

OZARKS WATER WATCH SURVEY – 2014



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Prepared for

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EXECUTIVE SUMMARY

This Executive Summary presents an overview of the 2014 Ozarks Water Watch Survey. Overall survey results are based on telephone interviews with 802 residents from the Upper White River Basin region of Southwest Missouri and Northwest Arkansas and have a margin of error of approximately +/- 3.5% at the 95% confidence interval.

The survey was designed, administered, and analyzed by **Opinion Research Specialists, LLC** of Springfield, Missouri. Survey findings are summarized below.

Overall Water Quality of Area Lakes and Rivers

- Perceptions of water quality in area lakes and rivers have improved since 2008. Today, 81% of Upper White River Basin residents describe the overall water quality as either very good or good, compared to 72% in 2008.
- Positive perceptions of water quality were higher among city residents of Northwest Arkansas and county residents compared to city residents in Southwest Missouri (also true in 2008), but the gap has narrowed.

Overall Water Quality of Area Lakes and Rivers Compared to 25 Years Ago

- Perceptions of water quality in area lakes and rivers also improved when viewed retrospectively. Whereas 54% of respondents in 2008 said overall water quality had declined over the past 25 years, only 37% felt this way in 2014. Most respondents, 45%, thought water quality had remained about the same and 18% believed it had improved.
- Retrospectively, perceptions of water quality improvement have improved noticeably among city residents (Southwest Missouri in particular).

Factor Posing Greatest Threat to Water Quality in Area Lakes and Rivers

- As was the case in 2008, water run-off from urban development was considered the greatest threat to the water quality (cited by a large plurality of respondents overall and by respondents in each of the three geographic areas, especially city residents in Northwest Arkansas and Southwest Missouri).

Group Most Responsible for Promoting Clean Water in Area Lakes and Rivers

- There was no strong consensus among respondents when asked which of four groups should be most responsible for promoting clean water in area lakes and rivers, although “individuals” were mentioned by a slim plurality (32%). Compared to 2008, “government” was identified by a somewhat smaller percentage of respondents this year, while a slightly larger percentage cited “environmental groups.” This was especially true for Southwest Missouri city residents (and, to a lesser extent, among city residents of Northwest Arkansas).

Most Effective Way a Person Could Help Promote Clean Water

- A plurality of respondents (41%) believed that “becoming informed” about water quality issues was the most effective way an individual could help promote clean water in area lakes and rivers (in 2008, a plurality mentioned “supporting water quality legislation”).
- Residents in all three geographic areas were also most likely to mention “becoming informed” and less likely to mention “supporting water quality legislation” when compared to 2008. This was particularly true for city residents in Southwest Missouri and Northwest Arkansas.

Perceived Impact of Environmental Movement on Improving Water Quality

- Since 2008, there has been a slight decline in the perceived impact of the environmental movement on improving water quality in this country. This year, 68% of residents thought the environmental movement would have either “a lot” or “some” impact” on improving water quality compared to 72% in 2008. County residents were more likely than city residents to view the environmental movement’s impact as diminishing over time.

Sources Used to Gather Information About Water Quality Issues

- The Internet was the information source respondents would most likely turn to if seeking information about the water quality of area lakes and rivers (same as in 2008). The Missouri Department of Conservation was also frequently mentioned by Southwest Missouri residents (city and county), while city residents of Northwest Arkansas residents often mentioned the water department/company.

Ability to Name Local or Regional Organizations Working to Improve Water Quality

- 22% of respondents were able to name at least one local or regional organization working to improve water quality in Southwest Missouri or Northwest Arkansas (nearly the same as in 2008).

Awareness of Ozarks Water Watch or Upper White River Basin Foundation

- 41% of respondents had heard of Ozarks Water Watch or the Upper White River Basin Foundation – same as in 2008. City residents of Southwest Missouri were the most likely to have heard of Ozarks Water Watch (50%), while city residents of Northwest Arkansas were the least likely (31%).
- When asked how they had heard of Ozarks Water Watch/Upper White River Basin Foundation, a plurality of respondents mentioned television (17%) and newspaper (16%). City residents of Southwest Missouri were most likely to cite television, while Northwest Arkansas city residents were more likely to mention newspaper. County residents were evenly split between television and newspaper.

Level of Concern for Pollution in Area Lakes and Rivers

- 62% of respondents said pollution in area lakes and rivers was a major concern, while 33% felt it was a minor concern (nearly the same as in 2008). Residents from Northwest Arkansas and Southwest Missouri were somewhat more likely than county residents to say pollution in area lakes and rivers was a major concern.

Accessed Area Lakes/Rivers for Recreational Purposes in the Past Two Years

- 62% of respondents said they had used area lakes and rivers for recreational purposes in the past two years (68% of county residents, 61% of city residents in Southwest Missouri, and 58% of city residents in Northwest Arkansas). This was a new question asked on the 2014 survey.

SUMMARY OF DEMOGRAPHIC ANALYSIS

Below is a summary of the major findings from the 2014 survey analyzed on the basis of demographic factors.

Overall Water Quality of Area Lakes and Rivers

- Recent residents (i.e., less than 15 years) were more likely than long-time residents to describe the overall water quality of area lakes and rivers as “very good.” This was particularly true among county residents.

Overall Water Quality of Area Lakes and Rivers Compared to 25 Years Ago

- Respondents with post-graduate degrees were twice as likely as those less formally educated to say the overall water quality of area lakes and rivers had improved over the past 25 years.
- In Northwest Arkansas, older respondents (60+ years old) were far more likely than younger respondents to believe the overall water quality of area lakes and rivers had improved over the past 25 years.

Factor Posing Greatest Threat to Water Quality in Area Lakes and Rivers

- Water run-off from urban development was identified as the single greatest threat to water quality, regardless of respondent demographic characteristics.
- In Southwest Missouri, recent city residents were more likely than long-time residents to perceive farming operations as a threat to water quality, while the reverse held true with respect to wastewater plants and septic tanks.

Group Most Responsible for Promoting Clean Water in Area Lakes and Rivers

- Older respondents (70+ years old) were the *least likely* of all demographic groups to identify government as most responsible for promoting clean water in area lakes and rivers, and the *most likely* to mention individuals.
- Females were significantly more likely than males to cite environmental groups as most responsible for promoting clean water.

Most Effective Way a Person Could Help Promote Clean Water

- Recent residents (i.e., less than 15 years) were significantly more likely than long-time residents to say that becoming informed about water quality issues was the most effective way an individual could help promote clean water in area lakes and rivers.

Perceived Impact of Environmental Movement on Improving Water Quality

- Overall, females were more likely than males to believe that the environmental movement had a positive impact on improving water quality in this country. This difference of opinion based on gender was especially strong among city residents of Southwest Missouri and Northwest Arkansas.

Ability to Name Local or Regional Organizations Working to Improve Water Quality

- College graduates (especially post-graduates), younger respondents, and those who had accessed area lakes and rivers for recreational purposes over the past two years were significantly more likely than their demographic counterparts to identify a local/regional organization involved in water quality improvement.

Awareness of Ozarks Water Watch or Upper White River Basin Foundation

- Awareness of Ozarks Water Watch/Upper White River Basin Foundation increased significantly with years of residency.

Level of Concern for Pollution in Area Lakes and Rivers

- There were no significant differences of opinion among the various demographic groups on this question.

Accessed Area Lakes/Rivers for Recreational Purposes in the Past Two Years

- Respondents most likely to have used area lakes and rivers for recreational purposes were younger, college graduates, and male.

INTRODUCTION

This survey was commissioned by Ozarks Water Watch to assess the opinions and perceptions of residents in the Upper White River Basin region of Northwest Arkansas and Southwest Missouri about water quality issues in area lakes and rivers. The survey represents the second in a series first conducted in 2008. This year's questions were kept consistent with those asked in the initial survey so that changes in perceptions could be tracked over time. Both the 2008 and 2014 surveys were designed, administered, and analyzed by **Opinion Research Specialists, LLC** of Springfield, Missouri with input from Ozarks Water Watch.

SURVEY DESIGN AND METHODOLOGY

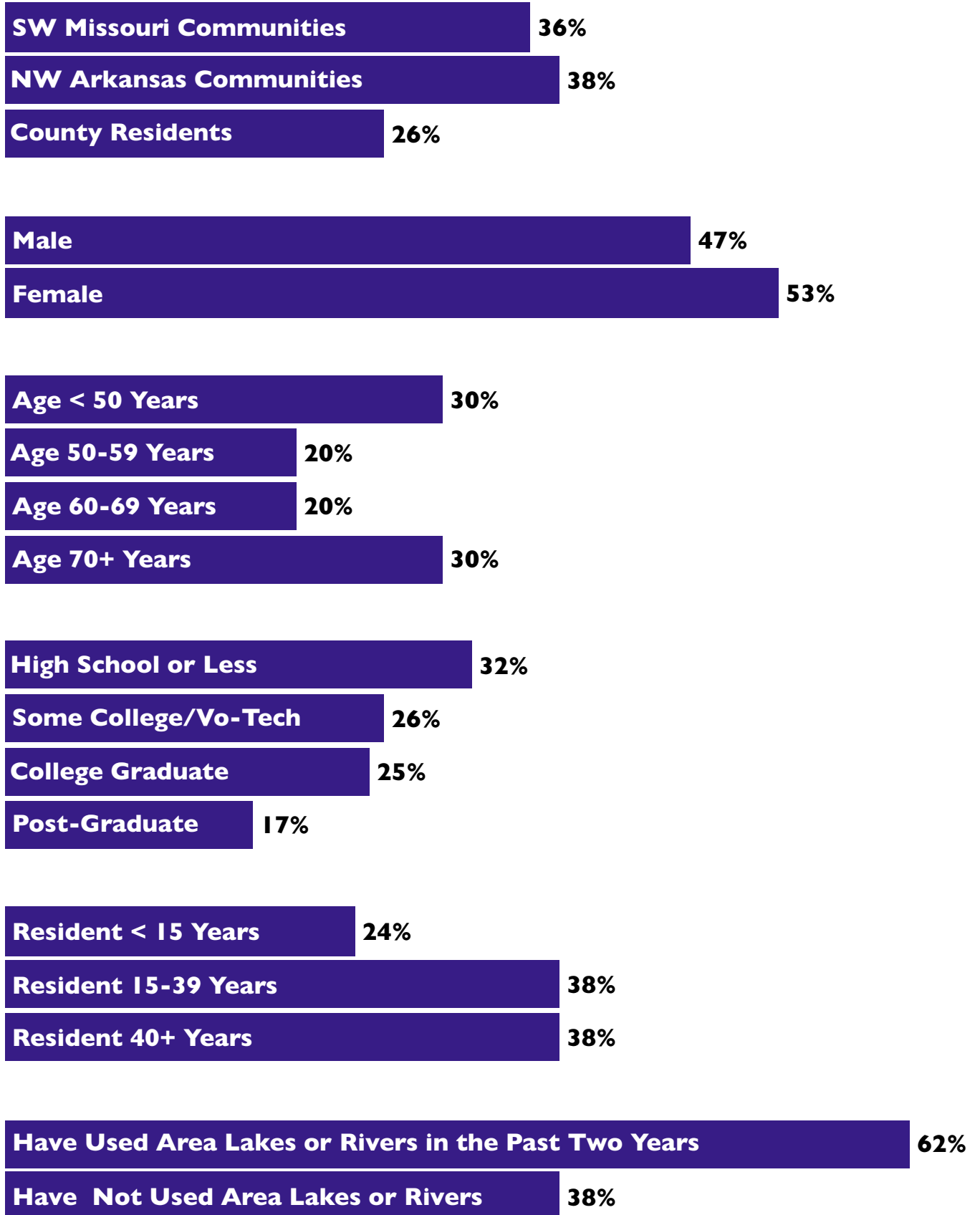
Survey results are based on 802 completed telephone interviews with 306 Northwest Arkansas residents (Fayetteville, Springdale, and Rogers), 287 residents of Southwest Missouri (Springfield, Branson, Nixa, Ozark, and Republic), and 209 residents from various counties within the 19 county area of the Upper White River Basin region. Residents were randomly selected on the basis of ZIP code information and population size. Up to three attempts were made to contact survey respondents during the calling period of January 11 through January 26, 2014. Telephone interviews averaged five minutes in duration.

INTERPRETATION OF DATA

Overall survey results, based on 802 completed questionnaires, have a margin of error of approximately $\pm 3.5\%$ at the 95% confidence interval. For example, if a response listed in the report is 65% one can be 95% confident that the "true" percentage, that which would have been attained if all Upper White River Basin region residents had participated in the survey, is between 61.5% and 68.5%. Regional results (Northwest Arkansas and Southwest Missouri), based on approximately 300 telephone interviews each, have a margin of error of $\pm 5.75\%$ at the 95% confidence interval. County-level results, based on approximately 200 interviews, have a margin of error of $\pm 7.0\%$ (95% confidence interval). Margin of error increases when subsets of the total sample are analyzed (e.g., male versus female, etc.).

Some percentages in the report may not add to exactly 100% due to rounding.

SURVEY RESPONDENT PROFILE—OVERALL

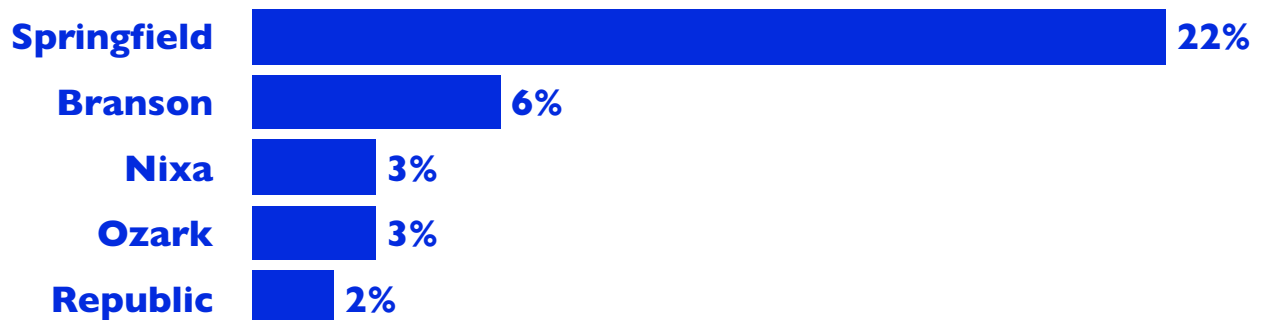


SURVEY RESPONDENTS BY COMMUNITY OR COUNTY

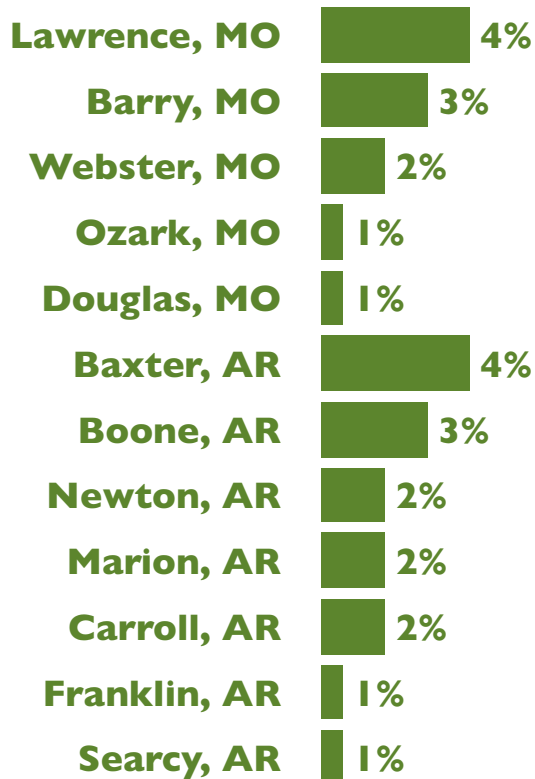
NORTHWEST ARKANSAS COMMUNITIES (38%)



SOUTHWEST MISSOURI COMMUNITIES (36%)



COUNTIES IN THE UPPER WHITE RIVER BASIN (26%)



PROFILE OF SOUTHWEST MISSOURI RESPONDENTS

Male 46%

Female 54%

Age < 50 Years 29%

Age 50-59 Years 19%

Age 60-69 Years 19%

Age 70+ Years 33%

High School or Less 29%

Some College/Vo-Tech 30%

College Graduate 22%

Post-Graduate 19%

Resident < 15 Years 23%

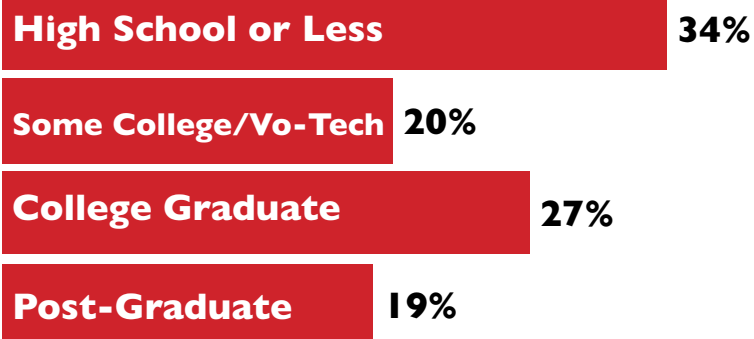
Resident 15-39 Years 36%

Resident 40+ Years 41%

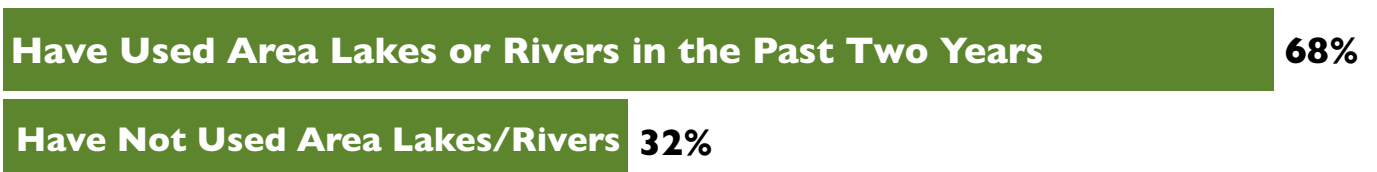
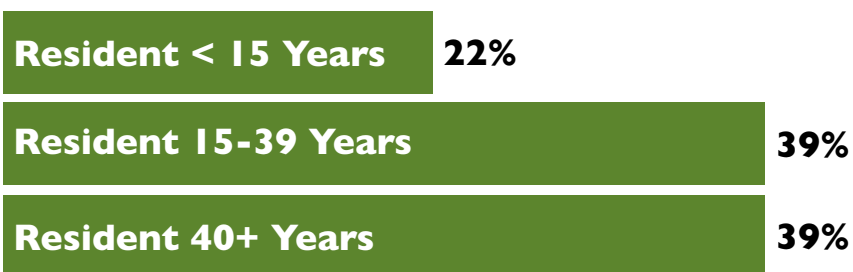
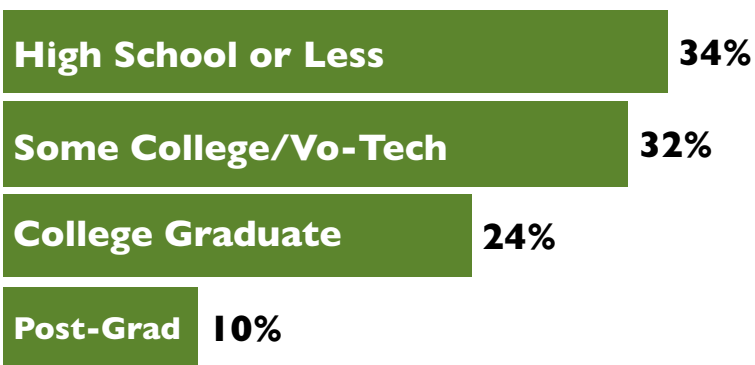
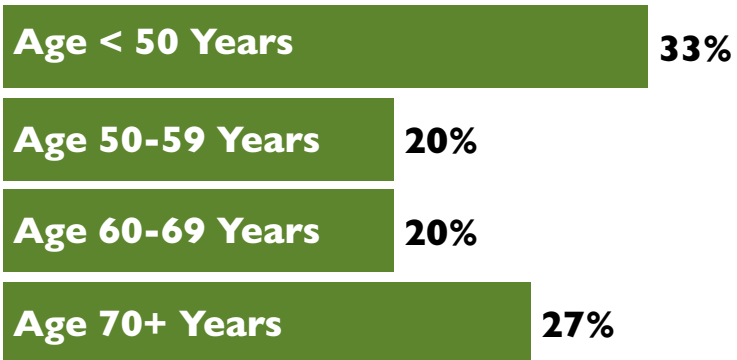
Have Used Area Lakes or Rivers in the Past Two Years 61%

Have Not Used Area Lakes or Rivers 39%

PROFILE OF NORTHWEST ARKANSAS RESPONDENTS



PROFILE OF COUNTY RESPONDENTS



PROFILE OF RESPONDENTS BY COMMUNITY OR COUNTY

	SW Missouri	NW Arkansas	Counties
Gender			
Male	46%	47%	48%
Female	54%	53%	52%
Age			
< 50 Years	29%	29%	33%
50-59 Years	19%	21%	20%
60-69 Years	19%	21%	20%
70+ Years	33%	29%	27%
Educational Level			
High School or Less	29%	34%	34%
Some College/No-Tech	30%	20%	32%
College Graduate	22%	27%	24%
Post-Graduate	19%	19%	10%
Years of Residency			
< 15 Years	23%	26%	22%
15-39 Years	36%	40%	39%
40+ Years	41%	34%	39%
Used Area Lakes/Rivers in the Past Two Years			
Yes	61%	58%	68%
No	39%	42%	32%

SURVEY RESULTS

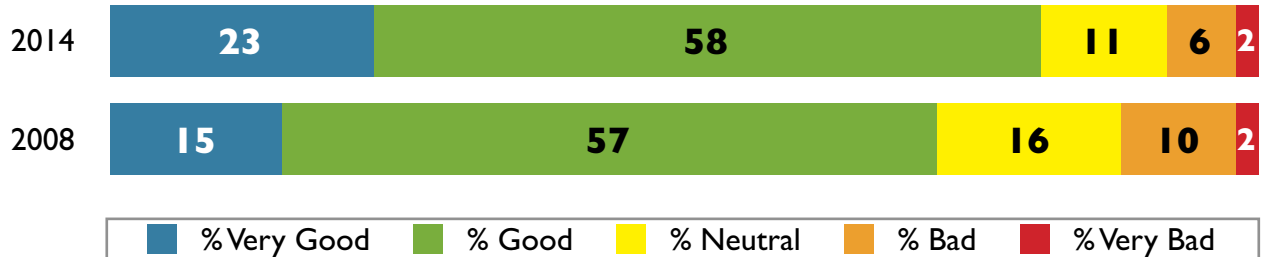
Overall results are based on a total of 802 survey respondents from the Upper White River Basin which consists of 19 counties in Northwest Arkansas and Southwest Missouri.

Survey results by geographic region:

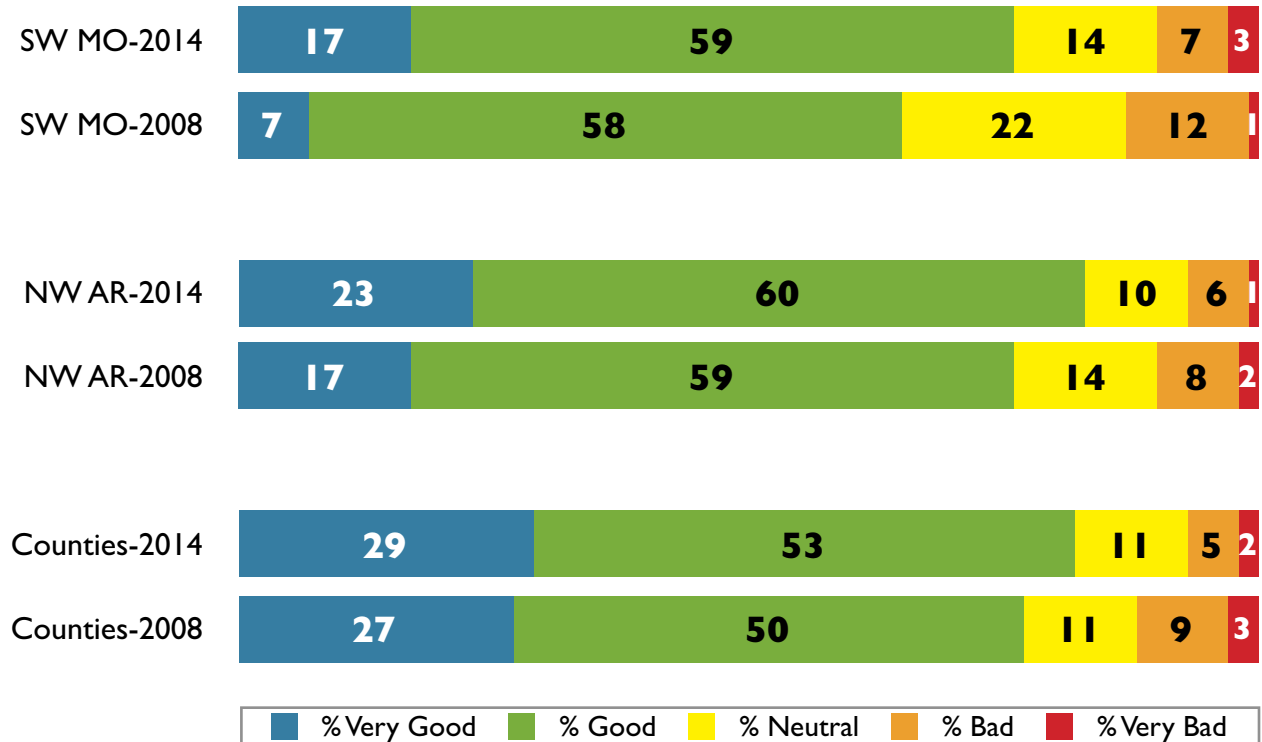
**SW Missouri Communities = 287 respondents (36%);
NW Arkansas Communities = 306 respondents (38%);
MO and AR Counties = 209 respondents (26%).**

Overall Water Quality of Area Lakes and Rivers

Overall Results: Perceptions of overall water quality in area lakes and rivers have improved since 2008. Today, 81% of Upper White River Basin residents describe the water quality as either very good or good, compared to 72% in 2008.

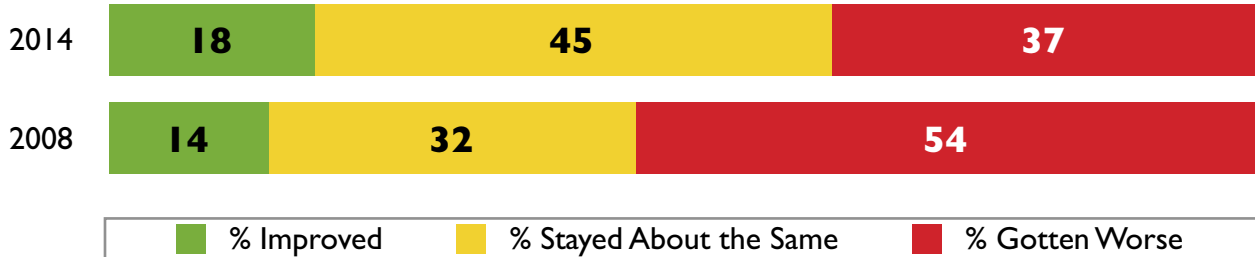


Results by Geographic Area: Positive perceptions of overall water quality have also improved over time in each of the three regions listed below.

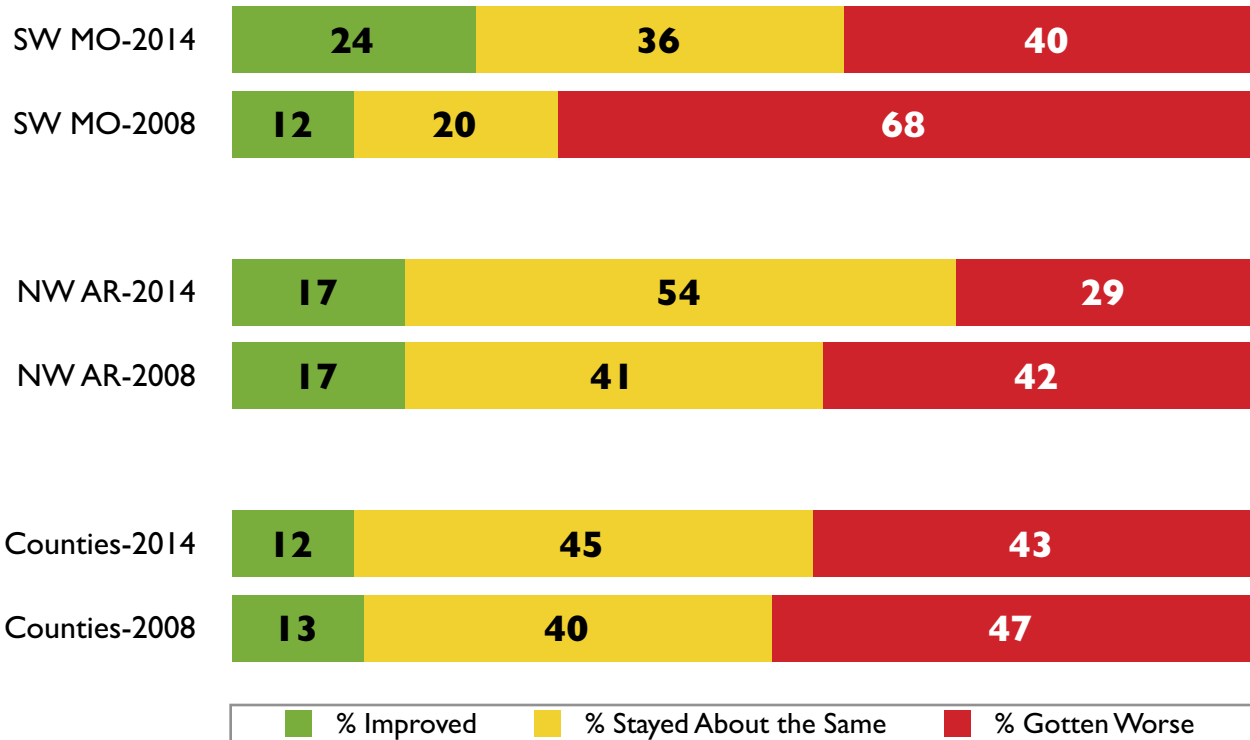


Water Quality of Area Lakes and Rivers Compared to 25 Years Ago

Overall Results: Perceptions of water quality in area lakes and rivers also improved when viewed retrospectively. Whereas 54% of respondents in 2008 said overall water quality had declined over the past 25 years, only 37% felt this way in 2014.

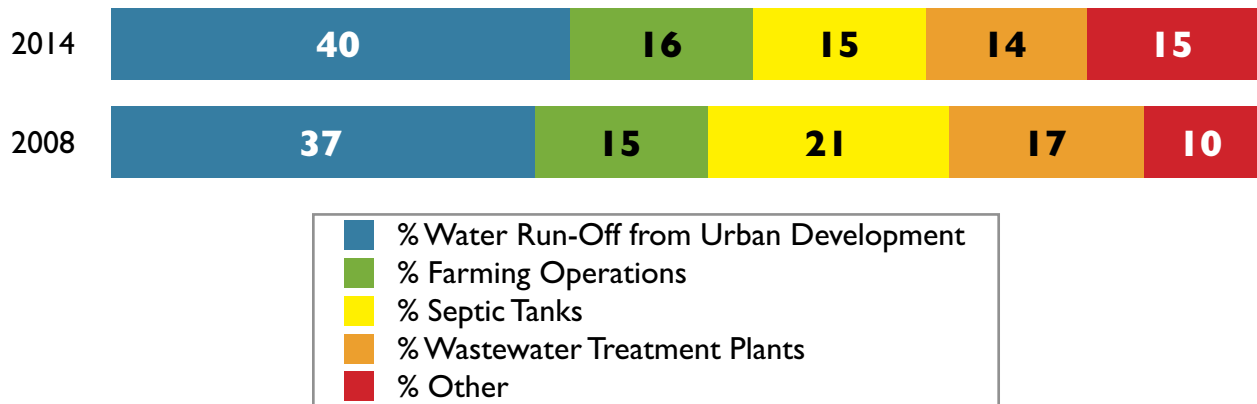


Results by Geographic Area: Retrospectively, perceptions of water quality improvement have improved noticeably among city residents (Southwest Missouri in particular).

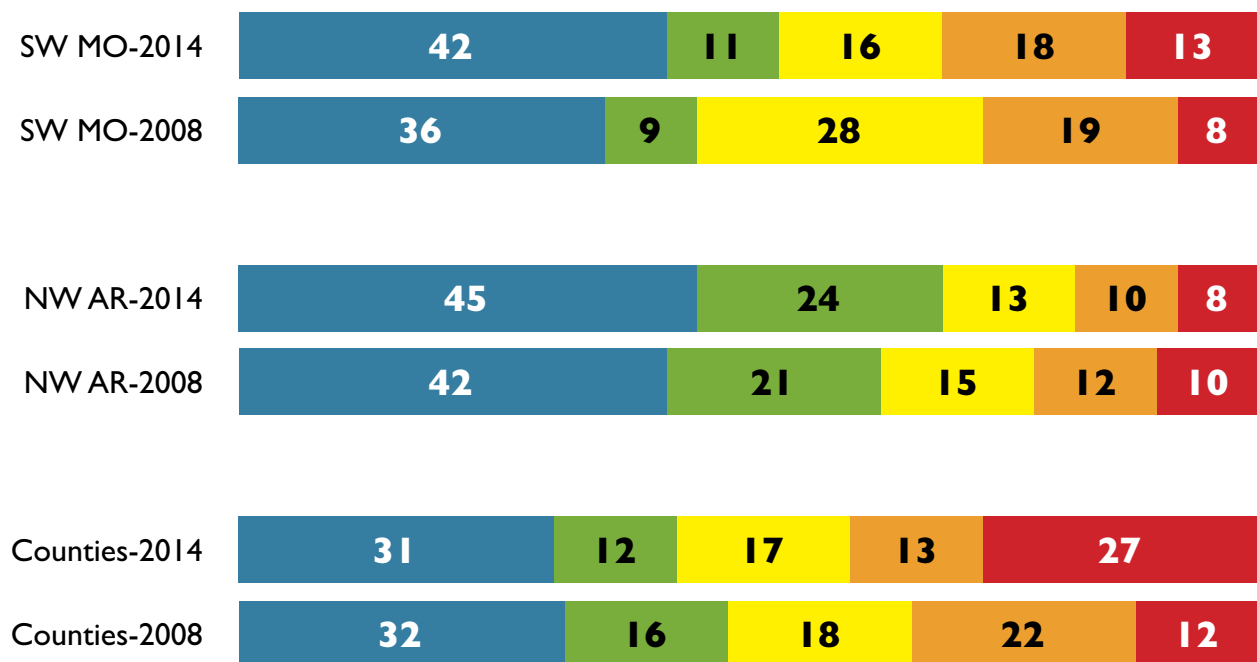


Factor Posing the Greatest Threat to Water Quality

Overall Results: As was the case in 2008, water run-off from urban development was considered the greatest threat to the water quality (cited by a large plurality of respondents). See [Appendix A](#) for a complete listing of “Other” factors.

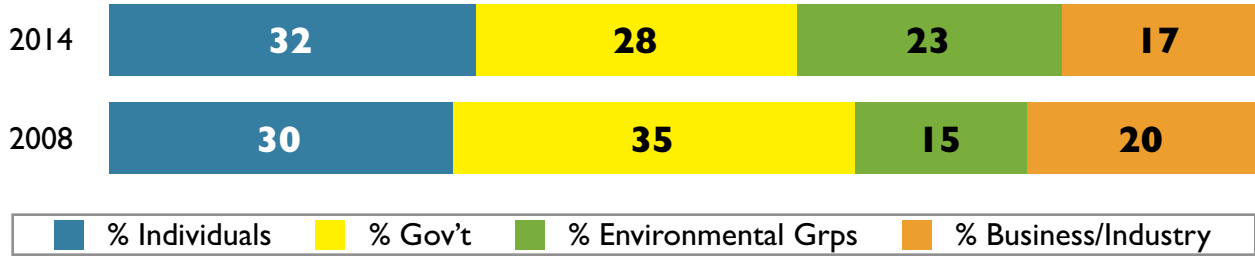


Results by Geographic Area: A plurality of residents from each geographic area identified water run-off from urban development as the greatest threat to clean water. Compared to 2008, Southwest Missouri city residents were less likely to mention septic tanks as the greatest threat to water quality and county residents were less likely to mention wastewater treatment plants. Farming operations continued to be more of a concern for Northwest Arkansas residents than residents in the other two regions.

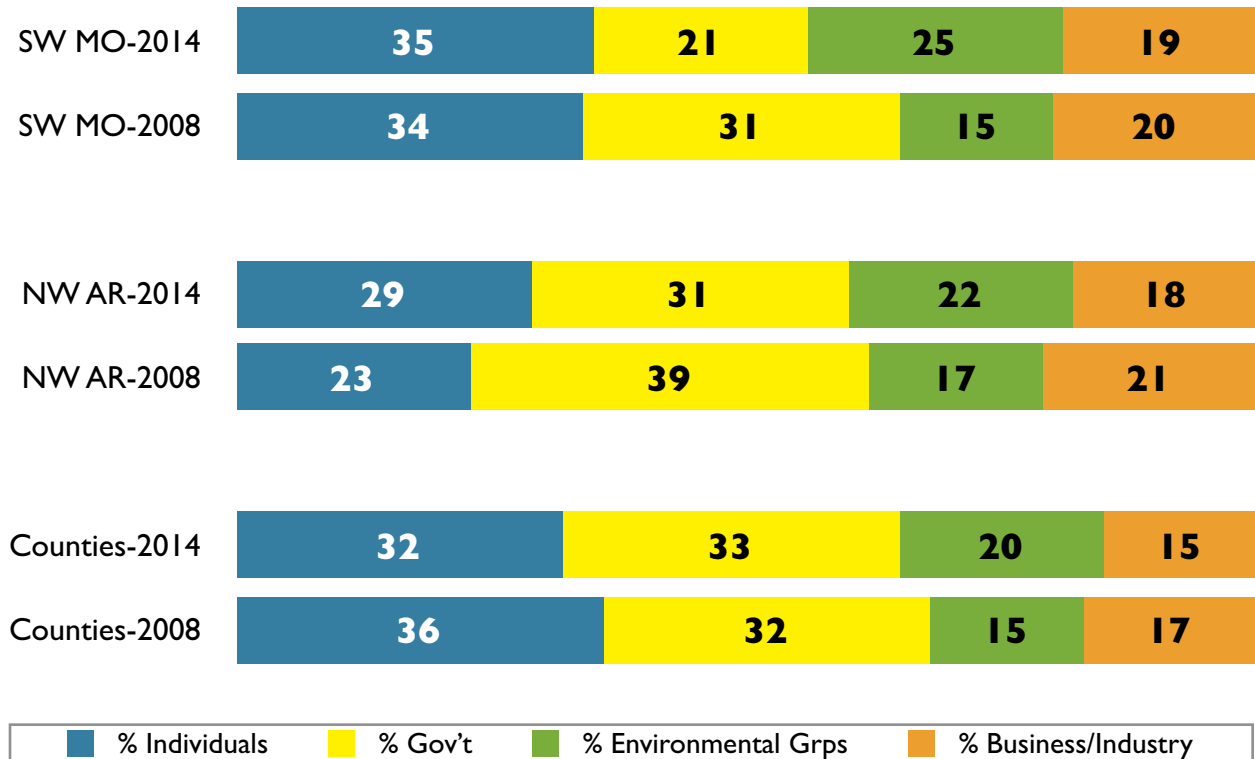


Group Most Responsible for Promoting Clean Water

Overall Results: There was no strong consensus among respondents when asked which of four groups should be most responsible for promoting clean water in area lakes and rivers, although “individuals” were mentioned by a slim plurality (32%). Compared to 2008, “government” was identified by a slightly smaller percentage of respondents this year, while a slightly larger percentage cited “environmental groups.” See [Appendix B](#) for a complete listing of “Other” responses to this question.

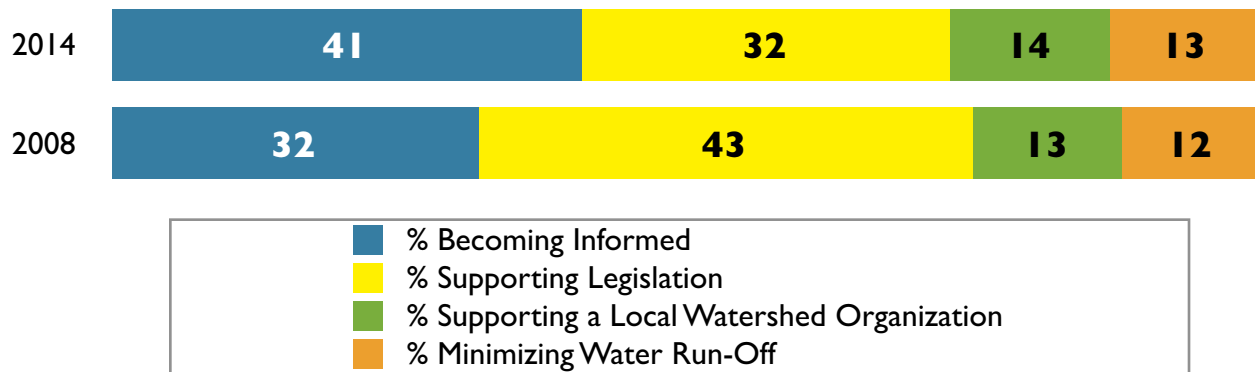


Results by Geographic Area: In Southwest Missouri, a plurality of residents believed “individuals” were most responsible for promoting clean water (same as in 2008); however, they were somewhat less likely in 2014 to identify “government” and more likely to mention “environmental groups.” This same trend held true for city residents of Northwest Arkansas.

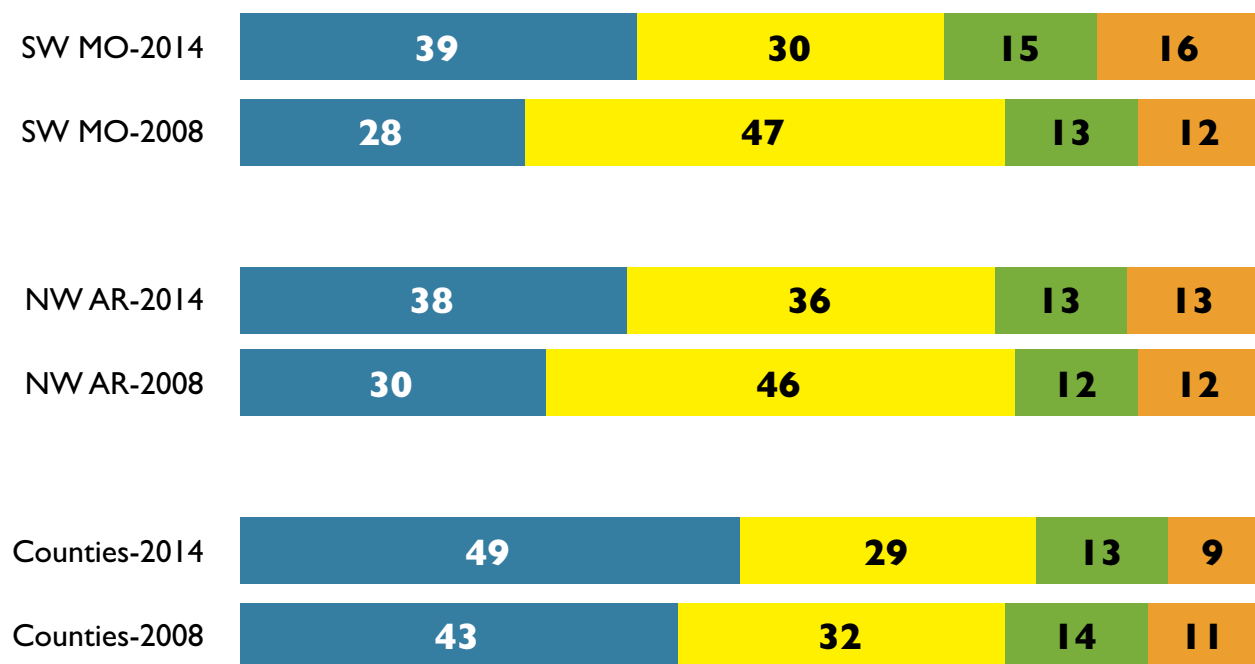


Most Effective Way a Person Could Help Promote Clean Water

Overall Results: While a plurality of respondents in 2008 thought supporting water quality legislation was the most effective way an individual could promote clean water, becoming informed about water quality issues was considered most effective this year. See [Appendix C](#) for a complete listing of “Other” responses to this question.

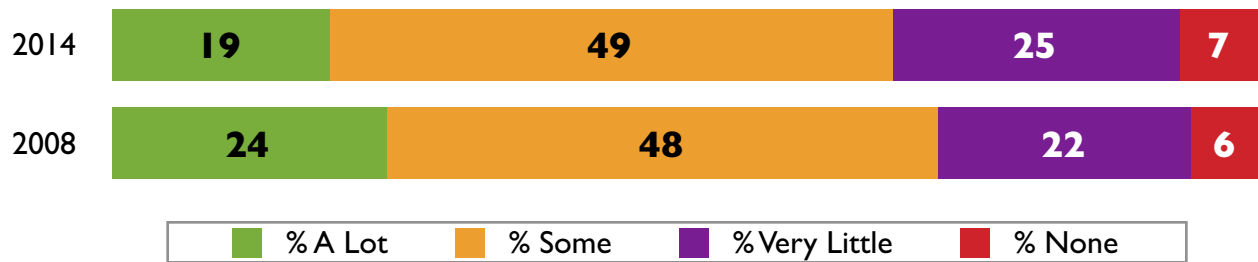


Results by Geographic Area: Compared to 2008, becoming informed about water quality issues increased in all three regions, while supporting legislation decreased. This was particularly true for city residents in Southwest Missouri and Northwest Arkansas.

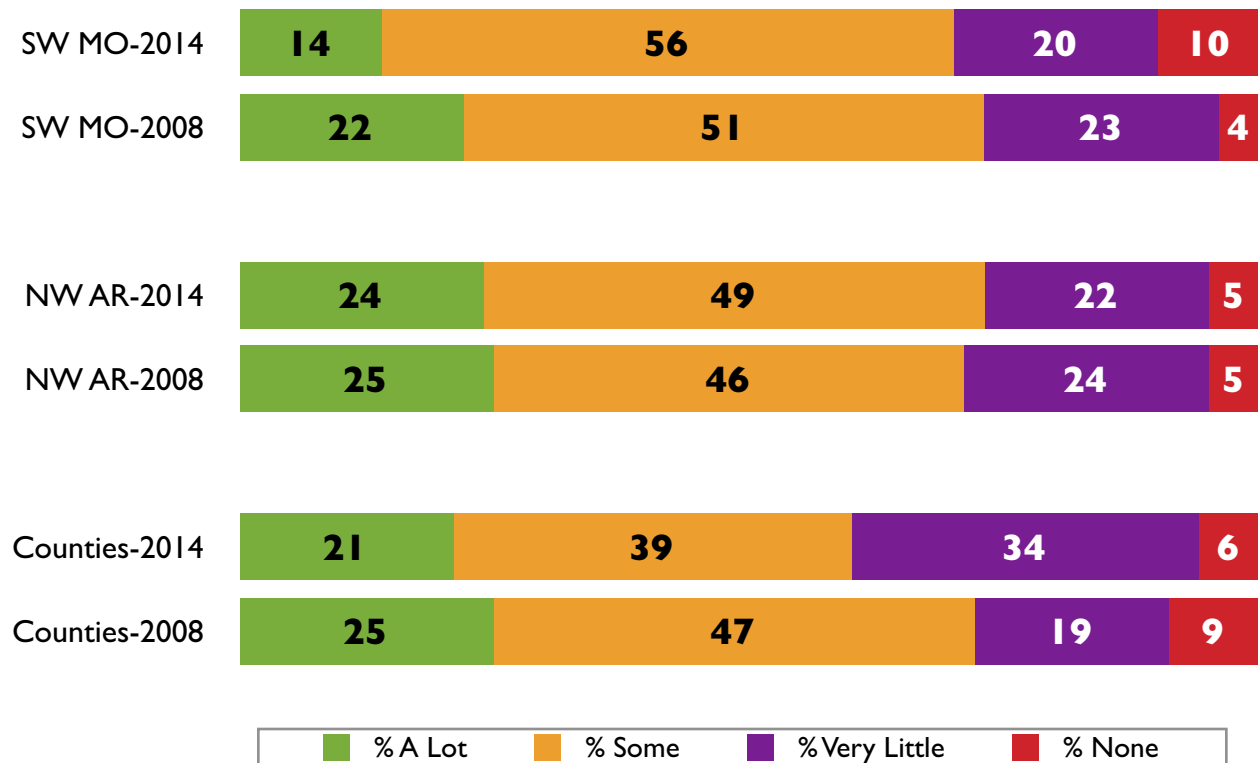


Perceived Impact of Environmental Movement on Improving Water Quality in This Country

Overall Results: Since 2008, there has been a slight decline in the perceived impact of the environmental movement on improving water quality in this country. This year, 68% of residents thought the environmental movement would have either “a lot” or “some” impact” on improving water quality compared to 72% in 2008.



Results by Geographic Area: As was the case in 2008, a majority of residents from each of the three geographic areas perceived the environmental movement as having either “a lot” or “some” impact” on improving water quality. However, compared to 2008, county residents were more likely than city residents (Southwest Missouri and Northwest Arkansas) to view the environmental movement’s impact as diminishing.



Acquiring Information About Water Quality of Area Lakes/Rivers

In an open-ended question, respondents were asked to identify sources they would access if needing information about water quality issues involving area lakes and rivers.

Southwest Missouri residents were most likely to access the Internet or acquire information from the Missouri Department of Conservation. Two individuals mentioned Ozarks Water Watch and one the Upper White River Basin. Twenty-seven percent of residents did not know where to get this type of information.

Northwest Arkansas residents were most likely to mention the Internet, water company/department, newspaper, and city/local government offices. One person specifically mentioned the Upper White River Basin Foundation and 24% of residents did not know where to get this type of information.

County residents were most likely to cite the Internet, Conservation Department, and Corps of Engineers. No respondents mentioned Ozarks Water Watch or the Upper White River Basin Foundation. Twenty-two percent of residents did not know where to get this type of information.

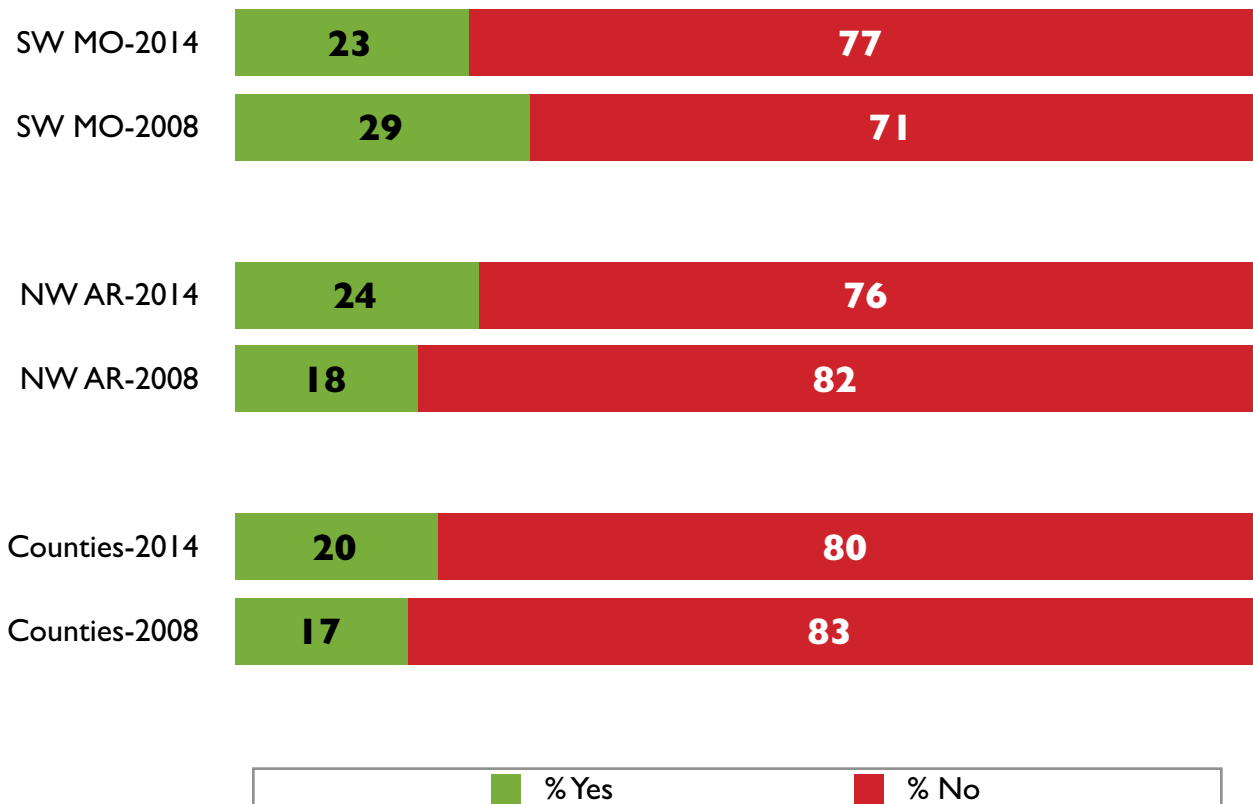
See [Appendix D](#) for a complete listing of all responses to this question.

Ability to Name Local or Regional Organizations Working to Improve Water Quality in SW Missouri or NW Arkansas

Overall Results: Just over 20% of residents were able to name at least one local or regional organization working to improve water quality in Southwest Missouri or Northwest Arkansas (same as in 2008). See [Appendix E](#) for a complete listing of responses to this open-ended question.



Results by Geographic Area: Compared to 2008, city residents of Southwest Missouri were somewhat less likely to be able to name an organization working to improve area water quality, while Northwest Arkansas residents were slightly more likely to do so.

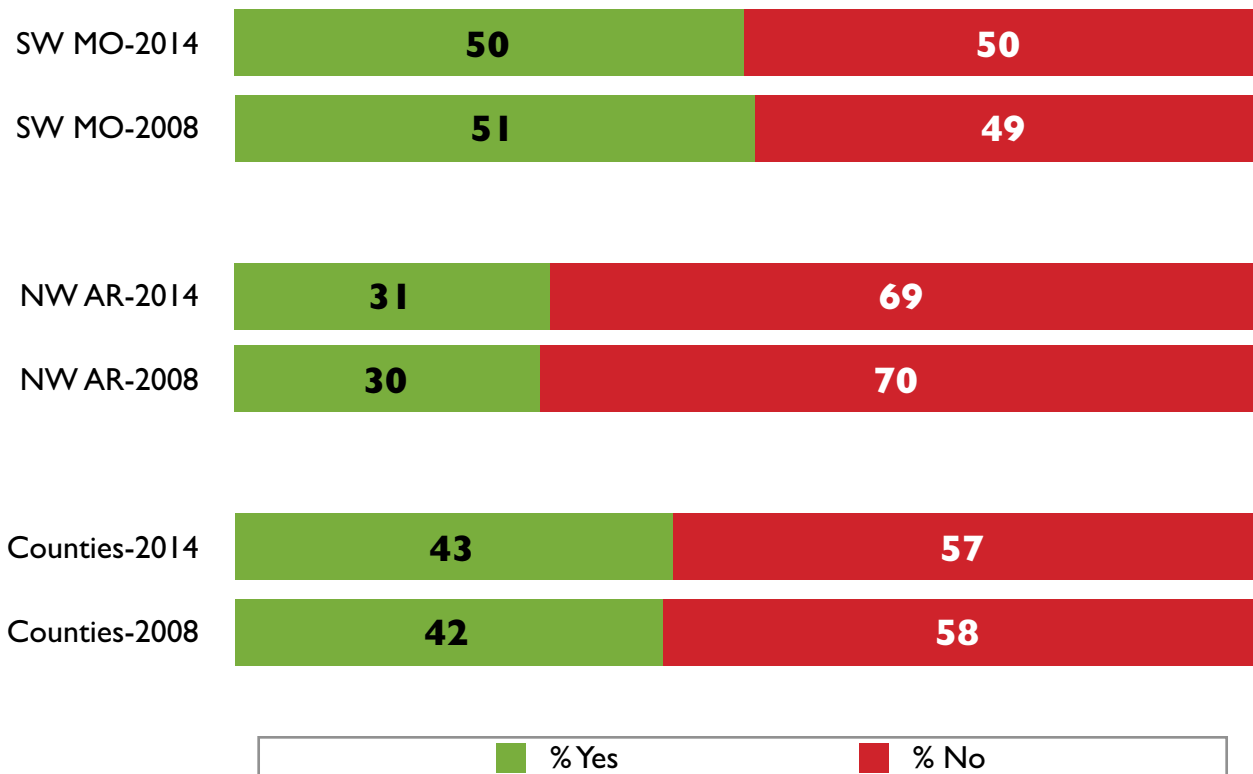


Awareness of Ozarks Water Watch or Upper White River Basin Foundation

Overall Results: About 40% of respondents had heard of the Ozarks Water Watch or Upper White River Basin Foundation – same as in 2008.



Results by Geographic Area: City residents of Southwest Missouri were the most likely to have heard of Ozarks Water Watch, while city residents of Northwest Arkansas were the least likely.



How Respondents Heard of Ozarks Water Watch or Upper White River Basin Foundation

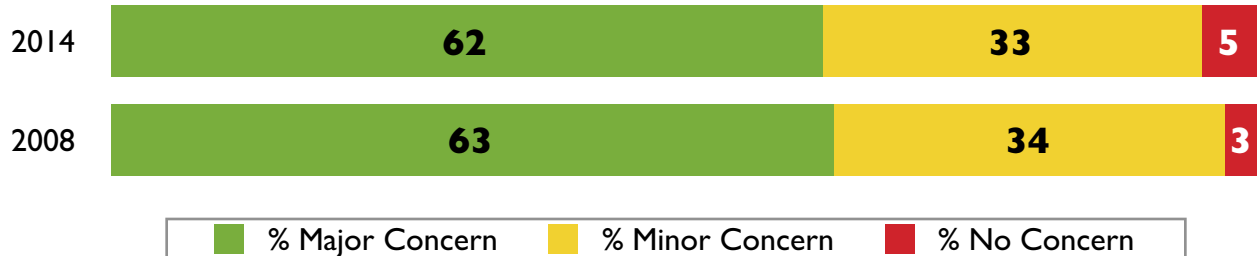
Overall Results: Respondents were most likely to heard of the Ozarks Water Watch/ Upper White River Basin Foundation by way of television or newspapers. Southwest Missouri city residents were most likely to cite television, while Northwest Arkansas city residents were somewhat more likely to cite newspapers. County residents were evenly split between television and newspaper.

Information Source	OVERALL	SW MO	NW AR	COUNTIES
Television	17%	25%	10%	17%
Newspaper	16%	17%	14%	16%
Word of Mouth	9%	12%	8%	8%
Radio	5%	6%	4%	5%
Online News Story	3%	4%	3%	2%
OWW Website	2%	2%	1%	1%
Social Media	1%	1%	1%	1%
Other*	5%	7%	4%	5%

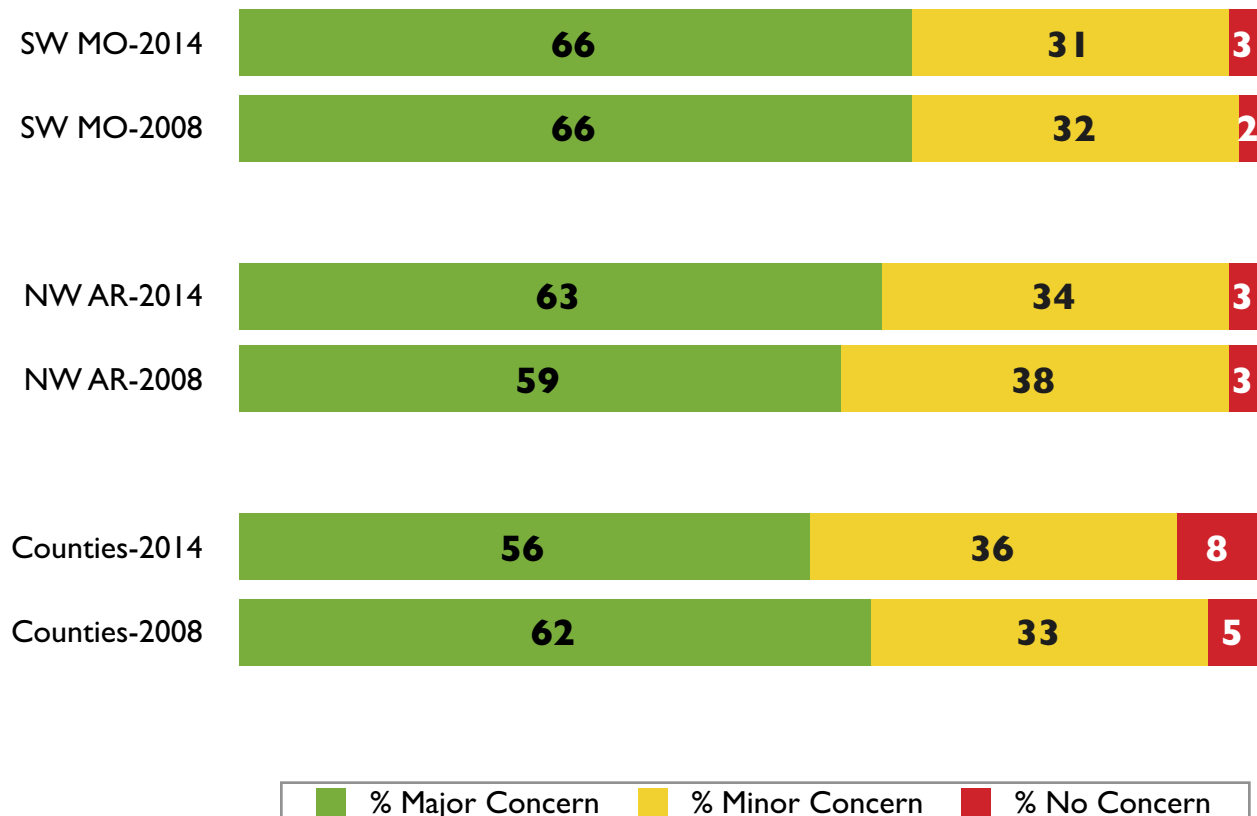
*See Appendix F for a complete listing of responses.

Level of Concern for Pollution in Area Lakes and Rivers

Overall Results: As was the case in 2008, just over 60% of respondents said pollution in area lakes and rivers was a “major” concern to them and more than 30% said it was a “minor” concern.

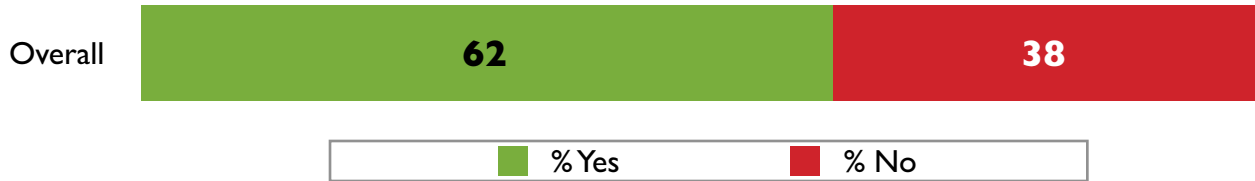


Results by Geographic Area: Residents from Northwest Arkansas and Southwest Missouri were somewhat more likely than county residents to say pollution in area lakes and rivers was a major concern.

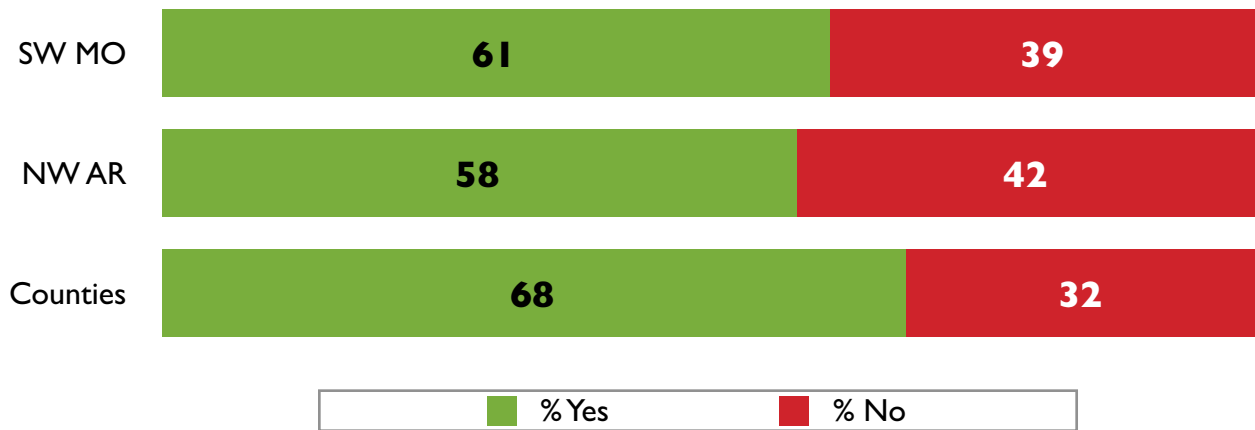


Accessed Area Lakes/Rivers for Recreational Purposes in the Past Two Years

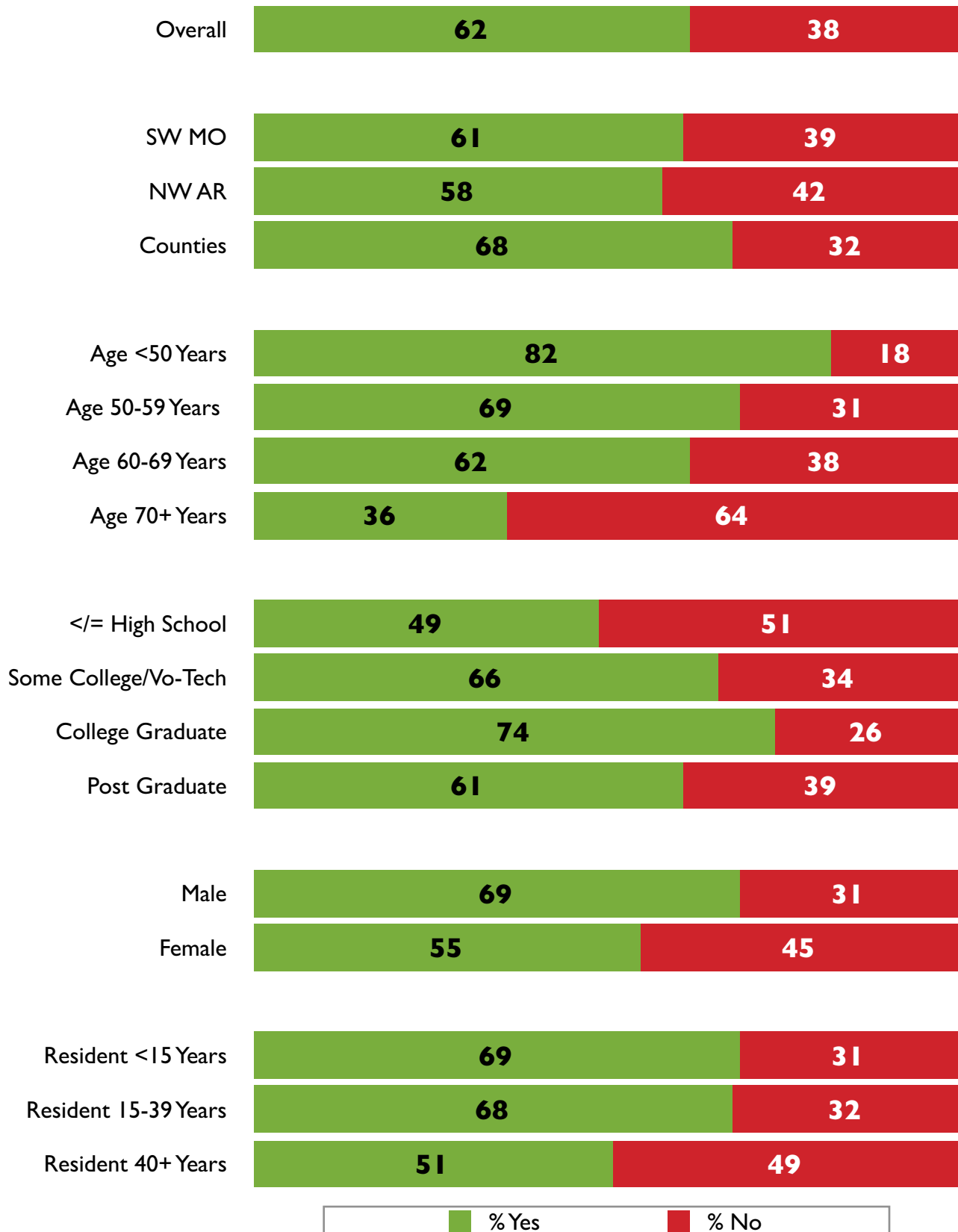
Overall Results: A new question asked in this year's survey found 62% of respondents had used area lakes or rivers for recreational purposes in the past two years.



Results by Geographic Area: County residents were the most likely to have used area lakes and rivers for recreational purposes in the past two years.



Accessed Area Lakes/Rivers for Recreational Purposes in the Past Two Years by Demographics



QUESTIONNAIRES

Ozarks Water Watch Survey – January 2014

Hello, I'm with Opinion Research Specialists and we're conducting a brief survey about water quality issues in SW MO & NW AR lakes and rivers. I need to speak with an adult in the household? Would that be you? [IF NO, ASK: WHEN WOULD BE A GOOD TIME TO CALL BACK.]

OVERALL RESULTS (based on 802 respondents)

1. How would you describe the overall water quality of lakes and rivers in your area? Would you say very good, good, neither good nor bad, bad, or very bad?
23%...Very Good
58%...Good
11%...Neither Good Nor Bad
6%...Bad
2%...Very Bad (10%...Don't Know)
2. Compared to 25 years ago, would you say the overall water quality of lakes and rivers in your area has improved, gotten worse, or stayed about the same?
18% Improved 37% Gotten Worse 45% Stayed About the Same (27% Don't Know)
3. In your opinion, which **ONE** of the following four groups should be **most** responsible for promoting clean water in our lakes and rivers? Should it be government, business and industry, environmental groups, or individual citizens? (If you had to pick ONE, which one would it be?)
28%...Government
17%...Business and Industry
23%...Environmental Groups
32%...Individual citizens
(1%...None of the above / Other: _____)
(4%...Don't Know) (2%...All)
4. In your opinion, which **ONE** of the following factors poses the greatest threat to water quality in area lakes and rivers? Is it wastewater treatment plants, septic tanks, water run-off from urban development, farming operations, or something else?
14%...Wastewater Treatment Plants
15%...Septic Tanks
40%...Water Run-Off from Urban Development
16%...Farming Operations
15%...Something Else--->May I ask what that would be? _____
(13%...Don't Know / Not Sure) (3%...All)

5. Now I'm going to list **FOUR** ways a person could help promote clean water in area lakes and rivers. Please tell me which **ONE** you think would be **most** effective. Minimizing water run-off from one's property, supporting a local watershed organization, becoming informed about water quality issues, or supporting legislation to improve water quality?

13%...Minimizing Water Run-Off

14%...Supporting a Local Watershed Organization

41%...Becoming Informed

32%...Supporting Legislation

(4%...None of the above/Other:___)

(4%...Don't Know)

(<1%...All)

6. If you wanted information about water quality issues involving area lakes and rivers, where would you be **MOST** likely to get it?

25%...Don't Know

We're Almost Finished.

7. How much impact, if any, do you think the green environmental movement will have on improving water quality in this country? Would you say a lot, some, very little, or none?

19% A Lot 49% Some 25% Very Little 7% None (10% DK/Never Heard of It)

8. Can you name any local or regional organizations that are working to improve water quality in Southwest Missouri or Northwest Arkansas?

78%...No

22%...Yes--->Could you name them please? _____

9. Have you heard of the Ozarks Water Watch or Upper White River Basin Foundation?

59%...No

41%...Yes--->How have you heard about them?

[READ EACH and circle all that apply]

9% Word of mouth? 2% Their website? 5% Or some other way? _____

17% Television? 3% Online news story?

16% Newspaper? 5% Radio?

1% Social Media such as Facebook, Twitter, or YouTube?

10. How much of a concern to you, if any, is pollution in area lakes and rivers? Is it a major concern, minor concern, or no concern?

62% Major Concern 33% Minor Concern 5% No Concern

11. In the past two years, have you used any of the area lakes or rivers for recreational purposes?
38%...No 62%...Yes
12. About how many years have you lived in SW Missouri or NW Arkansas? <1-92; mean=33.6; md=29.7
13. May I ask your birth year? Age range: 18-97 years; mean=59.3 years old; median=59 years old
14. Finally, which of the following categories best describes your educational background. Is it some high school, high school graduate, some college or vo-tech, college graduate, or post-graduate studies?
- 7%...Some High School
 - 25%...High School Graduate
 - 26%...Some College or Vo-Tech
 - 25%...College Graduate
 - 17%...Post-Graduate Studies

THIS COMPLETES OUR SURVEY. THANK YOU VERY MUCH FOR YOUR TIME.

RECORD:

15. **Gender** of person you interviewed: 47%...Male 53%...Female

City:	County:	
22%...Springfield	3%...Barry	2%...Newton
6%...Branson	4%...Baxter	1%...Ozark
3%...Nixa	3%...Boone	1%...Searcy
3%...Ozark	2%...Carroll	2%...Webster
2%...Republic	1%...Douglas	
15%...Fayetteville	1%...Franklin	
13%...Springdale	4%...Lawrence	
10%...Rogers	2%...Marion	

Ozarks Water Watch Survey – January 2014

Hello, I'm with Opinion Research Specialists and we're conducting a brief survey about water quality issues in SW MO & NW AR lakes and rivers. I need to speak with an adult in the household? Would that be you? [IF NO, ASK: WHEN WOULD BE A GOOD TIME TO CALL BACK.]

SW MISSOURI RESULTS (based on 287 respondents)

1. How would you describe the overall water quality of lakes and rivers in your area? Would you say very good, good, neither good nor bad, bad, or very bad?
17%...Very Good
59%...Good
14%...Neither Good Nor Bad
7%...Bad
3%...Very Bad (8%...Don't Know)
2. Compared to 25 years ago, would you say the overall water quality of lakes and rivers in your area has improved, gotten worse, or stayed about the same?
24% Improved 40% Gotten Worse 36% Stayed About the Same (30% Don't Know)
3. In your opinion, which **ONE** of the following four groups should be **most** responsible for promoting clean water in our lakes and rivers? Should it be government, business and industry, environmental groups, or individual citizens? (If you had to pick ONE, which one would it be?)
21%...Government
19%...Business and Industry
25%...Environmental Groups
35%...Individual citizens
(1%...None of the above/Other: _____)
(4%...Don't Know) (1%...All)
4. In your opinion, which **ONE** of the following factors poses the greatest threat to water quality in area lakes and rivers? Is it wastewater treatment plants, septic tanks, water run-off from urban development, farming operations, or something else?
18%...Wastewater Treatment Plants
16%...Septic Tanks
42%...Water Run-Off from Urban Development
11%...Farming Operations
13%...Something Else--->May I ask what that would be? _____
(13%...Don't Know/Not Sure) (4%...All)

5. Now I'm going to list **FOUR** ways a person could help promote clean water in area lakes and rivers. Please tell me which **ONE** you think would be **most** effective. Minimizing water run-off from one's property, supporting a local watershed organization, becoming informed about water quality issues, or supporting legislation to improve water quality?

16%...Minimizing Water Run-Off

15%...Supporting a Local Watershed Organization

39%...Becoming Informed

30%...Supporting Legislation

(6%...None of the above/Other:___)

(5%...Don't Know)

(<1%...All)

6. If you wanted information about water quality issues involving area lakes and rivers, where would you be **MOST** likely to get it?

27%...Don't Know

We're Almost Finished.

7. How much impact, if any, do you think the green environmental movement will have on improving water quality in this country? Would you say a lot, some, very little, or none?

14% A Lot 56% Some 20% Very Little 10% None (9% DK/Never Heard of It)

8. Can you name any local or regional organizations that are working to improve water quality in Southwest Missouri or Northwest Arkansas?

77%...No

23%...Yes--->Could you name them please? _____

9. Have you heard of the Ozarks Water Watch or Upper White River Basin Foundation?

50%...No

50%...Yes--->How have you heard about them?

[READ EACH and circle all that apply]

12% Word of mouth? 2% Their website? 7% Or some other way? _____

25% Television? 4% Online news story?

17% Newspaper? 6% Radio?

1% Social Media such as Facebook, Twitter, or YouTube?

10. How much of a concern to you, if any, is pollution in area lakes and rivers? Is it a major concern, minor concern, or no concern?

66% Major Concern 31% Minor Concern 3% No Concern

11. In the past two years, have you used any of the area lakes or rivers for recreational purposes?
39%...No 61%...Yes
12. About how many years have you lived in **SW Missouri** or NW Arkansas? <1-92; mean=35.5; md=30
13. May I ask your birth year? Age range: 18-96 years; mean=60.4 years old; median=60 years old
14. Finally, which of the following categories best describes your educational background. Is it some high school, high school graduate, some college or vo-tech, college graduate, or post-graduate studies?
- 6%...Some High School
23%...High School Graduate
30%...Some College or Vo-Tech
22%...College Graduate
19%...Post-Graduate Studies

THIS COMPLETES OUR SURVEY. THANK YOU VERY MUCH FOR YOUR TIME.

RECORD:

15. **Gender** of person you interviewed: 46%...Male 54%...Female

City:

63%...Springfield

16%...Branson

9%...Nixa

6%...Ozark

6%...Republic

Ozarks Water Watch Survey – January 2014

Hello, I'm with Opinion Research Specialists and we're conducting a brief survey about water quality issues in SW MO & NW AR lakes and rivers. I need to speak with an adult in the household? Would that be you? [IF NO, ASK: WHEN WOULD BE A GOOD TIME TO CALL BACK.]

NW ARKANSAS RESULTS (based on 306 respondents)

1. How would you describe the overall water quality of lakes and rivers in your area? Would you say very good, good, neither good nor bad, bad, or very bad?

23%...Very Good

60%...Good

10%...Neither Good Nor Bad

6%...Bad

1%...Very Bad

(8%...Don't Know)

2. Compared to 25 years ago, would you say the overall water quality of lakes and rivers in your area has improved, gotten worse, or stayed about the same?

17% Improved

29% Gotten Worse

54% Stayed About the Same

(27% Don't Know)

3. In your opinion, which **ONE** of the following four groups should be **most** responsible for promoting clean water in our lakes and rivers? Should it be government, business and industry, environmental groups, or individual citizens? (If you had to pick ONE, which one would it be?)

31%...Government

18%...Business and Industry

22%...Environmental Groups

29%...Individual citizens

(1%...None of the above / Other: _____)

(3%...Don't Know)

(1%...All)

4. In your opinion, which **ONE** of the following factors poses the greatest threat to water quality in area lakes and rivers? Is it wastewater treatment plants, septic tanks, water run-off from urban development, farming operations, or something else?

10%...Wastewater Treatment Plants

13%...Septic Tanks

45%...Water Run-Off from Urban Development

24%...Farming Operations

8%...Something Else--->May I ask what that would be? _____

(12%...Don't Know / Not Sure)

(2%...All)

5. Now I'm going to list **FOUR** ways a person could help promote clean water in area lakes and rivers. Please tell me which **ONE** you think would be **most** effective. Minimizing water run-off from one's property, supporting a local watershed organization, becoming informed about water quality issues, or supporting legislation to improve water quality?

13%...Minimizing Water Run-Off

13%...Supporting a Local Watershed Organization

38%...Becoming Informed

36%...Supporting Legislation

(2%...None of the above/Other:___)

(3%...Don't Know)

(0%...All)

6. If you wanted information about water quality issues involving area lakes and rivers, where would you be **MOST** likely to get it?

24%...Don't Know

We're Almost Finished.

7. How much impact, if any, do you think the green environmental movement will have on improving water quality in this country? Would you say a lot, some, very little, or none?

24% A Lot 49% Some 22% Very Little 5% None (9% DK/ Never Heard of It)

8. Can you name any local or regional organizations that are working to improve water quality in Southwest Missouri or Northwest Arkansas?

76%...No

24%...Yes--->Could you name them please? _____

9. Have you heard of the Ozarks Water Watch or Upper White River Basin Foundation?

69%...No

31%...Yes--->How have you heard about them?

[READ EACH and circle all that apply]

8% Word of mouth? 1% Their website? 4% Or some other way? _____

10% Television? 3% Online news story?

14% Newspaper? 4% Radio?

1% Social Media such as Facebook, Twitter, or YouTube?

10. How much of a concern to you, if any, is pollution in area lakes and rivers? Is it a major concern, minor concern, or no concern?

63% Major Concern 34% Minor Concern 3% No Concern

11. In the past two years, have you used any of the area lakes or rivers for recreational purposes?
42%...No 58%...Yes
12. About how many years have you lived in SW Missouri or NW Arkansas? <1-89; mean=31; md=26
13. May I ask your birth year? Age range: 22-97 years; mean=59.6 years old; median=59 years old
14. Finally, which of the following categories best describes your educational background. Is it some high school, high school graduate, some college or vo-tech, college graduate, or post-graduate studies?
- 9%...Some High School
 - 25%...High School Graduate
 - 20%...Some College or Vo-Tech
 - 27%...College Graduate
 - 19%...Post-Graduate Studies

THIS COMPLETES OUR SURVEY. THANK YOU VERY MUCH FOR YOUR TIME.

RECORD:

15. **Gender** of person you interviewed: 47%...Male 53%...Female

City:

39%...Fayetteville

33%...Springdale

28%...Rogers

Ozarks Water Watch Survey – January 2014

Hello, I'm with Opinion Research Specialists and we're conducting a brief survey about water quality issues in SW MO & NW AR lakes and rivers. I need to speak with an adult in the household? Would that be you? [IF NO, ASK: WHEN WOULD BE A GOOD TIME TO CALL BACK.]

COUNTIES RESULTS (based on 209 respondents)

1. How would you describe the overall water quality of lakes and rivers in your area? Would you say very good, good, neither good nor bad, bad, or very bad?
29%...Very Good
53%...Good
11%...Neither Good Nor Bad
5%...Bad
2%...Very Bad (7%...Don't Know)
2. Compared to 25 years ago, would you say the overall water quality of lakes and rivers in your area has improved, gotten worse, or stayed about the same?
12% Improved 43% Gotten Worse 45% Stayed About the Same (21% Don't Know)
3. In your opinion, which **ONE** of the following four groups should be **most** responsible for promoting clean water in our lakes and rivers? Should it be government, business and industry, environmental groups, or individual citizens? (If you had to pick ONE, which one would it be?)
33%...Government
15%...Business and Industry
20%...Environmental Groups
32%...Individual citizens
(2%...None of the above / Other: _____)
(6%...Don't Know) (2%...All)
4. In your opinion, which **ONE** of the following factors poses the greatest threat to water quality in area lakes and rivers? Is it wastewater treatment plants, septic tanks, water run-off from urban development, farming operations, or something else?
13%...Wastewater Treatment Plants
17%...Septic Tanks
31%...Water Run-Off from Urban Development
12%...Farming Operations
27%...Something Else--->May I ask what that would be? _____
(14%...Don't Know / Not Sure) (3%...All)

5. Now I'm going to list **FOUR** ways a person could help promote clean water in area lakes and rivers. Please tell me which **ONE** you think would be **most** effective. Minimizing water run-off from one's property, supporting a local watershed organization, becoming informed about water quality issues, or supporting legislation to improve water quality?

9%...Minimizing Water Run-Off

13%...Supporting a Local Watershed Organization

49%...Becoming Informed

29%...Supporting Legislation

(6%...None of the above/Other:___)

(5%...Don't Know)

(2%...All)

6. If you wanted information about water quality issues involving area lakes and rivers, where would you be **MOST** likely to get it?

22%...Don't Know

We're Almost Finished.

7. How much impact, if any, do you think the green environmental movement will have on improving water quality in this country? Would you say a lot, some, very little, or none?

21% A Lot 39% Some 34% Very Little 6% None (12% DK/ Never Heard of It)

8. Can you name any local or regional organizations that are working to improve water quality in Southwest Missouri or Northwest Arkansas?

80%...No

20%...Yes--->Could you name them please? _____

9. Have you heard of the Ozarks Water Watch or Upper White River Basin Foundation?

57%...No

43%...Yes--->How have you heard about them?

[READ EACH and circle all that apply]

8% Word of mouth? 1% Their website? 5% Or some other way? _____

17% Television? 2% Online news story?

16% Newspaper? 5% Radio?

1% Social Media such as Facebook, Twitter, or YouTube?

10. How much of a concern to you, if any, is pollution in area lakes and rivers? Is it a major concern, minor concern, or no concern?

56% Major Concern 36% Minor Concern 8% No Concern

11. In the past two years, have you used any of the area lakes or rivers for recreational purposes?
32%...No 68%...Yes
12. About how many years have you lived in SW Missouri or NW Arkansas? 2-90; mean=35.1; md=30
13. May I ask your birth year? Age range: 19-92 years; mean=57.9 years old; median=58.8 years old
14. Finally, which of the following categories best describes your educational background. Is it some high school, high school graduate, some college or vo-tech, college graduate, or post-graduate studies?
- 6%...Some High School
 - 28%...High School Graduate
 - 32%...Some College or Vo-Tech
 - 24%...College Graduate
 - 10%...Post-Graduate Studies

THIS COMPLETES OUR SURVEY. THANK YOU VERY MUCH FOR YOUR TIME.

RECORD:

15. **Gender** of person you interviewed: 48%...Male 52%...Female

County:

- | | |
|----------------------|--------------------|
| 9.2%...Barry, MO | 3.9%...Ozark, MO |
| 15.5%...Baxter, AR | 4.3%...Searcy, AR |
| 12.1%...Boone, AR | 8.7%...Webster, MO |
| 8.2%...Carroll, AR | |
| 4.3%...Douglas, MO | |
| 4.3%...Franklin, AR | |
| 14.0%...Lawrence, MO | |
| 7.7%...Marion, AR | |
| 7.7%...Newton, AR | |

A large graphic featuring the letters 'ORS' in a bold, red, serif font. The letters are centered within a rectangular area that has a vertical gradient from light teal at the top to a dark olive green at the bottom.

ORS

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