

2009 Regional Water Quality Survey

FINAL Report

*Conducted for
Mid-America Regional Council*



by

ETC *Institute*

725 W. Frontier Circle
Olathe, Kansas 66061
(913) 829-1215

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2009 Annual MARC Water Quality Survey

Executive Summary

Overview

The Mid-America Regional Council (MARC) conducted its fourth annual Water Quality Survey of residents in the metropolitan Kansas City area. The survey is part of an ongoing effort to measure the impact that water quality education efforts in the region are having on the public's overall awareness and behavior. The Water Quality Survey provides a benchmark for objectively evaluating water quality education initiatives over time. The previous surveys were conducted in 2003, 2005, and 2007.

The 2009 survey was administered by mail with follow-up by phone to a randomly selected sample of 578 Kansas City area residents. The overall results have a 95% level of confidence with a precision of at least +/-4%. The distribution of respondents by county was as follows: 9% Wyandotte, 26% Johnson, 11% Clay, 5% Platte, 37% Jackson, 5% Cass, 4% Leavenworth and 3% Miami County.

Major Findings

The following pages highlight the major findings of the 2009 survey results and any significant changes from the surveys conducted in 2003, 2005, and 2007.

- **Top Priorities.** Based on the sum of the top three choices given by respondents, safety from crime in neighborhoods (54%) was the most important issue to residents of Kansas City. The quality of education (K-12) ranked second (48%), followed by protection of water quality in lakes, streams and rivers (45%).
- **Concern About Water Quality.** Ninety percent (90%) of the residents surveyed were very or somewhat concerned with pollution in lakes, streams, and other waterways in the Kansas City area; 4% were not concerned, and 6% were not sure. The percentage of residents concerned with the quality of water increased from the 2007 survey with results of 85%.
- **Perceived Changes in Water Quality.** One-fifth (21%) of those surveyed felt the quality of water in lakes, streams, and other waterways was getting better or much better; 33% thought it was staying the same, 17% felt it was getting worse or much worse, and 29% did not have an opinion.

- **Knowledge of Water Quality Issues.** The following are several key findings related to respondents knowledge of water quality issues:
 - More than half (56%) of those surveyed did not know where stormwater goes after it enters storm drains in their community; 27% thought stormwater went directly to lakes and streams without treatment, 4% thought stormwater received some treatment before being discharged to lakes and streams and 13% thought it went to a treatment plant.
 - Thirty-eight percent (38%) of those surveyed indicated they had seen or heard information in advertisements, brochures, billboards, or other promotional materials about water quality in lakes/streams in the Kansas City area. This was a significant increase from previous survey results (25% in 2003 and 2005, and 30% in 2007).
 - Thirty-one percent (31%) of those surveyed felt their level of awareness of water quality issues had improved during the past two years; 58% of residents felt they had the same level of awareness, 7% felt they were less aware and 4% indicated this question was not applicable because they have not lived in the Kansas City area for two years.
- **Current Level of Participation in Various Activities to Help Protect the Environment.** Seventy-five percent (75%) of those surveyed indicated they dispose of yard waste properly, 71% of the respondents indicated they take hazardous waste to disposal facilities, 65% wash their car on the lawn or grass instead of the street or driveway, and 54% pick up and dispose of pet waste properly. The activity that respondents indicated they participated in least was using a soil kit to determine proper care of their lawn (17%).
- **Willingness to Participate in Various Activities to Help Protect the Environment.** 90% of those surveyed who did not currently take household hazardous waste to disposal facilities indicated that they would be willing to do so and 76% of residents who indicated they did not use environmentally friendly products on their lawn were also willing to do so.
- **Perception of Water Pollution Problems.** Sixty-nine percent (69%) of those surveyed thought water pollution from stormwater runoff was a major or minor problem; 62% felt water pollution from raw sewage discharge was a problem. The percentage of residents who felt these issues were a problem has continued to drop from the 2003 results for all four of the questions assessed on the survey. For the first time this year, a question was asked about water pollution from pharmaceutical contamination (53% felt it was a problem), and water pollution from wastewater treatment plants (46% felt it was a problem).

- **Level of Support for Adopting Various Ordinances to Promote Environmental Health.** 88% or above of the residents surveyed were very or somewhat supportive of adopting the ordinances assessed on the survey to promote environmental health in Kansas City. The ordinances that residents were most supportive of, included providing household hazardous waste services (94%) providing recycling programs (94%), and requiring developers to preserve trees and natural areas (93%).
- **Level of Agreement with Statements About Water Quality.** Ninety-three percent (93%) of residents agreed it is important to prevent sewer overflows in the Kansas City area; 85% of residents felt it is important to improve water quality in their community and 79% of residents were supportive of their local government working with other cities and counties to improve water quality. Residents were least willing to pay more in Home Association dues for stormwater improvement (31%).

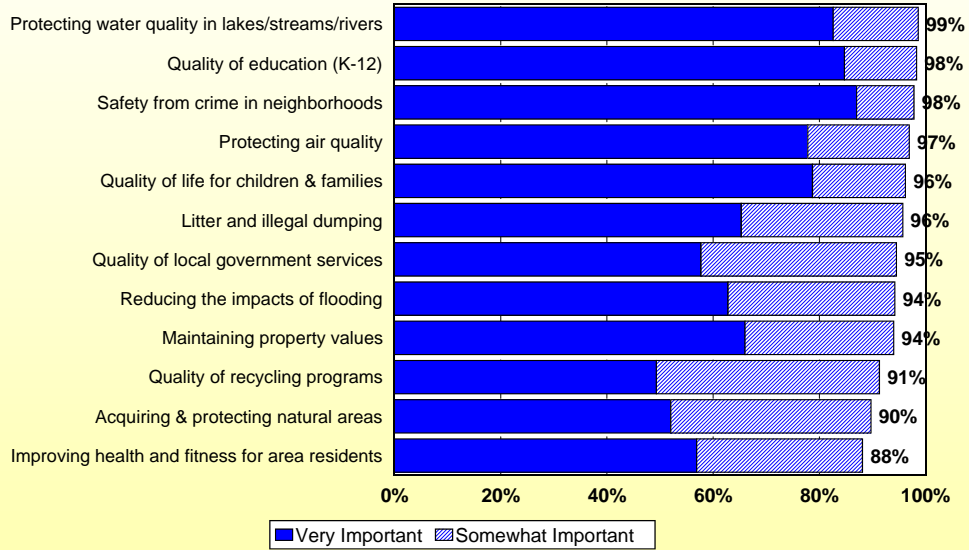
Other Findings

- Fifty-six percent (56%) of those surveyed felt they could personally do something to help improve the quality of water in lakes, streams and other waterways in the Kansas City area; 16% felt there was nothing they could do and 28% did not know. The percentage of residents who felt there was something they could do to improve water quality increased from the 2007 survey results of 52%.
- Only 8% of those surveyed knew they lived in a watershed. Fifty-four percent (54%) of residents indicated that they did not know the meaning of the term “watershed”; 26% indicated that they did not live in a watershed, and 12% indicated they lived near a watershed.

Section 1:
Charts & Graphs

Q1. Importance of Various Issues to Residents of the Kansas City Area

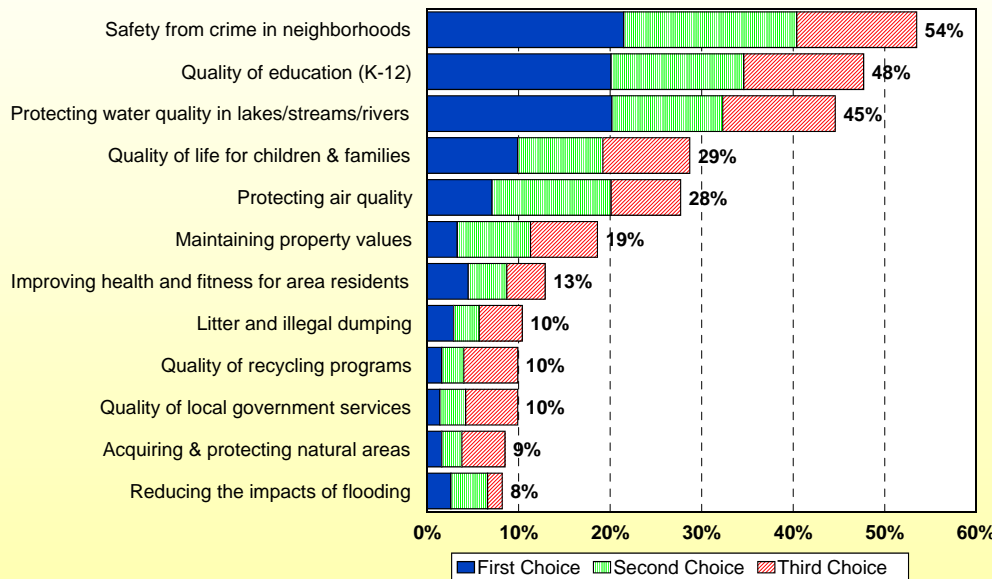
by percentage of respondents (excluding don't knows)



Source: ETC Institute Survey (2009)

Q2. Issues that Are Most Important to Residents in the Kansas City Area

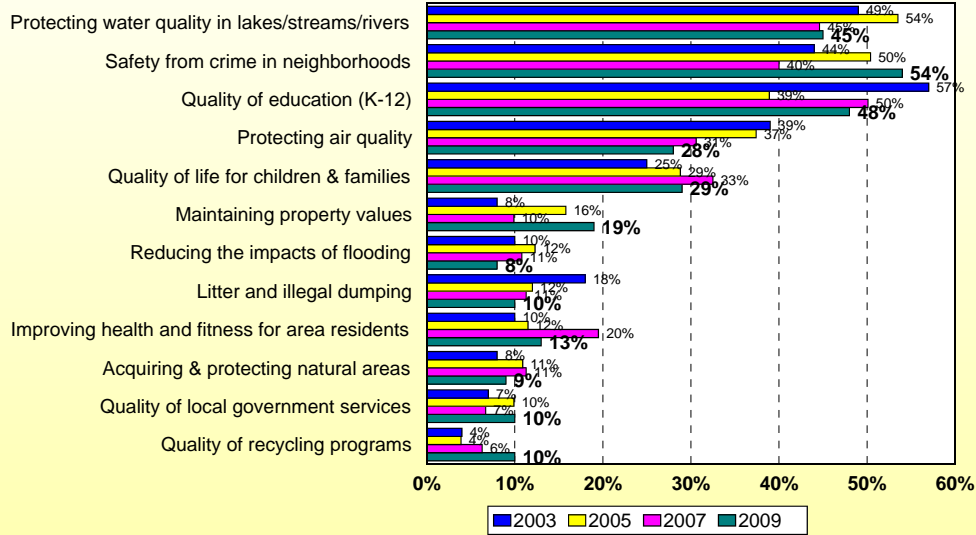
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute Survey (2009)

Trends in the Priority Residents Place on Regional Issues in the Kansas City Area (2003, 2005, 2007 and 2009)

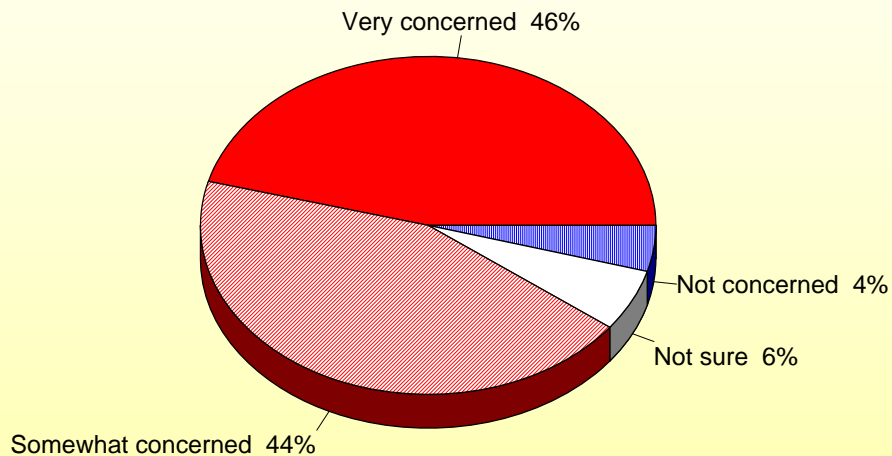
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute Survey (2009)

Q3. How Concerned Residents Are About Pollution in Lakes, Streams and Other Waterways in the Kansas City Area

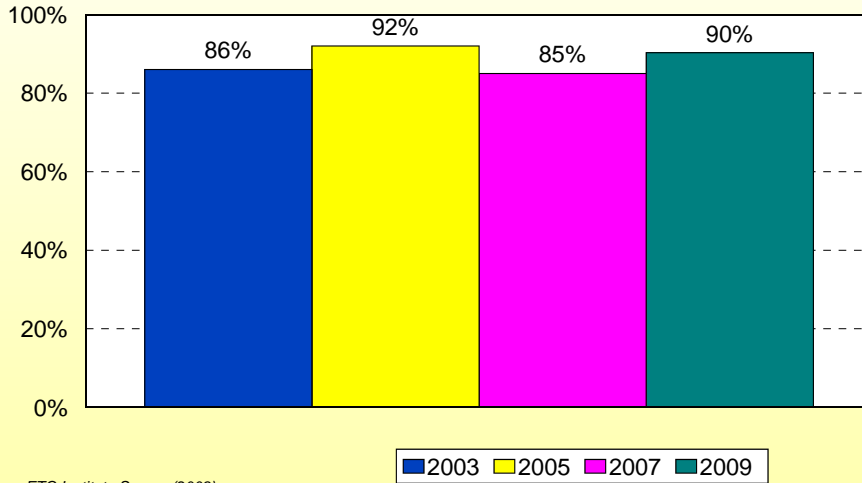
by percentage of respondents



Source: ETC Institute Survey (2009)

Percentage of Residents Who Were Concerned About Pollution in Lakes, Streams and Other Waterways in the Kansas City Area (2003, 2005, 2007 and 2009)

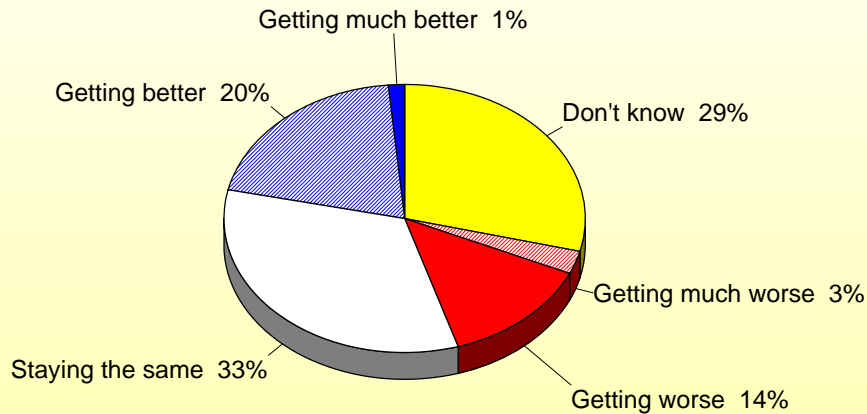
by percentage of respondents



Source: ETC Institute Survey (2009)

Q4. How Residents Think the Quality of Water in Lakes, Streams, and Other Waterways in the Kansas City Area is Changing

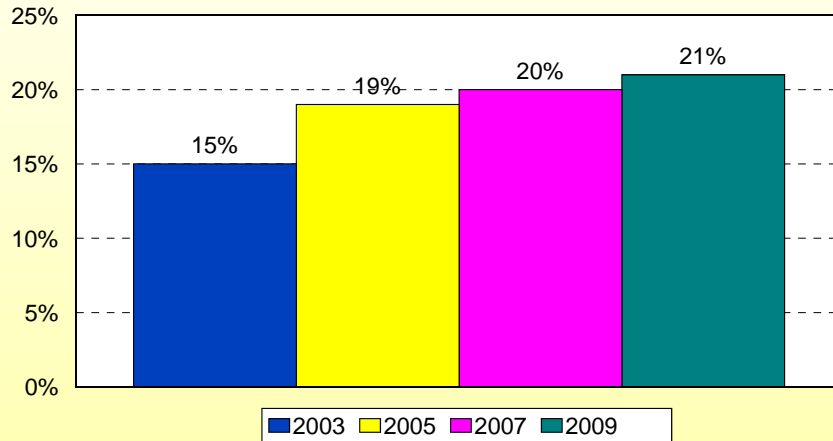
by percentage of respondents



Source: ETC Institute Survey (2009)

Percentage of Residents Who Thought the Quality of Water in Lakes and Streams in the Kansas City Area is Getting Better (2003, 2005, 2007 and 2009)

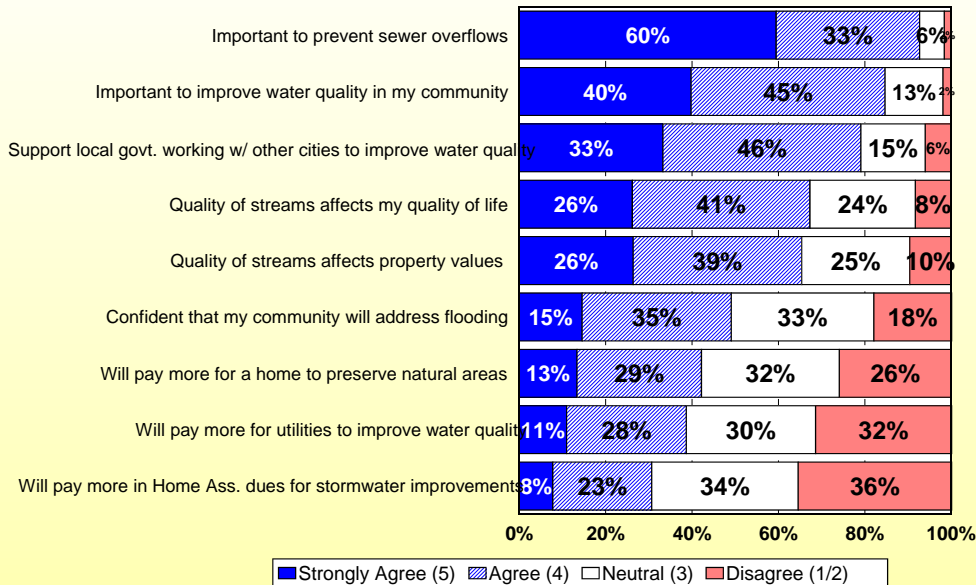
by percentage of respondents who thought water quality was getting "better" or "much better"



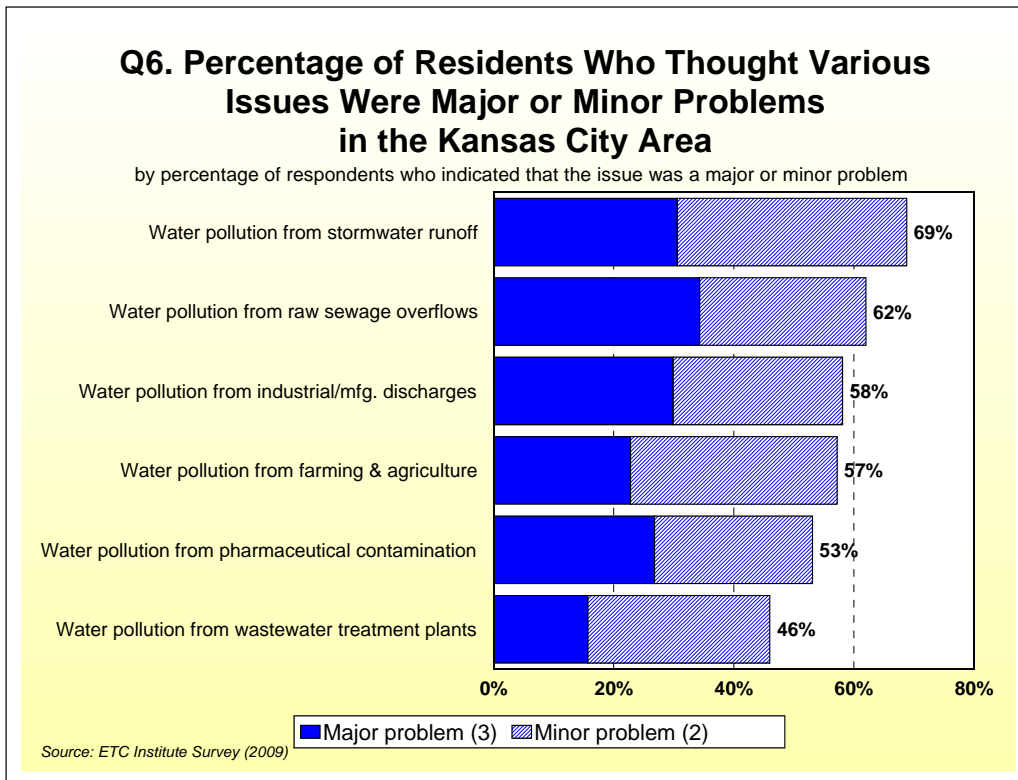
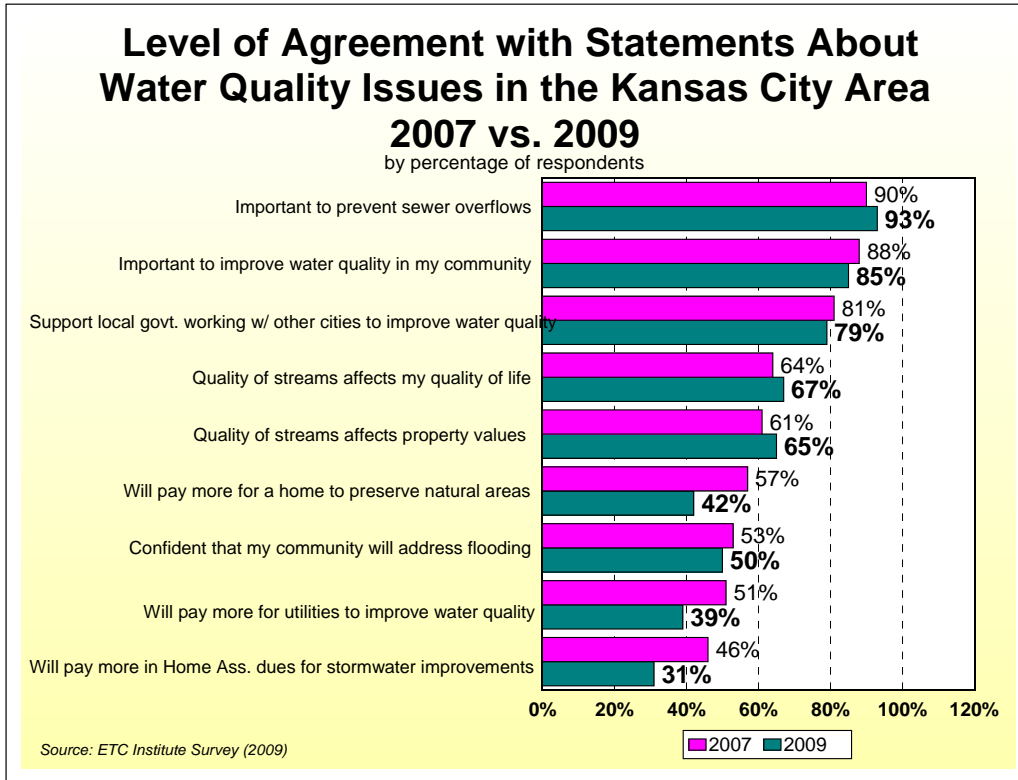
Source: ETC Institute Survey (2009)

Q5. Level of Agreement with Statements About Water Quality Issues in the Kansas City Area

by percentage of respondents

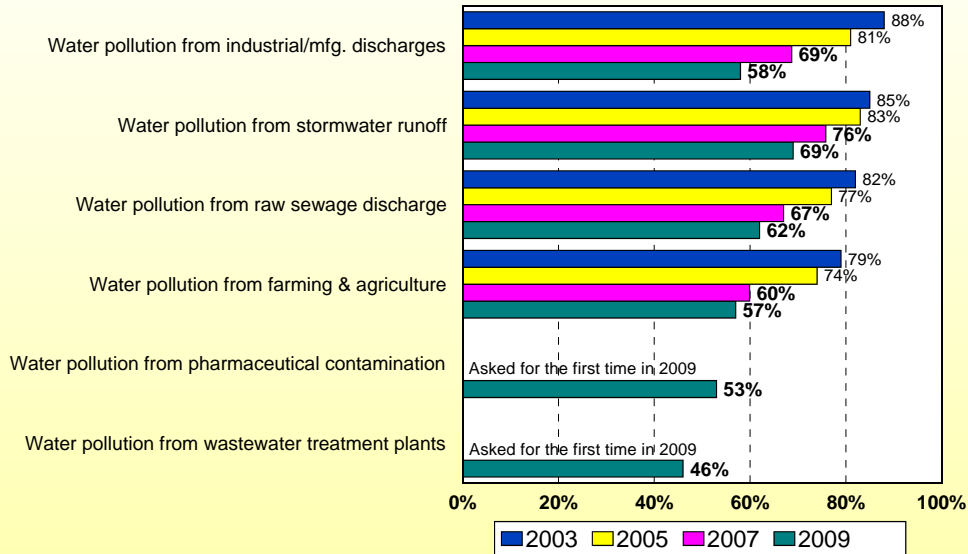


Source: ETC Institute Survey (2009)



Percentage of Residents Who Thought Various Issues Were Problems in the Kansas City Area (2003, 2005, 2007 and 2009)

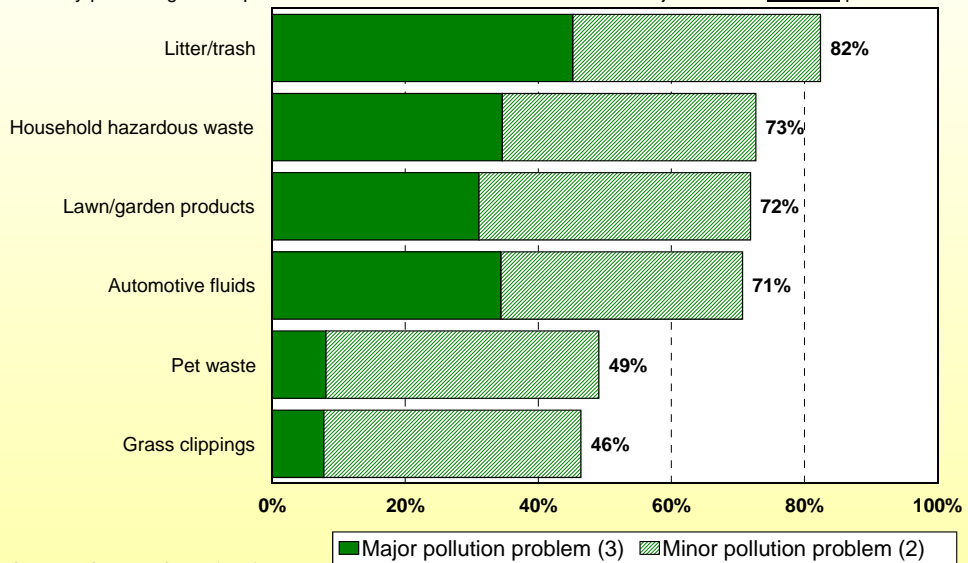
by percentage of respondents who indicated that the issue was a major or minor problem



Source: ETC Institute Survey (2009)

Q7. Percentage of Residents Who Thought Various Issues Were Major or Minor Pollution Problems in the Kansas City Area

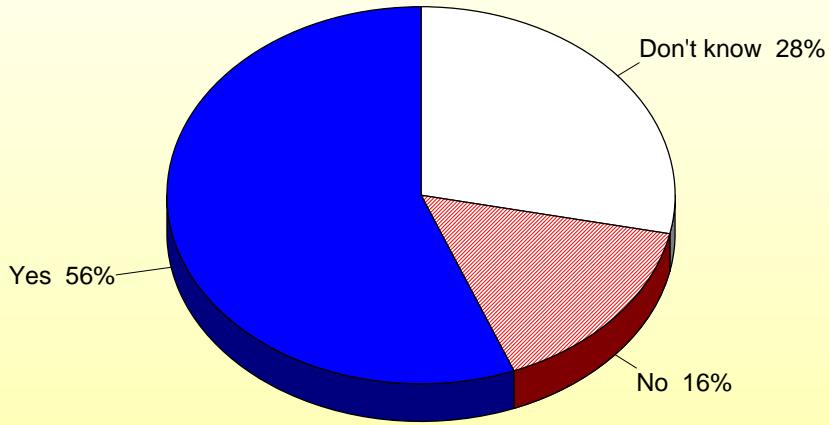
by percentage of respondents who indicated that the issue was a major or minor pollution problem



Source: ETC Institute Survey (2009)

Q8. Do You Think You Can Personally Do Anything to Help Improve Water Quality in Lakes, Streams, and Other Waterways in the Kansas City Area?

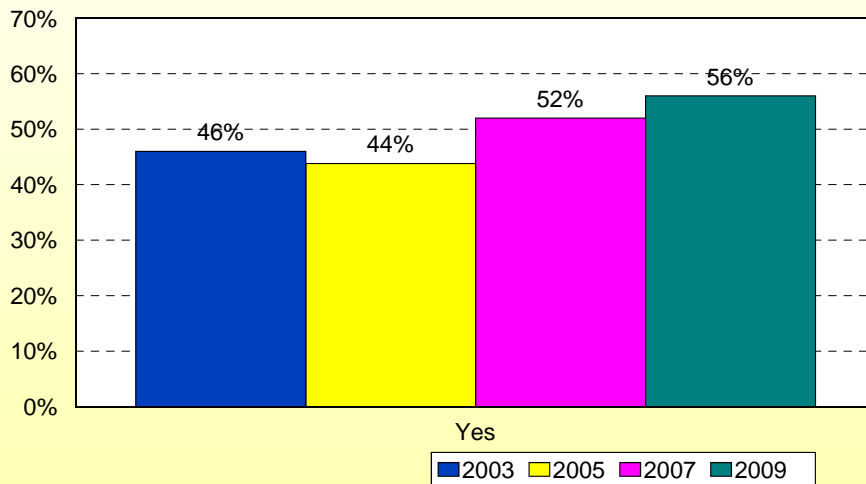
by percentage of respondents



Source: ETC Institute Survey (2009)

Percentage of Residents Who Thought They Could Personally Do Something to Help Improve Water Quality in Lakes, Streams, and Other Waterways in the KC Area (2003, 2005, 2007 and 2009)

by percentage of respondents



Source: ETC Institute Survey (2009)

Q9 (Part I): Percentage of Kansas City Area Residents Who Indicated They Participate in Activities that Can Help Protect the Environment

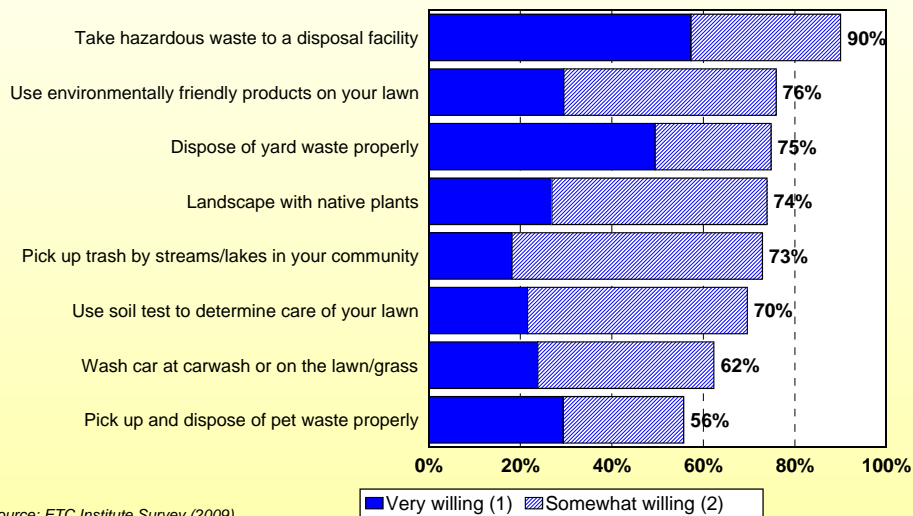
by percentage of respondents



Source: ETC Institute Survey (2009)

Q9 (Part II): Willingness of Residents to Participate in Activities that Can Help Protect the Environment in the Kansas City Area Among Residents Who Are NOT Currently Participating

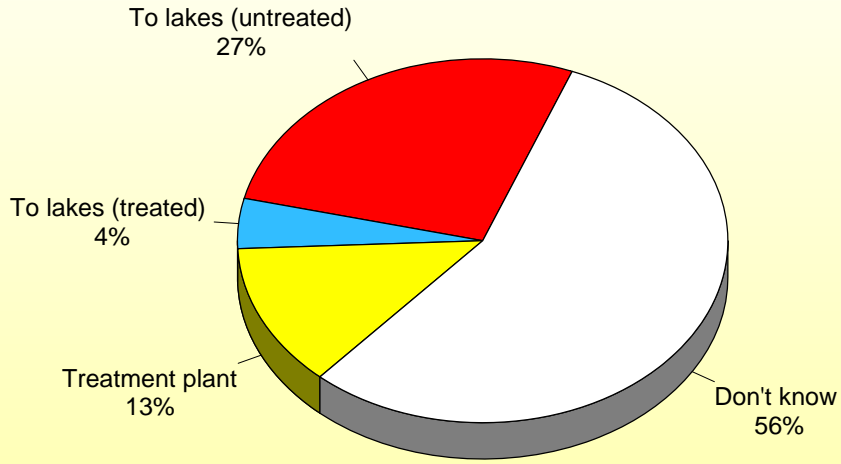
by percentage of respondents who were not currently participating in the activity



Source: ETC Institute Survey (2009)

Q10. Where Residents Thought Stormwater Goes After It Enters Storm Drains in the Community Where They Live

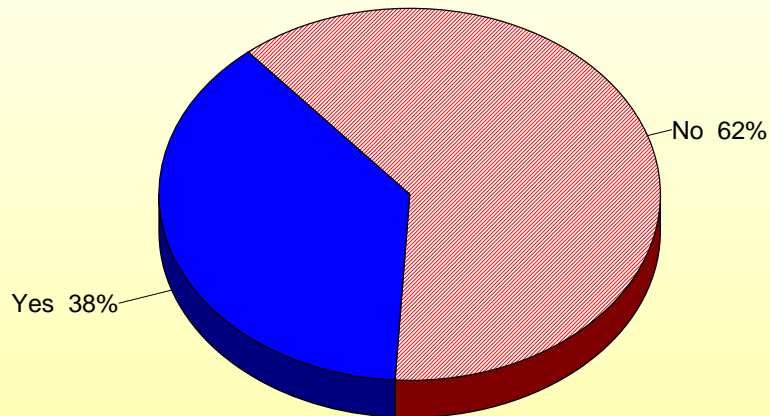
by percentage of respondents



Source: ETC Institute Survey (2009)

Q11. Have You Seen or Heard Information in Advertisements, Brochures, Outdoor Advertisements, Displays or Other Promotional Materials About Water Quality in Lakes and Streams in the Kansas City Area?

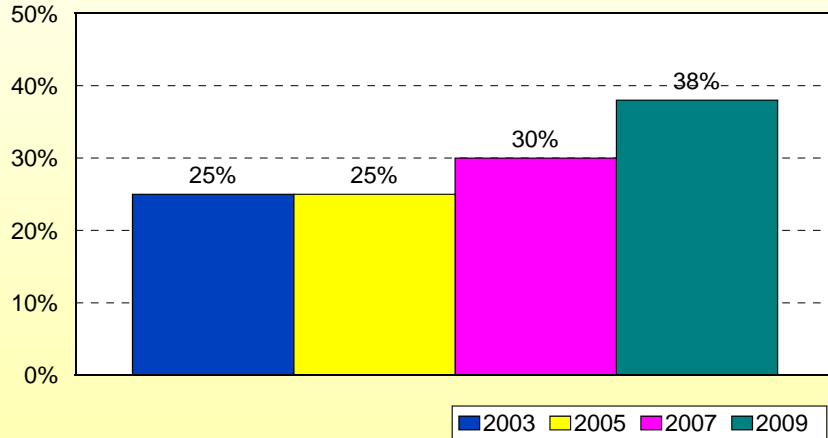
by percentage of respondents



Source: ETC Institute Survey (2009)

Have You Seen or Heard Information in Advertisements, Brochures, Outdoor Advertisements, Displays or Other Promotional Materials About Water Quality in Lakes and Streams in the Kansas City Area? (2003, 2005, 2007 and 2009)

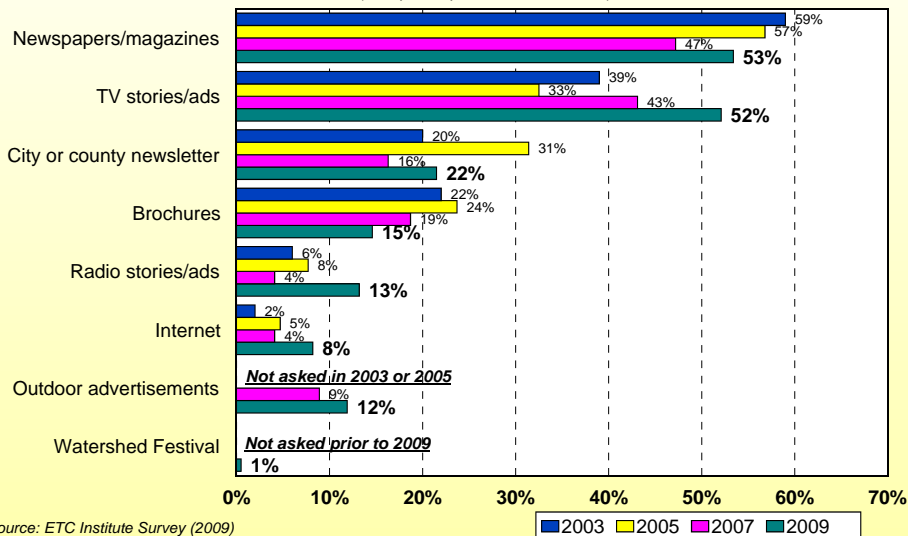
by percentage of respondents



Source: ETC Institute Survey (2009)

Q11a. Where Residents Had Seen or Heard Information About Water Quality in Lakes and Streams in the Kansas City Area: 2003, 2005 2007 and 2009

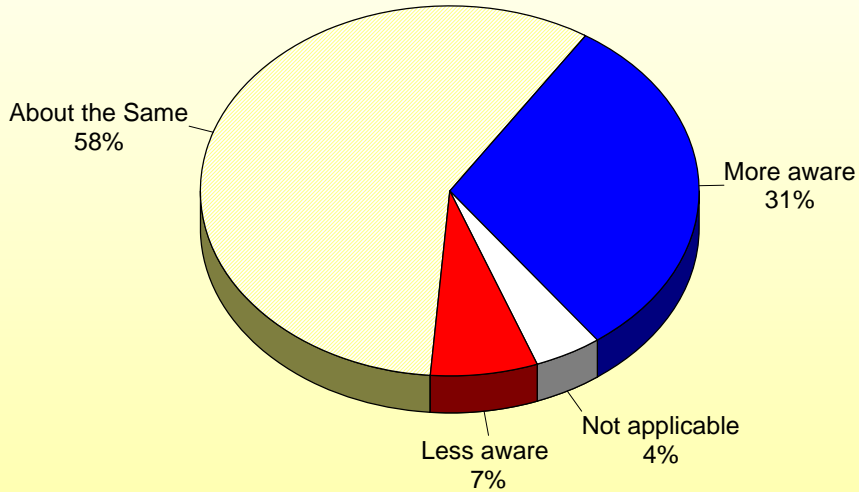
by percentage of respondents who had seen or heard information about water quality issues (multiple responses were allowed)



Source: ETC Institute Survey (2009)

Q12. How Residents Thought Their Awareness of Water Quality Issues in the Kansas City Area Has Changed During the Past Two Years

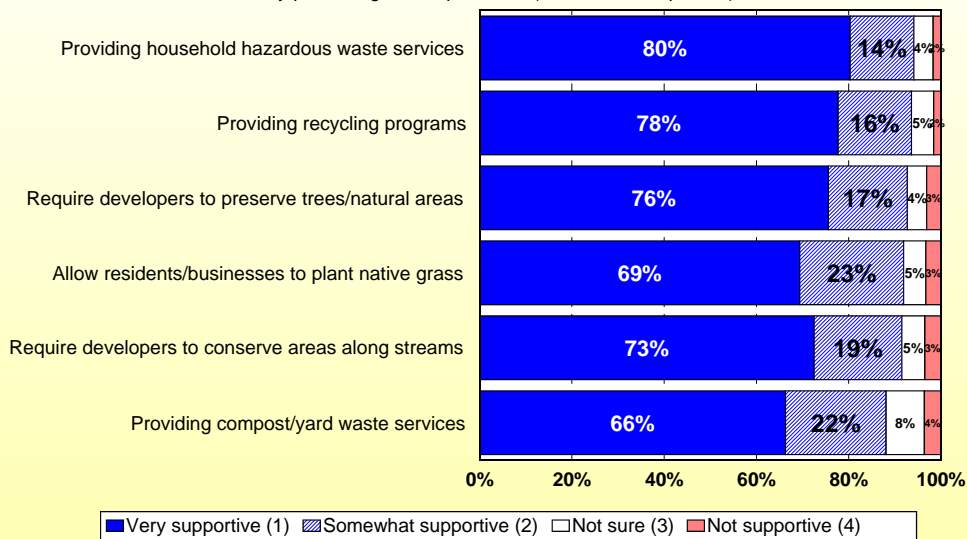
by percentage of respondents



Source: ETC Institute Survey (2009)

Q13. How Supportive Residents Would Be of Having Cities/Counties Adopt Ordinances to Accomplish Various Objectives

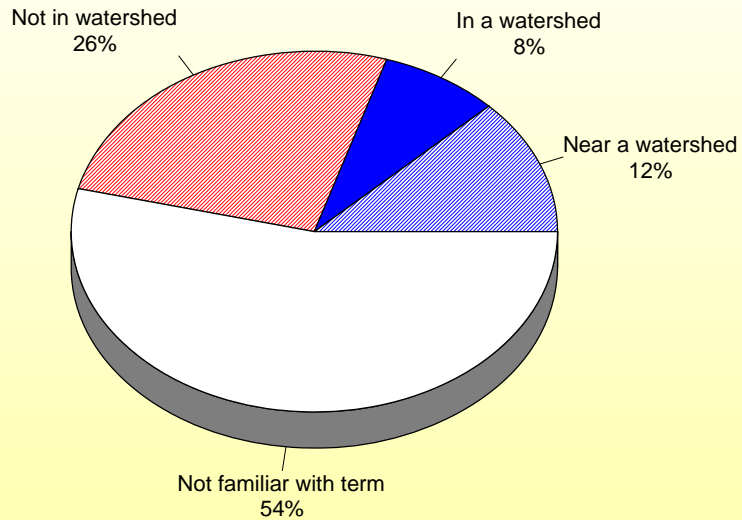
by percentage of respondents (without "no response")



Source: ETC Institute Survey (2009)

Q14. How Residents Described the Location of the Home

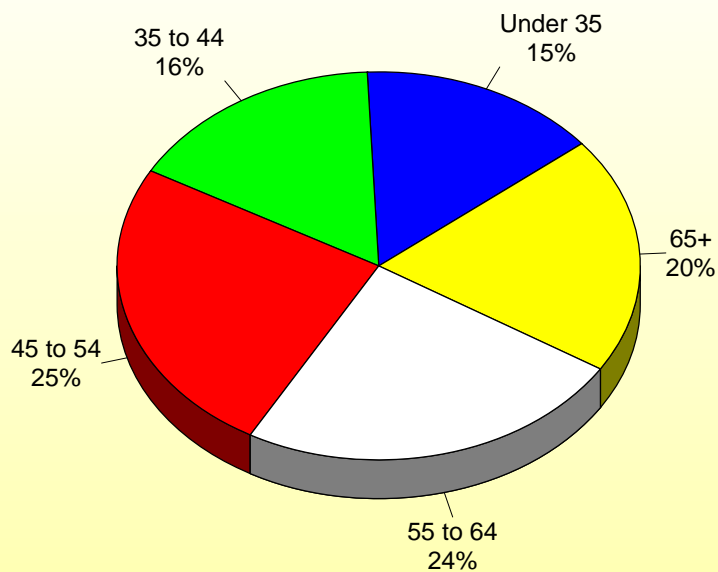
by percentage of respondents



Source: ETC Institute Survey (2009)

Q15. Demographics: Age of Respondents

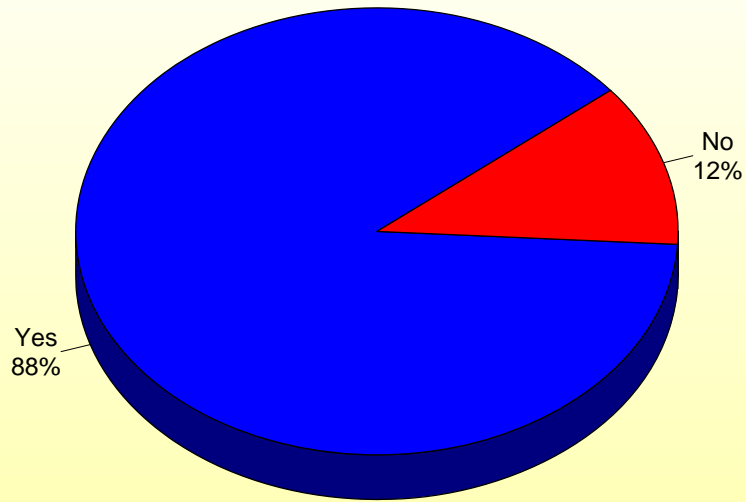
by percentage of respondents



Source: ETC Institute Survey (2009)

Q16. Demographics: Do you own your residence?

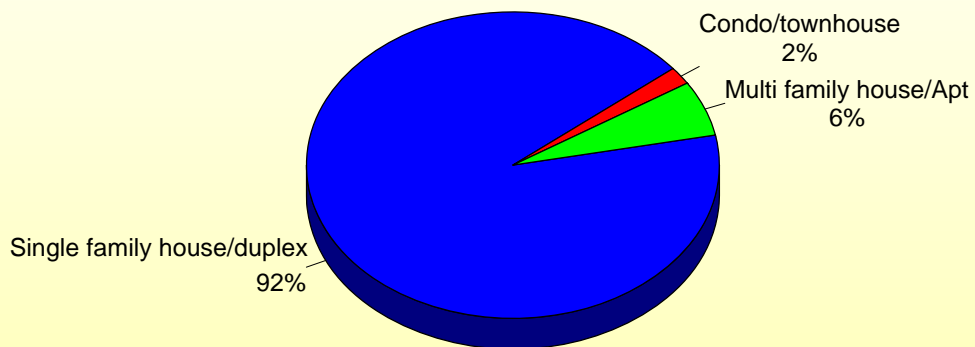
by percentage of respondents



Source: ETC Institute Survey (2009)

Q17. Demographics: How would you describe your residence?

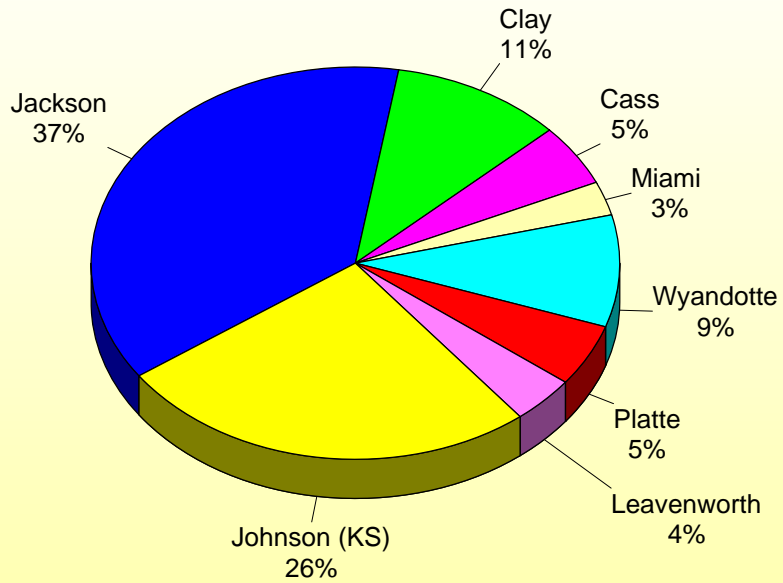
by percentage of respondents



Source: ETC Institute Survey (2009)

Q18. Demographics: County of Residence

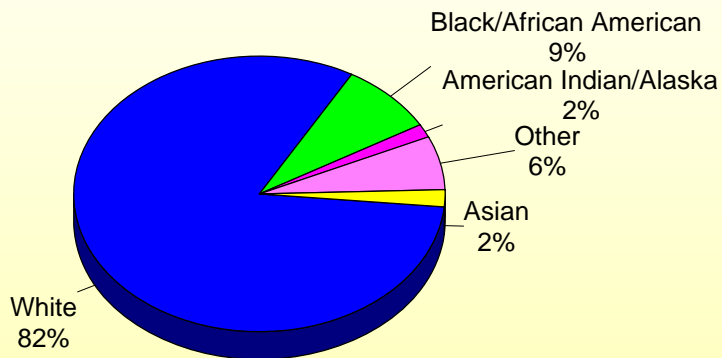
by percentage of respondents



Source: ETC Institute Survey (2009)

Q19. Demographics: Best description of Ethnicity

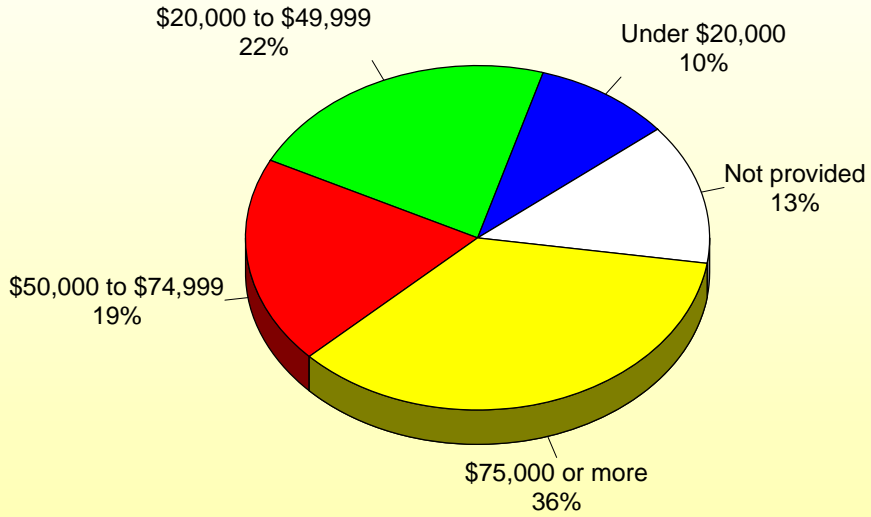
by percentage of respondents



Source: ETC Institute Survey (2009)

Q20. Demographics: Annual Household Income

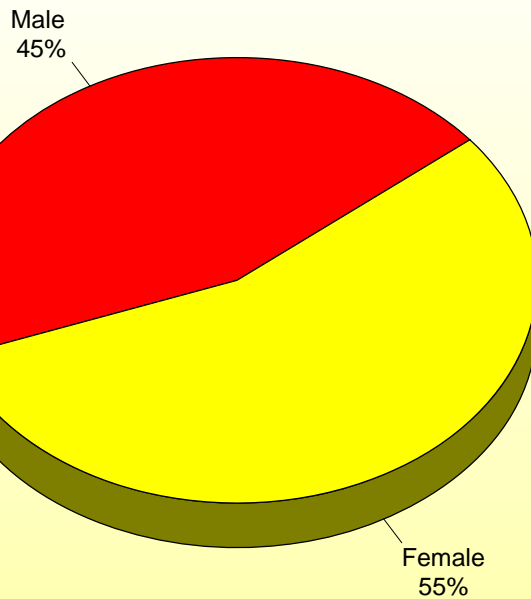
by percentage of respondents



Source: ETC Institute Survey (2009)

Q21. Demographics: Gender

by percentage of respondents



Source: ETC Institute Survey (2009)

Section 2:
Tabular Data

2009 MARC Regional Water Quality Survey

Q1. Please rate the importance of each of the following issues.

(N=578)

	Very Important 1	Somewhat Important 2	Not Sure 3	Not Important 4	No response 9
Q1a Protecting water quality in lakes, streams, and rivers	82.2%	15.9%	0.7%	0.7%	0.5%
Q1b Reducing the impacts of flooding	62.3%	31.1%	3.5%	2.2%	0.9%
Q1c Improving health and fitness for area residents	56.4%	31.0%	6.6%	5.2%	0.9%
Q1d Protecting air quality	77.0%	18.9%	1.4%	1.7%	1.0%
Q1e Safety from crime in neighborhoods	86.5%	10.7%	1.0%	1.2%	0.5%
Q1f Quality of life for children and families	78.0%	17.3%	2.4%	1.4%	0.9%
Q1g Quality of education (K-12)	84.3%	13.5%	1.0%	0.7%	0.5%
Q1h Quality of recycling programs	49.0%	41.7%	4.5%	4.2%	0.7%
Q1i Maintaining property values	65.7%	27.9%	3.3%	2.8%	0.3%
Q1j Acquiring and protecting natural areas	51.7%	37.5%	5.4%	4.8%	0.5%
Q1k Quality of local government services	57.3%	36.5%	2.9%	2.6%	0.7%
Q1l Litter and illegal dumping	65.1%	30.3%	2.8%	1.6%	0.3%

Q1. Please rate the importance of each of the following issues. (without no response)

(N=578)

	Very Important 1	Somewhat Important 2	Not Sure 3	Not Important 4
Q1a Protecting water quality in lakes, streams, and rivers	82.6%	16.0%	0.7%	0.7%
Q1b Reducing the impacts of flooding	62.8%	31.4%	3.5%	2.3%
Q1c Improving health and fitness for area residents	56.9%	31.2%	6.6%	5.2%
Q1d Protecting air quality	77.8%	19.1%	1.4%	1.7%
Q1e Safety from crime in neighborhoods	87.0%	10.8%	1.0%	1.2%
Q1f Quality of life for children and families	78.7%	17.5%	2.4%	1.4%
Q1g Quality of education (K-12)	84.7%	13.6%	1.0%	0.7%
Q1h Quality of recycling programs	49.3%	42.0%	4.5%	4.2%
Q1i Maintaining property values	66.0%	28.0%	3.3%	2.8%
Q1j Acquiring and protecting natural areas	52.0%	37.7%	5.4%	4.9%
Q1k Quality of local government services	57.7%	36.8%	3.0%	2.6%
Q1l Litter and illegal dumping	65.3%	30.4%	2.8%	1.6%

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Q2. Please select the THREE of those issues that you consider to be the most important.

<u>Q2 Most important</u>	<u>Number</u>	<u>Percent</u>
A=Protecting water quality in lakes, streams, a...	117	20.2 %
B=Reducing the impacts of flooding	15	2.6 %
C=Improving health and fitness for area reside...	26	4.5 %
D=Protecting air quality	41	7.1 %
E=Safety from crime in neighborhoods	124	21.5 %
F=Quality of life for children and families	57	9.9 %
G=Quality of education (K-12)	116	20.1 %
H=Quality of recycling programs	9	1.6 %
I=Maintaining property values	19	3.3 %
J=Acquiring and protecting natural areas	9	1.6 %
K=Quality of local government services	8	1.4 %
L=Litter and illegal dumping	17	2.9 %
Z=None chosen	20	3.5 %
Total	578	100.0 %

Q2. Please select the THREE of those issues that you consider to be the most important.

<u>Q2 Second most important</u>	<u>Number</u>	<u>Percent</u>
A=Protecting water quality in lakes, streams, a...	70	12.1 %
B=Reducing the impacts of flooding	23	4.0 %
C=Improving health and fitness for area reside...	24	4.2 %
D=Protecting air quality	75	13.0 %
E=Safety from crime in neighborhoods	109	18.9 %
F=Quality of life for children and families	54	9.3 %
G=Quality of education (K-12)	84	14.5 %
H=Quality of recycling programs	14	2.4 %
I=Maintaining property values	46	8.0 %
J=Acquiring and protecting natural areas	13	2.2 %
K=Quality of local government services	16	2.8 %
L=Litter and illegal dumping	16	2.8 %
Z=None chosen	34	5.9 %
Total	578	100.0 %

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Q2. Please select the THREE of those issues that you consider to be the most important.

Q2 Third most important	Number	Percent
A=Protecting water quality in lakes, streams, a...	71	12.3 %
B=Reducing the impacts of flooding	9	1.6 %
C=Improving health and fitness for area reside...	24	4.2 %
D=Protecting air quality	44	7.6 %
E=Safety from crime in neighborhoods	76	13.1 %
F=Quality of life for children and families	55	9.5 %
G=Quality of education (K-12)	76	13.1 %
H=Quality of recycling programs	34	5.9 %
I=Maintaining property values	42	7.3 %
J=Acquiring and protecting natural areas	27	4.7 %
K=Quality of local government services	33	5.7 %
L=Litter and illegal dumping	27	4.7 %
Z=None chosen	60	10.4 %
Total	578	100.0 %

Q2. Please select the THREE of those issues that you consider to be the most important.

Q2 Most important	Number	Percent
A = Protecting water quality in lakes, streams, and ...	258	44.6 %
B = Reducing the impacts of flooding	47	8.1 %
C = Improving health and fitness for area residents	74	12.8 %
D = Protecting air quality	160	27.7 %
E = Safety from crime in neighborhoods	309	53.5 %
F = Quality of life for children and families	166	28.7 %
G = Quality of education (K-12)	276	47.8 %
H = Quality of recycling programs	57	9.9 %
I = Maintaining property values	107	18.5 %
J = Acquiring and protecting natural areas	49	8.5 %
K = Quality of local government services	57	9.9 %
L = Litter and illegal dumping	60	10.4 %
Z = None chosen	20	3.5 %
Total	1640	

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Q3. How concerned are you about pollution in lakes, streams, and other waterways in the Kansas City area?

Q3 How concerned about pollution in waterways?	Number	Percent
1=Very concerned	267	46.2 %
2=Somewhat concerned	255	44.1 %
3=Not sure	31	5.4 %
4=Not concerned	25	4.3 %
Total	578	100.0 %

Q4. Do you think the water quality in lakes, streams, and other waterways in Kansas City area:

Q4 Do you think water quality is:	Number	Percent
1=Getting much better	8	1.4 %
2=Getting somewhat better	118	20.4 %
3=Staying the same	192	33.2 %
4=Getting somewhat worse	80	13.8 %
5=Getting much worse	16	2.8 %
9=Don't know	164	28.4 %
Total	578	100.0 %

Q4. Do you think the water quality in lakes, streams, and other waterways in Kansas City area is (excluding Don't knows):

Q4 Do you think water quality is:	Number	Percent
1=Getting much better	8	1.9 %
2=Getting somewhat better	118	28.5 %
3=Staying the same	192	46.4 %
4=Getting somewhat worse	80	19.3 %
5=Getting much worse	16	3.9 %
Total	414	100.0 %

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Q5. Using a scale of 1 to 5 where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please indicate your level of agreement with each of the following statements.

(N=578)

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1	Don't Know 9
Q5a The quality of local streams where I live affects my quality of life	26.1%	41.0%	24.4%	6.2%	2.1%	0.2%
Q5b The quality of local streams where I live affects property values	26.1%	38.6%	24.7%	6.9%	2.6%	1.0%
Q5c I think it is important to improve the quality of water in lakes and streams in my community	39.6%	44.6%	13.3%	1.2%	0.7%	0.5%
Q5d I think it is important to make improvements that will help prevent sewer overflows into creeks and streams during heavy rains	59.2%	33.0%	5.7%	0.5%	1.0%	0.5%
Q5e I have confidence in my community's ability to address flooding related problems	14.5%	34.4%	32.9%	11.6%	6.2%	0.3%
Q5f I would be willing to pay an increase when buying a home to preserve natural areas	13.3%	28.5%	31.7%	16.4%	9.2%	0.9%
Q5g I would be willing to pay more in utilities to improve the quality of water in lakes and streams in the community where I live	10.9%	27.5%	29.8%	20.1%	11.2%	0.5%
Q5h I would be willing to pay an increase in Homes Association dues for stormwater quality improvement	7.6%	22.5%	33.2%	19.9%	14.9%	1.9%
Q5i I would support my local government working with other cities and counties to improve water quality	33.2%	45.7%	14.9%	2.9%	2.9%	0.3%

2009 MARC Regional Water Quality Survey

Q5. Using a scale of 1 to 5 where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please indicate your level of agreement with each of the following statements. (without the don't knows)

(N=578)

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
Q5a The quality of local streams where I live affects my quality of life	26.2%	41.1%	24.4%	6.2%	2.1%
Q5b The quality of local streams where I live affects property values	26.4%	39.0%	25.0%	7.0%	2.6%
Q5c I think it is important to improve the quality of water in lakes and streams in my community	39.8%	44.9%	13.4%	1.2%	0.7%
Q5d I think it is important to make improvements that will help prevent sewer overflows into creeks and streams during heavy rains	59.5%	33.2%	5.7%	0.5%	1.0%
Q5e I have confidence in my community's ability to address flooding related problems	14.6%	34.5%	33.0%	11.6%	6.3%
Q5f I would be willing to pay an increase when buying a home to preserve natural areas	13.4%	28.8%	31.9%	16.6%	9.2%
Q5g I would be willing to pay more in utilities to improve the quality of water in lakes and streams in the community where I live	11.0%	27.7%	29.9%	20.2%	11.3%
Q5h I would be willing to pay an increase in Homes Association dues for stormwater quality improvement	7.8%	22.9%	33.9%	20.3%	15.2%
Q5i I would support my local government working with other cities and counties to improve water quality	33.3%	45.8%	14.9%	3.0%	3.0%

2009 MARC Regional Water Quality Survey

Q6. Please indicate whether each of the following is "Not a Problem," a "Minor Problem" or a "Major Problem" in the Kansas City metro area.

(N=578)

	Not a Problem 1	Minor Problem 2	Major Problem 3	Don't Know 9
Q6a Water pollution from wastewater treatment plants	17.1%	30.3%	15.7%	36.9%
Q6b Water pollution from industrial/manufacturing discharges	10.9%	28.2%	29.9%	31.0%
Q6c Water pollution from storm water running off streets, parking lots, lawns, etc.	11.9%	38.2%	30.6%	19.2%
Q6d Water pollution from sewage overflows	11.1%	27.7%	34.3%	27.0%
Q6e Water pollution from farming and agriculture	15.7%	34.4%	22.8%	27.0%
Q6f Water pollution from pharmaceutical contamination	14.0%	26.3%	26.8%	32.9%

Q6. Please indicate whether each of the following is "Not a Problem," a "Minor Problem" or a "Major Problem" in the Kansas City metro area (excluding Don't Knows).

(N=578)

	Not a Problem 1	Minor Problem 2	Major Problem 3
Q6a Water pollution from wastewater treatment plants	27.1%	47.9%	24.9%
Q6b Water pollution from industrial/manufacturing discharges	15.8%	40.9%	43.4%
Q6c Water pollution from storm water running off streets, parking lots, lawns, etc.	14.8%	47.3%	37.9%
Q6d Water pollution from sewage overflows	15.2%	37.9%	46.9%
Q6e Water pollution from farming and agriculture	21.6%	47.2%	31.3%
Q6f Water pollution from pharmaceutical contamination	20.9%	39.2%	39.9%

2009 MARC Regional Water Quality Survey

Q7. Please indicate whether each of the following is "Not a Pollution Problem," a "Minor Pollution Problem" or a "Major Pollution Problem" in the Kansas City metro area.

(N=578)

	Not a Pollution Problem 1	Minor Pollution Problem 2	Major Pollution Problem 3	Don't Know 9
Q7a Pet waste	33.6%	41.0%	8.1%	17.3%
Q7b Grass clippings	39.8%	38.6%	7.8%	13.8%
Q7c Lawn/garden products	15.2%	40.8%	31.1%	12.8%
Q7d Automotive fluids	12.8%	36.3%	34.4%	16.4%
Q7e Litter/trash	7.4%	37.2%	45.2%	10.2%
Q7f Household hazardous waste	11.6%	38.1%	34.6%	15.7%

Q7. Please indicate whether each of the following is "Not a Pollution Problem," a "Minor Pollution Problem" or a "Major Pollution Problem" in the Kansas City metro area (excluding Don't Knows).

(N=578)

	Not a Pollution Problem 1	Minor Pollution Problem 2	Major Pollution Problem 3
Q7a Pet waste	40.6%	49.6%	9.8%
Q7b Grass clippings	46.2%	44.8%	9.0%
Q7c Lawn/garden products	17.5%	46.8%	35.7%
Q7d Automotive fluids	15.3%	43.5%	41.2%
Q7e Litter/trash	8.3%	41.4%	50.3%
Q7f Household hazardous waste	13.8%	45.2%	41.1%

2009 MARC Regional Water Quality Survey

Q8. Do you think you can personally do anything to help improve water quality in lakes, streams and other waterways in the Kansas City area?

Q8 Can you do anything to help?	Number	Percent
1=Yes	321	55.5 %
2=No	92	15.9 %
9=Don't know	165	28.5 %
Total	578	100.0 %

Q8. Do you think you can personally do anything to help improve water quality in lakes, streams and other waterways in the Kansas City area? (excluding Don't knows)

Q8 Can you do anything to help?	Number	Percent
1=Yes	321	77.7 %
2=No	92	22.3 %
Total	413	100.0 %

Q9. Please indicate if you currently participate in the following behaviors. If you DO NOT currently participate, please indicate whether you would be "Very Willing," "Somewhat Willing" or "Not Willing" to do each of the following (excluding No response).

(N=578)

	Yes 1	No 2
Q9a Use environmentally friendly products on your lawn	51.8%	48.2%
Q9b Use a soil test kit to determine the proper care of your lawn	17.4%	82.6%
Q9c Pick up trash along streams and lakes in your community	35.1%	64.9%
Q9d Take household hazardous waste, such as paint and motor oil, to a disposal facility	71.1%	28.9%
Q9e Wash your car on the lawn/grass or carwash instead of the street or driveway	64.6%	35.4%
Q9f Landscape with native plants and/or have a rain garden	35.8%	64.2%
Q9g Pick up and dispose of pet waste properly	53.8%	46.2%
Q9h Dispose of yard waste properly	75.3%	24.7%

2009 MARC Regional Water Quality Survey

Q9. Please indicate if you currently participate in the following behaviors. If you DO NOT currently participate, please indicate whether you would be "Very Willing," "Somewhat Willing" or "Not Willing" to do each of the following.

(N=333)

	Very Willing 1	Somewhat Willing 2	Not Sure 3	Not Willing 4	No response 9
Q9a-Use environmentally friendly products on your lawn	29.5%	46.4%	15.3%	8.7%	0.0%
Q9b-Use a soil test kit to determine the proper care of your lawn	21.6%	48.0%	19.9%	9.8%	0.7%
Q9c-Pick up trash along streams and lakes in your community	18.2%	54.7%	13.0%	14.2%	0.0%
Q9d-Take household hazardous waste, such as paint and motor oil, to a disposal facility	57.3%	32.7%	5.5%	4.5%	0.0%
Q9e-Wash your car on the lawn/grass or carwash instead of the street or driveway	23.8%	38.5%	14.0%	23.8%	0.0%
Q9f-Landscape with native plants and/or have a rain garden	26.9%	47.0%	13.7%	12.4%	0.0%
Q9g-Pick up and dispose of pet waste properly	29.4%	26.3%	20.0%	24.4%	0.0%
Q9h-Dispose of yard waste properly	49.5%	25.3%	18.9%	6.3%	0.0%

2009 MARC Regional Water Quality Survey

Q10. Where does stormwater (rain water) go after it enters a storm drain in your community?

<u>Q10 Where does stormwater go?</u>	<u>Number</u>	<u>Percent</u>
1=Directly to lakes and streams without treatment	157	27.2 %
2=To lakes and streams after receiving some treatment	25	4.3 %
3=To a wastewater treatment plant	74	12.8 %
9=Don't know	322	55.7 %
Total	578	100.0 %

Q10. Where does stormwater (rain water) go after it enters a storm drain in your community? (excluding don't knows)

<u>Q10 Where does stormwater go?</u>	<u>Number</u>	<u>Percent</u>
1=Directly to lakes and streams without treatment	157	61.3 %
2=To lakes and streams after receiving some treatment	25	9.8 %
3=To a wastewater treatment plant	74	28.9 %
Total	256	100.0 %

2009 MARC Regional Water Quality Survey

Q11. Have you seen or heard any information in advertisements, brochures, outdoor advertisements, displays or other promotional materials about water quality in lakes and streams in the Kansas City area during the past year?

Q11 Seen or heard any information about water quality?	Number	Percent
1=Yes	219	37.9 %
2=No	354	61.2 %
9=No response	5	0.9 %
Total	578	100.0 %

Q11a. [If YES to Question #11] What types of information have you seen or heard?

Q11a If yes, what types of information?	Number	Percent
1 = Newspapers, magazines, or other print media	117	53.4 %
2 = Outdoor advertisements	26	11.9 %
3 = Brochures	32	14.6 %
4 = City or county newsletters	47	21.5 %
5 = Television stories/ads	114	52.1 %
6 = Radio stories/ads	29	13.2 %
7 = Internet	18	8.2 %
8 = Watershed festival	1	0.5 %
9 = Other	29	13.2 %
Total	413	

2009 MARC Regional Water Quality Survey

Q11a. Other

Q11a Other

A PERSON WHO DOES THESE
BLUE VALLEY WATERSHED
BRIDGING THE GAP
COMMUNITY NEWSLETTER
COMPETE W/OTHER STATES
GOVERNMENT
HOA MONTHLY NEWSLETTER
INFORMATIONAL BOOTH
LENEXA PARKS&RECREATION
LETTER
LIBRARY DISCUSSION
MAIL
MAIL
MARC PRESENTATION
MEETINGS
MISSOURI CONSERVATIONIST
MU EXTENSION MASTER GARDEN
NEWSLETTER
ON A SIDE OF A BUS
POSTERS
STREAM TEAM LETTERS
THE BILL
WATER BILL
WATER BILL
WATER BILL INSERTS
WATER DISTRICT
WORK

Q12. Compared to two years ago, would you say you:

Q12 Compared to two years ago, would you say you:	Number	Percent
1=Are more aware of the water quality of lake...	177	30.6 %
2=Have about the same level of awareness	331	57.3 %
3=Are less aware of the water quality of lakes ...	39	6.7 %
4=Not applicable	22	3.8 %
9=No response	9	1.6 %
Total	578	100.0 %

2009 MARC Regional Water Quality Survey

Q13. Please indicate how supportive you would be of cities or counties adopting ordinances or participating in practice, such as the ones I'm going to describe, that protect streams and wildlife habitat in your community?

(N=578)

	Very Supportive 1	Somewhat Supportive 2	Not Sure 3	Not Supportive 4	No response 9
Q13a Allowing residents and businesses to plant native flowers/grasses	69.4%	22.5%	4.8%	2.4%	0.9%
Q13b Requiring developers to conserve natural areas along streamways/parks	72.5%	19.0%	5.0%	2.9%	0.5%
Q13c Requiring developers to preserve trees and open space during the building process	75.6%	17.1%	4.2%	2.6%	0.5%
Q13d Providing recycling programs	77.7%	15.9%	4.8%	1.2%	0.3%
Q13e Providing household hazardous waste services	80.3%	13.8%	4.2%	1.4%	0.3%
Q13f Providing compost/yard waste services	66.3%	21.8%	8.3%	3.3%	0.3%

Q13. Please indicate how supportive you would be of cities or counties adopting ordinances or participating in practice, such as the ones I'm going to describe, that protect streams and wildlife habitat in your community? (without the "no responses")

(N=578)

	Very Supportive 1	Somewhat Supportive 2	Not Sure 3	Not Supportive 4
Q13a Allowing residents and businesses to plant native flowers/grasses	70.0%	22.7%	4.9%	2.4%
Q13b Requiring developers to conserve natural areas along streamways/parks	72.9%	19.1%	5.0%	3.0%
Q13c Requiring developers to preserve trees and open space during the building process	76.0%	17.2%	4.2%	2.6%
Q13d Providing recycling programs	78.0%	16.0%	4.9%	1.2%
Q13e Providing household hazardous waste services	80.6%	13.9%	4.2%	1.4%
Q13f Providing compost/yard waste services	66.5%	21.9%	8.3%	3.3%

2009 MARC Regional Water Quality Survey

Q14. Which ONE Of the following BEST describes the location where you live?

<u>Q14 Best describes your location</u>	<u>Number</u>	<u>Percent</u>
1=I live near a watershed	71	12.3 %
2=I live in a watershed	47	8.1 %
3=I don't live in a watershed	151	26.1 %
4=Don't know/I'm not familiar with the term "...	307	53.1 %
9=No response	2	0.3 %
Total	578	100.0 %

2009 MARC Regional Water Quality Survey

Q14a. What is the name of the watershed?

Q14a What is the name of the watershed _____

540 SE COUNTRY LN
BLUE CREEK
BLUE RIVER
BLUE RIVER
BLUE RIVER
BLUE RIVER/TURKEY CREEK
BLUE VALLEY
BROOKWOOD EST
BRUSH CREEK
BRUSH CREEKS
CEDAR CREEK
CEDAR CREEK
CEDAR CREEK
CONNER CREEK
CORLISS RD/WAVERLY
DON'T KNOW
DYKES BRANCH
FIRE PRAIRIE CREEK
FISHING RIVER
FISHING RIVER
HILLSDALE
HILLSDALE LAKE
HILLSDALE LAKE
INDIAN CREEK
INDIAN CREEK
INDIAN CREEK
INDIAN CREEK
INDIAN CREEK
INDIAN CREEK
INDIAN CREEK
INDIAN CREEK
INDIAN CREEK
INDIAN CREEK
INDIAN CREEK
INDIAN CREEK
KANSAS RIVER
KAW RIVER
LA CYGNE
LAKE JACOMO
LAKE LENEXA
LAKE LOTAWANA
LAKE LOTAWANA

2009 MARC Regional Water Quality Survey

Q14a. What is the name of the watershed?

Q14a What is the name of the watershed

LAKEVIEW VILLAGE LAKE LENEXA
LAKEWOOD
LAKEWOOD
LEAVENWORTH/MISSOURI RIVER
LITTLE BLUE
LITTLE BLUE
LITTLE BLUE RIVER
LITTLE BLUE RIVER
LITTLE MILL CREEK
MILL CREEK
MISSOURI RIVER
MISSOURI RIVER
MISSOURI RIVER (BLUE RIVER)
MUD CREEK, KANSAS RIVER
NEAR LITTLE BLUE RIVER
POTTAWATOMIE CREEK&MARIAS RIVER
PRAIRIE CREEK WATERSHED
RAINTREE LAKE
ROCK CREEK
RUSH CREEK
SMITHVILLE LAKE
SMITHVILLE LAKE
SMITHVILLE LAKE
SMITHVILLE LAKE
STRANGER CREEK
TURKEY CREEK
TURKEY CREEK
TURKEY CREEK
TURKEY CREEK
TURKEY CREEK OR ROCK CREEK
WYANDOTTE COUNTY LAKE

2009 MARC Regional Water Quality Survey

Q15. What is your age?

<u>Q15 What is your age?</u>	<u>Number</u>	<u>Percent</u>
Under 35	84	14.5 %
35-44	92	15.9 %
45-54	141	24.4 %
55-64	137	23.7 %
65+	111	19.2 %
Total	565	97.8 %

Q16. Do you own your residence?

<u>Q16 Do you own your residence?</u>	<u>Number</u>	<u>Percent</u>
1=Yes	505	87.4 %
2=No	67	11.6 %
3=Not provided	6	1.0 %
Total	578	100.0 %

Q17. How would you describe your residence? (excluding Not provided)

<u>Q17 How would you describe your residence?</u>	<u>Number</u>	<u>Percent</u>
1=Single Family House/Duplex	523	91.4 %
2=Multi Family House/Apt	33	5.8 %
3=Condo/Townhouse	11	1.9 %
4=Other	5	0.9 %
Total	572	100.0 %

Q17. Other

Q17 Other

RETIREMENT HOME

SINGLE FAMILY ACREAGE

SMALL FARM

2009 MARC Regional Water Quality Survey

Q18. In which county do you live?

<u>Q18 In which county do you live?</u>	<u>Number</u>	<u>Percent</u>
1=Clay	61	10.6 %
2=Jackson	215	37.2 %
3=Johnson (KS)	150	26.0 %
4=Platte	30	5.2 %
5=Wyandotte	52	9.0 %
6=Leavenworth	23	4.0 %
7=Cass	30	5.2 %
8=Miami	16	2.8 %
9=Other	1	0.2 %
Total	578	100.0 %

Q19. Which of the following best describes your ethnicity? (excluding None chosen)

<u>Q19 Respondent ethnicity</u>	<u>Number</u>	<u>Percent</u>
1 = American Indian/Alaskan Native	9	1.6 %
2 = Black/African American	49	8.5 %
3 = White	471	81.5 %
4 = Asian	11	1.9 %
6 = Other	36	6.2 %
Total	576	

Q19. Other

Q19 Other

AMERICAN

EUROPEAN AMERICAN

HISPANIC

HISPANIC

HISPANIC

HISPANIC

HISPANIC

HISPANIC

HISPANIC

HISPANIC

HISPANIC

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HISPANIC

HISPANIC

HISPANIC

HISPANIC

HISPANIC

HISPANIC

HISPANIC

HUMAN

ITALIAN

MEXICAN

MEXICAN

MEXICAN

MEXICAN

MEXICAN

2009 MARC Regional Water Quality Survey

Q20. Would you say your total annual household income is

<u>Q20 Total annual income</u>	<u>Number</u>	<u>Percent</u>
1=Under \$20,000	56	9.7 %
2=\$20,000-\$49,999	128	22.1 %
3=\$50,000-\$74,999	112	19.4 %
4=\$75,000 or more	206	35.6 %
9=None chosen	76	13.1 %
Total	578	100.0 %

Q20. Would you say your total annual household income is (excluding None chosen):

<u>Q20 Total annual income</u>	<u>Number</u>	<u>Percent</u>
1=Under \$20,000	56	11.2 %
2=\$20,000-\$49,999	128	25.5 %
3=\$50,000-\$74,999	112	22.3 %
4=\$75,000 or more	206	41.0 %
Total	502	100.0 %

Q21. Respondent's gender

<u>Q21 Respondent gender</u>	<u>Number</u>	<u>Percent</u>
1=Male	258	44.6 %
2=Female	320	55.4 %
Total	578	100.0 %

Section 3:
Survey Instrument

600 Broadway, Suite 300
Kansas City, Missouri 64105-1554

816/474-4240
816/421-7758 FAX
www.marc.org



September 2, 2009

Dear Kansas City Area Resident:

As part of a regional water quality program, local businesses, governments, and other organizations are working together to educate area residents about water quality issues and to encourage people to make lifestyle choices that can contribute to cleaner water.

To make these efforts more successful, the Mid-America Regional Council solicits input from community residents on a wide range of issues related to water quality. **Please help us by taking a few minutes to complete the enclosed survey.**

You can return your survey in the enclosed return-reply envelope to ETC INSTITUTE, 725 W. Frontier Circle, Olathe, KS 66061.

If you have questions, please feel free to call me at 816/474-4240.

Thanks for your help!

Sincerely,

Water Quality Education Committee

Chair
Gary Mallory
Presiding Commissioner
Cass County, Mo.

1st Vice Chair
Tom Cooley
Commissioner
Unified Government
of Wyandotte County/
Kansas City, Kan.

2nd Vice Chair
Jim Schultz
Councilmember
Independence, Mo.

Treasurer
Jim Plunkett
Commissioner
Platte County, Mo.

Secretary
Marge Vogt
Councilmember
Olathe, Kan.

Executive Director
David A. Warm

2009 MARC REGIONAL WATER QUALITY SURVEY

1. Several issues that Metropolitan Kansas City communities are discussing are shown below. Please rate the importance of each issue by circling the corresponding number.

	Very <u>Important</u>	Somewhat <u>Important</u>	Not <u>Sure</u>	Not <u>Important</u>
(A) Protecting water quality in lakes, streams, and rivers.....	1.....	2.....	3.....	4.....
(B) Reducing the impacts of flooding.....	1.....	2.....	3.....	4.....
(C) Improving health and fitness for area residents	1.....	2.....	3.....	4.....
(D) Protecting air quality.....	1.....	2.....	3.....	4.....
(E) Safety from crime in neighborhoods.....	1.....	2.....	3.....	4.....
(F) Quality of life for children and families	1.....	2.....	3.....	4.....
(G) Quality of education (K-12).....	1.....	2.....	3.....	4.....
(H) Quality of recycling programs	1.....	2.....	3.....	4.....
(I) Maintaining property values	1.....	2.....	3.....	4.....
(J) Acquiring and protecting natural areas.....	1.....	2.....	3.....	4.....
(K) Quality of local government services	1.....	2.....	3.....	4.....
(L) Litter and illegal dumping.....	1.....	2.....	3.....	4.....

2. Select the **THREE** issues that you consider to be the most important by writing the letter(s) from question 1 above to indicate your choices.

1st: _____ 2nd: _____ 3rd: _____

3. How concerned are you about pollution in lakes, streams and other waterways in the Kansas City area?

- | | |
|---|--|
| <input type="checkbox"/> (1) Very concerned | <input type="checkbox"/> (3) Not sure |
| <input type="checkbox"/> (2) Somewhat concerned | <input type="checkbox"/> (4) Not concerned |

4. Do you think the water quality in lakes, streams, and other waterways in the Kansas City area is:

- | | |
|--|---|
| <input type="checkbox"/> (1) Getting much better | <input type="checkbox"/> (4) Getting somewhat worse |
| <input type="checkbox"/> (2) Getting somewhat better | <input type="checkbox"/> (5) Getting much worse |
| <input type="checkbox"/> (3) Staying the same | <input type="checkbox"/> (9) Don't know |

5a. Using a scale of 1 to 5 where "5" means "Strongly Agree" and "1" means "Strongly Disagree," please indicate your level of agreement with each of the following statements

	Strongly <u>Agree</u>	Agree	Neutral	Disagree	Strongly <u>Disagree</u>
(A) The quality of local streams where I live affects my quality of life.....	5.....	4.....	3.....	2.....	1.....
(B) The quality of local streams where I live affects property values.....	5.....	4.....	3.....	2.....	1.....
(C) I think it is important to improve the quality of water in lakes and streams in my community.....	5.....	4.....	3.....	2.....	1.....
(D) I think it is important to make improvements that will help prevent sewer overflows into creeks and streams during heavy rains.....	5.....	4.....	3.....	2.....	1.....
(E) I have confidence in my community's ability to address flooding related problems	5.....	4.....	3.....	2.....	1.....

5b. Using a scale of 1 to 5 where “5” means “Strongly Agree” and “1” means “Strongly Disagree,” please indicate your level of agreement with each of the following statements

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
(F) I would be willing to pay an increase when buying a home to preserve natural areas	5	4	3	2	1
(G) I would be willing to pay more in utilities to improve the quality of water in lakes and streams in the community where I live	5	4	3	2	1
(H) I would be willing to pay an increase in Homes Association dues for stormwater quality improvement	5	4	3	2	1
(I) I would support my local government working with other cities and counties to improve water quality	5	4	3	2	1

6. Please indicate whether each of the following is “not a problem,” a “minor problem” or “a major problem” in the Kansas City metro area by circling the corresponding number below.

	<u>Not a Problem</u>	<u>Minor Problem</u>	<u>Major Problem</u>	<u>Don't Know</u>
(A) Water pollution from wastewater treatment plants	1	2	3	9
(B) Water pollution from industrial/manufacturing discharges.....	1	2	3	9
(C) Water pollution from storm water running off streets, parking lots, lawns, etc.	1	2	3	9
(D) Water pollution from sewage overflows	1	2	3	9
(E) Water pollution from farming and agriculture	1	2	3	9
(F) Water pollution from pharmaceutical contamination.....	1	2	3	9

7. Please indicate whether each of the following is “not a pollution problem,” a “minor pollution problem” or “a major pollution problem” in the Kansas City metro area by circling the corresponding number below.

	<u>Not a Pollution Problem</u>	<u>Minor Pollution Problem</u>	<u>Major Pollution Problem</u>	<u>Don't Know</u>
(A) Pet waste.....	1	2	3	9
(B) Grass clippings	1	2	3	9
(C) Lawn/garden products (fertilizers/pesticides)	1	2	3	9
(D) Automotive fluids.....	1	2	3	9
(E) Litter/trash	1	2	3	9
(F) Household hazardous waste	1	2	3	9

8. Do you think you can personally do anything to help improve water quality in lakes, streams and other waterways in the Kansas City area?

- ____(1) Yes
- ____(2) No
- ____(9) Don't know

9. Several ways that residents can help protect the environment in the Kansas City area are listed below. Please indicate if you currently participate in the behavior listed by circling YES or NO. If you DO NOT currently participate, please indicate whether you would be “very willing,” “somewhat willing,” “not sure,” or “not willing” to do each of the following by circling the corresponding number below.

Do you currently do this activity?		<i>If NO, How Willing Would You Be?</i>				
		Very Willing	Somewhat Willing	Not Sure	Not Willing	
YES	NO	(A) Use environmentally friendly products on your lawn.....	1.....	2.....	3.....	4
YES	NO	(B) Use a soil test kit to determine the proper care of your lawn.....	1.....	2.....	3.....	4
YES	NO	(C) Pick up trash along streams and lakes in your community.....	1.....	2.....	3.....	4
YES	NO	(D) Take household hazardous waste, such as paint & motor oil to a disposal facility	1.....	2.....	3.....	4
YES	NO	(E) Wash your car on the lawn/grass or carwash instead of the street or driveway ...	1.....	2.....	3.....	4
YES	NO	(F) Landscape with native plants and/or have a rain garden	1.....	2.....	3.....	4
YES	NO	(G) Pick up and dispose of pet waste properly	1.....	2.....	3.....	4
YES	NO	(H) Dispose of yard waste properly	1.....	2.....	3.....	4

10. Where does stormwater (rain water) go after it enters a storm drain in your community?

- ___(1) Directly to lakes and streams without treatment
- ___(2) To lakes and streams after receiving some treatment
- ___(3) To a wastewater treatment plant
- ___(9) Don't know

11. Have you seen or heard any information in advertisements, brochures, outdoor advertisements, displays or other promotional materials about water quality in lakes and streams in the Kansas City area during the past year?

- ___(1) Yes
- ___(2) No

11a. [IF YES to question #11]: What types of information have you seen or heard?

[Check all that apply]

- ___(1) Newspapers, magazines or other print media
- ___(2) Outdoor advertisements
- ___(3) Brochures
- ___(4) City or county newsletters
- ___(5) Television stories/ads
- ___(6) Radio stories/ads
- ___(7) Internet
- ___(8) Watershed festival
- ___(9) Other: _____

12. Compared to two years ago, would you say you:

- ___(1) are more aware of the water quality of lakes and streams in the Kansas City area
- ___(2) have about the same level of awareness about water quality issues
- ___(3) are less aware of the water quality of lakes and streams in the Kansas City area
- ___(4) Not applicable (did not live in Kansas City two years ago)

