debris.

	2017
TOTAL DISAGREE	18%
Strongly Disagree	7%
Somewhat Disagree	11%
Neutral / Unsure	8%
Somewhat Agree	28%
Strongly Agree	46%
TOTAL AGREE	74%

Stormwater runoff can be a harmful source of pollution to the environment.

	2017
TOTAL DISAGREE	36%
Strongly Disagree	14%
Somewhat Disagree	22%
Neutral / Unsure	11%
Somewhat Agree	27%
Strongly Agree	26%
TOTAL AGREE	53%

11. Do you happen to know where the nearest storm drain is in your neighborhood?

	2010	2017
Yes	67%	59%
No	32%	41%
Don't Know	2%	-

12. How serious a problem do you feel stormwater pollution is in Salt Lake County? Would you say it is...

	1993	2003	2010	2017
Not at all Serious	0%	4%	4%	4%
Not Very Serious	12%	19%	19%	21%
Somewhat Serious	48%	51%	50%	52%
Very Serious	32%	17%	18%	14%
Don't Know	8%	11%	10%	8%

13. From what you know or have noticed, what are some ways that stormwater in Salt Lake County can be polluted?

	2003	2010	2017
Trash in the Gutter/Drain	-	27%	36%
Oil/Chemical Spills on Driveway	23%	17%	20%
Dumping Chemicals/Paint	-	35%	14%
Dumping Oil	-	28%	14%
Fertilizer on the Lawn	17%	22%	10%
Air Pollution / Exhaust / Inversion	-	-	10%
Cars or Roads (in general)	-	-	9%
Pesticides or Herbicides	-	14%	7%
Pet Waste Left on Grass or Driveway	15%	11%	6%
Pollution from Factories, Mining, etc.	-	-	6%
Washing Cars on Driveways	13%	28%	5%
Changing Oil on the Driveway	24%	14%	5%
Hosing or Sweeping Sidewalk/Driveway into Gutter	14%	10%	4%
Animals / Agriculture	-	-	4%
Debris (in general)	-	-	4%
Dumping Down the Drain (in general)	-	-	3%
Salt from Roads or Driveways	-	-	3%
Leaving Leaves on the Lawn	1%	2%	2%
Dirt	-	-	2%
Pollution / Contaminants (in general)	-	-	2%
Sweeping Lawn Clippings into the Gutter	6%	5%	-
Hosing Leaves / Lawn Clippings Down the Driveway	4%	5%	-
Other (Specify)	54%	31%	10%
Don't Know	-	7%	8%

(For a list of verbatim 'other' responses, see Appendix F.)

14. Who do you think is the largest contributor to stormwater pollution? Would you say it is...

	2003	2010	2017
Residents or People	46%	51%	42%
Industrial Business	26%	11%	46%
Construction and Development	6%	1%	20%
White Collar Business	2%	1%	6%
Animals	2%	1%	7%
Some Other Source (Specify)	7%	13%	3%
Don't Know	11%	21%	5%

(For a list of verbatim 'other' responses, see Appendix F.)

Lawn Questions

15. Do you generally mow your own lawn?

	2003	2010	2017
Yes	76%	81%	70%
No, Someone Else Does	17%	13%	19%
Don't Have a Lawn	6%	6%	11%
Other (Specify)	1%	0%	0%

(For a list of verbatim 'other' responses, see Appendix F.)

16. If "Someone Else Does" in Q15: Who generally mows your lawn?

Note: In the 2003 and 2010 surveys this question was phrased, "Who most often mows your lawn?"

	2003	2010	2017
Family Member	7%	20%	13%
Professional	68%	66%	69%
Teenage Neighbor	9%	8%	7%
HOA / Landlord	-	-	8%
Other (specify)	16%	6%	1%
Don't Know	-	-	1%

(For a list of verbatim 'other' responses, see Appendix F.)

17. What happens with your lawn clippings?

	2017
Leave on the Lawn	18%
Put in Garbage	28%
Put in Green Waste Bin	19%
Put in Compost Bin or Garden	25%
Someone Else Deals with My Lawn Clippings	10%
Mulching	3%
Dump / Landfill	1%
Other (Specify)	2%
Don't Know	4%

(For a list of verbatim 'other' responses, see Appendix F.)

18. Do you believe it is harmful to the environment to sweep or hose natural things like grass clippings, dirt, and leaves from your sidewalk or driveway into the gutter?

	2017
Yes	63%
No	33%
Don't Know	4%

19. Who applies lawn treatments to your lawn, such as fertilizer, weed killer, or other similar products?

Note: In the 2003 survey this question was phrased, "Who applies fertilizer, "Weed & Feed," or similar products to your lawn?" In the 2010 survey this question was phrased, "Who applies fertilizer, weed killer, or products like Weed n' Feed to your lawn?"

	2003	2010	2017
Self	49%	46%	46%
Family Member	20%	21%	9%
Professional	23%	24%	24%
Teenage Neighbor	1%	0%	1%
Don't Use Lawn Treatments	-	-	16%
HOA / Landlord	-	-	2%
Other (Specify)	6%	5%	0%
Don't Know	2%	4%	4%

(For a list of verbatim 'other' responses, see Appendix F.)

20. If "Self" in Q19: Do you leave excess fertilizer on the sidewalk? Would you say...

	2017
Never	68%
Sometimes	28%
Every Time	3%
Don't Know	0%

21. Please tell me if you agree or disagree with each of the following statements.

Applying fertilizer before a rainstorm makes it work better.

	2017
TOTAL DISAGREE	35%
Strongly Disagree	19%
Somewhat Disagree	16%
Neutral / Unsure	18%
Somewhat Agree	23%
Strongly Agree	24%
TOTAL AGREE	47%

Over fertilizing can cause a problem for the environment.

	2017
TOTAL DISAGREE	6%
Strongly Disagree	3%
Somewhat Disagree	3%
Neutral / Unsure	5%
Somewhat Agree	27%
Strongly Agree	63%
TOTAL AGREE	90%

Dog Questions

22. Do you currently own a dog?

	2003	2010	2017
Yes	41%	43%	45%
No	59%	57%	55%

23. If “Yes” in Q22: How do you generally dispose of your dog's waste at home?

	2003	2010	2017
Bag It / Throw in Trash	77%	79%	84%
Bury It	5%	6%	2%
Wash It Away with Hose	1%	0%	0%
Leave It / I Do Nothing	-	-	7%
Use It As Fertilizer	-	-	5%
Other (Specify)	15%	14%	3%
Don't Know	1%	0%	-

(For a list of verbatim ‘other’ responses, see Appendix F.)

24. If “Yes” in Q22: When you have your dog in public places, what do you generally do with its waste?

Note: In the 2003 and 2010 surveys this question was phrased, “When you have your pet in public places, what do you generally do with its waste?”

	2003	2010	2017
Bag It / Throw in Trash	54%	59%	91%
Bury It	1%	0%	0%
Wash It Away with Hose	-	-	0%
Leave It / I Do Nothing	2%	2%	1%
Don't Take Dog Out in Public	-	-	6%
Other (Specify)	36%	24%	1%
Don't Know	7%	14%	-

(For a list of verbatim ‘other’ responses, see Appendix F.)

25. If "Yes" in Q22: When you have your dog in public places, do you believe that someone else will pick up after your dog or do you feel it is your responsibility?

	2017
Someone Else Will Pick Up	0%
My Responsibility	99%
Other (Specify)	1%
Don't Know	0%

(For a list of verbatim 'other' responses, see Appendix F.)

26. Do you believe pet waste is dangerous to our water supply?

	2017
Yes	85%
No	12%
Don't Know	4%

Vehicle Questions

27. How do you generally wash your vehicle? Would you say...

	2017
At Home on the Grass	4%
At Home on the Driveway or Street	7%
At a Commercial Car Wash	82%
Other (Specify)	2%
I Never/Rarely Wash My Vehicle	4%
I Don't Have a Car	1%
Don't Know	0%

(For a list of verbatim 'other' responses, see Appendix F.)

28. If "At Home on the Grass" in Q27: When washing your vehicle at home, do you use a biodegradable soap?

	2017
Yes	64%
No	30%
Don't Know	7%

29. If "No" in Q28: Did you know a biodegradable soap was available to use when washing your vehicle?

	2017
Yes	31%
No	69%

30. If "No" in Q28: How likely would you be to purchase a biodegradable soap to use on your vehicle? Would you be...

	2017
Not at all Likely	16%
Not Very Likely	13%
Somewhat Likely	41%
Very Likely	31%
Don't Know	0%

31. Do you feel it is okay for that biodegradable soap to go into the gutter?

	2017
Yes	68%
No	24%
Don't Know	8%

32. Do you feel washing a vehicle AT HOME ON THE GRASS is harmful to the environment?

	2017
Yes	58%
No	37%
Don't Know	6%

33. Do you feel washing a vehicle AT HOME ON THE DRIVEWAY OR STREET is harmful to the environment?

	2017
Yes	71%
No	25%
Don't Know	5%

34. Do you feel washing a vehicle AT A COMMERCIAL CAR WASH is harmful to the environment?

	2017
Yes	33%
No	53%
Don't Know	13%

Disposal of Household Chemicals

35. From what you know or have heard, is it legal or okay to dispose of any material like oil, paint, fertilizer, and detergent in storm drains and gutters? Would you say...

Note: In the 2003 survey this question was phrased, "From what you know or have heard, is it legal or okay to dispose of any material in storm drains and gutters?"

	2003	2010	2017
Definitely Not	77%	84%	85%
Probably Not	16%	6%	5%
Probably	3%	2%	2%
Definitely	3%	7%	8%
Don't Know	2%	1%	1%

36. Where do you dispose of your leftover household chemicals like paint, antifreeze, pesticides, and household cleaners?

	2010	2017
Disposal Facility	50%	60%
Garbage	16%	17%
Down the Drain	-	2%
Store or Business Drop-offs	-	8%
Pick-up Service	-	2%
I Keep It or Use It All / Don't Have to Dispose	-	8%
Someone Else Takes Care of It	-	2%
Use All-natural Cleaner	-	1%
Other (Specify)	26%	2%
Don't Know	8%	7%

(For a list of verbatim 'other' responses, see Appendix F.)

37. Would you say it is ever okay to throw those leftover chemicals into your garbage can?

	2017
Yes	11%
No	83%
Maybe	6%
Don't Know	1%

38. Would you say it is ever okay to pour those leftover chemicals into the gutter and down the storm drain?

	2017
Yes	1%
No	99%
Maybe	0%
Don't Know	0%

Advertising / Marketing Questions

39. Have you heard or seen any promotions or ads about stormwater or the prevention of stormwater pollution?

Note: In the 2010 survey this question was phrased, "Have you heard or seen any promotions or ads about stormwater, stormwater pollution or prevention like the 'We all live downstream' ads?"

	2010	2017
Yes	77%	37%
No	22%	63%
Don't Remember	1%	1%

40. If “Yes” in Q39: Where did you hear or see those promotions or ads?

Note: In the 2010 survey this question was phrased, “Where have you seen or heard the information about stormwater?”

	2003	2010	2017
Civic Groups	-	1%	0%
Billboards	-	1%	6%
Buses	1%	-	0%
Mailer / Flier / Brochure	3%	2%	6%
Movie Theater Previews	1%	-	1%
Newspaper	6%	3%	5%
Online Ads (non-social media)	-	-	1%
Radio	7%	4%	13%
Social Media	-	-	1%
Television / TV Commercials	71%	84%	71%
Word of Mouth (friends, family, co-workers)	1%	1%	0%
Near or On Storm Drains	-	-	3%
Other Printed Literature	-	1%	-
News (Not Specified)	1%	-	-
Other (Specify)	5%	2%	10%
Don't Remember	4%	1%	4%

(For a list of verbatim ‘other’ responses, see Appendix F.)

41. If "Yes" in Q39: What can you remember about those promotions or ads?

	2017
"We All Live Downstream," Everybody Lives Downstream	26%
Man in the Gutter Ad	15%
Storm Drain Pollution	14%
Washing Cars	9%
Don't Put Chemicals Down Storm Drain	7%
Don't Put Grass / Debris / Droppings Down Storm Drain	4%
Stormwater / What Goes Down Drains Affects All of Us Eventually	3%
"Slow the Flow"	2%
How to Avoid / Dispose of Waste Properly	1%
Fish Logo on Storm Drains in Gutters	1%
Miscellaneous Responses	11%
Don't Know, Nothing	7%

(For a list of categorized verbatim responses, see Appendix D.)

42. Did the respondent mention "We All Live Downstream" in the previous question?

	2017
Yes	34%
No	66%

43. If "No" in Q42: Have you ever heard the slogan "We All Live Downstream?"

Combined Unaided & Aided Awareness

Note: In the 2003 and 2010 surveys this question was phrased, "Do you recall hearing the specific slogan mentioned earlier, 'We all live downstream'?"

	2003	2010	2017
Yes	84%	82%	83%
No	15%	17%	17%
Don't Remember	1%	1%	0%

44. If "Yes" in Q42 or Q43: What do you feel is the meaning of the slogan "We All Live Downstream?"

	2017
What Goes Into the Water Supply Affects Us All / Everyone	27%
Water Affects Us All / Everyone	14%
Be Careful / Responsible of What Goes into Water Supply	12%
Don't Pollute the Water / Keep Water Clean	8%
What You Do Affects Others / Everyone	6%
Everything Put in the Water Supply Goes Downstream	6%
Everybody Lives Downstream	6%
Don't Pour Anything Down the Drain / Gutter	5%
It Affects Everyone, In General	3%
We All Share the Same Water	3%
Don't Pollute, In General	2%
What We Do Comes Back to Us / We are Hurting Ourselves	2%
Miscellaneous Responses	4%
Don't Know / Wouldn't Say	2%

(For a list of categorized verbatim responses, see Appendix E.)

45. If "Yes" in Q39, Q42, or Q43: How informative do you feel the stormwater promotions or ads are in making citizens aware of stormwater issues? Would you say they are...

Note: In the 2010 survey this question was phrased, "How informative do you feels the ads are in making citizens aware of stormwater issues?"

	2010	2017
Not at all Informative	2%	6%
Not Very Informative	12%	21%
Somewhat Informative	50%	47%
Very Informative	34%	19%
Don't Know	3%	8%

46. If “Yes” in Q39, Q42, or Q43: Have the ads caused you to think about changing your habits with regards to stormwater and stormwater pollution?

	2017
Yes	53%
No	47%

47. Based on what you know, are local governments required to keep stormwater clean?

	2017
Yes	53%
No	19%
Don’t Know	28%

48. Do you feel there is a difference between conserving water and protecting stormwater?

	2017
Yes	79%
No	16%
Don’t Know	5%

49. Overall, how important do you feel it is to protect our stormwater? Would you say it is...

	2017
Not at all Important	0%
Not Very Important	1%
Somewhat Important	27%
Very Important	72%
Don't Know	1%

Demographics

I just have a few final questions for statistical purposes.

50. How many years have you lived in Salt Lake County?

	2017
1 = Less than 1 Year	0%
2 = 1-4 Years	4%
3 = 5-9 Years	11%
4 = 10-14 Years	10%
5 = 15-19 Years	7%
6 = 20-29 Years	27%
7 = 30 or More Years	40%
<i>Average Mean</i>	5.63
<i>Median</i>	6.00

51. Do you own or rent your home?

	2017
Own	73%
Rent	25%
Live with Family	2%
Other (Specify)	0%

(For a list of verbatim 'other' responses, see Appendix F.)

52. What is the last level of education you completed?

	2017
Some High School	1%
High School Graduate / GED	13%
Some College or Technical School	30%
Bachelor's Degree	36%
Post-Graduate Degree	21%

53. Which of the following best describes your political affiliation? Would you say you are...

	2017
Democrat	30%
Republican	23%
Independent	19%
Unaffiliated	23%
Libertarian	1%
Other (Specify)	4%

(For a list of verbatim 'other' responses, see Appendix F.)

54. When it comes to your political viewpoints, would you say you are...

	2017
Very Conservative	10%
Somewhat Conservative	20%
Moderate	23%
Somewhat Liberal	23%
Very Liberal	16%
Undecided	8%

55. Which of the following categories includes your annual household income?

	2017
1 = Less than \$25,000	9%
2 = \$25,000 to \$49,999	18%
3 = \$50,000 to \$74,999	24%
4 = \$75,000 to \$99,999	16%
5 = \$100,000 to \$149,999	20%
6 = \$150,000 or More	14%
<i>Average Mean</i>	<i>3.60</i>
<i>Median</i>	<i>3.00</i>

This concludes our survey. Thank you for your time and opinions.

APPENDIX C: WHAT THE TERM 'STORMWATER' MEANS

What does the term "stormwater" mean to you?

Water from Storms, Precipitation, Rain, and Snow (370) 46%

- After a storm
- All of the run off rain and snow water that runs to the storm drain.
- All of the water runoff off of hard surfaces when there is a rain event.
- All the runoff from storms that come in.
- All the runoff from when it rains, whatever it picks up in the gutters and into the sewer system is I guess where it goes.
- All the water that runs off from rain and driveways into the storm drains.
- Any kind of run off from the rain
- Any rainfall water that comes from the air, I suppose.
- Any runoff from storm or weather events that are naturally occurring.
- Any water collected by rain
- Any water from rain or anything like that, it's not really drinkable.
- Any water run off that comes from rainfall
- Any water that comes from a big rain storm, when gutters are overflowing, roof top water
- Any water that comes from a storm (2)
- Any water that comes from precipitation
- Any water that comes from rain
- Any water that comes from storm systems, so basically any water from the sky
- Any water that comes from the rain
- Any water that runs off anywhere that comes from the sky, rain form the sky
- Anything that comes from the sky
- Captured water from natural sources
- Clean rainwater that runs off the storm drains
- Collected from storms
- Collected to use after a storm
- Collecting the rainwater off roofs and other places to use it for other things.
- Collecting water during a storm to use for various things.
- Collecting water from storms
- Collection of water from a storm
- Comes from the storm
- Drainage off the roof from the rain
- Drainage, storm drainage
- Excess water that comes from the sky and then drains into the sewer system or drainage.
- Freshwater form the storm
- From the storm; probably not the cleanest water to drink from.
- Gathering rain water
- Gathering the water when it rains
- Gathering water after it rains
- I assume runoff from the storm.
- I don't know what that means except water from rainstorms.

- I don't think we have much in stormwater. If we have a big storm you collect it so you can use it.
- I guess it's like what you collect after the storm, but we don't have enough rain.
- I guess rain water - water collected from rain.
- I just figure rain.
- I think it is water runoff from rain and things like that.
- I think it would be runoff after a storm or something.
- I think it's rain water collected from the environment.
- I would guess that is like rain water stored for something.
- I would think it would be rain water from the roof.
- I'd say it's probably like runoff from storms or snow melts - water that collect after some type of water storm.
- Is water that comes from storms
- It came from the storm.
- It is the water that is generated from rain precipitation.
- It means any water runoff that a storm generated from clouds.
- It means if I collect the rain water and then re-use it in summer days for sprinklers, just to save water.
- It means water collected from a storm
- It means water that comes off your house or lands on your property from a storm.
- It means water that is generated from a storm.
- It would mean any rain water that falls onto my property.
- It would mean any water that comes from a storm that I use to water my lawn.
- It's anything that falls from the sky.
- It's like something like conserving or collecting stormwater.
- It's the water from storms that go into our lakes.
- It's water from the storm.
- It's water you get from the rain.
- Makes me think of rain
- Management of rainwater runoff
- Maybe excess water from a storm. I like to catch it in a storm.
- Normal mother nature water
- Outside water in the form of rain and snow and is diverted into a stormwater system that is naturally diverted to streams and rivers.
- Probably the water we collect from a storm.
- Probably water that is gathered from storms that come by.
- Rain (6)
- Rain and runoff (2)
- Rain and snow (3)
- Rain and stuff like that
- Rain comes down and goes down any runoff you have.
- Rain or other types of runoff that are residue from a storm
- Rain runoff (3)
- Rain that comes from any storms.
- Rain water (11)
- Rain water collected

- Rain water from snow
- Rain water or runoff
- Rain water or storm draining
- Rain water runoff (2)
- Rain water that comes out of the sky and off of roofs.
- Rain water that is gathered for our use, something that can be used.
- Rain water that should be captured and used for different things
- Rain water, gutter water
- Rain water, I guess.
- Rain water, like river water, goes down drains - not sewers - directly to rivers.
- Rain water, melting snow (2)
- Rain water, snow, whatever the storm brings
- Rain, runoff from snow, and that kind of stuff.
- Rain; its' also something that waters the flowers and plants. It keeps us going.
- Rainfall
- Rainfall, what becomes our ground water
- Runoff from storms
- Runoff from a storm
- Runoff from precipitation, whether it be rain or snow, that comes into our water system.
- Runoff from rain
- Runoff from rain, storing water from rainfall.
- Runoff from storm
- Runoff from storm, some people use it for plants.
- Runoff from storms (2)
- Runoff from storms and snow
- Runoff from surfaces after storms and precipitation.
- Runoff from the roof from rain.
- Runoff in the streets from rain, reused.
- Runoff that comes after rain or whatever water comes out of lawn into drain lines.
- Runoff water from storms and weather
- Runoff when it rains
- Saving the water when we have storms.
- Saving water after a storm and using it.
- Snow pack, the creeks that are coming down the Wasatch Mountains, rain
- Something that comes from storms
- Storm runoff (2)
- Stormwater that comes from the storm, could include runoff or just be rain water.
- Stormwater to me means water that has come during the storm that has puddled on the ground or collected in containers of some sort.
- Stormwater, isn't that what comes from storms?
- Stormwater, like the water after a storm - like the rain.
- Surface runoff after a rainstorm or from sprinklers.
- That would be water that is falling from the sky.
- That's like rain water, like the water that goes down the drain.
- That's the water is from rain and storms, and is different from house water.

- That's the water that happens after it rains and stuff.
- That's water runoff from a storm.
- The leftovers after the rain
- The rain collected from runoff
- The rain that falls
- The rain water
- The rainfall, and I don't know, I guess water that doesn't come out of the shower.
- The runoff after a rainstorm.
- The runoff from rain.
- The runoff from the rain and snow.
- The runoff from the rain we get
- The runoff water after a storm.
- The snow melt, the rain water
- The stuff when it rains, and it is whatever you can collect and use for later.
- The water from rainfall.
- The water from the sky.
- The water generated from the weather.
- The water that accumulates after a storm.
- The water that collects during a storm.
- The water that collects when it rains.
- The water that comes from rain and stuff.
- The water that goes down after the rain.
- The water that is collected after rainfall or the drift off from the mountains when it snows.
- The water that runs off after a storm.
- The water that saves up after it rains in an event of an emergency when we need it.
- The water that's runoff from storms.
- The water you collect from rain.
- Use it to water my grass, it comes from the rain.
- Using water from rain
- Using water from rain for other purposes.
- Water after a storm runoff and stuff.
- Water after the storm
- Water as a result from the storm.
- Water collected during a storm.
- Water collected from a storm by individual or city.
- Water collected from a storm.
- Water collected from rain. (2)
- Water collected from rainfall.
- Water collected from storms. (2)
- Water collected in rainstorms and then used
- Water collected through a storm
- Water collected through the rain.
- Water coming from a storm.
- Water coming from rain.
- Water dropped from the sky.

- Water from a rain storm (2)
- Water from a storm (7)
- Water from a storm, basically.
- Water from a storm, collecting water
- Water from a storm, natural water.
- Water from precipitation
- Water from rain (2)
- Water from rain or snow.
- Water from rainfall or from snow that is melted.
- Water from rainstorms
- Water from storms
- Water from the rain
- Water from the storm (7)
- Water from weather
- Water from when it rains
- Water gathered from the rain, caught from the rain. Water that is captured.
- Water left over by a storm.
- Water out of the sky such as rain or snow.
- Water produced from a storm.
- Water runoff from rain (2)
- Water runoff that collects after a storm.
- Water runoff, whenever it rains
- Water storage after a storm, and storing it.
- Water stored during rain and snow.
- Water that came from the rain. I don't know.
- Water that collects from rain.
- Water that comes after a storm.
- Water that comes after storms.
- Water that comes down as precipitation.
- Water that comes down from the sky and the storm.
- Water that comes down on your roof, down to gutters.
- Water that comes down when it rains or snows.
- Water that comes from a storm like rain.
- Water that comes from a storm. (9)
- Water that comes from heavy rains.
- Water that comes from rain fall and precipitation.
- Water that comes from rain and snow runoff.
- Water that comes from rain and snow.
- Water that comes from rain and stuff.
- Water that comes from rain or snow. (2)
- Water that comes from rain, snow, anything that comes from the sky or weather.
- Water that comes from rain. (5)
- Water that comes from run off from rain.
- Water that comes from snow and rain that is collected.
- Water that comes from storms or rain.

- Water that comes from storms that can be purified, but is also threatening.
- Water that comes from storms. (2)
- Water that comes from the rain and storms.
- Water that comes from the rain storm.
- Water that comes from the rain. (2)
- Water that comes from the sky that was stored by us to use to water our plants and such.
- Water that comes from the sky, the rain, and storms that is kept and cleaned and we can use it again.
- Water that comes from the sky.
- Water that comes from the storm, maybe captured off a roof.
- Water that comes from the storm. (2)
- Water that comes from the storms that runs off.
- Water that comes naturally from precipitation.
- Water that comes naturally from the rain.
- Water that comes out of the sky and lands on the ground.
- Water that comes when it is raining.
- Water that comes when there's a storm, such as rain.
- Water that comes when we have rain.
- Water that falls from the sky during a storm.
- Water that falls from the sky. (3)
- Water that flows down from storms, like residue from a storm.
- Water that flows from the storm.
- Water that hit the ground.
- Water that is accumulated after a storm.
- Water that is collected during the rain.
- Water that is collected during the storm.
- Water that is collected from rain, storms, snowmelt, and that kind of stuff.
- Water that is collected from storms.
- Water that is collected from the storm.
- Water that is collected in reservoirs after it rains.
- Water that is collected that is rain and collected and they save it then it's absorbed into the ground.
- Water that is collected when it rains or snows.
- Water that is from storms; natural water.
- Water that is gathered from rain or snow fall.
- Water that is leftover after a storm.
- Water that is organized from the storm, like runoff.
- Water that is produced by a storm like rain or snow.
- Water that is rain water.
- Water that is rain, comes from the sky, you collect it. It's runoff from a storm.
- Water that is runoff from the storm.
- Water that is stored from precipitation.
- Water that is the result of a storm that you can save.
- Water that is usually after a storm use it to water things.
- Water that maybe collected from a storm.

- Water that originates from precipitation.
- Water that runs off from the storm.
- Water that runs off of properties because of storms.
- Water that we get from rain.
- Water that we get from storms.
- Water that we receive after storms that's stored for our use later.
- Water that we've received from rain or snow that can be used for outdoor watering.
- Water that you capture from rain.
- Water that you catch from storms.
- Water that you collect after a storm.
- Water that you collect during a rain or snow storm.
- Water that you gather from rain.
- Water that you get from a storm.
- Water that you store from a rainstorm.
- Water that you would collect from rain or snow.
- Water that's collected from storms.
- Water that's collected when there's a storm.
- Water that's left over from the storm.
- Water that's received after a storm.
- Water that originates from the storm.
- Water we get from storms
- Water we get from the storm.
- Water we get when it rains or snows.
- Water we get when it rains.
- Water you can collect when it rains.
- Water you collect after a storm.
- Water you collect from a rainstorm, like in a bucket or something.
- Water you collect from rainstorms.
- Water you collect when it rains.
- Water you get from the rain and storms, I guess.
- Water you keep in case of a storm.
- Waterfall precipitation
- Weather, the rain water
- What comes from the rain or snow or other things running down.
- What comes when there is a storm.
- What happens when there is a storm
- Whatever comes out of the sky
- Whatever is left over after a storm.
- When it rains (3)
- When it rains and the water collects somewhere.
- When it rains, it's collected.
- When it storms, like rain or snow.
- When we have rain and it builds up on the ground.
- When you catch rainwater.
- When you collect the rain water.

- When you put out stuff to catch rainfall.
- Whenever it rains out.
- Where it rains, and people save their water, try to capture the rain.
- Where the rain and snow melt goes.
- You know, it's what you would collect from rainstorms.

Any Water Collected in Gutters and Drains (203) 25%

- After a storm running down the gutters
- All the water that washes down the gutters after rain.
- Anything that comes from the roof, anything on my property
- Anything that goes down the storm drain.
- Anything that goes into the drains.
- Basically water that is collected through the storm drain for run off
- Collecting water
- Collection of water that runs into the sewer on the roads.
- Drain water
- Drains
- Everything that goes into the aquifers.
- Excess water that runs down our gutters and drains.
- From our rain gutters and things like that, we don't want to pollute. Even catching water from the roof.
- From rain going down the drain
- From the rain gutter
- Gutter water, precipitated water
- I guess the water that goes down the storm drains when we get precipitation.
- I have no idea, but like water from storm drains.
- I just know when it rains the drains fill up with a bunch of runoff, and it can contain pesticides and bacteria.
- I just think of storm drains or rain runoff going into storm drains.
- I'm guessing water that catches in the storm drain.
- Is runoff channeled through gutters
- It just goes down the gutter.
- It means everything that goes down the street drain or stormwater areas. In large construction places there are basins that will catch water and excessive water.
- It means water from rain and it is captured in drains.
- It means water that goes in the drain and back to the plant.
- It's from storms that goes in gutters and stuff, from urban areas that goes into natural systems without filtration.
- It's the rain water that goes into the drains.
- It's the runoff from storm events that gets funneled into certain grates in the city.
- It's the stuff that when it rains or snow melts it goes down into the grates in the street and runs off.
- It's water from the storms that goes into the drain.
- It's water we get from storms that goes down the drain.
- Leftover water from what goes down the storm drain
- One you gather from gutters

- Pretty much the runoff that goes in the drain and ends up in the lake.
- Rain gutter water
- Rain that goes into the sewage system
- Rain water that comes from rain gutters
- Run off water that goes into the drains.
- Runoff from a storm, probably a storm happens and we just have water in our gutters.
- Runoff from rain and snow that goes down the storm drains
- Runoff from rain in the gutter and off the roads and off the lawns, leftover water.
- Runoff from roofs and everything that goes into the pipes and canals
- Runoff from the sidewalks, gutters, roofs, streets.
- Runoff from the streets that goes into the sewer.
- Runoff from your rain gutters.
- Runoff that goes into the storm drains.
- Runoff waste water in the gutter
- Runoff water after you have a storm that runs off on the street.
- Runoff water from a storm usually found in the storm ditches.
- Runoff water into rivers or storage units
- Runoff water that goes into the storm drains
- Runoff water, storm drain
- Saving water from your rain gutter.
- So stormwater is the water that is collected after a storm that feeds into our water system.
- Storm cellars or runoff of some sort
- Storm drain
- Storm drain kind of, gutter
- Stormwater I assume is water that comes from the gutter or water that is runoff.
- Stormwater is the water that is runoff that goes into drains into the sewage.
- Stormwater is what goes into the drain of the gutters.
- Stormwater storage stormwater drain, being able to do a collection container to save on my water bill.
- Stuff going through the gutters
- Stuff that is stored for us to use.
- Stuff that runs off roofs and side walks
- Stuff that runs off the street and driveway, and then down to the Jordan River.
- Stuff that runs off the streets or other property when it rains or snows.
- Surface area runoff into drains
- That any water from my driveway into the street.
- The amount of rain that comes down and is collected via drain.
- The extra water flowing down the storm drain when there's a storm.
- The grates onto the streets
- The ground runoff when it rains or floods, and goes into the controlled aqueducts.
- The melt from snow and runoff from the rain that we lose to our streets and gutters and then into the Great Salt Lake.
- The precipitation from a storm, stormy water that gets into the ground
- The rain that comes down and gathers in the gutters.
- The rainwater that comes down that they collect in the holding tanks.

- The runoff after a storm that goes down the drain
- The runoff from houses and streets and things that go into the storm drains.
- The runoff from rain storms or anything that ends up in the storm drains.
- The runoff from storms that go down the storm drains.
- The runoff from whatever water goes into the street because it goes into the drain, whether it's rain or snow or sprinklers, and it eventually ends up in a larger body of water.
- The runoff of rain into the gutter.
- The runoff of water from the streets.
- The runoff that goes through the drainage system.
- The stuff that goes from the rain into the gutter.
- The stuff that goes into impound lots around the neighborhood.
- The water captured in the gutters in the street with oil and other contaminants on the street.
- The water from rain falls and goes down in the drains in the streets. Water that runs off your house and goes in the dirt.
- The water stored after a storm that runs into the lakes and reservoirs.
- The water that collects off the roads.
- The water that comes down in a storm and runs off into the gutters.
- The water that comes from the storms that can go into the drains and be reused for our local city and state.
- The water that drains out after a storm.
- The water that ends up in our storm drains after rain, it needs to be managed by careful management.
- The water that goes down the drain.
- The water that goes down the gutter, that's stormwater.
- The water that goes down the gutters when it rains.
- The water that goes in into the storm drains and into the river.
- The water that goes into the drain.
- The water that goes into the drainage from the streets and the rain.
- The water that goes into the storm drains.
- The water that goes through the storm pipes and into the facilities and treated.
- The water that is collected in the storm drains.
- The water that is diverted from storms, rain, etc. into storm drains and storage tanks.
- The water that runs down the drains outside.
- The water that runs down the gutters and the drains from the rain.
- The water that runs down the gutters that we don't drink and waters our garden.
- The water that we get from storms that goes into our reservoirs.
- Washed down the gutters
- Water collected after storm either in storm drains or off of your own property.
- Water collected from storms collected in reservoirs and stuff.
- Water collected in gutters and storm drains or also possibly a rain catchment system.
- Water coming from the sky to the gutters.
- Water coming off the streets when it rains.
- Water from a storm that goes down the drains.
- Water from precipitation that collects things from the surface, and enters those things into the ground water system.
- Water from rain that goes into drains and into the river.

- Water from rain that goes into the gutters, and from the roof into the gutter.
- Water from the road
- Water from the storms that are like in the drains and stuff like that.
- Water from the street going into the storm drains
- Water gathered from storms captured in gutters
- Water goes in the gutter
- Water going down the gutter
- Water in the gutter, my run off of my room, things like that
- Water in the storm drains after heavy rain
- Water it comes down in the gutter and goes down to the ocean
- Water laying in the ditches after a storm.
- Water leftover that goes down the gutters after a storm.
- Water off the roof
- Water run off that comes off our property with the weather that gets collected in our drainage system.
- Water runoff in the street
- Water runoff into the gutters
- Water runoff of rain or snow. It could enter the ground or storage and be used for the population.
- Water runoff that goes into storm drains.
- Water that after it rains, it hits the ground and it is collected in various ways.
- Water that collects in the rain gutters.
- Water that comes directly out of the air and on to the street.
- Water that comes down your gutter.
- Water that comes from a storm that runs down into the storm system.
- Water that comes from the rain gutters.
- Water that comes in rain and goes down the gutter.
- Water that comes out of clouds to gutters
- Water that comes out of the streets and hard surfaces that goes into pipes and gutters, it eventually goes into streams and canals.
- Water that drains off of your house during a storm.
- Water that ends up down the storm drain.
- Water that gets trapped and builds up in gutters that are malfunctioning.
- Water that goes down drain from street when it rains.
- Water that goes down the drain.
- Water that goes down the gutter after storms, or water in reservoirs.
- Water that goes down the gutter and into the sewer.
- Water that goes down the gutter and water stream from rain and snow.
- Water that goes down the gutter into the storm drain.
- Water that goes down the gutter.
- Water that goes down the storm drains. (3)
- Water that goes down the storm gutter.
- Water that goes into a drain after it rains.
- Water that goes into a stormwater drain system and goes into the county.
- Water that goes into the drain from the streets.
- Water that goes into the drainage systems in the city.

- Water that goes through the sewer system.
- Water that goes through the storm drains.
- Water that goes under the house, like in the sewer.
- Water that has been collected in drains and grass pits after a storm.
- Water that has been reclaimed after a rainstorm.
- Water that is accumulated before it runs through the systems that runs to the valley.
- Water that is collected from the rain gutters and stuff like that.
- Water that is collected in the storm drain.
- Water that is going down the drain from the storm.
- Water that is going down the gutter into the drains.
- Water that is running down the street.
- Water that is running off after a storm into the drain system.
- Water that rains down on my house, water in the drains by the curb, anything that runs off I guess.
- Water that runs after a storm down the street.
- Water that runs down the drains and is wasted.
- Water that runs down the gutters.
- Water that runs down the street and into the drain
- Water that runs down the street in the storm drain.
- Water that runs down the street into the stormwater canal and goes in. It can be treated to be potable water.
- Water that runs during the storm in the gutters.
- Water that runs off after a storm, the stuff that runs on the street.
- Water that runs off freely into the river.
- Water that runs off into the storm drain from rain.
- Water that runs off the lawn into the storm gutters. All your weather related water, and sprinkler excess water.
- Water that washes down when it storms.
- Water that winds up down the drain systems in the city.
- Water that you find down the storm drain, when it rains. It's unfiltered.
- Water that's basically drained after a storm.
- Water that's in the gutters.
- Water the goes into the sewage.
- Water which is returned to the aquifer.
- What falls out of the sky and is collected in the gutters.
- What goes down the drain or rain
- What goes down the drain
- What goes down the gutter
- What goes in the grates and the drains in the streets when it rains
- Whatever drains from your house into the gutter
- When it goes down the storm drains.
- When you collect water from the gutter to use for other things.
- Where water comes out of the gutter.

Runoff or Excess Water, In General (48) 6%

- Collected water from runoff or rain or even irrigation.
- Drainage off of the roads
- Drainage or run off
- Drainage water
- Everything that runs off the streets that is collected, and it is collected in gutter and rain water in bins.
- Excess rain water that can be used
- Extra water that isn't being used.
- Extra water that we can take and use to water our lawns and agriculture.
- I assume is runoff. We don't flush medication down the toilet anymore.
- I would assume it is gathering storm runoff.
- I would say runoff a little bit.
- Leftover drainage after it is absorbed
- Like runoff
- Runoff (8)
- Runoff from parking lots and streets (2)
- Runoff water (4)
- Runoff, secondary water
- Stormwater means runoff.
- That would be runoff, something that goes through the storm drains and is non-potable which is untreated.
- That's the runoff
- The extra water you have on hand.
- The runoff (2)
- The runoff from everything and everyone.
- The water runoff
- The water that runs off or that you dump down the gutter, all the waste water.
- Water from runoff of roofs and anything
- Water run off
- Water running off the roof and roads
- Water runoff (2)
- Water that is collected from runoff.
- Water that is runoff.
- Water that runs off a roof, run off water
- Water that runs off of your house.
- Water that runs off your sprinklers.
- Water that you collect as runoff.

Stormwater Collected in Containers / Barrels (14) 2%

- Excess water; with stormwater you set up some barrels, and you save it so you can use it to water the grass.
- Gather in rain barrels to water plants
- Having barrels that collect rain water and using that water.
- It brings up an image of a water barrel sitting outside a downspout that you use to water your plants.

- Rain barrels to catch water from your roof.
- Runoff water that is in a barrel or something
- Something you collect off our roof into our barrel.
- The water that is left over from a storm, people put it in barrels. We let it come out of their gutters and we try to put it in barrels.
- Water collected from rain in barrels.
- Water collected in containers after a storm.
- Water that comes down to the storm and capture it and barrels and use in other ways
- Water that hasn't been in any way tampered with. Rain falling in a rain barrel, has not been processed.
- Water that you can save after a rain storm. If you have a rain barrel you can collect it.
- Where water is collected through a barrel.

Mountain Water, Lake Water, Natural Water, Fresh Water (9) 1%

- Anything that happens naturally
- I want to say that's a company, but I would say fresh mountain water.
- Is mountain water runoff
- Stormwater means that we will have water in the mountains and it is vital, we live in a desert after all.
- That's what comes down out of the mountains that goes in the gutters and reservoirs.
- Usually extra water that is coming from rivers, and part of the stormwater is water that comes off of extra rain that is coming down faster than the ground can accept it.
- Water from the mountain
- Water that is naturally occurring water flow and the collection thereof.
- Water that runs off the mountains or that drains down the hills.

Recyclable Water, Secondary Water (6) 1%

- Reusing for a long term
- Something that can be used in harvesting, and something that shouldn't just be diverted to the sewer.
- Stormwater sounds like the Weber Basin where when it rains they hold it and use it to water their lawns.
- The water from storms that is recycled through a system.
- The water that come after a storm or rainfall that gets recycled.
- Water that would be collected after a storm and processed by plants and waste treatment plants.

Unusable Water (6) 1%

- I don't use it.
- It's kind of like water that we don't use, it just goes down the drain.
- Non-drinkable, something that goes in a drain
- The water that we don't use to drink that goes down the drain.
- Unusable water or water that goes down the drain.
- Water that comes after the rain, water that goes unused.

Catching Stormwater for Use is Illegal in Utah (5) 1%

- Stormwater is from a storm and you can put containers out to collect it, but it is illegal here in Utah.
- Stormwater means runoff. What bothers me is that it is illegal to capture and use for yourself.
- The water that rains, and I'm pretty sure it is illegal to collect it.
- Water that comes out of my rain gutters. It's against the law to store stormwater.
- When the catch it in the containers. I think it's illegal in Utah.

Dirty Water (5) 1%

- A dirty water, gray water, gutter
- Dirty water
- Not clean like rain
- Stuff that hasn't been filtered, from rain
- Water that is dirty or waste.

Excess Water from Flooding (5) 1%

- Flooding
- Floods
- Runoff water from flooding and storms
- The water that floods up or something
- Would be caused by heavy rains or flooding.

"Waste" Water (4) 0%

- Waste
- Wasted water
- Wasteful
- Water waste that can't be collected through storm drains.

Miscellaneous Responses (47) 6%

- A bill
- A greener neighborhood
- A storm is when the weather is making changes and you have too much water, maybe. You don't recycle too much when you use too much water.
- A water shed
- Above the water table in certain living areas
- An emergency
- Bad water
- Bad water
- Drinkable water, filtration system
- I don't have to water my lawns much.
- I don't know, canal breaks?
- I guess it's the water used outside for irrigation.
- I think of the pollution where you have chemicals that get washed into the sewers and water source.
- In case of emergency, whatever the city has some kind of access to water to use.
- It is city water.

- It means drinking next year.
- It means free water resources.
- It means we need gutters and drains on my street because when it rains there is a big puddle in my street.
- It means we should be storing it somewhere.
- I've never heard of it before, emergency water?
- Keep it clean or it ends up in the river with all your irrigation.
- Less water from rain
- No idea, maybe capturing systems.
- Non-processed water
- Not having to water my grass
- Save water
- Saving water; well, you have to pay for that here in Utah.
- Stormwater means a better way of saving water, conserving it.
- Stuff that comes off the roof
- The buildup for supply
- The most valuable thing in life.
- The outside water
- The water from farms that picks up pollutants.
- Uncontrolled surface water
- Warm
- Water from the hose
- Water is everything.
- Water is life. If you don't have water you can't live because you can't survive without water.
- Water such as that a beaver dam, until it fill up and spills over, easily contaminated and all the stuff in it lays on the bottom of the beaver dam comes up.
- Water that runs off the house that now the city is charging us for.
- Water that we need.
- Water that you have ready in case of a natural disaster.
- Water that you reserve for emergency.
- We drink stormwater.
- We have a lot of hardscape in the city, and the water has to be directed to avoid that hardscape.
- You can't live without it.
- You should not waste water, don't use sprinklers on your sidewalks.

Don't Know / Nothing / Wouldn't Say (88) 11%

- Almost nothing
- I am not familiar with that term.
- I am not sure, I don't think I have heard of that.
- I am unfamiliar with stormwater.
- I don't know anything about that.
- I don't know how to answer that.
- I don't know what stormwater is.
- I don't know what that means.
- I don't know, I have never heard of it.
- I don't know, I have never thought about it.

- I don't know. (28)
- I don't really know.
- I have never heard that before
- I have no clue.
- I have no idea, I haven't heard of that word.
- I have no idea. (4)
- I have no idea. I have never heard of it.
- I haven't heard of that.
- I never heard that before.
- I would have no idea.
- I'm not familiar with that term.
- I'm not really sure.
- I'm not sure. (4)
- It does not mean much to me.
- It doesn't mean anything to me, I couldn't just take a wild guess.
- I've never even heard of it.
- I've never heard of it.
- I've never heard of that term.
- No clue
- No idea (3)
- Not familiar
- Not familiar with the term
- Not much
- Not sure (6)
- Nothing (8)
- Nothing comes to mind.
- Nothing, I have no idea.
- To be honest, I don't know.
- Very little
- Wouldn't say (2)

APPENDIX D: WHAT RESPONDENTS REMEMBER ABOUT ADS FOR STORMWATER OR THE PREVENTION OF STORMWATER POLLUTION

What can you remember about those promotions or ads?

"We All Live Downstream," Everybody Lives Downstream (77) 26%

- Everybody lives downstream
- Everyone lives downstream.
- Everything flows down when we're downstream.
- Everything is downstream
- Everything runs downstream something like that.
- Everything that goes down the drain ends up in our water. I don't remember how they word it. 'We all live downstream.' That's what it was.
- I don't remember much, just kind of the slogan.
- I just remember the, 'We all live downstream.' It's harmful to put chemicals down the storm drain because the water is used for other means and can cause damage to other property or people if you do dispose of them in the storm drains.
- I remember something about how we all live downstream.
- I remember the slogan, 'We all live downstream.' It's a catchy slogan.
- I remember the tagline was we all live downstream.
- It goes downstream and it affects us all.
- Just that everybody lives downstream
- Just that we all live downstream.
- Keep the water clean and don't put stuff in it our storm drains, and even the saying "we all live downstream."
- Other people live downstream
- Other things live downstream from where you're at so don't contaminate
- Since we all live downstream we are hurting ourselves as a whole.
- Some guy sticking stuff down the drain and there's someone at the other end, someone is always downstream.
- Someone was throwing stuff into the storm drain and we all live downstream.
- Something about living downstream.
- Something about what goes downstream. Everyone lives downstream.
- Something about, 'We are all downstream.'
- Something along the lines of we all live downstream.
- Something like we all live downstream.
- That everybody lives downstream
- That they say, 'We all live downstream,' and I think there's a guy that comes out of the storm drain.
- The closing line, 'We are all downstream.'
- The phrase, 'We all live downstream.'
- There was one about a fish and the phrase, 'We all live downstream.'
- They are catchy. 'We all live downstream.'
- They just talk about how everybody lives downstream.
- They remind you that we all live downstream.

- They were funny but they make a good point that we all live downstream. It's funny, I think he goes down the drain.
- We all live down drain.
- We all live down the river.
- We all live downstream of storm drains. I see the SWPP Stormwater Protection Program. I don't know what it is but I see it a lot.
- We all live downstream so be responsible with water.
- We all live downstream so you do not know who you are affecting. Also, we all need to conserve water.
- We all live downstream, just not to do it.
- We all live downstream. (29)
- We all live downstream. A guy gets washed in drain and comes out of a pond.
- We all live downstream. A man was looking in the gutter and he found himself in the gutter, then in a park, and it shows that the water goes into the pond with ducks.
- We all live downstream. Don't put things down the storm drain.
- We all live downstream. It effects everybody
- We all live downstream. The guy jumps out of the sewer and throws lawn clippings.
- We all live downstream. There was someone down in the storm drain showing what people had been pouring down the drains, and a cartoon drop of water.
- We are all downstream the basic is watch what you put in the storm drain.
- Whatever you put down the drain effects everybody's water.

Man in the Gutter Ad (44) 15%

- A guy climbing out of the storm drain covered in garbage.
- A guy comes out of the drain and there are lawn clippings in the storm drain or something.
- A guy coming out of the storm drain with a bunch of muck on him
- A little comical. A man going down drain and coming up in another person's lawn
- A man crawls out of the storm drain and throws something at a man washing his car.
- Guy falling down the drain and sliding into the pond, 'slow the flow'
- Guys getting sucked down the drain when they are looking at stuff. It's kind of comical, but it brings the message home.
- I just remember someone coming out of the storm gutter and telling the other guy not to dump it.
- I just remember that there is a guy in the storm drain that goes and throws it at the neighbor.
- I remember a guy getting sucked down the sewer and he pops up in a park.
- I remember the guy going down in the gross stormwater, or the guy popping out of the storm drain.
- People being sucked down storm drains
- People coming out of the gutters
- People coming out of the sewer and dumping it on a person, them saying it's not good.
- People in drains, a guy washing his car, everything you do goes in the water, one has a person in his bathroom and a frown.
- Shows a guy coming out of the storm drain that is covered in trash
- Some guy gets washed down the drain (2)

- Somebody coming up out of the storm drain with grass in his mouth, I also remember images painted on surface saying there were fish in the drains, you see them all over the country. Some tag phrase that goes along with it.
- Someone dumped garbage down the storm drain and a guy came and threw it back on him and his car. It affects everyone around us.
- The guy climbs up the sewer and gets mad at the guy.
- The guy comes out of the gutter and throws garbage at them.
- The guy comes out of the storm drain and says, 'We all live downstream.'
- The guy coming out of the gutter and throwing things at the guy who was washing it down.
- The guy falling down the storm drain and coming out in Liberty Park with the ducks. Everything washed downstream goes into your drinking water.
- The guy gets sucked down a drain and ends up in Sugarhouse.
- The guy getting caught in the gutter and went underneath in the water.
- The guy going down the drain after washing his car.
- The guy going down the storm drain and him climbing out of the storm drain. It's about not pouring stuff down the storm drain and disposing of chemicals properly.
- The guy washing down the drain. Anything that goes in goes to all of us.
- The guy went down a drain it was funny.
- The guy who gets out of the drain and the other guy is stuck in trash.
- The man looking down the storm drain and into a pond.
- The man with the hose ended up in Liberty Park pond.
- The one I remember is the guy that comes out of the storm drain and throws the crap on him, and so the one guy is sweeping down the gutter and it looks like the guy coming out of the gutter lives down there or something.
- The person ends up in the pond in the park, and another one goes down the drain in the sidewalk in the drainage.
- There is a guy who goes down a storm drain.
- There was a guy in the storm drain- we all live downstream.
- There was one with a man coming out of the drain dumping a bucket of car soap onto another man.
- They have this little guy in the storm drain and some other guy is washing other junk on the storm drain. Salt Lake County at one time was giving away rain buckets that you could put under your down spouts, I would like to see more of that.
- They use humor and they had someone get washed downstream.
- They're humorous portrayals of people getting sucked down the drain and in the park. The motto is, 'We all live downstream.'
- This really dirty looking guy and there was dirty stuff coming down. I think he falls into the drain and comes out in a park or something like that.
- Where the guy gets sucked down the storm drain and gets sucked down to a pond

Storm Drain Pollution (43) 14%

- A list of things that affect stormwater, and pollutants that can get into it.
- Be careful about what you put in the storm drain.
- Be careful what goes down the drain.
- Be cautious of what goes down the storm drain.
- Be conscious of what you put down your storm drain.

- Citing what not to put by/in the drain
- Do not throw stuff in there, the fish are silly
- Don't do it.
- Don't pollute in the stormwater
- Don't put anything down the drain. We all live downstream. Don't put medication down the drain.
- Don't put anything in the storm drains.
- Don't put anything into the drains.
- Don't put it down the drain.
- Don't put stuff down the drain.
- Don't put stuff that should not go down the drain that shouldn't be.
- Don't put things down the drain. It all flows to the same place.
- Don't throw stuff in gutters. They go to storm drains.
- Don't waste the water, don't let things into the gutter.
- Dumping is bad for the environment and you will be fined.
- How to prevent stormwater pollution and the rate of increase in stormwater in Salt Lake
- It is harmful, don't do it. Don't pollute.
- It is not a good idea to pour stuff down your gutter.
- It shows people pouring gross things down the drain and saying you shouldn't do that.
- It talks about all the things that end up going down the drain that should not.
- It's bad.
- Keep clean and keep stuff out of drains.
- Make sure not to put things down the storm drain.
- Nothing but actual rain should be going into our storm drains.
- Protect the ecosystems, don't pour it all down the drain.
- The drains say don't pour things down here. They are just for stormwater.
- There are certain steps you can take during construction to control silt and erosion. Disturb as little soil as possible. Have a permit for the construction and have a whole stormwater prevention plan in place, and have a silt fence to prevent silt from going into the storm drain.
- There are markers on the drains on the side of the road that say no dumping. There are always fish downstream.
- They are a positive message about not ruining our water systems.
- They are opposed to washing inappropriate material into sewer and storm drains
- They bring to mind that you need to be cautious of what you put in the gutter. And, of course, we all live downstream.
- They had a storm gutter and were talking about things that should not go in there.
- They had things poured into the gutter and had things cleaned out.
- They said how to prevent stormwater pollution and listed stats and said you could come visit for more info.
- They were promoting not dumping things in the storm drain.
- Things going down drains into gutters
- We shouldn't put stuff down the drain and should watch what we do put out there.
- You aren't supposed to do it. That you'll get washed down the drain.
- You should not put things in that would get into the stormwater.

Washing Cars (26) 9%

- A guy was washing his car and went down the storm drain and came up in a lake.
- A guy who was washing his car and the water was going down the drain and it went into the pond.
- A man is washing his car and another man comes out of the storm drain.
- Car wash one, ones about debris, about pouring chemicals and oils in the drains, guy climbing out of drains
- Don't wash car in streets or dump oil
- Don't wash your car and put your oil down the stream because we all live downstream.
- Guy washing his car and being pulled into the sewer drain
- How runoff from washing vehicle isn't good
- I can remember one person was washing their car and the other person came out of the drain and dumped water on the person washing the car.
- I remember that they show someone washing their car and all the debris going down the drain and someone coming out of the drain and saying it does affect people downstream.
- I think they are funny and they make a great point. When you wash your car you are oblivious, then it goes to someone downwind then they came back and throw it in the guy's face.
- Man gets pulled down into the gutter while washing his car
- Mostly washing your car and throwing chemicals down the gutters
- One guy was covered in mud. The guy washing his car and the soap and leaves were going down the gutter and it said we all live downstream
- People putting oil or chemicals or washing your car, a guy in the gutter saying we don't want this because it goes to our streams
- Showed people washing cars
- That a guy washing his car and was throwing trash at the people from the storm drain.
- The guy washing a car putting thing down the storm drain and then someone shows him what he put down in the gutter
- The guy washing his car and he was letting all the soap go down the storm drain. The guy popped out and said "we all live downstream".
- There is one where a guy is washing his car, and he goes into the drain and comes up in the pond.
- There was one about water from washing a car flowing back onto the neighbor.
- They always just show people washing their cars and then a guy comes out and tells them to stop.
- They show car washing and weed clippings are a problem to put down the drain.
- They're kind of cool commercials, and you see some guy washing a car and you see the gutter and it has grass clippings or chemicals.
- Washing their car and they get sucked down with all of the stuff that is going down the gutter. They say a website at the end of them.
- You shouldn't wash your car on the driveway.

Don't Put Chemicals Down Storm Drain (21) 7%

- Big signs saying, 'Don't.' It shows chemicals and stuff.
- Do not dispose of oil, and had a picture of a drain.
- Do not dump chemicals into storm drains.
- Don't dump antifreeze down the storm drains.
- Don't pour oil or chemicals down the storm drain was the main thing.
- Don't put toxic chemicals down the drain.
- Don't wash excess down the gutter, don't allow oil down the gutter.

- I don't remember much. I think it's just not to drain chemicals into the drain, or acid.
- It reminds people to be conscious of the pollution that we put into our water that goes down the drains. It encourages people not to put chemicals or prescription drugs down the drain.
- It shows you not to put gasoline or paint or any pesticide down the drain
- It was a sign for not putting oil down the drain.
- It's against the law to dump any oils or anything down the storm drain, like paints or chemicals.
- It's harmful, just don't do it. Find out where they belong and take them there, like chemicals and paint. It says on the cans even, that it's harmful.
- Keep gas from getting on the ground, and to keep away from the stormwater that isn't treated.
- Not disposing chemicals down the drain
- Not disposing chemicals, lawn clippings, car washing, all of that stuff.
- Not to dump oil and things down the storm drain. We all live downstream.
- Not to pour oil down the storm drain.
- Running household things like antifreeze down storm drains.
- Someone was rinsing some chemicals down the storm drain.
- They just said not to dump oils and chemicals down the storm drain.

Don't Put Grass / Debris / Droppings Down Storm Drain (13) 4%

- A hands on experience and they showed us how it washes through the grass into the storm drain.
- Bagging dog poop, a guy comes up out of the drain
- Blocking debris
- Don't put anything in storm drains, such as any animal droppings, paint, fertilizer - it ends up down river.
- I do remember a man is clipping grass and puts it in the storm drain, and his neighbor throws it on his lawn.
- I remember talking about not taking a dog out camping because their waste will be in the environment and will be washed into the water.
- No dogs allowed, keep our water sheds clean
- Pet waste, human waste, littering, water shed area
- Protect our irrigation, based on animals keeping them out of water sources, animal waste
- The guy washing his grass down the drain saying, 'We all live downstream.'
- The need to keep stormwater drains clear and free of trash and debris.
- They don't want you putting your lawn clipping in the storm system.
- To not throw trimmings or leaves downstream

Stormwater / What Goes Down Drains Affects All of Us Eventually (10) 3%

- Anything you put in the storm drain goes downstream.
- Awareness that we use the water we put down the drain.
- I don't watch a lot of TV, but basically what you put in the drain comes back into our lives. Something of that nature.
- Just reminding that stormwater impacts all of us.
- Just what goes into the storm drain goes into the stream
- Talking about where the stuff goes, and how we all live downstream and it affects everyone.
- That we will use stormwater eventually.
- They did a good job making it funny, so it catches attention that what goes down the drain affects something down the line.

- They show that we put things downstream and it ends up in our lakes and ponds
- What goes down your drain comes back to you in one form or another.

"Slow the Flow" (5) 2%

- Save the flow, H2O
- Slow the flow
- Slow the flow and save H2O, fish going into the drain and someone coming out covered in oil. We all live downstream.
- Slow the flow, save H2O. Don't dump stuff down the storm drain.
- Slow the flow. We all live downstream.

How to Avoid / Dispose of Waste Properly (4) 1%

- Being mindful of waste
- How to avoid waste and how not to pollute it.
- How to recycle, what garbage cans to use. Might have been Salt Lake City Water Company.
- I worked for Sandy City and they told us how not to waste it and how to prevent it. I like the little rain drop.

Fish Logo on Storm Drains in Gutters (3) 1%

- Mostly the slogan. It has a little cartoon fish or something, I'm not sure. I've seen it on billboards as well as television.
- There is a painted fish on storm drains in parking lots.
- Usually it involves a picture of a fish and it says "drains to a fresh water area."

Miscellaneous Responses (32) 11%

- A little bit comical.
- All I know is that they talk about things you shouldn't do. Be clean, think downstream, or something like that.
- Along the Jordan River Parkway there was reminders to keep the water clean.
- Describing the problem and how to take care of it, reporting of spills
- Gives you pictures, recycle
- How to think about it
- I grew up in the country and always had appreciation for the environment. It's the way I was brought.
- It made sense that they were creating awareness.
- It was in-house training for the company I work for.
- It was just a water drop.
- It was something about a bill that someone wanted to pass to allocate money to that cause.
- Make sure you know who is downstream
- Most of my knowledge came from them.
- Not many helpful tips, I think.
- Said something about how you can't collect stormwater or the rain.
- Some gutter thing
- Some little water character thing, not a whole lot
- Stealing rain water
- SWPPP at SLCC

- The local promotion about rivers running through for better runoff or something.
- They are cartoonish.
- They are old and produced by a competitor of mine. I make commercials.
- They are ridiculous.
- They seem pretty effective.
- They showed all of the thing that went into the drain.
- They were kind of weird, but they got the point across though.
- They were very, very point making.
- They're stupid, they're not consistent with reality. If you fall face first you don't go down feet first, it's not realistic.
- Things that you shouldn't do.
- Utah water shed
- Water conservation, pollution, and living downstream
- We have to make it better, cleaner.

Don't Know, Nothing (20) 7%

- I can't remember.
- I don't know. (3)
- I don't remember. (3)
- I have no idea.
- I've seen several of them. I don't know, nothing specific.
- Not a lot
- Not much (3)
- Nothing (4)
- Nothing major
- Nothing recently
- Nothing, they are lines so they can wash out the cement trucks, it is cleaned out by law.

APPENDIX E: THE MEANING OF THE SLOGAN “WE ALL LIVE DOWNSTREAM”

What do you feel is the meaning of the slogan "We All Live Downstream?"

What Goes Into the Water Supply Affects Us All / Everyone (178) 27%

- All of that waste water all becomes water that affects us.
- All of the things that go into the water comes back.
- All the waste that enters the water systems upstream ends up with us.
- Any pollution in stormwater can affect us all.
- Any pollution that we put into the stormwater is going to affect somebody.
- Any water that we pollute or any way we harm the environment will eventually affect everyone, even if it is just on our driveway or in our home.
- Anything goes into our stream, we will end up consuming at one point or another.
- Anything that goes into the storm drains goes into our water treatment and comes back to you.
- Anything that happens to the water effects all of us.
- Anything that we as members of the community put in the water system, whether it's supposed to be there or not, eventually cycles back around.
- Anything that you put in the drain is going to affect us.
- Anything we throw in the system ends up affecting us all.
- Anything you put down the drain effects everybody.
- Anything you put in the storm drain will have an effect on someone or something.
- Anything you put in the water will effect someone somewhere.
- Anything you put in the water, someone has to deal with.
- Anything you put in your water can end up somewhere. Anything you put away is going to end up somewhere else.
- Anything you put into the water upstream will eventually come to you, so treat it as it is coming to you.
- Anything you throw in the gutter affects us all.
- Anywhere, whether it's the top of the mountain or next to the Jordan River, you throw stuff in there it'll come back and hurt you. Throw stuff in the Great Salt Lake and it's going to kill the fish and hurt the animals in there.
- Basically be careful with what you are disposing in water sources because it will ultimately effect just about everybody.
- Don't crap where you eat. Whatever you do affects wherever we get our drinking water.
- Don't dump things down because someone else will collect the stuff that gets dumped down.
- Don't put things in the storm drain because eventually it will end up where we are.
- Don't wash things downstream because that water affects everybody.
- Even though they look clean at your house, when you wash something away from your house it is polluted for someone close by.
- Even though you wash things down the drain they will still come back to you.
- Eventually if you put crap in your water it will come back to you.
- Eventually the stuff we put in the water will come out.
- Everyone eventually receives the contaminants.
- Everyone's pollution goes down there so it's on all of us.

- Everything down the storm drain effects everybody.
- Everything in the drain affects us.
- Everything that goes down the storm drains will impact someone one way or another.
- Everything we put down the storm drains is coming back to us.
- Everything you dump down the storm drain effects everyone, including yourself, down the line.
- I always contributed it to Millcreek Canyon and pack stuff in because the stormwater will bring stuff down the canyon into the valley where we are.
- I feel it is just to bring people's attention to the fact that the stormwater is reused. So, if you are contaminating that water, you are contaminating the water for projects.
- I guess it's to make people aware of whatever you dispose of will come back and affect you.
- I think sometimes we can just dump something or put something down the drain, and we think it won't affect us but in reality it's not just an animal or fish being affected, it's all of us.
- I think that means that if you put junk down your gutter someone else will get it and vice-versa.
- If any person pollute we are all affected by it.
- If I put something down the storm drain it's going to affect someone else. We are all effected if we put something down the drain.
- If I put stuff down the drain it will affect everyone.
- If it drains into the gutter then I'm going to get the pollution from someone else.
- If someone else dumps stuff down the drain it ends with someone else.
- If we do things it goes down into water sources and it contaminates.
- If we dump stuff downstream it all effects everybody.
- If we pour pollutants down our gutters, it'll get into our water supply and potentially make people, animals, and plants sick.
- If we put it in the water supply it affects someone else.
- If you are purposefully or not purposefully pouring things in the storm drains it will hurt all of us.
- If you do something gross then the guy downstream will get clogged or their water will be effected.
- If you dump it in the gutter someone else is going to get it.
- If you dump oil down the storm drain then when you go to the beach, instead of sitting on sand you're sitting on oil. What you do today affects you tomorrow and future generations.
- If you harm the environment, it harms you because you're part of it.
- If you pour anything in the gutters or storm drains it will end up in your drinking water.
- If you pour it into the water you end up drinking it.
- If you put it in the water someone else will drink it. It's kind of the golden rule of water.
- If you put something in there it will all come back to us.
- If you put stuff in your storm drain we are all exposed to that stuff.
- If you put things down the drain that shouldn't be, you are hurting everybody.
- It affects everybody, what goes into the drain effects everybody.
- It can effect anybody if you pour your stuff down.
- It is just meant to help us remember that if we put it down the drain it isn't someone else's problem, it's all of our problem.
- It is trying to promote that polluting stormwater pollutes everyone.
- It just means if you wash it from your place it ends up somewhere, so be thoughtful and responsible.
- It just means whatever you dump in the water supply comes back down to you.
- It means be aware of what you're putting in the water because it effects everyone.

- It means that anything that goes into the storm drain is going to come back to us. It's going to effect the water supply for all of us.
- It means that be careful what you wash down the sewers because it will come and cause pollution.
- It means that it all goes downstream and affects us all.
- It means that we all are effected by pollution; what anybody puts in the water and in the environment affects everybody. They should be respectful to the environment.
- It will get to us eventually.
- I've heard of it, somebody always has to pay for what the people up stream poured down.
- Keep it clean so the next person down the line doesn't get contaminated.
- Knowing what we put into the water does not get cleaned for the next user of the water.
- Like everything's recycled, like whatever you're putting down is pretty much what your neighbor or community is going to get.
- No matter what you put in the gutter it will affect all of us.
- Our recreation areas are for all of us and if there is any pollution there it affects all of us and it gets in the rivers and streams. I like when there a signs in a golf course or something that tells you if the water is recycled or not, which I like because it shows that there is a plan for it.
- People who wash things down the storm drain, it will appear elsewhere.
- Polluting water is going to affect us and we shouldn't do it.
- Putting something in the drain is going to affect you and someone else, and if someone else puts something into the drain it will affect you.
- Somebody always gets the water we have.
- Somewhere along the line it will affect you if you ruin the water supply.
- The impact that we cause for the storm drain affect us in way or another.
- The people up in the mountains do whatever they want with the streams and then we get it.
- The pollutants get into the water and effect everyone.
- The runoff and everything we put into it, we all live downstream, so it will impact all of us and our lives.
- The water is eventually going to come back, and if you don't want that stuff in n your water then don't put it in their water.
- There are consequences of everything going down the storm drain.
- There is always someone that will get the crap you're putting in the water system.
- There is always someone upstream from us that will affect us.
- There's always someone on the other end putting something in the stormwater or storm drains.
- Think about what you put in the water because it can affect someone else.
- Throw oil or gas down the drain and someone else is going to get it.
- To keep in mind what you are using in your water will effect someone.
- Washing something away doesn't fix the problem, it affects us all.
- Water recycles everywhere. If something goes into the water supply it will eventually come back to us.
- We all deal with the storm drains so whatever you put in it will come back up.
- We all drink the water basically from whatever we put in the stormwater.
- We all end up drinking from the water we put in.
- We all end up with what we put in the water upstream.
- We all get each other's water waste in some form.
- We all live downstream from each other. Whatever my neighbor puts in the storm drain affects me and whatever I put in the storm drain affects my neighbor.

- We all live downstream so putting gunk in the drain affects us all.
- We all suffer when stuff gets into the water. We are limited on the water source and it has to get reused so we should keep it clean.
- We are all affected by contaminants that are put into our water system.
- We are all affected by pollutants in the water.
- We are all affected by the water, it comes back to you.
- We are all affected by what falls from the sky.
- We are all affected by what goes in the storm drain.
- We are all affected by what happens to the water anywhere.
- We are all down from someone else so whatever we put in is going to affect someone.
- We are all effected by something that is put down the gutter.
- We are all effected by the pollution.
- We are all effected by things put down the drain or in the water.
- We are all effected by what goes into the storm drain.
- We are all effected by whatever you put in the street.
- We are all impacted by people who contaminate stormwater.
- We are all in danger of pollution because it will wind up being utilized by us, we are all effected by what each other does.
- We receive whatever is put in water.
- We use all of our water so if we contaminate it we have to live with it.
- We're affected by pollutants that travel down the storm drains.
- We're all impacted by the pollutants and debris and contaminants that enter the water supply.
- We're catching all the crap, the garbage.
- Whatever goes down the drain we will end up using it
- Whatever we put in the water gets in everybody else's water.
- Whatever you put in the water effects yourself.
- Whatever you put in the water will effect someone somewhere.
- What goes in the water effects someone.
- What kind of waste or pollution you allow to get into the gutter system will impact someone else, and what your neighbors do will impact you.
- What we put in the storm drain goes into the water we use.
- What we put in the water comes out to other people.
- What we put into our stormwater effects all of us.
- What we put into our water affects us later.
- What you pour down the storm drain is eventually going to affect you.
- What you put in water has an effect on everyone.
- What your neighbor puts in his gutter goes in you gutter and it effects everyone around you.
- Whatever gets flushed down the drain goes down and somebody is affected by it.
- Whatever goes down the drain effects all of us.
- Whatever goes down the drain, everybody else ends up consuming.
- Whatever goes in the stream can affect us.
- Whatever goes into our water supply comes back to us.
- Whatever goes into the water everyone gets it.
- Whatever I put in the stormwater I can expect to get back in my water.
- Whatever is put in we are all going to consume it eventually.

- Whatever pollution or waste gets into the stream, it will affect you.
- Whatever we dump in the drain is going to lead to someone else, and the person above us is dumping stuff too.
- Whatever we pour in the waterway will eventually come back to you.
- Whatever we put down the drain will effect someone else.
- Whatever we put down the road down the street gutter, could harm somebody.
- Whatever we put in our drains it will come back to affect us.
- Whatever we put in the storm drains can end up in our water supply. It means that whatever we put in our storm drains affects everyone.
- Whatever we put in the water we all have to live with.
- Whatever we toss of goes into the storm drains so it all comes back to us.
- Whatever you dump down the storm drain affects those below you.
- Whatever you dump affects others.
- Whatever you pour down the drain affects everyone.
- Whatever you pour down, you'll drink it.
- Whatever you pour in your drain, someone else is going to have to deal with it later down the road.
- Whatever you put down the drain will come back to you eventually.
- Whatever you put down the storm drain is going to taint the river and end up in your food source eventually.
- Whatever you put in the drainage system is getting into your water tap.
- Whatever you put in the stream I'm going to get.
- Whatever you put in the water is going to affect whoever lives next door.
- Whatever you put in the water will come back to you
- Whatever you put in water is someone else's problem.
- Whatever you put in your drains effects everyone.
- Whatever you put in your water someone else will get that pollution.
- Whatever you put in your water someone else will get.
- Whatever you put in your water, someone is going to get it eventually.
- Whatever you put into the water system, somebody has to drink.
- Whatever you throw away comes back to you. The things you throw away can damage the ecosystem.
- When you dump it it goes through to other people and we all use the water.
- When you throw something away it doesn't just disappear, it goes to someone else.
- Your never at the head of the water, you pollute everyone else's water.
- You're going to drink whatever you pour into the gutter.
- You're going to affect everybody by what you're putting down the stream.

Water Affects Us All / Everyone (91) 14%

- All of our water comes from somewhere else and it keeps going from person to person.
- All of the runoff water eventually comes out of our taps.
- All of the water from the drains end up in our drinking water.
- All of the water reaches all of us.
- All of the water that runs in the streams ends up in our drinking water.
- All of the water will impact us the stormwater, and that's everyone.
- All of us are affected by it. Regardless of what we do, we are affected by it.

- All of us need that water and so if we pollute it we are harming ourselves.
- All of us together and all that water goes into one place and that all of us drink it at one point.
- All that water ends up being used.
- All the crap that gets washed down there, we all have to deal with later by getting it all cleaned up.
- All the water eventually gets to us.
- Anybody that water will come to such as us humans, and then that water will go to lakes and follow the water cycle and it will cause harm to the water when it comes back to us.
- Anything that comes our way, you never know where it comes from.
- Anything that goes down the drain is still water we have to deal with.
- Because of our water cycle and the interconnection of the water, everyone is affected by each other's water use.
- Downstream water or stormwater effects all of us.
- Everybody is affected by the water.
- Everybody is effected by pollution of stormwater.
- Everybody is impacted by the stormwater so don't pollute it. It is not just yours.
- Everybody lives based on the water system. Everybody dumps up stream and goes into the system.
- Everybody needs to realize we're all part of the water situation.
- Everybody uses it.
- Everyone gets affected by the stormwater and whatever we put into it comes back to us.
- Everyone is using water from the storm drain.
- Everyone shares water and everyone should do their part to keep it clean.
- I think it means a lot of things, like the water doesn't just disappear it comes back in another form and effects all of us.
- If we pollute the water it affects all of us.
- It means the water is a community resources that we all benefit from.
- It's kind of just how it sounds. We all use that water, it becomes drinking water. Think of the next person.
- It's kind of protect our water because it affects all of us.
- Runoff water effects everyone.
- Someone is going to use the water and everyone uses water.
- Someone will encounter the water or whatever you put in the drain.
- Stormwater affects by everyone.
- Stormwater pollution affects everyone. (2)
- That contribution to pollutants in water affects the whole system and everybody.
- The effects of stormwater drainage effects everybody.
- The stormwater and runoff water effects everyone.
- The stormwater effects everyone and so does the stormwater pollution.
- The water affects us all.
- The water effects everybody.
- The water eventually gets to all of us.
- The water is going to reach all of us at one point.
- The water that goes into the gutter ends up recycled and has to be used by someone else, and the water that we use was probably going down someone else's gutter.
- Water effects everybody.

- Water is a resource that we depend on and if we dump into the water it harms us.
- Water is always recycled.
- Water is everywhere and it's part of life cycle.
- Water is our life source I'd like to think. Everyone and everything relies on that, and we need to keep it clean.
- Water quality affects everybody and our whole ecosystem.
- Water that goes downstream is actually used by everyone. It can pollute our water supply and streams.
- We all are affected by the water that goes downstream.
- We all are affected by water that goes downstream.
- We all consume what goes into the water.
- We all get our water from somewhere.
- We all get that water.
- We all get water from the storm drains.
- We all have to use that stormwater some way, somehow.
- We all have to use the water that comes downstream that flows through the aquifer and through the streams.
- We all live off of the water that comes upstream or downstream because we all live downstream somehow.
- We all need the water that goes down the drain.
- We all partake of whatever is getting dumped down the drain, it effects all of us.
- We all use the water so we need to take care of it.
- We all use the water so, it matters what happens.
- We all use the water.
- We are all affected by stormwater.
- We are all affected by the water, like how its treated. We're all affected. .
- We are all are in the path of stormwater and we are all affected by the debris we put in it.
- We are all being effected by the stormwater.
- We are all dependent on good clean water. When someone pollutes the water from downstream we get the water because we live downstream. Clean water is all our responsibility.
- We are all effected by pollution. When we throw stuff in the gutter then they think it will be treated or the government will take care of it.
- We are all effected by the runoff.
- We are all going to be using the water that is coming down from the mountains.
- We are all going to use that water and be impacted.
- We are all part of the water cycle so any part of that is going to affect all of us.
- We are going to see the water when it comes to us.
- We drink our own water. So anything we pollute, we are only polluting our own water.
- We need to take care of the water because it effects all of us.
- We use the water that ends up downstream.
- We're all affected by pollution in the water, be careful.
- Were all affected by someone else's water
- We're all affected by stormwater. (3)
- We're all affected by the stormwater.
- Whatever affects our water affects all of us.
- Whatever happens to the water effects everyone.

- What's downstream effects all of us, we all use it.
- When we all tap into the water our lives depend on it.

Be Careful / Responsible of What Goes into Water Supply (83) 12%

- All the things you just asked me basically, be responsible.
- Avoid putting things in storm drains.
- Be aware of you put into the stream because we all use that water.
- Be careful of what waste is flowing down stream because it can contaminate the water.
- Be careful what you are doing with your water. Don't waste it, don't do anything bad to it. If there are any chemicals in it. Don't put anything that would hurt the environment. You don't want anything coming down to your house that would hurt or damage you. You have to be very careful.
- Be careful what you dispose of in our drains.
- Be careful what you pour down the drain.
- Be careful what you put down the storm drain.
- Be careful what you put in the drain because it all comes down stream and compiles somewhere.
- Be careful what you're putting in the water because it affects people.
- Be careful where we pollute because someone else's pollution could reach you just as easy as yours could reach somebody else.
- Be conscientious of the things we are putting down the drain. It affects us all, just because it's out of sight out of mind doesn't mean it is gone. It affects us all.
- Be mindful
- Be mindful of the waterways
- Be mindful of what you put in your stormwater drain, it can bring more information on that.
- Being careful of what you use and what you do because it affects people all around you.
- Being cautious of all your chemicals that you are trying to dispose of and people that either water their lawn, watching where the debris goes and how it effects the stormwater.
- Don't put stuff that you don't want in your backyard somewhere where it will end up in someone else's backyard.
- Everyone is responsible for keeping the water clean.
- Everyone's actions impact the water that we use.
- Have to be cautious of what you put in the water, whether it be the rain or toilet or gutter.
- I think it is to help us be aware that we all connect to pollution, be aware of what you do.
- I think it means people need to be aware of the things that go downstream, not just the people that live next door to you.
- I think it means we want to be careful what we put in the water because we have to use that water.
- I think it's basically to be aware of your neighbors.
- It is all of our water and we need to be aware of what is in it.
- It is our responsibility to protect the environment because it will affect all of us.
- It is promoting you need to be careful what you put in the water. We all live downstream from someone so it becomes a vicious cycle.
- It means that we need to be responsible for what we put down the storm drain and it can be harmful to wildlife.
- It's all of our responsibility to keep the water clean.
- It's just that you have to be careful with putting a lot of waste because it affects all of us in one way or another.

- It's not environmentally responsible to assume that just because water flows downhill it's okay to wash water down the drain because people do live above you and below you and it's a collaborative effort.
- It's not just a problem for everyone else should worry about, it's a problem from everyone.
- It's our responsibility to take care of water near us.
- Pay attention to what you put in stormwater.
- Pay attention to what you put in the water.
- People live downstream, so you have to watch what you put in the water so things don't get polluted.
- People need to be careful what they put in the drains, and fish, too.
- People need to be more cautious of what goes down the gutters.
- People who live upstream need to be careful what they put downstream.
- Promoting awareness or caution of the things that goes into the drains.
- The effects on the stormwater, be conscious of your waste.
- Think about other people when you're dumping stuff down the drain.
- Think of others when you're putting stuff in the gutter.
- To be cognitive of what you are putting down the storm drain because it is going to end up going to other people.
- To be conscious of the things in our water because the water goes to everybody.
- To be conscious of what we are putting in the gutters
- To be conscious of what you do
- To be conscious to dispose chemicals properly.
- To have some consideration of where it's going to go.
- To help people be cautious and not selfish.
- To help people be conscious of their actions and how it effects the environment.
- To take care of what you put in the gutters and in the rivers.
- Try to be more aware with what's going on with the water.
- Watch what's going down stream.
- We all impact the water that we use, so we need to be responsible about what we put in the water.
- We all live down stream and have a responsibility to the people below us to keep the water as clean as possible.
- We all need to be careful about what goes into our water because we all end up drinking that.
- We all need to be conscious of how were using our water and what's going down drains. We all live downstream.
- We all need to be responsible and we don't need to be throwing things that don't belong in the gutter.
- We all need to be watchful of what we put down our drain.
- We all need to do our part to keep the water as clean as possible.
- We all need to do our part, there's always something that can pollute our area.
- We all need to take responsibility for the garbage we send down the storm drain because we all live downstream.
- We all need to try to do our part.
- We are all responsible for what is put in the storm drain.
- We need to be aware of other people who are utilizing water.

- We need to be aware of what is in the water because if you dump stuff someone is going to receive it.
- We need to be careful of what we do with our chemicals and waste getting into our streams and ditches. We need to be careful because it bugs me when there is trash in my gutters.
- We need to be careful what we put in our drains because it flows into our neighbors water sources. To reduce the pollution in general, we need to not pollute our water.
- We need to be conscious of what we put down the drain.
- We should all do our part so that nothing gets backed up.
- We should pay attention to what we are putting into the environment, pay attention to our impact.
- We should take care of the area around us so that chemicals don't go down to someone else.
- We should take care of the water that is coming to us.
- We should think about what we are polluting because we will all have to partake it.
- We should think about what we put in our ground water because it affects all of us.
- We should watch what we put down the gutter because it comes back to us eventually.
- We're all responsible for the water system. It doesn't matter where you are on the chain, it'll get you. I know it goes into the ground and ocean. It helps grow algae.
- We're all responsible for the water use and abuse.
- What comes upstream can effect what's downstream, so we all need to be caretakers.
- With our water supply a lot comes from the canyons so be conscious of what you're putting in the water, it goes all over and people live along rivers passing through our areas.
- You should be conscious of what you are putting in the gutter or on your lawn because someone is downstream from you.

Don't Pollute the Water / Keep Water Clean (57) 8%

- A reminder of not polluting the water either when we are in the mountains hiking or even in our neighborhoods.
- Anti-water pollution
- Basically don't throw pollutants into the water.
- Clean your stuff up so it doesn't affect your neighbors.
- Create awareness, it is important to keep all of these sources clean because we will all use them eventually.
- Debris, leaves, keep gutters clean; you shouldn't put anything in gutter that is damaging to environment.
- Don't contaminate the water in the mountains, they're our watershed.
- Don't dump stuff into the storm drain.
- Don't dump things into the storm drain.
- Don't dump your chemicals in the water, because someone else may have to use that water.
- Don't dump your stuff into your drain because it is going to affect someone.
- Don't pee in the mountains.
- Don't piss in the water. Don't do anything because it can end up downstream.
- Don't pollute because it's everyone's water.
- Don't pollute our water because it affects all of us.
- Don't pollute the rain water that goes downstream.
- Don't pollute the water cause you're going to end up drinking it.
- Don't pollute the water upstream because we all live downstream.

- Don't pollute the water, so other people can drink it.
- Everybody at some point lives downstream so be careful of pollution.
- Everybody eventually gets to that water system so stop polluting it.
- If it all ends up in the river to take it someplace, it pollutes. Most everything ends up in the Great Salt Lake.
- If people live above you in the water system and they are polluting the water, it will come to you so we shouldn't pollute the water.
- It's important to keep the original sources of water clean.
- It's mostly for awareness particularly that people live down and upstream from us so to be careful not to put pollutants in the storm drains.
- Keep gutters clean, don't pour chemicals down there
- Keep it clean. Don't dump stuff down the drain like prescription medication, oil, and things like that.
- Keep the water clean. (2)
- Not polluting our water ways
- Not to contaminate the water
- Not to litter into rivers
- Not to pollute our storm drains
- Not to pollute our water system
- Not to pollute water ways with harmful things that you wouldn't want to swim in or drink.
- Protect the stormwater and what you are putting out.
- Some of it was in our mountains or don't have your dogs tinkle up there because that's our water.
- The stormwater is used by all of us, so don't pollute it.
- The watersheds when you're hiking, when it says not to bring your dog, don't bring your dogs. Or if it said don't litter, don't litter.
- To not contaminate the water because someone else is using that water.
- To not poison water that could affect water sources around you.
- To not pollute the water
- To take care of the water because we are all effecting someone.
- To try to keep our water clean because we all use it.
- Treat the water and stream how you want to be treated. We only have a limited amount of water and so don't pollute it because we depend on other people's leftovers.
- We all drink the water from mountains, so we don't want to pollute it.
- We all end up using the water, don't pollute it.
- We all have to protect our water because we are all using it.
- We don't want to pollute the water down the street from us.
- We have to keep our water clean.
- We live in a desert and if we don't keep it clean it will affect the people down the valley.
- We need to keep it clean for the water.
- We need to keep the water clean.
- We should attempt to keep our water supply clean and useable for actual use and not destroy it.
- You don't pollute streams because everyone is downstream from that.
- You don't want to pollute the water, it all flows down and so it will collect at the bottom.
- You should not pollute the water because you will need to use it.

What You Do Affects Others / Everyone (43) 6%

- Affects us all, our actions affects us all.
- Anything we do will harm someone else down the river.
- Anything you pollute harms everyone.
- Broad topic, how what we do affects all of us.
- Do not do that because it will effect somebody.
- Essentially that everything you do will affect everyone downstream, which is everyone. They collect it and reuse the water for everyone.
- Everybody and what they do in the mountains and valleys affects everyone around them. You shouldn't wash your hand upstream and then drink water downstream.
- Everybody is affected from what you do upstream.
- Everyone is affected by everyone else, we are all downstream from somewhere.
- Everything that we do impacts everyone.
- Everything we do effects all of us.
- Everything we do impacts someone and the water cycle.
- I think it affects all of us.
- I would guess it means that everybody can get polluted form your stormwater.
- If someone above you pollutes, you get it. If you do someone else gets it.
- It goes along the lines of the actions of you affects other people along the way.
- It means that an individual action can affect the things we all use.
- No matter what you do it always ends up putting people in harm.
- No matter where you are at, you are impacting somebody.
- No matter where you live you're impacting someone on what you release to the environment.
- Reminder to be kind and courteous to others. What goes around comes around.
- Someone upstream can hurt us or the land.
- The consequences of how we live will affect everyone.
- The idea that it's all going to flow down to the next person, so it kind of goes along with treat others how you want to be treated. You don't want to pollute for the next person that uses the water or for yourself.
- The people do that and it goes from one place to another. I've seen the commercials where the person digs a whole and then pushes it down.
- The way we live effects each other.
- We all can be impacted by the lives of individuals.
- We all get affected by other people's actions that can pollute the water.
- We all impact each other by the way we take care of our water.
- We all impact each other with what we do with the water and it impacts everyone else.
- We each effect the water environment and it affects us, too.
- We live in an ecosystem where our environmental decisions impact each other.
- Were all effected by one another's actions.
- What other people do, it all affects us.
- What we do effects everybody.
- What we do effects people later on.
- What you do affects someone else.
- What you do can impact someone else.
- What you do impacts everyone and yourself eventually.
- Whatever anybody does effects everybody else.

- Whatever anybody does is going to affect you.
- Whatever you do affects other people. Whatever happens above us affects us below.
- Your actions affect others that live down in the stream.

Everything Put in the Water Supply Goes Downstream (41) 6%

- All of the stuff that is put into the drain goes down to someone else.
- Anything that we add to the water it gets pushed down to someone else, we are all impacted by others and we also impact others.
- Basically anything that is in the water comes back because we all live downstream. It's a critical resource to the environment.
- Crap runs downhill. We're all downstream from somebody else. Even if you live at the top of the mountain you are susceptible to being downstream.
- Everything at the end is washed downstream and it is more or less what you're going to have to try and reuse.
- Everything flows down meaning whatever were throwing down the drains will end up somewhere.
- Everything flows downstream, the debris, garbage, everything.
- Everything goes downstream, the chemicals they pour upstream comes downstream to me.
- I guess if we put things in the stormwater whatever we put in there will come back to us because we all live downstream.
- If someone pollutes above you, it continues to harm everyone below you.
- It all comes down to us. There is always someone upstream. It eventually ends up into our water system.
- It all runs down to us so we better take care of it because it will just affect us.
- It means don't pollute what you got above you because it comes back down.
- It means that you can't just think about yourself, you need to think of where the water is going downstream.
- It means the water that goes downstream goes into our lawns.
- My daughter lives in Oregon and everything that goes in there goes to the Columbia River, so everything goes downstream.
- My grandpa always used to say, 'Don't drink a creek down from the herd.' So, if we all live downstream we need to be mindful of what we put in so we don't drink of each other's crap.
- No matter where you are in the water system people will interact with that water after you.
- Our water comes from the mountains and everything moves towards the Jordan River, so if we put something in it we are contaminating everything from then on.
- That crap goes downstream.
- The people that live above me can carry pollutants to the next area.
- The water all has to go somewhere, so water from upstream will likely affect someone downstream.
- Things go downhill, so if it affects you it will affect others.
- Understand that whatever you're dumping in your gutter is going to affect someone down the line.
- Water flows downhill.
- We contaminate people that are downstream.
- What flows downhill goes downhill, it affects us all.
- What goes in upstream comes out downstream.

- What somebody puts in the water upstream ends up in the water downstream.
- What someone washes down from up the hill you get it, goes down into the collection pond.
- What we add to the water is exactly what is going to go downstream.
- What you put in above you comes down.
- Whatever happens upstream is going to affect us.
- Whatever I dump here it goes downstream and it is not good to the environment.
- Whatever is put in water above all flows down to us.
- Whatever pollutes the stream above you comes down your way.
- Whatever you do up stream will affect everyone downstream.
- Whatever you pour in the drain goes down and will effect someone downstream, it just doesn't get taken care of. You can't pour stuff into the drain, it's not treated. It goes to a lake or a river, it's not magically taken care of.
- Whatever's in the water going downstream is where we live, we also receive it.
- When you pollute something it goes down stream, and they're affected and we're all affected.
- Where ever you're located and if you're going to use it, it will affect everybody else downstream.

Everybody Lives Downstream (37) 6%

- Everybody is down a water source from somebody else.
- Everybody lives downstream, so whatever you do downstream effects everybody.
- Everybody lives downstream, well waste.
- I know the intention is that it means that we all live downstream from somebody.
- I think it's good, just everyone is downstream from someone so be considerate of your neighbors.
- I think we all live downstream.
- It means that we are all downstream to some degree because it starts in the mountains and we always get some of it. It effects all of us one way or another.
- It means we all live downstream from something, cows or industry. Something is always above us putting things in the water.
- It means we all live downstream. Wherever you live, no matter where you are, we all get it.
- It's from Salt Lake County and it means that we all live downstream.
- No matter where you are, someone else will be downstream. Be careful what you put in it.
- No matter where you live, you live downstream from somewhere.
- No one is above the stormwater draining into our creeks and ponds. We're all responsible.
- Someone is always upstream from you.
- There is always a stream up above.
- There is always someone downstream from you are at.
- There is always someone downstream.
- There is always someone that lives further down the river than I do, I guess.
- There is always someone up above and someone down below.
- There's always something that could contaminate our water supply, we are upstream from someone else.
- To remember that people do live downstream.
- Unless you live on top of the mountain, you live downstream.
- We all are in this together and we all live downstream.
- We all do, so, there's always someone downstream.
- We all live down water of each other.
- We all live down where the water goes to.

- We all live downstream from somebody. Somebody is always pollution the water and they are downstream from us.
- We all live downstream so if we pollute our water so that's what we're going to get.
- We all live downstream.
- We all live where the pure water is passing through our area, and we are living downstream from pollution.
- We are all downstream from someone else.
- We are all downstream from someone or something.
- We are downstream and upstream from somewhere.
- We live downstream from the mountains which is where the snow runs off. Because we live in the valley, it will be like our water.
- We take everything that is put upstream.
- We're all getting water that was once from above, either snow or rain.
- We're all taking someone else's runoff.

Don't Pour Anything Down the Drain / Gutter (33) 5%

- Don't dispose of your garbage in the drain.
- Don't do those things you mentioned like pouring chemicals down the drain, so it doesn't harm other households.
- Don't pour crap down, don't pollute the water.
- Don't pour things down the drain because it hurts all of us.
- Don't put any crap in the drain system.
- Don't put crap in the gutter so it goes in there and effects our water system.
- Don't put stuff in the gutter because someone will get it down the way.
- Don't put your garbage into the gutter because it is polluting.
- Don't throw your garbage and crap and toxic waste in your gutters. Throw it away in an environmentally safe container.
- Don't wash debris down your gutter.
- Don't wash things that shouldn't be washed into the sewers.
- Don't wash your car in the gutter. Basically, all of the above mentioned things for the last 20 minutes. Don't put anything down the gutter.
- Everything runs down to here. Don't put stuff like oil in your gutters because someone downstream gets it. You don't drink water when there is a cow above you.
- I guess it's the only time I've ever given any thought to it. Be careful to putting chemicals down the drain.
- I see it as more of if you're dumping things down the drain, and dumping chemicals into the garbage.
- I think it is just be careful what you put in the storm drains.
- It doesn't do any good to pour something in a drain because it all comes back and we all drink the water.
- It means not to dump junk into the stormwater because everyone will get it.
- It means quit throwing shit in the river and storm drains.
- I've seen ads that you're not supposed to wash leaves and grass down the storm drain. I have about 8 acres and when I wash my car in my lawn I do not wash into the gutter. I do not have any problem in it washing into my driveway and it does not get into the storm drain.
- Keep things out of the storm drains.

- Not dumping your trash or garbage into water.
- Not to put stuff in the storm drain, that everyone lives downstream. Everyone will be affected by it.
- Not to throw trash in water ways because we all have to use water eventually.
- Putting crap in the water; anything that is personal should not be put in the water.
- The first thing that comes to my mind is pouring harmful substances down the storm drain that would hurt our environment. Then I think of a literal downstream of how the oceans have to compensate for the toxicity of the world's water at that point.
- To not dump harmful chemicals down the drain because that's our water.
- We don't want your garbage washed down the drain or the leaves.
- We need to not put things in the storm drain.
- You should not add crap to storm gutters because it will affect other people.
- You shouldn't be dumping things down the gutter because they are going into the water supply somewhere.
- You shouldn't put stuff in the gutter because it pollutes the water somewhere else.
- You shouldn't throw things into the gutter.

It Affects Everyone, In General (20) 3%

- Even though people do not actually live in our gutters, it still affects us and our environment.
- It affects everybody. (2)
- It affects us all if it is damaging.
- It affects us all, even if it is indirectly.
- It affects us all.
- It effects everybody.
- It effects everyone (2)
- It affects us.
- It means eventually everything comes down and affects us so we just need to take care of everything
- It means that it affects all of us.
- It's all eventually going to get to us.
- Pollution affects everything.
- Pollution and all of that stuff effects all of us, not just the very end.
- Pollution in the environment effects everyone. We get our water from sources that can be polluted, so be careful.
- Pollution will affect others down the way.
- The impacts, positive or negative, are felt by all of us eventually.
- We are all effected.
- When pollutions are in the environment they will all affect us sooner or later.

We All Share the Same Water (18) 3%

- Everyone gets water from a source that has stuff done.
- Our water ways are connected and we share the responsibility to keep it clean.
- The water gets treated and we get the water.
- The water is for all of us. Just because we aren't using it now, we still need to keep it nice for later.
- There is always somebody else you are sharing the water with.

- We all drink from the same water source, and we all rely on the water that is constantly recycling through our ecosystem.
- We all have one common water source, we have to maintain it
- We all have to use water that other people have had access to.
- We all share the same thing so don't pollute it.
- We all share the same water and if will affect us.
- We all share the same water so whatever happens to it, we are all responsible and have to live with the consequences.
- We all share the same water sources and we need to respect it and keep it clean.
- We all share the water and we all will be effected of someone dumping something down the drain.
- We all use the same water sources and anything polluted we use.
- We all use the same water.
- We are all drinking recycled stormwater.
- We are all getting the water. It's like the golden rule, treat our water the way you want your water coming to you.
- We use the water that collects from the storm drains and rivers and lakes and everything, and eventually we will be using it in our drinking water. We are downstream, and so are the animals and fish as well.

Don't Pollute, In General (16) 2%

- Don't pollute
- Don't pollute and don't pour thing down the drain.
- Don't pollute because it will affect people.
- Don't pollute because it will get back to you.
- Don't pollute because it's going to pollute someone somewhere.
- Don't pollute because we all need it eventually. It all comes back to us.
- Don't pollute, it goes to someone else.
- Don't pollute. There is a downstream of pollution.
- Everyone has to do their part for environment.
- It means we are all responsible for not polluting each other.
- Not to pollute
- Not to pollute because we are all effected by it.
- To be careful, clean, and mindful of our environment.
- To make sure you clean up after yourself, and make sure you are living a clean lifestyle because it affects all of us.
- We all should at least care for our nature and land because we should be thinking of other people that live downstream so we don't pollute as much.
- We need to protect everyone from pollution.

What We Do Comes Back to Us / We are Hurting Ourselves (16) 2%

- By polluting the stormwater, we are polluting ourselves.
- Everything is going to get back to you.
- It is always going to come back, like karma.
- It means we all live where we dump our stuff, so don't crap on our feet.
- It's all going to come back to you even if you think you're getting rid of it.
- Our water source comes back to us eventually.

- That everything comes back to us.
- The pollutants we put in the water end up back to us.
- The water will eventually get back to you.
- This is a closed water circuit so anything that I put in comes back to me.
- To remind us that we are all part of the cycle and whatever we put in the environment we all have to deal with the consequences.
- We all are affected by pollution up stream. That we are just polluting ourselves.
- We all live downstream, anything we put in the gutter will just come back to us.
- What we put into our environment will eventually come back to us.
- What we send down the drain eventually comes back to us.
- You'll get it some time or another.

Miscellaneous Responses (26) 4%

- Animal life that uses the water downstream, fish
- Everything ends up in our water supply.
- Everything eventually goes into the drains.
- Everything is going to end up in our water.
- I live down stream and around the corner from all these people who put their leaves in the gutter, so I understand. I get all their garbage.
- I live in West Valley, so everything comes down to West Valley. It pollutes the groundwater.
- I think it has to do with the water reserve in the mountains.
- I think it's good, it's good to have a slogan.
- I would take it to literally mean 'downstream,' but it could mean a million things and that's a good thing. I think river water would be the biggest thing, I think I saw it in an ad one time.
- If there was a stream and you live down the stream of the flow, you live downstream.
- It all goes into a water supply somewhere.
- It is dangerous.
- It speaks for itself. Those slogans are designed to be simple, so it's kind of obvious.
- It's going to be harmful if you don't stop it.
- It's true.
- Somebody who might think I am just dumping a little bit of this toxic thing it's going to pool somewhere and effect someone.
- The more people do to the water, the more you get that at the other end. It's not good for anybody.
- The water comes from the head of the river from the people above us and goes to the person below us and then goes to the Great Salt Lake. The Great Salt Lake is toxic. It's in Utah County in the drinking water.
- The water has to go somewhere.
- The water that you're using or have generated has to go somewhere like down in a drain.
- There's always a bigger fish in the tiny pond.
- To be caring of others
- We all contribute to the problem.
- We benefit from rain water, especially when it's put back into the system.
- We need to take care of each other. What we do to the people downstream is what the people upstream are doing to us.
- You get other people's crap.

Don't Know / Wouldn't Say (12) 2%

- I don't know. (8)
- I don't really have an opinion on it.
- I don't remember.
- I have never given it any thought.
- Wouldn't say

APPENDIX F: 'OTHER' RESPONSES

Is going green something you would use to describe you and your family's behavior when it comes to running your household?

- A little bit
- Adding insulation, upgrading windows, recycling
- As much as possible our lights are LEDs.
- Between myself and my husband, one of us isn't, so that's why it's somewhat.
- Conserve energy, water, recycling
- Cost
- Energy conservation like LED lightbulbs, turning lights off, reusable bags
- For the most part we are limited to what we are renting.
- I am going to be better at cycling and turn temperatures lower in the winter months.
- I do where I can.
- I don't think I will put solar panels on the roof but I do some stuff to help with the heat, like recycling and that kind of stuff.
- I haven't got solar panels but I do have lights that are energy efficient.
- I looked at ways, like buying new appliances or trying to not heat the house as much, but I still use a dryer and don't air dry. I try to do green but not to an extreme extent.
- I minimize driving, have solar panels, and have energy efficient appliances.
- I recycle and I increased the insulation in our home.
- I recycle and use a roll pusher in the yard, so I try.
- I recycle, but don't have solar energy.
- I recycle, turn down heat, etc.
- I think there are a lot of things, but we aren't doing nothing.
- I try to be environmental conscious but I don't do everything.
- I try to mitigate garbage, and we try not to be wasteful.
- I try to recycle and read things on the computer rather than printing them, but I don't compost.
- I try to recycle but I don't do solar panels.
- I try to recycle newspaper and paper and plastic.
- I try to, but sometimes we waste.
- I try to.
- I turn down thermostat and have better lights.
- I would like to do more.
- I would say yes, but I am sure there is room for improvement.
- If it is cost efficient
- If it's financially beneficial
- I'm making an effort towards it.
- I'm trying.
- In some aspects yes and in others no.
- It depends on who is in the household. For myself, no.
- It depends. Yes and no. We will do it when we can.
- Kind of
- Maybe half way
- Most of the time

- My wife is
- Not as much as I would like
- Not completely
- Not over the top, we recycle and try to buy better bulbs
- Not Specified
- Partially, but not completely
- Participating and being conscious, so yes. Otherwise no.
- Rarely drive, use public transit, eat seasonally, avoid food that come from overseas.
- Recycle
- Recycle, make sure we keep down energy
- Recycle, we do our own gardening.
- Recycle. Trying to make things last longer. Reusing clothes.
- Reuse, recycle
- Right in the middle, not yes or no
- Solar panels
- Some of the things we do help.
- Sort of
- To save money
- Use of energy, insulation, heat set low, and try not to use chemicals in cleaning
- Water conservation, trying to turn off lights, recycle, and turn off everything that's possible to turn off
- We are a little bit but we're not absolutely, but we care.
- We are attempting to.
- We are somewhat going green.
- We are trying. (2)
- We are trying. There is more I could be doing.
- We are trying. We are very strict on recycling.
- We aren't foaming at the mouth or anything, but we follow all the recyclable rules and we have LEDs.
- We can't switch to solar but we save energy where we can.
- We conserve water, heating, and cooling.
- We could do better.
- We do it off and on. It's not something we do all the time.
- We do some things and not others.
- We do some things that decrease our impact in the environment, but we are not crazy about it.
- We do the things that we can, but there is more that we can do.
- We do what is convenient.
- We do what we can, like recycling and stuff.
- We don't have solar power but we do have energy efficient appliances.
- We don't use the garbage because we live in a high-rise and that is taken care of. We just try to keep things clean. We want to have a clean city. We don't like dark awful stuff that gets stuck here in the winter. We don't do any outside fires and things like that.
- We grow gardens and can our food.
- We have a garbage can that we fill sometimes.
- We have a higher efficiency furnace, insulation, and we are changing the light bulbs.
- We have done somethings recently but some things aren't possible for us.

- We have good insulation, have replaced our windows, and we recycle.
- We have outside lights that are lit up with solar, but we don't do that much.
- We have solar panels and we have recycling.
- We just do simple things like being conscious about recycling, selecting the green way with our electric bill, and using better light bulbs.
- We recycle and try to reuse bags.
- We recycle and use LED lights and are conscious of the impact we leave.
- We recycle and use lower wattage lights.
- We recycle and we have solar.
- We recycle, but that's it.
- We recycle, but we aren't overboard.
- We recycle, mulching
- We recycle, water plants, have insulation, and have good windows.
- We recycle. (3)
- We recycle. We have a green water heater.
- We recycle. We own a Prius.
- We separate our trash from recyclables.
- We try as much as we can.
- We try to do energy efficient stuff, we recycle, and we have the green bucket for yard waste. We try not to waste water, like if we get rain we'll try to shut the sprinklers down for a couple of days. We'll try to use sealing fans instead of air conditioning.
- We try to recycle and have solar.
- We try to recycle, and try to make decisions when we can.
- We try to recycle, try not to waste energy, and we try to not waste paper.
- We try to use more energy efficient appliances, turn off lights we aren't using, and recycle. We also get paperless bills.
- We try to. (3)
- We try. (3)
- We turn our lights out as much as possible, but my apartment complex does not have recycling
- We use green chemicals, environmentally safe detergent, and solar panels.
- We use green cleaning products.
- We're getting there.
- We're trying.
- What we can afford to do.

Based on what you know or have heard, into which local creek or river does stormwater in your neighborhood flow?

- A well near here
- Aquifer
- Barney's creek
- Butterfield Creek
- Corner Canyon goes into a Reservoir.
- Cottonwood Creek (2)
- Deer Creek Reservoir (23)
- Ditches
- Dry Creek

- I know that behind our house there are big open fields that water is supposed to drain too.
- It flows down the mountain and Murray has a pretty good reservoir that tries to take care of it.
- It flows from the mountains, down a gully that I think is part of a national park.
- It flows into a ditch
- It goes down the gully, down Dry Creek Gulch.
- It goes into a little river.
- It goes into the reservoir.
- Jordanelle Reservoir (3)
- Liberty Park
- Nearby creek
- Oquirrh Lake
- Rose Creek (4)
- Spring Creek (2)
- Sugarhouse Park
- The nearby park has a river in it, but I don't know the name of it though.
- Underground
- Underground springs
- Utah Lake (4)
- Watershed in Bell Canyon
- We are part of Barney's Wash so it goes down that.
- Wells
- Willow Creek (3)

From what you know or have noticed, what are some ways that stormwater in Salt Lake County can be polluted?

- Acid rain (3)
- Acid rain that gets into the storm drains
- Acid rain, underground collection
- Algae, human waste
- Algae, mosquitos
- Backed up drains
- Batteries in landfills
- Cleaning fish in the kitchen sink
- Dead bodies
- Environment (2)
- Environmental stuff
- Erosion
- Exhaust on snow
- Flushing things down the toilet
- From the environment
- From the snow and rain
- Gas ignition
- Gas or oil pipes breaking
- Grass clippings
- Homeless people, dead bodies in the Jordan River

- Human dumping
- I don't think it can be.
- I just know that there have been bacteria found in the Jordan River next to a homeless population.
- In the floods
- Irrigation ditches
- It can be polluted if it is collected and sits in an unmonitored place.
- It depends on where it comes from. It depends on how it's routed.
- Landscape
- Landscaping, vehicles
- Lawn clippings
- Lawn irrigation
- Melting of black ice
- Mosquito eggs, bacteria
- Mosquitos
- Needles, drug use, homeless people
- Not filtered
- Off the mountain
- Off your roof
- People bathing in water they shouldn't be bathing in
- People doing things in their property that run off into drains.
- People in their yards, everything people do on a day to day basis
- Peoples waste
- Personal habits of home owners
- Pipeline spills, Chevron spill
- Pipeline that broke, that sent a lot a lot of oil from the leaks.
- Precipitation
- Prescription drugs
- Putting medications down your toilet or solvents down the drain.
- Residents not cleaning in their own areas
- Runoff
- Runoff from yards
- Runoff of what the water has collected from cities
- Runoff water
- Snow brings it down when it melts
- Snow when it gets old it gets black gunk on it
- Soaps and detergents
- Spills
- Stormwater goes into the water at parks and can be harmful to dogs.
- Swimming in lakes or rivers
- Swimming in the reservoirs
- The city
- The oil spill in the creek
- The rivers are already dirty.
- The way it gathers when not all of it goes down
- The way that it is regulated, runoff

- Thing dumped into reservoirs
- Things in the mountains that get put in the river.
- Through waste
- Throwing crap around, waste
- Transients
- Unclear storm drains
- When it gets backed up
- When it is left standing it attracts mosquitos
- Yard waste

What would you say is the greatest contributor to stormwater pollution?

- Agriculture (2)
- All of the above
- Automotive
- Car pollution
- Cars (3)
- Chemicals like oil
- Draper City
- Environmental
- Everyone is pretty much equal
- Farming
- General pollution of the stormwater with the roads
- Horrible air pollution caused by coal burning
- Lawn care
- Little bit of everything
- Mining or agriculture
- Some agriculture
- Some low level businesses that are trying to get away with dumping their waste.
- Storms themselves
- The government
- The mountains

Do you generally mow your own lawn?

- HOA does the front I do the back.

Who generally mows your lawn?

- A regular mower that comes.
- I let it grow and die.

What happens with your lawn clippings?

- Dump them in the woods
- Feed to animals
- Feeds it to his chickens.
- Gathered in a grass collecting bag.
- Horses eat it
- I collect it.

- I don't have lawn clippings
- Recycle (2)
- Recycle them
- Recycled
- Recycles them
- Throw them over the fence

How do you generally dispose of your dog's waste at home?

- Dump it in the storm drain
- Flush down the toilet
- Flush it down the toilet
- Flush it in the toilet
- In a field behind our house
- Neighbor takes care of that
- Paid service
- Throw it in the bushes
- We have a company pick it up
- We have a service that picks it up.
- We run it over with a lawnmower.

When you have your dog in public places, what do you generally do with its waste?

- I also take it home and put it in compost.
- I put it in compost.
- It depends. If it's in a park I pick it up, otherwise I leave it.
- Pick it up and put it in garden
- She doesn't go potty in public places.

When you have your dog in public places, do you believe that someone else will pick up after your dog or do you feel it is your responsibility?

- I don't have it in public places.
- I don't take my dog off of our property.
- Our dogs don't go to public places.
- We don't take it to public places.

How do you generally wash your vehicle?

- At a commercial car wash or on the grass
- At Larry Millers
- At the car dealership
- At work (2)
- Car dealership
- Commercial carwash and on the driveway (spray)
- I usually wash it at work where it goes into a water collector.
- I work at a dealership and I wash it there.
- If it's bad I take it to a car wash, if not I hose it off in the driveway
- Some at home on the driveway and some at a commercial car wash.
- Sometimes on the driveway and sometimes at a carwash.
- Where I bought the car

Where do you dispose of your leftover household chemicals like paint, antifreeze, pesticides, and household cleaners?

- Basement
- Burn it
- Call a number
- Closed secure containers
- Dump it in a hole in my backyard.
- I let them evaporate. Put them in can in garage.
- If hazardous, look up an alternate source of disposal.
- Look it up to find where.
- Look up online where to take stuff.
- Never had access
- Retirement home
- The cabinet
- There are companies that do that but I have never had to.
- Through the appropriate means available
- We call in to see where we can take them.
- We dig it into the ground then we bury it.
- We wait until we are advised what to do, there is a place we go to.
- Yard dirt pile

Where did you hear or see those promotions or ads?

- Around Millcreek Canyon
- At my work
- At the park
- Back of someone's car
- Booklet from coworker
- College
- Construction signs
- Costco parking lot
- Everywhere
- From my own heart
- Gas stations
- Home Depot
- I work for a nonprofit organization that promotes it.
- Little fines garbage service
- Local magazines
- Local PD stations
- Magazine
- On the dumpsters
- Paper sign
- Parking lots
- Salt Lake City employees
- Sandy City newsletter and local water conservation society
- Signs at trail heads
- Signs by creeks and trails

- Signs in canyons
- Their website
- Through work
- Work (2)
- Zoo

Do you own or rent your home?

- Neither

Which of the following best describes your political affiliation?

- A little both. For some things I'm Democratic but others I'm Republican.
- Agnostic
- Anarchist
- Concerned Vietnam Veteran
- Conservative
- Constitutional Party
- Constitutionalist
- Democrat and independent
- Disgusted. I will vote for the person not the party.
- Every type
- Green party
- I don't participate in politics. (2)
- I don't vote for anyone.
- I'm more moderate.
- I'm not listed as a voter.
- I'm nothing. I just deal with what the government does.
- Independently Democrat
- It depends on the year. I am a little bit of all those
- Liberal
- Middle ground
- Moderate
- More progressive
- Radical
- Socialist (3)
- Utah United
- Voluntarist

