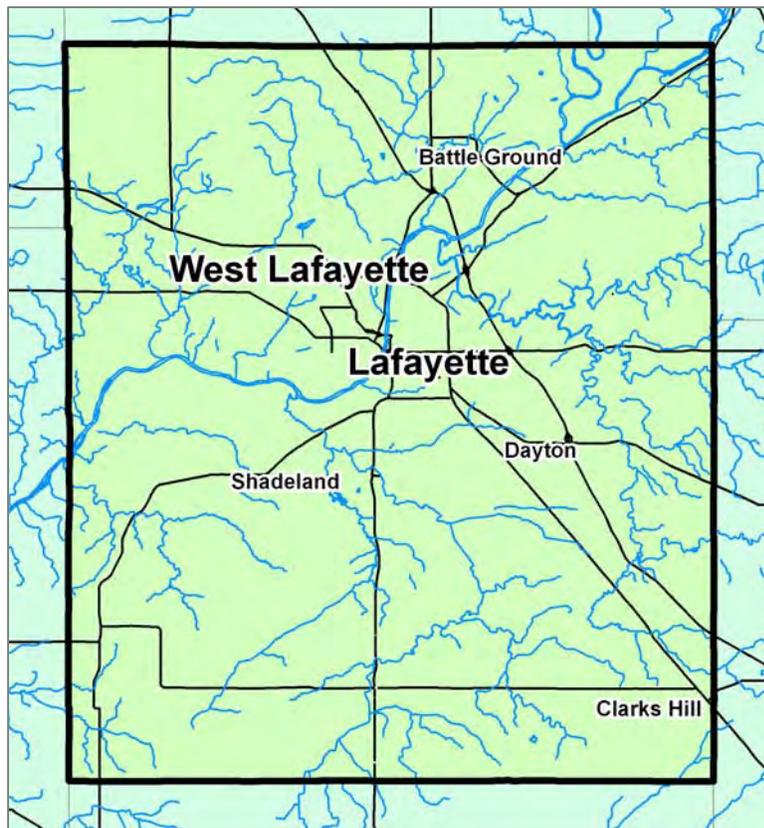


Appendix C: Social Indicator Survey Results

Your Views on Local Water Resources



The Wabash River Enhancement Corporation has an overall objective of educating watershed residents about water quality issues and increasing the adoption of water quality improvement practices. The purpose of this study was to collect social indicators data from agricultural producers in the watershed to inform the Project's planning and implementation activities. The results of this survey also provide baseline social indicator information that could be used for comparison with a follow up survey in order to examine changes that occurred in the watershed over the project's lifetime.

The questions in the survey were developed by a regional team of researchers for utilization in nonpoint source pollution (NPS) projects. More information about this regional project can be found at: <http://www.uwex.edu/ces/regionalwaterquality/Flagships/Indicators.htm>. Social indicators data collected include awareness of water quality issues, sources, and practices for improvement; general water quality attitudes and attitudes toward implementation of practices; and behavior. In late Summer/Fall 2010, a five-wave mail survey was utilized to collect the data (Dillman, 2000). An advance notice letter was sent to potential respondents to inform them of the survey's purpose and to notify them that they would be receiving a paper survey in the next week; this letter also included instructions on how to complete the survey via an on-line interface. The paper survey was sent the following week and included verbiage similar to the original advance letter with instructions for completing the survey on-line on the first page of the survey, and also informed them of the survey's purpose. A postcard reminder was sent two weeks later, and a replacement survey was sent the following week. After two more weeks, a third replacement survey was sent to non-respondents. A 12-page survey was sent to 715 producers in the watershed, with an overall response rate of 51%.

Great Bend of the Wabash River Watershed

The survey covered the social indicators developed for use in 319 funded watershed projects. The indicators are grouped into four categories: awareness, attitudes, constraints and behaviors. Sociodemographic information was also collected.

Working through this information is likely to take some time and care. If you need any assistance with this, please contact us. But first, we suggest answering the following questions which will help you develop an education program based on this information.

Part 1: Review Demographic and Practice Adoption Data

1. Does anything stand out about the demographic data from the survey that would influence an outreach and education plan?
2. How many people are willing to adopt particular practices?
3. What level of awareness is there about each practice?
4. Which ones should you focus on for an outreach and education plan?

Part 2: Review Awareness, Attitudes and Constraints Data

1. What interesting patterns do you see?
2. What constraints and awareness issues might need to be addressed for behavior to change?
3. What attitudes can you take advantage of in crafting your outreach message?

Part 3: Developing a Message

Choose one practice that you think you might want to focus on over the next two years. For this practice, think about how to craft an education plan.

Practice: _____

1. Outcomes – start with the destination in mind! Think about outcomes in terms of changes in awareness, attitudes, constraints, behaviors.
2. Messages – What messages will be effective at reaching members of the target audience?
3. Message delivery – Who should deliver the message? How should it be delivered?

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Great Bend of the Wabash River Watershed

Rating of Water Quality

Overall, how would you *rate the quality of the water* in your local rivers and streams?

	n	Poor (1)	Okay (2)	Good (3)	Don't Know	Mean (n) ¹
a For canoeing / kayaking / other boating	308	13%	42.2%	27.3%	17.5%	2.17 (254)
b For eating fish caught in the water	309	50.2%	24.3%	4.5%	21%	1.42 (244)
c For swimming	308	48.4%	29.5%	5.8%	16.2%	1.49 (258)
d For picnicking and family activities near the water	305	16.7%	47.5%	21.3%	14.4%	2.05 (261)
e For fish habitat / fishing	307	24.4%	42.3%	16.3%	16.9%	1.90 (255)
f. For scenic beauty / enjoyment	309	6.8%	45%	42.4%	5.8%	2.38 (291)

¹ “Don’t Know” responses are excluded from calculation of Means throughout this report

Great Bend of the Wabash River Watershed

Your Land

Please indicate your level of *agreement or disagreement* with the statements below.

	Strongly Disagree (1)	(2) ←	(3)	(4)	(5)	→ (6)	Strongly Agree (7)	Mean (n)
a I plan to continue living on my land as long as I can make money from it.	6.8%	4.8%	2.4%	11%	7.9%	23.3%	43.8%	5.53 (292)
b I would miss the woodlots, fencerows, and waterways on my property if I moved away.	3.7%	4.1%	4.1%	9.8%	9.8%	24.1%	40.7%	5.57 (295)
c If I move in the future I will try to stay within the rural Midwest.	4.3%	4.3%	4.3%	19.7%	7.4%	24.7%	35.1%	5.36 (299)
d The way I manage my productive land says a lot about who I am.	2.3%	0.3%	1.7%	11.4%	14.4%	32.1%	37.8%	5.83 (299)
e The non-farming activities I pursue on my land (such as hunting, hiking, camping) say a lot about who I am.	4.7%	4.4%	5.7%	22.6%	13.5%	20.9%	28.3%	5.11 (297)
f Living in the rural Midwest says a lot about who I am.	3.7%	1.7%	2.7%	18.6%	12.5%	26.4%	34.5%	5.51 (296)
g The crop and pasture land on my property provides value I can't obtain elsewhere.	3.3%	3.3%	4.3%	18.4%	15.4%	26.1%	29.1%	5.34 (299)
h The woodlots, fencerows, and waterways on my property provide value I can't obtain elsewhere.	5.1%	6.8%	8.1%	24.3%	16.6%	18.2%	20.9%	4.79 (296)
i The rural Midwest's natural resources provide value I can't obtain elsewhere.	5.4%	6.4%	7%	24.4%	17.1%	20.1%	19.7%	4.81 (299)

What aspect of your property is most important to you?

_____ (See Appendix A) _____

Great Bend of the Wabash River Watershed

Your Opinions

Please indicate your level of *agreement or disagreement* with the statements below.

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)	Mean (n)
a. The economic stability of my community depends upon good water quality.	1.9%	4.2%	22.9%	53.2%	17.7%	3.81 (310)
b. Using recommended management practices on farms improves water quality.	1.3%	1.3%	8.4%	60.7%	28.2%	4.13 (308)
c. It is my personal responsibility to help protect water quality.	1%	0.3%	9.1%	58.6%	31.1%	4.18 (309)
d. It is important to protect water quality even if it slows economic development.	2.9%	4.9%	18.6%	50.3%	23.2%	3.86 (306)
e. What I do on my land doesn't make much difference to overall water quality.	17.5%	51.6%	18.2%	10.7%	1.9%	2.28 (308)
f. Investing in water quality protection puts the farmer at an economic disadvantage.	6.6%	28.9%	42.1%	18.4%	3.9%	2.84 (304)
g. Farm management practices do not have an impact on water quality.	25.7%	62.5%	7.2%	3.3%	1.3%	1.92 (304)
h. My actions have an impact on water quality.	1.6%	2.3%	19.1%	62.8%	14.1%	3.86 (304)
i. Taking action to improve water quality is too expensive for me.	4.0%	32.7%	50.5%	9.6%	3.3%	2.76 (303)
j. It is okay to reduce water quality to promote economic development.	29.7%	51.6%	15.7%	2.0%	1.0%	1.93 (306)
k. It is important to protect water quality even if it costs me more.	3.0%	8.3%	37.0%	44.9%	6.9%	3.45 (303)
l. I would be willing to pay more to improve water quality (for example: through local taxes or fees).	15.5%	25%	38.8%	18.8%	2.0%	2.67 (304)
m. I would be willing to change management practices to improve water quality.	2.6%	5.8%	30.8%	56.5%	4.2%	3.54 (308)

Great Bend of the Wabash River Watershed

n.	The quality of life in my community depends on good water quality in local rivers and streams.	2.9%	8.7%	24.6%	53.4%	10.4%	3.6 (309)
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Water Impairments

Below is a list of water pollutants and conditions that are generally present in water bodies to some extent. The pollutants and conditions become a problem when present in excessive amounts. In your opinion, *how much of a problem are the following water impairments in your area?*

	n	Not a Problem	Slight Problem	Moderate Problem	Severe Problem	Don't Know	Mean (n)	
a.	Sedimentation (soil particles) in the water	309	7.1%	24.9%	39.2%	13.6%	15.2%	2.70 (262)
b.	Nitrogen	309	12.9%	25.6%	23%	6.1%	32.4%	2.33 (209)
c.	Phosphorous	307	12.1%	25.1%	22.5%	5.9%	34.5%	2.34 (201)
d.	Bacteria and viruses in the water (such as E. coli / coliform)	309	10%	23%	26.2%	13.9%	26.9%	2.60 (226)
e.	Trash or debris in the water	310	9.7%	24.5%	37.1%	18.4%	10.3%	2.72 (278)
f.	Murkiness of the water	307	11.4%	25.1%	32.6%	17.3%	13.7%	2.65 (265)
g.	Pesticides, herbicides, fertilizers, and insecticides	312	11.5%	25.3%	27.9%	8.7%	26.6%	2.46 (229)
h.	Algae in the water	307	16.9%	28%	26.7%	5.9%	22.5%	2.28 (238)
i.	Not enough oxygen in the water	311	13.2%	21.5%	17.4%	8.7%	39.2%	2.35 (189)
j.	Flow alteration (diverting or straightening a stream)	309	26.5%	19.1%	18.8%	7.8%	27.8%	2.11 (223)
k.	Habitat alteration harming local fish	309	18.8%	23.3%	16.8%	8.7%	32.4%	2.23 (209)

Great Bend of the Wabash River Watershed

Consequences of Poor Water Quality

Poor water quality can lead to a variety of consequences for communities. In your opinion, *how much of a problem are the following issues in your area?*

	n	Not a Problem	Slight Problem	Moderate Problem	Severe Problem	Don't Know	Mean (n)
a. Contaminated drinking water	311	37.6%	25.1%	12.2%	8%	17%	1.89 (258)
b. Contaminated fish	310	13.2%	27.4%	23.9%	16.1%	19.4%	2.53 (250)
c. Loss of desirable fish species	307	15.3%	24.1%	22.1%	11.7%	26.7%	2.41 (225)
d. Reduced beauty of rivers and streams	312	21.8%	31.1%	26.3%	9.6%	11.2%	2.27 (277)
e. Reduced opportunities for water recreation	310	19.7%	30%	24.5%	11%	14.8%	2.31 (264)
f. Reduced quality of water recreation activities	310	21.6%	25.8%	24.8%	10.6%	17.1%	2.3 (257)
g. Excessive aquatic plants or algae	310	17.7%	24.5%	18.4%	7.1%	32.3%	2.22 (210)
h. Fish kills	307	24.8%	28.7%	17.6%	5.9%	23.1%	2.06 (236)
i. Odor	312	33.3%	24.4%	15.7%	7.1%	19.6%	1.96 (251)
j. Lower property values	311	37.6%	18.3%	15.1%	5.8%	23.2%	1.86 (239)

Great Bend of the Wabash River Watershed

Sources of Water Pollution

The items listed below are sources of water quality pollution across the country. In your opinion, *how much of a problem* are the following sources in your area?

	n	Not a Problem	Slight Problem	Moderate Problem	Severe Problem	Don't Know	Mean (n)
a. Discharges from industry into rivers and streams	314	14.6%	24.2%	31.5%	17.8%	11.8%	2.60 (277)
b. Discharges from sewage treatment plants	312	12.8%	19.9%	29.5%	23.7%	14.1%	2.75 (268)
c. Soil erosion from construction sites	310	20.3%	35.5%	24.2%	4.8%	15.2%	2.16 (263)
d. Soil erosion from farm fields	310	11.3%	43.2%	28.4%	9.7%	7.4%	2.39 (287)
e. Soil erosion from shorelines and/or streambanks	313	9.9%	33.9%	27.2%	11.5%	17%	2.49 (258)
f. Excessive use of fertilizers and/or pesticides on lawns	310	17.4%	24.8%	27.7%	11.6%	18.4%	2.41 (253)
g. Improper disposal of lawn waste, oils, and chemicals into storm drains	310	15.2%	27.1%	23.5%	10.6%	23.5%	2.39 (237)
h. Improperly maintained septic systems	313	14.4%	36.7%	23%	4.5%	21.4%	2.22 (246)
i. Manure from farm animals	313	31.6%	35.5%	15.3%	5.1%	12.5%	1.93 (274)
j. Stormwater runoff from rooftops, parking lots, and roads	313	21.1%	25.9%	25.2%	12.8%	15%	2.35 (266)
k. Street salt and sand	311	15.4%	32.5%	25.7%	12.9%	13.5%	2.42 (269)
l. Droppings from geese, ducks and other waterfowl	310	24.5%	34.5%	20%	6.8%	14.2%	2.11 (266)
m. Waste material from pets	312	43.3%	28.2%	8.7%	2.9%	17%	1.65 (259)
n. Littering/illegal dumping of trash	311	9.6%	33.4%	31.2%	14.8%	10.9%	2.57 (277)
o. Excessive use of fertilizers for crop production	311	26.4%	35%	17.4%	6.8%	14.5%	2.05 (266)
p. Land development or redevelopment	310	18.1%	31.9%	22.9%	13.5%	13.5%	2.37 (268)
q. Channelization of streams	310	23.5%	24.2%	12.3%	4.8%	35.2%	1.98 (201)
r. Removal of trees and vegetation along streams	314	29.6%	22.9%	18.2%	10.5%	18.8%	2.12 (255)

Great Bend of the Wabash River Watershed

Practices to Improve Water Quality

Please indicate which statement most accurately describes *your level of experience* with each practice listed below.

a. Follow an approved grazing management plan (n=315)

71.1% I do not have livestock

6% Never heard of it (0)

10.2% Somewhat familiar with it (1)

3.8% Know how to use it; not using it (2)

8.9% Currently use it (3)

Mean=1.54 (n=91)

b. Follow an approved forest management plan (n=305)

51.5% My property does not contain forests

11.5% Never heard of it (0)

22% Somewhat familiar with it (1)

5.2% Know how to use it; not using it (2)

9.8% Currently use it (3)

Mean= 1.28 (n=148)

	n	Never heard of it (0)	Somewhat familiar with it (1)	Know how to use it; not using it (2)	Currently use It (3)	Mean
c. Use a water and sediment control basin to trap sediment below a critical area	289	30.4%	37.4%	16.3%	15.9%	1.18
d. Establish permanent vegetation on retired agricultural land to reduce erosion	297	6.7%	31.6%	17.2%	44.4%	1.99
e. Use prescribed burning	288	21.2%	41.3%	21.2%	16.3%	1.33
f. Restore wetlands	288	5.6%	50.3%	30.9%	13.2%	1.52
g. Use cover crops for erosion protection and soil improvement	296	2.7%	31.4%	27%	38.9%	2.02
h. Restore native plant communities	290	17.6%	40.3%	26.9%	15.2%	1.40
i. Improve wildlife habitat	288	4.5%	36.1%	20.8%	38.5%	1.93
j. Restore and/or manage declining habitats	281	10.7%	40.2%	23.1%	26%	1.64
k. Follow university recommendations for fertilization rates 16.7% I do not row crop (skip to next question)	293	5.8%	15.4%	8.5%	53.6%	2.32 (244)
l. Use integrated pest management strategies	245	13.1%	25.3%	11%	50.6%	1.99

Great Bend of the Wabash River Watershed

Are you enrolled in any of the following **conservation programs**? Check all that apply (n=341)

- 32.8% Conservation Reserve Program (CRP)
- 1.5% Conservation Reserve Enhancement Program (CREP)
- 5.6% Conservation Stewardship Program (CSP)
- 2.1% Wetland Reserve Program (WRP)
- 0.3% Wetland Reserve Enhancement Program (WREP)
- 6.5% Environmental Quality Incentive Program (EQIP)
- 3.8% Wildlife Habitat Incentive Program (WHIP)
- 4.4% Classified Forests and Wildlands
- 4.1% Other (please specify__See Appendix B__)
- 39.3% None of my land is enrolled in a conservation program

Would you be willing to **install a sign** on your property indicating your participation in a conservation program? (n=278)

42.8% Yes 57.2% No

Great Bend of the Wabash River Watershed

Constraints for Specific Practices

The Following questions about **specific management practices** apply only to row crop farmers (producers of corn/soybeans/etc.). Please indicate if you do or do not produce a row crop. (n=273)

74.7% I am a row crop farmer 25.3% I am not a row crop farmer

Soil Tests

Conduct regular soil tests for pH, phosphorous, nitrogen, and potassium levels to determine appropriate application levels.

- | | |
|---|--|
| <p>1. How familiar are you with soil testing? (n=251)</p> <p>0.4% Never heard of it
 6.8% Somewhat familiar with it
 3.2% Know how to do it but not doing it
 89.6% Currently do it</p> | <p>2. Are you willing to try soil testing? (n=218)</p> <p>95.4% Yes (or already do)
 2.8% Maybe
 1.8% No</p> |
|---|--|

<i>How much do the following factors limit your ability to use soil testing?</i>	n	Not at All (1)	A little (2)	Some (3)	A lot (4)	Don't Know	Mean (n)
a. Lack of information or skills	219	78.5%	5.9%	5%	1.8%	8.7%	1.24 (200)
b. Time required	219	71.7%	11.4%	6.4%	1.85	8.7%	1.33 (200)
c. Cost	217	61.3%	16.1%	10.1%	2.3%	10.1%	1.48 (195)
d. The features of my property do not support it	216	76.4%	3.2%	3.7%	2.3%	14.4%	1.21 (185)
e. Insufficient proof of water quality benefit	214	67.8%	8.4%	6.5%	0.9%	16.4%	1.29 (179)
f. Desire to keep things the way they are	217	72.5%	9%	7%	1%	10.5%	1.44 (196)
g. Hard to use with my farming system	215	80.5%	5.1%	4.2%	0%	10.2%	1.15 (193)
h. Lack of equipment	215	73.5%	6%	4.2%	4.2%	12.1%	1.31 (189)

Great Bend of the Wabash River Watershed

Conservation Tillage

Conservation tillage is a practice that requires planting directly into the undisturbed residue left from the previous crop. This includes no-till, strip-till, and ridge-till.

1. How familiar are you with conservation tillage? (n=261)

- 3.4% Never heard of it
- 12.3% Somewhat familiar with it
- 15.3% Know how to do it but do not use it
- 69% Currently use it

2. Are you willing to try conservation tillage? (n=238)

- 76.5% Yes (or already do)
- 14.3% Maybe
- 9.2% No

<i>How much do the following factors limit your ability to use conservation tillage?</i>	n	Not at All (1)	A little (2)	Some (3)	A lot (4)	Don't Know	Mean (n)
a. Lack of information or skills	215	74%	9.8%	6%	1.9%	8.4%	1.30 (197)
b. Time required	216	71.8%	11.1%	5.6%	2.3%	9.3%	1.32 (196)
c. Cost	215	62.8%	10.7%	10.7%	5.6%	10.2%	1.54 (193)
d. The features of my property do not support it	217	64.1%	12%	6.5%	4.6%	12.9%	1.44 (189)
e. Insufficient proof of water quality benefit	218	67%	11.5%	5.5%	2.3%	13.8%	1.34 (188)
f. Desire to keep things the way they are	219	67.1%	9.6%	6.8%	6.4%	10%	1.47 (197)
g. Hard to use with my farming system	217	61.3%	12%	8.3%	7.4%	11.1%	1.57 (193)
h. Lack of equipment	217	60.4%	11.1%	9.2%	10.1%	9.2%	1.66 (197)

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The Following questions are about **waterways** (i.e. ditches, creeks, or rivers). Please indicate whether or not your property contains or borders a waterway. (n=265)

66.4% My property contains or borders a waterway

33.6% My property does not contain or border a waterway

Grassed Waterways

Grassed waterways are vegetated channels designed to move surface water across farmland without causing soil erosion.

1. How familiar are you with grassed waterways?

(n=221)

2.7% Never heard of them

11.8% Somewhat familiar with them

5.9% Know how to install them but have not

79.6% Currently use them

2. Are you willing to install

grassed waterways? (n=213)

82.2% Yes (or already have)

12.2% Maybe

5.6% No

<i>How much do the following factors limit your ability to install grassed waterways?</i>	n	Not at All (1)	A little (2)	Some (3)	A lot (4)	Don't Know	Mean (n)
a. Lack of information or skills	194	73.7%	7.7%	8.8%	5.2%	4.6%	1.43 (185)
b. Time required	194	59.3%	16%	10.8%	8.8%	5.2%	1.67 (184)
c. Cost	194	44.8%	13.9%	19.1%	16%	6.2%	2.07 (182)
d. The features of my property do not support it	196	63.3%	7.1%	11.7%	5.6%	12.2%	1.54 (172)
e. Insufficient proof of water quality benefit	193	67.9%	8.8%	8.3%	2.6%	12.4%	1.38 (169)
f. Desire to keep things the way they are	193	71.5%	7.8%	6.7%	6.2%	7.8%	1.43 (178)
g. Hard to use with my farming system	192	63.5%	10.9%	11.5%	4.7%	9.4%	1.53 (174)
h. Lack of equipment	192	56.8%	13%	13%	9.4%	7.8%	1.73 (177)

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Conservation Buffers

Conservation buffers are vegetated areas situated between surface water bodies and crop land or grazing land that are designed to filter organic material, nutrients, and chemicals from runoff water.

1. How familiar are you with conservation buffers?

(n=235)

- 8.9% Never heard of them
- 28.5% Somewhat familiar with them
- 15.7% Know how to install them but have not
- 46.8% Currently use them

2. Are you willing to install

conservation buffers? (n=224)

- 54.9% Yes (or already have)
- 30.4% Maybe
- 14.7% No

<i>How much do the following factors limit your ability to install conservation buffers?</i>	n	Not at All (1)	A little (2)	Some (3)	A lot (4)	Don't Know	Mean (n)
a. Lack of information or skills	203	58.1%	11.8%	13.8%	4.9%	11.3%	1.61 (180)
b. Time required	203	49.3%	14.8%	19.7%	4.9%	11.3%	1.78 (180)
c. Cost	208	38.5%	13.5%	22.6%	14.9%	10.6%	2.16 (186)
d. The features of my property do not support it	205	56.6%	9.3%	11.7%	7.3%	15.1%	1.64 (174)
e. Insufficient proof of water quality benefit	202	61.4%	9.4%	7.4%	2.5%	19.3%	1.39 (163)
f. Desire to keep things the way they are	207	62.8%	9.7%	8.7%	6.8%	12.1%	1.54 (182)
g. Hard to use with my farming system	204	55.9%	11.8%	8.8%	7.4%	16.2%	1.61 (171)
h. Lack of equipment	200	54%	10.5%	11.5%	9.5%	14.5%	1.73 (171)

Great Bend of the Wabash River Watershed

Making Decisions for My Property

In general, *how much does each issue limit your ability* to change your household and lawn care practices?

	n	Not at All (1)	A little (2)	Some (3)	A lot (4)	Don't Know	Mean (n)
a. Personal out-of-pocket expenses	299	13%	19.1%	31.4%	29.4%	7%	2.83 (278)
b. Lack of government funds for cost share	296	21.6%	11.1%	36.1%	20.3%	10.8%	2.62 (264)
c. Not having access to the equipment I need	296	29.1%	15.2%	26.4%	18.6%	10.8%	2.39 (264)
d. Lack of available information about a practice	296	37.5%	22%	19.6%	10.1%	10.8%	2.03 (264)
e. No one else I know is implementing the practice	297	52.9%	7.1%	11.8%	5.7%	22.6%	1.62 (230)
f. Concerns about reduced yields	297	34.7%	15.8%	20.2%	17.5%	11.8%	2.23 (262)
g. Approval of my neighbors	294	64.3%	9.5%	6.1%	4.8%	15.3%	1.43 (249)
h. Don't want to participate in government programs	294	50.3%	16%	13.3%	7.1%	13.3%	1.74 (255)
i. Requirements or restrictions of government programs	294	22.4%	17.7%	26.2%	19%	14.6%	2.49 (251)
j. Possible interference with my flexibility to change land use practices as conditions warrant	290	16.6%	20%	28.6%	20.3%	14.5%	2.62 (248)
k. Environmental damage caused by the practice	288	37.2%	13.5%	21.2%	8.7%	19.4%	2.02 (232)
l. I do not own the property	259	68.7%	4.2%	8.5%	8.5%	10%	1.52 (233)
m. Not being able to see a demonstration of the practice before I decide	290	38.6%	22.4%	15.5%	6.9%	16.6%	1.89 (242)
n. Other (please specify): _____ See Appendix C _____	48	18.8%	0%	2.1%	10.4%	68.8%	2.13 (15)

Great Bend of the Wabash River Watershed

About Your Farm Operation

- a) **Please select the option that best describes who generally makes management decisions for your operation (n=296)**
32.8% Me alone or with my spouse
19.9% Me with my family partners (siblings, parents, children)
6.1% Me with the landowner
30.1% Me with my tenant
3.4% Me and my business partners
5.7% Someone else makes the decisions for the operation
2% Other
- b) **Please estimate the total tillable acreage (owned and/or rented) of your farming operation this year. (n=304)**
35.2% 1 – 99 acres
32.2% 100 – 499 acres
13.2% 500 – 999 acres
10.5% 1,000 – 1,999 acres
8.9% 2,000 or more acres
- c) **This year, how many acres of the following do you manage? If none, please enter a zero.**
Corn _____(acres) Range: **0 to 4600** (See Appendix D)
Soybeans _____(acres) Range: **0 to 3500**
Small Grains _____(acres) Range: **0 to 500**
Clover/Alfalfa _____(acres) Range: **0 to 180**
Pasture _____(acres) Range: **0 to 300**
Conservation set aside/CRP _____(acres) Range: **0 to 350**
Forest/ Woodland _____(acres) Range: **0 to 380**
- d) **How many years have you been farming in the rural Midwest? (n= 286)**
____(See Appendix E)____years, Range: **0 to 94 years**
- e) **Did any family member own and operate this farm before you did? (n=306)**
39.5% No 60.5% Yes.
Number of total years in the family_(See Appendix F)_ Range: **5 to 200+ years**
- f) **How likely is it that any family member will continue farm operations when you retire or quit farming? (n=298)**
24.8% Will not happen
30.5% Likely
13.4% Will definitely happen
31.2% Not sure
- g) **How many of the following animals are part of your farming operation?**
(See Appendix G) Dairy cattle, including heifers and young stock, Range: **0 to 80**
_____ Beef cattle, including young stock, Range: **0 to 300**
_____ Hogs, Range: **0 to 38,000**
_____ Poultry, Range: **0 to 75**
- h) **Does the property you manage touch a stream, river, lake, or wetland? (n=301)**
60.5%Yes 39.5%No

Great Bend of the Wabash River Watershed

About You

a) What is your **gender**? (n=312)

83.3% Male

16.7% Female

b) In what **year were you born**? _____ (n=300)

(See Appendix H)

Range: 1912 to 1981

c) Which of the following best describes **where you live**? (n=312)

13.5% In a town, village, or city

71.8% On a farm

9.0% In an isolated, rural, non-farm residence

5.8% Rural subdivision or development

d) In addition to your residence, which of the following **do you own or manage**? (check all that apply) (n=341)

67.7% An agricultural operation

20.2% Forested land

6.7% Rural recreational property

17.6% None of these

e) Where are you **likely to seek information** about soil and water conservations issues? (check all that apply) (n=341)

59.2% Newsletters / brochures / fact sheets

28.4% Internet

8.2% Radio

36.1% Workshops/demonstrations/meetings

42.8% Conversations with others

33.7% Trade publications/ magazines

8.8% None of the above

f) What is the **highest grade in school** you have completed? (n=301)

2.0% Some formal schooling

34.6% High school diploma / GED

18.9% Some college

6.0% 2 year college degree

21.6% 4 year college degree

16.9% Graduate degree

Great Bend of the Wabash River Watershed

Information Sources

People get information about water quality from a number of different sources. *To what extent do you trust* those listed below as a source of information about soil and water?

	n	Not at All (1)	Slightly (2)	Moderately (3)	Very much (4)	Am not familiar	Mean (n)
a Tippecanoe Co. Soil and Water Conservation District	296	3.4%	3.7%	24%	64.2%	4.7%	3.56 (282)
b Natural Resources Conservation Service (NRCS)	290	4.1%	4.8%	26.6%	51.4%	13.1%	3.44 (252)
c Purdue University Cooperative Extension Service	296	2.4%	4.7%	28%	59.8%	5.1%	3.53 (281)
d Indiana State Department of Agriculture (ISDA)	290	5.2%	9.7%	34.5%	35.2%	15.5%	3.18 (245)
e IN Department of Environmental Management (IDEM)	288	10.8%	19.8%	30.9%	24.7%	13.9%	2.81 (248)
f IN Department of Natural Resources (IDNR)	288	4.5%	13.2%	34.4%	38.2%	9.7%	3.18 (260)
g Fertilizer representatives	292	13.4%	25.3%	38.7%	14.4%	8.2%	2.59 (268)
h Crop consultants	290	10.3%	23.1%	36.6%	17.6%	12.4%	2.70 (254)
i Wabash River Enhancement Corporation	286	12.6%	16.8%	24.1%	10.5%	36%	2.51 (183)
j Tippecanoe County Health Department	288	15.6%	21.9%	33.7%	15.6%	13.2%	2.57 (250)
k NICHES Land Trust	286	18.9%	12.9%	12.9%	5.9%	49.3%	2.12 (145)
l Other landowners / friends	294	4.4%	20.1%	48.6%	22.1%	4.8%	2.93 (280)
m The Nature Conservancy	286	16.8%	16.1%	20.6%	9.4%	37.1%	2.36 (180)
n Environmental Protection Agency (EPA)	289	23.2%	29.8%	27%	10.4%	9.7%	2.27 (261)

Great Bend of the Wabash River Watershed

Your Septic System

a. Do you *have a septic system?* (n=316)

11.1% No (*You have completed the survey. Please enter any comments at the bottom of the page.*)

0.9% Don't Know

88% Yes, it was installed in (See Appendix I) (year) Range: 1900 to 2010

b. Within the last five years, have you had *any of the following problems?* (check all that apply) (n=341)

5.3% Slow drains

1.8% Sewage backup in house

1.2% Bad smells near tank or drain field

0.9% Sewage on the surface

0.6% Sewage flowing to ditch

0.3% Other

71.8% None

0.9% Don't know

c. Does your septic system have an *absorption field ("finger system")?* (n=280)

88.9% Yes

5.4% No

5.7% Don't Know

d. How would you know if your septic system was *NOT working properly?* (check all that apply) (n=341)

58.4% Slow drains

49.9% Sewage backup in house

46% Bad smells

55.1% Toilet backs up

45.2% Wet spots in lawn

26.7% Pumping tank monthly or more

9.4% Straight pipe to ditch

5.6% Don't know

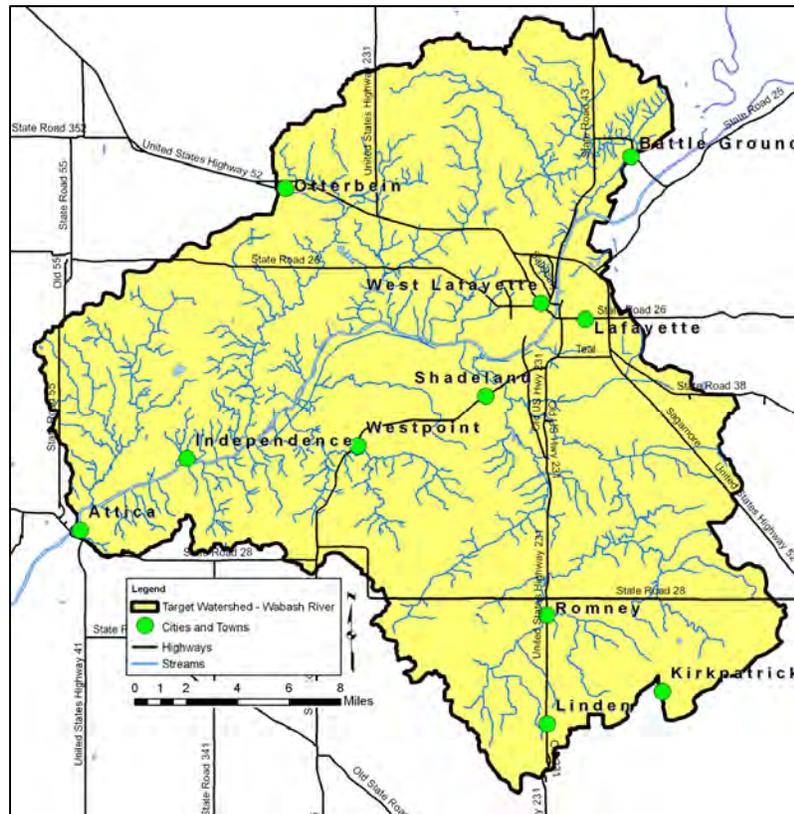
2.6% Other

Thank you for your time and assistance!

Please return your completed survey in the postage-paid envelope provided. Please use the space below for any additional comments about this survey or water resource issues in your community.

(See Appendix J for additional comments)

Your Views on Local Water Resources



The Wabash River Enhancement Corporation has an overall objective of educating watershed residents about water quality issues and increasing the adoption of water quality improvement practices. The purpose of this study was to collect social indicators data from urban and rural residents in the watershed to inform the Project's planning and implementation activities. The results of this survey also provide baseline social indicator information that could be used for comparison with a follow up survey in order to examine changes that occurred in the watershed over the project's lifetime.

The questions in the survey were developed by a regional team of researchers for utilization in nonpoint source pollution (NPS) projects. More information about this regional project can be found at: <http://www.uwex.edu/ces/regionalwaterquality/Flagships/Indicators.htm>. Social indicators data collected include awareness of water quality issues, sources, and practices for improvement; general water quality attitudes and attitudes toward implementation of practices; and behavior. In late Summer/Fall 2010, a five-wave mail survey was utilized to collect the data (Dillman, 2000). An advance notice letter was sent to potential respondents to inform them of the survey's purpose and to notify them that they would be receiving a paper survey in the next week; this letter also included instructions on how to complete the survey via an on-line interface. The paper survey was sent the following week and included verbiage similar to the original advance letter with instructions for completing the survey on-line on the first page of the survey, and also informed them of the survey's purpose. A postcard reminder was sent two weeks later, and a replacement survey was sent the following week. After two more weeks, a third replacement survey was sent to non-respondents. A 12-page survey was sent to 1097 urban and rural residents in the watershed, with an overall response rate of 37.6%.

Great Bend of the Wabash River Watershed

The survey covered the social indicators developed for use in 319 funded watershed projects. The indicators are grouped into four categories: awareness, attitudes, constraints and behaviors. Sociodemographic information was also collected.

Working through this information is likely to take some time and care. If you need any assistance with this, please contact us. But first, we suggest answering the following questions which will help you develop an education program based on this information.

Part 1: Review Demographic and Practice Adoption Data

1. Does anything stand out about the demographic data from the survey that would influence an outreach and education plan?
2. How many people are willing to adopt particular practices?
3. What level of awareness is there about each practice?
4. Which ones should you focus on for an outreach and education plan?

Part 2: Review Awareness, Attitudes and Constraints Data

1. What interesting patterns do you see?
2. What constraints and awareness issues might need to be addressed for behavior to change?
3. What attitudes can you take advantage of in crafting your outreach message?

Part 3: Developing a Message

Choose one practice that you think you might want to focus on over the next two years. For this practice, think about how to craft an education plan.

Practice: _____

1. Outcomes – start with the destination in mind! Think about outcomes in terms of changes in awareness, attitudes, constraints, behaviors.
2. Messages – What messages will be effective at reaching members of the target audience?
3. Message delivery – Who should deliver the message? How should it be delivered?

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Great Bend of the Wabash River Watershed

Rating of Water Quality

Overall, how would you *rate the quality of the water* in your local rivers and streams?

	Poor (1)	Okay (2)	Good (3)	Don't Know	Valid n (Mean)	Overall n
a. For canoeing / kayaking / other boating	13.8%	41.7%	15.5%	29.0%	257 (2.02)	362
b. For eating fish caught in the water	57.6%	13.3%	2.5%	26.6%	265 (1.25)	361
c. For swimming	52.6%	19.5%	2.8%	25.1%	269 (1.33)	359
d. For picnicking and family activities near the water	18.4%	46.6%	18.7%	16.2%	300 (2.00)	358
e. For fish habitat / fishing	30.0%	29.1%	10.1%	30.8%	247 (1.71)	357
f. For scenic beauty / enjoyment	13.3%	44.2%	36.2%	6.4%	339 (2.24)	362

Your Water Resources

1. Of these activities, which is the *most important* to you? (select one)

- 6.7% Canoeing / kayaking / other boating
- 3.8% Eating fish caught in the water
- 4.4% Swimming
- 11.4% Picnicking and family activities near water
- 9.7% Fishing
- 63.9% Scenic beauty / enjoyment

2. Do you know *where the water goes* when it runs off of your property? (n=359)

- 44.3% No, I don't know.
- 55.7% Yes, it goes to _____
- ___See Appendix A___

Great Bend of the Wabash River Watershed

Your Opinions

Please indicate your level of *agreement or disagreement* with the statements below.

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)	n (Mean)
a. The economic stability of my community depends upon good water quality.	1.9%	6.4%	21.9%	50.7%	19.1%	361 (3.79)
b. The way that I care for my lawn can influence water quality in local rivers and streams.	1.9%	5.0%	10.6%	59.1%	23.4%	359 (3.97)
c. It is my personal responsibility to help protect water quality.	0.8%	2.8%	8.9%	62.3%	25.2%	361 (4.08)
d. It is important to protect water quality even if it slows economic development.	1.1%	3.9%	22.6%	52.9%	19.5%	359 (3.86)
e. What I do on my land doesn't make much difference to overall water quality.	18.6%	50.1%	14.9%	13.8%	2.5%	355 (2.32)
f. Lawn-care practices on individual lots do not have an impact on local water quality.	24.4%	52.9%	12.9%	7.6%	2.2%	357 (2.10)
g. My actions have an impact on water quality.	0.8%	6.7%	13.4%	61.7%	17.3%	358 (3.88)
h. Taking action to improve water quality is too expensive for me.	7.9%	36.3%	42.3%	11.3%	2.3%	355 (2.64)
i. It is okay to reduce water quality to promote economic development.	27.0%	49.3%	16.7%	5.6%	1.4%	359 (2.05)
j. It is important to protect water quality even if it costs me more.	2.0%	13.1%	29.9%	45.5%	9.5%	358 (3.47)
k. I would be willing to pay more to improve water quality (for example: through local taxes or fees).	7.3%	17.2%	29.6%	41.1%	4.8%	355 (3.19)
l. I would be willing to change the way I care for my lawn and yard to improve water quality.	1.1%	4.8%	20.9%	61.6%	11.6%	354 (3.78)
m. The quality of life in my community depends on good water quality in local rivers and streams.	1.1%	4.2%	17.8%	58.1%	18.9%	360 (3.89)

Great Bend of the Wabash River Watershed

Water Impairments

Below is a list of water pollutants and conditions that are generally present in water bodies to some extent. The pollutants and conditions become a problem when present in excessive amounts. In your opinion, *how much of a problem are the following water impairments in your area?*

	Not a Problem (1)	Slight Problem (2)	Moderate Problem (3)	Severe Problem (4)	Don't Know	Valid n (Mean)	Overall n
a. Sedimentation (soil particles) in the water	9.9%	10.2%	27.1%	19.2%	33.6%	235 (2.84)	354
b. Nitrogen	2.8%	5.1%	19.5%	9.6%	63.0%	131 (2.97)	354
c. Phosphorous	2.5%	5.1%	17.7%	10.4%	64.3%	127 (3.01)	356
d. Bacteria and viruses in the water (such as E. coli / coliform)	4.5%	9.3%	17.5%	18.9%	49.7%	178 (3.01)	354
e. Trash or debris in the water	6.8%	15.0%	34.7%	23.2%	20.3%	282 (2.93)	354
f. Murkiness of the water	7.9%	11.2%	29.8%	28.7%	22.5%	276 (3.02)	356
g. Pesticides, herbicides, fertilizers, and insecticides	3.4%	4.5%	21.3%	26.7%	44.1%	199 (3.28)	356
h. Algae in the water	6.2%	15.1%	22.7%	12.3%	43.7%	201 (2.73)	357
i. Not enough oxygen in the water	4.2%	8.1%	15.4%	14.0%	58.1%	149 (2.94)	356
j. Flow alteration (diverting or straightening a stream)	11.0%	11.3%	10.5%	6.8%	60.5%	140 (2.33)	354
k. Habitat alteration harming local fish	4.2%	8.4%	17.1%	12.6%	57.6%	151 (2.90)	356

Great Bend of the Wabash River Watershed

Sources of Water Pollution

The items listed below are sources of water quality pollution across the country. In your opinion, *how much of a problem* are the following sources in your area?

	Not a Problem (1)	Slight Problem (2)	Moderate Problem (3)	Severe Problem (4)	Don't Know	Valid n (Mean)	Overall n
a. Discharges from industry into rivers and streams	2.3%	13.8%	30.4%	22.5%	31.0%	245 (3.06)	355
b. Discharges from sewage treatment plants	6.2%	11.6%	31.4%	17.6%	33.1%	236 (2.90)	353
c. Soil erosion from construction sites	5.4%	22.7%	23.2%	11.0%	37.7%	220 (2.64)	353
d. Soil erosion from farm fields	4.6%	13.1%	31.4%	16.9%	34.0%	231 (2.92)	350
e. Soil erosion from shorelines and/or streambanks	6.5%	13.9%	29.5%	11.3%	38.8%	216 (2.75)	353
f. Excessive use of fertilizers and/or pesticides on lawns	2.3%	14.5%	30.7%	18.2%	34.4%	231 (2.99)	352
g. Improper disposal of lawn waste, oils, and chemicals into storm drains	2.3%	18.4%	28.5%	16.9%	33.9%	234 (2.91)	354
h. Improperly maintained septic systems	5.4%	13.6%	20.1%	11.9%	49.2%	180 (2.76)	354
i. Manure from farm animals	5.9%	15.5%	23.4%	12.1%	43.1%	202 (2.73)	355
j. Stormwater runoff from rooftops, parking lots, and roads	8.8%	18.8%	31.3%	9.9%	31.3%	242 (2.62)	352
k. Street salt and sand	5.1%	21.5%	31.1%	10.7%	31.6%	242 (2.69)	354
l. Droppings from geese, ducks and other waterfowl	14.1%	21.5%	19.5%	12.4%	32.5%	239 (2.45)	354
m. Waste material from pets	19.3%	22.9%	13.6%	6.5%	37.7%	220 (2.12)	353
n. Littering/illegal dumping of trash	5.1%	22.8%	27.9%	20.6%	23.7%	271 (2.84)	355
o. Excessive use of fertilizers for crop production	3.4%	12.7%	26.3%	18.4%	39.3%	215 (2.98)	354
p. Land development or redevelopment	7.9%	18.6%	24.9%	9.3%	39.3%	215 (2.59)	354
q. Channelization of streams	10.5%	12.1%	9.9%	4.2%	63.3%	130 (2.22)	354
r. Removal of trees and vegetation along streams	7.6%	13.2%	22.8%	13.2%	43.1%	202 (2.73)	355

Great Bend of the Wabash River Watershed

Consequences of Poor Water Quality

Poor water quality can lead to a variety of consequences for communities. In your opinion, *how much of a problem are the following issues in your area?*

	Not a Problem (1)	Slight Problem (2)	Moderate Problem (3)	Severe Problem (4)	Don't Know	Valid n (Mean)	Overall n
a. Contaminated drinking water	34.9%	20.5%	13.3%	13.0%	18.3%	295 (2.05)	361
b. Contaminated fish	7.2%	13.0%	26.5%	23.2%	30.1%	253 (2.94)	362
c. Loss of desirable fish species	4.7%	15.2%	21.8%	20.1%	38.3%	224 (2.93)	363
d. Reduced beauty of rivers and streams	6.3%	24.2%	33.1%	17.1%	19.3%	293 (2.75)	363
e. Reduced opportunities for water recreation	8.5%	17.6%	29.7%	19.2%	25.0%	273 (2.79)	364
f. Reduced quality of water recreation activities	6.6%	18.4%	29.9%	19.2%	25.8%	270 (2.83)	364
g. Excessive aquatic plants or algae	8.0%	17.9%	17.6%	11.8%	44.8%	201 (2.60)	364
h. Fish kills	9.6%	19.7%	17.3%	12.1%	41.4%	214 (2.54)	365
i. Odor	12.4%	24.8%	20.9%	19.0%	22.9%	280 (2.60)	363
j. Lower property values	14.6%	18.0%	14.9%	9.9%	42.5%	208 (2.35)	362



Great Bend of the Wabash River Watershed

Practices to Improve Water Quality

Please indicate which statement most accurately describes *your level of experience* with each practice listed below.

a. Properly dispose of pet waste (n=360)

- 19.2% Never heard of it
- 10.8% Somewhat familiar with it
- 5.3% Know how to use it; not using it
- 20.0% Currently use it
- 44.7% I do not have a pet

b. Properly dispose of hazardous household waste (including batteries, light bulbs, automotive fluids) (n=343)

- 3.8% Never heard of it
- 27.1% Somewhat familiar with it
- 6.7% Know how to use it; not using it
- 62.4% Currently use it

The practices below apply only to those who manage a yard area around their residence. Please select the statement below that most accurately describes your living situation. (n=339)

- 80.6% I maintain the grounds around my home
- 9.3% A landlord or property manager maintains the grounds around my residence

Great Bend of the Wabash River Watershed

Please indicate which statement most accurately describes *your level of experience* with each practice listed below.

	Never heard of it (1)	Somewhat familiar with it (2)	Know how to use it; not using it (3)	Currently use it (4)	n (Mean)
c. French drains (perforated drainage lines)	50.9%	20.4%	14.5%	14.2%	324 (1.92)
d. Grass swales	60.2%	20.5%	11.2%	8.1%	322 (1.67)
e. Dry well or buried cistern for stormwater storage	38.2%	33.8%	25.9%	2.2%	317 (1.92)
f. Downspout disconnection	44.3%	27.7%	14.5%	13.5%	318 (1.97)
g. Green/vegetated roof	45.3%	32.7%	21.7%	0.3%	318 (1.77)

	Never heard of it (1)	Somewhat familiar with it (2)	Know how to use it; not using it (3)	Currently use it (4)	Valid n (Mean)	Overall n
h. Abandoned well capping 77.5% My property does not have an unused well	15.4%	4.3%	2.2%	0.6%	73 (1.47)	325
i. Protect streambanks and/or shorelines with vegetation 71.2% My property does not border or contain a ditch or waterway	11.1%	9.2%	2.2%	6.3%	91 (2.13)	316
j. Apply lawn fertilizer and pesticides at or below manufacturer guidelines 1.3% I do not have a lawn	9.7%	16.5%	12.6%	60.0%	306 (3.25)	310
k. Use phosphorous-free fertilizer	31.8%	23.1%	20.8%	24.4%	308 (2.38)	308
l. Keep fertilizer off driveways and sidewalks	13.1%	14.4%	12.5%	60.1%	313 (3.19)	313

Great Bend of the Wabash River Watershed

Constraints for Specific Practices

Rain Garden

A rain garden uses native plants to absorb and filter stormwater collected off a roof, parking lot, sidewalk, or driveway.

1. How familiar are you with rain gardens? (n=353)
- 58.4% Never heard of them
 - 33.1% Somewhat familiar with them
 - 6.2% Know how to install one but have not
 - 2.3% Have installed rain garden
2. Are you willing to use a rain garden? (n=339)
- 18.0% Yes (or already have one)
 - 61.4% Maybe
 - 20.6% No

<i>How much do the following factors limit your ability to use a rain garden?</i>	Not at All (1)	A little (2)	Some (3)	A lot (4)	Don't Know	n (Mean)	Overall n
a. Don't know how to do it	22.6%	10.4%	14.5%	28.8%	23.7%	257 (2.65)	337
b. Time required	15.6%	10.5%	20.4%	15.6%	38.0%	207 (2.58)	334
c. Cost	12.8%	9.6%	16.7%	20.3%	40.6%	199 (2.75)	335
d. The features of my property do not support it	16.6%	6.2%	7.1%	15.4%	54.6%	153 (2.47)	337
e. Insufficient proof of water quality benefit	24.3%	8.9%	9.5%	4.5%	52.8%	159 (1.87)	337
f. Desire to keep things the way they are	36.8%	10.7%	13.9%	12.5%	26.1%	249 (2.03)	337
g. Physical or health limitations	45.8%	8.1%	11.6%	12.5%	22.0%	269 (1.88)	345

Great Bend of the Wabash River Watershed

Rain Barrels

Rain barrels are typically designed to collect stormwater from roofs and gutters. This water can later be used to water a garden, lawn, or house plants.

1. How familiar are you with rain barrels?
(n=349)

11.2% Never heard of them

56.7% Somewhat familiar with them

29.5% Know how to install one but have not

2.6% Have installed

2. Are you willing to use a rain barrel? (n=343)

29.4% Yes (or already have one)

44.9% Maybe

25.7% No

<i>How much do the following factors limit your ability to use a rain barrel?</i>	Not at All (1)	A little (2)	Some (3)	A lot (4)	Don't Know	n (Mean)	Overall n
a. Don't know how to do it	33.9%	17.9%	19.3%	15.8%	13.1%	292 (2.20)	336
b. Time required	30.9%	19.2%	14.7%	14.4%	20.7%	264 (2.16)	333
c. Cost	23.7%	18.0%	17.1%	16.2%	25.1%	250 (2.34)	334
d. The features of my property do not support it	32.5%	10.9%	8.9%	12.4%	35.2%	219 (2.02)	338
e. Insufficient proof of water quality benefit	38.4%	10.3%	10.6%	6.6%	34.1%	218 (1.78)	331
f. Desire to keep things the way they are	44.5%	13.7%	12.2%	12.5%	17.0%	278 (1.91)	335
g. Physical or health limitations	51.2%	8.8%	11.2%	14.1%	14.7%	290 (1.86)	340

Great Bend of the Wabash River Watershed

Pervious pavement

Traditional paving surfaces (asphalt and cement) direct rain into the sewer system and prevent it from soaking into the ground. Pervious pavement (porous asphalt, grass pavers) allows rain to enter the soil, recharging the groundwater and filtering environmental contaminants.

1. How familiar are you with pervious pavement? (n=347)

52.2% Never heard of it
 33.1% Somewhat familiar with it
 13.5% Know how to use it, not using it
 1.2% Currently using it

2. Are you willing to install pervious pavement? (n=338)

9.5% Yes (or already have)
 46.2% Maybe
 44.4% No

<i>How much do the following factors limit your ability to use pervious pavement?</i>	Not at All (1)	A little (2)	Some (3)	A lot (4)	Don't Know	n (Mean)	Overall n
a. Don't know how to do it	23.4%	12.0%	11.7%	28.2%	24.6%	251 (2.59)	333
b. Time required	16.2%	8.2%	15.9%	23.5%	36.3%	209 (2.73)	328
c. Cost	8.2%	3.6%	9.4%	45.8%	33.0%	221 (3.38)	330
d. The features of my property do not support it	26.2%	7.5%	6.3%	15.7%	44.3%	185 (2.21)	332
e. Insufficient proof of water quality benefit	28.9%	10.6%	8.5%	7.3%	44.7%	182 (1.90)	329
f. Desire to keep things the way they are	37.8%	11.6%	8.5%	16.8%	25.3%	245 (2.06)	328
g. Physical or health limitations	46.6%	7.7%	9.5%	13.4%	22.8%	260 (1.82)	337

Great Bend of the Wabash River Watershed

Maintain Native Plant Communities

Foreign trees, shrubs, and grasses can eliminate or slow the growth of desirable native plants. Removing invasive foreign species and installing native vegetation helps native plant communities thrive.

1. How familiar are you with maintaining native plant communities? (n=348)

39.1% Never heard of it
 40.5% Somewhat familiar with it
 9.5% Know how to do it, not doing it
 10.9% Currently do it

2. Are you willing to maintain native plant communities? (n=338)

34.9% Yes (or already have)
 46.2% Maybe
 18.9% No

<i>How much do the following factors limit your ability to maintain native plant communities?</i>	Not at All (1)	A little (2)	Some (3)	A lot (4)	Don't Know	n (Mean)	Overall n
a. Don't know how to do it	24.2%	16.3%	15.7%	24.2%	19.6%	266 (2.50)	331
b. Time required	20.2%	15.3%	18.3%	21.1%	25.1%	245 (2.54)	327
c. Cost	19.0%	13.1%	15.6%	22.9%	29.4%	231 (2.60)	327
d. The features of my property do not support it	31.5%	7.9%	10.0%	9.7%	40.9%	195 (1.96)	330
e. Insufficient proof of water quality benefit	36.1%	9.6%	8.3%	5.6%	40.4%	193 (1.72)	324
f. Desire to keep things the way they are	44.1%	12.3%	10.2%	12.7%	20.7%	257 (1.89)	324
g. Physical or health limitations	50.5%	8.2%	8.5%	13.6%	19.3%	267 (1.82)	331

Great Bend of the Wabash River Watershed

Making Decisions for My Property

In general, *how much does each issue limit your ability* to change your household and lawn care practices?

	Not at All (5)	A little (4)	Some (3)	A lot (2)	Don't Know	n (Mean)	Overall n
a. Personal out-of-pocket expenses	11.2%	13.9%	25.7%	43.7%	5.6%	320 (2.92)	339
b. My own physical abilities	39.1%	17.5%	18.4%	21.3%	3.8%	330 (3.77)	343
c. The need to learn new skills or techniques	26.3%	20.7%	27.8%	17.8%	7.4%	313 (3.60)	338
d. Not having access to the equipment I need	15.3%	19.2%	26.8%	29.2%	9.4%	307 (3.23)	339
e. Lack of available information about a practice	15.5%	17.9%	29.2%	26.2%	11.3%	298 (3.26)	336
f. No one else I know is implementing the practice	39.3%	8.0%	14.5%	17.5%	20.7%	268 (3.87)	338
g. Approval of my neighbors	54.3%	12.2%	9.8%	6.2%	17.5%	278 (4.39)	337
h. Legal restrictions on my property	32.8%	8.9%	10.1%	12.1%	36.1%	216 (3.98)	338
i. Don't know where to get information and/or assistance for those practices	25.4%	14.4%	24.3%	19.8%	16.2%	280 (3.54)	334
j. Environmental damage caused by the practice	34.6%	8.1%	9.0%	8.7%	39.7%	202 (4.14)	335
k. Concerns about resale value	30.6%	15.4%	19.3%	15.1%	19.6%	271 (3.76)	337
l. Not being able to see a demonstration of the practice before I decide	20.7%	17.1%	23.4%	22.5%	16.5%	279 (3.43)	334
m. Effort required to maintain it	14.9%	14.0%	23.9%	27.5%	19.7%	269 (3.20)	335
n. Other (please specify): _____	15.3%	1.0%	0.0%	13.3%	70.4%	29 (3.62)	98

__See Appendix B__

Great Bend of the Wabash River Watershed

Information Sources

People get information about water quality from a number of different sources. *To what extent do you trust* those listed below as a source of information about soil and water?

	Not at All (1)	Slightly (2)	Moderately (3)	Very much (4)	Am not familiar	n (Mean)	Overall n
a. U.S. Environmental Protection Agency (EPA)	5.2%	13.1%	34.6%	39.2%	7.8%	317 (3.17)	344
b. Local garden center (i.e. Bennett's, D & R)	3.5%	16.0%	43.9%	30.8%	5.8%	324 (3.08)	344
c. Lawn care company (i.e. TruGreen)	19.1%	34.1%	29.1%	9.4%	8.2%	312 (2.31)	340
d. Neighbors / friends	9.6%	30.3%	44.9%	10.5%	4.7%	327 (2.59)	343
e. Indiana Department of Natural Resources (IDNR)	3.2%	7.3%	30.8%	48.3%	10.5%	308 (3.39)	344
f. Indiana Department of Environmental Management (IDEM)	5.0%	10.0%	28.2%	37.0%	19.9%	273 (3.21)	341
g. Tippecanoe County Soil and Water Conservation District (SWCD)	4.1%	6.8%	29.4%	37.4%	22.4%	264 (3.29)	340
h. Natural Resources Conservation Service (NRCS)	4.1%	8.5%	24.6%	31.9%	31.0%	236 (3.22)	342
i. Purdue University Cooperative Extension Service	2.0%	7.9%	25.7%	47.4%	17.0%	284 (3.43)	342
j. Tippecanoe County Health Department	4.7%	17.5%	37.6%	29.9%	10.4%	303 (3.03)	338
k. Home improvement center (Home Depot, Lowe's)	16.3%	39.5%	30.8%	6.1%	7.3%	319 (2.29)	344
l. NICHES Land Trust	9.4%	8.5%	13.2%	9.4%	59.5%	138 (2.56)	341
m. The Nature Conservancy	6.2%	9.5%	22.0%	22.8%	39.5%	204 (3.01)	337
n. Wabash River Enhancement Corporation	4.7%	12.0%	21.7%	18.2%	43.4%	193 (2.94)	341
o. Go Greener Commission	7.9%	11.8%	17.1%	9.1%	54.1%	156 (2.60)	340
p. Please specify other sources: _____	12.4%	2.2%	12.4%	5.6%	67.4%	29 (2.34)	288

__See Appendix C__

Great Bend of the Wabash River Watershed

The **Clear-Blue-Green Certification Program** recognizes local businesses for environmentally-friendly operations based on the following categories: Water Conservation, Energy Conservation, Waste Reduction and Prevention, Purchasing, Transportation, and Employee Education and Outreach.

	Yes	No	n
a. Have you heard of the Greater Lafayette Clear-Blue-Green Certification program?	9.6%	90.4%	342
b. Would a Clear-Blue-Green certification make you more likely to frequent a business?	45.0%	55.0%	329

About You

a) Do you make the **home and lawn care decisions** in your household? (n=358)
 90.8% Yes
 9.2% No

b) What is your **gender**? (n=362)
 68.5% Male
 31.5% Female

c) In what **year were you born**? (n=367)
 Minimum 1913 to maximum 1988, average 1953.86

d) What is the **highest grade in school** you have completed? (n=353)
 2.8% Some formal schooling
 23.2% High school diploma / GED
 14.7% Some college
 7.1% 2 year college degree
 23.8% 4 year college degree
 28.3% Graduate degree

e) What is the approximate size **of your residential lot**? (n=346)
 62.4% ¼ acre or less
 30.6% More than ¼ acre but less than 1 acre
 4.3% 1 acre to less than 5 acres
 2.6% 5 acres or more

f) Do you **own or rent** your home? (n=358)
 89.9% Own
 10.1% Rent

g) **Do you use** a professional lawn care service? (n=355)
 5.9% Yes, just for mowing
 3.9% Yes, for mowing and fertilizing
 17.7% Yes, just for fertilizing and pest control
 4.8% Yes, for mowing, fertilizing, and pest control
 67.6% No

h) Where are you **likely to seek information** about water quality issues? (check all that apply) (n=377)
 43.2% (163) Newsletters / brochures / fact sheets
 48.8% (184) Internet
 14.3% (54) Radio
 45.9% (173) Newspapers/magazines
 13.3% (50) Workshops / demonstrations / meetings
 34.2% (129) Conversations with others
 27.6% (104) Garden centers/retail stores
 31.6% (119) Purdue University Extension
 8.5% (32) None of the above

Thank you for your time and assistance!

Please return your completed survey in the postage-paid envelope provided. Please use the space below for any additional comments about this survey or water resource issues in your community.

__See Appendix D __