

# **2020 General Public Stormwater Mixed-mode Survey Results**

December 2020

Prepared for

## **Salt Lake County**



**Lighthouse Research & Development, Inc.**

[www.go-lighthouse.com](http://www.go-lighthouse.com)

801.446.4000

## 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?

	n=404	%
Yes	404	100%
No	0	0%

2. Which city do you live in?

	n=404	%
Alta	1	0%
Bingham Canyon	1	0%
Bluffdale	10	2%
Copperton	1	0%
Cottonwood Heights	13	3%
Draper	12	3%
Herriman	26	6%
Holladay	13	3%
Kearns	7	2%
Magna	4	1%
Midvale	14	3%

	n=404	%
Millcreek	21	5%
Murray	15	4%
Riverton	16	4%
Salt Lake City	92	23%
Sandy	23	6%
South Jordan	30	7%
South Salt Lake	9	2%
Taylorsville	20	5%
West Jordan	50	12%
West Valley City	24	6%
White City	2	0%

3. Which of the following categories includes your age?

	<b>n=404</b>	<b>%</b>
18 to 24	46	11%
25 to 34	89	22%
35 to 44	86	21%
45 to 54	64	16%
55 to 64	57	14%
65 or Older	62	15%

4. Do you identify as male, female, or do you prefer to self-identify?

	<b>n=404</b>	<b>%</b>
Male	202	50%
Female	198	49%
Self-identify (Specify)	4	1%

*(For a list of verbatim 'self-identify' responses, see Appendix B.)*

**I would now like to ask you some questions about stormwater.**

5. Which of the following best defines "stormwater"? Would you say storm water is...

	n=403	%
Water from Storms, Precipitation, Rain, and Snow	249	62%
Water Collected in Gutters and Drains	121	30%
Excess Water from Flooding	12	3%
Waste Water	4	1%
Don't Know	17	4%

**For the purpose of this survey, stormwater is water from rain, melted snow, and sleet. Stormwater flows into the nearest waterway or body of water, either directly or through storm drains in streets, gutters, and parking lots.**

6. 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?

	n=404	%
All of It	36	9%
Some of It	200	50%
None of It	54	13%
Don't Know	114	28%

7. Please tell me if you agree or disagree with the following statement: “Stormwater runoff can be a harmful source of pollution to the environment.”

	<b>n=401</b>	<b>%</b>
Strongly Disagree	41	10%
Somewhat Disagree	90	22%
Neutral	40	10%
Somewhat Agree	125	31%
Strongly Agree	70	17%
Don't Know	35	9%

8. Do you know where the nearest storm drain is in your neighborhood?

	<b>n=403</b>	<b>%</b>
Yes	251	62%
No	152	38%

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

	<b>n=404</b>	<b>%</b>
Not at all Serious	27	7%
Not Very Serious	100	25%
Somewhat Serious	170	42%
Very Serious	42	10%
Don't Know	65	16%

10. What are **THREE** ways that stormwater in Salt Lake County can be polluted?

First Mention	n=403	%
Dumping Chemicals / Paint / Oils	79	20%
Trash in the Gutter/Drain	66	16%
Oil / Chemical Spills on Driveway	43	11%
Fertilizer on the Lawn	30	7%
Air Pollution	26	6%
Oil / Chemicals / Debris Picked Up from Surfaces (Roads, Gutters, etc.)	23	6%
Pollution from Factories, Mining, etc.	15	4%
Pesticides or Herbicides	12	3%
Cars, in General	12	3%
Oil / Chemicals from Cars	11	3%
Salt from Roads or Driveways	9	2%
Animals / Agriculture	6	1%
Humans / Households	6	1%
Pet Waste Left on Grass, Sidewalks, or Driveway	5	1%
Washing Cars on Driveway	2	0%
Hosing or Sweeping Sidewalk / Driveway into Gutter	1	0%
Leaving Leaves on the Lawn	1	0%
Other (Specify)	23	6%
Don't Know	33	8%

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

Second Mention	n=369	%
Dumping Chemicals / Paint / Oils	49	13%
Trash in the Gutter/Drain	39	11%
Oil / Chemical Spills on Driveway	32	9%
Fertilizer on the Lawn	28	8%
Oil / Chemicals / Debris Picked Up from Surfaces (Roads, Gutters, etc.)	23	6%
Pet Waste Left on Grass, Sidewalks, or Driveway	21	6%
Pesticides or Herbicides	19	5%
Pollution from Factories, Mining, etc.	16	4%
Air Pollution	16	4%
Animals / Agriculture	15	4%
Oil / Chemicals from Cars	13	4%
Washing Cars on Driveway	11	3%
Salt from Roads or Driveways	7	2%
Hosing or Sweeping Sidewalk / Driveway into Gutter	6	2%
Cars, in General	3	1%
Humans / Households	2	1%
Leaving Leaves on the Lawn	1	0%
Other (Specify)	24	7%
Don't Know / No Others	44	12%

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

Third Mention	n=322	%
Trash in the Gutter/Drain	35	11%
Dumping Chemicals / Paint / Oils	28	9%
Pollution from Factories, Mining, etc.	24	7%
Fertilizer on the Lawn	22	7%
Pet Waste Left on Grass, Sidewalks, or Driveway	19	6%
Oil / Chemical Spills on Driveway	14	4%
Humans / Households	12	4%
Animals / Agriculture	9	3%
Air Pollution	8	2%
Hosing or Sweeping Sidewalk / Driveway into Gutter	7	2%
Pesticides or Herbicides	6	2%
Salt from Roads or Driveways	6	2%
Oil / Chemicals / Debris Picked Up from Surfaces (Roads, Gutters, etc.)	6	2%
Oil / Chemicals from Cars	5	2%
Washing Cars on Driveway	3	1%
Leaving Leaves on the Lawn	3	1%
Cars, in General	1	0%
Other (Specify)	28	9%
Don't Know / No Others	86	27%

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



All Mentions	n=403	%
Dumping Chemicals / Paint / Oils	156	39%
Trash in the Gutter / Drain	140	35%
Oil / Chemical Spills on Driveways	89	22%
Fertilizer on the Lawn	80	20%
Pollution from Factories, Mining, etc.	55	14%
Oil / Chemicals / Debris Picked Up from Surfaces (Roads, Gutters, etc.)	52	13%
Air Pollution	50	12%
Pet Waste Left on Grass, Sidewalks, or Driveway	45	11%
Pesticides or Herbicides	37	9%
Animals / Agriculture	30	7%
Oil / Chemicals from Cars	29	7%
Salt From Roads or Driveways	22	5%
Humans / Households	20	5%
Washing Cars on Driveway	16	4%
Cars, in General	16	4%
Hosing or Sweeping Sidewalk / Driveway into Gutter	14	3%
Leaving Leaves on the Lawn	5	1%
Other	64	16%
Don't Know <i>[First Mention Only]</i>	33	8%

11. **WHO** do you think is the largest contributor to stormwater pollution? Would you say it is...

	n=404	%
Residents, People, and Their Pets	183	45%
Industrial, Commercial, and Institutional Businesses	173	43%
Construction and Development	73	18%
Some Other Source (Specify)	11	3%
Don't Know	36	9%

*(For a list of verbatim 'some other source' responses, see Appendix C.)*

12. Do you generally mow your own lawn or does someone else?

	n=404	%
Yes	247	61%
No, Someone Else Does It	94	23%
Don't Have a Lawn	63	16%
Other (Specify)	0	0%

13. *If respondent has a lawn and someone else mows the lawn:* Who generally mows your lawn?

	n=94	%
Family Member	9	10%
Professional	37	39%
Teenage Neighbor	10	11%
HOA / Landlord	34	36%
Other (Specify)	0	0%
Don't Know	4	4%

14. *If respondent has a lawn:* What happens with your lawn clippings?

	n=341	%
Leave on the Lawn/Mulch	74	22%
Put in Garbage	100	29%
Put in Green Waste Bin	72	21%
Put in Compost Bin or Garden	44	13%
Someone Else Deals with My Lawn Clippings	40	12%
Other (Specify)	6	2%
Don't Know	15	4%

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

15. *If respondent has a lawn:* Is it harmful to the environment to sweep or hose natural things like grass clippings, dirt, and leaves from your sidewalk or driveway into the gutter?

	n=341	%
Yes	222	65%
No	69	20%
Don't Know	50	15%

16. *If respondent has a lawn:* Who applies lawn treatments to your lawn, such as fertilizer, weed killer, or other similar products?

	<b>n=341</b>	<b>%</b>
Self	161	47%
Professional	81	24%
HOA / Landlord	29	9%
Family Member	17	5%
Teenage Neighbor	0	0%
Don't Use Lawn Treatments	44	13%
Other (Specify)	0	0%
Don't Know	10	3%

17. *If respondent has a lawn and personally applies lawn treatments:* Do you leave excess fertilizer on the sidewalk? Would you say...

	<b>n=161</b>	<b>%</b>
Never	109	68%
Sometimes	46	29%
Every Time	0	0%
Don't Know	6	4%

18. *If respondent has a lawn:* Please tell me if you agree or disagree with each of the following statements.

**Applying fertilizer before a rainstorm makes it work better.**

	n=340	%
Strongly Disagree	48	14%
Somewhat Disagree	65	19%
Neutral	39	11%
Somewhat Agree	85	25%
Strongly Agree	68	20%
Don't Know	35	10%

**Over fertilizing can cause a problem for the environment.**

	n=339	%
Strongly Disagree	16	5%
Somewhat Disagree	6	2%
Neutral	17	5%
Somewhat Agree	102	30%
Strongly Agree	190	56%
Don't Know	8	2%

19. Do you currently own a dog?

	n=404	%
Yes	199	49%
No	205	51%

20. *If respondent owns a dog:* How do you generally dispose of your dog's waste at home?

	n=199	%
Bag It / Throw in Trash	178	89%
Bury It	1	1%
Wash It Away with Hose	1	1%
Leave It / I Do Nothing	12	6%
Other (Specify)	4	2%
Use It as Fertilizer	3	2%

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

21. *If respondent owns a dog:* When you have your dog in public places, what do you generally do with its waste?

	n=197	%
Bag It / Throw in Trash	179	91%
Bury It	1	1%
Wash It Away with Hose	0	0%
Leave It / I Do Nothing	0	0%
Other (Specify)	0	0%
Don't Take Dog Out in Public	17	9%

22. *If respondent owns a dog:* 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?

	n=199	%
Someone Else Will Pick Up	1	1%
My Responsibility	198	99%
Other (Specify)	0	0%
Don't Know	0	0%

23. *If respondent owns a dog:* Do you believe pet waste is dangerous to our waterways?

	n=199	%
Yes	157	79%
No	25	13%
Don't Know	17	9%

24. 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...

	n=404	%
Yes	40	10%
No	358	89%
Don't Know	6	1%

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

	n=404	%
Disposal Facility	222	55%
Garbage	106	26%
I Keep It or Use It All / Don't Have to Dispose	38	9%
Someone Else Takes Care of It	18	4%
Down the Drain	9	2%
Store or Business Drop-offs	9	2%
Pick-up Service	7	2%
Use All-natural Cleaner	1	0%
Other (Specify)	21	5%
Don't Know	16	4%

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



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

	n=404	%
Yes	125	31%
No	268	66%
Don't Remember	11	3%

27. If respondent is aware of stormwater ads: Where did you hear or see those promotions or ads?

	n=125	%
Television/TV Commercials	87	70%
Radio	9	7%
Near or On Storm Drains	8	6%
Online Ads (Non-social Media)	7	6%
Billboards	4	3%
Social Media	1	1%
Word of Mouth (Friends, Family, Co-workers)	1	1%
Movie Theater Previews	0	0%
Buses	0	0%
Other (Specify)	19	15%
Don't Remember	3	2%

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

28. If respondent is aware of stormwater ads: What can you remember about those promotions or ads?

	n=125	%
Variation of "We All Live Downstream"	45	36%
Don't Put Things Down Storm Drains	33	26%
Things Put in Storm Drains are Washed Downstream	10	8%
Man Climbing Out of a Storm Drain	5	4%
Fish	3	2%
Stop the Flow	3	2%
Information About Treatment Facilities	2	2%
Messages On/Near Storm Drains	2	2%
Miscellaneous Responses	9	7%
Nothing, Don't Know	13	10%

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

29. Have you ever heard the slogan, "We All Live Downstream?"

	n=404	%
Yes	316	78%
No	82	20%
Don't Remember	6	1%

30. *If respondent is aware of slogan and/or stormwater ads:* Have the ads caused you to change your behavior with regards to stormwater and stormwater pollution?

	n=319	%
Yes	138	43%
No	181	57%

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

	n=404	%
Yes	201	50%
No	51	13%
Don't Know	152	38%

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

	n=403	%
Not at all Important	1	0%
Not Very Important	5	1%
Somewhat Important	90	22%
Very Important	299	74%
Don't Know	8	2%

**I just have a few final questions for statistical purposes.**

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

	n=403	%
Less than 1 Year	3	1%
1 to 4 Years	40	10%
5 to 9 Years	40	10%
10 to 14 Years	37	9%
15 to 19 Years	30	7%
20 to 29 Years	90	22%
30 or More Years	163	40%

34. Do you own or rent your home?

	n=401	%
Own	293	73%
Rent	91	23%
Live with Family	16	4%
Other (Specify)	1	0%

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

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

	n=400	%
Some High School	2	0%
High School Graduate / GED	48	12%
Some College or Technical School	126	32%
Bachelor's Degree	131	33%
Post-graduate Degree	93	23%

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

	<b>n=386</b>	<b>%</b>
Less than \$25,000	27	7%
\$25,000 to \$49,999	62	16%
\$50,000 to \$99,999	137	35%
\$100,000 or More	160	41%

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