

# Executive Summary

## CONTRA COSTA CLEAN WATER PROGRAM



Focus Groups  
Concord, CA

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For: O' Rorke, Inc.  
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# Purpose

- As a public agency dedicated to maintaining a healthy environment in Contra Costa County's creeks, rivers, the Delta and the Bay, the Contra Costa Clean Water Program (CCCWP) is trying to better understand local residents' knowledge and understanding of the storm drain system, the effects of street litter on our waterways; and plastic bag bans.
- Insights from the research will be used to inform the public outreach campaign for residents.

***Caveat: As this research is based on a limited number of focus groups, study findings are suggestive in nature and not conclusive. Caution should be exercised in the interpretation and projection of these findings to the population as a whole. Conclusions from the research study should be used for directional purposes only.***

# Objectives

- Probe understanding of storm drain system.
- Explore environmental issues and their effect on Contra Costa County's waterways.
- To test campaign messages and advertisements and inform messaging strategy.
- To better understand public attitudes, perceptions and behaviors regarding littering issues related to storm water quality and the environment.
- Assess perceptions of the impact of littering on the community and the environment.
- To assess attitudes about a ban on plastic bags in Contra Costa County.

# Methodology

- Four focus groups were conducted in Concord on 1/28/09 and 1/29/09
- Nichols Research conducted the screening of respondents for each group
- Aaron Nichols, President of Nichols Research moderated all of the groups.

# Participant Recruitment

- Of the forty-eight (48) Contra Costa County residents recruited, thirty-nine (39) actually participated.
- 4 two-hour group sessions, one for each of the four regions of Contra Costa County: East, South, West and Central.
- Twenty (20) males and nineteen (19) females participated in total.
- Age range: 22 - 60+
- A diverse demographic mix of education, marital status, children living at home, income and ethnicity.

*A copy of the Recruitment Screener can be found in Appendix A.*

*A copy of the Respondent Profiles can be found in Appendix B.*

# Discussion Guide

- A four-page discussion guide was created to lead the focus group participants.
- As facilitator, the moderator keeps the discussion targeted and on topic without inhibiting the respondents.
- Not all topics outlined on the discussion guide are addressed in detail during every group, but each area is explored, at least minimally.

# Discussion Guide

The Discussion Guide for these focus groups addressed the following issues:

- Environmental / Water Quality
- Stormwater Protection
- Stormwater Pollution
- Street Litter
- Outreach Efforts, Educational Materials, Advertising Programs, etc.
- Barriers to Greater Earth-Friendly Purchases, Proper Application, Disposal, etc.
- Plastic Bags Ban
- Test Messages/Concepts
- Perceptions of CCCWP

***A complete copy of the discussion guide can be found in Appendix C.***

# Topline Findings

- Water pollution and/or conservation are the first issues that residents mention when asked about the main environmental issues facing Contra Costa County. Residents from the eastern and western districts are more concerned with water quality whereas the northern and southern districts are concerned with the scarcity of water.
- Many feel residents, particularly teens, are larger sources of pollution.
- Participants from the southern and western districts of Contra Costa County mention refineries as sources of pollution.
- A majority of respondents share the perception that water pollution in Contra Costa County has gotten worse over the years and more should be done to protect local bodies of water.
- Education on water pollution prevention and water conservation is a necessity. Participants feel youth education is key to promoting and motivating correct behavior.
- Cost, effectiveness, convenience and lack of trust are the main barriers to greater earth-friendly purchases.
- A plastic bags ban is supported by most participants.
- Most of the participants were unaware of the Contra Costa Clean Water Program but feel it is a program that they could trust.

# Environmental / Water Quality Issues By District

- North

- **A shortage of water** is the first environmental issue mentioned.
- **Mercury levels in the water** is also a concern.
  - “You can hardly eat the fish here.”
- Residents mention **refineries** as a source of pollution.
  - “In Martinez, they have oil refineries – instead, we can have clean fuel or nuclear power plants that are much cleaner, more efficient, safer...”

- South

- **The quality of the water** is not as much of an issue as **the shortage of water**.
- Residents are upset that **local water resources are being shipped to Southern California** and other locations.
- **Pollution, traffic and overpopulation** are additional concerns.
- Though the majority of the participants feel residents are the main cause of pollution, **refineries in Martinez and Pittsburg are also viewed as a source of pollution**.

# Environmental / Water Quality Issues By District

- East

- **Water pollution** is the first environmental issue mentioned.
  - “Our drinking source is also where everything gets dumped.”
  - “You can taste it.”
  - “Anyone on kidney dialysis can not use our water.”
- **Residents are seen as the main source of pollution.**
- **Water shortage and overpopulation are also concerns.**
  - “We tend to have more and more people and fewer, fewer water resources.”

- West

- **Air pollution is the first concern** indicated with water pollution second.
- **Garbage and litter are specific concerns.**
- **Residents are seen as the main source of pollution**, but participants also see refineries as a source as well.

# Environmental / Water Quality Issues

- Those who feel residents are larger sources of pollution in comparison with industries, cite the following reasons:
  - Industrial regulations minimize the amount of pollution.
    - *“Businesses have different ways of handling (waste) so that it doesn’t end up in the stream.”* –South County
    - *I think people in general are worse than companies ’cause nobody’s watching us like they are with the companies.”* –North County
  - Residents lack education on water quality issues.
  - Residents disregard posted fines because they feel there is no enforcement of littering laws.
  - Overpopulation has increased the amount of pollution.
  - Laziness
  - Industrial production is based on residential demand.

# Environmental / Water Quality Issues

- Participants perceived that individuals can affect the quality of waterways in the following ways:

## POSITIVE BEHAVIOR

- Recycling
- Organizing clean ups
- Using less water
- Inform people not to put oil in through drains because it leads to the ocean
- Spare the Air Days

## NEGATIVE BEHAVIOR

- People dumping pollution down storm drains
- Pouring grease down the drain
- Washing cars
- Using pesticides
- Throwing cigarette butts on the ground

# Stormwater Protection

- Most residents from all four areas indicate the Delta and the Bay as the main bodies of water they care about.
  - In addition, southern Contra Costa County residents mention San Pablo, Del Valle and Lafayette Reservoirs.
  - In northern Contra Costa County, respondents also consider the Sacramento-San Joaquin River.
- Pollution of the creeks, droughts, flooding and levy problems in the Delta among the problems or challenges facing Contra Costa's bodies of water.
  - Eastern residents indicate contamination from old mining sites as a concern.
    - *"At the Comanche Lake there used to be an old mine there, and there is a lot of refuse slag from the mining that is highly contaminated that they're trying to contain; a lot of containment issues where they identify old industrial sites; diesel gets into the ground from trains and train switching yards and so forth."*
    - *"Pittsburg has an issue with brown water sometimes."*

# Stormwater Protection

- The following is the breakdown, by district, of participants' understanding about which agencies are in charge of stormwater protection:
  - Western District – Water Quality Control District and EPA
  - Eastern District – East Bay MUD, Central Sanitation District and Delta Diablo Sanitation
  - Southern District – Sanitation District, Water District, Fire Department, and Waste Management
  - Northern District – Contra Costa Water District, East Bay MUD, Central Sanitation District and EPA

# Stormwater Pollution

- Most participants were aware of the term “stormwater.”
- Participants were not clear about the destination of stormwater: some thought that stormwater run-off goes directly to the Bay; others mentioned water or sewage treatment plants.
- Participants described stormwater pollution as debris, chemicals, dirt and animal waste from the streets that are washed down the drains or gutters.

# Stormwater Pollution

## Participants' understanding of individual behavior related to stormwater pollution:

### Negative behaviors include:

- Fertilizing
- Pesticides
- Driving
- Pet waste
- Car wash
- Swimming pool overflow

### Positive behaviors include:

- Not washing car or garbage can
- Using biodegradable soap
- Picking up waste and debris so that it does not go into drains or gutters
- Taking public transportation instead of driving
- Appropriate disposal of old medication, car oil and other chemicals

*A few respondents in each group have participated in a water clean-up program, and most have heard of clean-ups. If there were more information, dates and advertising, people would be more willing to participate.*

# Street Litter

- Respondents feel that it is the responsibility of residents and the county and/or cities to minimize street litter.
  - *“In local streets, it’s the residents.”* –East County
  - *“It’s the responsibility of each individual city because we pay taxes for them to clean it”* –North County
- Additional trash cans or accessibility are proposed resolutions to minimizing street litter
  - *“Growing up I lived right by Mt. Diablo High School. There was a store next door. Lunch time, kids would come by the store and buy their snacks and my dad would get real upset cause there would be these bags. And rather than get mad, all they needed was a garbage can.”*  
-East County
- The connection between street litter and water quality is recognized by majority of the respondents.
  - *“Everything you see (on the streets) ends up in the river.”* –East County
  - *“(It ends up) in the creeks...in the bay.”* –North County

# Street Litter

- The types of litter respondents feel are the most common include:
  - Bottles and cans
  - Newspapers and paper
  - Paper cups
  - Bags
  - Cigarette butts and empty packs
  - McDonald's wrappers and bags
  - Gum
  - Straws

# Street Litter

Perception of the difference between the words “waste,” “litter” and “trash.”

- Waste

- ✦ Something that you could have recycled or reused
- ✦ Animal, bio or human waste
- ✦ Contaminated
- ✦ Liquids
- ✦ Bio-hazard
- ✦ Industrial
- ✦ Dirtier than trash or litter
- ✦ Something that isn't finished

- Litter

- ✦ Small things
- ✦ Stuff people throw out
- ✦ Lazy and illegal
- ✦ Someone that is littering

- Trash

- ✦ Something you have to throw away.
- ✦ Paper, plastic.
- ✦ Big things, like a mattress.

# Street Litter

- Common reasons why people litter include:
  - Laziness
  - Accidental
  - No sense of responsibility
  - Current laws for littering are not being enforced.
    - *“Some people think it’s truly someone else’s job to pick it up. Someone gets paid for it, so I don’t I have to worry.”* –South County
- Almost all respondents feel teens are the most common type of person to litter.
- However, one teen feels adults are the most common type of person to litter.
  - *“People that I’ve seen do it are the adults. People that have enough money. They’re driving their cars and they’re the ones throwing it out their windows. I feel the younger generation has grown up not to do that because (adults) are talking about all the older things. And I know all my friends, and everyone I know at St. Mary’s... the campus is clean and it’s not because people clean up after it. It’s because we don’t want to live like that. And I drive out to other neighborhoods and it’s like... no college students there and no high schools or other things.”* –South County

# Outreach Efforts, Educational Materials, Advertising Programs

- Education in schools on water pollution prevention and water conservation is a necessity.
  - *“There has to be education, and the government needs to be involved.”*  
–South County
  - *“They should make mandatory courses in schools.”* –South County
  - *“It has to start with our kids. When I was in elementary school, I was in the science fair project. I was in the girl scouts. That’s where I get that from. It’s the education of our kids. It’s their world.”* –South County
- Information about water pollution prevention come from flyers, brochures in the mail, TV and radio ads, waste management and school education programs. Throughout the groups, residents also mentioned the stencils or blue fish signs on gutters.
- Messages that are specified are the gutter signs, *“keep it clean”* slogan, don’t dump oil down drains and campaigns emphasizing recycling oil, batteries, etc.

# Outreach Efforts, Educational Materials, Advertising Programs

## TRUSTED ENTITIES

### East County

- Water company
- A couple respondents trust the EPA.
  - *“I’d be more impressed by the larger government, the EPA.”*
- Most were skeptical of EPA.
  - *“I’d prefer something smaller (company).”*
  - *“For some reason, I tend to trust the small guy than the big guy.”*

### West County

- Environmental Protection Agency (EPA)
- Most would trust local officials such as the Mayor, County supervisors, councilmen, etc.
  - *“Anyone that wants to help clean up the environment, I don’t see anything wrong with them.”*
  - *“(I’d trust) local officials (more than state) because they are closer to the problem.”*

# Outreach Efforts, Educational Materials, Advertising Programs

## TRUSTED ENTITIES

### North County

- Local Government
- *“I trust all (entities). I don’t have a problem with that type of message being delivered.”*
- *“It’s like some of these agencies, like the EPA, run by the Federal Government... what type of regulations do they have? How strict are they? If they are sending the right message then that’s good.”*

### South County

- East Bay MUD
- Three respondents say they trust the EPA.
  - *“I think I’d trust them.”*
- Local officials
  - *“If they had a program. Then I can go research it on the computer.”*

# Barriers to Greater Earth-Friendly Purchases, Proper Application, Disposal

- Although many of the participants consider purchasing more earth-friendly products for their garden and home, they will not go out of their way to find them.
  - “Cost” is the first thing mentioned as to why people are not buying more earth-friendly products.
  - Effectiveness, convenience and a lack of trust are the other barriers.
- Participants that do make the effort have bought less harmful detergents, replaced old toilets with low flow toilets, use vinegar or other alternatives in garden instead of pesticides, and re-use their grocery bags or buy re-usable bags.
- Many residents take advantage of motor-oil recycling programs, but less people are aware of and/or take advantage of household hazardous waste programs.

# Barriers to Greater Earth-Friendly Purchases, Proper Application, Disposal

The main barriers keeping residents from purchasing or using greater earth-friendly products, proper application or disposal are cost, effectiveness, convenience and trust.

- Cost

- *“If the cost is ridiculously high, I will not (purchase it).”*
- *“It does seem that for the stuff that’s missing from these products they are charging a whole lot more. It’s amazing that we’re charged so much to save our world.”*

- Effectiveness

- *“(Greater earth-friendly products) are a secondary concern to the effectiveness of the product.”*
- *“I don’t think they work as well, even though they’re labeled.”*

# Barriers to Greater Earth-Friendly Purchases, Proper Application, Disposal

- Convenience

- *“The program with waste management is not user friendly. They don’t provide you with bottles, and if you don’t use theirs with the twist top, they don’t pick up the old milk jug you put it in.”*

- Trust

- *“Just because there is a label doesn’t mean it really is (Earth-friendly).”*

# Plastic Bags Ban

- Most of the respondents have heard of and would support a plastic bag ban.
- Although people stated that they do reuse them, they feel a very small percentage of plastic bags, if any, are recycled.
- More than half of the respondents asked own and use reusable shopping bags.
- Most associate San Francisco with the plastic bags ban.

# Plastic Bags Ban

- Residents in the West County group give unanimous approval of a plastic bags ban.
- Although many of the participants in the East County group support a ban, a few oppose it.
  - *“Didn’t plastic bags come out to save the paper mills?”*
  - *“I don’t like it. I haven’t bought garbage bags for so long because I use them as trash bags.”*
  - *“(Plastic bags ban) doesn’t have anything to do with litter. It has to do with infringement of government in my life. It’s them trying to slowly dominate my life, making choices for me.”*

# Plastic Bags Ban

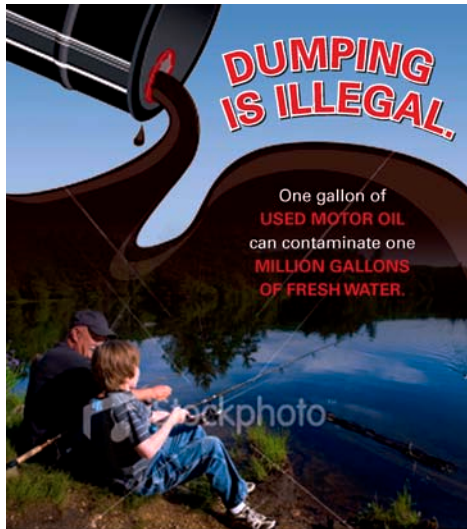
- Majority of the South County participants support a plastic bags ban.
  - *“I think it’s good because when I go grocery shopping and come home, I have twelve bags and bought seven things. I have too many that I don’t know what to do with them.”*
  - *“I hate them. It’s like Styrofoam.”*
- A couple of participants in the South County group oppose a plastic bags ban.
  - *“We use plastic bags all the time.”*
  - *“I like plastic bags. They’re easier to use.”*
- All but one of the participants in the North County group would support a plastic bags ban.

# Test Messages / Concepts

- Respondents reviewed 31 different advertising concepts, and provided feedback on how to motivate individuals to keep their neighborhoods and waterways clean.

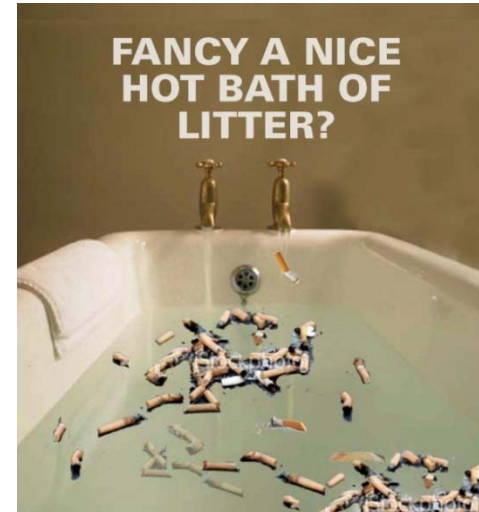
# Test Messages / Concepts

Of the 31 concepts, all four groups indicated these as their favorites.



6

One suggestion from the Southern District group is to add the “call to action ribbon” indicating where they can obtain more information.



\$1000 FINE  
FOR  
LITTERING

LITTER POLLUTES YOUR WATER  
Visit [CcCleanWater.org](http://CcCleanWater.org) today  
to help prevent litter.



All groups listed this (and the “glass” version as one of their favorites. This would catch their eye. Several groups suggested adding a mix of trash in the bathtub.

# Test Messages / Concepts

All four groups also liked this message.

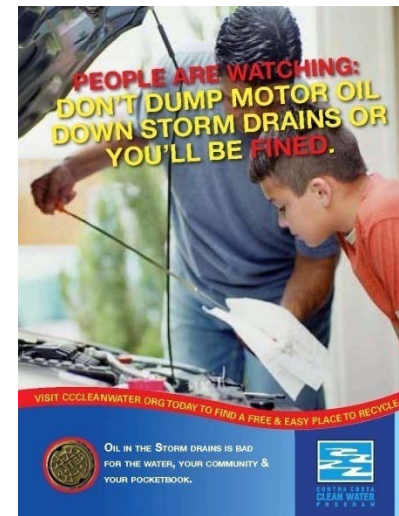


25

Both the Northern and Southern District groups suggest the picture include boys and girls in addition to the current ethnicity mix.

# Test Messages / Concepts

Of the 31 concepts, five were generally viewed negatively by most participants, including:



The Eastern District group indicate that the message is “ok”, but feel that it is “too busy.”

The North and South District groups do not like the image. The East and West groups do not like the “big brother” message.

# Test Messages / Concepts

Negative responses, continued:



The Western District group feels both adds are too anti-smoking while the Eastern District groups feels they are too plain and they do not like the message or coloring. Both the Southern and Northern District groups think the ad is “ok,” but that the sign specifying “\$1000 FINE FOR LITTERING” should be larger.

# Test Messages / Concepts

Negative responses included:



None of the groups like this ad. The message is confusing.

# Test Messages / Concepts

East County participants also liked:



The Eastern District group is the only group to mention this ad as one of their favorites – the other groups preferred the visual presented above.

# Test Messages / Concepts

West County participants also liked:

1 in every 3 cigarette butts end up as litter, contributing to over  
**250 BILLION BUTT LITTER**  
GENERATED EVERY YEAR.

**CIGARETTE BUTT POLLUTION**  
Ends up in our waterways, parks and beaches. Visit [CCCleanWater.org](http://CCCleanWater.org) today to help prevent litter.

CONTRA COSTA  
CLEAN WATER  
PROGRAM

The Western District group is the only one that chose this ad as one of their favorites, because of the message and “believable” facts.

# Test Messages / Concepts

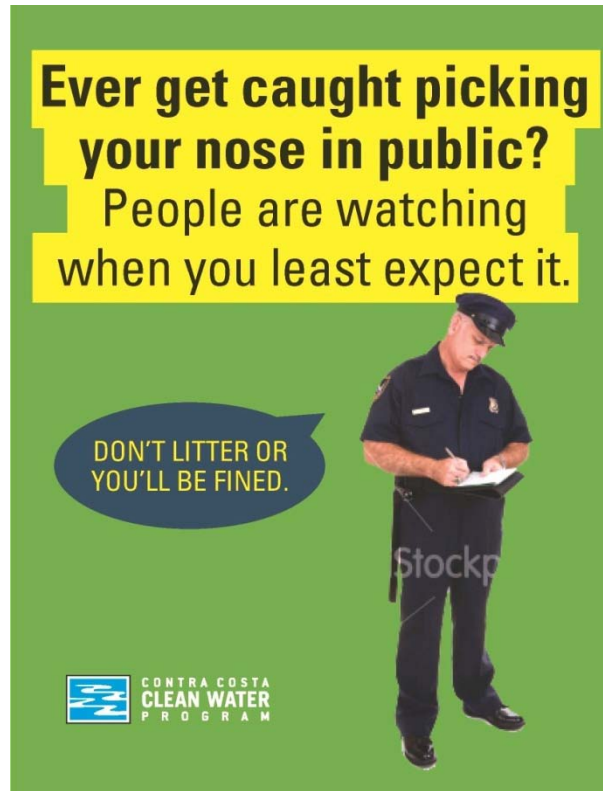
North County participants also liked:



The Northern District group is the only one that chose this ad as one of their favorites because it is easy to read. They suggest adding flowers.

# Test Messages / Concepts

South County participants also liked:



The Southern District group is the only one that chose this ad as one of their favorites. They suggested substituting a city/county worker in lieu of the enforcement officer for believability.

# Perceptions of CCCWP

- Almost all of the participants were unaware of Contra Costa Clean Water Program (CCCWP)
- Only a few expressed faint recognition, mentioning flyers, mail and brochures as the source. No one in the West County is aware of CCCWP
  - *“I got some flyers.”* –North County
  - *“I think it’s a private agency ‘cause I haven’t heard much about it”* -East County
  - *“I know that if you switch your toilet, they’ll give you the low flow toilet for free.”* –East County
  - *“Sounds like it’s a government side or something from the county or the state that is an appointed group or sub-group.”* –South County
- A couple of respondents identified Mr. Funnelhead as the CCCWP mascot

# Perceptions of CCCWP

- Some perceived notions on what CCCWP does are as follows:
  - Education programs
    - Through flyers
    - Brochures
    - Visiting schools
    - Mailers/Tips in the water bill
      - *“When I hear ‘program’ I think of education.”* –South County
- Put together clean-up groups
- Drought resistant planting
- Take care of creeks in Contra Costa

# Perceptions of CCCWP

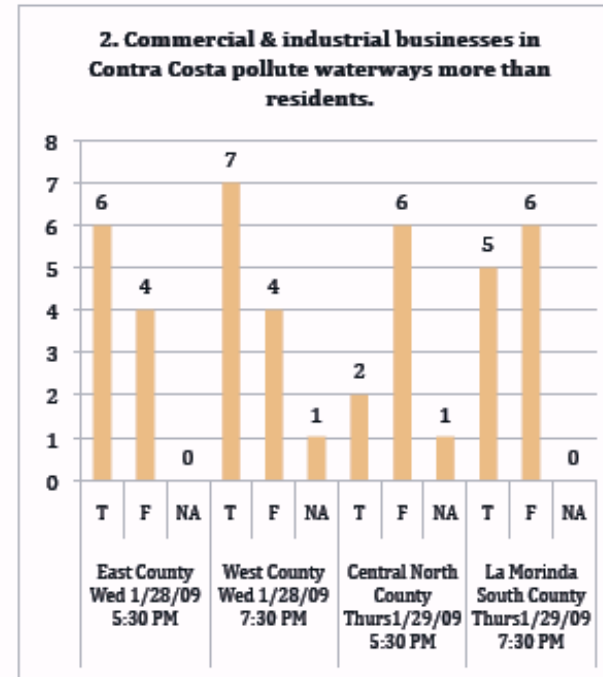
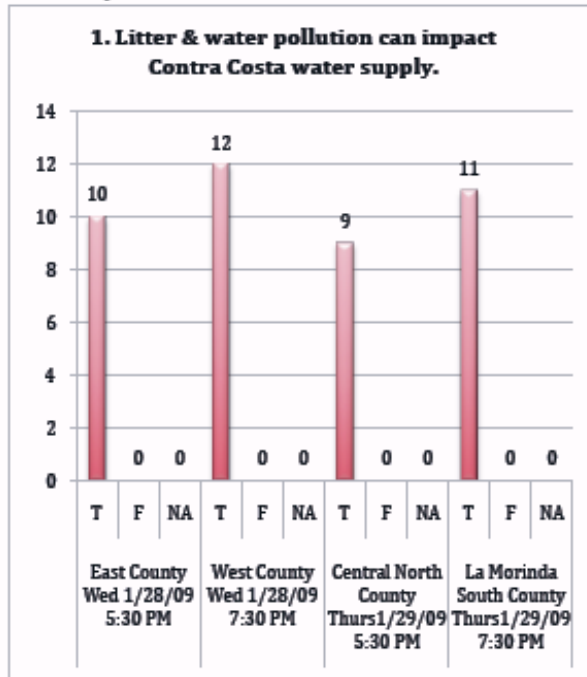
- All participants conveyed that Contra Costa Clean Water Program was trustworthy
  - *“The name is trustworthy.”* –South County
  - *“It comes off as a very good organization.”* –South County
  - *“It sounds green, environmentally friendly.”* –South County
  - *“It sounds like an entity that is trying to make this earth better. The plan to ban plastic bags is a step in the right direction.”*  
–North County
  - *“Absolutely (I can trust CCCWP).”* –East County

# Pre Questionnaire Results

- ❖ Prior to the focus groups, a total of 42 residents were asked to complete a questionnaire. Of the 42 residents, 39 participated in the focus groups. The following slides are the results from the questionnaires.

# Questionnaire Results

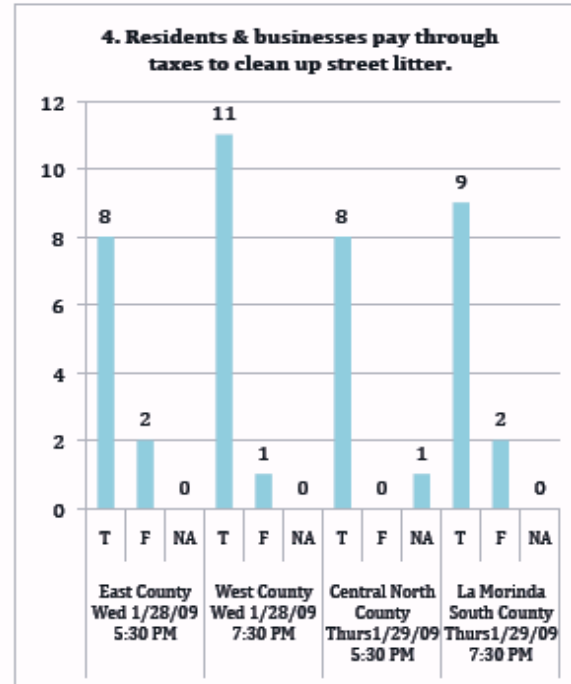
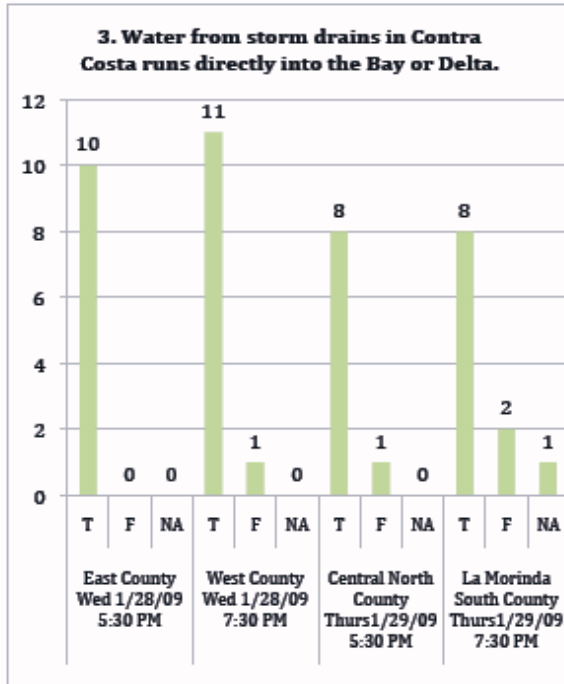
Contra Costa Clean Water Program  
Pre Questionnaire Results by County  
February 11, 2009



All of the respondents believe litter and water pollution can impact Contra Costa water supply.

Respondents are split evenly as to whether residents or industrial businesses in Contra Costa pollute waterways. East and West Counties indicated businesses the and North and South Counties indicated residents.

# Questionnaire Results

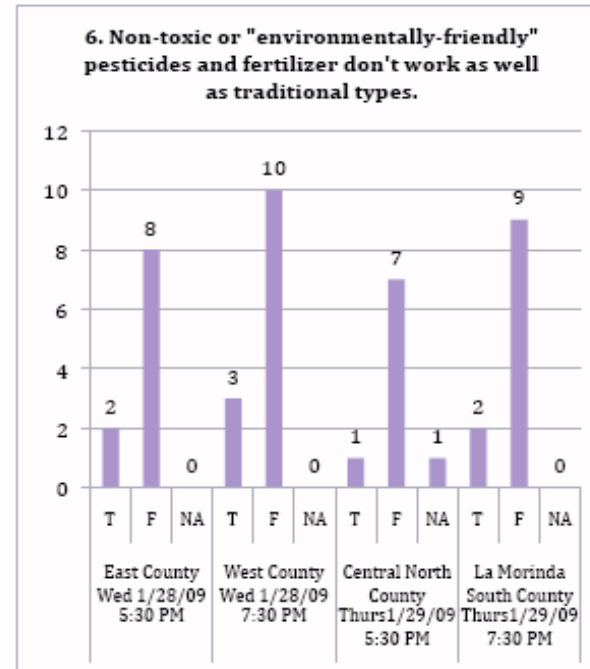
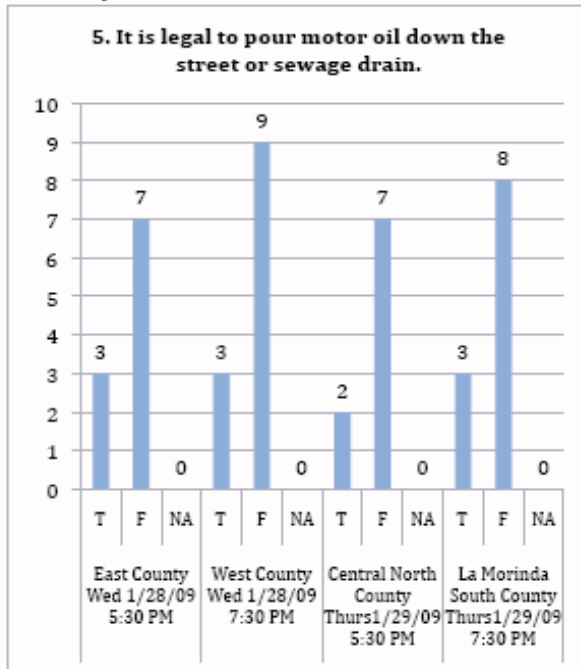


Almost all respondents believe water from storm drains in Contra Costa run directly into the Bay or Delta.

Majority of the respondents feel residents and businesses pay through taxes to clean up street litter.

# Questionnaire Results

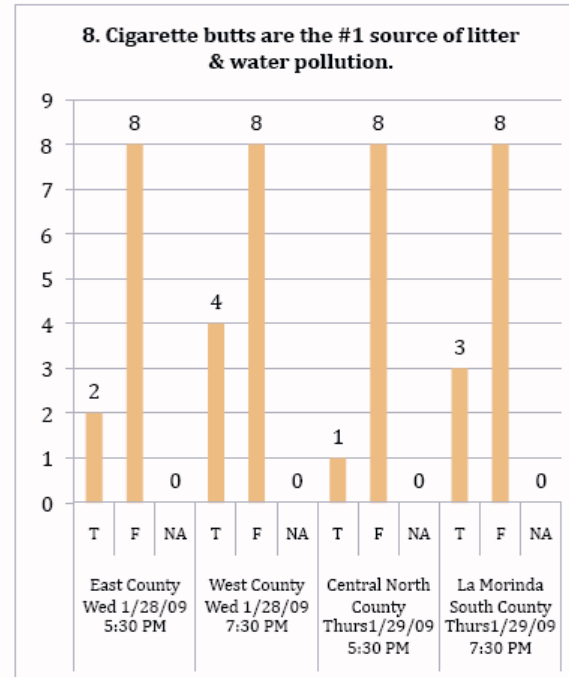
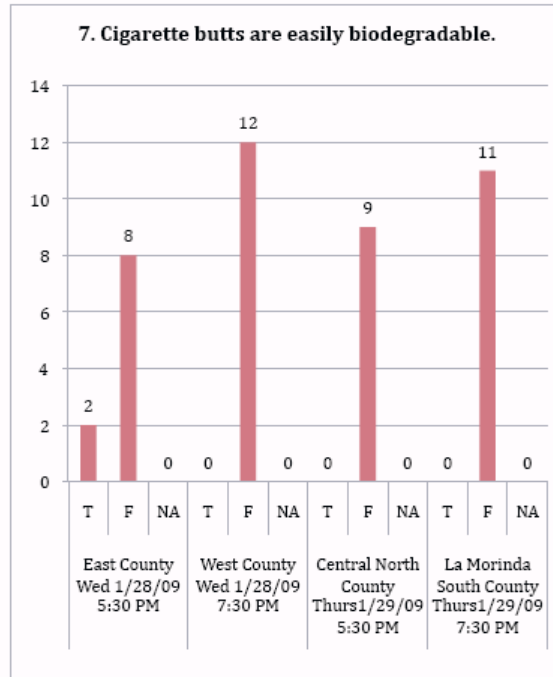
Contra Costa Clean Water Program  
Pre Questionnaire Results by County  
February 11, 2009



Most respondents do not believe it is illegal to pour motor oil down the street or sewage drain.

Most respondents feel that non-toxic or "environmentally-friendly" pesticides and fertilizer are as effective as traditional types.

# Questionnaire Results

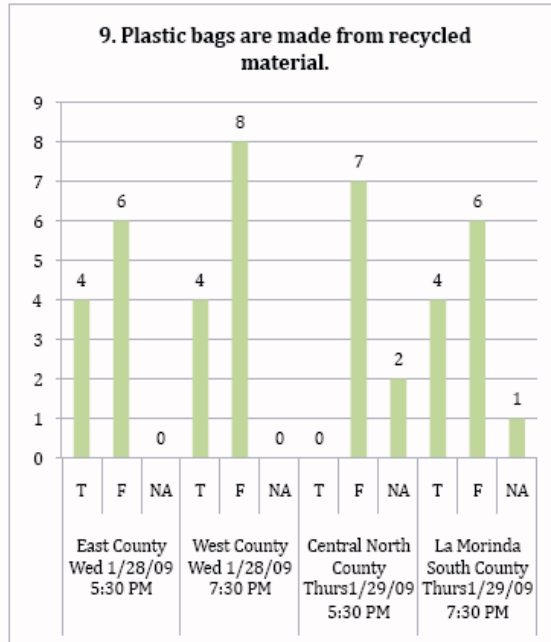


Only a couple respondents from the East County think cigarette butts are easily biodegradable.

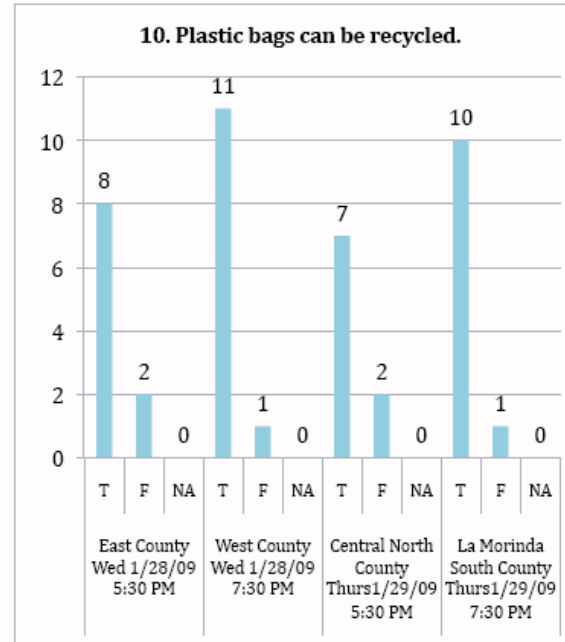
Majority of the respondents disagree that cigarette butts are the #1 source of litter & water pollution. The West County group had the largest number of respondents that agreed on this.

# Questionnaire Results

Contra Costa Clean Water Program  
Pre Questionnaire Results by County  
February 11, 2009

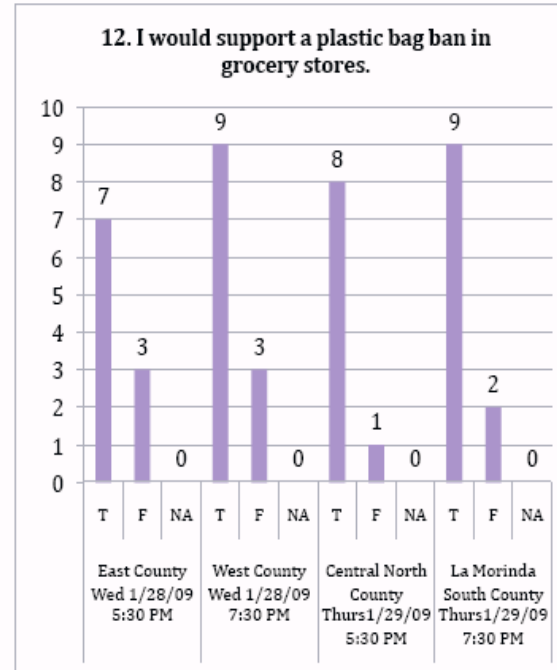
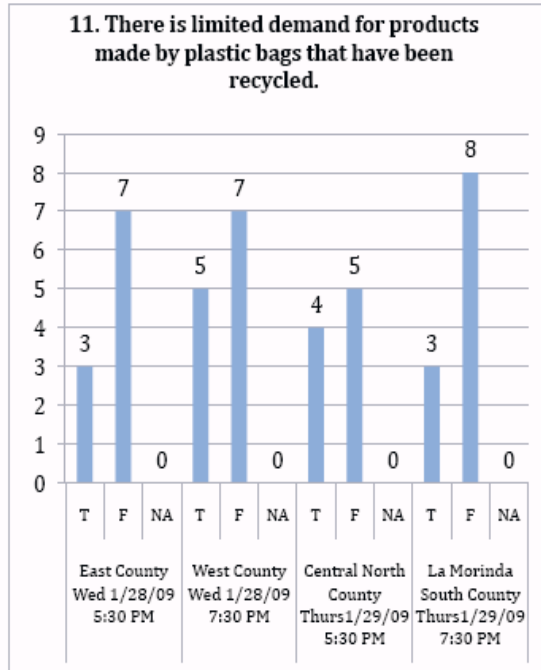


Most of the participants disagree that plastic bags are made from recycled material.



Majority of the respondents know that plastic bags can be recycled.

# Questionnaire Results



Most respondents do not believe there is a limited demand for products made by plastic bags that have been recycled.

78% of all respondents would support a plastic bag ban in grocery stores.

# Appendix A

## Contra Costa Clean Water Program Focus Group Screener

**INTRODUCTION:** Hello, my name is \_\_\_\_\_ and I'm calling on behalf of Nichols Research. We're conducting a market research project concerning some important environmental issues in your area and we'd like to get your opinions. This is not a sales call.

**RECORD GENDER: 50/50 per group**

MALE   
FEMALE

1. Are you the head of household?

YES   
NO  - TERMINATE

2. Are you a resident of Contra Costa County?

YES   
NO  - TERMINATE

3. What city do you live in or near? \_\_\_\_\_

**EAST: Wednesday, January 28<sup>th</sup> @ 5:30 PM**

Antioch, Brentwood, Oakley & Pittsburg

**WEST: Wednesday, January 28 @ 7:30 PM**

El Cerrito, Richmond, San Pablo, Hercules & Pinole

**CENTRAL/NORTH: Thursday, January 29<sup>th</sup> @ 5:30 PM**

Concord, Clayton, Pleasant Hill, Walnut Creek & Martinez

**LA MORINDA/SOUTH: Thursday, January 29<sup>th</sup> @ 7:30 PM**

Lafayette, Moraga, Orinda, San Ramon & Danville

For each group:  
Recruit a mix from that  
region with at least one  
recruit from each city

4. What is your zip code? \_\_\_\_\_

5. What is your age? \_\_\_\_\_ RECRUIT A MIX OF AGES PER GROUP

Under 22 **TERMINATE**  
22 to 29   
30 to 39   
40 to 49   
50 to 59   
60 & over



# Appendix A

6a. Have you ever participated in a market research discussion group or in-depth interview before?

Yes            **CONTINUE TO Q. 7b.**  
No             **SKIP TO Q. 8**

6b. When was the last group discussion or interview you participated in? **(DO NOT READ)**

Less than 6 months ago            **--TERMINATE**  
6 months ago or longer            **--CONTINUE**

6c. What was the topic of that focus group discussion?

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**IF RELATED TO ENVIRONMENTAL PRODUCTS OR ISSUES, TERMINATE**

6d. How many focus group discussions have you ever participated in?

1 or 2            ]  
3 or more        ]

7. Do you or any of your immediate friends and family, work in any of the following industries? **(READ LIST. RECORD ALL THAT APPLY.)**

A marketing research firm or a market research department of a company         ]  
An advertising agency or public relations firm         ]  
Environmental agency         ]  
Environmental products company         ]  
County or local government         ]  
Political party         ]

**IF ANY OF THE ABOVE TERMINATE**

None of the above            **-CONTINUE**

8. Do you own, rent or lease your current home? **GOAL 6-7 OWNERS / 2-3 RENTERS PER GRP**

Own                 ]  
Rent or Lease     ]  
Other               ]

**-TERMINATE**



# Appendix A

9. I am going to read you a list of issues that may or may not affect Contra Costa County. For each one, please rate it according to how important you think that issue is in the County. To do this, please use a scale from 1 to 5, where 1 means it is not important at all and 5 means it is very important. You can use any number in between.

How important would you say \_\_\_ is? (CIRCLE NUMBER BELOW)

	Not at all					Very	Most Important
	1	2	3	4	5		[ ]
Air Pollution	1	2	3	4	5		[ ]
Transportation	1	2	3	4	5		[ ]
Water Pollution	1	2	3	4	5		[ ]
Overpopulation	1	2	3	4	5		[ ]
Water Conservation	1	2	3	4	5		[ ]

**AFTER ALL 5 ARE RATED ...** Of the 5 issues I read, which do you think is the most important in Contra Costa County? (ACCEPT ONLY ONE ANSWER)

10. If you were asked to advise County officials on how to solve the problem of (MOST IMPORTANT ISSUE FROM Q9), what would you tell them?

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**TERMINATE ANYONE WHO HAS A HEAVY ACCENT, DOES NOT SPEAK CLEARLY, OR IS INARTICUALTE.**

11. What was the last grade school completed? RECRUIT A MIX

- High School grad or less [ ]
- AA degree or some college [ ]
- 4 year College Graduate [ ]
- Post graduate work [ ]

12. Do you have any children living at home under the age of 18?

- Yes [ ]
- No [ ]

**RECRUIT AT LEAST 3-4 WITH CHILDREN AT HOME**

11. Which of the following best describes your ethnic background? RECRUIT A MIX

- Caucasian [ ]
- African American [ ]
- Hispanic [ ]
- Asian [ ]
- Other [ ] Specify: \_\_\_\_\_

# Appendix A

13. Which of the following includes your household income? RECRUIT A MIX

- Less than \$25,000
- \$25,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 and over