



**Watershed Planning & Restoration
and
Stormwater Education Program
Public Education Survey**

Conducted July 8 -17, 2010

Report of Findings

Conducted by

Opinion *Works*

Research & Communications in the Public Interest

20 Ridgely Avenue • Suite 204 • Annapolis • Maryland 21401
(410) 280-2000 • fax: (410) 280-3400 • www.OpinionWorks.com



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Background

Salt Lake County commissioned this public opinion survey of the County's residents to explore attitudes and practices related to watersheds, land use, water quality, public policy, outdoor recreation, and information gathering. The main objective was to determine the effectiveness of public involvement, education, and outreach efforts by the Watershed Planning and Restoration Program, and to provide information to make those efforts more effective.

How This Research Was Conducted

OpinionWorks interviewed a total of 400 randomly-selected adult residents of Salt Lake County by telephone July 8–17, 2010. A sample of this size produces a margin of sampling error of no more than $\pm 4.9\%$ at a 95% confidence level; in other words, the true results would fall within that range 95% of the time if every adult resident of the County had been interviewed.

The calls were completed from our partner's Salt Lake County-based phone center between the hours of 5:00 and 9:00 p.m. weeknights, 10:00 a.m. and 6:00 p.m. Saturday, and 1:00 and 9:00 p.m. Sunday, Mountain Time. Sampling quotas were set by region of the County based on zip code, and the final survey results were weighted to reflect the adult population of the County according to the latest estimates available from the United States Census Bureau.

Steve Raabe was the project manager of this effort for OpinionWorks and has authored this analysis. The County's team was led by Marian Hubbard and Lynn Berni of the Salt Lake County Watershed Planning & Restoration Program. The survey questionnaire and complete results are found in this report, along with a PowerPoint summary of the findings presented to the Watershed Symposium in August 2010. Our findings follow.

Overview of Findings

This research shows a public that is heavily engaged with the outdoors, and places a high priority on clean water. In a variety of ways in the survey they indicate support for more action by the County to promote watershed health. These are our high-level findings:

- Most County residents see outdoor recreation and leisure as an essential element of their quality of life. Many are getting out into the County's wild areas and urban parks on a frequent basis.
- Residents are not confident about their knowledge of watershed issues, and in fact they demonstrate some lack of specific knowledge. As the most striking example of this, only 13% believe they live in a watershed. The survey reminds us that outreach to residents must be conducted in a non-technical way, appealing instead to the basic priorities and values of residents.
- On balance, the County is environmentally-minded. Care for the environment is a strong personal priority for one-third of County residents, twice as many as say it is a low priority for them. A majority of residents place themselves in the middle of the environmental spectrum.
- In particular, water quality is far and away what residents most value in their watersheds – exceeding the value residents place on wildlife habitat, recreation, scenery, and economic concerns combined.
- Similarly, residents' top three watershed-related concerns among a list of eight we tested are an adequate supply of good drinking water, litter in streams, and industrial water pollution. Wildlife habitat is next, followed by recreational and open space concerns.

- A large majority believe that a healthy economy depends on good water quality, suggesting that most County residents do not see a tradeoff between jobs and the environment, at least as far as clean water is concerned. A similar majority of two-thirds do not believe that water quality standards should be lowered to promote economic development.
- But the economy is a reality, and a near-majority of residents indicate that cost must be taken into account when addressing water quality concerns.
- By almost two-to-one, residents do not believe their own recreational activities are affecting the County's watersheds. This is particularly true of both the strongest environmentalists, and those most antagonistic to environmental concerns. People in the middle are most prone to admit their own impact.
- Most residents believe the County "probably is doing enough to protect our watershed," a number that has risen significantly since 2007. But a solid one-third of residents want the County to take more action.
- In terms of land use, there is strong citizen support for fostering more wildlife habitat, river corridors in their natural condition, and open space and wetlands in the County. A near-majority would like more outdoor recreational opportunities, as well, a number that has risen by double digits since 2007.
- There is solid awareness of water quality concerns in the Jordan River, but only about half of those who are aware of that know that the river is "impaired and a plan is underway to clean it up."
- Large majorities support each of four public policy proposals that would require landowners to maintain and plant new buffer vegetation, set aside natural open space, and make capital improvements to manage runoff. The fact that the public is ready to support these mandatory measures indicates an underlying public will to deal with watershed protection.
- There is strong public support for more funding to deal with watershed protection, as well, with nearly three-quarters saying they would support more funding if the amount was reasonable and County leaders said it was needed. Bonding appears to be the specific funding mechanism that garners the broadest support.
- This survey provides guidance about the subgroups within the overall population that are most receptive to messages and engagement around these issues. Our report identifies the pockets of opportunity for watershed-related messages, as well as the specific media that will deliver those messages most effectively.

Our detailed report follows.

Tracking Changes in Attitudes from 2007

Many questions on this survey were carried forward from a similar survey commissioned by Salt Lake County in 2007. Where questions on the two surveys are directly comparable, those results are tracked from the prior survey and highlighted in our tables or narrative.

As a general observation, nearly all the questions that can be tracked from the prior survey have shown a decline from 2007. Our analysis notes this movement in the numbers but does not dwell on it. We have chosen instead to focus our analysis on what we see as the bigger picture of understanding public attitudes today and their implications for public policymaking and outreach.

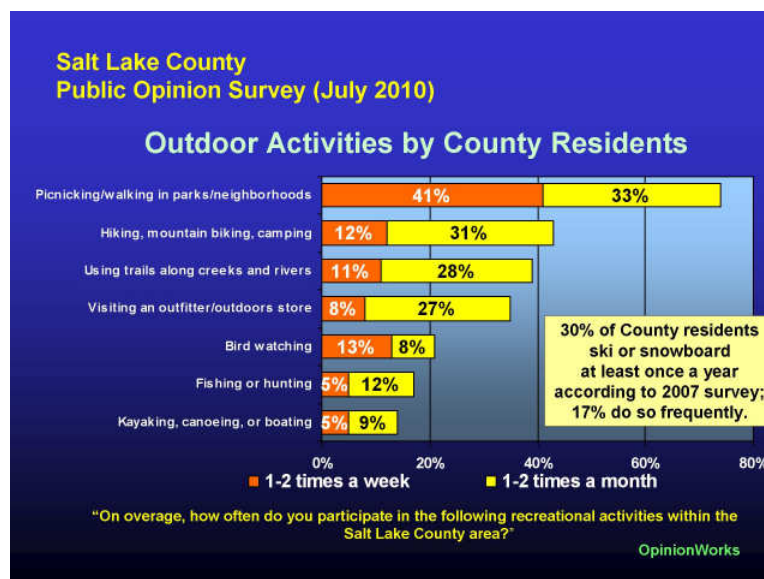
Several factors could help explain this overall movement in the survey numbers:

- Perhaps most importantly, the current difficult state of the economy has impacted attitudes on many public issues, including some of those measured on this survey. As the economy improves, we will expect to see the public express more urgency about non-economic priorities again.
- Comparing two survey samples always carries with it some risks and limitations. For example, the 2007 survey sample somewhat over-represented County residents with higher levels of education, which is a demographic group nationally that is known to exhibit greater concern for environmental issues, including water quality. There may be other differences between the two samples that we cannot know. The 2010 sample was carefully balanced to come as close as possible to Census Bureau estimates for Salt Lake County so that it can be viewed on its own with the greatest possible confidence.

Generally-speaking, it is unusual for there to be such a global shift in attitudes as have appeared on a wide range of issues between these two surveys. That lends credence to the idea that externalities such as the two just discussed have contributed to the change. Given these and possibly other factors, we will anchor our analysis in a discussion of current attitudes and their context, and focus less on trends from 2007 so as not to lose the big picture.

Recreation

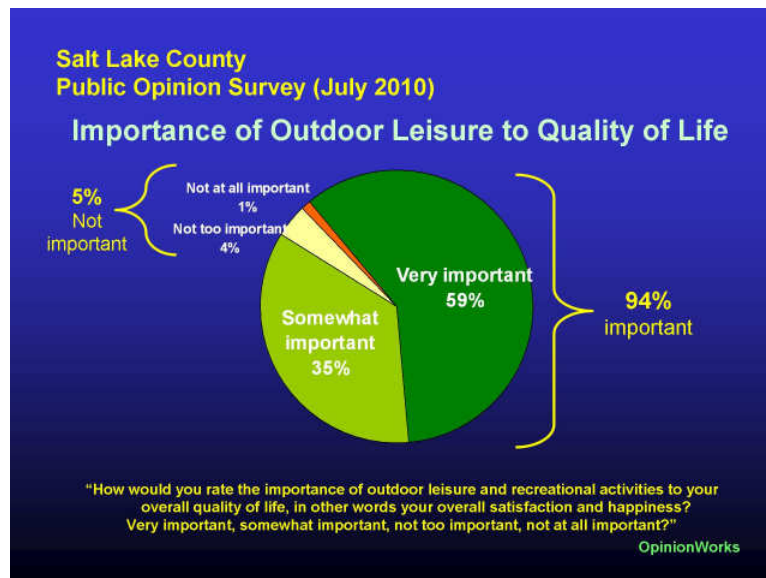
To understand County residents' connection to the outdoors, we explored their outdoor recreational pursuits. We found that Salt Lake County residents engage in a wide variety of outdoor activities. These are summarized in the slide below, which identifies the percentages of residents who engage in each activity on at least a weekly (in orange) or monthly (in yellow) basis.



- Picnicking or walking in parks or neighborhoods is the most common outdoor activity for County residents, with three-quarters taking part at least monthly.
- About four in ten enjoy the canyons and other wild areas of the County through hiking, mountain biking, or camping. A similar number use trails along the County's creeks and rivers on at least a monthly basis.

- About one-third of the public visits an outfitter or an outdoor store monthly, with 8% saying they do so on a *weekly* basis.
- Bird watchers, which this report identifies as a special group more attuned to water quality issues than any other outdoor recreational audience, account for about one in five County residents. The intensity of the activity is indicated by the high proportion of bird watchers who do so weekly – which makes it unique among the activities we measured. Frequent bird watchers are three times as likely to be women as men, skew older, and tend to be moderately-educated and middle income.
- About one adult in six in the County is a monthly hunter or fisherman.
- Lagging behind is boating, including kayaking and canoeing, which captures only 14% of the County’s population.

Salt Lake County residents consider outdoor recreation to be central to their “overall quality of life, in other words your overall satisfaction and happiness.” Six in ten (59%) said outdoor activity is “very important” in that regard, and 35% said “somewhat important,” for a total of 94% of County residents who consider it an important component of quality of life.



Compared to 2007, the overall importance of outdoor recreation is unchanged, though the intensity of importance may have decreased slightly.

Change in Importance of Outdoor Recreation

	2007	2010	Change
Very important	64%	59%	- 5%
Somewhat important	30%	35%	+ 5%
Not too important	4%	4%	*%
Not at all important	1%	1%	*%
(Do not read): No Opinion	1%	*%	*%

“How would you rate the importance of outdoor leisure and recreational activities to your overall quality of life, in other words your overall satisfaction and happiness?” (Read scale.)

Water Knowledge and Priorities

Familiarity with Water Quality Concerns

The public does not have great confidence in its knowledge of water quality concerns. While nearly two-thirds of the County’s residents (63%) consider themselves at least somewhat familiar with water quality concerns in local streams and rivers, only a fraction of residents consider themselves “very familiar” with those concerns.

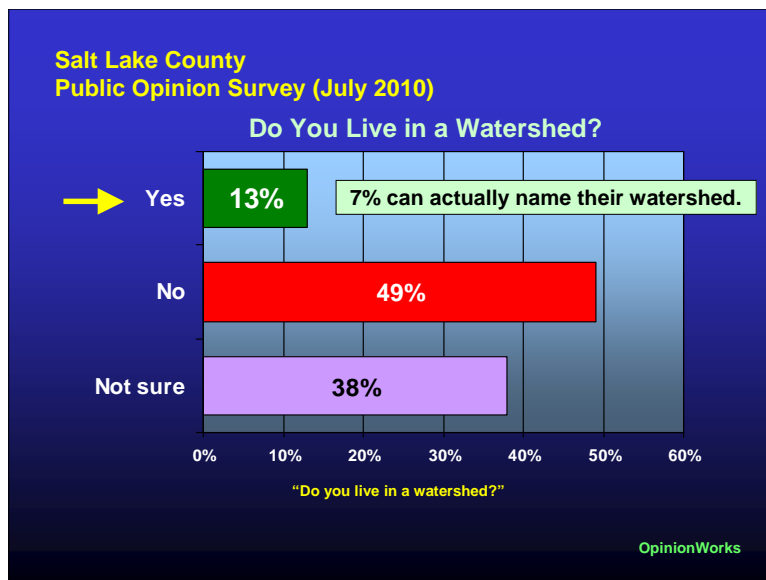
**Familiarity with Water Quality Concerns
 A Self-Assessment**

	2007	2010	Change
Very familiar	11%	12%	+1%
Somewhat familiar	57%	51%	- 6%
Familiar (Total)	68%	63%	- 5%
Not at all familiar	31%	31%	*%
Don't know	1%	6%	+5%

“Are you (read categories) with water quality concerns in our streams and rivers in Salt Lake County?”

Citizens, Not Scientists

This lack of confidence in their own knowledge may be borne out by the fact that only 13% of County residents believe they live in a watershed, and only about half of those – amounting to 7% overall – can volunteer the name of a watershed in which they live. This is a striking finding, and a reminder that “watershed,” and likely other physical concepts related to water runoff, do not resonate with the public. It is important to connect with them on a less technical, more fundamental level.



In our focus group work elsewhere across the country, we know that many people in the general public associate the term “watershed” with a physical structure located on or near the water. We would anticipate similar misconceptions of the term may be held by residents of Salt Lake County.

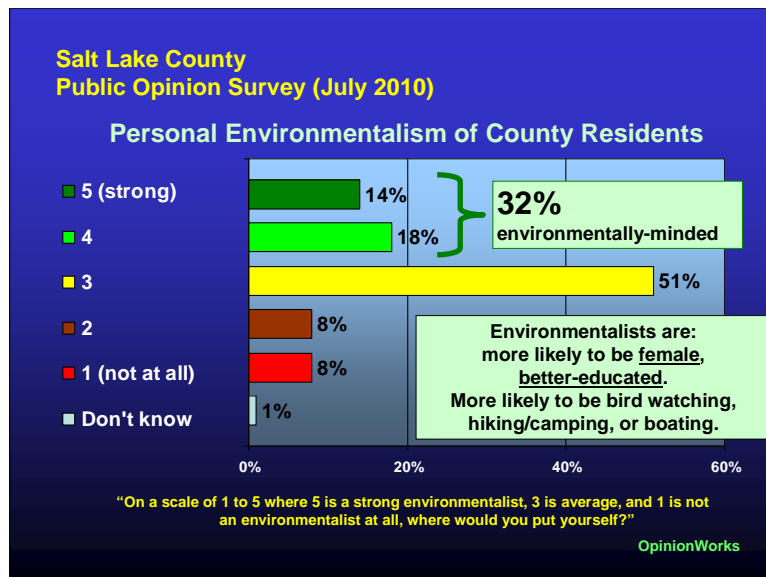
When asked, the 7% of County residents who name a watershed distribute themselves this way:

Jordan/West Jordan/South Jordan	22%
Cottonwood/Little Cottonwood	19%
Wasatch	14%
Mill Creek	11%
Bell's	8%
City Creek	6%
Parley's	6%
Other	14%

(Among those who believe they live in a watershed): "Which one?"

The Environment as a Priority

But environmental protection is a personal priority for many residents. On balance, the County's residents have a positive environmental sensitivity. On a 1 to 5 scale where "5" means "strong environmentalist," more than four out of five residents (83%) rated themselves 3 or higher. One-third (32%) gave themselves a strong rating of 4 or 5.



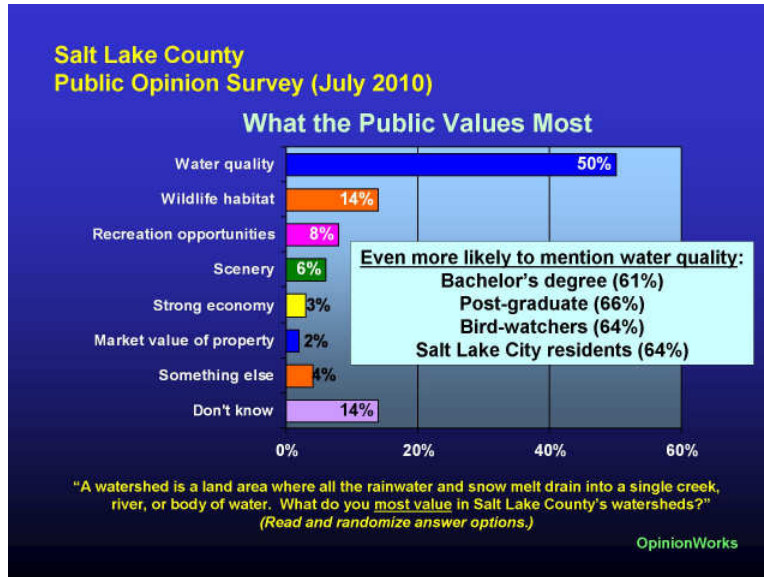
As a measure of what subgroups might be more receptive to environmental messaging:

- Environmentalism is stronger among women (3.37) than among men (3.05).
- Residents with at least a Bachelor's degree (3.34) are somewhat more prone to think of themselves as environmentalists compared to those with less than a college degree (3.16).
- Environmentalism is stronger among residents of Salt Lake City (3.42) than among residents of neighboring areas of the Valley (3.09) or foothills communities including Sandy and Draper (3.22).
- Looking at respondents' recreational habitats, environmentalism is much higher among those who boat (3.60); bird watch (3.56); or hike, bike, or camp (3.55) on at least a monthly basis.

What the Public Values

Residents value water quality above all else in the County's watersheds. When read a list that included water quality along with wildlife habitat, recreation opportunities, scenery, strong economy, market value of property, "or something else," 50% of residents said they value water quality most of all. Next on the list was wildlife habitat, which was well back at 14%, with the others in single digits.

Water quality is more widely valued by better-educated residents, bird watchers, and residents of Salt Lake City, as reflected in the slide below.



There is very little change in these numbers from the 2007 survey:

Change in What Residents Value

	2007	2010	Change
Water quality	51%	50%	- 1%
Wildlife habitat	13%	14%	+1%
Recreation opportunities	10%	8%	- 2%
Scenery	8%	6%	- 2%
Strong economy	2%	3%	+1%
Market value of property	4%	2%	- 2%
Something else	9%	4%	- 5%
Don't know	3%	14%	+ 11%

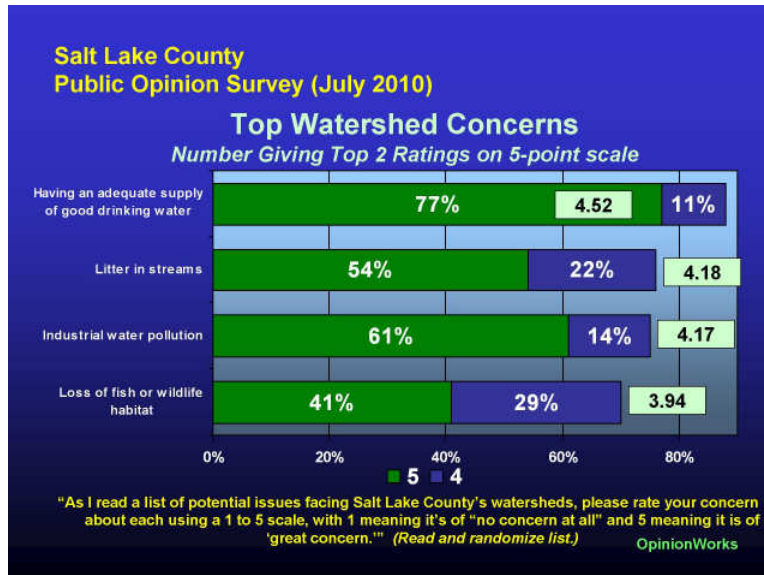
"A watershed is a land area where all the rainwater and snow melt drain into a single creek, river, or body of water. What do you most value in Salt Lake County's watersheds?"

Watershed Concerns

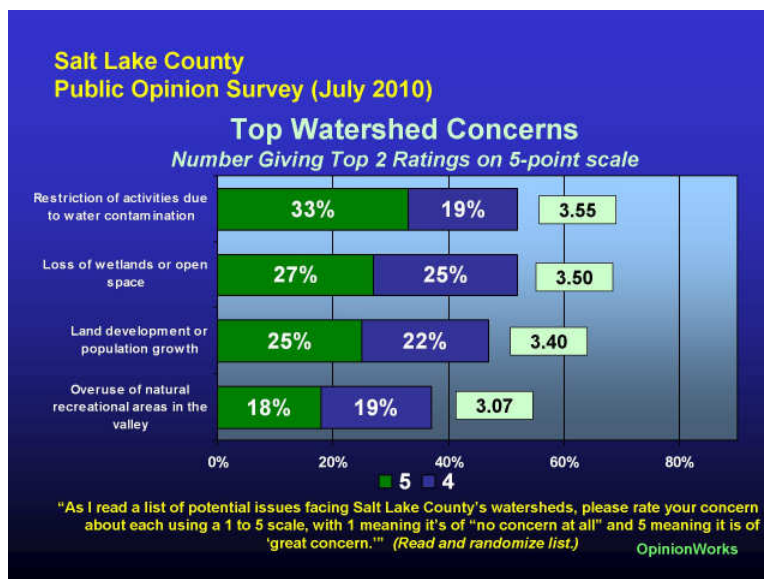
Testing public concern for "potential issues facing Salt Lake County's watersheds," water quality again rises to the top of the list. By far the leading concern of residents is "having an adequate supply of good drinking water," which three-quarters (77%) of residents gave the highest

possible rating on the scale – a “5,” which means “of great concern.” Across all respondents, the average rating for drinking water was 4.52 on that five-point scale.

“Litter in streams” (4.18) and “industrial water pollution” (4.17) are next, with over half of residents giving these two concerns the top rating of “5.” “Loss of fish or wildlife habitat” (3.94) lags somewhat behind, but must be classified as a strong concern with 70% rating it “4” or “5.”



Recreational and open space or urban sprawl concerns are in a lower tier, as reflected in the slide below.



A key element of making future outreach more effective is understanding who is already tuned in and expressing greater concern about watershed protection. Those subgroups within the County will be more attuned to watershed protection messaging, and more easily engaged in the work of educating others and taking positive stewardship actions themselves. Across this list of eight issues there is remarkable consistency on who is more concerned:

- On every question, women are more concerned than men by a margin ranging from one-quarter to about two-thirds of a point.
- Long-time County residents – whether the dividing line is 20 or 40 years – are markedly more concerned than newer residents across this range of issues.
- People who frequently pick up pamphlets or newsletters have elevated concerns above others, particularly in the areas of drinking water, habitat, loss of open space, and overuse of natural recreational areas.
- Though not pulled out in this table, bird watchers are a unique recreational group that have more concern about many of these issues than do others.

Targeting Messages to Those with the Greatest Concern

	Gender		Length of County Residency			Read Pamphlets
	Women	Men	41+ Years	20-40 Years	<20 Years	
Having an adequate supply of good drinking water	4.78	4.26	4.63	4.55	4.35	4.91
Litter in streams	4.35	4.00	4.46	4.18	3.87	4.18
Industrial water pollution	4.46	3.88	4.38	4.17	3.93	4.56
Loss of fish or wildlife habitat	4.25	3.63	4.03	4.01	3.69	4.35
Restriction of activities due to water contamination	3.67	3.43	3.70	3.59	3.42	3.69
Loss of wetlands or open space	3.71	3.29	3.61	3.68	3.25	4.10
Land development or population growth	3.60	3.21	3.74	3.34	3.07	3.53
Overuse of natural recreational areas in the valley	3.18	2.96	3.33	2.92	3.09	3.63

Though all these concerns measured lower in 2010 than in 2007, there is a difference in the *amount* of change. Habitat, drinking water, litter, and open space decreased the least – in the range of one-quarter point. The others decreased approximately four-tenths of a point or more, with the greatest change measured in overuse of natural recreation areas in the Valley.

Comparing Change in Watershed Concerns

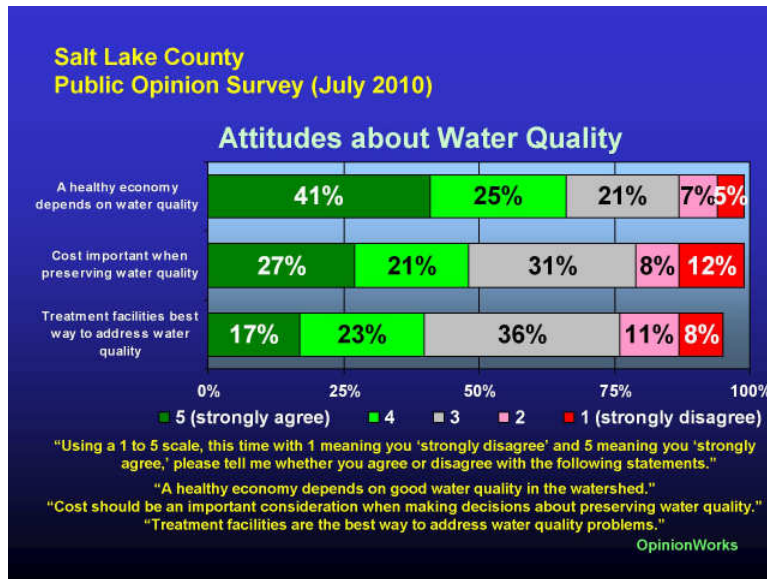
	2007 Mean	2010 Mean	Change
Loss of fish or wildlife habitat	4.14	3.94	- .20
Having an adequate supply of good drinking water	4.78	4.52	- .26
Litter in streams	4.45	4.18	- .27
Loss of wetlands or open space	3.77	3.50	- .27
Restriction of activities due to water contamination	3.94	3.55	- .39
Land development or population growth	3.84	3.40	- .44
Industrial water pollution	4.61	4.17	- .44
Overuse of natural recreational areas in the valley	3.72	3.07	- .65

“As I read a list of potential issues facing Salt Lake County’s watersheds, please rate your concern about each using a 1 to 5 scale, with 1 meaning it’s of ‘no concern at all’ and 5 meaning it is of ‘great concern.’”

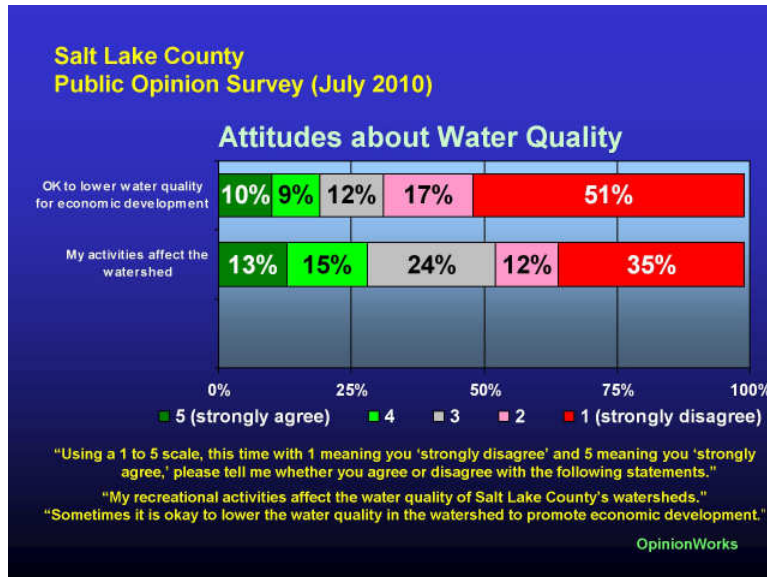
Attitudes about Water Quality

We tested residents' underlying attitudes about water quality through the classic five-point scale, ranging from strongly agree to strongly disagree. Those results are summarized below.

- Two-thirds of residents (66%) agree that “a healthy economy depends on good water quality in the watershed.” Forty-one percent (41%) *strongly* agree. Only 12% disagree. At least as far as water quality is concerned, the old tradeoff of jobs vs. the environment does not resonate with Salt Lake County residents.



- Nearly half (48%) believe that “cost should be an important consideration when making decisions about water quality,” while 20% do not believe it should be a consideration. On this question, there is a strong correlation with age, with residents increasingly believing that cost should be taken into consideration as they age.
- Forty percent (40%) think that “treatment facilities are the best way to address water quality concerns,” while 18% disagree. Disagreement is higher among more environmentally-minded residents and among younger residents.
- Despite the struggling economy, 68% disagree with the idea “sometimes it is okay to lower the water quality in the watershed to promote economic development,” which is summarized in the slide on the following page. A clear majority (51%) strongly disagree with this idea. Only 19% agree. This idea tracks strongly with education, with more educated residents much more likely to disagree.
- As is often the case, people are not inclined to see their own activities as having a negative impact on water quality. In this case, nearly twice as many disagree (47%) as agree (28%) with the idea “my recreational activities affect the water quality of Salt Lake County’s watersheds.” Here, an unusual phenomenon exists, with people in the middle of the environmental spectrum thinking they have the greatest impact on water quality, while a majority of both the most-committed and the weakest environmentalists *strongly* disagree that they are having an impact. The same phenomenon exists with education, with the most and least educated feeling they have little impact, while those in the middle are more likely to admit an impact.



Compared to 2007, the two economic concepts on the list have changed the most, with more residents today saying cost and economic considerations should be taken into account. Compared to some indicators on the survey, the other three concepts have moved relatively little.

Comparing Change in Water Quality Attitudes

	2007 Mean	2010 Mean	Change
OK to lower water quality to promote economic development	1.67	2.10	+ .43
Cost should be important consideration in water quality	3.02	3.43	+ .41
Healthy economy depends on good water quality	4.07	3.91	- .16
Treatment facilities best way to address water problems	3.42	3.32	- .10
My activities affect the quality of the watersheds	2.64	2.57	- .07

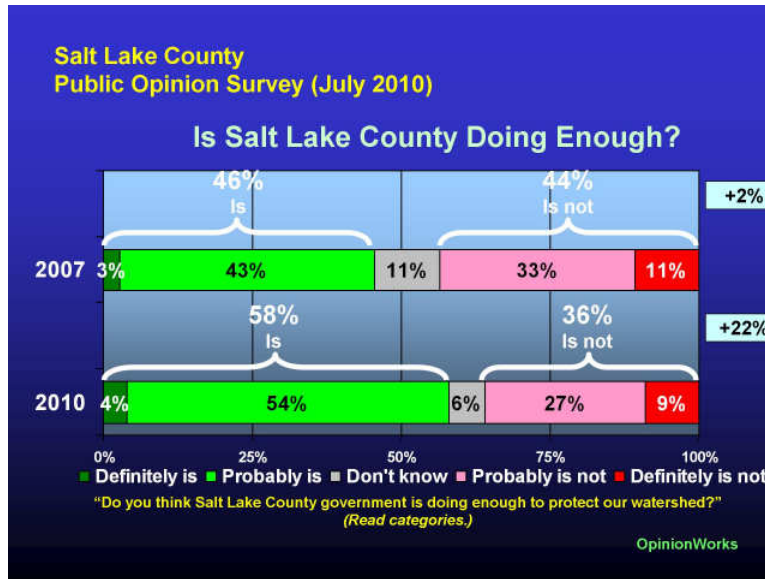
"Using a 1 to 5 scale, this time with 1 meaning you 'strongly disagree' and 5 meaning you 'strongly agree,' please tell me whether you agree or disagree with the following statements."

The County's Commitment

By a 22-point margin, residents believe the Salt Lake County government "is doing enough to protect our watershed."

- Four percent (4%) said the County "definitely is" doing enough today, and 54% said it "probably is" doing enough, for a total of 58% who feel positively about the County's efforts.
- Meanwhile, 9% said the County "definitely is not" and 27% said it "probably is not" doing enough.
- Whichever side of the question a person is on, it is noteworthy that most place themselves in the "probably" as opposed to the "definitely" category.

Overall, these numbers represent a significant shift from 2007, when the number who thought the County was doing enough was only two points greater than those who thought it was not doing enough.



There are significant differences in how this question is viewed based on demographics, as summarized in the following table.

- There is an enormous 45-point gender gap on this question, with women much more inclined to want more action from the County.
- Though not as big, there is also a significant gap in attitudes between residents under and over the age of 50, with older residents much more satisfied with the County’s efforts.
- The more educated a person is, the more likely to feel the County is doing enough to protect local watersheds.

Is the County Doing Enough?

	Gender		Age		Education		
	Women	Men	< 50	50 +	HS or Less	College	Grad Work
Is	46%	69%	54%	67%	47%	62%	77%
Is not	46%	24%	41%	25%	48%	30%	19%
Net	*%	+45%	+13%	+42%	-1%	+32%	+58%

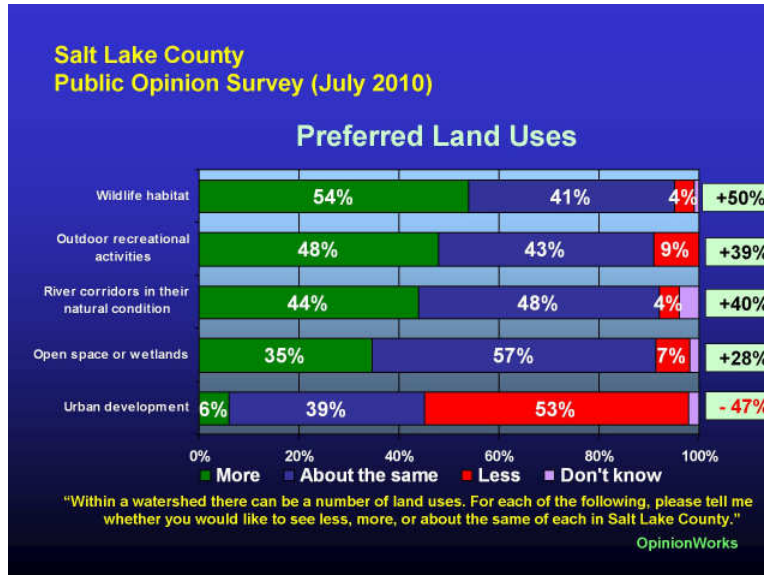
“Do you think Salt Lake County government is doing enough to protect our watershed?”
 (Read categories.)

Land-Use Priorities

In terms of land use preferences, large numbers would like to see more wildlife habitat, outdoor recreational activities, river corridors in their natural condition, and open space or wetlands. Meanwhile, a majority of Salt Lake County residents would like to see *less* urban development.

- Fifty-four percent (54%) would like to see more wildlife habitat in the County, while 41% are satisfied with the amount of habitat and only 4% would like to see less.
- Near-majorities would like to see more outdoor recreational activities (48%) and river corridors in their natural condition (44%), while single digits in both cases would like less of those. Larger numbers of renters and younger and less-educated residents in particular want access to more outdoor recreational activities.

- On balance there is support for more open space or wetlands (35% more vs. 7%) less, though the numbers are not as strong as for the other land use priorities.
- There appears to be significant anti-growth sentiment in the County, with 53% wanting less urban development and only 6% wanting more.



Comparing residents' land use preferences in 2007 and 2010, demand for outdoor recreational activities has moved significantly against the overall trend. In 2010, the number who want more outdoor recreational opportunities is 13 points higher than it was three years ago. The desire for wildlife habitat has marginally increased, as well (3 point higher). Meanwhile, the other three preferences have declined by eight to eleven points.

Comparing Change in Land Use Preferences

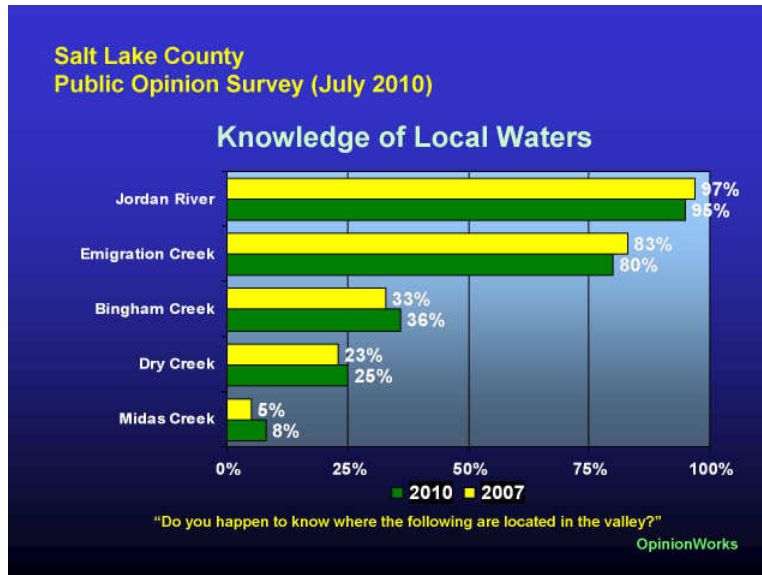
	2007 "More"	2010 "More"	Change
Outdoor recreational activities	35%	48%	+13%
Wildlife habitat	51%	54%	+3%
Open space or wetlands	43%	35%	- 8%
River corridors in their natural condition	52%	44%	- 8%
Urban development ("Less")	64%	53%	- 11%

"Within a watershed there can be a number of land uses. For each of the following, please tell me whether you would like to see less, more, or about the same of each in Salt Lake County."

Creeks and Rivers

Awareness of local creeks is highly stratified and has changed little since 2007.

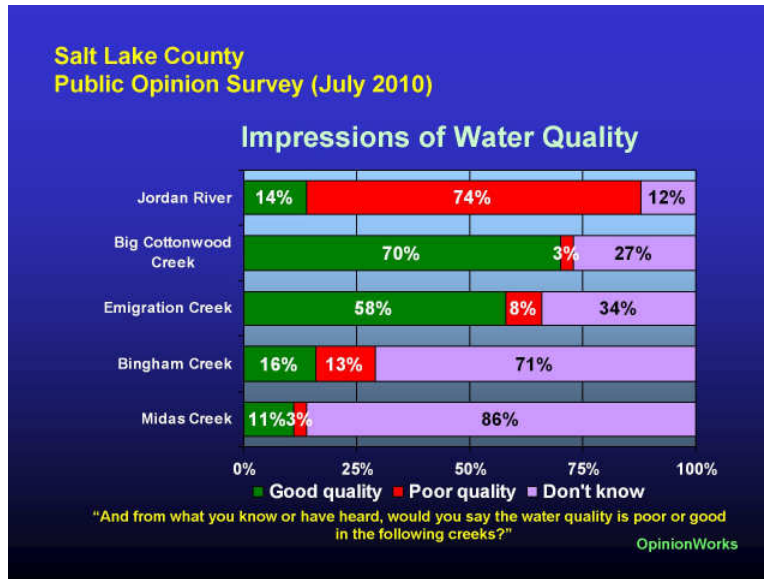
- Nearly all residents (95%) know the location of the Jordan River.
- Emigration Creek is also well-known at 80%, an insignificant three points lower than its recognition level in 2007.
- Three lesser-known creeks, Bingham Creek (36%), Dry Creek (26%), and Midas Creek (8%), have all ticked upward by two to three points – also an insignificant change.



Residents are highly aware of water quality concerns in the Jordan River, with 74% saying the water quality is poor. Fourteen percent (14%) said the water quality in the Jordan River is good, and 12% said they did not know enough to comment.

Awareness of water quality in the other creeks varies greatly and is generally positive, except in the case of Bingham Creek:

- Big Cottonwood Creek is thought to have very good water quality, with 70% saying good and 3% saying poor.
- Emigration Creek is thought to have good water quality by a margin of 58% to 8%.
- The impression of Bingham Creek, though less-known, is nearly evenly divided at 16% good quality to 13% poor quality.
- Midas Creek is the least known of those we tested and earned a nearly four-to-one positive rating (11% to 3%) from those who know it.



For all five waterways we tested, impressions of water quality have changed very little since 2007, as summarized in the following table.

Change in Impression of Poor Quality

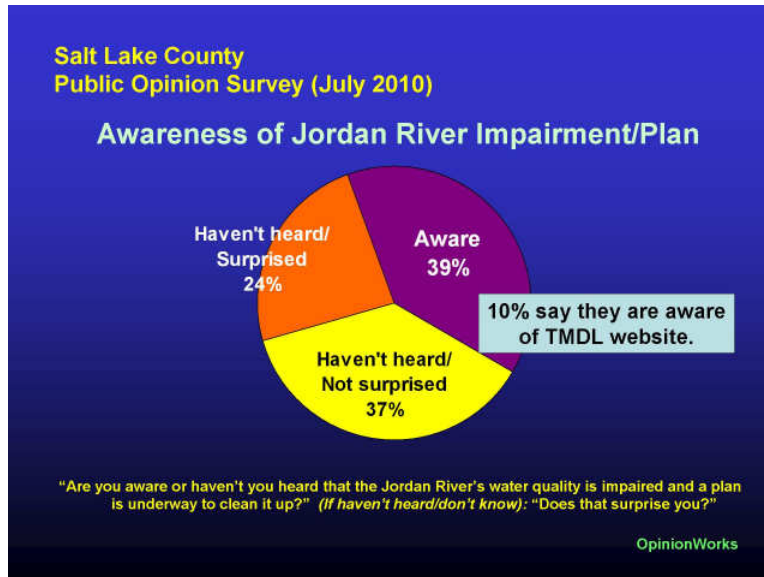
	2007 "Poor"	2010 "Poor"	Change
Jordan River	76%	74%	- 2%
Big Cottonwood Creek	5%	3%	- 2%
Emigration Creek	7%	8%	+ 1%
Bingham Creek	16%	13%	- 3%
Midas Creek	5%	3%	- 2%

"And from what you know or have heard, would you say the water quality is poor or good in the following creeks?"

About four in ten (39%) said they were aware that the Jordan River's water quality is "impaired and a plan is underway to clean it up." Another 37% said they were not aware of that but are not surprised. Taken together, those numbers total 76%, or nearly the same number that assessed the river's water quality as "poor."

Those who are surprised to hear about the impairment and cleanup plan are much more likely to be younger and less educated.

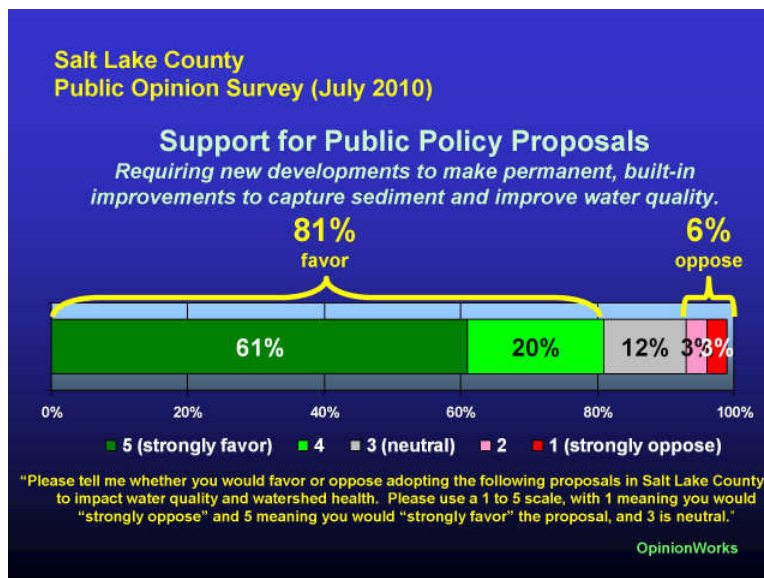
Overall, 10% of residents said they were aware that there is "an official website to give the public information about the Jordan River cleanup."



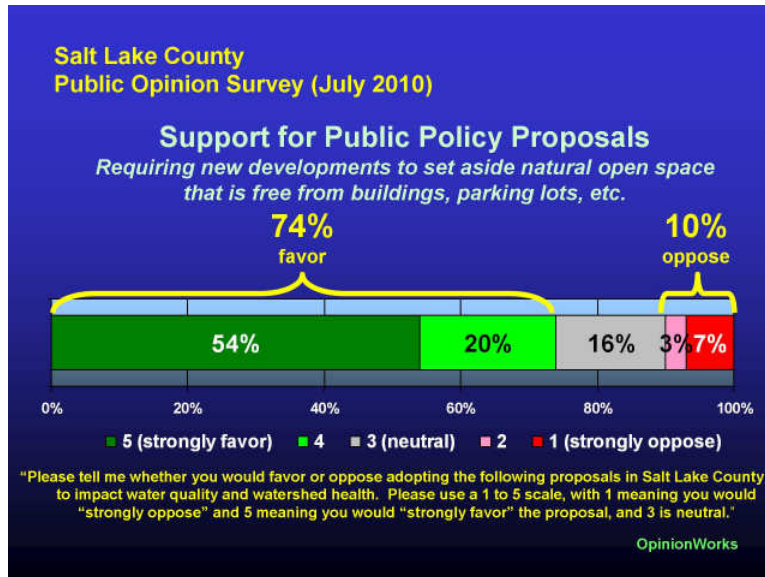
Public Policy

We tested support for four specific public policy ideas that could impact water quality. These proposals all represent new mandatory, not voluntary, measures to help reduce and better manage runoff. As mandatory measures, their support signals a public will to tackle the challenge of watershed health through strong measures. These proposals would require capital improvements, set-aside of open space, and buffer plantings or maintenance to help reduce runoff. Each one is summarized in turn in the following slides.

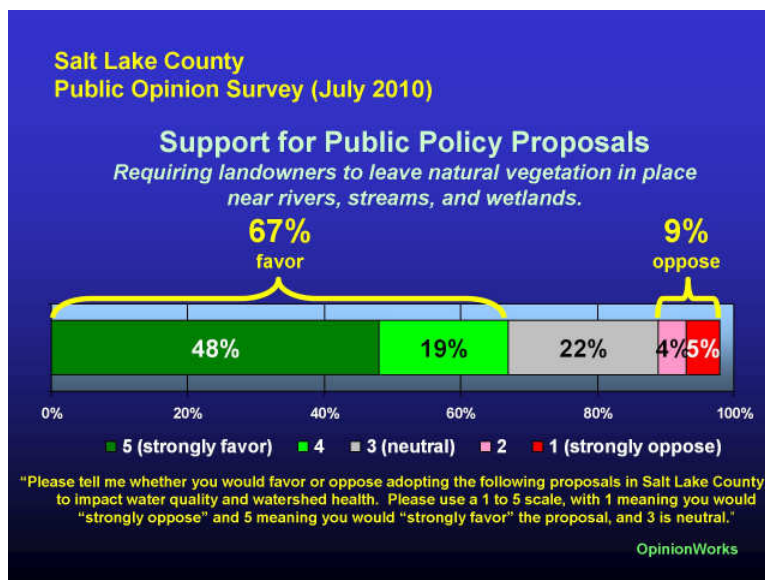
An overwhelming 81% would support "requiring new developments to make permanent, built-in improvements to capture sediment and improve water quality." Only 6% would oppose this proposal.



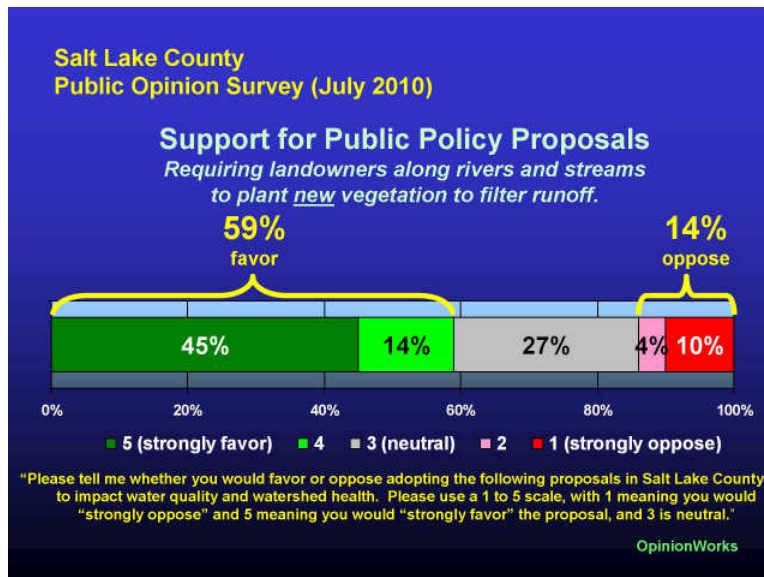
Three-quarters of residents (74%) support “Requiring new developments to set aside natural open space that is free from buildings, parking lots, etc.”



Two-thirds of residents support the concept of maintaining streamside and wetland planting, “Requiring landowners to leave natural vegetation in place near rivers, streams, and wetlands.”

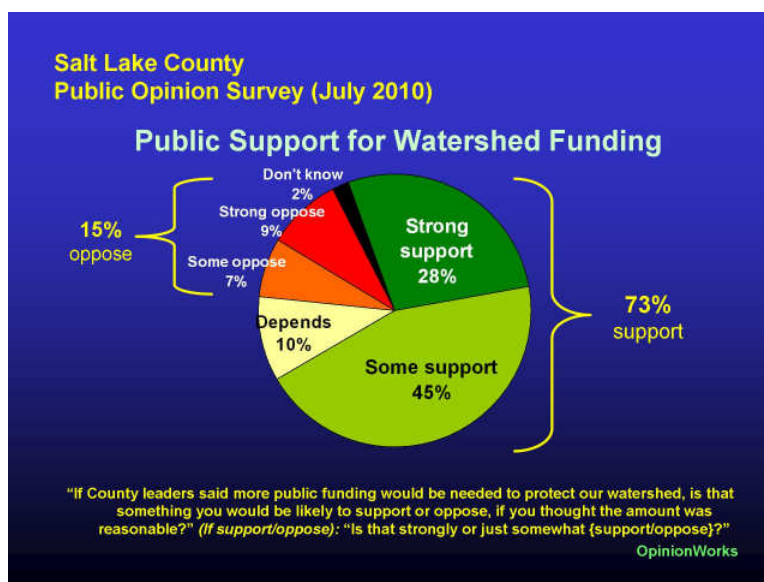


A solid majority of nearly six in ten (59%) support the more intrusive measure of “Requiring landowners along rivers and streams to plant *new* vegetation to filter runoff.”



Funding

Three-quarters of Salt Lake County residents (73%) support more public funding for watershed protection, compared to only 15% who oppose that. Their support is conditioned on the idea that “the amount was reasonable,” and that “County leaders said more public funding would be needed to protect our watershed.” Slightly more than one-quarter of the public (28%) described their support for more funding as “strong.”

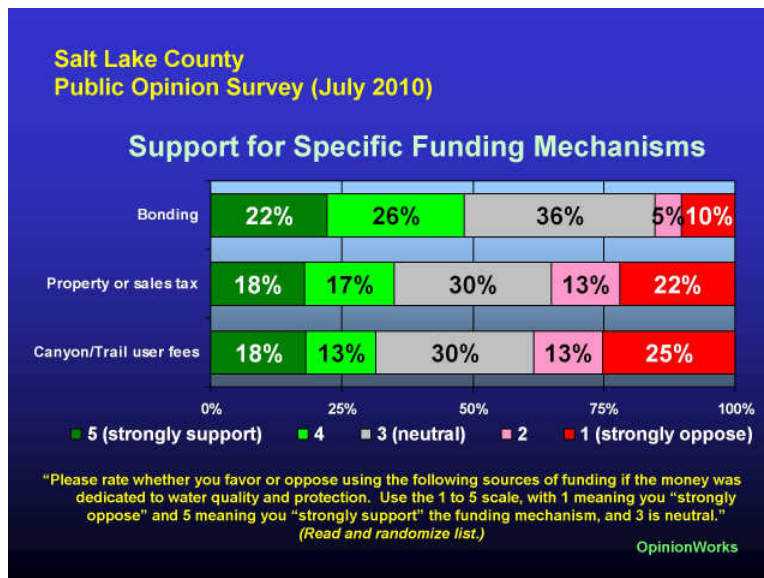


Specific Funding Mechanisms

Testing specific funding mechanisms, the Salt Lake County public is most prone to support “bonding for a set amount of money to support watershed protection.”

- Support for bonding is approximately three-to-one, with 48% supporting it and 15% opposing it. The balance (36%) said they are “neutral.”
- “A small property or sales tax increase for watershed protection” splits the public, with 35% in support, and 35% opposed, and the balance saying they are neutral.
- “Fees for using any of the canyons and trails in the County” received the least support of the three we tested, with 31% in support and 38% opposed.
- Support for a sales or property tax increase or a user fee for the County’s canyons and trails both track closely with one’s own sense of environmentalism. But the bonding proposal tends to cut across those philosophical fault lines in the community and achieve more broad-based support.

None of these measures surpasses 40% in opposition. Taken together with the prior result that shows 73% support watershed protection funding in principle, the challenge becomes finding the *specific* funding mechanism that will achieve public support.



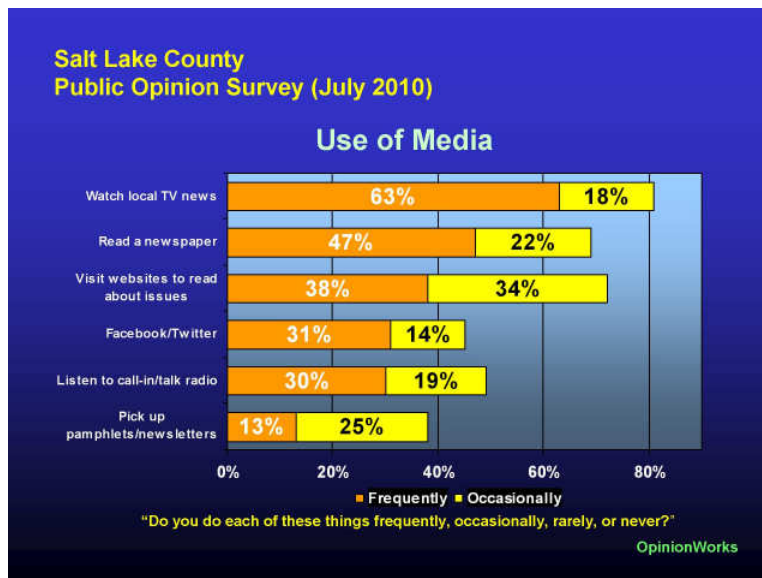
Information Gathering

As a clue to implementing the County’s outreach on watershed issues, we asked people how frequently they use various local media. Of particular interest, of course, are the emerging use of online and social media, and the penetration of the more traditional newspapers and broadcast media. Also of great interest is the penetration and influence of printed pamphlets that County agencies have typically produced and distributed.

- Local television news remains the leading source of information in the County. Nearly two-thirds of residents said they watch local news “frequently,” and another 18% “occasionally.” Frequent television news views skew slightly female and older, with a heavy penetration

among the senior population. They tend to be slightly less sensitive to environmental concerns as a group than is the general population of the County.

- Frequent newspaper readers are a smaller group, accounting for 47% of the population, with another 22% reading newspapers occasionally. Like local TV news viewers, newspaper readers skew older, but they are much more educated on average.
- Those who use websites “to read about issues you care about” are numerous, amounting to three-quarters of the public, and 38% frequently. These consumers skew high on the educational and income scales, and are more heavily-focused in the 35-64 age bracket.
- Meanwhile, users of Facebook and Twitter now amount to almost half of the County’s population. They are a much younger audience, moderately educated and of middle income. These media are an effective way to reach the newer residents of the County, where they penetrate much more deeply. People who are actively engaged in fishing or hunting, boating, or using trails are all more than half again as likely as others to be frequent users of Facebook and Twitter.
- Call-in and talk radio, which reaches about one-third of the County on a frequent basis, appears to be the best way to reach people who are environmental antagonists. This is a better-educated audience with a concentration of listeners in the 35-49 age group.
- Pamphlets and newsletters left at libraries and other public places reach women almost three times as frequently as men. They are more likely to fall in the 35-49 age group and have moderate income. This is an effective way to reach renters. Of all the media we tested, this method zeroes in on people with the highest environmental sensitivity.



Introduction and Screening

Hello, this is _____ calling from OpinionWorks with a brief survey about water quality issues. May I speak with the *(age/gender rotation)* who is at home right now? We are not selling anything.

(If necessary):

S1. Are you at least 18 years old?

Yes *(Continue.)*

No/Not sure *(Seek another qualifying household resident.)*

(All):

S2. Do you live in Salt Lake County or outside of the county?

Salt Lake County *(Continue)*

Outside *(Thank and terminate.)*

Not sure/Refused *(Thank and terminate.)*

S3. What is your 5-digit zip code at home? *(Key in five-digit zip; use for quota areas/sample balancing.)*

Knowledge/Level of Concern

1. Are you *(read categories)* with water quality concerns in our streams and rivers in Salt Lake County?

(Tracked from 2007)

	<u>2007</u>	<u>2010</u>
Very familiar	11%	12%
Somewhat familiar.....	57%	51%
Not at all familiar	31%	31%
<i>(Do not read):</i> Don't know.....	1%	6%

2. Do you live in a watershed? *(If yes):* Which one?

Yes, names a watershed *(Specify.)*..... 7%

Yes, cannot name watershed/unsure of name..... 6%

 Yes *(Total)*..... 13%

No, does not live in a watershed 49%

Not sure if lives in a watershed..... 38%

Watersheds Specified:

Jordan/West Jordan/South Jordan 22%

Cottonwood/Little Cottonwood..... 19%

Wasatch 14%

Mill Creek 11%

Bell's 8%

City Creek 6%

Parley's 6%

Other 14%

N=400 residents countywide; fielded July 8-17, 2010

3. A watershed is a land area where all the rainwater and snow melt drain into a single creek, river, or body of water. What do you most value in Salt Lake County's watersheds? (*Read and randomize answer options.*)

(Tracked from 2007, introduction added)

	<u>2007</u>	<u>2010</u>
Water quality	51%	50%
Wildlife habitat.....	13%	14%
Recreation opportunities	10%	8%
Scenery.....	8%	6%
Strong economy.....	2%	3%
Market value of property.....	4%	2%
<i>(Always last): Or something else (Specify.)</i>	9%	4%
<i>(Do not read): Don't know</i>	3%	14%
 <i>Something else:</i>		
All of the above		26%
Abundance.....		10%
People and animals not allowed in		10%
Well-monitored.....		10%
Other.....		22%

As I read a list of potential issues facing Salt Lake County's watersheds, please rate your concern about each using a 1 to 5 scale, with 1 meaning it's of "no concern at all" and 5 meaning it is of "great concern." (*Read and randomize list.*)

(Tracked from 2007)

4. Having an adequate supply of good drinking water
5. Litter in streams
6. Loss of fish or wildlife habitat
7. Restriction of activities due to water contamination
8. Loss of wetlands or open space
9. Overuse of natural recreational areas in the valley
10. Land development or population growth
11. Industrial water pollution

N=400 residents countywide; fielded July 8-17, 2010

2010	5	4	3	2	1	Not sure	Mean
	Great concern	←————→			No concern		
4. Having an adequate supply of good drinking water	77%	11%	4%	3%	5%	*%	4.52
5. Litter in streams	54%	22%	16%	3%	5%	*%	4.18
6. Loss of fish or wildlife habitat	41%	29%	17%	6%	6%	*%	3.94
7. Restriction of activities due to water contamination	33%	19%	26%	9%	11%	3%	3.55
8. Loss of wetlands or open space	27%	25%	29%	8%	11%	1%	3.50
9. Overuse of natural recreational areas in the valley	18%	19%	29%	15%	17%	2%	3.07
10. Land development or population growth	25%	22%	32%	8%	12%	2%	3.40
11. Industrial water pollution	61%	14%	11%	7%	6%	1%	4.17

2007	5	4	3	2	1	Not sure	Mean
	Great concern	←————→			No concern		
Having an adequate supply of good drinking water	86%	8%	3%	1%	2%	*%	4.78
Litter in streams	66%	19%	10%	2%	2%	1%	4.45
Loss of fish or wildlife habitat	45%	30%	19%	2%	2%	1%	4.14
Restriction of activities due to water contamination	47%	18%	19%	9%	5%	2%	3.94
Loss of wetlands or open space	33%	28%	25%	10%	4%	1%	3.77
Overuse of natural recreational areas in the valley	32%	28%	24%	11%	4%	1%	3.72
Land development or population growth	36%	26%	26%	6%	5%	1%	3.84
Industrial water pollution	75%	13%	8%	1%	1%	1%	4.61

Water Quality

Using a 1 to 5 scale, this time with 1 meaning you “strongly disagree” and 5 meaning you “strongly agree,” please tell me whether you agree or disagree with the following statements.

(Read and randomize statements.)

(Tracked from 2007)

- 12. Sometimes it is okay to lower the water quality in the watershed to promote economic development.
- 13. Cost should be an important consideration when making decisions about preserving water quality.
- 14. A healthy economy depends on good water quality in the watershed.
- 15. Treatment facilities are the best way to address water quality problems.
- 16. My recreational activities affect the water quality of Salt Lake County’s watersheds.

2010	5	4	3	2	1	Not sure	Mean
	Strongly agree	←	→	Strongly disagree			
12. Okay to lower water quality to promote economic development	10%	9%	12%	17%	51%	1%	2.10
13. Cost should be important consideration	27%	21%	31%	8%	12%	*%	3.43
14. Healthy economy depends on good water quality	41%	25%	21%	7%	5%	1%	3.91
15. Treatment facilities best way to address water problems	17%	23%	36%	11%	8%	4%	3.32
16. My activities affect the quality of the watersheds	13%	15%	24%	12%	35%	2%	2.57

2007	5	4	3	2	1	Not sure	Mean
	Strongly agree	←	→	Strongly disagree			
Okay to lower water quality to promote economic development	5%	4%	10%	16%	65%	1%	1.67
Cost should be important consideration	17%	20%	28%	16%	18%	1%	3.02
Healthy economy depends on good water quality	52%	24%	10%	5%	8%	1%	4.07
Treatment facilities good way to address water problems	20%	20%	35%	12%	4%	8%	3.42
My activities affect the quality of the watersheds.	14%	13%	23%	15%	31%	3%	2.64

Land-Use Priorities

Within a watershed there can be a number of land uses. For each of the following, please tell me whether you would like to see less, more, or about the same of each in Salt Lake County.
(Tracked from 2007)

- 17. Open space or wetlands
- 18. River corridors in their natural condition
- 19. Outdoor recreational areas
- 20. Wildlife habitat
- 21. Urban development

2010	Less	About the same	More	Don't Know
17. Open space or wetlands	7%	57%	35%	2%
18. River corridors in their natural condition	4%	48%	44%	4%
19. Outdoor recreational activities	9%	43%	48%	*0%
20. Wildlife habitat	4%	41%	54%	1%
21. Urban development	53%	39%	6%	2%

2007	Less	About the same	More	Don't Know
Open space or wetlands	4%	50%	43%	2%
River corridors in their natural condition	1%	44%	52%	2%
Outdoor recreational activities	11%	51%	35%	3%
Wildlife habitat	1%	46%	51%	1%
Urban development	64%	26%	7%	3%

Creeks and Rivers

Do you happen to know where the following are located in the valley?
 (Tracked from 2007)

- 22. Jordan River
- 23. Emigration Creek
- 24. Bingham Creek
- 25. Midas Creek
- 26. Dry Creek

2010	Yes	No	Don't Know
22. Jordan River	95%	4%	*%
23. Emigration Creek	80%	15%	5%
24. Bingham Creek	36%	56%	8%
25. Midas Creek	8%	84%	9%
26. Dry Creek	25%	69%	6%

2007	Yes	No	Don't Know
Jordan River	97%	3%	*%
Emigration Creek	83%	17%	*%
Bingham Creek	33%	66%	*%
Midas Creek	5%	94%	*%
Dry Creek	23%	78%	*%

N=400 residents countywide; fielded July 8-17, 2010

And from what you know or have heard, would you say the water quality is poor or good in the following creeks?
(Tracked from 2007)

- 27. Jordan River
- 28. Big Cottonwood Creek
- 29. Emigration Creek
- 30. Bingham Creek
- 31. Midas Creek

2010	Poor Quality	Good Quality	Don't Know
27. Jordan River	74%	14%	12%
28. Big Cottonwood Creek	3%	70%	27%
29. Emigration Creek	8%	58%	34%
30. Bingham Creek	13%	16%	71%
31. Midas Creek	3%	11%	86%

2007	Poor Quality	Good Quality	Don't Know
Jordan River	76%	8%	15%
Big Cottonwood Creek	5%	76%	19%
Emigration Creek	7%	66%	28%
Bingham Creek	16%	11%	73%
Midas Creek	5%	4%	91%

32. Are you aware or haven't you heard that the Jordan River's water quality is impaired and a plan is underway to clean it up? *(If haven't heard/don't know):* Does that surprise you?

Aware..... 39%
 Haven't heard/Not surprised..... 37%
 Haven't heard/Surprised..... 24%
Haven't heard (Total)..... 61%

N=400 residents countywide; fielded July 8-17, 2010

33. Were you aware that there is an official website to give the public information about the Jordan River cleanup? (If requested by respondent, provide address):

www.waterquality.utah.gov/TMDL/JORDAN/

Aware..... 10%
Haven't heard/Don't know 90%

Public Policy

Please tell me whether you would favor or oppose adopting the following proposals in Salt Lake County to impact water quality and watershed health. Please use a 1 to 5 scale, with 1 meaning you would “strongly oppose” and 5 meaning you would “strongly favor” the proposal, and 3 is neutral.

34. Requiring landowners to leave natural vegetation in place near rivers, streams and wetlands.

(Tracked from 2007)

35. Requiring landowners along rivers and streams to plant new vegetation to filter runoff.

(New question)

36. Requiring new developments to set aside natural open space that is free from buildings, parking lots, etc.

(Tracked from 2007)

37. Requiring new developments to make permanent, built-in improvements to capture sediment and improve water quality.

(New question)

2010	5	4	3	2	1	Not sure	Mean
	Strongly favor	←————→			Strongly oppose		
34. Leave natural vegetation in place	48%	19%	22%	4%	5%	1%	4.02
35. Plant new vegetation	45%	14%	27%	4%	10%	1%	3.81
36. Set aside natural open space	54%	20%	16%	3%	7%	*%	4.13
37. Capture sediment and improve water quality	61%	20%	12%	3%	3%	1%	4.33

2007	5	4	3	2	1	Not sure	Mean
	Strongly favor	←————→			Strongly oppose		
Leave natural vegetation in place	54%	22%	15%	4%	3%	1%	4.21
Set aside natural open space	63%	22%	10%	2%	2%	1%	4.41

N=400 residents countywide; fielded July 8-17, 2010

38. Do you think Salt Lake County government is doing enough to protect our watershed?
(Read categories.)
(Tracked from 2007)

	2007	2010
Definitely is.....	3%	4%
Probably is	43%	54%
<i>Is (Total)</i>	46%	58%
Probably is not	33%	27%
Definitely is not.....	11%	9%
<i>Is not (Total)</i>	44%	36%
(Do not read): Don't know.....	11%	6%

Funding

39. If County leaders said more public funding would be needed to protect our watershed, is that something you would be likely to support or oppose, if you thought the amount was reasonable? (If support/oppose): Is that strongly or just somewhat {support/oppose}?

Strongly support.....	28%
Somewhat support	45%
<i>Support (Total)</i>	73%
Somewhat oppose	7%
Strongly oppose	9%
<i>Oppose (Total)</i>	15%
Depends on the amount (<i>Volunteered</i>).....	10%
Don't know/Refused	2%

Please rate whether you favor or oppose using the following sources of funding if the money was dedicated to water quality and protection. Use the 1 to 5 scale, with 1 meaning you “strongly oppose” and 5 meaning you “strongly support” the funding mechanism, and 3 is neutral. (Read and randomize list.)

- 40. Fees for using any of the canyons and trails in the county
- 41. A small property or sales tax increase for watershed protection
- 42. Bonding for a set amount of money to be used for watershed protection

	5	4	3	2	1	Not sure	Mean
	Strongly favor	←—————→			Strongly oppose		
40. Fees for using any of the canyons and trails in the county	18%	13%	30%	13%	25%	*%	2.86
41. A small property or sales tax increase for watershed protection	18%	17%	30%	13%	22%	1%	2.95
42. Bonding for a set amount of money to be used for watershed protection.	22%	26%	36%	5%	10%	1%	3.45

Recreation

On average, how often do you participate in the following recreational activities within the Salt Lake County area? *(Read and randomize activities. Read scale until established.)*

- 43. Fishing or hunting
- 44. Bird watching
- 45. Kayaking, canoeing, or boating
- 46. Hiking, mountain biking, or camping in the canyons and other wild areas
- 47. Picnicking or walking in parks and neighborhoods
- 48. Using trails along creeks and rivers
- 49. Visiting an outfitter or outdoors store

2010	At least 1 or 2 times/ week	At least 1 or 2 times/ month	At least 1 or 2 times/ year	Not at all	Don't Know
43. Fishing or hunting	5%	12%	32%	51%	*%
44. Bird watching	13%	8%	12%	66%	*%
45. Kayaking, canoeing, or boating	5%	9%	36%	50%	*%
46. Hiking, mountain biking, or camping	12%	31%	37%	20%	*%
47. Picnicking or walking	41%	33%	16%	9%	*%
48. Using trails along creeks and rivers	11%	28%	38%	23%	*%
49. Visiting an outfitter or outdoors store	8%	27%	42%	23%	*%

50. How would you rate the importance of outdoor leisure and recreational activities to your overall quality of life, in other words your overall satisfaction and happiness? *(Read scale.) (Tracked from 2007)*

	<u>2007</u>	<u>2010</u>
Very important.....	64%	59%
Somewhat important	30%	35%
Not too important.....	4%	4%
Not at all important	1%	1%
<i>(Do not read):</i> No Opinion	1%	*%

Demographics

58. The last few questions are to classify this survey only. What is your age? (*Read categories.*)

Less than 35	37%
35 to 49	29%
50 to 64	21%
65 or over	12%
(Do not read): Not sure/Refused.....	*%

59. What is the last level of education you've completed? (*Do not read categories.*)

Did not finish High School	2%
High School graduate.....	36%
Some college/technical	34%
4-year college graduate/Bachelor's	19%
Post-graduate work	9%
(Do not read): Not sure/Refused.....	*%

60. How many years have you lived in the Salt Lake area? (*Key in 2-digit number; 99=not sure/refused.*)

Less than 20 years.....	31%
21-40 years	39%
41 years or more	25%
No answer	4%

61. Do you own or rent your residence?

Own/Buying.....	81%
Rent/Other	16%
(Do not read): Not sure/Refused.....	3%

62. What is your race or ethnic background? (*Read and randomize categories.*)

White.....	91%
Hispanic	3%
Asian	2%
African American.....	1%
Native American.....	*%
Pacific Islander.....	*%
(Always last): Or something else	*%
(Do not read): Not sure/Refused.....	3%

63. Which of these categories includes your approximate annual household income during the most recent calendar year? *(Read categories.)*

Under \$25,000	11%
\$25,000 to less than \$35,000	12%
\$35,000 to less than \$50,000	11%
\$50,000 to less than \$75,000	18%
\$75,000 to less than \$100,000	14%
\$100,000 or more.....	16%
<i>(DO NOT READ):</i> Refused to say/Not sure	18%

(Not asked; by observation):

64. Gender

Male	50%
Female	50%

That's all the questions I have. Thank you for your time. Goodbye.

2. Do you live in a watershed? (If yes): Which one?

BELLS CANYON
BELLS CANYON
BELLS CANYON
CITY CREEK CANYON.
CITY CREEK CANYON.
COTTONWOOD/LITTLE COTTONWOOD
COTTONWOOD/LITTLE COTTONWOOD
COTTONWOOD/LITTLE COTTONWOOD
COTTONWOOD/LITTLE COTTONWOOD
COTTONWOOD/LITTLE COTTONWOOD
COTTONWOOD/LITTLE COTTONWOOD
COTTONWOOD/LITTLE COTTONWOOD
JORDAN/WEST JORDAN/SOUTH JORDAN
JORDAN/WEST JORDAN/SOUTH JORDAN
JORDAN/WEST JORDAN/SOUTH JORDAN
JORDAN/WEST JORDAN/SOUTH JORDAN
JORDAN/WEST JORDAN/SOUTH JORDAN
JORDAN/WEST JORDAN/SOUTH JORDAN
JORDAN/WEST JORDAN/SOUTH JORDAN
JORDAN/WEST JORDAN/SOUTH JORDAN
LONE PEAK.
MILLCREEK.
MILLCREEK.
MILLCREEK.
MILLCREEK.
MOUNTAIN DELL.
PARLEY'S CREEK.
PARLEY'S CREEK.
RED BUTTE.
ROSE CREEK.
WASATCH FRONT.
WASATCH FRONT.
WASATCH MOUNTAINS.
WASATCH.
WASATCH.
WELL WATER.

3. What do you most value in Salt Lake County's watersheds? Something else:

ABILITY TO GATHER WATER.

ABUNDANCE.

ALL OF THE ABOVE EXCEPT FOR LAND.

ALL OF THE ABOVE.

ALL OF THE ABOVE.

ALL OF THEM.

CLEANLINESS.

DON'T ALLOW WILDLIFE AND PEOPLE TO GET IN THEM.

I LIKE THAT THEY KEEP ANIMALS, DOMESTIC ANIMALS OUT OF THE WATERSHED.

LIVESTOCK AND PEOPLE IN CANYONS.

MONITORED WELL.

NOT A THING.

RAINFALL.

THAT WE HAVE ENOUGH.

THAT WE HAVE WATER.

THE ENVIRONMENT AND THAT THEY ARE TAKEN CARE OF.

THE WATER SYSTEM I AM ON.

THEY ARE ALL GOOD ONES. YOU NEED BAD ONES SO I CAN CHOOSE.

WATER IS IMPORTANT.

Table Q1
12:50:07 Aug. 4, 2010

1. Are you very, somewhat, or not at all familiar with water quality concerns in our streams and rivers in Salt Lake County?

	==GENDER==		=====AGE=====				==RACE==		=====EDUCATION=====					=====INCOME=====					=OWN/RENT		===RESIDENCY===				
	ALL	Male	Female	<35	35-49	50-64	65+	White	Non-White	<HS	HS Grad	Some Coll	4-Yr Dgre	Post Grad	<25K	25-35K	35-50K	50-75K	75-100K	>100K	Own	Rent	<20 Yrs	20-40 Yrs	40-41+ Yrs
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
TOTAL	402	199	203	150	116	86	48	365	24	7	144	137	78	35	44	48	45	73	57	64	325	64	126	158	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED BASE	400	195	205	50	104	138	106	366	18	6	84	122	141	46	40	42	55	75	63	72	353	41	104	149	141
Very familiar	49	22	27	3	18	19	9	40	4	-	16	16	10	7	6	6	3	10	11	8	46	3	11	13	24
	12%	11%	13%	2%	16%	22%	19%	11%	15%		11%	11%	12%	20%	13%	12%	7%	13%	19%	12%	14%	5%	9%	8%	25%
					D	D	D														v				WX
Somewhat familiar	206	117	89	80	54	44	27	187	13	1	61	73	53	18	18	27	24	49	22	40	169	31	70	84	51
	51%	59%	44%	53%	47%	51%	57%	51%	53%	19%	42%	53%	68%	50%	40%	57%	52%	66%	38%	62%	52%	49%	55%	53%	51%
			c									JKL						OS		oS					
Not at all familiar	123	54	69	50	39	23	11	115	8	3	52	44	15	9	19	15	18	12	24	14	90	28	38	59	24
	31%	27%	34%	33%	34%	27%	22%	32%	32%	44%	36%	32%	19%	26%	44%	30%	39%	17%	43%	22%	28%	44%	30%	37%	24%
					g						m	m			Rt		R		RT					y	
(DO NOT READ): Don't know	25	7	18	18	4	-	1	23	-	3	15	5	0	1	2	-	1	3	-	3	19	2	7	2	0
	6%	4%	9%	12%	4%		2%	6%		37%	10%	3%	0%	4%	4%		2%	4%		4%	6%	2%	6%	1%	0%
			B	eG						lMn	LM												xy		

Table Q2
12:50:07 Aug. 4, 2010

2. Do you live in a watershed?

	==GENDER==			=====AGE=====				==RACE==			=====EDUCATION=====					=====INCOME=====					-OWN/RENT		===RESIDENCY===		
	ALL	Male	Female	<35	35-49	50-64	65+	White	Non-White	<HS	HS Grad	Some Coll	4-Yr Dg	Post Grad	<25K	25-35K	35-50K	50-75K	75-100K	>100K	Own	Rent	<20 Yrs	20-40 Yrs	41+ Yrs
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
TOTAL	402	199	203	150	116	86	48	365	24	7	144	137	78	35	44	48	45	73	57	64	325	64	126	158	100
UNWEIGHTED BASE	400	195	205	50	104	138	106	366	18	6	84	122	141	46	40	42	55	75	63	72	353	41	104	149	141
Yes	52	34	19	12	17	17	6	45	2	1	20	15	8	9	4	2	6	14	9	6	48	2	17	18	18
	13%	17%	9%	8%	15%	20%	12%	12%	9%	10%	14%	11%	10%	25%	9%	4%	14%	19%	15%	10%	15%	4%	14%	11%	18%
No	197	119	78	62	59	46	28	174	16	4	59	73	46	15	20	19	19	38	34	50	165	24	65	67	63
	49%	60%	38%	41%	51%	54%	58%	48%	67%	56%	41%	53%	59%	43%	46%	40%	43%	52%	60%	78%	51%	37%	51%	42%	63%
(DO NOT READ): Don't know	153	46	106	76	39	23	15	146	6	2	65	50	24	11	20	26	20	22	14	8	113	38	44	74	19
	38%	23%	53%	51%	34%	26%	30%	40%	24%	34%	45%	36%	31%	32%	45%	55%	44%	29%	25%	12%	35%	60%	35%	47%	19%

Table Q3
12:50:07 Aug. 4, 2010

3. A watershed is a land area where all the rainwater and snow melt drain into a single creek, river, or body of water.
What do you most value in Salt Lake County's watersheds?

	=GENDER==		=====AGE=====				==RACE==		=====EDUCATION=====					=====INCOME=====					=OWN/RENT		===RESIDENCY===					
	ALL	Male	Female	<35	35-49	50-64	65+	White	Non-White	<HS	HS Grad	Some Coll	4-Yr Dg	Post Grad	<25K	25-35K	35-50K	50-75K	75-100K	>100K	Own	Rent	<20 Yrs	20-40 Yrs	40-60 Yrs	60-80 Yrs
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	
TOTAL	402	199	203	150	116	86	48	365	24	7	144	137	78	35	44	48	45	73	57	64	325	64	126	158	100	
UNWEIGHTED BASE	400	195	205	50	104	138	106	366	18	6	84	122	141	46	40	42	55	75	63	72	353	41	104	149	141	
Scenery	24	14	10	7	9	4	3	24	-	-	3	14	6	0	3	4	4	3	2	5	17	5	7	9	7	
	6%	7%	5%	5%	8%	4%	7%	6%			2%	10%	8%	1%	7%	8%	10%	5%	4%	8%	5%	8%	6%	6%	7%	
Recreation opportunities	34	23	11	19	8	6	1	34	0	-	14	14	4	1	2	-	0	5	14	12	24	7	18	9	6	
	8%	11%	5%	13%	7%	7%	2%	9%	1%		10%	10%	5%	4%	4%		1%	7%	25%	19%	7%	11%	14%	6%	6%	
Wildlife habitat	56	24	31	29	14	8	5	50	5	2	27	18	5	4	8	2	9	8	6	5	41	12	11	24	7	
	14%	12%	15%	20%	12%	9%	10%	14%	23%	34%	19%	13%	6%	11%	19%	4%	19%	10%	10%	8%	13%	19%	9%	15%	7%	
Strong economy	12	7	5	-	4	6	2	11	-	-	8	3	1	-	1	1	3	1	4	2	12	-	5	3	4	
	3%	3%	2%		3%	7%	4%	3%			6%	2%	1%		2%	2%	7%	2%	6%	3%	4%		4%	2%	4%	
Market value of property	8	8	0	3	3	3	-	7	-	-	1	1	4	2	-	1	0	1	-	4	8	-	3	3	2	
	2%	4%	*%	2%	2%	3%		2%			1%	1%	5%	7%		3%	1%	1%		7%	2%		2%	2%	2%	
Water quality	199	94	105	67	58	45	28	179	13	1	72	54	48	23	21	33	21	40	23	26	167	29	47	92	57	
	50%	47%	52%	44%	50%	52%	57%	49%	55%	19%	50%	39%	61%	66%	48%	69%	46%	54%	41%	41%	51%	45%	37%	58%	57%	
Or something else (Specify.)	15	9	6	5	4	3	3	14	1	3	2	8	2	1	3	3	0	3	2	4	15	-	9	3	3	
	4%	5%	3%	3%	4%	3%	7%	4%	3%	37%	2%	6%	2%	3%	6%	5%	1%	4%	4%	6%	5%		7%	2%	3%	
(DO NOT READ): Don't know	55	21	34	21	16	12	6	46	4	1	15	27	9	3	6	4	7	12	5	7	41	11	26	14	13	
	14%	10%	17%	14%	14%	14%	13%	13%	18%	10%	11%	19%	12%	8%	15%	9%	16%	16%	8%	10%	13%	17%	20%	9%	13%	

3. A watershed is a land area where all the rainwater and snow melt drain into a single creek, river, or body of water.
What do you most value in Salt Lake County's watersheds?

	==ACTIVITIES (AT LEAST MONTHLY)==														=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==					=====REGION=====				
	Fish / wate	Bird hing	Boat	Hike Camp	Picn Walk	Use ls	Use tra	Visi t	Read st	Wate pap	h TV	Radi o	Use inte	Soci al m	Pam phle	1-2	3	4	5	City	Vlly	hills	West						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)							
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13							
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100							
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13							
Scenery	24	2	6	3	8	22	7	5	14	17	11	12	7	3	6	10	6	0	2	13	11	1							
	6%	3%	7%	5%	5%	7%	4%	3%	8%	7%	9%	8%	5%	5%	9%	5%	9%	1%	3%	7%	9%	8%							
Recreation opportunities	34	10	1	10	22	27	21	15	15	18	8	13	18	2	5	19	8	0	-	15	9	2							
	8%	15%	1%	17%	13%	9%	14%	11%	8%	7%	7%	9%	14%	4%	8%	9%	12%	*		8%	7%	15%							
		C		C	C	c	C					n			R	r													
Wildlife habitat	56	7	11	6	24	36	22	18	21	40	7	14	17	6	6	33	11	6	10	20	14	1							
	14%	10%	13%	11%	14%	12%	14%	12%	11%	16%	6%	9%	13%	12%	8%	16%	15%	11%	15%	10%	12%	8%							
										K																			
Strong economy	12	0	1	-	4	5	2	3	1	8	4	3	3	0	4	3	2	3	1	7	4	-							
	3%	*	1%		2%	2%	1%	2%	1%	3%	4%	2%	3%	1%	6%	1%	3%	5%	1%	4%	3%								
Market value of property	8	0	1	2	5	7	3	3	8	2	1	5	4	1	0	3	4	1	2	3	3	-							
	2%	1%	1%	3%	3%	2%	2%	2%	4%	1%	1%	3%	3%	2%	1%	2%	5%	2%	3%	2%	2%								
									jk																				
Water quality	199	36	55	32	95	154	84	86	105	127	60	78	56	26	28	96	34	41	43	98	64	7							
	50%	52%	64%	57%	55%	51%	53%	60%	56%	50%	50%	51%	44%	50%	43%	47%	47%	73%	64%	49%	53%	54%							
																		Opq	T										
Or something else (Specify.)	15	1	0	1	4	10	2	2	7	11	3	5	1	2	3	9	2	1	5	10	4	-							
	4%	1%	1%	2%	2%	3%	1%	2%	4%	5%	2%	3%	1%	4%	5%	4%	2%	2%	7%	5%	3%								
(DO NOT READ): Don't know	55	13	10	3	11	39	17	10	17	30	26	22	21	11	13	32	5	3	4	33	12	2							
	14%	19%	11%	5%	7%	13%	11%	7%	9%	12%	22%	15%	17%	22%	19%	16%	7%	6%	6%	17%	10%	15%							
		de								Ij			i	q					Su										

Table Q4
12:50:07 Aug. 4, 2010

4. As I read a list of potential issues facing Salt Lake County's watersheds, please rate your concern about each using a 1 to 5 scale, with 1 meaning it's of 'no concern at all' and 5 meaning it is of 'great concern.' Having an adequate supply of good dr...

	=GENDER==			=====AGE=====			==RACE===			=====EDUCATION=====					=====INCOME=====					=OWN/RENT		===RESIDENCY==			
	ALL	Male	Female	<35	35-49	50-64	65+	White	Non-White	<HS	HS Grad	Some Coll	4-Yr Dgre	Post Grad	<25K	25-35K	35-50K	50-75K	75-100K	>100K	Own	Rent	<20 Yrs	20-40 Yrs	41+ Yrs
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
TOTAL	402	199	203	150	116	86	48	365	24	7	144	137	78	35	44	48	45	73	57	64	325	64	126	158	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED BASE	400	195	205	50	104	138	106	366	18	6	84	122	141	46	40	42	55	75	63	72	353	41	104	149	141
No concern	21	14	7	5	2	7	6	19	1	-	9	7	4	1	6	3	2	1	3	1	18	3	8	6	6
	5%	7%	3%	3%	2%	8%	13%	5%	3%		6%	5%	5%	3%	14%	7%	4%	1%	5%	1%	6%	4%	6%	4%	6%
						E	DE								rt										
2	12	11	2	8	3	2	-	12	-	3	-	10	-	-	3	1	2	4	-	3	10	3	5	6	2
	3%	5%	1%	5%	3%	2%		3%		37%		7%			6%	2%	3%	6%		4%	3%	4%	4%	4%	2%
		C																							
3	15	13	2	10	3	1	1	12	3	1	3	7	1	3	4	-	0	3	-	3	8	3	9	5	1
	4%	7%	1%	7%	2%	1%	3%	3%	11%	10%	2%	5%	2%	9%	8%		1%	4%		4%	2%	5%	7%	3%	1%
		C												k										Y	
4	42	32	11	22	12	6	3	39	1	2	10	15	9	6	1	-	4	5	14	14	37	3	17	19	7
	11%	16%	5%	15%	10%	7%	5%	11%	3%	24%	7%	11%	12%	17%	2%		8%	7%	24%	22%	11%	4%	13%	12%	7%
		C																	OQR	OqR	v				
Great concern	311	129	182	105	96	71	37	282	20	2	122	98	63	25	31	43	38	60	40	44	252	53	87	122	84
	77%	65%	90%	70%	83%	82%	78%	77%	83%	29%	85%	71%	81%	71%	70%	91%	83%	82%	71%	69%	78%	83%	69%	77%	85%
			B								J1	j	J	j		OST									W
MEAN	4.52	4.26	4.78	4.42	4.70	4.54	4.35	4.52	4.62	3.46	4.65	4.37	4.65	4.53	4.06	4.67	4.63	4.62	4.57	4.53	4.52	4.58	4.35	4.55	4.63
			B		dG						J1	j	JL	J		o	o	o	o	o					W

Table Q5
12:50:07 Aug. 4, 2010

5. As I read a list of potential issues facing Salt Lake County's watersheds, please rate your concern about each using a 1 to 5 scale, with 1 meaning it's of 'no concern at all' and 5 meaning it is of 'great concern.' Litter in streams

	=GENDER==		=====AGE=====				==RACE===		=====EDUCATION=====					=====INCOME=====					=OWN/RENT		===RESIDENCY==				
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	Whit e	Non- Whit e	<HS	HS Grad	Some Coll	4-Yr Dgre	Post Grad	<25K	25- 35K	35- 50K	50- 75K	75- 100K	> 100K	Own	Rent	<20 Yrs	21- 40 Yrs	41+ Yrs
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
TOTAL	402	199	203	150	116	86	48	365	24	7	144	137	78	35	44	48	45	73	57	64	325	64	126	158	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED BASE	400	195	205	50	104	138	106	366	18	6	84	122	141	46	40	42	55	75	63	72	353	41	104	149	141
No concern	20	9	11	9	3	4	4	13	5	-	5	9	5	1	1	2	7	5	0	1	15	5	8	8	3
	5%	5%	5%	6%	3%	4%	9%	4%	22%		4%	6%	7%	2%	2%	5%	15%	7%	0%	2%	5%	8%	6%	5%	3%
							e	h									OST								
2	11	6	4	5	2	2	2	10	-	-	1	2	2	4	2	-	1	1	0	4	10	0	4	5	1
	3%	3%	2%	3%	2%	2%	5%	3%			1%	2%	3%	12%	4%		3%	1%	0%	6%	3%	1%	3%	3%	1%
														KL											
3	66	45	21	33	15	13	5	61	5	3	16	31	13	4	9	11	2	8	12	15	47	12	32	24	10
	16%	22%	11%	22%	13%	15%	10%	17%	19%	37%	11%	22%	16%	12%	21%	24%	4%	11%	21%	23%	14%	18%	25%	15%	10%
		C									k				Q	Q			Q	Qr			Y		
4	87	54	32	41	25	14	5	80	3	1	27	30	22	7	5	10	13	15	14	20	68	16	34	35	17
	22%	27%	16%	27%	22%	17%	11%	22%	12%	10%	19%	22%	28%	21%	12%	21%	28%	21%	26%	31%	21%	25%	27%	22%	17%
		c		g	G												o		o	O					
Great concern	217	84	133	63	70	53	30	199	11	4	95	64	36	18	27	24	23	44	30	25	184	31	48	86	68
	54%	42%	66%	42%	61%	62%	63%	55%	47%	54%	66%	47%	46%	51%	61%	50%	51%	60%	52%	39%	57%	48%	38%	55%	68%
			B		d	D	D				Im				t			T					w	Wx	
Don't know	1	0	1	-	-	-	1	1	-	-	-	1	-	0	-	0	-	-	0	-	1	0	0	-	1
	0.25%	0%	0.5%				0.25%	0.25%				0.25%		0%		0%			0%		0.25%	0%	0%		0.25%
MEAN	4.18	4.00	4.35	3.96	4.36	4.29	4.18	4.22	3.63	4.17	4.42	4.02	4.03	4.09	4.24	4.12	3.96	4.27	4.30	4.00	4.22	4.06	3.87	4.18	4.46
			B		D	d		I			LM												qt		W WX

5. As I read a list of potential issues facing Salt Lake County's watersheds, please rate your concern about each using a 1 to 5 scale, with 1 meaning it's of 'no concern at all' and 5 meaning it is of 'great concern.' Litter in streams

	==ACTIVITIES (AT LEAST MONTHLY)===														=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==					=====REGION=====		
	Fish / wate	Bird hing	Boat	Hike ic/	Picn Camp	Use Walk	Visi ls	Read ore	Watc er	h TV news	Radi o	Use rnet	Soci edia	Pam ts	1-2	3	4	5	City	Vlly	hills	West					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)					
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13					
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100					
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13					
No concern	20	6	3	1	6	11	10	4	8	11	8	6	14	6	6	13	-	1	3	9	4	3					
	5%	9%	3%	2%	4%	4%	7%	3%	4%	4%	7%	4%	11%	11%	9%	6%		2%	4%	5%	3%	23%					
													il									u					
2	11	1	1	2	6	8	5	4	4	6	4	7	3	0	4	5	1	1	4	4	6	1					
	3%	1%	1%	3%	3%	3%	3%	3%	2%	3%	4%	5%	2%	1%	6%	2%	2%	1%	6%	2%	5%	8%					
3	66	9	11	6	29	61	23	12	35	32	17	23	20	6	14	40	11	1	5	39	13	1					
	16%	14%	12%	12%	17%	20%	14%	9%	19%	13%	14%	15%	16%	11%	21%	19%	15%	2%	7%	20%	11%	8%					
					H										R	R	r			SU							
4	87	14	18	18	41	71	41	30	43	43	27	32	34	8	16	44	19	7	13	45	19	1					
	22%	20%	21%	33%	24%	24%	26%	21%	23%	17%	23%	21%	27%	15%	25%	22%	26%	12%	19%	23%	16%	8%					
																						v					
Great concern	217	39	52	28	92	149	79	92	98	160	63	86	55	32	26	103	41	46	42	101	77	7					
	54%	56%	61%	51%	53%	49%	50%	65%	52%	63%	52%	56%	44%	61%	39%	50%	57%	82%	63%	51%	64%	54%					
								fg		iM				m				OPq	t		T						
Don't know	1	-	0	-	-	1	-	0	1	1	0	-	-	0	-	0	0	0	-	1	2	-					
	1%		1%			1%		1%	1%	1%	1%			1%		1%	1%			1%	2%						
MEAN	4.18	4.15	4.37	4.29	4.19	4.13	4.10	4.42	4.17	4.32	4.10	4.20	3.90	4.18	3.80	4.07	4.39	4.73	4.30	4.14	4.34	3.62					
			fg					eFG	m	kM		M					OP	OPQ	v		V						

7. As I read a list of potential issues facing Salt Lake County's watersheds, please rate your concern about each using a 1 to 5 scale, with 1 meaning it's of 'no concern at all' and 5 meaning it is of 'great concern.' Restriction of activities due to wat...

	==ACTIVITIES (AT LEAST MONTHLY)===														=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==					=====REGION=====			
	Fish / ALL	Bird / Hunt	Bird / wate	Hike / Boat	Picn / Camp	Use / Walk	Use / ls	Visi / tra	Read / t	Watc / st	h TV / pap	Radi / news	Use / o	Soci / rnet	Pam / edia	1-2	3	4	5	City	Vlly	Foot hlls	West					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)						
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13						
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100						
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13						
No concern	44	5	5	5	15	30	17	12	23	18	23	17	14	9	18	17	3	5	7	18	7	2						
	11%	7%	6%	9%	8%	10%	11%	8%	12%	7%	19%	11%	11%	17%	27%	8%	5%	10%	10%	9%	6%	15%						
										J1				J	PQR													
2	36	11	11	6	20	32	23	19	25	22	12	17	16	5	8	15	8	4	4	21	9	-						
	9%	16%	13%	11%	11%	14%	13%	14%	9%	10%	11%	13%	10%	13%	7%	11%	8%	6%	11%	7%								
3	105	9	16	10	39	71	35	25	36	70	29	40	36	5	15	68	15	6	16	42	31	3						
	26%	13%	19%	17%	22%	24%	22%	18%	19%	27%	24%	26%	28%	9%	23%	33%	20%	11%	24%	21%	26%	23%						
										N	N	N	N			qR												
4	76	13	10	8	36	61	33	32	35	52	22	29	26	6	7	48	17	4	17	41	21	4						
	19%	19%	12%	14%	20%	20%	21%	23%	19%	20%	18%	19%	21%	11%	11%	23%	24%	7%	25%	21%	17%	31%						
																or												
Great concern	131	29	42	25	63	99	48	52	63	87	32	46	34	26	17	52	28	32	20	72	49	4						
	33%	42%	50%	45%	36%	33%	31%	37%	34%	34%	27%	30%	27%	49%	25%	25%	39%	58%	30%	36%	40%	31%						
					g									KLM				OP										
Don't know	10	2	1	2	7	2	2	2	4	5	1	4	0	2	1	5	1	3	3	5	4	-						
	3%	3%	1%	4%	1%	2%	1%	2%	2%	2%	1%	2%	*	4%	2%	3%	1%	6%	4%	3%	3%							
MEAN	3.55	3.75	3.88	3.76	3.65	3.57	3.47	3.68	3.49	3.68	3.24	3.47	3.39	3.69	2.95	3.51	3.82	4.02	3.61	3.66	3.82	3.62						
			FG						k	Klm				K	O	Op	OP											

10. As I read a list of potential issues facing Salt Lake County's watersheds, please rate your concern about each using a 1 to 5 scale, with 1 meaning it's of 'no concern at all' and 5 meaning it is of 'great concern.' Land development or population grow..

	==ACTIVITIES (AT LEAST MONTHLY)==										=====INFO (FREQUENTLY)=====					-ENVIRONMENTALIST==					=====REGION=====			
	Fish / ALL	Bird watec Hunt	Bird watec hing	Hike Boat	Picn Camp	Use Walk	Use traic/ ls	Visi t st	Read pap ore	Watc h news	TV Radi o	Use inte rnet	Soci al edia	Pam ts	1-2	3	4	5	City	Vlly	Foot hills	West		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13		
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13		
No concern	48	10	10	10	23	36	27	17	22	23	24	16	21	11	19	19	4	7	4	20	11	2		
	12%	15%	11%	18%	13%	12%	17%	12%	12%	9%	20%	10%	17%	22%	29%	9%	6%	12%	6%	10%	9%	15%		
										iJL				Jl	PQr									
2	31	4	4	5	11	27	10	16	13	13	11	15	8	2	7	22	2	0	6	18	10	-		
	8%	6%	5%	9%	7%	9%	7%	11%	7%	5%	9%	10%	6%	3%	10%	11%	3%	0%	9%	9%	8%			
																qR								
3	127	16	24	11	39	90	39	29	71	88	37	47	37	8	25	79	14	7	14	67	38	4		
	32%	23%	28%	20%	22%	30%	25%	21%	38%	35%	31%	31%	30%	15%	38%	38%	19%	13%	21%	34%	31%	31%		
									N	N	n	n			QR	QR				S				
4	90	22	21	12	53	75	41	45	30	43	19	32	34	11	6	44	21	18	11	46	20	4		
	22%	32%	25%	22%	31%	25%	26%	32%	16%	17%	16%	21%	27%	20%	10%	21%	30%	32%	16%	23%	17%	31%		
																o	o	o						
Great concern	99	16	25	17	46	66	38	34	48	82	27	41	24	20	6	39	30	24	28	45	39	3		
	25%	23%	30%	30%	27%	22%	24%	24%	25%	32%	23%	27%	19%	39%	9%	19%	42%	42%	42%	23%	32%	23%		
										M				m		OP	Op	T		t				
Don't know	7	0	1	0	0	6	2	-	3	4	1	3	2	0	3	3	0	0	4	3	3	-		
	2%	0%	1%	0%	0%	2%	1%		2%	2%	1%	2%	2%	1%	4%	1%	1%	0%	6%	2%	2%			
MEAN	3.40	3.41	3.58	3.38	3.51	3.37	3.34	3.44	3.37	3.59	3.12	3.44	3.25	3.53	2.58	3.31	4.00	3.93	3.84	3.40	3.56	3.46		
									k	IKM		K		k		o	OP	OP	T					

Table Q11
12:50:07 Aug. 4, 2010

11. As I read a list of potential issues facing Salt Lake County's watersheds, please rate your concern about each using a 1 to 5 scale, with 1 meaning it's of 'no concern at all' and 5 meaning it is of 'great concern.' Industrial water pollution

	==ACTIVITIES (AT LEAST MONTHLY)==														=====INFO (FREQUENTLY)=====					-ENVIRONMENTALIST==					=====REGION=====			
	Fish / ALL	Bird watec Hunt	Bird watec hing	Hike Boat	Picn Camp	Use Walk	Use traic/ ls	Visi t st	Read pap	Watec h TV	Radi news	Use inte rnet	Soci al m edia	Pam phle ts	1-2	3	4	5	City	Vlly	Foot hlls	West						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)						
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13						
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100						
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13						
No concern	25	6	2	0	6	13	9	4	10	12	12	12	14	4	11	12	0	1	2	13	7	1						
	6%	9%	2%	1%	3%	4%	6%	3%	5%	5%	10%	8%	11%	9%	17%	6%	1%	2%	3%	7%	6%	8%						
		d													pQR	q												
2	29	6	6	2	23	26	19	12	15	12	12	7	11	-	9	17	3	-	2	10	3	1						
	7%	9%	8%	3%	13%	9%	12%	8%	8%	5%	10%	4%	9%		14%	8%	4%		3%	5%	2%	8%						
					D		D				1					Q												
3	44	7	4	11	10	40	11	14	23	23	12	19	18	1	11	25	7	-	8	20	9	1						
	11%	10%	5%	19%	6%	13%	7%	10%	12%	9%	10%	12%	14%	1%	17%	12%	10%		12%	10%	7%	8%						
					CEg		ce			N	n	n	N	N														
4	56	11	7	5	22	47	24	20	24	37	16	19	17	3	7	42	8	-	4	37	20	1						
	14%	16%	8%	8%	13%	16%	15%	14%	13%	14%	14%	12%	13%	6%	10%	20%	11%		6%	19%	17%	8%						
																				s	s							
Great concern	244	37	65	37	112	173	93	91	114	167	67	96	67	42	28	109	54	53	51	116	79	9						
	61%	54%	76%	67%	65%	58%	59%	64%	61%	66%	56%	63%	53%	80%	42%	53%	74%	94%	76%	58%	65%	69%						
					bFg									jklm		OP	OPq	T										
														I														
Don't know	4	1	1	1	-	1	1	1	3	4	1	0	-	3	-	1	0	2	-	3	3	-						
	1%	1%	1%	1%		1%	1%	1%	1%	1%	1%	1%	1%	5%		1%	1%	4%		2%	2%							
MEAN	4.17	3.98	4.50	4.40	4.21	4.14	4.11	4.28	4.17	4.34	3.97	4.19	3.90	4.56	3.45	4.07	4.56	4.93	4.49	4.19	4.36	4.23						
			BEFG	b				b	m	KM		m	IKLM		O	OP	OPQ	t										

12. Using a 1 to 5 scale, this time with 1 meaning you 'strongly disagree' and 5 meaning you 'strongly agree,' please tell me whether you agree or disagree with the following statements. Sometimes it is okay to lower the water quality in the watershed to p...

	==ACTIVITIES (AT LEAST MONTHLY)==										=====INFO (FREQUENTLY)=====					-ENVIRONMENTALIST==					=====REGION=====				
	Fish	Bird	Hike	Picn	Use	Visi	Read	Watc	Use	Soci	Pam	Use	Soci	Pam	1-2	3	4	5	City	Vlly	hills	West			
	ALL	Hunt	hing	Boat	Camp	Walk	ls	ore	er	news	o	rnet	edia	ts	1-2	3	4	5	City	Vlly	hills	West			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)			
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13			
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13			
Strongly disagree	204	31	55	28	96	155	81	85	100	115	64	80	59	36	32	90	38	43	46	94	70	5			
	51%	45%	64%	50%	55%	52%	52%	60%	53%	45%	54%	52%	46%	69%	48%	44%	53%	77%	69%	47%	58%	38%			
														JLM				oP	TV		t				
2	69	14	14	10	30	57	30	22	32	42	23	28	25	6	10	43	13	3	4	41	18	2			
	17%	20%	17%	17%	18%	19%	19%	16%	17%	16%	19%	18%	20%	12%	15%	21%	18%	6%	6%	21%	15%	15%			
																r				s	s				
3	50	6	2	8	21	40	23	15	23	30	17	25	22	2	14	21	10	3	8	29	12	1			
	12%	8%	2%	14%	12%	13%	14%	10%	13%	12%	14%	17%	17%	5%	21%	10%	14%	5%	12%	15%	10%	8%			
					c	C	C		n	n	N	N													
4	35	4	4	4	10	17	6	6	10	29	4	6	8	-	3	25	6	1	4	17	6	1			
	9%	6%	5%	7%	6%	4%	4%	5%	11%	4%	4%	6%			4%	12%	8%	2%	6%	9%	5%	8%			
									iKL							o									
Strongly agree	42	14	11	7	17	29	17	14	21	37	11	13	11	8	6	25	6	6	5	16	15	4			
	10%	20%	12%	13%	10%	10%	11%	10%	11%	15%	9%	9%	9%	15%	9%	12%	8%	10%	7%	8%	12%	31%			
																						st			
Don't know	2	-	-	-	-	2	-	-	1	2	-	-	2	-	2	1	-	-	-	2	-	-			
	1%					1%			1%	1%			1%		2%	1%				1%					
MEAN	2.10	2.36	1.84	2.16	1.97	2.02	2.03	1.89	2.03	2.33	1.95	1.99	2.10	1.79	2.08	2.27	2.00	1.64	1.78	2.09	1.99	2.77			
		CeFH								IKLN					r	R			s		Stu				

13. Using a 1 to 5 scale, this time with 1 meaning you 'strongly disagree' and 5 meaning you 'strongly agree,' please tell me whether you agree or disagree with the following statements. Cost should be an important consideration when making decisions about...

	==ACTIVITIES (AT LEAST MONTHLY)==				=====INFO (FREQUENTLY)=====										-ENVIRONMENTALIST==					=====REGION=====			
	Fish / Hunt	Bird wing	Hike Boat	Picn Camp	Use Walk	Use ls	Visi ore	Read er	Watc news	TV o	Radi o	Use rnet	Soci edia	Pam ts	1-2	3	4	5	City	Vlly	Foot hills	West	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13	
Strongly disagree	49	9	21	8	33	38	15	22	21	28	14	15	8	9	2	18	7	22	8	19	10	3	
	12%	13%	25%	15%	19%	13%	9%	16%	11%	11%	12%	10%	7%	18%	3%	9%	9%	39%	12%	10%	8%	23%	
			fg		g													OPQ					
2	32	1	6	0	14	30	16	9	20	21	12	19	13	2	2	18	9	4	12	10	9	1	
	8%	2%	7%	1%	8%	10%	10%	6%	10%	8%	10%	13%	11%	3%	2%	9%	13%	7%	18%	5%	7%	8%	
					BD	bD						n						o		TU			
3	127	18	31	19	49	92	44	41	51	81	28	53	48	12	21	79	19	8	16	54	44	1	
	31%	26%	37%	34%	28%	31%	28%	29%	27%	32%	23%	34%	38%	22%	32%	38%	26%	13%	24%	27%	36%	8%	
												k	k			R			v	V	stV		
4	86	24	12	12	37	68	48	34	38	58	26	31	31	5	17	45	19	4	11	55	23	3	
	21%	35%	14%	21%	22%	23%	30%	24%	20%	23%	22%	20%	24%	11%	26%	22%	27%	7%	16%	28%	19%	23%	
		c				c									r		r			Su			
Strongly agree	107	17	14	16	40	72	34	36	57	67	39	36	26	24	23	45	18	19	19	61	35	5	
	27%	25%	17%	30%	23%	24%	22%	25%	30%	26%	33%	23%	20%	46%	35%	22%	25%	34%	28%	31%	29%	38%	
										m		JLM											
Don't know	1	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	
	*%							1%							2%				1%				
MEAN	3.43	3.57	2.91	3.49	3.21	3.35	3.44	3.37	3.48	3.45	3.54	3.35	3.42	3.65	3.88	3.40	3.45	2.90	3.32	3.65	3.53	3.46	
		Ce		C	c	C	C	C							PQR	R	R			s			

14. Using a 1 to 5 scale, this time with 1 meaning you 'strongly disagree' and 5 meaning you 'strongly agree,' please tell me whether you agree or disagree with the following statements. A healthy economy depends on good water quality in the watershed. (R...

	==ACTIVITIES (AT LEAST MONTHLY)===														=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==					=====REGION=====			
	Fish / ALL	Bird wate Hunt	Bird wate hing	Hike Boat	Picn Camp	Use Walk	Use traic/ ls	Visi t st	Read pap ore	Wate h news	TV Radi o	Use inte rnet	Soci al m edia ts	Pam phle	1-2	3	4	5	City	Vlly	Foot hlls	West						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)						
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13						
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100						
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13						
Strongly disagree	20	2	5	2	7	13	5	6	9	19	4	8	3	5	4	15	-	2	3	11	6	2						
	5%	3%	6%	3%	4%	4%	3%	4%	5%	8%	3%	5%	3%	10%	5%	7%		3%	4%	6%	5%	15%						
2	27	2	15	1	20	21	4	19	7	7	6	6	5	1	9	4	1	13	4	9	6	-						
	7%	3%	18%	2%	12%	7%	3%	14%	4%	3%	5%	4%	4%	3%	13%	2%	2%	23%	6%	5%	5%							
			BDFG		bDG	d		EDG							PQ			oPQ										
3	83	15	11	21	45	70	42	37	38	43	26	33	35	7	10	39	21	13	9	38	20	1						
	21%	22%	13%	37%	26%	23%	27%	26%	20%	17%	22%	22%	28%	13%	15%	19%	29%	23%	13%	19%	17%	8%						
				C			c					jN					o											
4	102	18	19	16	39	75	43	32	48	62	28	34	39	12	16	63	19	4	13	45	28	3						
	25%	26%	22%	29%	23%	25%	28%	23%	26%	24%	23%	22%	30%	24%	24%	31%	26%	7%	19%	23%	23%	23%						
															r	R	r											
Strongly agree	164	31	34	16	61	118	61	47	84	121	55	70	44	27	26	82	31	24	37	95	57	7						
	41%	45%	40%	29%	35%	39%	39%	33%	45%	48%	46%	46%	35%	51%	39%	40%	43%	43%	55%	48%	47%	54%						
Don't know	5	1	1	-	1	3	2	-	1	2	0	2	-	-	1	3	-	1	1	1	4	-						
	1%	1%	1%		1%	1%			1%	1%	0%	1%			2%	1%		1%	1%	1%	3%	t						
MEAN	3.91	4.07	3.73	3.80	3.74	3.89	3.98	3.67	4.02	4.02	4.04	4.01	3.91	4.03	3.81	3.95	4.11	3.65	4.17	4.03	4.06	4.00						
		ceH				h	ceH										R											

15. Using a 1 to 5 scale, this time with 1 meaning you 'strongly disagree' and 5 meaning you 'strongly agree,' please tell me whether you agree or disagree with the following statements. Treatment facilities are the best way to address water quality problems.

	==ACTIVITIES (AT LEAST MONTHLY)===														=====INFO (FREQUENTLY)=====					-ENVIRONMENTALIST==					=====REGION=====		
	ALL	Hunt	Bird	hing	Boat	Hike	Picn	Use	Visi	Read	Watc	Use	Soci	Pam	1-2	3	4	5	City	Vlly	Foot	hills	West				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)					
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13					
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100				
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13					
Strongly disagree	32	3	4	4	11	21	12	14	18	23	10	20	14	7	7	14	7	4	8	15	7	4					
	8%	5%	5%	7%	6%	7%	8%	10%	10%	9%	9%	13%	11%	13%	10%	7%	10%	7%	12%	8%	6%	31%	tu				
2	46	7	23	3	31	42	16	30	17	16	11	16	12	7	6	13	11	17	11	13	11	1					
	11%	10%	27%	5%	18%	14%	10%	21%	9%	6%	9%	10%	10%	13%	8%	6%	16%	30%	16%	7%	9%	8%					
			bDFG		D	d		Dg										OP	T								
3	144	12	24	14	57	106	44	43	57	95	44	62	42	10	21	85	24	14	29	68	40	5					
	36%	17%	28%	25%	33%	35%	28%	30%	31%	37%	37%	41%	33%	20%	32%	41%	33%	25%	43%	34%	33%	38%					
					b	B					n	n	N														
4	92	22	18	21	47	74	46	33	55	61	31	33	39	13	12	55	18	8	5	48	25	1					
	23%	32%	21%	38%	27%	25%	29%	23%	29%	24%	26%	22%	31%	25%	18%	27%	25%	14%	7%	24%	21%	8%					
																				SV	S						
Strongly agree	70	20	15	14	23	45	31	16	34	48	21	17	16	13	17	31	8	12	12	43	28	2					
	17%	29%	18%	24%	13%	15%	20%	11%	18%	19%	18%	11%	13%	26%	26%	15%	12%	22%	18%	22%	23%	15%					
			eh											l	q												
Don't know	18	5	2	-	6	12	7	6	6	11	2	5	3	2	4	8	4	1	2	12	10	-					
	4%	7%	2%		3%	4%	5%	4%	3%	4%	2%	3%	2%	3%	5%	4%	5%	2%	3%	6%	8%						
MEAN	3.32	3.75	3.20	3.68	3.23	3.28	3.45	3.05	3.39	3.40	3.37	3.09	3.25	3.38	3.42	3.39	3.15	3.14	3.03	3.49	3.50	2.69					
		CEFH		CEFH		h	H		L	L	L									SV	SV						

16. Using a 1 to 5 scale, this time with 1 meaning you 'strongly disagree' and 5 meaning you 'strongly agree,' please tell me whether you agree or disagree with the following statements. My recreational activities affect the water quality of Salt Lake Coun...

	==ACTIVITIES (AT LEAST MONTHLY)==											=====INFO (FREQUENTLY)=====					-ENVIRONMENTALIST==					=====REGION=====			
	Fish / ALL	Bird wate Hunt	Bird wate hing	Hike Boat	Picn Camp	Use Walk	Use traic/ ls	Visi t st	Read pap	Watc h TV	Radi o	Use inte rnet	Soci al m edia	Pam phle ts	1-2	3	4	5	City	Vlly	Foot hills	West			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)			
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13			
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13			
Strongly disagree	141	20	34	13	54	106	39	48	63	81	50	66	46	23	36	59	17	28	22	60	41	7			
	35%	29%	40%	24%	31%	35%	25%	34%	34%	32%	42%	43%	36%	44%	54%	29%	24%	51%	33%	30%	34%	54%			
												j			PQ			q				t			
2	48	9	11	2	22	42	26	23	27	31	18	19	18	3	9	27	9	3	8	24	18	1			
	12%	13%	13%	4%	13%	14%	17%	16%	15%	12%	15%	13%	14%	5%	14%	13%	13%	6%	12%	12%	15%	8%			
					d	D	d																		
3	96	16	14	18	38	71	41	34	35	62	21	33	30	8	10	65	15	6	21	53	27	1			
	24%	23%	17%	32%	22%	24%	26%	24%	19%	25%	17%	21%	24%	16%	15%	32%	21%	11%	31%	27%	22%	8%			
															Or				V	V	v				
4	60	10	11	10	29	39	25	15	33	43	14	16	22	6	7	32	13	8	4	23	13	2			
	15%	14%	13%	17%	17%	13%	16%	10%	18%	17%	12%	10%	18%	11%	11%	15%	18%	14%	6%	12%	11%	15%			
									l																
Strongly agree	51	10	13	13	27	39	24	21	26	32	16	19	10	12	4	21	16	10	11	34	18	2			
	13%	15%	15%	23%	15%	13%	15%	15%	14%	13%	13%	12%	8%	23%	6%	10%	23%	17%	16%	17%	15%	15%			
Don't know	7	4	2	-	4	3	2	2	2	4	1	0	0	0	1	2	1	1	1	5	4	-			
	2%	6%	3%		2%	1%	1%	1%	1%	2%	1%	0%	0%	0%	1%	1%	1%	1%	1%	3%	3%				
MEAN	2.57	2.71	2.49	3.12	2.72	2.54	2.79	2.55	2.63	2.66	2.38	2.35	2.46	2.64	1.99	2.65	3.02	2.41	2.61	2.73	2.56	2.31			
				CFH			f		l	kL						O	OpR								

19. Within a watershed there can be a number of land uses. For each of the following, please tell me whether you would like to see less, more, or about the same of each in Salt Lake County. Outdoor recreational areas

	==ACTIVITIES (AT LEAST MONTHLY)===														=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==					=====REGION=====	
	Fish / wate	Bird hing	Boat	Hike Camp	Picn Walk	Use ls	Use tra	Visi t	Read st	Wate pap	h TV	Radi o	Use rnet	Soci edia	Pam ts	1-2	3	4	5	City	Vlly	hills	West			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)				
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13				
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100				
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13				
Less	34	-	5	6	14	27	13	13	17	28	12	14	9	6	7	16	3	9	5	16	13	1				
	9%		6%	10%	8%	9%	8%	10%	9%	11%	10%	9%	7%	12%	11%	8%	4%	16%	7%	8%	11%	8%				
About the same	174	27	31	18	72	131	66	56	89	104	57	65	49	14	32	93	30	17	35	99	70	4				
	43%	39%	36%	32%	41%	44%	42%	39%	47%	41%	47%	43%	39%	27%	48%	45%	42%	30%	52%	50%	58%	31%				
									N		n											V				
More	192	42	49	32	88	141	78	73	81	121	51	74	68	31	27	96	39	31	27	82	37	8				
	48%	61%	57%	58%	51%	47%	50%	51%	43%	48%	42%	48%	54%	60%	41%	47%	54%	54%	40%	41%	31%	62%				
																				u		U				
Don't know	1	-	0	-	-	1	-	-	0	1	-	-	-	1	-	0	0	-	-	2	1	-				
	1%		1%			1%			1%	1%				1%		1%	1%			1%	1%					

21. Within a watershed there can be a number of land uses. For each of the following, please tell me whether you would like to see less, more, or about the same of each in Salt Lake County. Urban development

	==ACTIVITIES (AT LEAST MONTHLY)===														=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==			=====REGION=====			
	Fish Bird / wate	Hike Picn Bike ic/	Use tra	Visi t	Read st	Watc pap	h TV	Radi	Use inte	Soci al	Pam phle															
	ALL Hunt	hing	Boat	Camp	Walk	ls	ore	er	news	o	rnet	edia	ts	1-2	3	4	5	City	Vlly	hlls	West					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)				
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13				
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13				
Less	213	44	67	27	99	155	91	86	99	153	63	78	65	40	20	110	43	39	36	98	70	9				
	53%	65%	78%	48%	57%	52%	58%	61%	53%	60%	52%	51%	52%	77%	30%	54%	60%	70%	54%	49%	58%	69%				
			DEFG											JKLM		O	O	O								
														I												
About the same	156	15	16	20	63	125	55	47	75	84	48	64	52	11	43	76	23	12	28	78	43	3				
	39%	22%	19%	35%	36%	42%	35%	33%	40%	33%	40%	42%	41%	21%	65%	37%	33%	21%	42%	39%	36%	23%				
					c	BC			N		N	N	N		PQR											
More	24	8	2	9	11	17	10	8	10	14	4	8	9	1	2	11	6	5	2	17	7	-				
	6%	12%	2%	17%	7%	6%	6%	6%	5%	6%	4%	5%	7%	2%	3%	6%	8%	8%	3%	9%	6%					
				c																s						
Don't know	9	1	0	-	1	3	1	0	4	2	5	3	-	0	1	7	-	0	1	6	1	1				
	2%	1%	0%		1%	1%	0%	0%	2%	1%	4%	2%		0%	2%	4%		1%	1%	3%	1%	8%				

22. Do you happen to know where the following are located in the valley? Jordan River

	==ACTIVITIES (AT LEAST MONTHLY)==														=====INFO (FREQUENTLY)=====					-ENVIRONMENTALIST==					=====REGION=====				
	Fish / ALL	Bird Hunt	Watc hing	Boat	Hike Camp	Picn Walk	Use ls	Visi ore	Read er	Watc news	TV o	Radi o	inte rnet	Soci edia	Pam ts	1-2	3	4	5	City	Vlly	Foot hills	West						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)							
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13							
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100							
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13							
Yes	383	65	82	55	165	286	149	137	183	241	116	149	121	51	66	195	67	53	64	192	116	13							
	95%	95%	97%	99%	95%	95%	95%	96%	97%	95%	97%	97%	96%	99%	100%	95%	92%	95%	96%	96%	96%	100%							
															PQ							STU							
No	17	3	1	1	9	15	8	5	5	12	4	4	5	1	-	8	5	3	3	6	5	-							
	4%	5%	1%	1%	5%	5%	5%	4%	3%	5%	3%	3%	4%	1%		4%	8%	5%	4%	3%	4%								
Don't know	2	-	2	-	-	-	-	-	-	2	-	-	-	-	-	2	-	-	-	1	-	-							
	1%		2%							1%						1%				1%									

24. Do you happen to know where the following are located in the valley? Bingham Creek

	==ACTIVITIES (AT LEAST MONTHLY)==														=====INFO (FREQUENTLY)=====					-ENVIRONMENTALIST-				=====REGION=====			
	Fish / ALL	Bird Hunt	watc hing	Hike Boat	Picn Camp	Use Walk	Use ls	Visi ore	Read er	Watc news	TV o	Radi o	inte rnet	Soci edia	Pam ts	1-2	3	4	5	City	Vlly	Foot hlls	West				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)					
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13					
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100					
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13					
Yes	144	33	29	24	55	117	68	52	80	102	53	65	53	27	23	75	29	17	16	102	31	8					
	36%	48%	34%	43%	32%	39%	43%	37%	43%	40%	44%	42%	42%	51%	35%	36%	40%	30%	24%	51%	26%	62%					
																				SU	SU						
No	225	33	56	30	113	167	82	86	92	127	59	79	66	24	40	107	38	38	49	84	81	4					
	56%	48%	66%	54%	65%	56%	52%	61%	49%	50%	49%	52%	52%	47%	61%	52%	53%	68%	73%	42%	67%	31%					
																			TV	TV							
Don't know	33	3	0	1	6	16	7	4	15	25	8	9	7	1	3	24	5	1	2	13	9	1					
	8%	4%	*%	2%	3%	5%	4%	3%	8%	10%	7%	6%	6%	2%	4%	12%	7%	2%	3%	7%	7%	8%					

c

or

25. Do you happen to know where the following are located in the valley? Midas Creek

	==ACTIVITIES (AT LEAST MONTHLY)==														=====INFO (FREQUENTLY)=====					-ENVIRONMENTALIST==					=====REGION=====				
	Fish / ALL	Bird Hunt	Boat hing	Hike Camp	Picn Walk	Use ls	Visi ore	Read er	Watc news	TV o	Radi o	inte rnet	al edia	m ts	phle	1-2	3	4	5	City	Vlly	hills	West						
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)								
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13							
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100							
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13							
Yes	31	8	11	10	10	20	15	14	26	22	16	18	16	5	7	17	3	4	3	27	8	1							
	8%	12%	13%	19%	6%	7%	10%	10%	14%	9%	14%	12%	12%	10%	11%	8%	4%	7%	4%	14%	7%	8%							
				ef																SU									
No	336	56	72	43	154	260	132	120	149	209	94	129	103	46	57	166	60	52	59	157	105	12							
	84%	82%	84%	77%	89%	87%	84%	84%	79%	82%	78%	84%	81%	88%	86%	81%	84%	92%	88%	79%	87%	92%							
				t															t	t	t								
Don't know	35	4	3	3	9	20	10	8	13	23	10	6	8	1	3	23	9	0	5	15	8	-							
	9%	6%	3%	5%	5%	7%	6%	6%	7%	9%	8%	4%	6%	2%	4%	11%	12%	1%	7%	8%	7%								
															or	r													

27. And from what you know or have heard, would you say the water quality is poor or good in the following creeks?

Jordan River

	==ACTIVITIES (AT LEAST MONTHLY)===														=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==					=====REGION=====				
	Fish / wate	Bird hing	Hike Boat	Picn Camp	Use Walk	Use ls	Visi ore	Read er	Watc news	h TV o	Radi rnet	Use inte	Soci edia	Pam ts	1-2	3	4	5	City	Vlly	hills	West							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)							
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13							
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100							
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13							
Good quality	57	14	15	11	25	44	23	25	29	39	28	30	25	7	13	27	12	5	7	30	23	1							
	14%	21%	18%	19%	14%	15%	14%	18%	16%	16%	24%	19%	20%	13%	19%	13%	17%	8%	10%	15%	19%	8%							
Poor quality	299	46	65	39	130	223	118	101	130	186	80	111	86	39	47	152	54	46	47	139	83	12							
	74%	67%	76%	70%	75%	74%	75%	71%	70%	73%	67%	73%	68%	75%	72%	74%	75%	82%	70%	70%	69%	92%							
Don't know	46	8	5	6	19	33	16	16	28	29	12	12	14	6	6	26	6	6	13	30	15	-							
	12%	12%	6%	11%	11%	11%	10%	11%	15%	11%	10%	8%	11%	12%	9%	13%	8%	10%	19%	15%	12%								

28. And from what you know or have heard, would you say the water quality is poor or good in the following creeks? Big Cottonwood Creek

	==ACTIVITIES (AT LEAST MONTHLY)===														=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==					=====REGION=====				
	Fish / wate	Bird hing	Hike Boat	Picn Camp	Use Walk	Visi ls	Read ore	Wate er	TV news	Radi o	Use rnet	Soci edia	Pam ts	1-2	3	4	5	City	Vlly	hills	West								
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)							
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13							
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100							
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13							
Good quality	283	50	54	43	134	218	124	111	150	188	95	123	88	37	49	146	54	33	52	144	94	13							
	70%	73%	63%	77%	77%	72%	79%	78%	80%	74%	79%	81%	70%	72%	73%	71%	74%	60%	78%	72%	78%	100%							
Poor quality	11	4	3	5	2	11	2	4	5	6	3	2	4	1	3	5	1	2	3	6	3	-							
	3%	5%	3%	9%	1%	4%	2%	3%	2%	2%	3%	1%	3%	3%	4%	2%	2%	4%	4%	3%	2%								
Don't know	108	15	29	8	37	72	31	27	33	59	22	27	34	13	15	55	17	20	12	49	24	-							
	27%	21%	34%	14%	21%	24%	19%	19%	17%	23%	18%	18%	27%	25%	22%	27%	24%	36%	18%	25%	20%								

d

29. And from what you know or have heard, would you say the water quality is poor or good in the following creeks?

Emigration Creek

	==ACTIVITIES (AT LEAST MONTHLY)===														=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==					=====REGION=====				
	Fish / wate	Bird hing	Hike Boat	Picn Camp	Use Walk	Use ls	Visi ore	Read er	Watc news	h TV o	Radi rnet	Use inte	Soci edia	Pam ts	1-2	3	4	5	City	Vlly	hlls	West							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)							
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13							
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100							
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13							
Good quality	234	48	46	37	104	183	106	79	118	151	74	97	82	37	41	123	41	29	44	123	76	12							
	58%	70%	54%	67%	60%	61%	67%	56%	63%	60%	62%	63%	65%	71%	61%	60%	58%	52%	66%	62%	63%	92%							
Poor quality	32	6	11	10	22	28	13	17	21	16	17	15	11	3	4	17	9	3	7	10	11	-							
	8%	9%	13%	18%	13%	9%	8%	12%	11%	6%	14%	10%	9%	6%	6%	8%	12%	6%	10%	5%	9%								
Don't know	135	14	28	8	47	89	39	46	48	86	28	41	33	12	22	66	22	24	16	66	34	1							
	34%	21%	32%	15%	27%	30%	25%	32%	26%	34%	24%	27%	26%	23%	33%	32%	30%	43%	24%	33%	28%	8%							
					d			d											v	v	v								

30. And from what you know or have heard, would you say the water quality is poor or good in the following creeks?

Bingham Creek

	==ACTIVITIES (AT LEAST MONTHLY)===														=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==					=====REGION=====		
	Fish / wate	Bird hing	Hike Boat	Picn Camp	Use Walk	Use ls	Visi ore	Read er	Watc news	TV o	Radi rnet	Use inte	Soci edia	Pam ts	1-2	3	4	5	City	Vlly	hlls	West					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)					
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13					
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100					
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13					
Good quality	64	14	13	13	25	48	27	31	39	40	23	40	22	13	13	30	10	10	5	40	20	3					
	16%	21%	15%	22%	14%	16%	17%	21%	21%	16%	19%	26%	17%	25%	20%	15%	14%	18%	7%	20%	17%	23%					
												J								S	S						
Poor quality	54	19	9	9	22	44	30	20	20	32	19	16	19	8	2	34	10	7	6	36	9	1					
	13%	28%	10%	15%	13%	15%	19%	14%	11%	13%	16%	10%	15%	16%	3%	16%	14%	13%	9%	18%	7%	8%					
	CEfh														O	O				SU							
Don't know	285	35	63	35	126	208	101	92	128	182	78	97	85	31	51	141	52	39	56	123	92	9					
	71%	51%	75%	62%	73%	69%	64%	65%	69%	72%	65%	63%	67%	59%	77%	69%	72%	69%	84%	62%	76%	69%					
			b		B	b													T		T						

31. And from what you know or have heard, would you say the water quality is poor or good in the following creeks?

Midas Creek

	==ACTIVITIES (AT LEAST MONTHLY)===														=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==					=====REGION=====		
	Fish / wate	Bird hing	Hike Boat	Picn Camp	Use Walk	Visi ls	Read ore	Watc er	Use st	Soci pap	Pam h	Use TV	Soci Radi	Pam inte	Al al	M m	Phle phle	1-2	3	4	5	City	Vlly	hills	West		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)					
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13					
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13					
Good quality	44	19	13	12	21	36	25	25	25	28	17	27	26	6	8	23	7	6	4	22	6	1					
	11%	27%	16%	22%	12%	12%	16%	17%	13%	11%	14%	18%	21%	12%	12%	11%	9%	12%	6%	11%	5%	8%					
	eF										j	j								U							
Poor quality	12	-	2	1	4	7	3	3	10	7	6	4	2	1	1	6	3	2	3	12	4	-					
	3%		3%	2%	2%	2%	2%	2%	5%	3%	5%	3%	2%	1%	2%	3%	4%	3%	4%	6%	3%						
Don't know	346	50	70	43	148	258	130	114	153	219	98	122	98	45	57	176	62	48	60	165	111	12					
	86%	73%	82%	77%	85%	86%	82%	80%	82%	86%	81%	80%	77%	86%	86%	86%	86%	85%	90%	83%	92%	92%					
					b															T							

32A. Does that surprise you?

	==ACTIVITIES (AT LEAST MONTHLY)==														=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==					=====REGION=====				
	Fish	Bird	Hike	Picn	Use	Visi	Read	Watc	Use	Soci	Pam				Foot														
ALL	Hunt	watc	hing	Boat	Bike	ic/	tra	t st	pap	h TV	Radi	inte	al m	phle	1-2	3	4	5	City	Vlly	hlls	West							
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)								
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13							
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%							
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13							
Yes	97	23	15	13	30	64	36	28	37	63	20	40	37	11	16	57	17	8	13	42	17	3							
	24%	33%	17%	24%	17%	21%	23%	20%	20%	25%	17%	26%	30%	20%	24%	28%	23%	14%	19%	21%	14%	23%							
		e										k	k							u									
No	147	22	18	20	73	113	65	52	59	87	45	54	45	17	33	74	20	18	17	70	51	2							
	37%	32%	22%	36%	42%	38%	41%	37%	31%	34%	38%	35%	36%	33%	51%	36%	28%	32%	25%	35%	42%	15%							
					C	c	C								Q					v	SV								
Refused	0	-	0	0	0	0	0	-	0	0	0	0	-	-	-	0	-	-	1	-	-	-							
	0%		1%	1%	0%	0%	0%		0%	0%	0%	0%				0%			1%										
NO ANSWER	157	24	51	22	70	123	55	62	91	104	54	58	44	24	17	74	35	30	36	87	53	8							
	39%	35%	60%	40%	40%	41%	35%	44%	49%	41%	45%	38%	35%	47%	26%	36%	49%	54%	54%	44%	44%	62%							

33. Were you aware that there is an official website to give the public information about the Jordan River cleanup?

	==ACTIVITIES (AT LEAST MONTHLY)==														=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==					=====REGION=====				
	Fish	Bird	Hike	Picn	Use	Visi	Read	Watc	Use	Soci	Pam																		
ALL	Hunt	watc	Boat	Bike	ic/	tra	t st	pap	h TV	Radi	inte	al m	phle	1-2	3	4	5	City	Vlly	hlls	West								
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)								
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13							
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13							
Aware	38	9	10	13	14	29	15	22	30	25	12	18	12	6	9	21	4	4	10	25	10	1							
	10%	13%	11%	23%	8%	10%	10%	15%	16%	10%	10%	12%	9%	11%	13%	10%	6%	8%	15%	13%	8%	8%							
Haven't heard/Don't know	364	60	75	43	160	271	142	120	157	229	107	134	115	46	57	185	68	52	57	174	111	12							
	90%	87%	89%	77%	92%	90%	90%	85%	84%	90%	90%	88%	91%	89%	87%	90%	94%	92%	85%	87%	92%	92%							

38. Do you think Salt Lake County government is doing enough to protect our watershed?

	==ACTIVITIES (AT LEAST MONTHLY)==														=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==					=====REGION=====			
	Fish / ALL	Bird Hunt	Boat hing	Hike Camp	Picn Walk	Use ls	Visi ore	Read er	Watc news	TV o	Radi o	Use rnet	Soci edia	Pam ts	1-2	3	4	5	City	Vlly	Foot hills	West						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)						
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13						
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100						
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13						
Definitely is	18	3	2	3	10	13	10	8	9	8	6	7	5	2	7	7	1	2	3	9	11	1						
	4%	4%	3%	5%	6%	4%	6%	6%	5%	3%	5%	5%	4%	5%	11%	4%	1%	4%	4%	5%	9%	8%						
															q													
Probably is	215	31	43	26	87	161	84	64	110	148	69	98	74	19	38	119	44	12	34	119	65	6						
	54%	45%	50%	46%	50%	54%	54%	45%	59%	58%	57%	64%	58%	37%	58%	58%	62%	21%	51%	60%	54%	46%						
									N	N	n	N	n		R	R	R											
Probably is not	108	21	28	7	44	79	35	41	42	65	31	30	33	15	10	51	21	26	19	43	27	4						
	27%	30%	33%	12%	25%	26%	22%	29%	23%	26%	26%	20%	26%	28%	16%	25%	29%	46%	28%	22%	22%	31%						
		d	d		d	d												O										
Definitely is not	35	10	9	20	22	28	19	17	18	18	7	11	11	15	4	14	5	11	6	19	6	1						
	9%	15%	10%	36%	13%	9%	12%	12%	10%	7%	6%	7%	9%	29%	6%	7%	8%	20%	9%	10%	5%	8%						
				EFGH										JKLM														
				BC										I														
(DO NOT READ): Don't know	26	4	4	1	10	19	9	11	8	14	7	7	4	1	6	14	1	5	5	9	12	1						
	6%	6%	4%	2%	6%	6%	6%	8%	4%	6%	5%	4%	3%	1%	9%	7%	1%	9%	7%	5%	10%	8%						
															q						t							

40. Fees for using any of the canyons and trails in the county

	==ACTIVITIES (AT LEAST MONTHLY)==														=====INFO (FREQUENTLY)=====				-ENVIRONMENTALIST==				=====REGION=====			
	Fish	Bird	Hike	Picn	Use	Visi	Read	Watc	TV	Radi	Use	Soci	Pam													
	/	watc	Bike	ic/	trai	t st	pap	h	TV	Radi	inte	al	m	phle								Foot				
ALL	Hunt	hing	Boat	Camp	Walk	ls	ore	er	news	o	rnet	edia	ts	1-2	3	4	5	City	Vlly	hlls	West					
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)					
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13				
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100				
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13				
Strongly oppose	102	18	19	18	44	70	37	34	39	65	38	46	34	10	33	37	20	11	15	52	37	5				
	25%	26%	22%	33%	25%	23%	24%	24%	21%	26%	32%	30%	27%	20%	50%	18%	28%	20%	22%	26%	31%	38%				
										i					PQR											
2	52	9	2	3	22	32	21	17	18	39	13	19	12	4	4	33	13	1	8	18	12	1				
	13%	13%	2%	6%	13%	11%	13%	12%	9%	16%	11%	13%	10%	7%	6%	16%	19%	1%	12%	9%	10%	8%				
		C			C	C	C	C		in						oR	oR									
3	120	23	24	20	41	92	51	39	56	75	40	45	43	19	18	71	16	15	17	61	42	4				
	30%	33%	28%	36%	24%	31%	32%	28%	30%	29%	33%	29%	34%	37%	27%	35%	22%	26%	25%	31%	35%	31%				
4	53	10	15	4	21	46	20	11	34	38	10	18	26	5	6	34	9	4	11	32	12	1				
	13%	15%	17%	7%	12%	15%	13%	8%	18%	15%	9%	12%	20%	11%	8%	17%	13%	7%	16%	16%	10%	8%				
									k				k													
Strongly support	74	9	26	10	45	60	28	40	40	35	18	25	11	14	5	30	13	25	16	33	18	2				
	18%	13%	30%	19%	26%	20%	18%	28%	21%	14%	15%	16%	9%	26%	8%	15%	18%	45%	24%	17%	15%	15%				
			b					b	M				m					OPq								
Don't know	1	0	1	-	0	1	0	0	1	1	0	0	-	-	-	-	0	-	-	3	-	-				
	*%	*%	1%		*%	*%	*%	*%	*%	*%	*%	*%					*%			2%						
MEAN	2.86	2.75	3.32	2.74	3.01	2.98	2.88	3.03	3.10	2.76	2.64	2.72	2.74	3.17	2.19	2.94	2.73	3.56	3.07	2.88	2.69	2.54				
			BDFG						JKLM					JKLm		O	O	OPQ	u							

43. On average, how often do you participate in the following recreational activities within the Salt Lake County area?
Fishing or hunting

	==ACTIVITIES (AT LEAST MONTHLY)===														=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==					=====REGION=====		
	Fish / wate	Bird hing	Boat	Hike Camp	Picn Walk	Use ls	Visi ore	Read er	Watc news	TV	Radi o	Use rnet	Soci edia	Pam ts	1-2	3	4	5	City	Vlly	hills	West					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)					
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13					
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100					
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13					
At least 1 or 2 times a week	21	21	12	9	18	18	20	19	10	16	11	10	11	8	2	9	6	5	5	8	3	3					
	5%	31%	14%	17%	10%	6%	12%	13%	5%	6%	9%	6%	9%	15%	3%	4%	8%	8%	7%	4%	2%	23%					
		EF	G	h																		u					
				c																							
At least 1 or 2 times a month	47	47	11	17	32	43	36	28	18	30	15	13	22	9	7	21	14	4	4	23	13	-					
	12%	69%	13%	31%	19%	14%	23%	20%	10%	12%	13%	9%	18%	18%	11%	10%	19%	7%	6%	12%	11%						
		EF	G	H																							
				cf																							
				CD																							
At least 1 or 2 times a year	129	-	28	10	51	85	36	49	49	77	24	44	38	9	21	64	19	24	11	55	32	2					
	32%		33%	19%	30%	28%	23%	34%	26%	30%	20%	29%	30%	17%	32%	31%	27%	43%	16%	28%	26%	15%					
																					S	S					
Not at all	204	-	34	19	72	154	66	46	110	131	69	85	54	27	35	111	33	23	47	112	73	8					
	51%		40%	34%	41%	51%	42%	33%	59%	51%	58%	56%	43%	51%	53%	54%	46%	42%	70%	56%	60%	62%					
					dH				M		m								T								
(DO NOT READ): Don't know	0	-	-	-	-	-	-	-	-	0	0	-	-	-	0	-	-	-	-	1	-	-					
	0%									0%	0%				0%					1%							

44. On average, how often do you participate in the following recreational activities within the Salt Lake County area?

Bird watching

	==ACTIVITIES (AT LEAST MONTHLY)===														=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==					=====REGION=====				
	Fish / wate	Bird hing	Boat	Hike Camp	Picn Walk	Use ls	Visi tra	Read t	Wate st	TV pap	Radi h	inte news	Soci o	Pam rnet	1-2	3	4	5	City	Vlly	hills	West							
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)								
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13							
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100							
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13							
At least 1 or 2 times a week	52	16	52	11	29	41	27	18	35	41	16	19	17	16	10	23	10	9	14	18	31	3							
	13%	23%	61%	19%	17%	14%	17%	13%	19%	16%	14%	12%	14%	32%	14%	11%	14%	15%	21%	9%	26%	23%							
			EFGH										jkLm						T		T								
			BD																										
At least 1 or 2 times a month	33	7	33	6	20	29	15	24	15	18	10	11	7	4	0	14	4	15	5	17	5	1							
	8%	10%	39%	10%	12%	10%	9%	17%	8%	7%	9%	7%	6%	8%	1%	7%	6%	26%	7%	9%	4%	8%							
			EFGH													o		OPQ											
			BD																										
At least 1 or 2 times a year	50	9	-	11	26	41	28	23	23	26	8	23	27	5	12	26	9	2	9	29	17	2							
	12%	12%		21%	15%	14%	18%	16%	12%	10%	7%	15%	21%	10%	17%	13%	13%	4%	13%	15%	14%	15%							
Not at all	266	37	-	28	99	190	87	76	113	168	84	100	75	26	44	142	48	30	38	134	67	7							
	66%	54%		50%	57%	63%	56%	54%	61%	66%	70%	65%	60%	49%	66%	69%	67%	54%	57%	67%	55%	54%							
										n	n									U									
(DO NOT READ): Don't know	1	-	-	-	-	0	-	-	1	1	1	1	-	0	1	0	-	-	1	1	1	-							
	1%					0%			1%	1%	1%	1%		1%	1%	0%			1%	1%	1%								

45. On average, how often do you participate in the following recreational activities within the Salt Lake County area?
Kayaking, canoeing, or boating

	==ACTIVITIES (AT LEAST MONTHLY)===													=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==					=====REGION=====		
	Fish / wate	Bird hing	Boat	Hike Camp	Picn Walk	Use ls	Visi ore	Read er	Wate news	TV o	Radi o	Use rnet	Soci edia	Pam ts	1-2	3	4	5	City	Vlly	hills	West				
ALL	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)				
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13				
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100				
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13				
At least 1 or 2 times a week	20	13	5	20	16	20	17	19	9	8	9	7	11	6	3	8	3	7	4	5	2	1				
	5%	18%	6%	37%	9%	7%	11%	13%	5%	3%	8%	4%	9%	12%	4%	4%	4%	13%	6%	3%	2%	8%				
		f		EFGH				f						j												
At least 1 or 2 times a month	35	14	11	35	26	32	21	20	20	23	11	19	16	15	4	13	9	9	3	18	10	2				
	9%	20%	13%	63%	15%	11%	13%	14%	11%	9%	9%	12%	12%	28%	7%	6%	12%	17%	4%	9%	8%	15%				
				EFGH										JKlm												
				BC										I												
At least 1 or 2 times a year	143	21	32	-	82	109	66	55	68	89	33	49	52	9	20	70	30	23	13	60	28	1				
	36%	31%	38%		48%	36%	42%	39%	36%	35%	28%	32%	41%	17%	31%	34%	41%	41%	19%	30%	23%	8%				
					b				N	N		n	N							sV	v					
Not at all	202	20	37	-	50	140	54	47	89	133	66	78	48	23	39	113	31	17	47	114	81	8				
	50%	29%	43%		29%	46%	34%	33%	48%	52%	55%	51%	38%	44%	58%	55%	42%	30%	70%	57%	67%	62%				
					bEgh					m	M	m			r	r			t		t					
(DO NOT READ): Don't know	2	1	-	-	-	1	-	1	1	2	0	-	-	-	0	1	-	-	-	2	-	1				
	0.5%	1%				0.5%		0.5%	0.5%	1%	0%				0%	1%				1%		0.5%				

46. On average, how often do you participate in the following recreational activities within the Salt Lake County area?
Hiking, mountain biking, or camping in the canyons and other wild areas

	==ACTIVITIES (AT LEAST MONTHLY)===														=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==					=====REGION=====				
	Fish / wate	Bird hing	Boat	Hike Camp	Picn Walk	Use ls	Visi tra	Read t	Wate st	TV pap	Radi h	Use o	Soci rnet	Pam al m	phle	1-2	3	4	5	City	Vlly	hills	West						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)							
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13							
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100							
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13							
At least 1 or 2 times a week	49	19	14	15	49	47	44	39	27	29	20	21	18	13	2	13	22	12	11	12	16	2							
	12%	27%	17%	26%	28%	16%	28%	27%	14%	11%	17%	14%	15%	25%	2%	6%	30%	21%	16%	6%	13%	15%							
					f		F	f						j			OP	o	T		T								
At least 1 or 2 times a month	125	32	35	27	125	113	76	61	52	70	29	51	52	14	19	49	31	23	19	45	31	2							
	31%	46%	41%	48%	72%	38%	49%	43%	28%	27%	24%	33%	41%	27%	29%	24%	44%	42%	28%	23%	26%	15%							
					DFGH							ijk					P												
					BC																								
At least 1 or 2 times a year	149	13	27	10	-	111	29	36	80	96	49	62	41	14	28	94	14	12	19	99	40	5							
	37%	19%	32%	19%		37%	19%	26%	43%	38%	41%	40%	33%	26%	43%	46%	20%	21%	28%	50%	33%	38%							
						BDG			n						Q	Qr				SU									
Not at all	78	5	8	3	-	29	7	5	28	59	20	19	15	11	17	48	5	8	18	41	34	4							
	20%	7%	10%	6%		10%	4%	3%	15%	23%	17%	13%	12%	22%	25%	24%	6%	14%	27%	21%	28%	31%							
									lm						Q	Q													
(DO NOT READ): Don't know	1	1	1	1	-	-	1	1	1	1	1	-	-	1	0	-	-	1	-	2	-	-							
	1%	1%	1%	1%			1%	1%	1%	1%	1%			1%	0%			1%		2%									

47. On average, how often do you participate in the following recreational activities within the Salt Lake County area?
Picnicking or walking in parks and neighborhoods

	==ACTIVITIES (AT LEAST MONTHLY)===														=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==					=====REGION=====				
	Fish / wate	Bird hing	Hike Bike	Picn ic/	Use Camp	Visi Walk	Read ls	Watc st	TV ore	Radi er	Use news	Soci o	Pam rnet	Phle edia	1-2	3	4	5	City	Vlly	hills	West							
ALL	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)							
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13							
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100							
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13							
At least 1 or 2 times a week	166	35	53	30	102	166	99	88	83	98	52	73	60	29	25	79	32	30	33	66	50	5							
	41%	50%	62%	54%	59%	55%	63%	62%	44%	39%	44%	48%	47%	56%	37%	39%	44%	53%	49%	33%	41%	38%							
														j					T										
At least 1 or 2 times a month	134	26	17	21	58	134	53	36	67	78	44	52	57	15	18	68	34	14	16	67	35	4							
	33%	39%	20%	38%	34%	45%	34%	26%	36%	31%	37%	34%	45%	30%	27%	33%	47%	24%	24%	34%	29%	31%							
		c				CgH							j				Or												
At least 1 or 2 times a year	66	5	10	1	7	-	3	11	24	54	16	20	6	5	14	40	4	6	9	43	19	1							
	16%	8%	12%	2%	4%		2%	8%	13%	21%	13%	13%	5%	10%	22%	19%	5%	11%	13%	22%	16%	8%							
										iM					q	Q				v									
Not at all	34	1	5	3	6	-	3	6	13	22	7	8	3	2	9	17	2	6	9	22	16	2							
	9%	2%	6%	6%	3%		2%	4%	7%	9%	6%	5%	2%	4%	13%	8%	3%	11%	13%	11%	13%	15%							
										m																			
(DO NOT READ): Don't know	1	1	-	-	-	-	-	1	1	1	0	-	-	0	0	1	-	0	-	1	1	1							
	1%	1%						1%	1%	1%	0%			0%	0%	1%		0%		1%	1%	8%							

48. On average, how often do you participate in the following recreational activities within the Salt Lake County area?
Using trails along creeks and rivers

	==ACTIVITIES (AT LEAST MONTHLY)===														=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==					=====REGION=====				
	Fish / wate	Bird hing	Boat	Hike Camp	Picn Walk	Use ls	Visi tra	Read t	Wate st	TV pap	Radi h	Use news	Soci o	Pam rnet	1-2	3	4	5	City	Vlly	hills	West							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)							
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13							
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100							
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13							
At least 1 or 2 times a week	46	20	17	18	41	44	46	40	26	24	20	19	17	14	2	12	19	13	12	20	14	2							
	11%	30%	20%	32%	24%	15%	29%	28%	14%	9%	17%	12%	13%	26%	4%	6%	26%	23%	18%	10%	12%	15%							
		f		F			F	f					JL			OP													
At least 1 or 2 times a month	111	35	25	19	80	107	111	50	53	70	35	53	58	19	20	59	24	8	20	42	32	1							
	28%	51%	29%	35%	46%	36%	71%	35%	28%	28%	29%	35%	46%	36%	30%	29%	33%	14%	30%	21%	26%	8%							
		c					DEFH					IJK						V	v	V									
							BC																						
At least 1 or 2 times a year	152	6	34	11	45	113	-	37	73	88	44	61	41	13	25	82	21	24	18	86	39	6							
	38%	9%	40%	20%	26%	38%		26%	39%	35%	37%	40%	32%	25%	38%	40%	29%	42%	27%	43%	32%	46%							
			Bd		B	BDe		B												SU									
Not at all	93	8	9	7	7	35	-	15	35	72	21	20	10	7	19	52	8	12	17	50	36	4							
	23%	11%	10%	13%	4%	12%		11%	19%	28%	17%	13%	8%	13%	28%	25%	12%	21%	25%	25%	30%	31%							
					e				m	kLMn					q	q													
										i																			
(DO NOT READ): Don't know	0	-	-	-	-	-	-	-	-	0	0	-	-	-	0	-	-	-	-	1	-	-							
	0%									0%	0%				0%					1%									

49. On average, how often do you participate in the following recreational activities within the Salt Lake County area?
Visiting an outfitter or outdoors store

	==ACTIVITIES (AT LEAST MONTHLY)===													=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==					=====REGION=====		
	Fish / wate	Bird hing	Boat	Hike Camp	Picn Walk	Use ls	Visi tra	Read t	Wate st	TV pap	Radi h	Use o	Soci rnet	Pam edia	1-2	3	4	5	City	Vlly	hills	West				
ALL	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)				
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13				
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100				
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13				
At least 1 or 2 times a week	34	15	13	12	26	29	29	34	17	21	13	16	10	7	1	19	9	4	6	12	8	1				
	8%	22%	15%	21%	15%	10%	19%	24%	9%	8%	11%	11%	8%	13%	2%	9%	12%	8%	9%	6%	7%	8%				
		f					f	F								O	O									
At least 1 or 2 times a month	108	32	30	27	74	95	61	108	47	58	36	46	40	17	18	35	26	29	19	42	39	2				
	27%	47%	35%	49%	43%	32%	39%	76%	25%	23%	30%	30%	31%	33%	28%	17%	36%	52%	28%	21%	32%	15%				
				f				DEFG									P	oP				T				
								BC																		
At least 1 or 2 times a year	167	16	32	15	61	126	50	-	90	110	54	67	54	19	25	97	34	9	24	99	51	6				
	42%	23%	37%	27%	35%	42%	32%		48%	43%	45%	44%	43%	37%	37%	47%	47%	17%	36%	50%	42%	46%				
					B											R	R			S						
Not at all	92	5	11	1	12	49	17	-	33	65	16	23	23	9	22	52	4	13	18	45	22	4				
	23%	8%	12%	2%	7%	16%	11%		18%	25%	13%	15%	18%	17%	33%	26%	5%	24%	27%	23%	18%	31%				
					bDe	d				Kl						Q	Q									
(DO NOT READ): Don't know	1	-	-	-	-	1	-	-	0	1	0	0	-	-	-	1	-	-	-	1	1	-				
	1%					1%			1%	1%	1%	1%				1%				1%	1%					

50. How would you rate the importance of outdoor leisure and recreational activities to your overall quality of life, in other words your overall satisfaction and happiness?

	==ACTIVITIES (AT LEAST MONTHLY)===														=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==					=====REGION=====				
	Fish / wate	Bird hing	Hike Boat	Picn Camp	Use Walk	Visi ls	Read tra	Wate t	Use st	Soci pap	Pam h	Use TV	Soci Radi	Pam inte	Use al	Use m	Use phle	Foot 1-2	Foot 3	Foot 4	Foot 5	City Vlly	City hills	City West					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)							
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13							
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100					
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13							
Not at all important	5	-	0	-	-	0	-	0	3	4	-	1	2	1	4	1	1	-	2	5	2	-							
	1%		1%			0%		0%	2%	1%		1%	1%	2%	6%	1%			3%	3%	2%								
Not too important	18	-	1	3	-	11	-	-	5	11	4	1	2	-	4	13	0	1	4	13	4	-							
	4%		1%	5%		4%			3%	4%	3%	1%	1%		6%	6%	1%	2%	6%	7%	3%								
Somewhat important	140	12	15	7	37	93	39	28	61	84	44	52	37	8	33	89	14	2	21	77	34	4							
	35%	18%	17%	13%	21%	31%	25%	19%	32%	33%	36%	34%	30%	16%	50%	43%	20%	4%	31%	39%	28%	31%							
					bDh				N	N	N	N			QR	QR					U								
Very important	239	57	69	46	137	196	118	114	118	155	72	99	86	43	26	103	57	53	40	104	81	9							
	59%	82%	81%	83%	79%	65%	75%	80%	63%	61%	60%	65%	68%	83%	39%	50%	79%	94%	60%	52%	67%	69%							
		F	f	F	F			F						IJKL		OP	OP				T								
MEAN	3.52	3.82	3.79	3.78	3.79	3.61	3.75	3.80	3.57	3.54	3.57	3.63	3.64	3.79	3.22	3.43	3.76	3.93	3.48	3.41	3.60	3.69							
		F	F	f	F		F	F						IJK		O	OP	OPq				T							

53. Do you do each of these things frequently, occasionally, rarely, or never? Watch local television news

	==ACTIVITIES (AT LEAST MONTHLY)==														=====INFO (FREQUENTLY)=====					-ENVIRONMENTALIST==					=====REGION=====				
	Fish / wate	Bird hunting	Boat	Hike Camp	Picn Walk	Use ls	Visi ore	Read er	Watc news	TV o	Radi o	Use rnet	Soci edia	Pam ts	1-2	3	4	5	City	Vlly	Foot hills	West							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)							
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13							
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100							
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13							
Frequently	254	46	59	31	99	177	94	79	133	254	73	104	80	36	36	143	44	28	41	141	89	11							
	63%	67%	69%	56%	57%	59%	60%	55%	71%	100%	61%	68%	63%	70%	55%	70%	61%	49%	61%	71%	74%	85%							
										KLMN												S S							
										I																			
Occasionally	70	14	4	13	31	57	35	30	27	-	26	20	24	6	16	41	10	3	13	33	15	-							
	18%	20%	4%	23%	18%	19%	22%	21%	14%		22%	13%	19%	12%	24%	20%	14%	6%	19%	17%	12%								
		c		C	c	C	C	C							r														
Rarely	40	3	9	2	13	31	14	5	17	-	8	18	15	5	10	17	9	4	8	14	12	1							
	10%	4%	10%	3%	8%	10%	9%	4%	9%		7%	12%	12%	9%	15%	8%	13%	7%	12%	7%	10%	8%							
					bDh																								
Never	38	6	14	10	30	35	14	28	11	-	13	9	7	4	4	4	9	21	5	11	5	1							
	9%	9%	16%	18%	18%	12%	9%	20%	6%		11%	6%	6%	9%	6%	2%	12%	38%	7%	6%	4%	8%							
			g		g			bfg									P	OPQ											

Table Q54
12:50:07 Aug. 4, 2010

54. Do you do each of these things frequently, occasionally, rarely, or never? Listen to call-in or talk radio

	==ACTIVITIES (AT LEAST MONTHLY)==														=====INFO (FREQUENTLY)=====					-ENVIRONMENTALIST==					=====REGION=====				
	Fish / Hunt ALL	Bird wate ALL	Bird hing (A)	Boat Boat (B)	Hike Camp (C)	Picn Walk (D)	Use ls (E)	Visi ore (F)	Read er (G)	Watc news (H)	TV o (I)	Radi o (J)	inte rnet (K)	Soci edia (L)	Pam ts (M)	1-2 (N)	3 (O)	4 (P)	5 (Q)	City (R)	Vlly (S)	hills (T)	West (U)	(V)					
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13							
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100						
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13							
Frequently	120	26	27	20	49	97	55	50	69	73	120	64	39	20	26	57	23	14	18	67	40	5							
	30%	38%	31%	36%	29%	32%	35%	35%	37%	29%	100%	42%	31%	39%	39%	28%	31%	25%	27%	34%	33%	38%							
											JLMN	J																	
											I																		
Occasionally	78	14	13	13	37	55	38	27	33	51	-	29	25	6	9	51	8	9	15	42	27	-							
	19%	20%	16%	24%	21%	18%	24%	19%	18%	20%		19%	20%	12%	14%	25%	12%	17%	22%	21%	22%								
																q													
Rarely	63	6	5	6	30	47	22	15	30	42	-	22	27	5	16	28	13	5	12	29	19	-							
	16%	9%	5%	10%	17%	16%	14%	10%	16%	17%		14%	21%	10%	24%	14%	17%	9%	18%	15%	16%								
Never	140	22	40	17	57	101	42	50	54	87	-	37	35	20	16	69	28	27	21	60	35	8							
	35%	32%	47%	30%	33%	34%	27%	35%	29%	34%		24%	28%	39%	24%	34%	39%	48%	31%	30%	29%	62%							
			G							1								o				STU							
Don't know/Refused	1	-	0	-	-	0	-	-	1	1	-	1	0	-	-	0	0	-	1	1	-	-							
	*%		*%			*%			*%	*%		*%	*%			*%	*%		1%	1%									

55. Do you do each of these things frequently, occasionally, rarely, or never? Visit Internet websites to read about issues you care about

	==ACTIVITIES (AT LEAST MONTHLY)===														=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==					=====REGION=====				
	Fish / wate	Bird hing	Boat	Hike Camp	Picn Walk	Use ls	Visi tra	Read t	Watc st	h pap	TV news	Radi o	Use rnet	Soci edia	Pam ts	1-2	3	4	5	City	Vlly	hills	West						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)							
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13							
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100							
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13							
Frequently	153	23	30	26	72	125	72	63	92	104	64	153	72	31	27	67	40	20	30	81	49	7							
	38%	34%	35%	46%	42%	42%	46%	44%	49%	41%	53%	100%	57%	60%	40%	33%	55%	36%	45%	41%	40%	54%							
											j	JKMN	J	j															
Occasionally	137	28	35	19	63	100	50	52	48	77	34	-	36	12	19	76	17	24	20	48	36	2							
	34%	41%	41%	34%	36%	33%	32%	37%	26%	30%	29%		29%	23%	29%	37%	23%	44%	30%	24%	30%	15%							
Rarely	42	6	11	3	19	32	14	7	21	25	9	-	9	4	12	21	6	2	5	19	18	1							
	11%	8%	13%	6%	11%	11%	9%	5%	11%	10%	7%		8%	7%	18%	10%	8%	3%	7%	10%	15%	8%							
Never	69	12	10	8	20	43	21	20	26	47	13	-	8	5	8	41	10	10	12	51	17	3							
	17%	17%	12%	15%	12%	14%	13%	14%	14%	19%	11%		6%	10%	12%	20%	13%	17%	18%	26%	14%	23%							
Don't know/Refused	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-							
	*%									*%						*%						1%							

56. Do you do each of these things frequently, occasionally, rarely, or never? Use Facebook or Twitter

	==ACTIVITIES (AT LEAST MONTHLY)==											=====INFO (FREQUENTLY)=====					-ENVIRONMENTALIST==					=====REGION=====			
	Fish / ALL	Bird wtc Hunt	Bird wtc hing	Hike Boat	Picn Camp	Use Walk	Use ls	Visi tra	Read t st	Watc pap h	TV Radi news o	Use inte rnet	Soci al dia ts	Pam phle	1-2	3	4	5	City	Vlly	Foot hlls	West			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)			
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13			
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13			
Frequently	126	33	24	27	70	117	75	50	70	80	39	72	126	22	20	60	36	10	8	46	29	5			
	31%	49%	29%	48%	40%	39%	48%	35%	37%	31%	32%	47%	100%	42%	30%	29%	49%	19%	12%	23%	24%	38%			
		c		c			C					iJK	JKLN			OPR				s	s	s			
																						I			
Occasionally	56	5	7	10	30	49	25	21	23	27	16	17	-	10	10	32	6	8	12	19	15	-			
	14%	8%	8%	18%	17%	16%	16%	15%	12%	11%	13%	11%		19%	15%	16%	9%	14%	18%	10%	12%				
Rarely	33	3	7	0	15	25	15	12	14	20	19	12	-	3	10	17	5	2	9	15	14	2			
	8%	4%	9%	*	9%	8%	9%	8%	8%	8%	16%	8%		5%	15%	8%	6%	3%	13%	8%	12%	15%			
					d	D	D					ij													
Never	186	27	47	19	58	109	42	59	80	127	46	51	-	18	27	95	26	36	38	119	62	6			
	46%	40%	55%	34%	33%	36%	27%	42%	43%	50%	38%	34%		34%	41%	46%	36%	64%	57%	60%	51%	46%			
			efG					g		L								q							
Don't know/Refused	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-			
	0.25%									0.25%						0.25%					0.25%				

57. Do you do each of these things frequently, occasionally, rarely, or never? Pick up pamphlets or newsletters at libraries or other public places

	==ACTIVITIES (AT LEAST MONTHLY)===														=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==					=====REGION=====				
	Fish / wate	Bird hing	Boat	Hike Camp	Picn Walk	Use ls	Visi tra	Read t	Wate st	TV h	Radi news	Use o	Soci rnet	Pam edia	ts	1-2	3	4	5	City	Vlly	hills	West						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)							
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13							
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100							
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13							
Frequently	52	17	21	21	27	45	32	24	36	36	20	31	22	52	1	21	14	16	7	25	16	3							
	13%	24%	24%	37%	15%	21%	17%	19%	14%	17%	21%	17%	100%	2%	10%	20%	29%	10%	13%	13%	23%								
				EFgH									JKLM																
														I															
Occasionally	101	18	25	12	55	88	58	40	54	67	25	41	46	-	10	57	21	13	26	49	31	3							
	25%	27%	30%	21%	32%	29%	37%	28%	29%	26%	21%	27%	36%		16%	28%	29%	23%	39%	25%	26%	23%							
							d						k							Tu									
Rarely	89	17	11	6	45	73	38	32	42	52	38	37	26	-	19	43	20	6	15	40	31	1							
	22%	24%	13%	10%	26%	24%	24%	22%	22%	20%	32%	24%	21%		28%	21%	28%	10%	22%	20%	26%	8%							
					d	d	d								r		r					V							
Never	160	17	28	18	48	95	29	46	55	99	36	43	33	-	36	85	17	21	19	85	43	6							
	40%	24%	33%	32%	27%	32%	18%	33%	29%	39%	30%	28%	26%		54%	41%	23%	38%	28%	43%	36%	46%							
					G		g			lm					Q	Q				S									

58. The last few questions are to classify this survey only. What is your age?

	==ACTIVITIES (AT LEAST MONTHLY)==										=====INFO (FREQUENTLY)=====					-ENVIRONMENTALIST==					=====REGION=====				
	Fish	Bird		Hike	Picn	Use	Visi	Read	Watc		Use	Soci	Pam								Foot				
ALL	Hunt	watc	hing	Boat	ic/	tra	is	ore	er	news	o	rnet	edia	ts	1-2	3	4	5	City	Vlly	hlls	West			
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)				
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13			
Less than 35	150	30	27	22	95	132	78	62	57	71	34	46	73	13	19	78	34	19	5	32	11	2			
	37%	43%	31%	39%	55%	44%	50%	44%	30%	28%	29%	30%	57%	25%	29%	38%	47%	35%	7%	16%	9%	15%			
					Cdf	C	C	c					JKLN			O			Su						
													I												
35 to 49	116	23	27	23	50	92	51	46	52	80	45	59	40	24	20	60	22	14	16	57	26	5			
	29%	33%	32%	41%	29%	31%	32%	32%	28%	32%	38%	39%	31%	45%	31%	29%	30%	25%	24%	29%	21%	38%			
													i												
50 to 64	86	10	18	8	23	54	19	26	45	59	26	35	12	10	16	44	10	14	22	71	42	3			
	21%	15%	21%	14%	13%	18%	12%	18%	24%	23%	22%	23%	9%	18%	24%	21%	14%	25%	33%	36%	35%	23%			
									M	M		m													
65 or over	48	6	14	3	5	21	9	8	32	43	13	13	2	6	8	24	6	8	23	39	41	3			
	12%	9%	16%	5%	3%	7%	6%	5%	17%	17%	11%	8%	2%	12%	13%	12%	9%	15%	34%	20%	34%	23%			
									M	M									T						
NO ANSWER	2	-	-	-	-	1	-	-	1	1	1	-	-	-	2	-	-	-	1	-	1	-			
	1%					1%			1%	1%	1%				3%				1%		1%				

Table Q59
 12:50:07 Aug. 4, 2010

59. What is the last level of education you've completed?

	==ACTIVITIES (AT LEAST MONTHLY)==											=====INFO (FREQUENTLY)=====				-ENVIRONMENTALIST==					=====REGION=====				
	Fish	Bird		Hike	Picn	Use	Visi	Read	Wate		Use	Soci	Pam										Foot		
ALL	Hunt	watc		Bike	ic/	tra	i t	st	pap	h	TV	Radi	inte	al	m	phle		1-2	3	4	5	City	Vlly	hlls	West
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)				
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13			
Did not finish High School	7	2	1	1	2	4	2	2	2	6	1	-	-	-	1	3	2	1	-	6	-	-			
	2%	3%	1%	1%	1%	1%	1%	2%	1%	3%	1%				1%	2%	3%	1%		3%					
High School graduate	144	25	32	17	57	90	37	47	46	97	30	34	32	13	20	81	14	27	6	47	24	7			
	36%	37%	38%	30%	33%	30%	23%	33%	25%	38%	25%	22%	25%	25%	30%	39%	20%	49%	9%	24%	20%	54%			
			g							IKLM						Q		Q		S	S	STU			
Some college/technical	137	16	27	21	51	108	50	37	62	83	37	65	49	21	31	68	25	13	12	71	35	4			
	34%	23%	32%	38%	29%	36%	32%	26%	33%	32%	31%	43%	39%	41%	47%	33%	35%	23%	18%	36%	29%	31%			
															r					S	S				
4-year college graduate/Bachelor's	78	20	21	14	39	67	43	35	54	49	34	36	37	13	9	37	22	10	35	57	48	1			
	19%	29%	25%	25%	23%	22%	27%	24%	29%	19%	28%	23%	29%	25%	14%	18%	30%	18%	52%	29%	40%	8%			
																			TuV	V	TV				
Post-graduate work	35	6	4	3	25	31	26	20	23	19	16	18	9	4	4	17	8	6	14	18	13	1			
	9%	8%	5%	6%	14%	10%	16%	14%	12%	7%	14%	12%	7%	9%	7%	8%	11%	10%	21%	9%	11%	8%			
							c												Tu						
NO ANSWER	1	-	-	-	-	1	-	-	-	1	1	-	-	-	1	-	-	-	-	-	1	-			
	*%					*%				*%	1%				2%							1%			

Table Q60
 12:50:07 Aug. 4, 2010
 (Continued)

60. How many years have you lived in the Salt Lake area?

	==ACTIVITIES (AT LEAST MONTHLY)==														=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==					=====REGION=====				
	Fish / ALL	Bird w/ Hunt	Bird w/ hing	Hike Boat	Picn Camp	Use Walk	Use ls	Visi ore	Read er	Watc news	h TV	Radi o	inte rnet	Soci edia	Pam ts	1-2	3	4	5	City	Vlly	Foot hlls	West						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)							
56-60 years	16 4%	0 1%	3 3%	1 2%	1 1%	6 2%	2 1%	2 1%	9 5%	11 4%	5 4%	5 4%	1 1%	3 5%	3 5%	8 4%	2 2%	3 6%	4 6%	15 8%	6 5%	-							
61-65 years	9 2%	1 1%	4 5%	-	0 *	4 1%	2 1%	2 2%	5 3%	9 4%	1 1%	5 3%	-	2 4%	-	7 4%	1 2%	0 *	1 1%	7 4%	9 7%	1 8%							
66-70 years	5 1%	1 1%	2 3%	1 2%	1 *	2 1%	2 1%	2 1%	4 2%	5 2%	1 1%	-	-	0 1%	0 1%	2 1%	0 1%	2 4%	4 6%	4 2%	2 2%	-							
71-75 years	0 *	-	-	-	-	0 *	-	-	0 *	0 *	-	0 *	-	-	0 1%	-	-	-	-	-	1 1%	-	-						
76-80 years	4 1%	1 2%	1 1%	1 1%	0 *	0 *	1 1%	1 1%	4 2%	3 1%	1 1%	0 *	-	1 1%	-	3 1%	0 1%	1 1%	1 1%	5 3%	-	1 8%							
81-85 years	1 *	-	-	-	-	-	-	-	1 1%	1 *	-	-	-	-	1 1%	0 *	-	-	-	1 1%	1 1%	-	-						
86-90 years	0 *	-	-	-	-	-	-	-	0 *	0 *	-	-	-	-	-	-	-	0 1%	-	1 1%	-	-							
96+ years	18 4%	1 2%	-	-	2 1%	1 *	1 1%	-	1 1%	17 7%	2 2%	-	-	-	2 3%	14 7%	-	-	-	2 3%	3 2%	1 1%	-						

IK

61. Do you own or rent your residence?

	==ACTIVITIES (AT LEAST MONTHLY)==													=====INFO (FREQUENTLY)=====					-ENVIRONMENTALIST==					=====REGION=====			
	Fish / ALL	Bird Hunt	Bird wate	Bird hing	Hike Boat	Picn Camp	Use Walk	Use ls	Visi tra	Read st	Watc pap	TV h news	Radi o	Use rnet	Soci edia	Pam ts	1-2	3	4	5	City	Vlly	Foot hlls	West			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)					
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13					
Own/Buying	325	49	71	37	133	234	113	120	157	221	96	134	94	34	56	164	55	48	56	175	109	13					
	81%	72%	84%	67%	77%	78%	72%	85%	84%	87%	80%	88%	74%	66%	85%	80%	76%	85%	84%	88%	90%	100%					
			dg					bdg	mN	kMN	n	kMN											STU				
Rent/Other	64	17	14	16	31	53	35	22	31	25	21	15	25	18	5	34	17	8	11	21	9	-					
	16%	24%	16%	29%	18%	18%	22%	15%	16%	10%	18%	10%	20%	34%	7%	16%	24%	15%	16%	11%	7%						
				h					jL		JL		JL	JKLm		O	O		u								
NO ANSWER	13	3	-	3	9	13	9	-	-	8	3	4	8	-	5	8	-	-	-	3	3	-					
	3%	4%		5%	5%	4%	6%			3%	2%	3%	6%		8%	4%				2%	2%						

62. What is your race or ethnic background?

	==ACTIVITIES (AT LEAST MONTHLY)==														=====INFO (FREQUENTLY)=====					-ENVIRONMENTALIST==					=====REGION=====				
	Fish / ALL	Bird Hunt	Bird wac	Bird hing	Hike Boat	Picn Camp	Use Walk	Use ls	Visi ore	Read pap	Watc h	TV news	Radi o	inte rnet	Soci edia	Pam ts	1-2	3	4	5	City	Vlly	Foot hlls	West					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)							
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13							
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13							
White	365	56	80	49	154	272	136	131	169	233	106	139	110	42	64	187	61	51	61	182	110	13							
	91%	82%	93%	89%	89%	90%	87%	92%	90%	92%	88%	91%	87%	80%	96%	91%	85%	91%	91%	91%	91%	91%	100%						
										n						Q							STU						
Hispanic	11	5	1	2	5	6	5	3	4	8	0	5	5	2	1	6	2	2	1	7	2	-							
	3%	7%	1%	3%	3%	2%	3%	2%	2%	3%	*	3%	4%	3%	1%	3%	2%	4%	1%	4%	2%								
										k																			
African American	4	4	-	-	-	4	4	-	-	-	4	-	4	4	-	4	-	-	-	1	-	-							
	1%	6%				1%	3%				4%		4%	9%		2%				1%									
		F											km																
Asian	8	-	0	-	7	8	5	-	8	5	3	5	4	-	-	0	7	0	1	3	1	-							
	2%		1%		4%	3%	3%		4%	2%	3%	3%	4%			*	10%	*	1%	2%	1%								
																PR													
Pacific Islander	0	-	-	-	0	0	-	0	-	0	-	0	-	-	-	-	0	-	1	-	-	-							
	*				*	*		*		*		*					1%		1%										
Something else	0	-	-	-	0	0	0	0	-	-	-	-	-	-	-	0	-	-	1	-	-	-							
	*				*	*	*	*								*			1%										
NO ANSWER	13	3	4	5	6	9	6	8	7	7	6	3	3	4	2	7	2	2	2	6	8	-							
	3%	4%	5%	8%	4%	3%	4%	6%	4%	3%	5%	2%	2%	8%	3%	4%	3%	4%	3%	3%	7%								

Table Q63
12:50:07 Aug. 4, 2010

63. Which of these categories includes your approximate annual household income during the most recent calendar year?

	==ACTIVITIES (AT LEAST MONTHLY)==													=====INFO (FREQUENTLY)=====				-ENVIRONMENTALIST==					=====REGION=====			
	Fish	Bird		Hike	Picn	Use	Visi	Read	Watc		Use	Soci	Pam													
	/	watc		Bike	ic/	trai	t	st	pap	h	TV	Radi	inte	al	m	phle					Foot					
	ALL	Hunt	hing	Boat	Camp	Walk	ls	ore	er	news	o	rnet	edia	ts			1-2	3	4	5	City	Vlly	hlls	West		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)				
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13				
< 25K	44	3	5	5	11	28	10	3	21	27	9	10	6	7	4	24	6	10	10	19	8	3				
	11%	4%	6%	10%	6%	9%	6%	2%	11%	10%	7%	6%	4%	14%	5%	12%	8%	17%	15%	10%	7%	23%				
					H				M	m										u						
25-35K	48	11	18	9	20	35	23	18	30	31	19	19	15	9	11	25	3	8	5	21	13	3				
	12%	16%	21%	15%	11%	12%	14%	13%	16%	12%	16%	13%	12%	16%	16%	12%	4%	15%	7%	11%	11%	23%				
															q	q										
35-50K	45	12	10	5	12	34	20	13	18	27	12	12	22	10	9	21	9	5	11	26	17	1				
	11%	18%	12%	10%	7%	11%	13%	9%	10%	11%	10%	8%	18%	20%	14%	10%	13%	9%	16%	13%	14%	8%				
												1	1													
50-75K	73	15	14	10	39	63	37	30	34	50	23	30	25	12	17	37	12	6	13	44	16	2				
	18%	22%	16%	19%	22%	21%	23%	21%	18%	20%	19%	19%	20%	23%	26%	18%	17%	11%	19%	22%	13%	15%				
																				U						
75-100K	57	10	7	11	25	45	22	24	31	42	24	28	17	5	4	33	14	5	11	32	17	3				
	14%	15%	8%	20%	15%	15%	14%	17%	17%	17%	20%	19%	13%	11%	6%	16%	20%	8%	16%	16%	14%	23%				
																				o						
> 100K	64	11	10	10	35	50	30	27	31	37	21	32	20	4	12	31	15	6	11	33	28	-				
	16%	17%	12%	18%	20%	17%	19%	19%	17%	15%	17%	21%	16%	7%	18%	15%	22%	11%	16%	17%	23%					
												n														
NO ANSWER	71	6	22	5	31	44	16	27	22	40	12	22	20	5	9	33	12	16	6	24	22	1				
	18%	8%	26%	9%	18%	15%	10%	19%	12%	16%	10%	14%	16%	10%	14%	16%	17%	29%	9%	12%	18%	8%				

INTERVIEWER: Do you have an error sheet for this respondent?

	==ACTIVITIES (AT LEAST MONTHLY)==														=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==				=====REGION=====			
	Fish	Bird		Hike	Picn	Use	Visi	Read	Watc		Use	Soci	Pam														
	/	watc		Bike	ic/	tra	t	st	pap	h	TV	Radi	inte	al	m	phle										Foot	
ALL	Hunt	hing	Boat	Camp	Walk	ls	ore	er	news	o	rnet	edia	ts	1-2	3	4	5	City	Vlly	hlls	West						
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)						
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13					
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13					
Yes	8	-	1	1	3	5	2	2	5	4	3	4	1	-	4	0	1	2	-	5	4	-					
	2%		1%	2%	1%	2%	1%	1%	3%	2%	3%	2%	1%		5%	*%	1%	4%		3%	3%						
															P												
No	394	69	84	55	171	295	155	140	182	250	116	149	125	52	63	205	71	54	67	194	117	13					
	98%	100%	99%	98%	99%	98%	99%	99%	97%	98%	97%	98%	99%	100%	95%	100%	99%	96%	100%	97%	97%	100%					
											il					O			TU							TU	

	==ACTIVITIES (AT LEAST MONTHLY)==													=====INFO (FREQUENTLY)=====					=ENVIRONMENTALIST==					=====REGION=====			
	Fish / ALL	Bird Hunt	Bird hing	Hike Boat	Picn Camp	Use Walk	Visi ls	Read ore	Watc er	h TV news	Radi o	inte rnet	Soci edia	Pam ts	1-2	3	4	5	City	Vlly	hills	West					
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)						
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13					
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100					
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13					
under25	48	10	-	10	30	43	27	15	10	21	5	10	23	2	10	27	10	-	4	13	2	-					
	12%	15%		19%	18%	14%	17%	10%	6%	8%	4%	6%	18%	4%	16%	13%	14%		6%	7%	2%						
										k			JKLN								U						
													I														
n25to34	102	19	27	12	64	89	51	47	47	50	29	36	50	11	9	51	23	19	1	19	9	2					
	25%	28%	31%	21%	37%	30%	32%	33%	25%	20%	24%	24%	39%	21%	14%	25%	32%	35%	1%	10%	7%	15%					
					D		d	d	j				JKLN			O	O	O			s	s					
													I														
n35to49	116	23	27	23	50	92	51	46	52	80	45	59	40	24	20	60	22	14	16	57	26	5					
	29%	33%	32%	41%	29%	31%	32%	32%	28%	32%	38%	39%	31%	45%	31%	29%	30%	25%	24%	29%	21%	38%					
												i		i													
n50to64	86	10	18	8	23	54	19	26	45	59	26	35	12	10	16	44	10	14	22	71	42	3					
	21%	15%	21%	14%	13%	18%	12%	18%	24%	23%	22%	23%	9%	18%	24%	21%	14%	25%	33%	36%	35%	23%					
									M	M		m															
n65over	48	6	14	3	5	21	9	8	32	43	13	13	2	6	8	24	6	8	23	39	41	3					
	12%	9%	16%	5%	3%	7%	6%	5%	17%	17%	11%	8%	2%	12%	13%	12%	9%	15%	34%	20%	34%	23%					
									M	M										T		T					
Male	1	-	-	-	-	1	-	-	-	1	1	-	-	-	1	-	-	-	-	-	1	-					
	*					*				*	1%				2%						1%						
Female	1	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-					
	*								1%						2%				1%								

	==ACTIVITIES (AT LEAST MONTHLY)==														=====INFO (FREQUENTLY)=====					-ENVIRONMENTALIST==				=====REGION=====			
	Fish	Bird	Hike	Picn	Use	Visi	Read	Watc	Use	Soci	Pam																
ALL	Hunt	watc	hing	Boat	Bike	ic/	tra	t	st	pap	h	TV	Radi	inte	al	m	phle	1-2	3	4	5	City	Vlly	hlls	West		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)						
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13					
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13					
Male	198	38	23	33	95	150	84	86	89	109	63	79	66	14	44	94	45	16	36	99	51	8					
	49%	55%	27%	59%	55%	50%	54%	60%	48%	43%	52%	52%	52%	26%	66%	46%	62%	28%	54%	50%	42%	62%					
		C		C	C	C	C	C	N	n	N	N	N		PR		pR										
Female	202	31	62	23	78	149	73	56	97	144	56	74	60	38	20	112	27	40	30	100	69	5					
	50%	45%	73%	41%	45%	50%	46%	40%	52%	57%	47%	48%	48%	74%	31%	54%	38%	72%	45%	50%	57%	38%					
			EFGH													jKLM		Oq		OQ							
			ED													I											
NO ANSWER	2	-	-	-	-	1	-	-	1	1	1	-	-	-	2	-	-	-	1	-	1	-					
	*				*				1	*	1				3				1		1						

	==ACTIVITIES (AT LEAST MONTHLY)==													=====INFO (FREQUENTLY)=====					-ENVIRONMENTALIST==					=====REGION=====						
	Fish	Bird	Hike	Picn	Use	Visi	Read	Watc	Use	Soci	Pam																			
	/	watc	Bike	ic/	trai	t st	pap	h TV	Radi	inte	al m	phle																		
ALL	Hunt	hing	Boat	Camp	Walk	ls	ore	er	news	o	rnet	edia	ts	1-2	3	4	5	City	Vlly	hlls	West									
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)									
TOTAL	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13								
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100							
UNWEIGHTED BASE	400	59	94	45	138	276	143	129	230	282	130	167	88	51	68	201	71	56	67	199	121	13								
NO ANSWER	402	69	85	56	173	300	157	142	187	254	120	153	126	52	66	205	72	56	67	199	121	13								
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100							

