

2012 Santa Barbara County Storm Water Public Opinion Survey

Summary of Findings

Commissioned by



Project Clean Water, Santa Barbara County



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September 2012

Fairbank, Maslin, Maullin, Metz & Associates - FM3

Public Opinion Research & Strategy

*Fairbank,
Maslin,
Maullin,
Metz &
Associates*

FM3

*Public Opinion Research
& Strategy*

TO: Santa Barbara County Project Clean Water

FROM: Fairbank, Maslin, Maullin, Metz & Associates (FM3)

RE: Key Survey Findings

DATE: September 9, 2012

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently conducted a survey among 400 registered voters in the unincorporated areas of Santa Barbara County on behalf of Project Clean Water. The following memo presents the key findings from this research.

Methodology

From August 12 to 14, 2012, FM3 conducted a telephone-based survey of 400 randomly selected registered voters living in unincorporated areas of Santa Barbara County. The margin of error for the sample as a whole is +/- 4.9 percentage points. The margin of error for subgroups within the sample will be higher.

The current results are compared to the 2010 survey conducted by FM3 on behalf of Project Clean Water. While the questions were identical, the samples were not, and comparisons should be viewed with that in mind. The 2010 sample was drawn from voters likely to turn out to vote in the November 2010 election. The current study was drawn from all registered voters—regardless of vote likelihood. While differences in findings may result from a number of factors unrelated to sampling, demographic variation resulting from the different sample populations may certainly impact the results.

It should also be noted that the results for questions about taking part in activities to reduce stormwater pollution are based on self-reported behavior. Actual behavior, if it were observed, may be less than what the respondents volunteered in their responses.

2425 Colorado Avenue. Suite 180
Santa Monica, CA 90404
Phone: (310) 828-1183
Fax: (310) 453-6562

1999 Harrison Street
Oakland, CA
Phone:
Fax:

Suite 1290
94612
(510) 451-9521
(510) 451-0384

Demographics

As mentioned, the 2010 study was conducted among likely November 2010 voters. The current study was conducted among all voters. “Likely voter” samples—where voting history is used to determine one’s likelihood to vote—typically include a higher proportion of older voters, as well as homeowners (along with more educated and higher income voters). Typically, samples of all registered voters—regardless of their propensity to actually turn out and vote—tend to be younger, less educated, and to include more renters. The 2010 and 2012 surveys are representative of the sample populations from which they were drawn. However, these populations are demographically different in some ways.

In 2010, 75 percent of respondents owned their single-family home, condominium, or mobile home. In the current study, a lower 65 percent do so.

In the current study, 27 percent of respondents are 18 to 29 years of age and 48 percent are under the age of 50. In 2010, just 14 percent were 18 to 29 and 39 percent were under the age of 50.

The likely November 2010 voter was also more likely to be a Republican, with 42 percent of respondents registered as Republicans compared to 37 percent in the 2012 sample.

The sample difference also produced a geographical difference. Looking at the regions by supervisorial districts, a higher proportion of the 2012 sample fell into District 3 than did so in 2010 (36 percent compared to 26 percent, respectively).

FM3 suspects that some of the differences seen between the 2010 and 2012 surveys are an outgrowth of these demographic differences, particularly for the age and renter/homeowner subgroups. For example, younger voters are often less likely to receive political or public communications—including communications about Project Clean Water—which may explain the modest drop in both awareness of communications and understanding of the source of these communications. This important finding will be discussed further in this report.

Although education and income were not measured in the 2012 poll, we suspect that they were lower than the 2010 sample. As a result, we also expect less awareness of social issues, including storm drain-related issues.

Key Findings

The survey results suggest that voters in the unincorporated areas of Santa Barbara continue to have a modest (at best) understanding of how the storm drain system works, the extent of the storm drain pollution problem, and the efforts of Santa Barbara County Project Clean Water to do something about it. Only one in three voters acknowledge hearing or seeing communications about stormwater or storm drain-related issues, and just 15 percent of these voters recall what they heard or saw being sponsored by Project Clean Water or the County of Santa Barbara generally. Moreover, nearly-two thirds reported that they are not familiar enough with Project Clean Water to rate the organization. The current survey showed no increase in awareness or familiarity since Project Clean Water's 2010 survey; in fact, familiarity and awareness decreased slightly in many cases (although this may be a product of the different demographics of the samples).

The two years between these two studies were dominated by national and local economic concerns, with other issues (including environmental issues) falling to the background. The finding that Project Clean Water did not lose ground should be seen as a success. This steady presence may have also been aided by other similar messages possibly put forth by other groups. With voters more focused on other issues, the fact that most still continued to take actions to help prevent storm drain pollution, is a positive finding.

Nevertheless, the findings suggest that, in a cluttered communications environment, efforts need to be redoubled to increase knowledge of storm drain pollution and its causes in order to inspire greater personal action.

Key findings from the research include the following:

- **Concern about stormwater pollution-related issues remains modest at best; and this lack of urgency may continue to stand in the way of residents taking greater action to prevent it.** While 40 percent consider *pollution of local creeks, ocean, and local beaches* to be at least a somewhat serious problem, 33 percent do not see it as a serious problem and 23 percent are neutral in their views. Concern is even lower regarding *pollution in storm drains in this area* (28 percent at least somewhat serious) and *litter along local streets and highways* (24 percent). Economic concerns continue to dominate, with 74 percent considering *the state of the economy* to be at least a somewhat serious problem. These findings are little changed from two years ago.
- **Penetration of communications about the problem of stormwater pollution remains modest.** Thirty-two percent of respondents said they had seen or heard advertising, publicity, or programs for stormwater or storm drain-related issues. This is down slightly from 39 percent in 2010—and may reflect the different demographic composition of the sample (younger and more renters).

- **While awareness of communications remains low, more voters who saw those communications recalled *specific things they could do to prevent stormwater pollution than did so in 2010*.** Half (49 percent) of respondents volunteered actions they could take, including, not putting chemicals, toxic waste, or garbage down the drains (15 percent); not dumping “stuff” in the gutters or streets (11 percent); being careful about what you put down the drains (10 percent); not putting oil in the storm drains (eight percent); and not washing your car where runoff can go into the storm drains (two percent). Another three percent mentioned picking up dog waste as well. In contrast, only 31 percent of the people surveyed in 2010 gave similar responses. In 2010, 81 percent gave responses essentially defining rather than naming specific actions to solve the problem. In the current study, just 39 percent did so.
- **The vast majority of respondents did not recall the communications they heard or saw coming from Santa Barbara Project Clean Water (three percent) or Santa Barbara County generally (12 percent). In fact, the proportion saying Project Clean Water or the County sponsored the communications they heard or saw fell from 27 percent in 2010 to 15 percent.** Meanwhile, the proportion who said the messages they heard came from an environmental group grew from eight percent to 17 percent (which may reflect the increased frequency of partner groups sharing the Project Clean Water message at community events). As in 2010, however, more than half of voters could not recall the source(s) of what they heard.
- **In 2012, the highest proportion of respondents who said they heard some form of communication, heard it on television—despite Project Clean Water not having paid television advertising (with 64 percent giving this response).** As in 2010, this finding suggests that voters may be thinking of news stories they have heard on the topic. Additionally, five percent mentioned seeing or hearing communications at community events, which is up from one percent in 2010, and may reflect other organizations representing Project Clean Water at these events. The proportion who mentioned the specific kinds of communications used by Project Clean Water, such as bus ads and mailings, was very low.
- **Nearly two out of three respondents are unfamiliar with Santa Barbara County Project Clean Water (with 45 percent never having heard of the organization and 19 percent too unfamiliar to rate it). However, among those familiar, favorable ratings outweigh unfavorable reviews by 6-to-1 (31 percent to five percent).** Familiarity is down slightly from the 2010 survey when 59 percent were unable to rate the organization (and 36 percent said they had never heard of it). This may be an outgrowth of sample differences, including more renters and younger voters, but may also reflect the finding that fewer voters in 2012 could recall Project Clean Water as the source of information they had heard.
- **The County of Santa Barbara Public Works Department is well regarded among those familiar, with 44 percent having a favorable impression of it and only 11 percent an unfavorable one.** More voters in the current study are unfamiliar with the Public Works Department than in 2010 (31 percent to 45 percent).

- **Reflecting the low penetration of communications and familiarity with Project Clean Water, there has been little change in the modest understanding of the storm drain system.** Just 48 percent recognize the inaccuracy of the statement that *water that is flushed down toilets and water that goes down the curbside storm drains all flow into the same underground pipes*. And only 55 percent know it is inaccurate that *litter and trash that go down the storm drains get filtered out before they are released*. Furthermore, just one in four said these statements are “definitely” not true—suggesting that half of those who correctly answered that these statements are false, are uncertain about this declaration. In both cases, a slightly lower proportion of respondents know these statements are false than claimed to know so in 2010 (51 percent for each).
- **Sixty-two percent of respondents said it is inaccurate that *most storm drain pollution comes from a few big polluters*. However, this proportion is slightly lower than in 2010 when 66 percent gave this response.** Again, only a small fraction, 27 percent, definitely knows that this statement is not true. As mentioned in 2010, those who do not recognize this as a false statement, can put all the blame for storm drain pollution on big business and industry and detract responsibility for themselves or their need to take action.
- **Just over six in ten (62 percent) believe they know what they can personally do to prevent pollution from going down storm drains—near equal to the 65 percent who gave this response in 2010.** This indicates that more voters believe they know what they can do to prevent storm drain pollution than know how the storm drain system works—suggesting that their actual knowledge may be lower than their self-report.
- **The findings suggest that those who have received communications about stormwater or storm drain-related issues are more knowledgeable about the storm drain system and causes of pollution. This shows that the message—whether coming from Project Clean Water or another source—succeeds in educating its recipients.**
 - Fifty-eight percent of those who had seen or heard communications about stormwater issues knew it was false that *water that is flushed down toilets and water that goes down the curbside storm drains all flow into the same underground pipes* compared to 42 percent who had not received these communications.
 - Sixty-nine percent of those who had seen or heard communications about the stormwater issues knew it was false that *litter and trash that go down the storm drains get filtered out before they are released* compared to 49 percent of those who had not received communications.
 - Seventy-seven percent of those who had seen or heard communications about stormwater issues knew it was false that *most storm drain pollution comes from a few big polluters* compared 55 percent who had not received communications.

- And recipients of these communications were also more likely to say they know *what I can personally do to prevent pollution from going down storm drains* than those who had not: 76 percent to 55 percent.
- **This survey tracked a list of activities mentioned in the 2010 survey that one could take to reduce stormwater pollution. Similar proportions said that each activity applies to their lives.¹ However, among those who said each activity applied to them, lower numbers said they “usually” do that activity than did so in 2010—with a decline of 12 to 15 points in a number of cases, including washing their cars at a commercial car wash, fixing oil leaks in their cars, fixing the sprinklers so the water only lands on their lawn, sweeping up the driveway or sidewalk with a broom and dustpan instead of washing them down into the streets and storm drains, disposing of cigarettes in ashtrays, and picking up and disposing of their dog’s waste. The proportion of respondents who said they “never” or “hardly ever” took these actions was little changed, with most of the change accounted for by an increase in the proportion who answered “sometimes.”**
- **The survey suggests that concern about pollution of local creeks, ocean, and local beaches is stronger with Latinos and voters under the age of 50 (with Latinos disproportionately falling into this age cohort). However, they also had less exposure to communications about stormwater and storm drain related issues and have less understanding of the storm drain system.** Those under the age of 30 are also more likely to think that most storm drain pollution comes from a few big polluters. This shows that, while communication efforts should continue to be far-reaching given the low level of awareness, particular targeting efforts to Latinos and younger voters is important.

The remainder of this report presents the results in more detail.

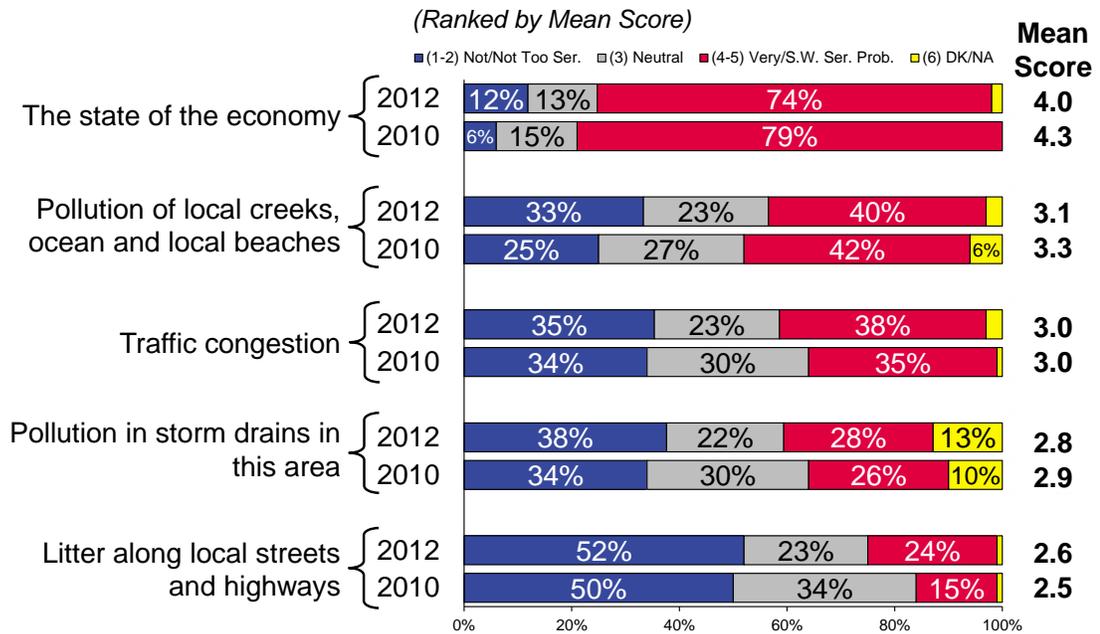
¹ The proportion who said washing their car at a commercial car wash or on the lawn rather than on the driveway or street applies to them, declined nine points, with 17 percent saying this does not apply, compared to nine percent in 2010. There was also a 10-point increase in the proportion who said disposing of cigarettes applies to them, from 21 percent in 2010 to 31 percent currently.

Detailed Findings

Concern about Pollution-related Issues

➤ **Santa Barbara unincorporated area voters show a modest level of concern about pollution of local creeks, ocean, and local beaches, but little concern about pollution of storm drains and litter along local streets and highways** (see **Figure 1**). The respondents were asked to rate a number of issues using a 5-point scale, where a “1” indicated they did not find it a serious problem at all and a “5” indicated they consider it very serious. Showing the lukewarm concern about storm drain-related issues, the highest pollution-related issue received a mean score of 3.1—indicating a neutral view on average. Moreover, no pollution-related issue was called a very serious problem by more than 14 percent of respondents.

FIGURE 1: RATINGS OF POLLUTION-RELATED ISSUES COMPARED TO ECONOMY AND TRAFFIC ISSUES, 2010 TO 2012



- Four out of ten respondents gave a “4” or “5” rating to *pollution of local creeks, ocean, and local beaches*, indicating they consider it at least somewhat of a serious problem. However, a near equal 33 percent gave a “1” or “2” rating and 23 percent gave a neutral “3” rating, leading to a mean rating of 3.1 on the 5-point scale. Furthermore, the proportion considering this issue not serious at all is equal to the proportion considering it very serious. Ratings for *pollution of local creeks, ocean, and local beaches* is little

changed from 2010 when 42 percent gave a “4” or “5” rating and the average rating was 3.3.

- When it came to *pollution of local creeks, ocean, and local beaches*, women show slightly more concern than men: 45 percent consider this a serious problem to 36 percent among men. This is driven primarily by women ages 18 to 49, among whom 53 percent consider this a serious problem.
 - Democrats show more concern (50 percent serious) than Republicans (27 percent), with independents’ sentiments statistically equal to that of Democrats (47 percent serious).
 - Latino voters expressed more concern than white voters (51 percent compared to 40 percent).
 - Those ages 18 to 49 are also slightly more likely to call *pollution of local creeks, ocean, and local beaches* a serious problem than those who are older (47 percent to 37 percent)—reflecting that just 26 percent of those 75 years of age or older consider this a serious problem. However, there is no difference by Democrats 18 to 49 or older.
 - This issue was called a serious problem by a higher proportion in the South county than the North county (47 percent to 32 percent).
 - Renters are far more likely to call this a serious problem than homeowners, 54 percent to 35 percent (renters are disproportionately younger and more likely to be Democrats and from the south).
- Respondents showed even less concern about *pollution in storm drains in this area*. While 28 percent said this issue is at least somewhat of a serious problem, a higher proportion, 38 percent, gave a “1” or “2” rating suggesting it is not a serious problem to them (22 percent gave a neutral “3” rating). The mean rating is 2.8—which indicates that more respondents are not concerned about this issue than are—is statistically equal to the 2.9 received in 2010.
 - The trend continued of more concern among Democrats (37 percent serious) than Republicans (17 percent), with independents falling in between (29 percent serious). Independent men expressed more concern than independent women (37 percent to 22 percent).
 - The difference between Latino and white voters was more modest than it was when considering *pollution of local creeks, ocean, and local beaches*, with 35 percent of Latinos considering this a serious problem to 28 percent of white voters.
 - This issue also resonated more in the South county (32 percent) than the North (22 percent) and in Supervisorial District 1 (40 percent) than in other districts.
 - Just one in four (24 percent) consider *litter along local streets and highways* to be of at least somewhat of a serious problem, while 52 percent consider it not to be a serious problem (23 percent are neutral in their view). Moreover, the proportion calling it not serious at all is nearly three times as high as the proportion calling it very serious (24

percent to nine percent). The mean rating of 2.6, further shows that more people have little concern about this problem than consider it a serious problem. The proportion considering this at least a somewhat serious problem is up from 2010. At that time, just 15 percent gave a “4” or “5” rating, compared to 24 percent today. However, the mean rating is little changed (2.6 to 2.5 in 2010).

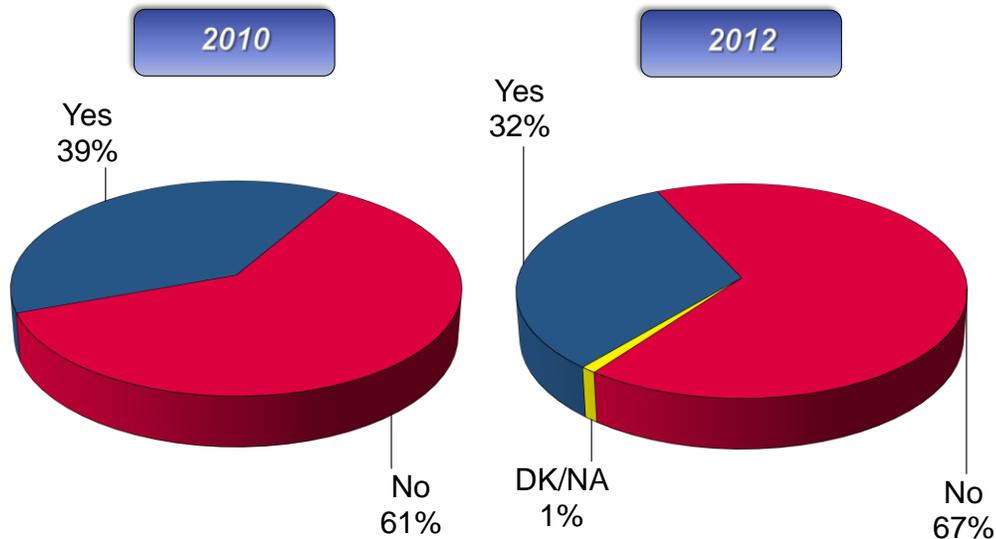
- There were few differences in the proportion considering this a serious problem among demographic groups. As seen for all storm drain-related pollution issues, Republicans express less concern than Democrats (16 percent serious to 34 percent for Democrats), with independents falling in between (25 percent). Latino voters show the most concern, with 51 percent calling the issue serious, compared to 22 percent of white voters.
- **As seen in 2010, concerns about the economy trump concerns about sources of storm drain pollution.** *Pollution of local creeks, ocean, and local beaches* as well as *pollution of storm drains in the area and litter along local streets and highways* are of far less concern than the economy. Three out of four respondents (74 percent) consider the state of the economy to be a serious problem, with a mean rating of 4.0 on the 5-point scale (down only slightly from 4.3 two years ago). Concern about *traffic congestion* is equal to that of *pollution of local creeks, ocean, and local beaches*, and only slightly greater than pollution of storm drains and roadside litter.

Awareness of Stormwater Communications and Programs

- **There continues to be a modest level of awareness of communications about stormwater or storm drain-related issues.** One in three (32 percent) respondents have “seen or heard advertising, publicity, or programs for stormwater or storm drain-related issues.” This is down seven points from 39 percent in 2010 (see **Figure 2**). Awareness of communications is higher among the following subgroups:
 - Republicans (36 percent) and independents (33 percent) than Democrats (26 percent)
 - Homeowners than renters (35 percent to 25 percent)
 - Those ages 40 years of age or older (35 percent) than those younger (25 percent)
 - Those with children under the age of 19 living at home than those older (38 percent to 29 percent)
 - White (34 percent) than Latino (12 percent) voters
 - Those in the South (36 percent) than the North (26 percent), as well as AD 37 (35 percent) than AD 35 (25 percent). Awareness is highest in Supervisorial District 1 (44 percent)

As mentioned earlier, the sample of the current survey includes fewer Republicans, homeowners, and voters ages 50 or older—the groups more likely to have awareness of communications. This may explain the decline in awareness of advertising, publicity, or programs.

FIGURE 2: PROPORTION HAVING SEEN OR HEARD COMMUNICATIONS FOR STORMWATER OR STORM DRAIN-RELATED ISSUES, 2010 TO 2012

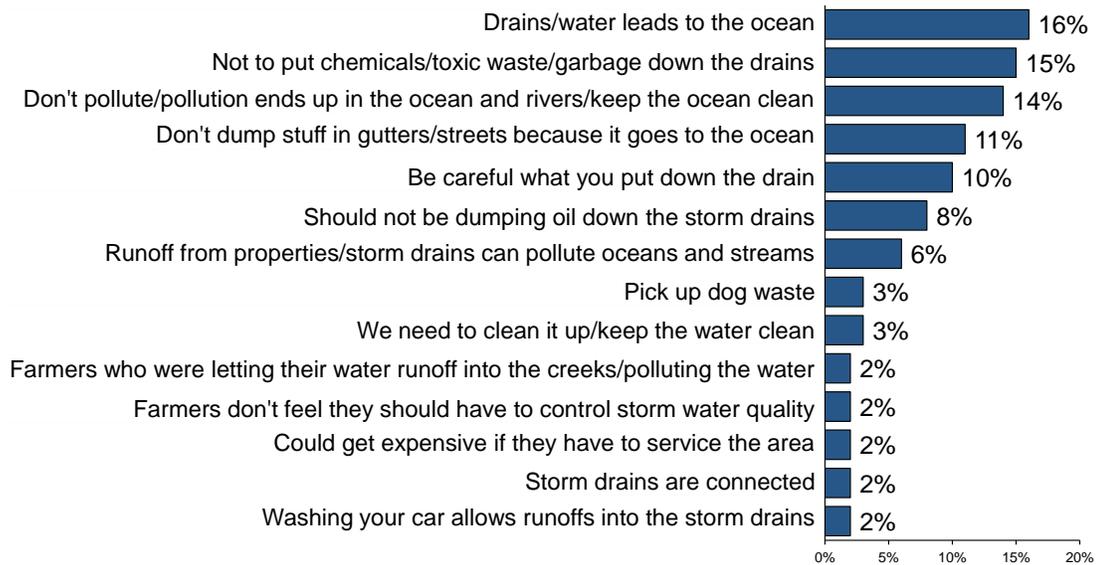


- **The respondents recall both communications designed to educate them about the problem of storm drain pollution as well as how to prevent contributing to it.** When asked what those who had heard or seen communications about stormwater or storm drain-related issues recalled, the highest proportion recalled hearing that water from their drains (16 percent), pollution (14 percent), runoff from properties (six percent), and runoff from farms (two percent) ends up in the ocean and streams. In all, 39 percent gave a general statement about the connection between runoff/storm drains and water pollution. Others volunteered hearing about specific things they should avoid to prevent such pollution, including not putting chemicals, toxic waste, or garbage down the drains (15 percent); not dumping “stuff” in the gutters or streets (11 percent); being careful what you put down the drains (10 percent); not putting oil in the storm drains (eight percent); and not washing your car where runoff can go into the storm drains (two percent). Another three percent mentioned picking up dog waste as well. Some also spoke generally about the pollution problem, saying we need to clean up the water (three percent). **Figure 3** illustrates the results for 2012.

While the findings are not directly comparable given the subjective nature of grouping volunteered responses, the results suggest that more respondents name specific actions they can take to reduce pollution in 2012 than did so in 2010. In 2010, 31 percent named a specific action, compared to 49 percent in the current study. In 2010, 81 percent gave a general response naming the problem (rather than how to avoid it), compared to 39 percent today.

FIGURE 3: RECALL FROM COMMUNICATIONS ABOUT STORMWATER OR STORM DRAIN-RELATED ISSUES, 2012

(Asked only of those who recalled advertising, publicity, or programs for stormwater or storm drain-related issues, n=126; responses grouped)

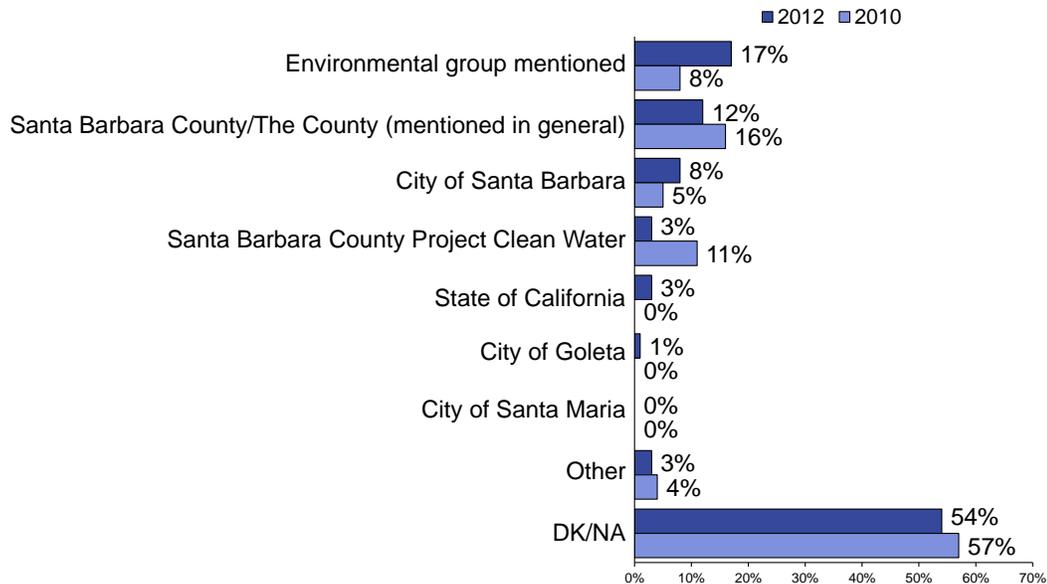


➤ **The vast majority of those who had heard advertising, publicity or programs for stormwater or storm drain-related issues did not link those to Project Clean Water or Santa Barbara County efforts.** Just three percent of those who recalled communications about stormwater or storm-drain related issues volunteered they were sponsored by Santa Barbara County Project Clean Water. This is a decline from 11 percent in 2010. The proportion who attributed the communications to Santa Barbara County generally also fell from 16 percent in 2010 to 12 percent currently. In all, the proportion mentioning the County fell from 27 percent in 2010 to 15 percent currently. Meanwhile, the proportion who thought the communications they heard came from an environmental group doubled, from eight percent in 2010 to 17 percent currently. This may reflect that Project Clean Water utilized partners in the community to help disseminate their messages than in 2010. More than half, 54 percent, could not recall where they heard the communication (near equal to 57 percent in 2010). **Figure 4** illustrates the results.

- The sample size among those who were aware of communications is too small for analysis by most demographic groups. However, those with children under the age of 19 living at home were more likely to attribute the communications they heard to Santa Barbara County (17 percent to 11 percent without children) or Project Clean Water (12 percent to zero). Renters were more likely to attribute what they heard to a county source than homeowners as well (27 percent to 10 percent).

FIGURE 4: RECALLED SOURCE OF COMMUNICATIONS, 2010 TO 2012

(Asked only of those who recalled advertising, publicity, or programs for stormwater or storm drain-related issues, n=126)

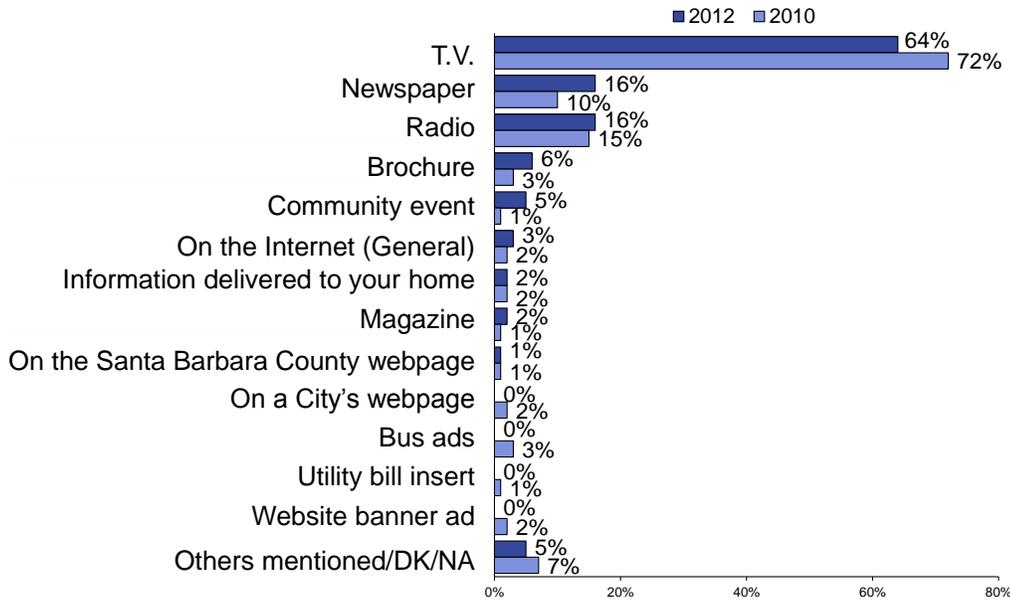


➤ **Most recalled hearing or seeing the advertising, publicity, or programs for stormwater or storm drain-related issues on television—a medium not used by Project Clean Water outside of some local news coverage.** Nearly two-thirds of respondents (64 percent) gave this response (down slightly from 72 percent in 2010). The proportion who heard the communications on the radio (16 percent) was similar to 2010, while a slightly higher 16 percent attributed it to a newspaper (compared to 10 percent in 2010). Six percent cited a brochure (up from three percent) and five percent a community event (up from one percent). No other medium was named by more than three percent of respondents (See **Figure 5**).

- Again given the small sample size among those who were aware of communications, there are few notable differences by demographic groups. Homeowners were more likely to say they saw the communications on television than renters (72 percent to 42 percent). Those 50 years of age or older were more likely to have seen it in a newspaper (21 percent to 9 percent of those younger). Renters (12 percent) and those with children under the age of 19 living at home (11 percent) were among the most likely to have heard advertising, publicity, or programs for stormwater or storm drain-related issues at a community event.

FIGURE 5: WHERE SAW OR HEARD COMMUNICATIONS

(Asked only of those who recalled advertising, publicity, or programs for stormwater or storm drain-related issues, n=126)



Knowledge of Storm Drain–Related Facts

The survey results show that more than half of respondents do not understand how the storm drain system works as indicated by erroneous or uncertain views about what is filtered and what is not.

- More than half of respondents do not know that it is **not true** that water in their area that is flushed down toilets and water that goes down the curbside storm drain drains all flow into the same underground pipes. When asked if this is a true or false statement, just 48 percent said it was not true—meaning 52 percent either inaccurately believe it to be true (34 percent) or were uncertain (19 percent). Moreover, just 25 percent were certain this was an inaccurate statement in saying it is “definitely not true,” while 23 percent said it was “probably” not true. The proportion knowing this statement is false declined very slightly from 2010 when 51 percent called this statement “not true” and 32 percent called it “true.” **Figure 6** illustrates the results.
 - Those who have seen or heard communications about stormwater issues are more likely to know that this statement is not true than those who have not: 58 percent to 42 percent.
 - Men are slightly more likely to know this statement is false than women (53 percent to 42 percent)—and more certain about it. Women ages 18 to 49 are among the most likely to erroneously call the statement true (43 percent to 31 percent of those older).

- Renters are more likely to believe the statement is true than homeowners (45 percent to 30 percent), but homeowners are twice as likely to be uncertain (20 percent to 11 percent).
- Those ages 18 to 29 are more likely to think the statement is true (47 percent) than those 30 to 49 (27 percent) or older (29 percent).
- Latino voters are more likely to say this statement is true (44 percent) than white voters (32 percent), although white voters are twice as likely to be uncertain (20 percent to 11 percent).
- While there is no difference by party overall, Republicans age 18 to 49 are more likely to know the statement is false (at 59 percent) than Democrats 18 to 49 (46 percent) or independents in this age cohort (36 percent).
- Voters in Supervisorial District 1 (58 percent) are among the most likely to know this statement is false, with those in District 2 only slightly less aware (52 percent).

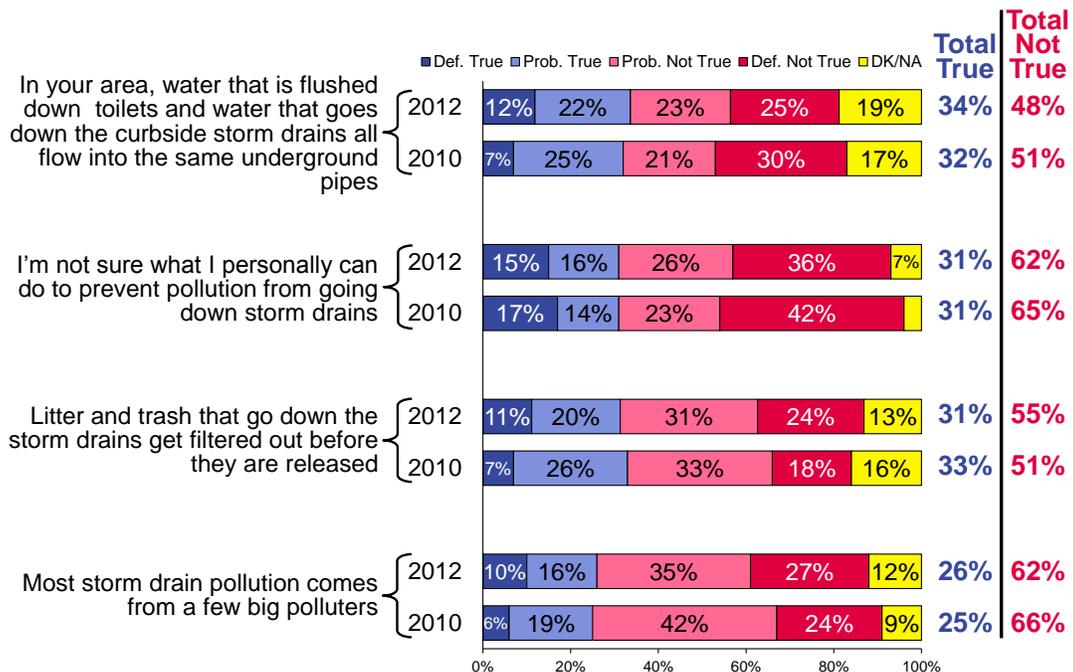
While the overall modest level of awareness suggests communication outreach must be broad-based, these results also show the importance of targeting efforts to women, younger voters, Latino voters, and renters to increase these demographic groups' awareness and, subsequent likelihood to take action.

- Awareness is slightly stronger that it is **not true** that *litter and trash that go down the storm drains get filtered out before they are released*, with 55 percent calling this “not true.” Thirty-one percent believe it is a true statement, with 13 percent uncertain. Again, an only modest one in four (24 percent) know this is “definitely” not true—showing that the vast majority of voters either hold an inaccurate view, are uncertain, or only lean toward the right answer without certainty. The proportion who say this statement is not true is up slightly from 2010, when 51 percent gave this response.
 - Seven in ten (69 percent) voters who said they had seen or heard communications about the storm drain issue said this statement was false, compared to 49 percent of those who had not.
 - Republicans are slightly more likely than Democrats or independents to think the statement is true (37 percent to 28 percent for Democrats and independents).
 - Latino voters are divided in whether they think this statement is true (42 percent) or false (49 percent). However, white voters said this statement is false by nearly a 2-to-1 margin, 57 percent to 31 percent.

- Just over six in ten (62 percent) respondents accurately said it is not true that *most storm drain pollution comes from a few big polluters*. Again, however, just 27 percent are certain in this view. Twenty-six percent inaccurately call this a true statement and 12 percent were uncertain. Awareness is down only slightly from 66 percent in 2010.

- Just over three out of four (77 percent) respondents who said they had seen or heard communications about the storm drain issue said this statement was false, compared to 55 percent of those who had not.
 - Renters are more likely to think this statement is true than homeowners (36 percent to 23 percent)—with homeowners showing more uncertainty).
 - Forty-two percent of those under the age of 30 said this statement is true—far higher than the 10 percent of those 30 to 39, 16 percent of those 40 to 49, and 25 percent of those 50 or older who gave this response.
- One in three participants (31 percent) continue to not know *what [they] can personally do to prevent pollution from going down storm drains*—a proportion equal to that was found in 2010. Sixty-two percent say this statement is not true for them, while seven percent were unsure.
- Seventy-six percent of those who said they had seen or heard communications about the storm drain issue said this statement was false, compared to 55 percent of those who had not.
 - The groups most likely to find this statement accurate include those in Supervisorial District 1 (43 percent), those 65 years of age or older (39 percent), Latinos (38 percent), homeowners (37 percent), and Democratic women (37 percent, and 43 percent of white Democratic women).

FIGURE 6: UNDERSTANDING OF THE STORM DRAIN SYSTEM
(Ranked by Total True 2012)



Activities to Prevent Storm Drain Pollution

- Survey respondents were asked how often they do certain activities that keep pollution out of storm drains. As in 2010, the activities applying to the highest proportion of respondents include the following:
 - *Picking up litter and trash that is in the gutter in front of your home or business* (applies to 86 percent)
 - *Washing your car at a commercial car wash or on the lawn rather than on the driveway or street where the dirty water will run into the storm drain* (applies to 83 percent, the proportion calling this “not applicable” rose from nine percent to 17 percent)
 - *Fixing your car if you notice any oil stains on your driveway or under your car* (applies to 81 percent)
 - *Using non-toxic substances rather than pesticides and herbicides in your garden* (applies to 78 percent)
 - *Fixing your sprinklers so that water only lands on your lawn and not on the streets or sidewalks* (applies to 77 percent)
 - *Sweeping up your driveway or sidewalk with a broom and dustpan instead of washing them down into the street or storm drains* (applies to 70 percent)

Again as in 2010, fewer said that *picking up and disposing of your dog’s waste* applies to them (54 percent) or *disposing of cigarettes in ashtrays rather than throwing them on the ground or out your car window* (31 percent).

- **The proportion who “usually” takes part in activities to prevent storm drain pollution has declined in nearly all areas since 2010 (Table 1 illustrates the results). However, when looking at those who “usually” or “sometimes” do each activity, the proportions are similar.** Therefore, there is no real change in the proportion of respondent who do the activity, just in how often they do so. To assess the change in behavior, FM3 looked only at those participants who said the activity applies to them. The following points highlight the change in the proportion who said they “usually” do each activity:

- *Pick up and dispose of your dog’s waste*: 73 percent in 2012 to 88 percent in 2010, for a 15-point difference
- *Fix your car if you notice any oil stains on your driveway or under your car*: 66 percent in 2012 to 81 percent in 2010, for a 15-point difference

- *Fix your sprinklers so the water only lands on your lawn and not on the streets or sidewalks: 72 percent usually in 2012 to 86 percent in 2010, for a 14-point difference*
- *Wash your car at a commercial car wash or on the lawn rather than on the driveway or street where the dirty water will run into the storm drain: 55 percent in 2012 to 69 percent in 2010, for a 14-point difference*
- *Dispose of cigarettes in ash trays rather than throwing them on the ground or out your car window: Among the small sample for which this applied, 48 percent said they usually take this action in 2012 compared to 62 percent in 2010, for a 14-point difference.*
- *Sweep up your driveway or sidewalk with a broom and dustpan instead of washing them down into the street and storm drains: 52 percent usually in 2012 to 64 percent in 2010, for a 12-point difference*
- *Pick up litter and trash that is in the gutter in front of your home or business: 70 percent in 2012 to 77 percent in 2010, for a seven-point difference*
- *Use non-toxic substances rather than pesticides and herbicides in your garden: 49 percent usually in 2012 to 48 percent in 2010, statistically unchanged*

TABLE 1: FREQUENCY OF TAKING PART IN ACTIVITIES TO PREVENT STORM DRAIN POLLUTION, 2010 AND 2012

Statement	Year	Usually/ Sometimes	Usually	Just Sometimes	Hardly Ever/Never	DK/NA	Change in % Usually
Pick up and dispose of your dog's waste.	2012	92%	73%	19%	5%	2%	-15
	2010	93%	88%	5%	7%	0%	
Fix your sprinklers so the water only lands on your lawn and not on the streets or sidewalks.	2012	92%	72%	20%	6%	1%	-14
	2010	93%	86%	7%	7%	1%	
Pick up litter and trash that is in the gutter in front of your home or business.	2012	91%	70%	21%	9%	0%	-7
	2010	92%	77%	15%	7%	0%	
Fix your car if you notice any oil stains on your driveway or under your car.	2012	91%	66%	25%	7%	2%	-15
	2010	88%	81%	7%	11%	0%	
Wash your car at a commercial car wash or on the lawn rather than on the driveway or street where the dirty water will run into the storm drain.	2012	81%	55%	26%	18%	0%	-14
	2010	79%	69%	10%	20%	1%	
Sweep up your driveway or sidewalk with a broom and dustpan instead of washing them down into the street and storm drains.	2012	76%	52%	24%	24%	1%	-12
	2010	79%	64%	15%	21%	0%	
Use non-toxic substances rather than pesticides and herbicides in your garden.	2012	76%	49%	27%	22%	2%	+1
	2010	72%	48%	24%	27%	2%	
Dispose of cigarettes in ash trays rather than throwing them on the ground or out your car window.	2012	59%	48%	11%	34%	6%	-14
	2010	63%	62%	1%	35%	1%	

Ratings of Santa Barbara County Project Clean Water and Public Works Department

- Nearly two-thirds of respondents (64 percent) either have never heard of *Santa Barbara County Project Clean Water* (45 percent) or know too little to give a rating (19 percent). Of those able to give a rating, positive reviews outnumber negative ones by 6-to-1, 31 percent favorable to five percent unfavorable. Ratings are little changed from 2010; a slightly lower 59 percent was unable to give a rating at that time (36 percent had never heard of the

organization), with 33 percent having a favorable view and eight percent an unfavorable impression. **Figure 7** illustrates the results.

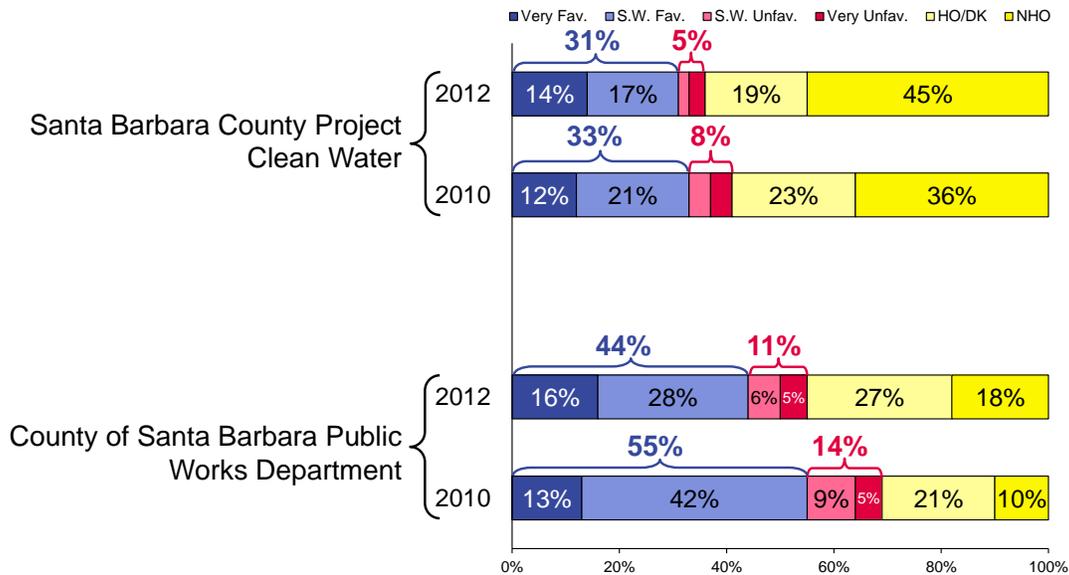
- Men are more unfamiliar with Project Clean Water than women, with 71 percent unable to give a review compared to 58 percent of women. A higher proportion of women had a favorable impression than men (37 percent to 24 percent).
- Homeowners are more familiar than renters (59 percent unable to give a rating compared to 71 percent of renters) and more positive as a result (34 percent to 26 percent).
- There was little difference by age; however the small sample of those 30 to 39 are the least familiar at 81 percent. Those 65 or older are the most likely to have a negative impression at 11 percent.
- Those with children at home are more familiar and more favorable. While 45 percent of those with children at home gave Project Clean Water a favorable review, a lower 28 percent without children at home did so.
- Latino voters are slightly more familiar than white voters (54 percent unfamiliar to 66 percent of white voters) and slightly more favorable as well (38 percent to 31 percent).
- Voters from South county are more unfamiliar than those from North county (70 percent to 57 percent unfamiliar). However, those from the North are more negative in their assessments (10 percent unfavorable to two percent in the South) and only slightly more favorable (34 percent to 29 percent) as a result of this greater familiarity.
- Familiarity is weakest in Supervisorial District 2 (70 percent unfamiliar) and is higher in AD 37 than 35 (68 percent unfamiliar to 57 percent in AD 35).
- There is little difference in ratings by party, with Republicans equally positive in their reviews as Democrats and independents. The small group of independents ages 50+ are among the most familiar (46 percent unable to rate) and positive (48 percent favorable) in their reviews.

Four in ten of those who had heard or seen communications about the storm drain issue had a favorable impression of Project Clean Water compared to 27 percent of those who had not. This suggests that, although many voters could not volunteer Project Clean Water as the source of what they learned, positive feelings about Project Clean Water may reflect some realization of their efforts regarding storm drain related issues. However, the results may also indicate that the name “Project Clean Water” leaves a positive impression even if a respondent was not familiar with the organization.

- By a 3-to-1 margin, those able to give a rating of the *County of Santa Barbara Public Works Department* viewed it favorable (44 percent to 11 percent). Still, 45 percent were unable to give a rating. This represents a decline in familiarity since 2010 when 31 percent were too unfamiliar to give a review. As a result, favorable ratings are down from 55 percent in 2010 (and 14 percent unfavorable). **Figure 7** illustrates the results.

- A higher proportion of men than women had an unfavorable opinion of the Public Works Department (16 percent to 7 percent—in particular men ages 50+ at 24 percent to six percent of those younger). Men ages 50+ are among the most familiar with the Department of Public Works, with 36 percent unable to give a review compared to 60 percent of those younger. Women ages 50+ are more familiar than those younger and more positive as a result (58 percent favorable to 44 percent for those younger).
- Negative reviews were higher among Republicans (18 percent) than Democrats (six percent) or independents (nine percent) despite similar levels of familiarity.
- Homeowners are more familiar with the Department of Public Works than renters and, are also more positive (52 percent favorable to 30 percent) and negative (13 percent unfavorable to six percent) in their reviews. While 64 percent of renters were unable to give a rating of the Department, just 35 percent of homeowners could not do so.
- Familiarity is also higher among those 50+ (36 percent unfamiliar) than those younger (54 percent), generating both more positive (49 percent to 39 percent favorable) and negative (15 percent to seven percent unfavorable) reviews.
- Latino voters are slightly less familiar than white voters (53 percent to 43 percent). White voters are slightly more favorable in their reviews (48 percent to 39 percent favorable), with no difference in unfavorable ratings.
- Voters in Supervisorial Districts 3 are the most unfamiliar, with 56 percent giving this response.

FIGURE 7: FAVORABLE/UNFAVORABLE RATINGS OF SANTA BARBARA COUNTY PROJECT CLEAN WATER AND PUBLIC WORKS DEPARTMENT²



² HO/DK = Heard of Cannot Rate; NHO=Never Heard of