

---

# Draft Research Report

---

## THE MAINE SURVEY

### Maine Department of Environmental Protection Division of Watershed Management Special Questions

Date: July 2011

**Prepared for:**

Kathy Hoppe  
Maine Department of Environmental Protection

**Prepared by:**

Jen MacBride, Project Manager  
Dr. Brian Robertson, Research Director



## TABLE OF CONTENTS

---

<b>Methodology.....</b>	<b>1</b>
<b>Key Findings.....</b>	<b>5</b>
<b>Summary of Results.....</b>	<b>6</b>
<b>Verbatim Responses to Open-Ended Questions.....</b>	<b>31</b>
<b>Frequencies.....</b>	<b>40</b>
<b>Cross Tabulations of Survey Items.....</b>	<b>48</b>

## METHODOLOGY

---

### THE SAMPLE

The current Maine Survey is based on telephone interviews conducted from July 13<sup>th</sup> – July 30<sup>th</sup>, 2011 with 400 randomly selected adults throughout Maine. The sample of the telephone numbers called was based on a complete updated list of telephone prefixes (the first three digits in a seven-digit number) used throughout the state. The sample was generated using software provided by GENESYS Sampling Systems. This software ensures that every residential telephone number has an equal probability of selection. When a working residential number was called, an adult age 18 or older in the household was randomly selected to complete the interview. The results of this survey are considered generalizable to Maine households with telephones.

### SAMPLING ERROR

The percentages reported for the entire sample (questions WATER02, WATER03, WATER05, DEPFRT8, DEPFRT9, BASWG13a, BASWG13e and WATER07) are within plus or minus 4.9% that would be found if all telephone households in Maine were interviewed. For example, if our survey showed that 50% of the sample feels that storm water runoff has a major impact on the quality of our waterways in Maine, then the comparable figure for the population would be somewhere between 45.1% and 54.9% with a confidence level of 95%.

The percentages reported for question WATER04 (asked among those who could recall advertising) are within plus or minus 8.4% that would be found if all telephone households in Maine were interviewed.

The percentages reported for WATER07a (asked among those who took action or planned to take action to reduce storm water runoff) are within plus or minus 10.2% that would be found if all telephone households in Maine were interviewed.

### DATA WEIGHTING

The results presented in this report have been weighted to reflect the actual distribution of Mainers with respect to their age, gender and the region of the state where they reside. The weights are calculated by dividing the percentage of the Maine population in a given age, sex, and area group (for example, women who live in Cumberland County that are between 30 and 39 years of age) by the percentage of the sample belonging to the same group. Because percentages have been rounded to the nearest whole number, they do not always sum exactly to 100%. In addition, multiple-response questions take into account all responses mentioned by respondents, therefore, percentages will not always sum exactly to 100%.

## RESPONSE RATES:

<b>Response Rate</b>	<b>45.3%</b>
<b>Respondent Cooperation Rate:</b>	<b>82.9%</b>
<b>Household Cooperation Rate:</b>	<b>69.0%</b>
<b>Household Refusal Rate</b>	<b>14.3%</b>
<b>Respondent Refusal Rate</b>	<b>3.0%</b>
<b>Contact Rate</b>	<b>65.3%</b>

**Response Rate** – Designated as the ratio of the number of completed interviews divided by the total number of eligible and unknown units in the sample. This is AAPOR RR3.

**Cooperation Rates** – This represents the proportion of all cases interviewed of all eligible units ever contacted. That is, what percent of identified respondents (and households for which we knew the respondent was a resident) ended up completing the interview. This includes cases where a respondent refused to do the survey, began but did not complete the survey, cases where a respondent wished to complete the survey at another time but did not end up completing the survey, respondents who did not speak English, and respondents who were infirm. It is broken in household cooperation (a member of the household was spoken with) and respondent cooperation (the actual client was at some time spoken with).

**Household Refusal Rate** – The household refusal rate represents the proportion of all cases in which a household member or the respondent refuses to be interviewed, or breaks-off an interview, of all potentially eligible cases. The refusal rate includes hard and soft refusals.

**Contact Rate** – A contact rate measures the proportion of all cases in which some responsible member of the housing unit was reached by the survey.

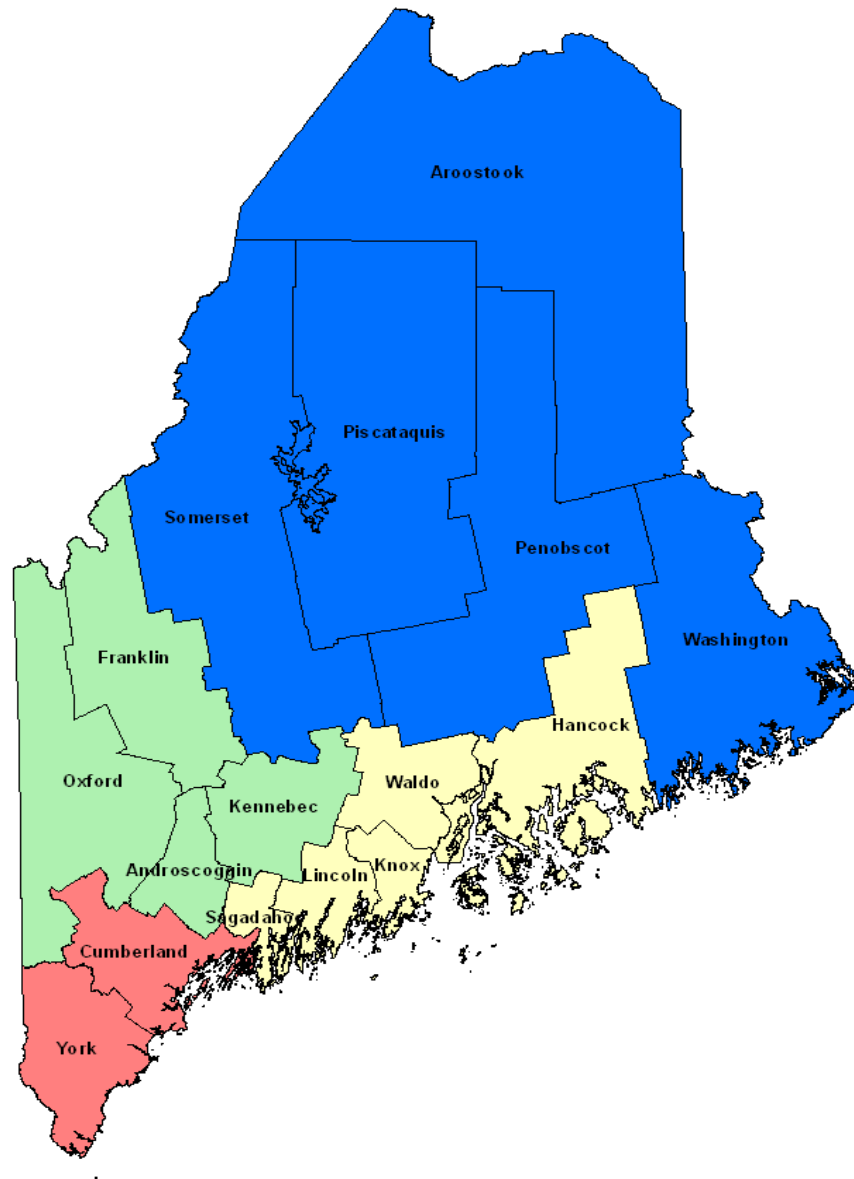
## COUNTIES THAT MAKE UP SOUTHERN, COASTAL, CENTRAL AND NORTHERN MAINE:

**Southern** – Cumberland, York Counties

**Coastal** – Sagadahoc, Lincoln, Knox, Waldo, Hancock Counties

**Central** – Androscoggin, Oxford, Kennebec, Franklin Counties

**Northern** – Aroostook, Penobscot, Washington, Piscataquis, Somerset Counties



**FOR FURTHER INFORMATION CONTACT:**

Jen MacBride, Project Manager  
[jenm@marketdecisions.com](mailto:jenm@marketdecisions.com)  
Telephone extension: 100

Dr. Brian Robertson, Director of Research  
[brianr@marketdecisions.com](mailto:brianr@marketdecisions.com)  
Telephone extension: 102

Market Decisions  
75 Washington Ave, Suite 206  
Portland, Maine 04101  
Telephone: 207-767-6440

## KEY FINDINGS

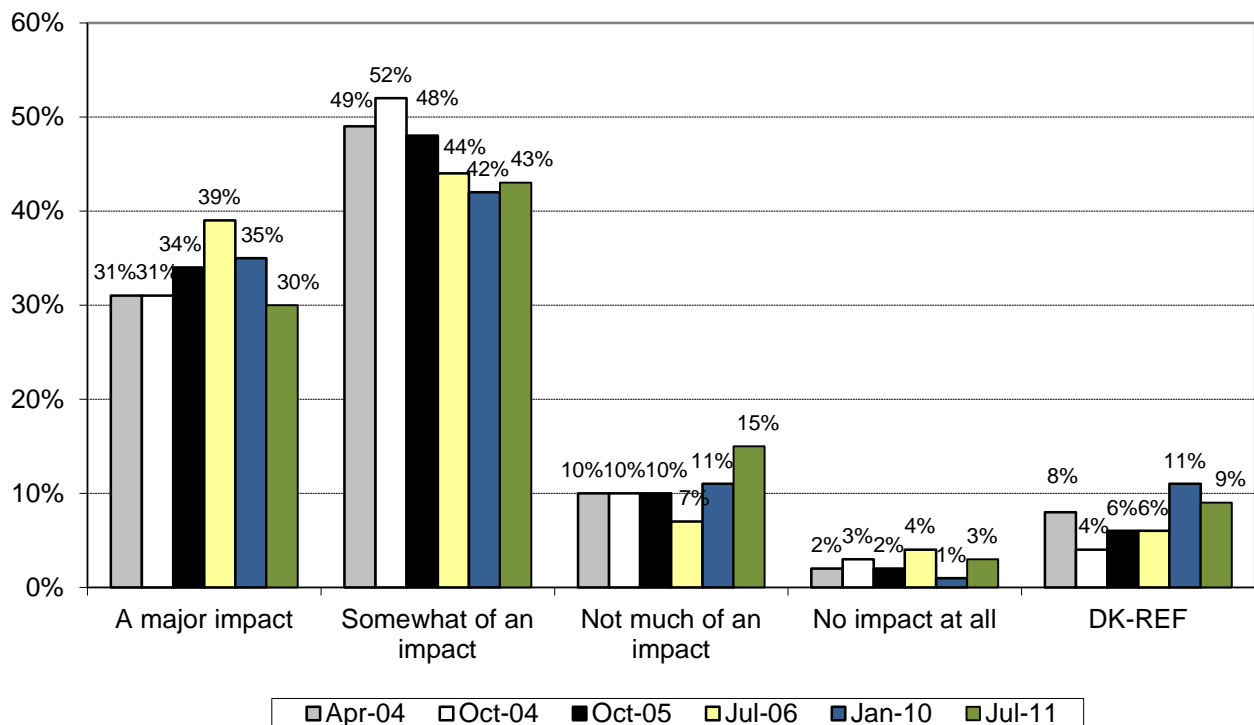
---

- Nearly three-quarters of Mainers (73%) feel that storm water runoff has an impact on the quality of our waterways in Maine, with 30% indicating it has a major impact.
- Top of mind, 34% of Mainers have seen, read or heard advertisements regarding water pollution in the past six months.
- Among those who could recall advertising top of mind, looking at all responses provided, 70% could recall specific messages important to the DEP while 41% could recall an ad or article with rubber ducks.
- When aided, nearly two-thirds of Mainers (65%) could recall seeing an advertisement about storm water pollution that featured rubber ducks accumulating and flowing downstream into rivers and the ocean.
- Mainers perceive lawn fertilizer products (87%) and lawn and garden pesticide products (86%) as equally threatening to Maine's water quality.
- Nearly a quarter of Mainers (23%) are likely to take action to reduce the amount of lawn fertilizers, pesticides and herbicides that they use; 14% are unlikely. Two in five (40%) have already taken action while 17% indicated that the question does not apply or that they do not have a lawn.
- One-third of Mainers (33%) are likely to take action to mow their lawn no shorter than 2.5 to 3 inches; 20% are unlikely. Nearly a quarter (23%) has already taken action while 11% indicated that the question does not apply or that they do not have a lawn.
- Seven in ten Mainers (70%) did not take or do not plan to take action to reduce storm water runoff while 23% has taken action or plans to take action.
- Among those who took action or plan to take action to reduce storm water runoff, looking at all responses provided, 34% have used or will use natural or organic fertilizer and pesticides or none at all, 18% have planted or will plant trees, shrubs or grass, 13% have mowed or will mow their lawn less often and keep it longer, and 11% have built or will build rock walls or fences to divert runoff.

## SUMMARY OF RESULTS

**Nearly three-quarters of Mainers (73%) feel that storm water runoff has an impact on the quality of our waterways in Maine, with 30% indicating it has a major impact.**

**WATER02: How much of an impact does storm water, that is, the water after it rains that drains into storm drains or drains off the land, have on the quality of our waterways in Maine?**



### Comments:

Nearly three-quarters of Mainers (73%) feel that storm water runoff has an impact on the quality of our waterways in Maine. In particular, 30% indicated that storm water runoff has a major impact while 43% stated it has somewhat of an impact. Nearly one in five Mainers (18%) feels that storm water runoff does not have an impact on the quality of our waterways in Maine. More specifically, 15% said not much of an impact while 3% said no impact at all. Nine percent were not sure, or they refused to answer the question.



## Significant Differences by Group (Using the Pearson Chi-Square Test)\*:

### Major Impact

- Women were more likely than men (36% vs. 24%) to indicate that storm water has a major impact on the quality of our waterways in Maine.

### No Impact at all

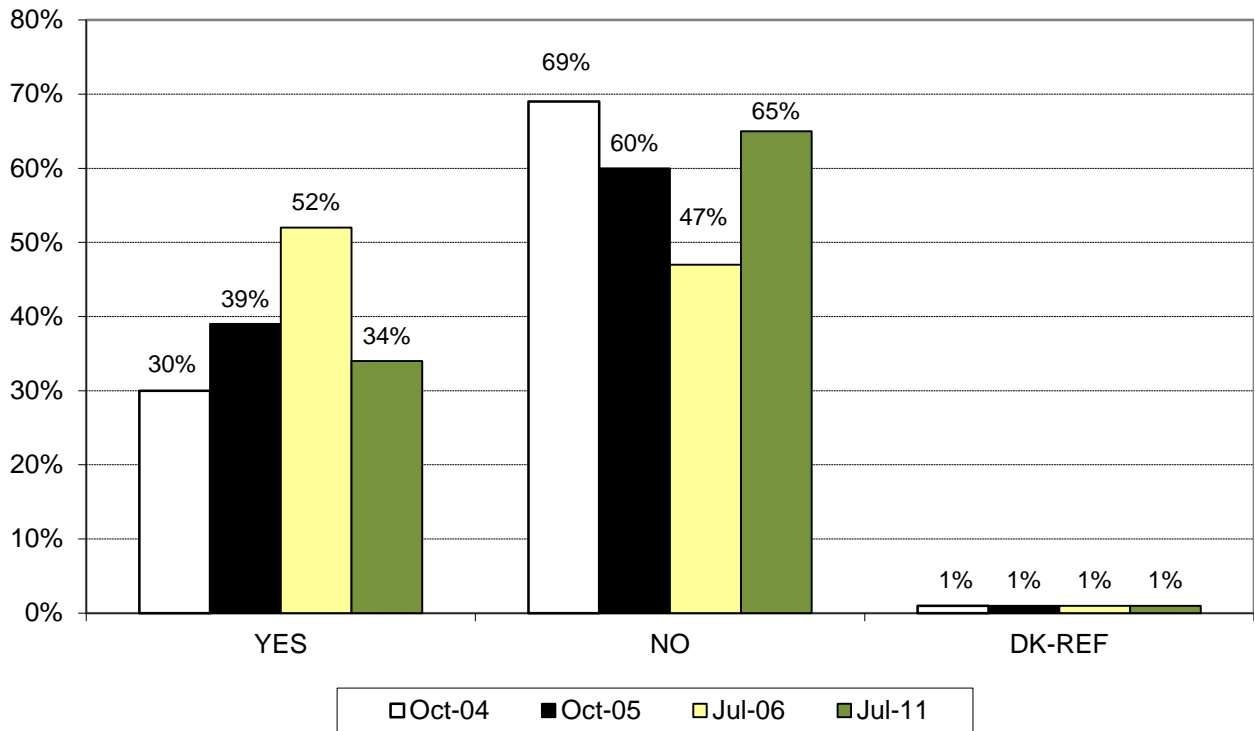
- Men were more likely than women (5% vs. 1%) to indicate that storm water has no impact at all on the quality of our waterways in Maine.
- Those ages 18-29 (10%) were more likely than those ages 60+ (1%) to indicate that storm water has no impact at all on the quality of our waterways in Maine.
- Those residing in Northern Maine (9%) were more likely than those residing in Southern Maine (1%) and Central Maine (1%) to indicate that storm water has no impact at all on the quality of our waterways in Maine.

---

\* Percents and information for *Significant Differences by Group* can be found in the Cross Tabulations section, which begins on page 48.

**Top of mind, 34% of Mainers have seen, read or heard advertisements regarding water pollution in the past six months.**

**WATER03: Have you seen, heard or read any advertisements regarding water pollution in the past 6 months?**



*\*Note: In July 2011, respondents were asked if they had seen, heard or read any advertisements regarding water pollution in the past 6 months. In all other survey administrations, the time frame specified in the question was the past 30 days.*

**Comments:**

Top of mind, 34% of Mainers have seen, read or heard advertisements regarding water pollution in the past six months; 65 have not.

There has been an 18-percentage point decrease among those recalling advertising, top of mind, since July 2006.

Note:

- In 2004, DEP advertisements ran in July and August while The Maine Survey was administered in October. This was the first year the ads were run.
- In 2005, DEP advertisements ran in September and October while The Maine Survey was administered in October.

- In 2006, DEP advertisements ran in June and July while The Maine Survey was administered in July.
- In 2011, DEP advertisements ran in March and April while The Maine Survey was administered in July.

Recall of advertisements tends to drop off quickly. The longer the duration between when campaign advertisements are run and when The Maine Survey is administered will impact the level of recall.

**Significant Differences by Group (Using the Pearson Chi-Square Test)\*:**

- Women were more likely than men (40% vs. 27%) to indicate that they have seen, read or heard advertisements regarding water pollution in the past 6 months.
- Those with some college education (42%) were more likely than those with a high school education or less (25%) to indicate that they have seen, read or heard advertisements regarding water pollution in the past 6 months.

---

\* Percents and information for *Significant Differences by Group* can be found in the Cross Tabulations section, which begins on page 48.

**Among those who could recall advertising top of mind, looking at all responses provided, 70% could recall specific messages important to the DEP while 41% could recall an ad or article with rubber ducks.**

**WATER04: IF YES - What have you seen, heard or read?**

	July 2011 (ALL Responses)	July 2011 (1st Response Only)	July 2006 (1st Response Only)	Oct 2005 (1st Response Only)	Oct 2004 (1st Response Only)
<b>MESSAGE RECALL</b> (This includes all mentions of <b>specific messages</b> that could be recalled from general advertisements as well as from known DEP advertisements – ones with ducks or rubber duckies)	<b>70%</b>	33%	48%	35%	14%
• Anything on the ground ends up in waterways (GENERAL)	5%	2%	4%	3%	0%
• Anything on the ground ends up in waterways (DUCK AD)	12%	5%	14%	7%	(code did not exist)
• Keep water clean/Protect waterways/Don't pollute (GENERAL)	4%	3%	3%	2%	0%
• Keep water clean/Protect waterways/Don't pollute (DUCK AD)	7%	1%	6%	2%	(code did not exist)
• Be aware, cautious of what goes in storm drains (GENERAL)	4%	2%	5%	4%	0%
• Be aware, cautious of what goes in storm drains (DUCK AD)	6%	4%	4%	2%	(code did not exist)
• Don't use, or limit fertilizers/Chemicals destroy waterways (GENERAL)	9%	3%	0%	5%	0%
• Don't use, or limit fertilizers/Chemicals destroy waterways (DUCK AD)	4%	3%	0%	0%	(code did not exist)
• Oil spills and leaks pollute waterways (GENERAL)	5%	3%	1%	1%	0%
• Oil spills and leaks pollute waterways (DUCK AD)	1%	1%	1%	0%	(code did not exist)
• Storm water runoff (GENERAL)	13%	6%	10%	9%	14%

**WATER04: IF YES - What have you seen, heard or read? (Continued)**

	July 2011 (ALL Responses)	July 2011 (1st Response Only)	July 2006 (1st Response Only)	Oct 2005 (1st Response Only)	Oct 2004 (1st Response Only)
<b>DUCK AD RECALL</b> (This includes all mentions of an advertisement that <b>involved a duck or rubber ducky</b> )	<b>41%</b>	25%	28%	31%	19%
• <i>DUCK AD - Anything on the ground ends up in waterways</i>	12%	5%	14%	7%	(code did not exist)
• <i>DUCK AD - Rubber ducks represent pollution</i>	10%	10%	2%	5%	(code did not exist)
• <i>DUCK AD - Keep water clean/Protect waterways/Don't pollute</i>	7%	1%	6%	2%	(code did not exist)
• <i>DUCK AD - Be aware, cautious of what goes in storm drains</i>	6%	4%	4%	2%	(code did not exist)
• <i>DUCK AD - Don't use, or limit fertilizers/Chemicals destroy waterways</i>	4%	3%	0%	0%	(code did not exist)
• <i>DUCK AD - Oil spills and leaks pollute waterways</i>	1%	1%	1%	0%	(code did not exist)
• <i>Ad/Article with rubber ducks (no further information provided)</i>	1%	1%	1%	15%	19%

**WATER04: IF YES - What have you seen, heard or read? (Continued)**

	July 2011 (ALL Responses)	July 2011 (1st Response Only)	July 2006 (1st Response Only)	Oct 2005 (1st Response Only)	Oct 2004 (1st Response Only)
<b><u>ALL OTHER RECALL:</u></b>					
Saw something on TV (general)	27%	13%	6%	3%	4%
Water quality/Water testing	11%	5%	0%	0%	0%
Saw/read something in a paper or magazine (general)	10%	5%	1%	4%	6%
Pollutants in water (trash, chemicals, oil) - general	10%	4%	4%	4%	15%
Water clean up (milfoil, oil spills, pollution)	6%	5%	0%	0%	0%
Milfoil in water (general)	6%	4%	3%	4%	3%
Ecosystem is suffering	5%	0%	0%	0%	0%
Pollution (general)	4%	3%	2%	0%	0%
Heard something on the radio (general)	2%	2%	5%	2%	1%
Use "green" products/Go "green"	2%	1%	0%	0%	0%
Red tide	1%	1%	3%	0%	0%
Mercury in water (general)	1%	0%	2%	2%	7%
Law preventing dumping of sewage in water	1%	0%	2%	0%	0%
Acid rain (general)	0%	0%	0%	0%	1%
Boiling water (general)	0%	0%	0%	0%	2%
Bond for better water treatment	0%	0%	0%	1%	0%
Clam flats closed due to surface water	0%	0%	0%	1%	0%
Dumping in waterways causes damage to the environment	0%	0%	2%	2%	0%
Be aware of damage waste does to people and waterways	0%	0%	4%	2%	0%
High bacteria levels at beaches/Poor water conditions	0%	0%	11%	0%	0%
Other	6%	0%	2%	12%	17%
DK-REF	7%	7%	5%	9%	11%

## Comments:

Those respondents who indicated that they saw, read or heard any advertisements regarding water pollution in the past 6 months were then asked what they could recall about the advertisements. In past survey administrations, only the first response that was provided by respondents was recorded. In the July 2011 administration, up to three responses that respondents provided were recorded. Therefore, data for the first response that was provided in July 2011 is presented so that comparisons can be made to previous survey administrations. In addition, data for all responses that were provided in July 2011 is presented in order to fully capture what respondents could recall.

The Maine Department of Environmental Protection's current ad campaign uses red devil rubber ducks to show how lawn fertilizers and bug and plant pest killers that people use on their yards can become a problem and pollute Maine waters. Along with using rubber ducks in the ads, there are a series of messages and themes regarding water pollution that are also relayed to viewers. The DEP was interested in learning whether or not respondents could recall any of these specific messages from their ad campaign.

When looking at responses provided by respondents, many mentioned that they "saw a duck ad" and then also provided an explanation as to what message of the ad was. For example, they saw "an ad with rubber duckies and the message of the ad was that anything on the ground ends up in waterways." However, there were also respondents who indicated that they saw an ad with the message that "anything on the ground ends up in waterways," but they did not mention that the ad also had a duck in it. Since these respondents did not mention seeing a duck in the ad, it was difficult to determine whether or not the ad that they saw was part of the DEP campaign. Therefore, when categorizing responses, it was necessary to separate out those responses that included mentions of a duck or rubber ducky, and those that did not.

The information presented in the above tables is broken down by "Message Recall", "Duck Ad Recall" and "All Other Recall." The Message Recall table presents all mentions of specific messages or themes that the DEP ad campaign was highlighting and promoting. The total percentage that could recall messages in the "Message Recall" table includes those that could recall the specific message without mentioning that a duck or rubber ducky was in the ad, as well as those who could recall the specific message while also mentioning that a duck or rubber ducky was in the ad. Overall, 70% of respondents who saw, read or heard advertisements regarding water pollution in the past 6 months could recall specific messages that were promoted by the DEP ad campaign.

The "Duck Ad Recall" table presents all mentions of an advertisement that included a duck or rubber ducky. Overall, 41% of respondents who saw, read or heard advertisements regarding water pollution in the past 6 months could recall an advertisement with a duck or rubber ducky in it.

The "All Other Recall" table presents all other mentions of what respondents could recall about advertisements regarding water pollution that they saw, read or heard in the past 6 months.

### Significant Differences by Group for “1<sup>st</sup> Response Only” (Using the Pearson Chi-Square Test)\*:

*Note: Significant Differences by Group are only presented for the “1st Response Only.” There are no Significant Differences by Group for “All Responses,” as multiple response questions have small sub-samples. However, for this question, percents and information for “1st Response Only” and for “All Responses” can be found in the Cross Tabulations section, which begins on page 46.*

- Among those who could recall advertising, those ages 50-59 (15%) were more likely than those ages 60+ (1%) to indicate that they saw, read or heard something about pollutants in the water, such as trash, chemicals and oil.
- Among those who could recall advertising, those ages 18-29 (34%) were more likely than those ages 50-59 (2%) to indicate that they saw something on TV (but could not recall specific details).
- Among those who could recall advertising, those ages 30-39 (40%) were more likely than those ages 40-49 (6%) and 60+ (2%) to indicate that they saw a Duck Ad where the ducks represented pollution.
- Among those who could recall advertising, those with a high school education or less (14%) were more likely than those with some college education (1%) and those with a college degree or more (1%) to indicate that they saw, read or heard something about water clean up (milfoil, oil spills, pollution).
- Among those who could recall advertising, those with a college degree or more (18%) were more likely than those with a high school education or less (1%) to indicate that they saw a Duck Ad where the ducks represented pollution.

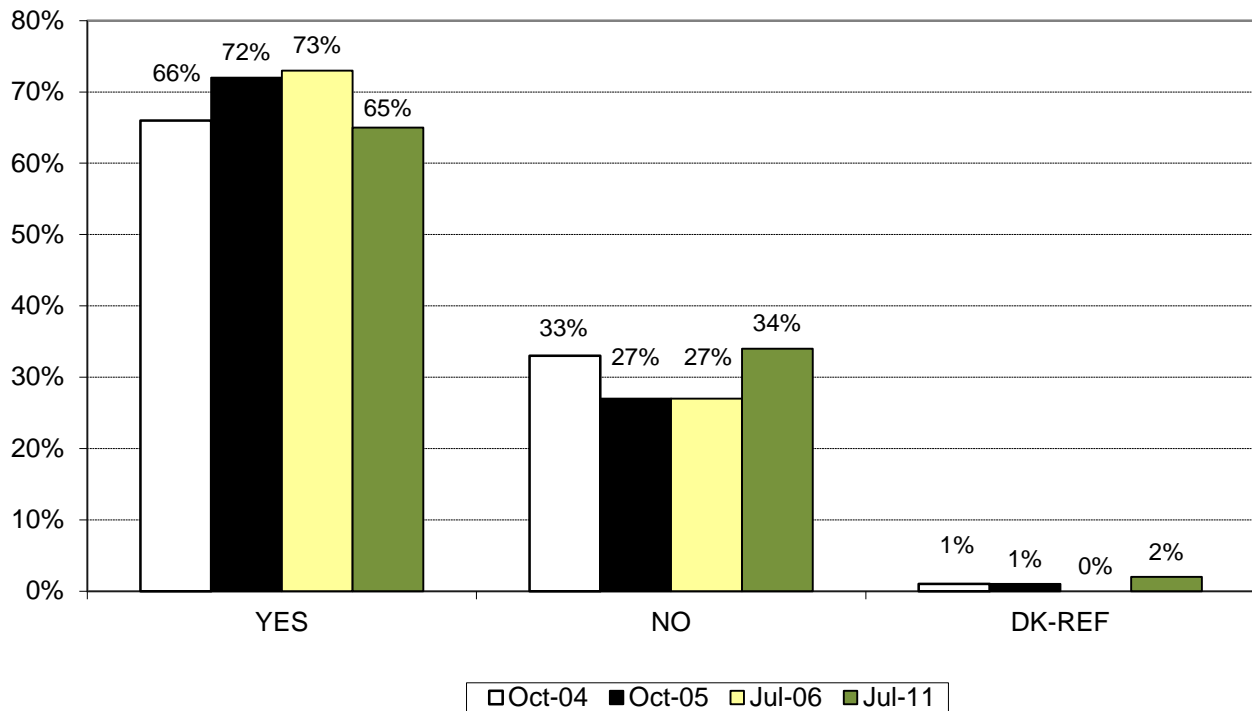
---

\* Percents and information for *Significant Differences by Group* can be found in the Cross Tabulations section, which begins on page 48.



**When aided, nearly two-thirds of Mainers (65%) could recall seeing an advertisement about storm water pollution that featured rubber ducks accumulating and flowing downstream into rivers and the ocean.**

**WATER05: Do you recall seeing an advertisement about storm water pollution that featured rubber ducks accumulating and flowing downstream into rivers and the ocean?**



**Comments:**

Respondents were asked if they could recall seeing an advertisement about storm water pollution that featured rubber ducks accumulating and flowing downstream and into rivers and the ocean. If a respondent indicated “no” or “don’t know,” the following description of the advertisement was read: “The ad uses red devil rubber ducks to show how lawn fertilizers and bug and plant pest killers that people use on their yards can become a problem and pollute our waters.” Respondents were then asked again if they could recall seeing this advertisement.

When aided, nearly two-thirds of Mainers (65%) could recall seeing an advertisement about storm water pollution that featured rubber ducks accumulating and flowing downstream and into rivers and the ocean; 34% could not. Two percent were not sure, or they refused to answer the question.

Note:

- In 2004, DEP advertisements ran in July and August while The Maine Survey was administered in October. This was the first year the ads were run.
- In 2005, DEP advertisements ran in September and October while The Maine Survey was administered in October.
- In 2006, DEP advertisements ran in June and July while The Maine Survey was administered in July.
- In 2011, DEP advertisements ran in March and April while The Maine Survey was administered in July.

Recall of advertisements tends to drop off quickly. The longer the duration between when campaign advertisements are run and when The Maine Survey is administered will impact the level of recall.

**Significant Differences by Group (Using the Pearson Chi-Square Test)\*:**

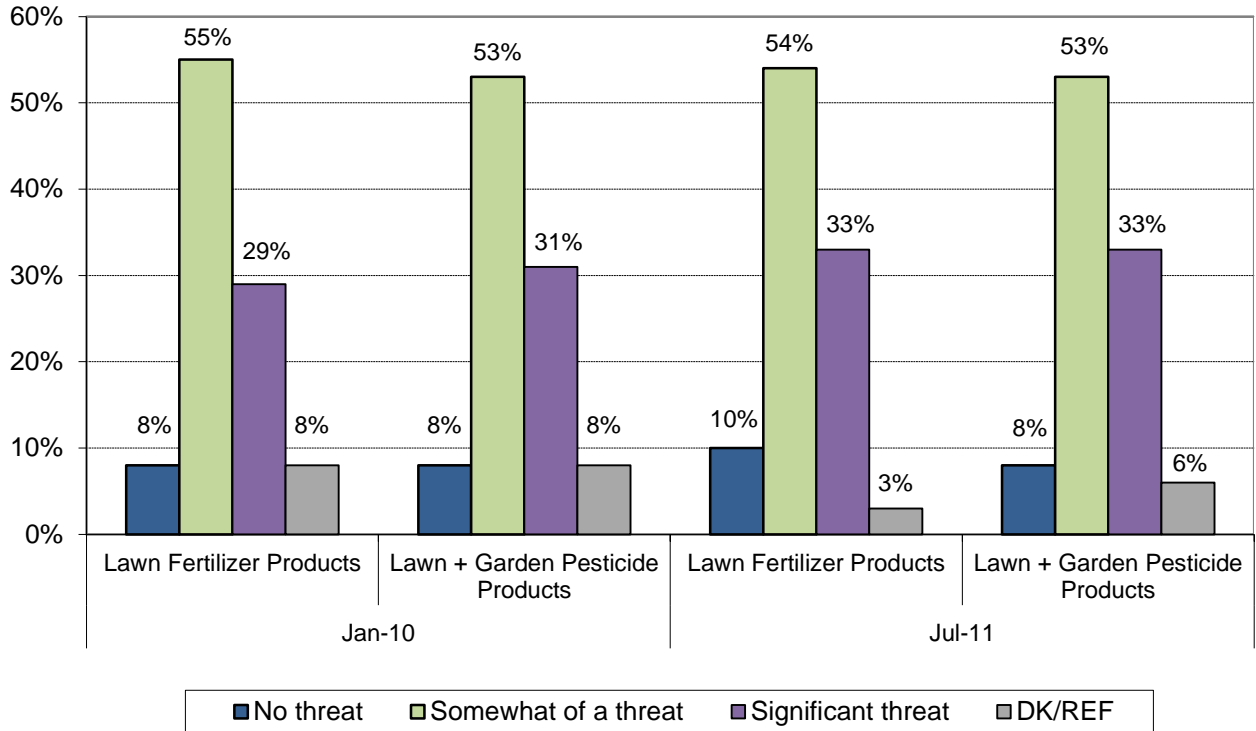
- Those ages 30-39 (71%), 50-59 (76%) and 60+ (72%) were more likely than those ages 18-29 (43%) to indicate that they saw an advertisement about storm water pollution that featured rubber ducks accumulating and flowing downstream into rivers and the ocean.
- Those with a college degree or more (72%) were more likely than those with a high school education or less (56%) to indicate that they saw an advertisement about storm water pollution that featured rubber ducks accumulating and flowing downstream into rivers and the ocean.

---

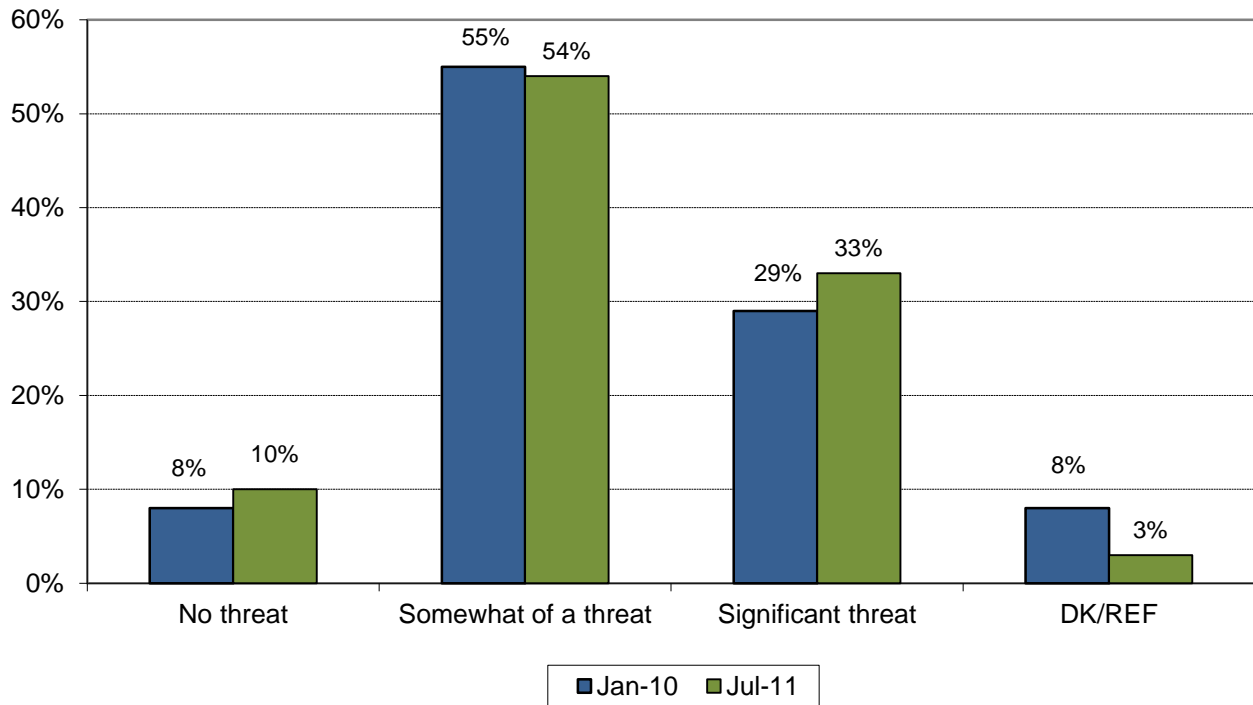
\* Percents and information for *Significant Differences by Group* can be found in the Cross Tabulations section, which begins on page 48.

**Mainers perceive lawn fertilizer products (87%) and lawn and garden pesticide products (86%) as equally threatening to Maine's water quality.**

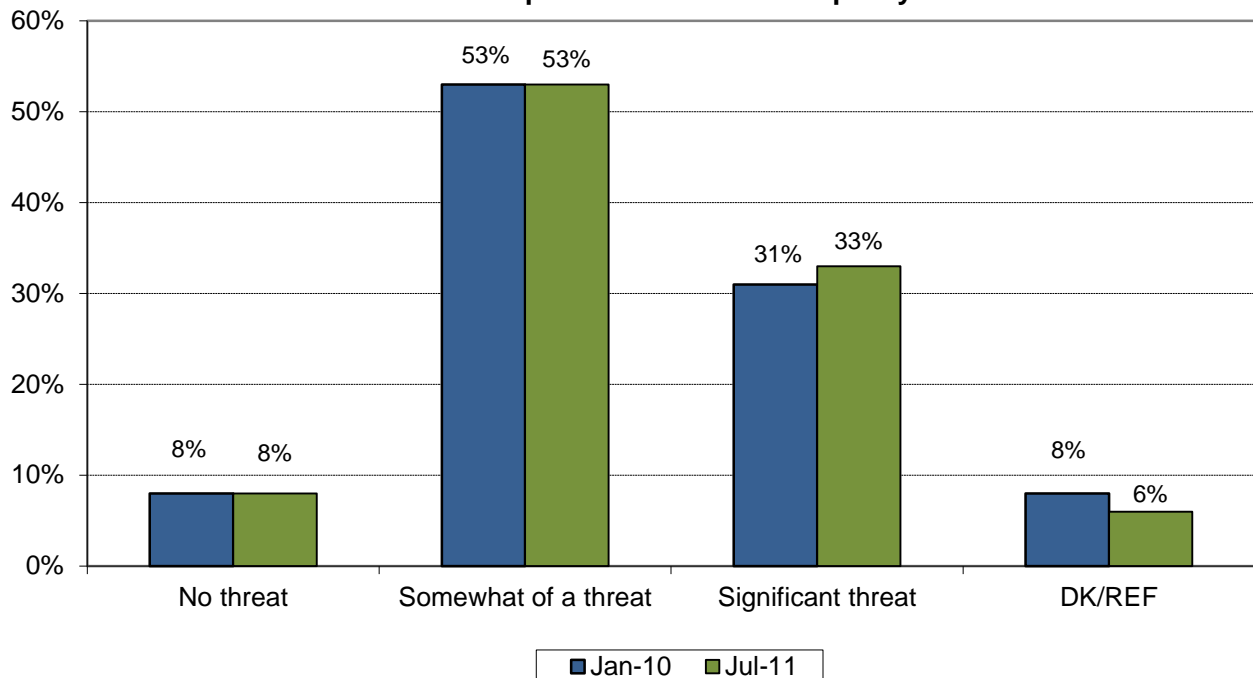
DEPFRT8 + 9: How much of a threat would you say \_\_\_\_\_ pose to Maine's water quality? (2010 + 2011)



**DEPFRT8: How much of a threat would you say lawn FERTILIZER products pose to Maine's water quality?**



**DEPFRT9: How much of a threat would you say lawn and garden PESTICIDE products, including crabgrass, broadleaf weed, grub or insect controls pose to Maine's water quality?**



## Comments:

Nearly equal numbers of Mainers feel that lawn fertilizer products (87%) and lawn and garden pesticide products (86%) pose a threat to Maine's water quality.

Nearly nine in ten Mainers (87%) feel that lawn fertilizer products pose a threat to Maine's water quality. In particular, 33% feel they pose a significant threat while 54% feel they pose somewhat of a threat. Ten percent feel that lawn fertilizer products pose no threat to Maine's water quality. Three percent were not sure, or they refused to answer the question.

Nearly nine in ten Mainers (86%) feel that lawn and garden pesticide products pose a threat to Maine's water quality. More specifically, 33% feel they pose a significant threat while 53% feel they pose somewhat of a threat. Eight percent feel that lawn fertilizer products pose no threat to Maine's water quality. Six percent were not sure, or they refused to answer the question.

There has been little change since January 2010 when a similar number of Mainers also perceived lawn fertilizer products and lawn and garden pesticide products as equally threatening to Maine's water quality.

## Significant Differences by Group for lawn FERTILIZER products (Using the Pearson Chi-Square Test)\*:

### Significant Threat

- Those residing in Southern Maine (49%) were more likely than those residing in Central Maine (23%) and Northern Maine (14%) to indicate that lawn fertilizer products pose a significant threat to Maine's water quality.
- Those residing in Coastal Maine (41%) were more likely than those residing in Northern Maine (14%) to indicate that lawn fertilizer products pose a significant threat to Maine's water quality.

### No Threat

- Those residing in Northern Maine (21%) were more likely than those residing in Southern Maine (2%) and Coastal Maine (4%) to indicate that lawn fertilizer products pose no threat to Maine's water quality.
- Those residing in Central Maine (14%) were more likely than those residing in Southern Maine (2%) to indicate that lawn fertilizer products pose no threat to Maine's water quality.

---

\* Percents and information for *Significant Differences by Group* can be found in the Cross Tabulations section, which begins on page 48.

**Significant Differences by Group for lawn and garden PESTICIDE products (Using the Pearson Chi-Square Test)\*:**

Significant Threat

- Women were more likely than men (40% vs. 27%) to indicate that lawn and garden pesticide products pose a significant threat to Maine's water quality.
- Those ages 30-39 (35%) and 40-49 (46%) were more likely than those ages 18-29 (16%) to indicate that lawn and garden pesticide products pose a significant threat to Maine's water quality.
- Those with an annual household income of less than \$30k (39%) were more likely than those with an annual household income of \$30-\$60k (25%) to indicate that lawn and garden pesticide products pose a significant threat to Maine's water quality.
- Those residing in Southern Maine (44%) and Coastal Maine (39%) were more likely than those residing in Central Maine (20%) to indicate that lawn and garden pesticide products pose a significant threat to Maine's water quality.

No Threat

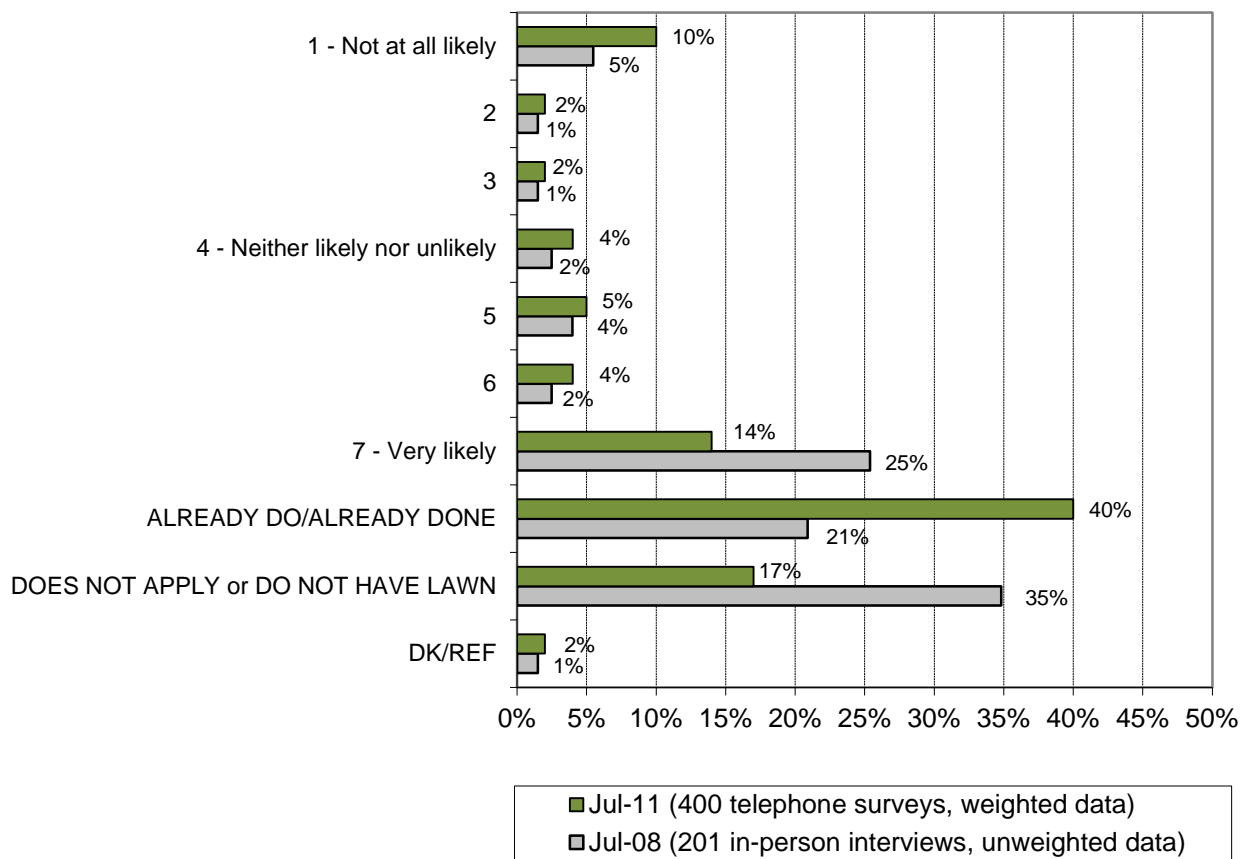
- Those residing in Central Maine (12%) were more likely than those residing in Southern Maine (2%) to indicate that lawn and garden pesticide products pose no threat to Maine's water quality.

---

\* Percents and information for *Significant Differences by Group* can be found in the Cross Tabulations section, which begins on page 48.

**Nearly a quarter of Mainers (23%) are likely to take action to reduce the amount of lawn fertilizers, pesticides and herbicides that they use; 14% are unlikely. Two in five (40%) have already taken action while 17% indicated that the question does not apply or that they do not have a lawn.**

**BAGWG13a: On a scale of 1 to 7 where 7 is very likely and 1 is not at all likely, how likely are you to take action to reduce the amount of lawn fertilizers, pesticides and herbicides that you use?**



*Note: The July 2008 data derives from 201 in-person intercept interviews (un-weighted data) whereas the July 2011 data derives from 400 telephone interviews (weighted data). Therefore, the data cannot be directly compared but is presented for information purposes at the request of the DEP.*

## Comments:

Respondents were asked to rate how likely there are to take action to reduce the amount of lawn fertilizers, pesticides and herbicides that they use on a 7-point scale where 7 is very likely and 1 is not at all likely.

Nearly a quarter of Mainers (23%) are likely to take action (ratings of 5, 6 and 7) to reduce the amount of lawn fertilizers, pesticides and herbicides that they use while 14% are unlikely (ratings of 1, 2 and 3). Four percent are neither likely nor unlikely to take action (rating of 4). Two in five Mainers (40%) indicated that they have already taken action to reduce the amount of lawn fertilizers, pesticides and herbicides that they use while 17% stated that the question does not apply or that they do not have a lawn. Two percent were not sure, or they refused to answer the question.

## Significant Differences by Group (Using the Pearson Chi-Square Test)\*:

### 7 – Very Likely

- Those residing in Southern Maine (22%) were more likely than those residing in Northern Maine (7%) to indicate that they are very likely to take action to reduce the amount of lawn fertilizers, pesticides and herbicides that they use.

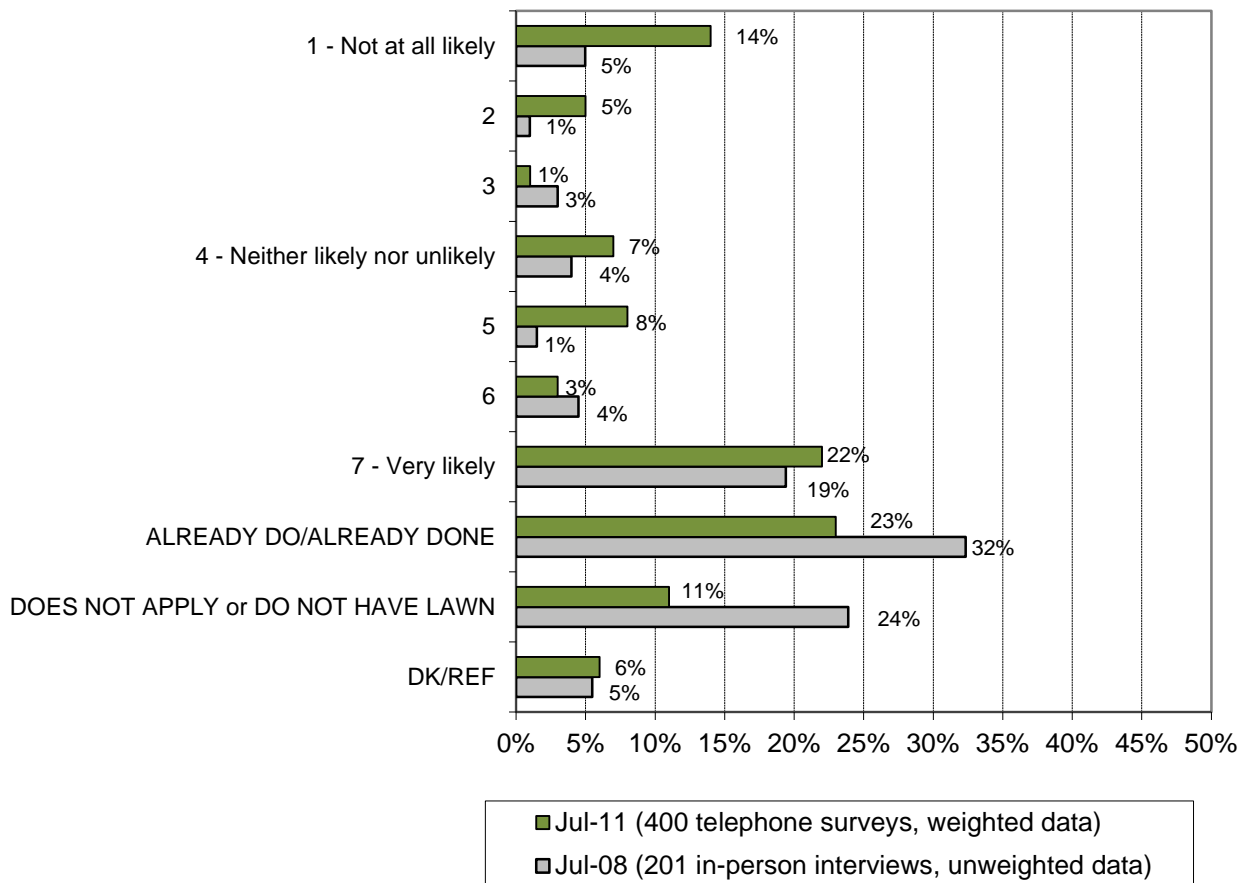
---

\* Percents and information for *Significant Differences by Group* can be found in the Cross Tabulations section, which begins on page 48.



**One-third of Mainers (33%) are likely to take action to mow their lawn no shorter than 2.5 to 3 inches; 20% are unlikely. Nearly a quarter (23%) has already taken action while 11% indicated that the question does not apply or that they do not have a lawn.**

**BAGWG13e: On a scale of 1 to 7 where 7 is very likely and 1 is not at all likely, how likely are you to take action to mow your lawn no shorter than 2.5 to 3 inches?**



*Note: The July 2008 data derives from 201 in-person intercept interviews (un-weighted data) whereas the July 2011 data derives from 400 telephone interviews (weighted data). Therefore, the data cannot be directly compared but is presented for information purposes at the request of the DEP.*

## Comments:

Respondents were asked to rate how likely there are to take action to mow their lawn no shorter than 2.5 to 3 inches on a 7-point scale where 7 is very likely and 1 is not at all likely.

One-third of Mainers (33%) are likely to take action (ratings of 5, 6 and 7) to mow their lawn no shorter than 2.5 to 3 inches while 20% are unlikely (ratings of 1, 2 and 3). Seven percent are neither likely nor unlikely to take action (rating of 4). Nearly a quarter (23%) indicated that they have already taken action to mow their lawn no shorter than 2.5 to 3 inches while 11% stated that the question does not apply or that they do not have a lawn. Six percent were not sure, or they refused to answer the question.

## Significant Differences by Group (Using the Pearson Chi-Square Test)\*:

### 1 – Not at all Likely

- Men were more likely than women (22% vs. 7%) to indicate that they are not at all likely to take action to mow their lawn no shorter than 2.5 to 3 inches.
- Those ages 18-29 (29%) were more likely than those ages 30-39 (4%) and 50-59 (9%) to indicate that they are not at all likely to take action to mow their lawn no shorter than 2.5 to 3 inches.
- Those with an annual household income of more than \$60k (23%) were more likely than those with an annual household income of less than \$30k (10%) and \$30-\$60k (7%) to indicate that they are not at all likely to take action to mow their lawn no shorter than 2.5 to 3 inches.
- Those with a high school education or less (18%) and those with some college education (17%) were more likely than those with a college degree or more (6%) to indicate that they are not at all likely to take action to mow their lawn no shorter than 2.5 to 3 inches.
- Those residing in Southern Maine (18%) were more likely than those residing in Coastal Maine (3%) to indicate that they are not at all likely to take action to mow their lawn no shorter than 2.5 to 3 inches.

### 7 – Very Likely

- Those with an annual household income of \$30-\$60k (27%) and more than \$60k (27%) were more likely than those with an annual household income of less than \$30k (13%) to indicate that they are very likely to take action to mow their lawn no shorter than 2.5 to 3 inches
- Those with a college degree or more (37%) were more likely than those with a high school education or less (11%) and some college education (19%) to indicate that they are very likely to take action to mow their lawn no shorter than 2.5 to 3 inches.

---

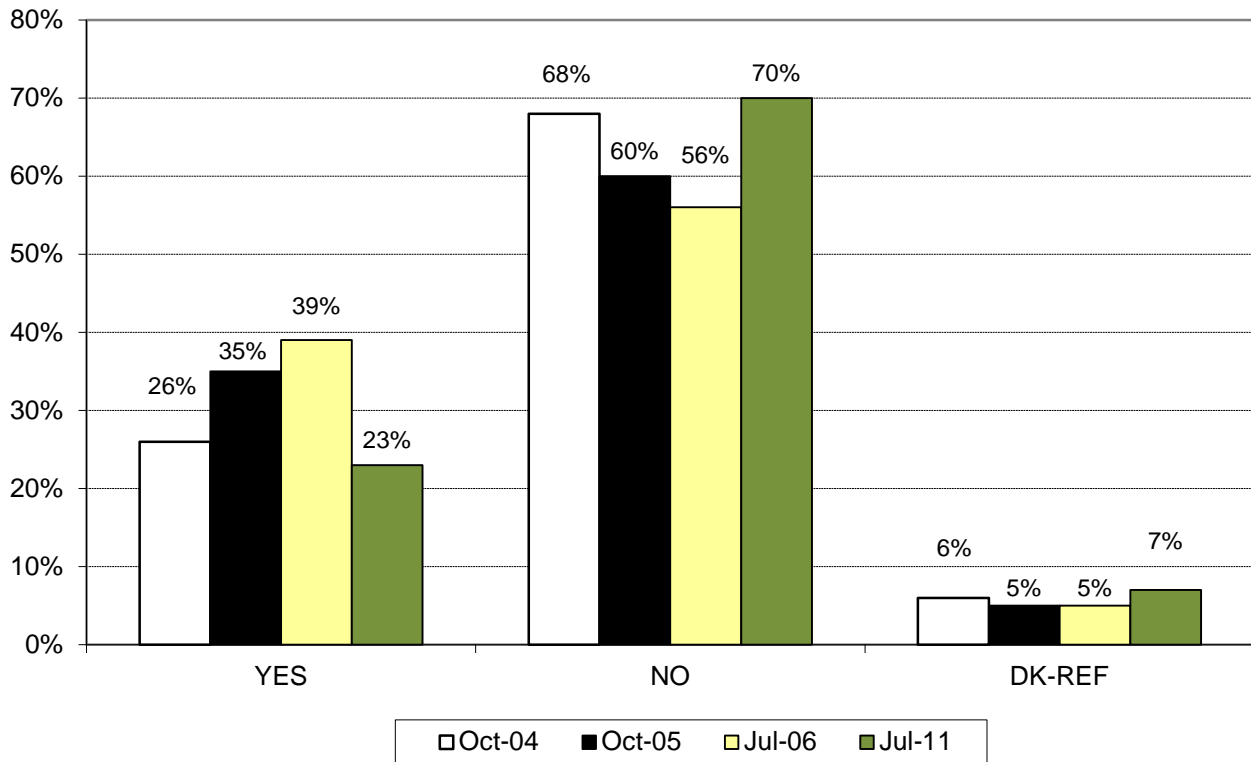
\* Percents and information for *Significant Differences by Group* can be found in the Cross Tabulations section, which begins on page 48.

Already Do/Already Done

- Those ages 40-49 (27%), 50-59 (31%) and 60+ (26%) were more likely than those ages 18-29 (6%) to indicate that they already mow their lawn no shorter than 2.5 to 3 inches.
- Those residing in Coastal Maine (42%) were more likely than those residing in Southern Maine (22%), Central Maine (18%) and Northern Maine (17%) to indicate that they already mow their lawn no shorter than 2.5 to 3 inches.

**Seven in ten Mainers (70%) did not take or do not plan to take action to reduce storm water runoff while 23% has taken action or plans to take action.**

**WATER07: Did you already take or do you plan to take action to reduce storm water runoff?**



**Comments:**

Seven in ten Mainers (70%) did not take or do not plan to take action to reduce storm water runoff while 23% has taken action or plans to take action.

**Significant Differences by Group (Using the Pearson Chi-Square Test)\*:**

- Those ages 40-49 (40%) were more likely than those ages 30-39 (17%) and 60+ (21%) to indicate that they have already taken or plan to take action to reduce storm water runoff.
- Those with an annual household income of more than \$60k (32%) were more likely than those with an annual household income of less than \$30k (16%) to indicate that they have already taken or plan to take action to reduce storm water runoff.

\* Percents and information for *Significant Differences by Group* can be found in the Cross Tabulations section, which begins on page 48.

- Those with a college degree or more (35%) were more likely than those with a high school education or less (15%) to indicate that they have already taken or plan to take action to reduce storm water runoff.
- Those residing in Southern Maine (35%) were more likely than those residing in Coastal Maine (16%), Central Maine (17%) and Northern Maine (17%) to indicate that they have already taken or plan to take action to reduce storm water runoff.

**Among those who took action or plan to take action to reduce storm water runoff, looking at all responses provided, 34% have used or will use natural or organic fertilizer and pesticides or none at all, 18% have planted or will plant trees, shrubs or grass, 13% have mowed or will mow their lawn less often and keep it longer, and 11% have built or will build rock walls or fences to divert runoff.**

**WATER07a: IF YES - What action did you take, or are you planning to take?**

	July 2011 (ALL Responses)	July 2011 (1st Response Only)	July 2006 (1st Response Only)	Oct 2005 (1st Response Only)	Oct 2004 (1st Response Only)
Used/Will use natural or organic fertilizer and pesticides, or none at all	34%	29%	9%	12%	6%
Planted/Will plant trees, shrubs, grass	18%	12%	3%	2%	3%
Have mowed/Will mow lawn less often, keep longer	13%	8%	0%	0%	0%
Built/Will build rock walls, fences, trenches, etc.	11%	8%	6%	12%	15%
Built/Plan to build holding pond, collect rain water	10%	7%	3%	6%	0%
Altered/Will alter house construction, adjustments to land	10%	9%	9%	0%	0%
Built/Plan to build gutters, ditches	8%	4%	6%	6%	0%
Have been/Will be careful about oil leaks, chemicals	7%	1%	9%	10%	19%
Don't know what to do, what action to take	6%	6%	7%	4%	4%
Took action/Plan to take action (general)	4%	4%	6%	7%	2%
Make/Made sure property is clean so nothing runs off	4%	1%	4%	11%	6%
Cleaned/Will clean up after pets, animals	3%	2%	4%	0%	0%
Use rain water for garden	3%	3%	0%	0%	0%
Have done all that I can/Can't do much more	3%	2%	0%	0%	0%

**WATER07a: IF YES - What action did you take, or are you planning to take? (Continued)**

	July 2011 (ALL Responses)	July 2011 (1st Response Only)	July 2006 (1st Response Only)	Oct 2005 (1st Response Only)	Oct 2004 (1st Response Only)
Took/Will take political action	2%	1%	3%	3%	0%
Will not/Do not fertilize near water	2%	0%	0%	0%	4%
Disposed/Will dispose of trash properly	2%	0%	4%	3%	0%
Will do what needs to be done/Conscious of it	2%	2%	8%	4%	3%
Don't wash vehicles in driveway	1%	0%	1%	1%	0%
Will not dump things into drains/Will keep drains clear	1%	1%	0%	4%	6%
Will not pollute/throw trash, cigarettes/Will pick up trash	1%	1%	13%	6%	10%
Other	0%	0%	4%	10%	23%

**Comments:**

Those respondents who indicated that they already took or planned to take action to reduce storm water runoff were then asked what action they took, or were planning to take. In past survey administrations, only the first response that was provided by respondents was recorded. In the July 2011 administration, up to three responses that respondents provided were recorded. Therefore, data for the first response that was provided in July 2011 is presented so that comparisons can be made to previous survey administrations. In addition, data for all responses that were provided in July 2011 is presented in order to fully capture what actions respondents took to reduce storm water runoff.

Among those who took action or plan to take action to reduce storm water runoff, looking at all responses provided, 34% have used or will use natural or organic fertilizer and pesticides or none at all, 18% have planted or will plant trees, shrubs or grass, 13% have mowed or will mow their lawn less often and keep it longer, and 11% have built or will build rock walls or fences to divert runoff, among other responses.

Note:

In keeping with the coding system from past surveys, Market Decisions has continued to use the code "Used/Will use natural or organic fertilizer and pesticides, or none at all" to capture all those who indicated that they have used or will use organic fertilizer, organic pesticide, or both – as well as to capture those who indicated that they do not use or will not use fertilizer, pesticides, or either. However, it has come to our attention that separating organic products from using no products would be more accurate and possibly more valuable.

Therefore, for information purposes, looking at all responses, among those who indicated that they “Used/Will use natural or organic fertilizer and pesticides, or none at all”:

- 18% used/will use organic fertilizer
- 5% used/will use organic pesticides
- 8% used/will use both organic fertilizer and pesticides
- 24% do not/will not use fertilizer
- 32% do not/will not use pesticides
- 15% do not/will not use fertilizer and pesticides

**Significant Differences by Group for “1<sup>st</sup> Response Only” (Using the Pearson Chi-Square Test)\*:**

*Note: Significant Differences by Group are only presented for the “1st Response Only.” There are no Significant Differences by Group for “All Responses,” as multiple response questions have small sub-samples. However, for this question, percents and information for “1st Response Only” and for “All Responses” can be found in the Cross Tabulations section, which begins on page 46.*

- Among those who already took or plan to take action to reduce storm water runoff, those ages 30-39 (65%) were more likely than those ages 40-49 (4%), 50-59 (4%) and 60+ (6%) to indicate that they planted or will plant trees, shrubs or grass.

---

\* Percents and information for *Significant Differences by Group* can be found in the Cross Tabulations section, which begins on page 48.



## VERBATIM RESPONSES TO OPEN-ENDED QUESTIONS

*NOTE: A "P" indicates that the interviewer probed the respondent in order to obtain more information.*

**WATER03: Have you seen, read or heard any advertisements regarding water pollution in the past 6 months?**

(If "YES"...)

**WATER04: What have you seen, read or heard?**

**PROMPT: IF DUCKS, RUBBER DUCKIES OR RED DEVIL DUCKS ARE MENTIONED, ASK: "What was the ad about? What was the message of the ad?"**

**PROMPT: "Is there anything else?"**

SPECIFY

ID#	RESPONSE
238	Milfoil, which is hurting our waterways, the runoffs are hurting it.
71	Some kind of algae because of the pollutant, some kind of algae grew and it was killing off all the good stuff in the water. There's waters in Maine that I used to swim in that you can no longer swim in. For example, the river in Bowdoinham. We had to stop swimming there because people were getting sick because the pollution was getting higher.
236	We have concerns about several lakes that are being polluted by weeds or grasses. P: milfoil, we should take better care of our lakes, most people who take care of the lakes are volunteers, people are concerned with the environment.
168	I have milfoil on my property and it was sent to me from the community and I get a water pollution report from the state because I live on a lake.
83	Something about one of the lakes that was, uh, from the growth of the algae or whatever. I don't remember the name of the lake but I do know that they were working at cleaning it up quite diligently. P: it was on TV, on one of our local stations. P: I remember seeing some people that were in boats and they were trying to clean up the debris that was around and they were trying to get rid of the algae.
270	Some kind of weed in the lakes and streams they were trying to get rid of
329	About the milfoil. P: it's growing and people aren't doing enough to stop it. p
269	The things about aquatic plants that are going into the lakes
57	Poisons being flushed in the waterways. P: on TV and print
358	One of the oil companies has been advertising about how they are being careful of the environment and water pollution. I just saw a commercial on TV this evening about the gas company saying they are very concerned about maintaining water supplies in their exploration activities.
290	The medications disposed of down the drain or in landfills leak into our water
276	People dropping random crap in the lake. P: keep our waters clean and safe
151	I have a waterway behind my house and there is trash that comes up and all that comes up on the beach is trash
244	Incident in northern Maine that a fuel truck went into a lake and were having a problems with the water. P
242	I saw with my own eyes at the beach that there was too much duck feces. P
110	Talking about estrogens in the water. P

ID#	RESPONSE
145	Heard about the runoff in the newspaper being bad but I think the runoff doesn't have much to do with pollution
356	Basically the runoff water polluting our groundwater, our rivers, streams and eventually the ocean. P: on television but I can't tell you what channel I was on. P: I listen to television, I don't watch it because I'm usually working on something else. P: basically we need to be careful of what is on the ground so when the water goes through the ground it's not picking up pollutants to ruin our fresh water.
38	Water runoff, dog poop on the ground running into waterways
136	Doing a lot of talking in the Portland area about storm runoff and storm drains and the need to eliminate some of that
78	I saw a TV ad about storm water runoff and pesticide runoff from lawns, the one with something about rubber ducks floating down into storm water drains. P: They were yellow ducks
111	It's been mostly about runoff and what it's doing to the ecological system. P: I think it had something to do with fish and that kind of stuff. P: I know it talked about fertilizers and chemicals that we put into the ground water, that kind of stuff. P: that's all I can think of right now. I think it was more about seeking more natural ways to take care of problems.
342	Golf course runoff
408	I have, but I don't remember, something about salt off the roads. p
19	They talk about the storm water draining into the ocean
139	Well, it seems that they're not taking care of the runoff the way they should, there are a lot of problems with runoff
120	In Bangor children who visit my neighborhood have done displays about storm drainage
243	Well, it was on the news about kids spray painting sidewalks, about polluting water
323	The TV commercial that shows all the runoff, like fertilizer that goes into the water. p
73	On television, it's a negative campaign about the water drain off
26	TV storm pollution.
398	It was on TV about drain water turning into swimming areas and oceans and what not.
188	On the news, I see the oil spills in Bangor, Brewer and Hampden from the plants years ago, like a petroleum plant
291	Seen TV ads that refer to the water quality and the reduction is the water quality, federally.
152	I saw on TV that places in the world are having a clean water shortage, but it wasn't in Maine
196	Water filter commercials
169	Seen on TV with water going into the brooks that goes in and kills the fish and there are very mucky waters. P
65	I can't remember too much. On TV. P: No, cant remember.
167	I remember seeing the ad, but can't remember anything about it
164	I've seen them but I don't, I mean, I really couldn't answer you. I mean, I know I've seen them but I just couldn't tell you what they were. P: no I really don't. P: probably on TV
406	Remember hearing some but don't remember where. P: on TV I think
295	Listening to NPR, waterways, storm water and where things go and how pollution has washed down into the drinking water and the same goes for NH as well as ME. P
314	Newspaper articles about water pollution, about the problems of it. P: saying something should be done soon before it gets to be a major problem. P: no, I don't remember details about it now
392	Wasn't TV ad because I don't have TV, magazine article about storm water runoff, what is in it and how people control it. Not local, it was in an environmental magazine I get. I also teach about storm water for my job.
178	In the newspaper, certainly about pesticide and fertilizer use and their runoff and how people should be more green
84	In the newspaper, about the water quality, going green, the lawn care going green. p

ID#	RESPONSE
379	Articles in the paper. P: well, since there is an improvement in the water quality, there's been some good stuff but there's also been some talk about some of the issues around the fisheries. It's one of those things where we're having some issues around some of the salmon farming and stuff like that where there's increased pollution around those areas because of the lack of spread of some of the discharge from those because it gets so super concentrated.
319	I read an article about testing your wells for arsenic which is particularly relevant to me because I live in a high arsenic area and that there were some wells that tested high in my district but not my well. P: I don't watch TV very much. P: the oil spill in Montana I've heard about. I did read another story and I don't remember it off hand but certainly the one in Montana stands out. P: no, not in Maine, no not that I've seen
415	Bangor Daily news. P: I know that recently there was something about clean up of the Penobscot river. I think it was about a month ago. I think its right where (inaudible) in the Brewer area. I can't tell you exactly what it said but they were gonna, I think they were going to get a settlement from the company that polluted it and work on clean up. P: we don't watch much television and we're kind of on a news blackout, too depressing. P: I cant think of anything else
180	Don't remember, but I think I read it
9	Newspapers mostly. P: not sure which one
75	When people have pets they make messes that go down the drains, and the people smoking the cigarettes and the marijuana it goes down the drain, and the government does nothing about the waters, the rivers are getting so narrow because nobody broadens them, it's like it's growing right together
165	What runs into the streams or lakes from the streets and pet waste and fertilizers, on TV
297	That animal waste and stuff like that is getting in the water and lawn pesticides that I use on my lawn but not everyone does that. Up north, what do you do about the deer and the moose from crapping in the water, you gonna ban them too? People running around with dogs in the water, what about the animals that aren't domesticated? P: There was a TV ad, little duckies blowing into the ocean. P: that's it
273	There's a lot of flack about how we handle and process our own waste water, what we do with it, how well we handle anywhere negative, we don't process things well enough that we don't replace properly or about the environment, we do more to damage it than protect.
40	The PSA of cigarette butts and oil going down drains into the water
146	The storm drain impact, weed killer impact. p
96	Just storm drains and curving and things like that. P: I can't remember. P: the ad is very effective, it gets the message across. P: the message is that all the little duckies eventually end up in the ocean
37	Drain flow, don't throw anything down the sewer
213	Pollution runoffs into lakes
409	Well, you know, you read a lot about pesticides and the ozone and we do have really high pollution in Maine. Just because of the location we're in, we have pollution coming in from other states that adds to the pollution we have on our own. P: I've read some articles but I can't be very specific and you hear different things on TV at different times on the news P: I don't know
69	It's getting worse, the pollution
187	The pollution, that's all I remember
407	You got to watch out for pollution and all that. p
94	When anyone uses anything on lawns or oil leaks out of cars, it drains into our water and ruins our ecosystem. P
400	Heard something, just that the runoff from fertilizers and things like that are affecting water quality and aquatic life. I have a friend in the water department.
41	Just about things that you put on your lawns and driveways
279	Lawn fertilizers and how they affect the water quality. What we do in our yards affects everyone's water quality. p
298	Run off from farms, lawns, all the fertilized stuff. p
33	The state cautioning against fertilizer in waterways

ID#	RESPONSE
296	A lot of oil spills. P: on the news I remember there was a big oil spill, they didn't fix it right, BPA didn't handle it right, there was a lot of oil spills the company that does the 1-800-joe4oil. They had an oil spill too and I worry about the animals, fish, and us of course. P: I know we got that darn weed there, that it begins with an M, the plants that invaded the waters. That's about all I can think of right now and I remember ecoli being in the water especially up in Raymond. People aren't caring, they were leaving dirty diapers in the water and everything. P: they showed a dirty diaper that was left on the beach and there was ecoli in it. People were dumping the boat waste in the water. There was dog droppings everywhere. P: news and [news]paper, other people talking about it.
343	Oil spills. P: I can't remember
341	The gulf coast, the oil spill. p
46	The ship had the oil spill.
137	The Think Blue campaign... making people aware that anything on sidewalk or driveways gets drained into drains and goes into lakes. p
251	AD from DEP encouraging people not to put a lot of stuff in the water. P
321	Asking people to stop throwing things into the water. p
138	If you go from one lake to another lake, the habitat can change, don't throw trash in the lakes, p
222	Red tide, is that natural or not? I'm not sure. p
382	Rubber ducks, but there are several – like in the print media
360	There was a duck, a yellow duck. P: basically just talking about water runoff and that it's bad for the environment. P: on television
332	The one with the duckies on TV, and the waste and animal waste, only one that sticks out. P: a pile of poop turned into a duck and it went downstream and it rained or whatever and the little duckies went down the stream which was supposed to be the piles of poop and off into the rivers and the ocean. P: yellow ducks
353	See a fantastic ad with little ducks that are floating along and then pretty soon they get washed into the storm system then you see them floating into the open sea. That's a very effective visual, not sure who does it but I definitely remember that one. P: I think they change colors from like yellow to red so they become red maybe when they are bad, something like that. Its funny
254	Yellow rubber ducks flowing down the street with cigs and trash into sewer and water. P
326	The pet paste. P: other than the pet waste and the little duckies going down the drains, that's about it. P: what sticks out most is the pet waste and the ducks going down the drain. P: because that's where it starts and that's where it ends. It starts as a byproduct and ends in the waterways, going down the drain into the water system as little ducks floating down about the pet waste. P: would you call the erosion pollution? If it is, I'd say yes cause it's stripping the water of the oxygen and it's killing the fish. It's happened four or five times already this summer.
160	Seen on TV, the ducks were yellow and then I think black and they give a gloomier forecast as far as bad runoff than before.
255	The big decision is the rubber duckies going down stream and going into major waterways. The most recent one, the ducks turned color. P: Yellow and something else.
366	On TV, a commercial, they use about the ducks and the polluting going to the storm drains and our drinking water. P: yellow ducks. P: basically it hits on that, on pollutants going into our sewers and it was a good eye catcher I guess
220	The people shouldn't pollute the waterways and I remember yellow ducks
4	The ducks in the water, they come out all greased up. P: about keeping the trash in the right place and picking up your waste. P: it was a commercial on t v
44	Where the ducks are covered in oil, and they're cleaning them up, from the oil spill.
159	The duckies floating, "everything that goes down the storm drains is going to pollute the water and yada yada"
359	The water that goes into drains flows into our rivers. P: yellow rubber ducks flowing into the rivers
381	Yellow duck commercial where the ducks and waste, cig butts goes down the drains. P: message was not to pollute. P

ID#	RESPONSE
127	The one with little ducks going down the drain. P: Yellow ducks going down the storm drain
263	Showed waste being ducks floating in water. P: Yellow ducks, on TV
401	There's a commercial on channel 6, with ducks running down the road. P: it shows cigarette butts and dog feces that turn into yellow rubber ducks
108	I've seen a commercial on TV with red ducks. It was talking about the pollution and how it makes its way into our waterways. That's why the ducks were red, they stood for pollution.
310	The stuff with little duckies floating around, showing waste water, I think it was, P: something to do with the drain off, what you do carries down farther sort of thing, P:
293	There was a media campaign w/ duckies. P: used ducks to represent the pollution that washed into the stream
200	Seen public services announcements, saying watch out where you put your trash otherwise little rubber ducks will go floating down a stream. P: representing pollution
47	It's the one of the little rubber duckies. P: the message was waste and it's being washed in through the storm drains into the rivers and oceans, it was pet waste and other waste
8	The rubber duckies, they were flowing into the waterways into the sea. P: pollutants were represented by the ducks
301	TV ad, bunch of ducks going out into the river I think, so rubber ducks. P: minimize fertilizer, leave lawn clippings, that's all I can remember
173	A little duck, basically use natural fertilizers on your lawn or dump oil. p
300	Yes, the one with the ducks. P: well that they had the lawn fertilizer and it ran into the storm drain and it turned from a yellow duck to a red duck with horns. P: the message was to reduce the amount of lawn chemicals you use, cut your grass higher, watch where your dogs poop and all that stuff
355	Little ducks going down the sewer. P: I think its, um, I hope it's quite elaborated. P: I think they're over emphasizing the situation scare tactics. P: because I don't see that impact that they're portraying. P: they're portraying that we are overly excessively using chemicals, etc., in Maine and I don't believe that. P: they're specifically saying that we're ruining the land, ruining the water with chemicals, byproducts and things that are going in the waste water. P: they haven't been showing it lately, its little rubber ducks and they go right into the ocean. P: they're using the ducks to symbolize the waste water
82	The little duckies. P: that things like animal waste and lawn fertilizer and things that people put in gardens are being washed down into drains and polluting and we need to stop doing that. P: They were yellow ducks.
48	The ducks. P: people need to stop using so much fertilizer on their lawns.
172	The water quality in Maine could get bad, saw it on TV
349	No advertisements seen but I am aware of what Colby College here in our area is doing with Patty's Pond and through public service and volunteerism there. P: Patty's Pond has returned to pretty good water quality. Our pond near farms is green like Patty's Pond used to be, and I fly over the area and it's all green & in bloom. I know about this because of friends and local newspapers that have things that has a strict coast enforcement program as to what can happen in terms of sewage discharge & field run offs and such around the lake
142	I've read about cleaner Maine rivers in some places. I read some article on oil spills where someone had to come in and clean up
421	A report about water in our homes and what the quality of our water is. Happy about quality of our water here, it's very good. P: Something that Presque Isle publishes periodically
340	The EPA, their negative ads, water quality in our rivers has gotten better.
12	Think I saw a few. I've heard about the Penobscot water shed and the people that are working to educate people and I happen to live on the Penobscot river and the water has really improved since I have been here. There was a time when you wouldn't want to go in that river or eat anything out of the river.
239	I know there has been an effort by the LePage administration to lower rating on Kennebec river to allow dredging to occur.
337	I've heard that we have one company in Yarmouth that has experienced difficulties. It is taking too much water from the state to sell it. A lot of people do not have good wells on the islands, it is a major concern

ID#	RESPONSE
92	Paul LePage was trying to deregulate water quality
131	Study on york river. P
181	Emails about different products that I use, please stop using this product, use a "green product" instead. P: advertisement in the paper about not eating fresh water fish due to potential mercury levels in the rivers. P: don't pay much attention to the TV advertisements
275	Saw something about not using fertilizer, on TV. P
208	Mostly in cleaning up rivers from industrial waste, commercial on TV.
209	The only ones I've heard are the oil spills and I do know they've worked really hard to clean up some rivers like the Penobscot but I do know that we're still having some pollution from old factories and things like that
250	Cleaning up oil spills in Orrington. p
267	Governor LePage is making Chevron clean up a mess they made, not sure where. p
157	That oil thing down there from Chevron down to Hampton leaked into the Penobscot, now there's a big waste of money! I think the company's paying for it, but like I said, everything's going bad
294	Waters. Need to be cleaned up. P: saw it a week ago but can't remember any details or anything else.
87	An advertisement for Poland Springs. P
259	Edward Muskie was the man who got the clean water act enacted
207	It isn't as it should be. P: know I've seen something, just cant remember details, but do know that things aren't as good as they could be
334	Mercury business - new bulbs we have to use, US has closed the bulb manufacturing and was sent to China where the CEOs are making money
418	Reports from the NRCM, the natural resources council of Maine. I read some of that sometimes. I don't remember the specific information but I mean they do report on the natural resources in the state. I mean you read both good and bad, they're kind of a watchdog I think P: I don't remember the specific information but they do report. P: I haven't, I don't watch much TV
387	You expect me to remember all that

**WATER07: Did you already take, or do you plan to take action to reduce storm water runoff?**

**IF YES: What action(s) did you already take, or plan to take?**

**PROMPT: Any others?**

**SPECIFY**

ID#	RESPONSE
326	I have no problem with storm water runoff at my property
379	I live on the edge of the ocean so its kind of hard to reduce storm water runoff
62	It's kinda hard to take actions because people just don't really listen to you but it would be nice to have someone listen, so I guess that would have to be somewhat likely too
333	We don't have a lot of runoff
405	Live on a hill so not much storm water runoff
120	I don't put anything around unless there is a natural drainage which I have no control on
251	Auto maintenance so nothing gets on the driveway and into water. P
343	I'm a smoker, I do not throw my cigarettes out, don't use lawn fertilizer or dispose of gas or oil
161	Very careful on what I put down my drains. P
114	We don't use chemicals around the door yard, keep antifreeze and oil off the ground, haul trash away

ID#	RESPONSE
320	Make sure that we use everything we are supposed to, no pesticides and junk, when you get all the pesticides and junk in the air, it's not good for the land, not good for anything. Take our oil to the neighbor who is a mechanic and he puts it into the furnace so I don't put any oil or any of that garbage into the ground
239	We have gardens and do not use fertilizers in the gardens. Reducing amount chemicals in runoff.
415	I'll take action, I'm not sure what to do except to eliminate pesticides. P: we don't water our lawn or garden, I think we do a little bit of soaker hoses in our flower garden but that's it. We do have a lawn service that fertilizes with a non-chemical and we're talking with the man to see if there's a way we can eliminate grubs in the lawn with a non-chemical treatment instead of current chemical treatment. P: we have a part of our yard that's completely undeveloped where we store wood and things. We've left the trees and higher grass on the land.
279	I don't spray pesticides, I pick up my dog waste when I walk the dog. p
216	I don't use pesticides, I try to get my driveway to drain into the lawn
94	Don't use pesticide on our lawn, don't mow every week, have an organic garden and make sure if anything leaks on the driveway, I clean it up. And I don't throw paints or chemicals into the yard. P
395	Don't use any fertilizers, mow lawn and don't keep it short. P
355	I guess I do because I don't use pesticides except for those nasty grubs that eat my flowers and I only mow my lawn when it needs mowing, which isn't too often
420	No fertilizers, cutting the lawn high
40	I put no products on the lawn and have cut higher than 3 inches for years
294	Better choices in lawn products
92	Don't use fertilizer and worry about MTBE in the gasoline because of wells in Maine
332	Don't use pesticides
391	Don't use pesticides. P
186	Don't use fertilizer I feel I reduce
30	I use organic fertilizer
139	I don't use any kinds of pesticides on my property
416	I don't use fertilizers, or pesticides
173	I fertilize using 10 yards of compost. p
353	Not using any of the bad stuff on my lawn like pesticides and fertilizers. I have to make a note that a place on the coast a few years ago, MERI, did a great job of educating people about the use of pesticides, especially along the coast. Where we are so close to the ocean, I just wanted to mention that, that was when it stuck in our heads to stop using that stuff on our lawn. P: Must have been a few years ago, maybe 3 years ago, good job, a summer or two with public events, education about the complications of using fertilizers & herbicides on your lawn, especially on the coast
359	Only use organic fertilizer. P
313	Reduce the pesticides that I use. P
41	Stopped using pesticides and stuff
242	We don't use any manmade products on our lawn
259	Use a new earth line product for pesticides, earth friendly
351	We do not use fertilizers on our lawn or near the lake. P
316	We don't use fertilizer, we haven't redone our hayfield because we're not... because we're next to a river.
337	We don't use pesticides
123	Working with Cumberland Conservation, use phosphorous-free fertilizer
389	Have planting and rocks that collect water so they don't run into the lake. P
148	Done some seeding and some re-ditching

ID#	RESPONSE
356	I've already taken care of that. I have grass planted in everything except the driveway because it'll retain water instead of running off. I have a mulching lawn mower, it's electric, I have electric weed whackers. I drive a hybrid car so I think I've done pretty much everything that I can to make sure that I'm not polluting the environment and to prevent storm water runoff
328	I have trees and things around my yard and grass, there's not much more I can do
363	I have been trying to plant more shrubs and less grass. And trees too I guess.
265	Making sure that any bare soil has vegetation on it
140	Plant more stuff to keep erosion from happening. P
143	Plantings along the edge of the waterway. p
392	Preventing erosion of soil and sand, with plants.
401	We've got it so it only goes in a certain direction, and don't use pesticides. p
172	I divert water and leave shrubs that attract water
382	Set up barriers, increase vegetation
91	Some diverting of drainage, some different types of pump systems to put water into barrels
77	We've diverted it in our driveway, a little pool it runs in and evaporates out
205	Building up the driveway edge with rock. P
71	I think I signed a paper about a month ago about storm water runoff, how it should be, you know, when its around the waterways it should be directed in a different direction than say like lake Auburn, our drinking water, instead of just letting it run into there to let it run some other way
407	It drains all in one spot and slowly goes through the bushes and land before it hits any waterways. p
48	We have a diverter in the driveway
111	We do since my husband is a professional and has a license and he's very careful about what he uses and where he uses them. I have gone to a lot of more natural products in my home for cleaning and, you know, washing the car and that type of thing that would run off
74	I wrote the Shoreland Zoning Ordinance for the town of (redacted) which is more stringent than the state's ordinance
106	We have a summer place and we have taken action from the water running off our property and into the lake.
137	Working with the town to divert storm water drain off. P
8	I want to limit my waste water use, lower flow. p
72	If I see anything, I try to clean it up, I go to my town manager and tell him. p
82	We're trying in our household; we watch what goes down the drain.
286	I have made sure nothing has been disturbed on the shore, no pesticides. p
97	We are just being careful
164	I don't know where I would do it, it just comes off my yard, you know?
151	I would like to but I don't know how
109	If I get information, I didn't know there was any action to take
322	If I knew more about it I might
141	Not really sure how
300	Our system here is not really connected to our storm drains. I think they're doing something at the water treatment facility here in the city but I really don't know. P: no I haven't, I don't know what I could do to reduce it. Most of the water falls on the lawn or puddles, it doesn't really run off, it goes into the ground. There really isn't a whole lot I could do. I'm in a fairly low part of the city and we get a lot of water pooled up in the back yard from the higher part of the city.
98	Well, I don't know, I hadn't thought about it
67	We wrote letters to our congressman. p
7	If it came to the polls, I would vote to monitor it
324	I have rain barrels and I store the water. P: I use it on my vegetable garden
198	Collect water from the roof. P
269	Have retention ponds to catch water
34	Maybe I will get some rain barrels



ID#	RESPONSE
369	Various dry wells that collect it, run it through a filter and use it to water my garden.
17	We have water barrels underneath our gutters
101	We have ponds
228	We have ditches and grass. Well, we keep it graded and it runs into a brook where it can go you know
84	We have a huge brook, we asked the state to put ditches and stonework all along the road, we called them and did get action. P: we also put in a culvert
275	We need to do something to our driveway because when it storms, it runs terribly. We need to do more ditching in a few places and maybe rock rake it again.
400	Done some digging around to try to capture some of that.
414	Replace culvert
223	With the gutters, water bars on the road to divert water going into the stream and go into the roads.
170	I have a dog, and I take care of the mess, put that in the trash, and my flowers and stuff and my lawn
263	We built up a banking around the brook, planted grasses and plants around the brook to keep it from breaking down. Try to keep grass as good as we can.
103	I have around my place. I've done some grading and different things like that to keep it, you know, and put in some rocks in places where it might get a little wash in
80	Landscaping design to divert water away from my house
45	Have a berm at the end of our property
168	My property management services are replacing the water pipes because they are old and are causing back up on people's lawn
96	I cut up my driveway so the water will go down instead of off
250	I use stuff to try to prevent the bank from being washed away, like dead wood and branches
318	Landscaping on our property
61	We leveled our yard so the runoff was less of a flow
319	We don't have storm water runoff, we don't have gutters on the house. The water runs into the woods and we have a surrounding area that's higher grass to prevent the water from running off into the streams. P: we don't use pesticides, we don't use artificial chemicals, the only fertilizer we use is horse manure. We recycle our oil after an oil change
178	Let my lawn grow and talk to family about not using fertilizers
58	Cut the lawn around 2.5 and 3 inches, Have a storm drain on the edge of the lawn with grass and weeds around it. I don't weed-whack those weeds and grass down, I let them grow and cover the drain. P
418	I already mow my lawn no shorter than 2.5 to 3 inches. I've left the trees there and I have a flower garden
83	Mowing the lawn, mulching with a mulch mower instead of bagging or raking so that the mulch can fertilize the lawn and so forth. P: we have culverts and rocks in the ditches and things like that too
370	Cut less, preserve what's there
258	Keep the lawn tall, have no bare spots like dirt areas
365	I collect it off the roof to water my garden. p
79	I use as much rainwater and that stuff as I can on my garden
50	Water runs off the roof and have been using it to water the garden. P
169	All that I can, water runs through a part in my backyard and it stays there until it gets absorbed into the ground again, instead of running off into the brook in the far back yard. P
9	We've done the best we can do at this point

## FREQUENCIES

---

**WATER02 - How much of an impact does storm water, that is, the water after it rains that drains into storm drains or drains off the land, have on the quality of our waterways in Maine? Would you say it has a...?**

		Count	%
water02	Major impact	121	30%
	Somewhat of an impact	172	43%
	Not much of an impact	61	15%
	No impact at all	12	3%
	DK-REF	34	9%
	Total	400	100%

**WATER03 - Have you seen, read or heard any advertisements regarding water pollution in the past 6 months?**

		Count	%
water03	YES	135	34%
	NO	260	65%
	DK-REF	5	1%
	Total	400	100%

**WATER04 - IF YES: What have you seen, read or heard? (FIRST RESPONSE ONLY)**

		Count	%
water04	Ad/ Article with rubber ducks (no further information provided)	1	1%
	Milfoil in water (general)	6	4%
	Pollutants in water (trash, chemicals, oil) - general	6	4%
	Storm water runoff (general)	8	6%
	Saw something on TV (general)	18	13%
	Heard something on the radio (general)	2	2%
	Saw/Read something in a paper, magazine (general)	7	5%
	Anything on ground ends up in waterways	3	2%
	Be aware of damage waste does to people and waterways	0	0%
	Be aware, cautious of what goes in storm drains	3	2%
	Pollution (general)	4	3%
	Fertilizer/pesticide runoff pollutes waterways	5	3%
	Oil spills and leaks pollute waterways	4	3%
	Keep water clean/Protect waterways/Don't pollute	5	3%
	Red tide	2	1%
	Water quality/Water testing	6	5%
	Use "green" products/Go "green"	2	1%
	Do not use fertilizer/Limit use of fertilizer	0	0%
	Water clean up (milfoil, oil spills, pollution)	6	5%
	DUCK AD- Anything on ground ends up in waterways	7	5%
	DUCK AD- Keep water clean/Protect waterways/Don't pollute	1	1%
	DUCK AD- Oil spills and leaks pollute waterways	1	1%
	DUCK AD- Be aware, cautious of what goes in storm drains	5	4%
	DUCK AD- Rubber ducks represent pollution	14	10%
	DUCK AD- Don't use, limit fertilizers/Chemicals destroy H2O	4	3%
	Other	8	6%
	DK-REF	9	7%
	Total	135	100%

**WATER04a - IF YES: What have you seen, read or heard? (ALL RESPONSES)**

		Count	%
\$WATER04a	Ad/Article with rubber ducks (no further information provided)	1	1%
	Mercury in water (general)	2	1%
	Milfoil in water (general)	8	6%
	Pollutants in water (trash, chemicals, oil) - general	14	10%
	Storm water runoff (general)	18	13%
	Saw something on TV (general)	36	27%
	Heard something on the radio (general)	2	2%
	Saw/Read something in a paper, magazine (general)	14	10%
	Anything on ground ends up in waterways	6	5%
	Be aware of damage waste does to people and waterways	0	0%
	Be aware, cautious of what goes in storm drains	5	4%
	Pollution (general)	5	4%
	Fertilizer/pesticide runoff pollutes waterways	13	9%
	Oil spills and leaks pollute waterways	7	5%
	Keep water clean/Protect waterways/Don't pollute	6	4%
	Law preventing dumping of sewage in water	1	1%
	Red tide	2	1%
	Water quality/Water testing	15	11%
	Use "green" products/Go "green"	3	2%
	Do not use fertilizer/Limit use of fertilizer	0	0%
	Water clean up (milfoil, oil spills, pollution)	8	6%
	Ecosystem is suffering	6	5%
	DUCK AD- Anything on ground ends up in waterways	16	12%
	DUCK AD- Keep water clean/Protect waterways/Don't pollute	9	7%
	DUCK AD- Oil spills and leaks pollute waterways	1	1%
	DUCK AD- Be aware, cautious of what goes in storm drains	9	6%
	DUCK AD- Rubber ducks represent pollution	14	10%
	DUCK AD- Don't use, limit fertilizers/Chemicals destroy H2O	5	4%
	Other	8	6%
	DK-REF	9	7%
	Total	135	100%

**WATER05 - Do you recall seeing an advertisement about storm water pollution that featured rubber ducks accumulating and flowing downstream into rivers and the ocean?**

		Count	%
water05	YES	259	65%
	NO	135	34%
	DK-REF	6	2%
	Total	400	100%

**DEPFRT8 - How much of a threat would you say lawn FERTILIZER products pose to Maine's water quality?**

		Count	%
depftr8	No threat	39	10%
	Somewhat of a threat	217	54%
	Significant threat	131	33%
	DK-REF	13	3%
	Total	400	100%

**DEPFRT9 - How much of a threat would you say lawn and garden PESTICIDE products, including crabgrass, broadleaf weed, grub or insect controls, pose to Maine's water quality?**

		Count	%
depftr9	No threat	30	8%
	Somewhat of a threat	213	53%
	Significant threat	134	33%
	DK-REF	24	6%
	Total	400	100%

**BAGWG13a - On a scale of 1 to 7 where 7 is very likely and 1 is not at all likely, how likely are you to take action to reduce the amount of lawn fertilizers, pesticides and herbicides that you use?**

		Count	%
bagwg13a	1 - Not at all likely	39	10%
	2	8	2%
	3	8	2%
	4 - Neither likely nor unlikely	17	4%
	5	21	5%
	6	16	4%
	7 - Very likely	57	14%
	ALREADY DO/ALREADY DONE	160	40%
	DOES NOT APPLY or DO NOT HAVE LAWN	68	17%
	DK-REF	7	2%
	Total	400	100%

**BAGWG13e - On a scale of 1 to 7 where 7 is very likely and 1 is not at all likely, how likely are you to take action to mow your lawn no shorter than 2.5 to 3 inches?**

		Count	%
bagwg13e	1 - Not at all likely	57	14%
	2	19	5%
	3	6	1%
	4 - Neither likely nor unlikely	28	7%
	5	32	8%
	6	11	3%
	7 - Very likely	86	22%
	ALREADY DO/ALREADY DONE	93	23%
	DOES NOT APPLY or DO NOT HAVE LAWN	45	11%
	DK-REF	24	6%
	Total	400	100%

**WATER07n- Did you already take, or do you plan to take action to reduce storm water runoff?**

		Total	
		Count	%
WATER07n	Yes	93	23%
	No	278	70%
	DK-REF	29	7%
	Total	400	100%

**WATER07 - IF YES: What action did you take, or are you planning to take? (FIRST RESPONSE ONLY)**

		Total	
		Count	%
water07	Have been/Will be careful about oil leaks, chemicals	1	1%
	Will not pollute, throw trash, cigarettes/Will pick up trash	1	1%
	Will not dump things into drains/Will keep drains clear	1	1%
	Used/Will use organic fertilizer, pesticides or none at all	27	29%
	Planted/Will plant trees, shrubs, grass	11	12%
	Built/Will build rock walls, fences, etc to divert runoff	8	8%
	Took action/Plan to take action (general)	4	4%
	Make/Made sure property is clean so nothing runs off	1	1%
	Will do what needs to be done/Conscious of it	1	2%
	Don't know what to do, what action to take	5	6%
	Took/Will take political action	1	1%
	Built/Plan to build holding pond, collect rain water	6	7%
	Built/Plan to build gutters, ditches	3	4%
	Cleaned/Will clean up after pets, animals	2	2%
	Altered/Will alter house construction, adjustments to land	8	9%
	Have mowed/Will mow lawn less often, keep longer	7	8%
	Use rainwater for garden	3	3%
	Have done all that I can/Can't do much more	2	2%
	Total	93	100%

**WATER07a - IF YES, What action did you take, or are you planning to take? (ALL RESPONSES)**

		Total	
		Count	%
\$WATER07a	Will not/Do not fertilize near water	1	2%
	Have been/Will be careful about oil leaks, chemicals	7	7%
	Will not pollute, throw trash, cigarettes/Will pick up trash	1	1%
	Will not dump things into drains/Will keep drains clear	1	1%
	Used/Will use organic fertilizer, pesticides or none at all	31	34%
	Planted/Will plant trees, shrubs, grass	16	18%
	Built/Will build rock walls, fences, etc to divert runoff	11	11%
	Took action/Plan to take action (general)	4	4%
	Make/Made sure property is clean so nothing runs off	3	4%
	Will do what needs to be done/Conscious of it	1	2%
	Don't know what to do, what action to take	5	6%
	Took/Will take political action	2	2%
	Built/Plan to build holding pond, collect rain water	9	10%
	Built/Plan to build gutters, ditches	7	8%
	Don't wash vehicles in driveway	1	1%
	Disposed/Will dispose of trash properly	2	2%
	Cleaned/Will clean up after pets, animals	3	3%
	Altered/Will alter house construction, adjustments to land	9	10%
	Have mowed/Will mow lawn less often, keep longer	12	13%
	Use rainwater for garden	3	3%
	Have done all that I can/Can't do much more	3	3%
	Total	93	100%



**nWATER07x: IF YES - What action did you take, or are you planning to take? (Breakdown of initial code: "Used/Will use natural or organic fertilizer, or none at all.")**

		Total	
		Count	%
\$nwater07x	Used/Will use organic fertilizer	6	18%
	Used/Will use organic pesticides	1	5%
	Used/Will use both organic fertilizer and pesticides	2	8%
	Do not/Will not use fertilizer	7	24%
	Do not/Will not use pesticides	10	32%
	Do not/Will not use fertilizer and pesticides	5	15%
	Total	31	100%

## CROSS TABULATIONS OF SURVEY ITEMS

**WATER02 - How much of an impact does storm water, that is, the water after it rains that drains into storm drains or drains off the land, have on the quality of our waterways in Maine?**

		Total		Age										Gender					
				18-29		30-39		40-49		50-59		60+		DK/REF		Female		Male	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
water02	Major impact	121	30%	14	22%	22	32%	31	36%	22	29%	31	31%	1	11%	73	36%	48	24%
	Somewhat of an impact	172	43%	27	42%	26	40%	34	38%	42	56%	40	41%	3	33%	82	41%	91	46%
	Not much of an impact	61	15%	12	20%	16	23%	12	13%	6	7%	13	13%	3	33%	24	12%	36	18%
	No impact at all	12	3%	6	10%			2	2%	3	4%	1	1%	1	11%	2	1%	10	5%
	DK-REF	34	9%	4	6%	3	5%	10	11%	3	4%	14	14%	1	11%	20	10%	14	7%
	Total	400	100%	63	100%	67	100%	88	100%	75	100%	98	100%	9	100%	202	100%	199	100%

**WATER02 - How much of an impact does storm water, that is, the water after it rains that drains into storm drains or drains off the land, have on the quality of our waterways in Maine?**

		Total		Income						Education					
				< \$30K		\$30K - \$60K		> \$60K		High school or less		Some college		College graduated and above	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
water02	Major impact	121	30%	45	30%	32	31%	39	30%	40	26%	37	31%	43	35%
	Somewhat of an impact	172	43%	62	41%	52	49%	53	42%	74	48%	53	44%	44	36%
	Not much of an impact	61	15%	14	9%	14	13%	30	24%	12	8%	23	19%	25	21%
	No impact at all	12	3%	8	5%	3	2%	2	1%	9	6%	2	1%	2	1%
	DK-REF	34	9%	22	15%	5	5%	4	3%	19	12%	5	5%	9	8%
	Total	400	100%	150	100%	106	100%	127	100%	155	100%	120	100%	123	100%

**WATER02 - How much of an impact does storm water, that is, the water after it rains that drains into storm drains or drains off the land, have on the quality of our waterways in Maine?**

		Area of the state									
		Total		SOUTH		COASTAL		CENTRAL		NORTH	
		n	%	n	%	n	%	n	%	n	%
water02	Major impact	121	30%	48	35%	25	38%	29	26%	18	21%
	Somewhat of an impact	172	43%	63	47%	26	39%	47	43%	36	41%
	Not much of an impact	61	15%	14	10%	9	13%	22	20%	16	18%
	No impact at all	12	3%	1	1%	2	3%	1	1%	8	9%
	DK-REF	34	9%	9	7%	4	7%	11	10%	10	11%
	Total	400	100%	136	100%	67	100%	109	100%	88	100%

**WATER03 - Have you seen, read or heard any advertisements regarding water pollution in the past 6 months?**

		Age														Gender			
		Total		18-29		30-39		40-49		50-59		60+		DK/REF		Female		Male	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
water03	YES	135	34%	16	25%	17	25%	33	37%	35	46%	29	29%	6	67%	81	40%	54	27%
	NO	260	65%	47	75%	51	75%	54	61%	39	52%	66	68%	3	33%	118	58%	142	72%
	DK-REF	5	1%					2	2%	1	2%	3	3%			3	1%	2	1%
	Total	400	100%	63	100%	67	100%	88	100%	75	100%	98	100%	9	100%	202	100%	199	100%

**WATER03 - Have you seen, read or heard any advertisements regarding water pollution in the past 6 months?**

		Income								Education					
		Total		< \$30K		\$30K - \$60K		> \$60K		High school or less		Some college		College graduated and above	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
water03	YES	135	34%	43	29%	33	31%	50	40%	38	25%	50	42%	45	37%
	NO	260	65%	106	70%	72	68%	74	58%	115	74%	67	56%	77	62%
	DK-REF	5	1%	2	1%	1	1%	3	2%	1	1%	3	2%	1	1%
	Total	400	100%	150	100%	106	100%	127	100%	155	100%	120	100%	123	100%

**WATER03 - Have you seen, read or heard any advertisements regarding water pollution in the past 6 months?**

		Area of the state									
		Total		SOUTH		COASTAL		CENTRAL		NORTH	
		n	%	n	%	n	%	n	%	n	%
water03	YES	135	34%	51	37%	15	23%	38	35%	31	35%
	NO	260	65%	82	60%	51	76%	71	64%	57	64%
	DK-REF	5	1%	3	2%	1	1%	1	1%	1	1%
	Total	400	100%	136	100%	67	100%	109	100%	88	100%

**WATER04 - IF YES: What have you seen, read or heard? (FIRST RESPONSE ONLY)**

		Age														Gender			
		Total		18-29		30-39		40-49		50-59		60+		DK/REF		Female		Male	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
water04	Ad/Article with rubber ducks (no further information provided)	1	1%							1	2%							1	1%
	Milfoil in water (general)	6	4%				2	5%	1	3%	3	12%			5	6%	1	2%	
	Pollutants in water (trash, chemicals, oil) - general	6	4%						5	15%	0	1%			4	5%	2	3%	
	Storm water runoff (general)	8	6%				1	4%	3	8%	3	10%	1	17%	4	4%	4	8%	
	Saw something on TV (general)	18	13%	5	34%	2	10%	7	21%	1	2%	3	10%		7	9%	10	19%	
	Heard something on the radio (general)	2	2%			2	13%								2	3%			
	Saw/Read something in a paper, magazine (general)	7	5%			2	13%	2	5%	1	4%	2	8%		7	9%			
	Anything on ground ends up in waterways	3	2%					2	5%	1	2%	0	1%		0	0%	2	4%	
	Be aware of damage waste does to people and waterways	0	0%									0	1%		0	0%			
	Be aware, cautious of what goes in storm drains	3	2%							1	3%	2	6%				3	5%	
	Pollution (general)	4	3%							2	5%	2	6%		2	3%	1	3%	
	Fertilizer/pesticide runoff pollutes waterways	5	3%				1	4%	3	7%	1	3%			3	3%	2	4%	
	Oil spills and leaks pollute waterways	4	3%				2	6%	2	5%	0	2%			3	4%	1	1%	
	Keep water clean/Protect waterways/Don't pollute	5	3%			3	17%			1	4%	1	2%		2	2%	3	5%	
	Red tide	2	1%	2	11%										2	2%			
	Water quality/Water testing	6	5%				1	4%			4	14%	1	17%	4	5%	3	5%	
	Use "green" products/Go "green"	2	1%	2	12%												2	4%	
	Do not use fertilizer/Limit use of fertilizer	0	0%									0	1%		0	0%			
	Water clean up (milfoil, oil spills, pollution)	6	5%				5	14%			2	6%			6	7%	0	1%	
	DUCK AD- Anything on ground ends up in waterways	7	5%				3	9%	3	10%	1	2%			3	4%	4	7%	
	DUCK AD- Keep water clean/Protect waterways/Don't pollute	1	1%			1	7%			0	1%				1	2%			
	DUCK AD- Oil spills and leaks pollute waterways	1	1%							1	3%				1	1%			
	DUCK AD- Be aware, cautious of what goes in storm drains	5	4%				3	9%	1	2%			1	17%	3	4%	1	3%	
	DUCK AD- Rubber ducks represent pollution	14	10%			7	40%	2	6%	3	10%	1	2%	1	17%	6	8%	7	13%
	DUCK AD- Don't use, limit fertilizers/Chemicals destroy H2O	4	3%				2	5%	1	2%	2	6%			3	4%	1	2%	
	Other	8	6%	3	22%		1	4%	1	2%	1	3%	1	17%	5	6%	2	4%	
	DK-REF	9	7%	3	22%				3	10%	1	4%	1	17%	6	8%	3	5%	
	Total	135	100%	16	100%	17	100%	33	100%	35	100%	29	100%	6	100%	81	100%	54	100%

**WATER04 - IF YES: What have you seen, read or heard? (FIRST RESPONSE ONLY)**

		Income								Education					
		Total		< \$30K		\$30K - \$60K		> \$60K		High school or less		Some college		College graduated and above	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
water04	Ad/Article with rubber ducks (no further information provided)	1	1%					1	2%					1	2%
	Milfoil in water (general)	6	4%	2	5%	1	3%	1	2%	2	6%	4	7%		
	Pollutants in water (trash, chemicals, oil) - general	6	4%	2	5%	2	5%	2	4%	1	4%	2	3%	3	6%
	Storm water runoff (general)	8	6%	2	5%	3	9%	1	3%	2	6%	2	3%	4	9%
	Saw something on TV (general)	18	13%	6	15%	6	17%	6	11%	6	16%	9	18%	2	5%
	Heard something on the radio (general)	2	2%					2	4%					2	5%
	Saw/Read something in a paper, magazine (general)	7	5%	1	2%	3	9%	3	7%	1	2%	2	3%	5	11%
	Anything on ground ends up in waterways	3	2%	0	1%			2	5%	0	1%	2	3%	1	2%
	Be aware of damage waste does to people and waterways	0	0%	0	1%							0	1%		
	Be aware, cautious of what goes in storm drains	3	2%	2	4%			1	2%	2	4%			1	2%
	Pollution (general)	4	3%	2	4%			1	3%	2	6%	1	2%	1	1%
	Fertilizer/pesticide runoff pollutes waterways	5	3%	2	4%	0	1%	3	5%	3	7%	1	1%	1	3%
	Oil spills and leaks pollute waterways	4	3%	3	7%	1	2%			3	8%	1	2%	0	1%
	Keep water clean/Protect waterways/Don't pollute	5	3%	1	2%	2	5%	2	5%	2	4%	2	4%	1	3%
	Red tide	2	1%	2	4%							2	3%		
	Water quality/Water testing	6	5%	3	6%	1	3%	2	4%	0	1%	3	7%	3	6%
	Use "green" products/Go "green"	2	1%			2	6%					2	4%		
	Do not use fertilizer/Limit use of fertilizer	0	0%	0	1%									0	1%
	Water clean up (milfoil, oil spills, pollution)	6	5%	6	13%	1	2%			5	14%	1	1%	0	1%
	DUCK AD- Anything on ground ends up in waterways	7	5%	2	4%	1	4%	4	8%	2	4%	3	7%	2	5%
	DUCK AD- Keep water clean/Protect waterways/Don't pollute	1	1%			1	4%					1	3%		
	DUCK AD- Oil spills and leaks pollute waterways	1	1%	1	1%	0	1%			1	2%				
	DUCK AD- Be aware, cautious of what goes in storm drains	5	4%	1	2%	1	2%	1	3%	2	4%	1	2%	2	5%
	DUCK AD- Rubber ducks represent pollution	14	10%	1	1%	3	10%	9	17%	1	1%	5	9%	8	18%
	DUCK AD- Don't use, limit fertilizers/Chemicals destroy H2O	4	3%			3	8%	2	3%			2	4%	2	5%
	Other	8	6%	2	5%			4	8%	0	1%	6	12%		
	DK-REF	9	7%	4	10%	2	6%	3	5%	4	10%	1	1%	4	10%
	Total	135	100%	43	100%	33	100%	50	100%	38	100%	50	100%	45	100%

**WATER04 - IF YES: What have you seen, read or heard? (FIRST RESPONSE ONLY)**

	Total		Area of the state							
			SOUTH		COASTAL		CENTRAL		NORTH	
	n	%	n	%	n	%	n	%	n	%
water04 Ad/Article with rubber ducks (no further information provided)	1	1%							1	3%
Milfoil in water (general)	6	4%	3	7%	1	5%	1	4%		
Pollutants in water (trash, chemicals, oil) - general	6	4%	3	6%	2	10%	1	3%	0	1%
Storm water runoff (general)	8	6%	3	6%	0	2%	3	8%	1	3%
Saw something on TV (general)	18	13%	4	7%	1	8%	8	21%	5	15%
Heard something on the radio (general)	2	2%	2	4%						
Saw/Read something in a paper, magazine (general)	7	5%	5	10%	1	7%	1	1%	1	2%
Anything on ground ends up in waterways	3	2%							3	9%
Be aware of damage waste does to people and waterways	0	0%							0	1%
Be aware, cautious of what goes in storm drains	3	2%	1	3%	1	6%			0	1%
Pollution (general)	4	3%	1	3%			2	6%		
Fertilizer/pesticide runoff pollutes waterways	5	3%	2	3%	1	5%	2	6%		
Oil spills and leaks pollute waterways	4	3%			0	3%	3	8%	1	3%
Keep water clean/Protect waterways/Don't pollute	5	3%	2	4%					3	9%
Red tide	2	1%							2	6%
Water quality/Water testing	6	5%	1	1%	2	11%	2	6%	2	5%
Use "green" products/Go "green"	2	1%			2	13%				
Do not use fertilizer/Limit use of fertilizer	0	0%							0	1%
Water clean up (milfoil, oil spills, pollution)	6	5%	2	4%					4	13%
DUCK AD- Anything on ground ends up in waterways	7	5%	2	3%	1	6%	1	4%	3	10%
DUCK AD- Keep water clean/Protect waterways/Don't pollute	1	1%							1	5%
DUCK AD- Oil spills and leaks pollute waterways	1	1%			1	4%			0	1%
DUCK AD- Be aware, cautious of what goes in storm drains	5	4%	4	7%					1	3%
DUCK AD- Rubber ducks represent pollution	14	10%	8	16%	1	4%	4	10%	1	3%
DUCK AD- Don't use, limit fertilizers/Chemicals destroy H2O	4	3%	2	4%	0	2%	1	3%	0	1%
Other	8	6%	3	6%			3	9%	1	3%
DK-REF	9	7%	2	5%	2	13%	4	10%	1	2%
Total	135	100%	51	100%	15	100%	38	100%	31	100%

**WATER04a - IF YES: What have you seen, read or heard? (ALL RESPONSES)**

		Age																Gender			
		Total		18-29		30-39		40-49		50-59		60+		DK/REF		Female		Male			
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%		
\$WATER04a	Ad/Article with rubber ducks (no further information provided)	1	1%							1	2%							1	1%		
	Mercury in water (general)	2	1%	2	12%													2	4%		
	Milfoil in water (general)	8	6%					3	11%	1	3%	3	12%			7	8%	1	2%		
	Pollutants in water (trash, chemicals, oil) - general	14	10%	2	11%	2	13%	3	10%	5	15%	1	5%			11	14%	3	6%		
	Storm water runoff (general)	18	13%			4	26%	5	16%	3	10%	4	13%	1	17%	13	16%	5	9%		
	Saw something on TV (general)	36	27%	5	34%	8	50%	10	30%	7	20%	6	20%			14	17%	22	40%		
	Heard something on the radio (general)	2	2%			2	13%									2	3%				
	Saw/Read something in a paper, magazine (general)	14	10%	2	12%	2	13%	2	5%	3	10%	5	16%			8	10%	6	11%		
	Anything on ground ends up in waterways	6	5%			1	7%	2	5%	2	7%	1	4%			3	4%	3	6%		
	Be aware of damage waste does to people and waterways	0	0%									0	1%			0	0%				
	Be aware, cautious of what goes in storm drains	5	4%			1	7%			2	5%	3	9%			2	3%	3	6%		
	Pollution (general)	5	4%							3	8%	2	7%			3	4%	1	3%		
	Fertilizer/pesticide runoff pollutes waterways	13	9%					6	19%	6	17%	1	3%			6	8%	7	12%		
	Oil spills and leaks pollute waterways	7	5%					3	11%	3	10%	0	2%			6	7%	2	3%		
	Keep water clean/Protect waterways/Don't pollute	6	4%			3	17%			2	5%	1	5%			2	3%	4	7%		
	Law preventing dumping of sewage in water	1	1%									1	3%					1	2%		
	Red tide	2	1%	2	11%											2	2%				
	Water quality/Water testing	15	11%	4	23%			4	13%	1	2%	6	20%	1	17%	8	10%	7	13%		
	Use "green" products/Go "green"	3	2%	2	12%					1	2%	1	2%			1	2%	2	4%		
	Do not use fertilizer/Limit use of fertilizer	0	0%									0	1%			0	0%				
	Water clean up (milfoil, oil spills, pollution)	8	6%					5	14%			4	13%			8	10%	0	1%		
	Ecosystem is suffering	6	5%					4	13%	2	6%					2	3%	4	8%		
	DUCK AD- Anything on ground ends up in waterways	16	12%					8	24%	5	15%	1	4%	2	33%	8	10%	8	16%		
	DUCK AD- Keep water clean/Protect waterways/Don't pollute	9	7%			8	47%			2	5%					3	4%	7	12%		
	DUCK AD- Oil spills and leaks pollute waterways	1	1%							1	3%					1	1%				
	DUCK AD- Be aware, cautious of what goes in storm drains	9	6%					3	9%	4	11%	1	3%	1	17%	6	7%	3	6%		
	DUCK AD- Rubber ducks represent pollution	14	10%			7	40%	2	6%	4	11%	1	2%	1	17%	7	8%	7	13%		
	DUCK AD- Don't use, limit fertilizers/Chemicals destroy H2O	5	4%					3	9%	1	2%	2	6%			3	4%	2	5%		
	Other	8	6%	3	22%			1	4%	1	2%	1	3%	1	17%	5	6%	2	4%		
	DK-REF	9	7%	3	22%					3	10%	1	4%	1	17%	6	8%	3	5%		
	Total	135	100%	16	100%	17	100%	33	100%	35	100%	29	100%	6	100%	81	100%	54	100%		



**WATER04a - IF YES: What have you seen, read or heard? (ALL RESPONSES)**

	Total		Income						Education					
			< \$30K		\$30K - \$60K		> \$60K		High school or less		Some college		College graduated and above	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
\$WATER04a Ad/Article with rubber ducks (no further information provided)	1	1%					1	2%					1	2%
Mercury in water (general)	2	1%			2	6%					2	4%		
Milfoil in water (general)	8	6%	4	9%	1	3%	1	2%	4	11%	4	7%		
Pollutants in water (trash, chemicals, oil) - general	14	10%	6	14%	4	12%	4	8%	7	17%	3	5%	5	11%
Storm water runoff (general)	18	13%	4	10%	3	9%	9	19%	3	8%	6	13%	8	18%
Saw something on TV (general)	36	27%	9	21%	9	27%	18	36%	7	19%	15	30%	13	30%
Heard something on the radio (general)	2	2%					2	4%					2	5%
Saw/Read something in a paper, magazine (general)	14	10%	2	5%	6	18%	5	9%	1	2%	4	9%	8	19%
Anything on ground ends up in waterways	6	5%	1	3%	0	1%	5	10%	1	3%	3	5%	3	6%
Be aware of damage waste does to people and waterways	0	0%	0	1%							0	1%		
Be aware, cautious of what goes in storm drains	5	4%	2	5%	1	2%	2	4%	2	6%	1	2%	2	4%
Pollution (general)	5	4%	3	7%			1	3%	3	9%	1	2%	1	2%
Fertilizer/pesticide runoff pollutes waterways	13	9%	5	12%	0	1%	7	14%	3	9%	4	8%	5	11%
Oil spills and leaks pollute waterways	7	5%	5	11%	2	7%			5	12%	1	2%	2	4%
Keep water clean/Protect waterways/Don't pollute	6	4%	1	2%	2	7%	3	6%	2	6%	2	5%	1	3%
Law preventing dumping of sewage in water	1	1%			1	3%							1	2%
Red tide	2	1%	2	4%							2	3%		
Water quality/Water testing	15	11%	3	7%	8	23%	2	4%	1	2%	9	18%	5	12%
Use "green" products/Go "green"	3	2%			2	7%	1	2%			2	5%	1	2%
Do not use fertilizer/Limit use of fertilizer	0	0%	0	1%									0	1%
Water clean up (milfoil, oil spills, pollution)	8	6%	7	15%	1	2%	1	2%	5	14%	2	4%	1	2%
Ecosystem is suffering	6	5%	3	7%	2	6%	1	3%	4	10%			3	6%
DUCK AD- Anything on ground ends up in waterways	16	12%	3	6%	3	10%	10	19%	2	4%	9	17%	6	14%
DUCK AD- Keep water clean/Protect waterways/Don't pollute	9	7%	1	1%	2	7%	7	13%	1	1%	2	4%	7	15%
DUCK AD- Oil spills and leaks pollute waterways	1	1%	1	1%	0	1%			1	2%				
DUCK AD- Be aware, cautious of what goes in storm drains	9	6%	1	2%	3	10%	3	6%	2	4%	4	8%	3	7%
DUCK AD- Rubber ducks represent pollution	14	10%	1	1%	4	11%	9	17%	1	1%	5	10%	8	18%
DUCK AD- Don't use, limit fertilizers/Chemicals destroy H2O	5	4%			3	8%	3	6%			2	4%	4	8%
Other	8	6%	2	5%			4	8%	0	1%	6	12%		
DK-REF	9	7%	4	10%	2	6%	3	5%	4	10%	1	1%	4	10%
Total	135	100%	43	100%	33	100%	50	100%	38	100%	50	100%	45	100%

**WATER04a - IF YES: What have you seen, read or heard? (ALL RESPONSES)**

	Total		Area of the state								
			SOUTH		COASTAL		CENTRAL		NORTH		
	n	%	n	%	n	%	n	%	n	%	
\$WATER04a Ad/Article with rubber ducks (no further information provided)	1	1%								1	3%
Mercury in water (general)	2	1%			2	13%					
Milfoil in water (general)	8	6%	3	7%	1	5%	3	9%			
Pollutants in water (trash, chemicals, oil) - general	14	10%	7	14%	2	10%	3	8%	2	8%	
Storm water runoff (general)	18	13%	8	15%	1	5%	8	22%	1	3%	
Saw something on TV (general)	36	27%	15	30%	3	21%	11	29%	7	22%	
Heard something on the radio (general)	2	2%	2	4%							
Saw/Read something in a paper, magazine (general)	14	10%	6	13%	3	20%	3	7%	1	5%	
Anything on ground ends up in waterways	6	5%					1	3%	5	17%	
Be aware of damage waste does to people and waterways	0	0%							0	1%	
Be aware, cautious of what goes in storm drains	5	4%	2	4%	1	6%			2	7%	
Pollution (general)	5	4%	1	3%			3	9%	0	1%	
Fertilizer/pesticide runoff pollutes waterways	13	9%	3	6%	2	11%	6	15%	2	7%	
Oil spills and leaks pollute waterways	7	5%	2	5%	0	3%	3	8%	2	5%	
Keep water clean/Protect waterways/Don't pollute	6	4%	3	5%	1	4%			3	9%	
Law preventing dumping of sewage in water	1	1%					1	2%			
Red tide	2	1%							2	6%	
Water quality/Water testing	15	11%	4	9%	2	15%	7	18%	2	5%	
Use "green" products/Go "green"	3	2%	1	2%	2	13%	1	1%			
Do not use fertilizer/Limit use of fertilizer	0	0%							0	1%	
Water clean up (milfoil, oil spills, pollution)	8	6%	3	6%	1	6%			4	14%	
Ecosystem is suffering	6	5%	3	6%	1	4%	1	3%	2	5%	
DUCK AD- Anything on ground ends up in waterways	16	12%	4	7%	1	6%	5	14%	7	21%	
DUCK AD- Keep water clean/Protect waterways/Don't pollute	9	7%	7	15%	1	4%			1	5%	
DUCK AD- Oil spills and leaks pollute waterways	1	1%			1	4%			0	1%	
DUCK AD- Be aware, cautious of what goes in storm drains	9	6%	4	9%	1	6%	1	3%	2	8%	
DUCK AD- Rubber ducks represent pollution	14	10%	8	16%	1	4%	4	10%	1	4%	
DUCK AD- Don't use, limit fertilizers/Chemicals destroy H2O	5	4%	2	4%	0	2%	3	7%	0	1%	
Other	8	6%	3	6%			3	9%	1	3%	
DK-REF	9	7%	2	5%	2	13%	4	10%	1	2%	
Total	135	100%	51	100%	15	100%	38	100%	31	100%	

**WATER05 - Do you recall seeing an advertisement about storm water pollution that featured rubber ducks accumulating and flowing downstream into rivers and the ocean?**

		Total		Age												Gender			
				18-29		30-39		40-49		50-59		60+		DK/REF		Female		Male	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
water05	YES	259	65%	27	43%	48	71%	51	58%	57	76%	71	72%	5	56%	137	68%	123	62%
	NO	135	34%	33	52%	19	29%	35	40%	18	24%	27	27%	3	33%	59	29%	76	38%
	DK-REF	6	2%	3	5%			2	2%			0	0%	1	11%	6	3%		
	Total	400	100%	63	100%	67	100%	88	100%	75	100%	98	100%	9	100%	202	100%	199	100%

**WATER05 - Do you recall seeing an advertisement about storm water pollution that featured rubber ducks accumulating and flowing downstream into rivers and the ocean?**

		Total		Income						Education					
				< \$30K		\$30K - \$60K		> \$60K		High school or less		Some college		College graduated and above	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
water05	YES	259	65%	97	64%	76	72%	77	61%	88	56%	81	67%	89	72%
	NO	135	34%	50	33%	30	28%	48	37%	64	41%	38	31%	33	27%
	DK-REF	6	2%	3	2%			3	2%	4	2%	2	1%	1	1%
	Total	400	100%	150	100%	106	100%	127	100%	155	100%	120	100%	123	100%

**WATER05 - Do you recall seeing an advertisement about storm water pollution that featured rubber ducks accumulating and flowing downstream into rivers and the ocean?**

		Total		Area of the state							
				SOUTH		COASTAL		CENTRAL		NORTH	
		n	%	n	%	n	%	n	%	n	%
water05	YES	259	65%	85	63%	46	69%	69	63%	60	67%
	NO	135	34%	49	36%	20	30%	38	34%	28	32%
	DK-REF	6	2%	2	1%	1	1%	3	3%	0	0%
	Total	400	100%	136	100%	67	100%	109	100%	88	100%

**DEPFRT8 - How much of a threat would you say lawn FERTILIZER products pose to Maine's water quality?**

		Age														Gender			
		Total		18-29		30-39		40-49		50-59		60+		DK/REF		Female		Male	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
depftr8	No threat	39	10%	8	13%	4	6%	11	12%	4	5%	8	9%	4	44%	18	9%	21	11%
	Somewhat of a threat	217	54%	55	87%	28	41%	43	49%	40	54%	50	51%	1	11%	103	51%	115	58%
	Significant threat	131	33%			33	49%	34	39%	29	39%	31	32%	3	33%	72	36%	59	30%
	DK-REF	13	3%			2	3%			2	3%	8	8%	1	11%	9	5%	4	2%
	Total	400	100%	63	100%	67	100%	88	100%	75	100%	98	100%	9	100%	202	100%	199	100%

**DEPFRT8 - How much of a threat would you say lawn FERTILIZER products pose to Maine's water quality?**

		Income								Education					
		Total		< \$30K		\$30K - \$60K		> \$60K		High school or less		Some college		College graduated and above	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
depftr8	No threat	39	10%	19	12%	9	9%	8	6%	20	13%	11	9%	8	6%
	Somewhat of a threat	217	54%	76	51%	63	60%	72	57%	86	55%	68	56%	62	51%
	Significant threat	131	33%	47	31%	33	31%	45	35%	42	27%	38	32%	51	41%
	DK-REF	13	3%	9	6%	1	1%	2	2%	8	5%	3	2%	2	2%
	Total	400	100%	150	100%	106	100%	127	100%	155	100%	120	100%	123	100%

**DEPFRT8 - How much of a threat would you say lawn FERTILIZER products pose to Maine's water quality?**

		Area of the state									
		Total		SOUTH		COASTAL		CENTRAL		NORTH	
		n	%	n	%	n	%	n	%	n	%
depftr8	No threat	39	10%	2	2%	3	4%	15	14%	19	21%
	Somewhat of a threat	217	54%	65	48%	35	53%	63	58%	54	61%
	Significant threat	131	33%	66	49%	27	41%	25	23%	12	14%
	DK-REF	13	3%	2	2%	2	2%	6	5%	3	4%
	Total	400	100%	136	100%	67	100%	109	100%	88	100%

**DEPFRT9 - How much of a threat would you say lawn and garden PESTICIDE products, including crabgrass, broadleaf weed, grub or insect controls, pose to Maine's water quality?**

		Age														Gender			
		Total		18-29		30-39		40-49		50-59		60+		DK/REF		Female		Male	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
depftr9	No threat	30	8%	5	8%			5	6%	6	8%	11	11%	3	33%	18	9%	12	6%
	Somewhat of a threat	213	53%	48	76%	36	54%	37	42%	41	54%	49	50%	3	33%	94	47%	119	60%
	Significant threat	134	33%	10	16%	23	35%	40	46%	25	33%	32	33%	3	33%	80	40%	54	27%
	DK-REF	24	6%			8	12%	6	7%	4	6%	5	6%			9	5%	14	7%
	Total	400	100%	63	100%	67	100%	88	100%	75	100%	98	100%	9	100%	202	100%	199	100%

**DEPFRT9 - How much of a threat would you say lawn and garden PESTICIDE products, including crabgrass, broadleaf weed, grub or insect controls, pose to Maine's water quality?**

		Income								Education					
		Total		< \$30K		\$30K - \$60K		> \$60K		High school or less		Some college		College graduated and above	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
depftr9	No threat	30	8%	13	9%	9	8%	6	5%	16	10%	8	7%	6	5%
	Somewhat of a threat	213	53%	62	41%	70	66%	76	60%	86	55%	66	55%	60	49%
	Significant threat	134	33%	59	39%	27	25%	40	31%	44	28%	40	33%	50	41%
	DK-REF	24	6%	16	10%	1	1%	6	5%	10	6%	6	5%	7	6%
	Total	400	100%	150	100%	106	100%	127	100%	155	100%	120	100%	123	100%

**DEPFRT9 - How much of a threat would you say lawn and garden PESTICIDE products, including crabgrass, broadleaf weed, grub or insect controls, pose to Maine's water quality?**

		Area of the state									
		Total		SOUTH		COASTAL		CENTRAL		NORTH	
		n	%	n	%	n	%	n	%	n	%
depftr9	No threat	30	8%	3	2%	5	8%	13	12%	8	9%
	Somewhat of a threat	213	53%	68	50%	30	45%	68	62%	46	52%
	Significant threat	134	33%	59	44%	26	39%	22	20%	26	29%
	DK-REF	24	6%	5	4%	5	7%	6	5%	8	9%
	Total	400	100%	136	100%	67	100%	109	100%	88	100%

**BAGWG13a - On a scale of 1 to 7 where 7 is very likely and 1 is not at all likely, how likely are you to take action to reduce the amount of lawn fertilizers, pesticides and herbicides that you use?**

			Age												Gender				
	Total		18-29		30-39		40-49		50-59		60+		DK/REF		Female		Male		
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	
bagwg13a																			
1 - Not at all likely	39	10%	5	9%	3	5%	8	9%	10	13%	10	10%	2	22%	18	9%	21	10%	
2	8	2%			1	2%			2	3%	5	5%			4	2%	4	2%	
3	8	2%			1	2%	1	2%	1	2%	4	4%			5	2%	3	1%	
4 - Neither likely nor unlikely	17	4%	2	3%	3	4%	3	4%	2	2%	7	7%			6	3%	11	5%	
5	21	5%	3	5%	2	3%	5	5%	5	7%	5	5%			16	8%	4	2%	
6	16	4%	5	8%			6	6%	0	0%	5	5%			7	3%	9	5%	
7 - Very likely	57	14%	3	5%	16	24%	16	18%	10	14%	11	11%	1	11%	33	16%	24	12%	
ALREADY DO/ALREADY DONE	160	40%	30	48%	29	42%	36	40%	33	44%	31	32%	1	11%	73	36%	87	44%	
DOES NOT APPLY/DO NOT HAVE LAWN	68	17%	10	16%	12	18%	12	13%	11	15%	18	19%	5	56%	32	16%	36	18%	
DK-REF	7	2%	3	5%			2	2%			2	2%			6	3%	0	0%	
Total	400	100%	63	100%	67	100%	88	100%	75	100%	98	100%	9	100%	202	100%	199	100%	

**BAGWG13a - On a scale of 1 to 7 where 7 is very likely and 1 is not at all likely, how likely are you to take action to reduce the amount of lawn fertilizers, pesticides and herbicides that you use?**

	Total		Income						Education					
			< \$30K		\$30K - \$60K		> \$60K		High school or less		Some college		College graduated and above	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
bagwg13a 1 - Not at all likely	39	10%	14	10%	7	6%	15	12%	11	7%	15	12%	13	10%
2	8	2%	2	2%	2	2%	3	3%	3	2%	2	2%	3	2%
3	8	2%	4	3%	2	2%	1	1%	2	2%	3	3%	2	2%
4 - Neither likely nor unlikely	17	4%	4	3%	9	9%	3	2%	7	5%	4	4%	5	4%
5	21	5%	6	4%	7	6%	8	6%	5	3%	10	8%	5	4%
6	16	4%	1	1%	11	10%	4	3%	5	3%	9	7%	3	2%
7 - Very likely	57	14%	16	11%	16	15%	23	18%	22	14%	17	14%	17	14%
ALREADY DO/ALREADY DONE	160	40%	54	36%	41	39%	55	43%	61	40%	41	34%	58	47%
DOES NOT APPLY/DO NOT HAVE LAWN	68	17%	42	28%	9	9%	15	12%	32	20%	18	15%	17	14%
DK-REF	7	2%	6	4%	1	1%			6	4%			1	1%
Total	400	100%	150	100%	106	100%	127	100%	155	100%	120	100%	123	100%

**BAGWG13a - On a scale of 1 to 7 where 7 is very likely and 1 is not at all likely, how likely are you to take action to reduce the amount of lawn fertilizers, pesticides and herbicides that you use?**

	Total		Area of the state							
			SOUTH		COASTAL		CENTRAL		NORTH	
	n	%	n	%	n	%	n	%	n	%
bagwg13a 1 - Not at all likely	39	10%	9	7%	2	3%	16	14%	11	13%
2	8	2%	2	2%	1	2%	1	0%	4	5%
3	8	2%	4	3%	1	2%			2	3%
4 - Neither likely nor unlikely	17	4%	3	2%	3	4%	10	9%	2	2%
5	21	5%	6	5%	3	5%	6	5%	5	6%
6	16	4%	2	1%	3	4%	8	8%	3	4%
7 - Very likely	57	14%	30	22%	9	13%	12	11%	6	7%
ALREADY DO/ALREADY DONE	160	40%	55	41%	30	45%	36	33%	39	44%
DOES NOT APPLY/DO NOT HAVE LAWN	68	17%	22	16%	14	21%	18	16%	15	17%
DK-REF	7	2%	2	2%	0	1%	4	4%	0	0%
Total	400	100%	136	100%	67	100%	109	100%	88	100%



**BAGWG13e - On a scale of 1 to 7 where 7 is very likely and 1 is not at all likely, how likely are you to take action to mow your lawn no shorter than 2.5 to 3 inches?**

		Total		Age												Gender			
				18-29		30-39		40-49		50-59		60+		DK/REF		Female		Male	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
bagwg13e	1 - Not at all likely	57	14%	18	29%	3	4%	12	14%	7	9%	15	15%	2	22%	13	7%	43	22%
	2	19	5%	5	7%	8	12%	2	2%	2	3%	1	2%			4	2%	14	7%
	3	6	1%					3	3%	1	1%	2	2%			2	1%	4	2%
	4 - Neither likely nor unlikely	28	7%	7	11%	3	4%	5	5%	3	4%	10	10%	1	11%	18	9%	9	5%
	5	32	8%	9	14%	4	7%	8	9%	9	12%	3	3%			23	11%	9	5%
	6	11	3%			5	8%	3	3%			3	3%			7	3%	4	2%
	7 - Very likely	86	22%	13	20%	22	33%	12	14%	18	24%	20	21%	1	11%	40	20%	46	23%
	ALREADY DO/ALREADY DONE	93	23%	4	6%	15	22%	24	27%	23	31%	25	26%	2	22%	45	22%	48	24%
	DOES NOT APPLY/DO NOT HAVE LAWN	45	11%			7	10%	14	16%	9	12%	12	13%	3	33%	36	18%	10	5%
	DK-REF	24	6%	9	14%			6	6%	3	4%	6	6%			14	7%	10	5%
	Total	400	100%	63	100%	67	100%	88	100%	75	100%	98	100%	9	100%	202	100%	199	100%

**BAGWG13e - On a scale of 1 to 7 where 7 is very likely and 1 is not at all likely, how likely are you to take action to mow your lawn no shorter than 2.5 to 3 inches?**

	Total		Income						Education					
			< \$30K		\$30K - \$60K		> \$60K		High school or less		Some college		College graduated and above	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
bagwg13e 1 - Not at all likely	57	14%	15	10%	8	7%	29	23%	29	18%	20	17%	7	6%
2	19	5%	7	5%	9	8%	3	2%	14	9%	2	1%	3	2%
3	6	1%	3	2%	2	2%	1	1%	2	2%	2	2%	1	1%
4 - Neither likely nor unlikely	28	7%	10	7%	13	12%	3	3%	13	9%	4	3%	10	8%
5	32	8%	10	7%	9	8%	13	10%	11	7%	15	13%	6	5%
6	11	3%	5	4%	1	1%	3	3%	6	4%	3	3%	2	1%
7 - Very likely	86	22%	20	13%	29	27%	34	27%	17	11%	23	19%	45	37%
ALREADY DO/ALREADY DONE	93	23%	30	20%	25	23%	34	27%	25	16%	34	28%	34	28%
DOES NOT APPLY/DO NOT HAVE LAWN	45	11%	35	23%	6	6%	3	3%	25	16%	11	9%	10	8%
DK-REF	24	6%	14	10%	5	5%	4	3%	11	7%	6	5%	6	5%
Total	400	100%	150	100%	106	100%	127	100%	155	100%	120	100%	123	100%

**BAGWG13e - On a scale of 1 to 7 where 7 is very likely and 1 is not at all likely, how likely are you to take action to mow your lawn no shorter than 2.5 to 3 inches?**

		Area of the state									
		Total		SOUTH		COASTAL		CENTRAL		NORTH	
		n	%	n	%	n	%	n	%	n	%
bagwg13e	1 - Not at all likely	57	14%	25	18%	2	3%	16	15%	13	15%
	2	19	5%	8	6%			2	2%	8	9%
	3	6	1%	1	1%			2	2%	2	3%
	4 - Neither likely nor unlikely	28	7%	5	4%	6	9%	5	4%	12	14%
	5	32	8%	5	4%	3	5%	13	12%	11	12%
	6	11	3%	6	4%	0	1%	4	4%	0	0%
	7 - Very likely	86	22%	36	27%	12	19%	21	19%	17	19%
	ALREADY DO/ALREADY DONE	93	23%	30	22%	28	42%	20	18%	15	17%
	DOES NOT APPLY/DO NOT HAVE LAWN	45	11%	15	11%	11	17%	15	13%	4	5%
	DK-REF	24	6%	4	3%	3	5%	11	10%	5	6%
	Total	400	100%	136	100%	67	100%	109	100%	88	100%

**WATER07n- Did you already take, or do you plan to take action to reduce storm water runoff?**

		Total		Age										Gender					
				18-29		30-39		40-49		50-59		60+		DK/REF		Female		Male	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
WATER07n	Yes	93	23%			11	17%	35	40%	24	32%	21	21%	1	11%	43	21%	50	25%
	No	278	70%	55	87%	47	70%	48	55%	49	66%	70	72%	8	89%	142	70%	137	69%
	DK-REF	29	7%	8	13%	9	13%	4	5%	2	3%	6	7%			17	9%	12	6%
	Total	400	100%	63	100%	67	100%	88	100%	75	100%	98	100%	9	100%	202	100%	199	100%

**WATER07n- Did you already take, or do you plan to take action to reduce storm water runoff?**

		Total		Income						Education					
				< \$30K		\$30K - \$60K		> \$60K		High school or less		Some college		College graduated and above	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
WATER07n	Yes	93	23%	24	16%	22	21%	41	32%	23	15%	26	21%	43	35%
	No	278	70%	111	74%	79	74%	77	61%	116	75%	91	76%	70	57%
	DK-REF	29	7%	15	10%	5	5%	9	7%	16	10%	3	3%	10	8%
	Total	400	100%	150	100%	106	100%	127	100%	155	100%	120	100%	123	100%

**WATER07n- Did you already take, or do you plan to take action to reduce storm water runoff?**

		Total		Area of the state							
				SOUTH		COASTAL		CENTRAL		NORTH	
		n	%	n	%	n	%	n	%	n	%
WATER07n	Yes	93	23%	48	35%	10	16%	19	17%	15	17%
	No	278	70%	81	59%	54	80%	79	72%	65	73%
	DK-REF	29	7%	7	5%	3	4%	12	11%	8	9%
	Total	400	100%	136	100%	67	100%	109	100%	88	100%

**WATER07 - IF YES: What action did you take, or are you planning to take? (FIRST RESPONSE ONLY)**

			Age										Gender			
	Total		30-39		40-49		50-59		60+		DK/REF		Female		Male	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
water07																
Have been/Will be careful about oil leaks, chemicals	1	1%					1	5%							1	2%
Will not pollute, throw trash, cigarettes/Will pick up trash	1	1%					1	3%							1	2%
Will not dump things into drains/Will keep drains clear	1	1%							1	2%			1	1%		
Used/Will use organic fertilizer, pesticides or none at all	27	29%	2	15%	12	33%	8	33%	5	26%			13	30%	14	28%
Planted/Will plant trees, shrubs, grass	11	12%	7	65%	1	4%	1	4%	1	6%			6	15%	5	9%
Built/Will build rock walls, fences, etc to divert runoff	8	8%			1	4%	4	17%	1	6%	1	100%	4	9%	4	8%
Took action/Plan to take action (general)	4	4%	1	10%			1	3%	2	11%			2	4%	2	4%
Make/Made sure property is clean so nothing runs off	1	1%	1	10%									1	3%		
Will do what needs to be done/Conscious of it	1	2%							1	7%			1	3%		
Don't know what to do, what action to take	5	6%			1	4%	3	11%	1	5%			3	6%	3	5%
Took/Will take political action	1	1%							1	6%			1	1%	1	1%
Built/Plan to build holding pond, collect rain water	6	7%			4	12%	0	1%	1	7%			3	7%	3	6%
Built/Plan to build gutters, ditches	3	4%			1	4%	1	4%	1	6%			2	5%	1	3%
Cleaned/Will clean up after pets, animals	2	2%			2	6%									2	4%
Altered/Will alter house construction, adjustments to land	8	9%			4	13%	2	8%	2	9%			3	6%	6	11%
Have mowed/Will mow lawn less often, keep longer	7	8%			4	12%	2	7%	1	5%			4	9%	3	6%
Use rain water for garden	3	3%			1	4%	1	4%	0	2%					3	6%
Have done all that I can/Can't do much more	2	2%			1	4%			0	2%			0	1%	1	3%
Total	93	100%	11	100%	35	100%	24	100%	21	100%	1	100%	43	100%	50	100%

**WATER07 - IF YES: What action did you take, or are you planning to take? (FIRST RESPONSE ONLY)**

	Total		Income						Education					
			< \$30K		\$30K - \$60K		> \$60K		High school or less		Some college		College graduated and above	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
water07 Have been/Will be careful about oil leaks, chemicals	1	1%					1	3%					1	3%
Will not pollute, throw trash, cigarettes/Will pick up trash	1	1%			1	4%					1	3%		
Will not dump things into drains/Will keep drains clear	1	1%	1	2%					1	2%				
Used/Will use organic fertilizer, pesticides or none at all	27	29%	7	30%	6	27%	12	30%	8	35%	8	30%	10	24%
Planted/Will plant trees, shrubs, grass	11	12%	3	14%	2	9%	5	13%	3	14%	2	8%	5	13%
Built/Will build rock walls, fences, etc to divert runoff	8	8%	2	8%	2	9%	3	7%	2	7%	3	12%	3	7%
Took action/Plan to take action (general)	4	4%	2	7%	1	3%	2	4%			1	4%	3	7%
Make/Made sure property is clean so nothing runs off	1	1%	1	5%									1	3%
Will do what needs to be done/Conscious of it	1	2%	0	2%	1	4%					1	3%	1	2%
Don't know what to do, what action to take	5	6%	2	8%	2	8%	1	4%	2	7%	1	3%	3	7%
Took/Will take political action	1	1%			1	5%					1	3%	1	1%
Built/Plan to build holding pond, collect rain water	6	7%	1	3%	0	2%	5	12%	2	7%	1	3%	4	9%
Built/Plan to build gutters, ditches	3	4%	0	1%	1	4%	2	5%	0	1%	1	3%	2	5%
Cleaned/Will clean up after pets, animals	2	2%	2	9%									2	5%
Altered/Will alter house construction, adjustments to land	8	9%	1	4%	2	9%	4	9%	3	11%	4	14%	2	5%
Have mowed/Will mow lawn less often, keep longer	7	8%	0	2%	2	7%	5	12%	0	2%	3	11%	4	8%
Use rainwater for garden	3	3%	1	5%					2	8%			1	2%
Have done all that I can/Can't do much more	2	2%			2	9%			1	6%	0	2%		
Total	93	100%	24	100%	22	100%	41	100%	23	100%	26	100%	43	100%

**WATER07 - IF YES: What action did you take, or are you planning to take? (FIRST RESPONSE ONLY)**

			Area of the state							
	Total		SOUTH		COASTAL		CENTRAL		NORTH	
	n	%	n	%	n	%	n	%	n	%
water07										
Have been/Will be careful about oil leaks, chemicals	1	1%	1	3%						
Will not pollute, throw trash, cigarettes/Will pick up trash	1	1%							1	5%
Will not dump things into drains/Will keep drains clear	1	1%					1	3%		
Used/Will use organic fertilizer, pesticides or none at all	27	29%	14	30%	3	25%	5	24%	5	35%
Planted/Will plant trees, shrubs, grass	11	12%	5	10%	1	9%	4	23%	1	4%
Built/Will build rock walls, fences, etc to divert runoff	8	8%	4	8%			3	15%	1	7%
Took action/Plan to take action (general)	4	4%	2	4%			1	5%	1	7%
Make/Made sure property is clean so nothing runs off	1	1%							1	7%
Will do what needs to be done/Conscious of it	1	2%	1	1%	0	4%			0	2%
Don't know what to do, what action to take	5	6%	4	8%	0	4%	1	4%	0	2%
Took/Will take political action	1	1%	1	1%			1	3%		
Built/Plan to build holding pond, collect rain water	6	7%	4	8%	1	8%	1	7%	0	2%
Built/Plan to build gutters, ditches	3	4%			1	6%	2	10%	1	6%
Cleaned/Will clean up after pets, animals	2	2%			2	21%				
Altered/Will alter house construction, adjustments to land	8	9%	5	10%	1	10%			2	15%
Have mowed/Will mow lawn less often, keep longer	7	8%	5	11%			1	7%	0	3%
Use rainwater for garden	3	3%	1	3%	1	9%			0	3%
Have done all that I can/Can't do much more	2	2%	1	3%	0	4%				
Total	93	100%	48	100%	10	100%	19	100%	15	100%

**WATER07a - IF YES: What action did you take, or are you planning to take? (ALL RESPONSES)**

		Total		Age								Gender					
				30-39		40-49		50-59		60+		DK/REF		Female		Male	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
\$WATER07a	Will not/Do not fertilize near water	1	2%					1	3%	1	3%			1	2%	1	2%
	Have been/Will be careful about oil leaks, chemicals	7	7%			3	9%	3	12%	1	4%			2	5%	4	9%
	Will not pollute, throw trash, cigarettes/Will pick up trash	1	1%					1	3%							1	2%
	Will not dump things into drains/Will keep drains clear	1	1%							1	4%			1	2%		
	Used/Will use organic fertilizer, pesticides or none at all	31	34%	2	15%	13	38%	10	43%	6	28%			16	39%	15	29%
	Planted/Will plant trees, shrubs, grass	16	18%	7	65%	4	12%	3	13%	2	10%			8	19%	8	16%
	Built/Will build rock walls, fences, etc to divert runoff	11	11%			1	4%	4	17%	4	19%	1	100%	6	14%	4	9%
	Took action/Plan to take action (general)	4	4%	1	10%			1	3%	2	11%			2	4%	2	4%
	Make/Made sure property is clean so nothing runs off	3	4%	1	10%	2	6%							1	3%	2	4%
	Will do what needs to be done/Conscious of it	1	2%							1	7%			1	3%		
	Don't know what to do, what action to take	5	6%			1	4%	3	11%	1	5%			3	6%	3	5%
	Took/Will take political action	2	2%	1	10%					1	6%			2	4%	1	1%
	Built/Plan to build holding pond, collect rain water	9	10%			6	16%	2	8%	1	7%			3	8%	6	12%
	Built/Plan to build gutters, ditches	7	8%	3	26%	1	4%	1	4%	2	9%			3	6%	4	8%
	Don't wash vehicles in driveway	1	1%					1	3%					1	2%		
	Disposed/Will dispose of trash properly	2	2%			2	4%									2	3%
	Cleaned/Will clean up after pets, animals	3	3%			2	6%	1	4%					1	2%	2	4%
	Altered/Will alter house construction, adjustments to land	9	10%			4	13%	2	9%	2	11%			3	7%	6	12%
	Have mowed/Will mow lawn less often, keep longer	12	13%	2	15%	4	12%	4	16%	2	12%			6	14%	6	12%
	Use rainwater for garden	3	3%			1	4%	1	4%	1	4%			0	1%	3	6%
	Have done all that I can/Can't do much more	3	3%			1	4%	0	1%	1	4%			1	3%	1	3%
	Total	93	100%	11	100%	35	100%	24	100%	21	100%	1	100%	43	100%	50	100%



**WATER07a - IF YES: What action did you take, or are you planning to take? (ALL RESPONSES)**

	Total		Income						Education					
			< \$30K		\$30K - \$60K		> \$60K		High school or less		Some college		College graduated and above	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
\$WATER07a Will not/Do not fertilize near water	1	2%					1	4%			1	3%	1	2%
Have been/Will be careful about oil leaks, chemicals	7	7%	3	11%	2	11%	1	3%	3	12%	1	3%	3	7%
Will not pollute, throw trash, cigarettes/Will pick up trash	1	1%			1	4%					1	3%		
Will not dump things into drains/Will keep drains clear	1	1%	1	2%	0	1%			1	2%	0	1%		
Used/Will use organic fertilizer, pesticides or none at all	31	34%	8	32%	9	41%	13	31%	8	35%	10	38%	12	29%
Planted/Will plant trees, shrubs, grass	16	18%	4	17%	2	9%	10	25%	4	18%	6	24%	6	15%
Built/Will build rock walls, fences, etc to divert runoff	11	11%	2	9%	3	13%	5	11%	2	9%	5	18%	4	9%
Took action/Plan to take action (general)	4	4%	2	7%	1	3%	2	4%			1	4%	3	7%
Make/Made sure property is clean so nothing runs off	3	4%	3	14%									3	8%
Will do what needs to be done/Conscious of it	1	2%	0	2%	1	4%					1	3%	1	2%
Don't know what to do, what action to take	5	6%	2	8%	2	8%	1	4%	2	7%	1	3%	3	7%
Took/Will take political action	2	2%	1	5%	1	5%					1	3%	2	4%
Built/Plan to build holding pond, collect rain water	9	10%	1	3%	3	14%	5	13%	3	13%	1	3%	5	13%
Built/Plan to build gutters, ditches	7	8%	3	13%	1	4%	3	7%	3	14%	1	6%	2	5%
Don't wash vehicles in driveway	1	1%	1	3%									1	2%
Disposed/Will dispose of trash properly	2	2%	2	6%					2	7%				
Cleaned/Will clean up after pets, animals	3	3%	2	9%			1	2%	1	4%			2	5%
Altered/Will alter house construction, adjustments to land	9	10%	1	4%	2	10%	4	10%	3	11%	4	14%	3	7%
Have mowed/Will mow lawn less often, keep longer	12	13%	2	7%	3	14%	6	16%	2	8%	6	22%	4	9%
Use rainwater for garden	3	3%	2	7%					2	8%			1	3%
Have done all that I can/Can't do much more	3	3%			3	12%			2	8%	0	2%	0	1%
Total	93	100%	24	100%	22	100%	41	100%	23	100%	26	100%	43	100%

**WATER07a - IF YES: What action did you take, or are you planning to take? (ALL RESPONSES)**

	Total		Area of the state								
			SOUTH		COASTAL		CENTRAL		NORTH		
	n	%	n	%	n	%	n	%	n	%	
\$WATER07a Will not/Do not fertilize near water	1	2%	1	1%						1	5%
Have been/Will be careful about oil leaks, chemicals	7	7%	4	7%	1	7%				2	15%
Will not pollute, throw trash, cigarettes/Will pick up trash	1	1%								1	5%
Will not dump things into drains/Will keep drains clear	1	1%					1	3%		0	2%
Used/Will use organic fertilizer, pesticides or none at all	31	34%	17	36%	3	30%	5	24%		6	40%
Planted/Will plant trees, shrubs, grass	16	18%	7	15%	2	15%	6	30%		2	14%
Built/Will build rock walls, fences, etc to divert runoff	11	11%	5	10%			3	18%		2	14%
Took action/Plan to take action (general)	4	4%	2	4%			1	5%		1	7%
Make/Made sure property is clean so nothing runs off	3	4%			2	21%				1	7%
Will do what needs to be done/Conscious of it	1	2%	1	1%	0	4%				0	2%
Don't know what to do, what action to take	5	6%	4	8%	0	4%	1	4%		0	2%
Took/Will take political action	2	2%	1	1%			1	3%		1	7%
Built/Plan to build holding pond, collect rain water	9	10%	6	13%	1	8%	1	7%		1	4%
Built/Plan to build gutters, ditches	7	8%	1	1%	1	6%	5	25%		1	6%
Don't wash vehicles in driveway	1	1%	1	2%							
Disposed/Will dispose of trash properly	2	2%								2	10%
Cleaned/Will clean up after pets, animals	3	3%			2	21%	1	5%			
Altered/Will alter house construction, adjustments to land	9	10%	5	10%	1	14%				3	17%
Have mowed/Will mow lawn less often, keep longer	12	13%	7	14%	1	6%	2	11%		3	18%
Use rainwater for garden	3	3%	1	3%	1	13%				0	3%
Have done all that I can/Can't do much more	3	3%	1	3%	0	4%				1	4%
Total	93	100%	48	100%	10	100%	19	100%		15	100%