

Findings Report for a Statistically Valid Storm Water Survey



**Submitted to
Charlotte-Mecklenburg Storm Water Services**

**By
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Section 1

Executive Summary



Charlotte-Mecklenburg County Storm Water Survey *Executive Summary Report*

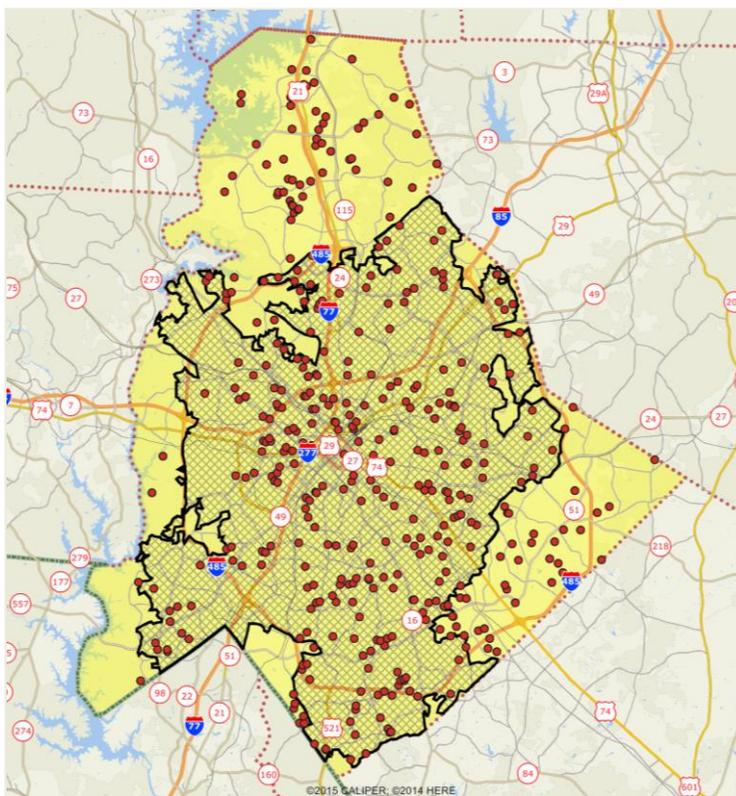
Overview and Methodology

Overview. ETC Institute conducted a Storm Water Survey for Charlotte-Mecklenburg Storm Water Services during the summer of 2015. The purpose of the survey was to help determine priorities for programs and services to reduce the impact of flooding as well as improve water quality in local creeks, streams, and lakes.

Methodology. A five-page survey was mailed to a random sample of households in the City of Charlotte as well as Mecklenburg County. The mailed survey included a postage-paid return envelope, a cover letter explaining the purpose of the survey and a link to the online version of the survey. Approximately ten days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey or completed it online were given the option of completing it by phone.

The goal was to complete at least 400 surveys. This goal was exceeded, with a total of 425 households completing the survey. Of the 425 households that completed the survey, 67% completed the survey by mail, 27% by phone, and 6% online. The results for the sample of 425 households have a 95% level of confidence with a precision rate of at least +/- 4.7%.

Location of Respondents. In order to better understand the opinions of residents throughout the City of Charlotte and Mecklenburg County, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the locations of their home





This report contains the following:

- an executive summary of the methodology for administering the survey and major findings (section 1)
- charts and graphs showing the overall results of the survey (Section 2)
- GIS maps showing the results for selected questions on the survey (Section 3)
- benchmarking analysis that shows how the results for Charlotte-Mecklenburg County residents compare to residents in Greensboro, Raleigh, and Winston-Salem (Section 4)
- tabular data that shows the overall results for each question on the survey (Section 5)
- cross-tabular data that shows the results by age & gender of respondents (Section 6)
- cross-tabular data that shows the results by household income of respondents (Section 7)
- cross-tabular data that shows the results by the number of years respondents have lived in the area & whether they live inside or outside of the City of Charlotte (Section 8)
- cross-tabular data that shows the results by race & ethnicity of respondents (Section 9)
- cross-tabular data that shows the results by the region where respondents live (Section 10)
- a copy of the survey instrument (Section 11)

Major Findings

STORMWATER RUNOFF AND FLOODING

- **Stormwater is Treated and Cleaned:** Based on the percentage of respondents, 32% *strongly disagree* that stormwater is treated and cleaned before it goes into creeks, streams, lakes and ponds. Other levels of agreement are: disagree (32%), Agree (22%) and strongly agree (14%).
- **Level of Agreement with Various Stormwater Runoff and Flooding Statements:** Based on the percentage of respondents who either “strongly agree” or “agree”, 71% indicated they think *property can experience severe flooding from stormwater even if it is not in a flood zone*. Other responses are: concerned about creeks overflowing their banks (68%), concerned about stormwater flooding on roads (65%) and concerned about flooding in homes and buildings (49%).
- **Factors that Contribute to Local Flooding:** Based on the percentage of respondents, 79% indicated they think *storm drains get clogged or blocked* and contribute to flooding. Other factors residents think contribute to flooding include: creek channels get clogged or blocked (66%), too much rain (58%), too much development/construction (49%) and aging stormwater pipes/structures (48%).



- **Factors that have the Most Impact on Creeks and Streams that Occasionally Overflow Their Banks:** Based on the sum of respondents top two factors, 41% indicated *too much rain* has the most impact on creeks and streams that occasionally overflow their banks. Other factors that most impact creeks and streams include: creek channels get clogged or blocked (39%), storm drains get clogged or blocked (32%) and too much development/construction (20%).
- **Factors that have the Most Impact on Flooding of Streets and Buildings:** Based on the sum of respondents top two factors, 52% indicated *storm drains get clogged or blocked* has the most impact on flooding of streets and buildings. Other factors that most impact flooding of streets and buildings: too much rain (30%), too much development/construction (24%) and aging stormwater pipes/structures (21%).
- **Respondent Property in a Flood Zone:** Based on the percentage of respondents, 75% indicated they do not live in a flood zone. Other responses are: yes (3%) and not sure (22%).
- **Respondent Understanding of Property Insurance:** Based on the percentage of respondents, 72% indicated regular property insurances does not cover flood damage. Other responses are: yes (9%) and not sure (20%).
- **Sources Residents Use to Find Out if Property is in Flood Zone:** Based on the percentage of respondents 61% indicated they use *the internet* to find out if the property where they live is in a flood zone. Other sources residents use include: Charlotte-Mecklenburg County Website (56%), insurance company (44%), realtor (33%) and Federal government/FEMA (32%).
- **Willingness to Pay More in Fees if it Would Reduce Flooding:** Based on the percentage of respondents, 38% *strongly disagree* that they would be willing to pay more in fees if it would reduce flooding in Charlotte and Mecklenburg County. Other levels of agreement are: disagree (31%), agree (27%) and strongly agree (3%).

STORMWATER POLLUTION OF CREEKS, STREAMS AND LAKES

- **Stormwater Pollutants Found in Charlotte and Mecklenburg County's Creeks, Streams and Lakes:** Based on the percentage of respondents, 86% indicated they think *yard waste, leaves, grass clippings* can be found in Charlotte and Mecklenburg County's creeks, streams and lakes. Other pollutants residents think are found include: litter, trash (80%), sediment, dirt, sand, clay (76%), and oil & pollutants from cars (74%).
- **Stormwater Pollutants that are Biggest Problem for Creeks, Streams and Lakes:** Based on the sum of respondents top two factors, 33% indicated they think *litter, trash* is the biggest problem for creeks, streams and lakes in Charlotte and Mecklenburg County. Other pollutants residents think are the biggest problem include: fertilizers & pesticides (31%), yard waste, leaves, grass clippings (30%) and industrial chemicals (28%).



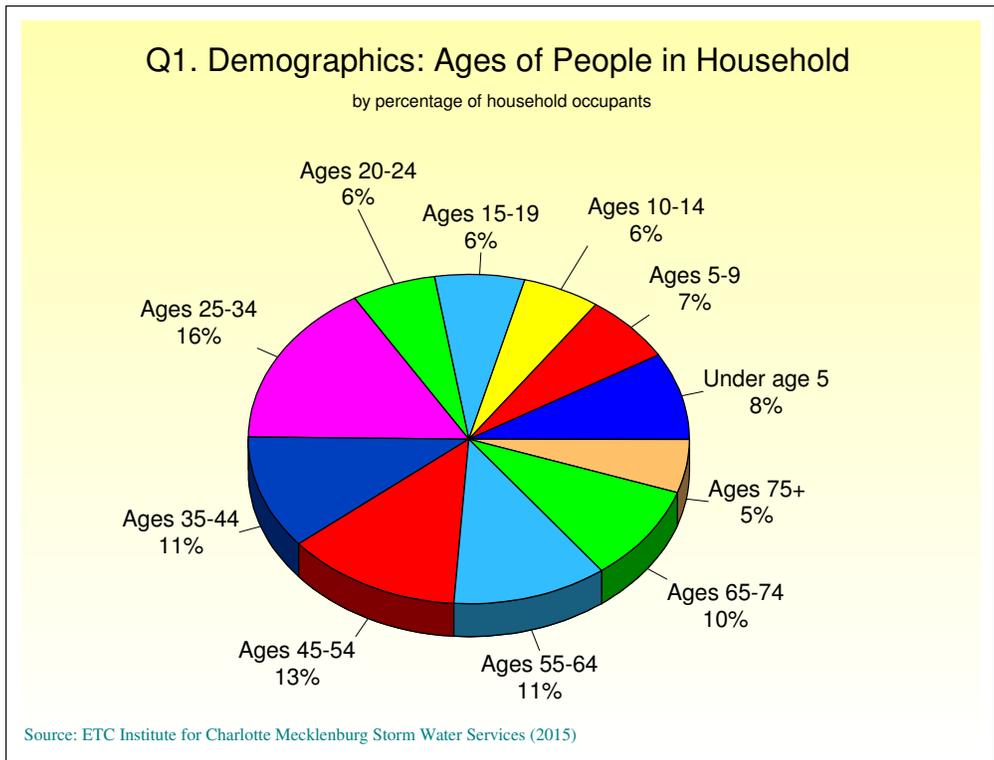
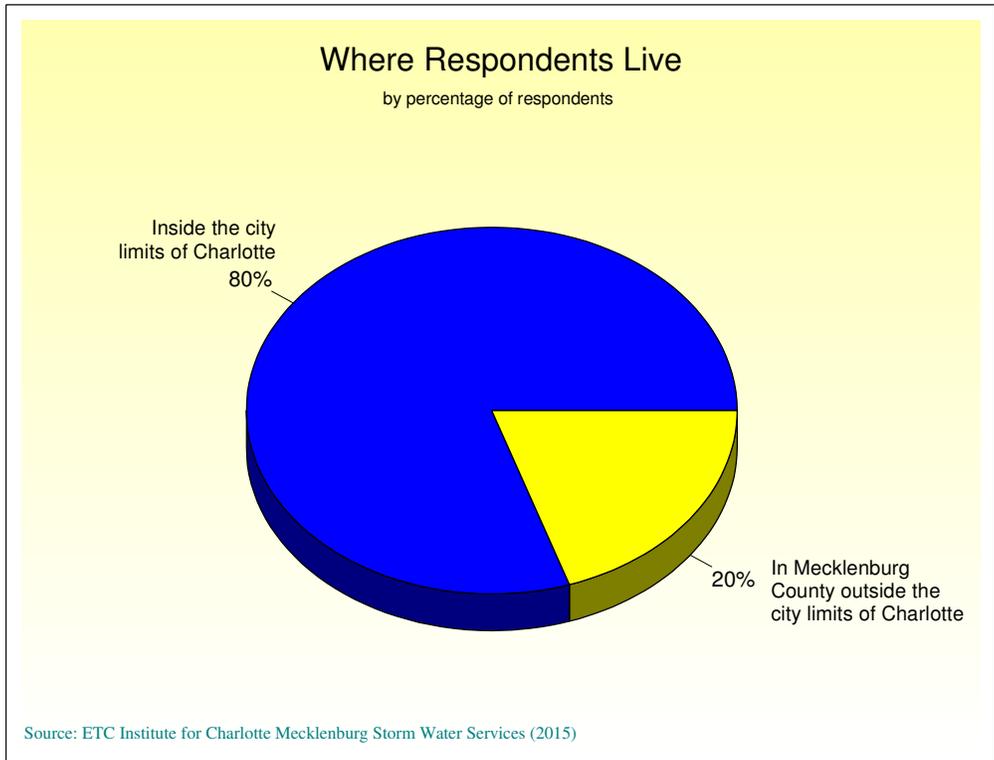
- **Action Residents Would Take if They Saw Workers Washing Paint Brushes over Storm Drains:** Based on the percentage of respondents, 40% indicated they would *report by calling 311* if they saw workers washing paint brushes over a storm drain. Other actions residents would do are: ask workers to stop (26%), nothing (26%), report by calling 911 (3%), report by using mobile phone application (3%) and don't know (2%).
- **Level of Agreement with Storm Drains Flow Directly to Local Creeks and Lakes:** Based on the percentage of respondents, 47% *agree* that water that runs into storm drains flows directly to local creeks and lakes. Other levels of agreement are: strongly agree (39%), disagree (11%) and strongly disagree (3%).
- **Willingness to Pay More in Fees if it Would Be Used to Clean Up Polluted Creeks, Streams and Lakes:** Based on the percentage of respondents, 32% would *somewhat support* paying more in stormwater fees if it would be used to clean up polluted creeks, streams and lakes in Charlotte and Mecklenburg County.

STORMWATER POLLUTION OF CREEKS, STREAMS AND LAKES

- **Information About Stormwater Pollution or Flooding:** Forty-five percent (45%) of respondents indicated they have heard or seen information about stormwater pollution or flooding in the past year. Based on the percentage of respondents who have heard or seen information, 82% indicated they heard *information about flood safety*. Other information residents heard about stormwater pollution or flooding information include: information about volunteer opportunities (54%), information about flood zone maps & flood insurance (42%) and information about being a Water Watcher (34%).
- **Ways Residents Saw or Heard Information About Stormwater Pollution and/or Flooding:** Based on the percentage of respondents, 87% indicated they saw or heard information about stormwater pollution and/or flooding on *TV*. Other ways respondents saw or heard about information include: utility bill insert (61%), radio (43%), road signs (39%) and newspaper (26%).
- **Ways of Promotion and Communication Residents Received the Most Information:** Based on the percentage of respondents sum of their top two choices, 74% indicated they received the most information from *TV*. Other ways respondents received the most information include: Utility bill insert (38%), radio (17%), and newspaper (17%).
- **Ways of Promotion and Communication Residents Would Prefer to Receive Information:** Based on the percentage of respondents sum of their top two choices, 47% indicated they would prefer to receive information from *TV*. Other ways respondents would prefer to receive information include: utility bill insert (29%), Letter from City or Mecklenburg County (16%) and Postcard mailer (15%).

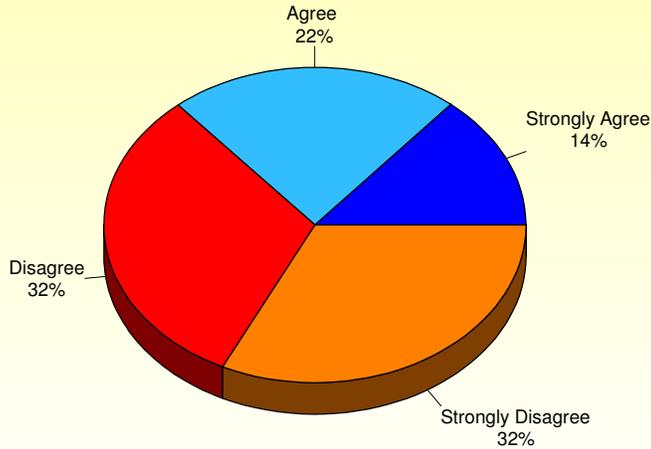
Section 2

Charts and Graphs



**Q2. Household Level of Agreement with the Statement:
Stormwater is Treated and Cleaned Before it Goes into
Creeks, Streams, Lakes and Ponds**

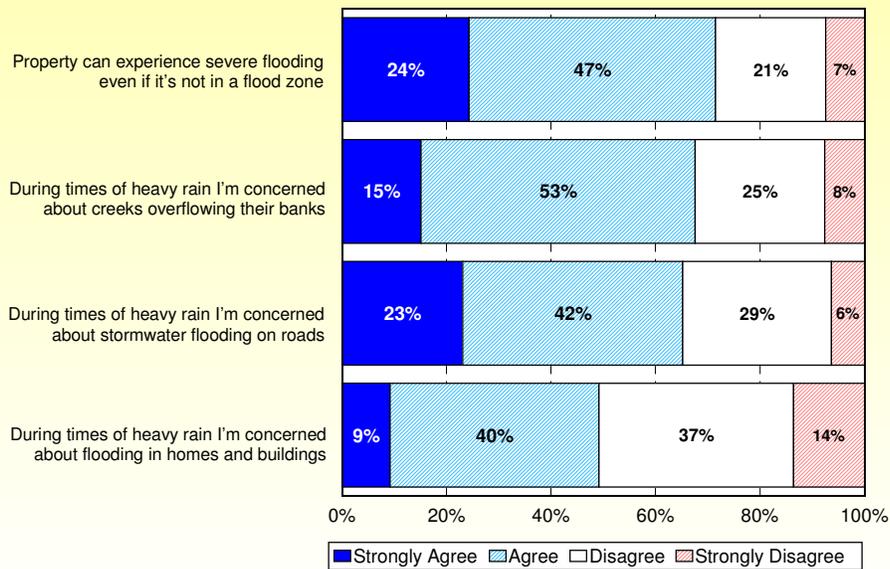
by percentage of respondents (excluding don't knows)



Source: ETC Institute for Charlotte Mecklenburg Storm Water Services (2015)

Q3. Resident Level of Agreement with Various Issues

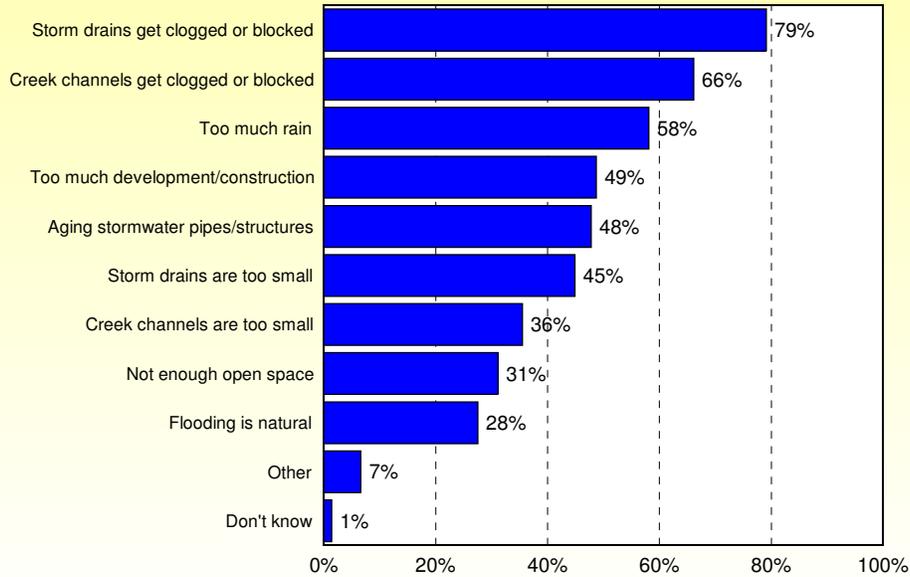
by percentage of respondents (excluding don't knows)



Source: ETC Institute for Charlotte Mecklenburg Storm Water Services (2015)

Q4. Factors Residents Think Contribute to Local Flooding

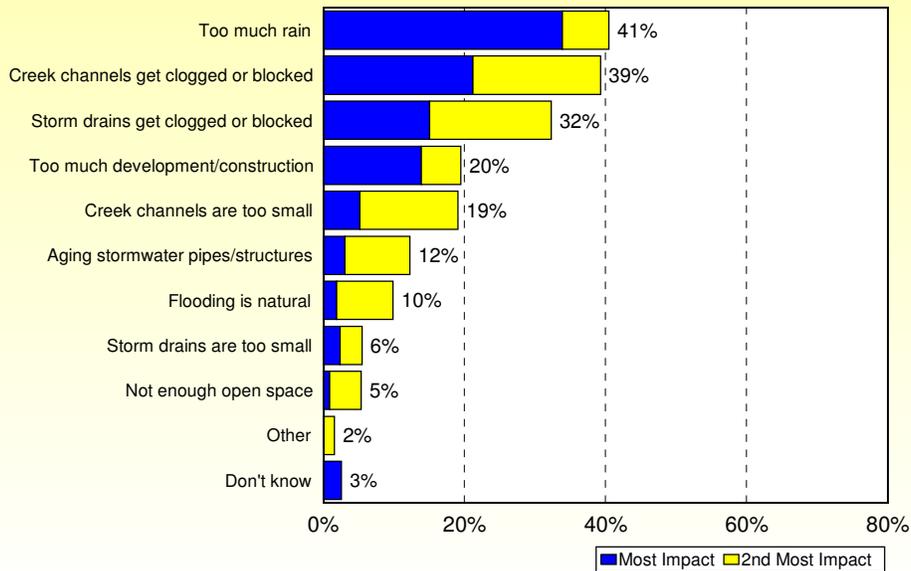
by percentage of respondents (multiple selections possible)



Source: ETC Institute for Charlotte Mecklenburg Storm Water Services (2015)

Q5. TWO Factors That Have the MOST IMPACT on Creeks and Streams That Occasionally Overflow Their Banks

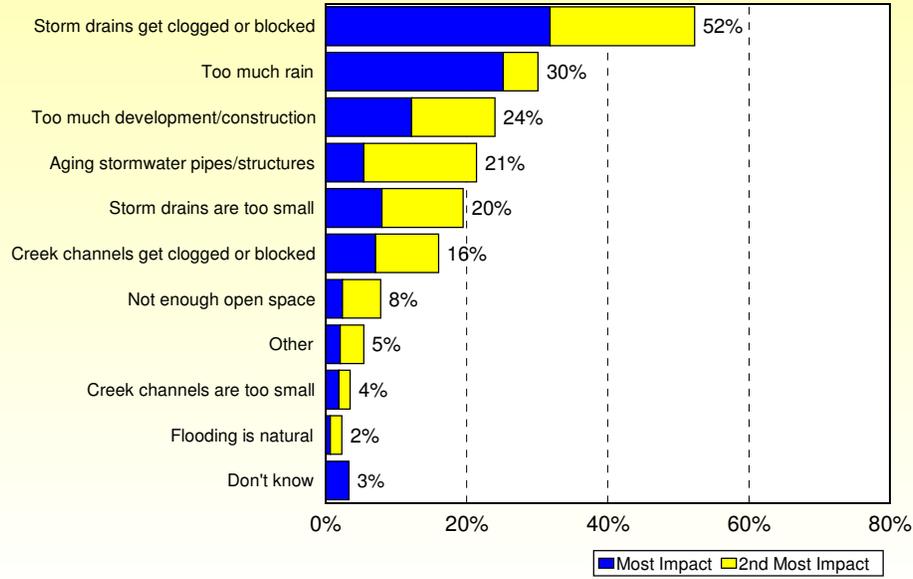
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute for Charlotte Mecklenburg Storm Water Services (2015)

Q6. TWO Factors That Have the MOST IMPACT on Flooding of Streets and Buildings

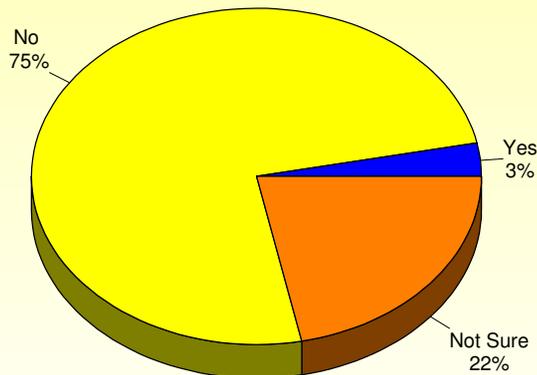
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute for Charlotte Mecklenburg Storm Water Services (2015)

Q7. Is the Property Where You Currently Live in a Flood Zone?

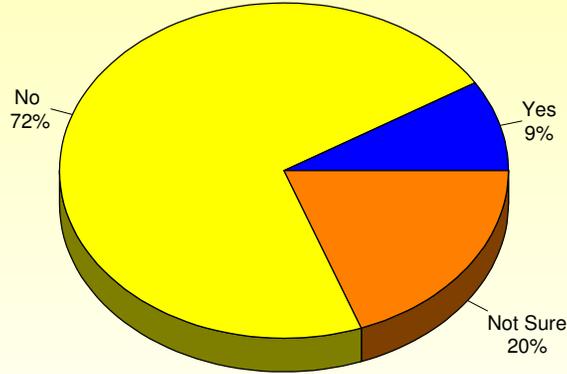
by percentage of respondents



Source: ETC Institute for Charlotte Mecklenburg Storm Water Services (2015)

Q8. Does Regular Property Insurance Cover Flood Damage?

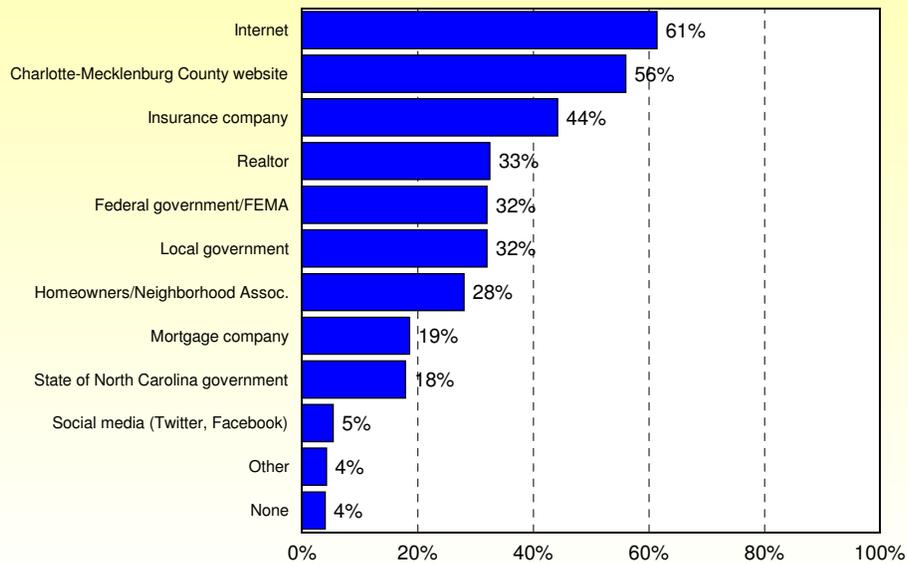
by percentage of respondents



Source: ETC Institute for Charlotte Mecklenburg Storm Water Services (2015)

Q9. Sources Residents Would Use to Find Out if the Property Where They Live is in a Flood Zone

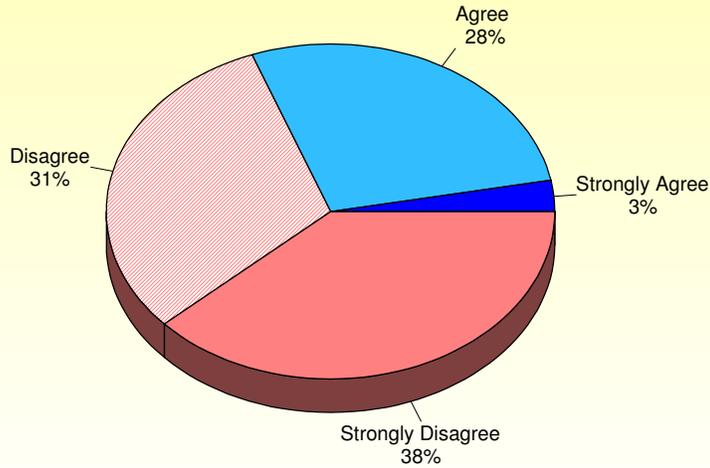
by percentage of respondents (multiple selections possible)



Source: ETC Institute for Charlotte Mecklenburg Storm Water Services (2015)

Q10. Household Level of Agreement with Willingness to Pay More in Fees if it Would Reduce Flooding in Charlotte and Mecklenburg County

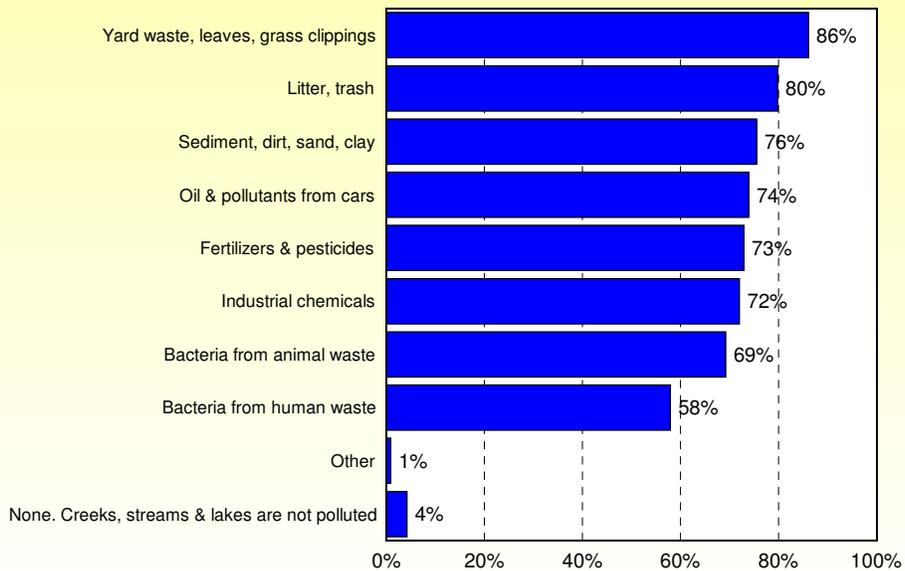
by percentage of respondents



Source: ETC Institute for Charlotte Mecklenburg Storm Water Services (2015)

Q11. Pollutants Residents Think are Found in Charlotte and Mecklenburg County's Creeks, Streams and Lakes

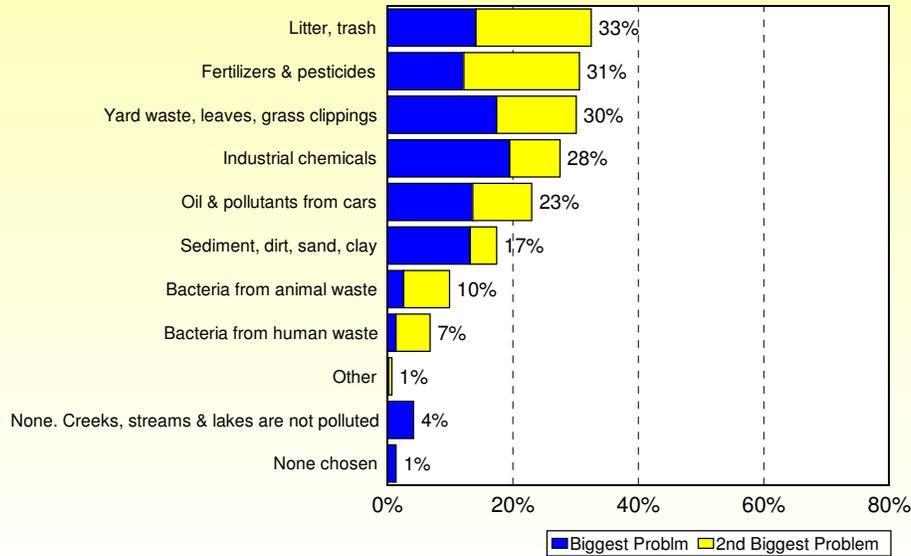
by percentage of respondents (multiple selections possible)



Source: ETC Institute for Charlotte Mecklenburg Storm Water Services (2015)

Q12. TWO Stormwater Pollutants Residents Think are the Biggest Problem for Creeks, Streams and Lakes in Charlotte and Mecklenburg County

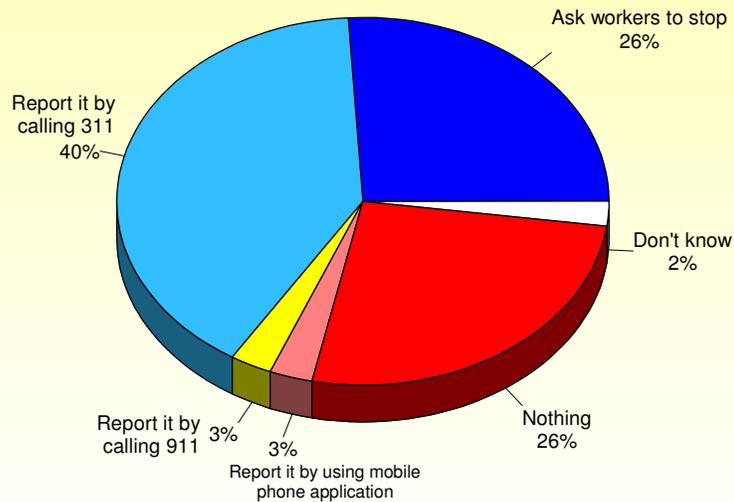
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute for Charlotte Mecklenburg Storm Water Services (2015)

Q13. Action Residents Would Most Likely Do if They Saw Workers Washing Paint Brushes Over a Storm Drain

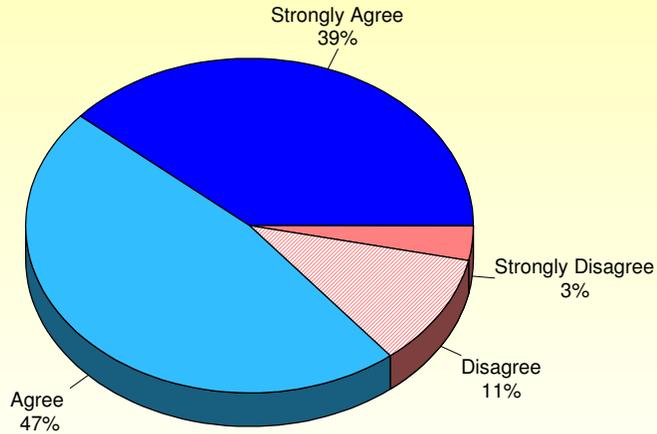
by percentage of respondents



Source: ETC Institute for Charlotte Mecklenburg Storm Water Services (2015)

Q14. Household Level of Agreement with: Water that Runs into Storm Drains Flows Directly to Local Creeks and Lakes

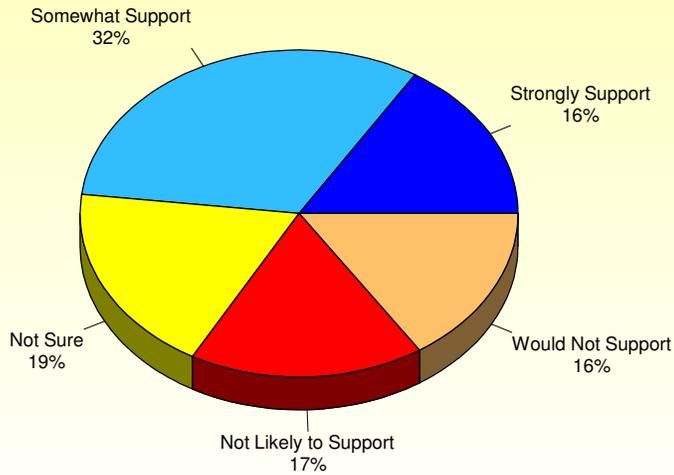
by percentage of respondents (excluding don't know)



Source: ETC Institute for Charlotte Mecklenburg Storm Water Services (2015)

Q15. Household Level of Agreement with Willing to Pay More in Stormwater Fees if Used to Clean Up Polluted Creeks, Streams and Lakes in Charlotte and Mecklenburg County

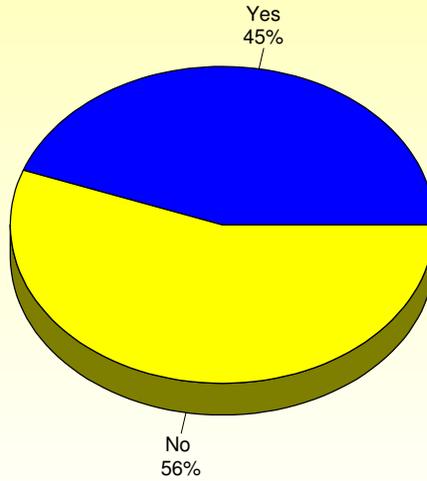
by percentage of respondents



Source: ETC Institute for Charlotte Mecklenburg Storm Water Services (2015)

Q16. Have you heard or seen information about stormwater pollution or flooding in the past year?

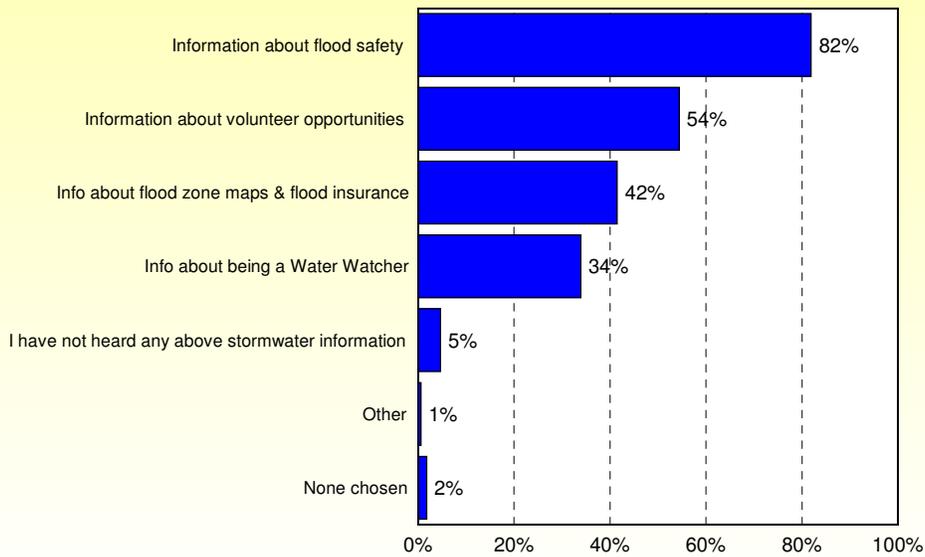
by percentage of respondents (excluding don't know)



Source: ETC Institute for Charlotte Mecklenburg Storm Water Services (2015)

Q17. Stormwater Pollution or Flooding Information Residents Have Heard About Over the Past 12 Months

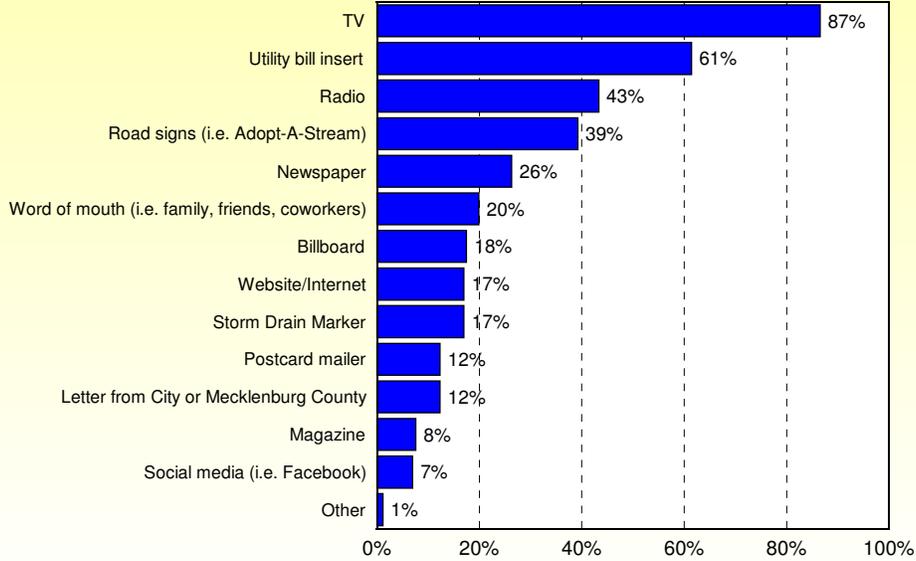
by percentage of respondents (multiple selections possible)



Source: ETC Institute for Charlotte Mecklenburg Storm Water Services (2015)

Q18. Ways Residents Saw or Heard Information About Stormwater Pollution and/or Flooding

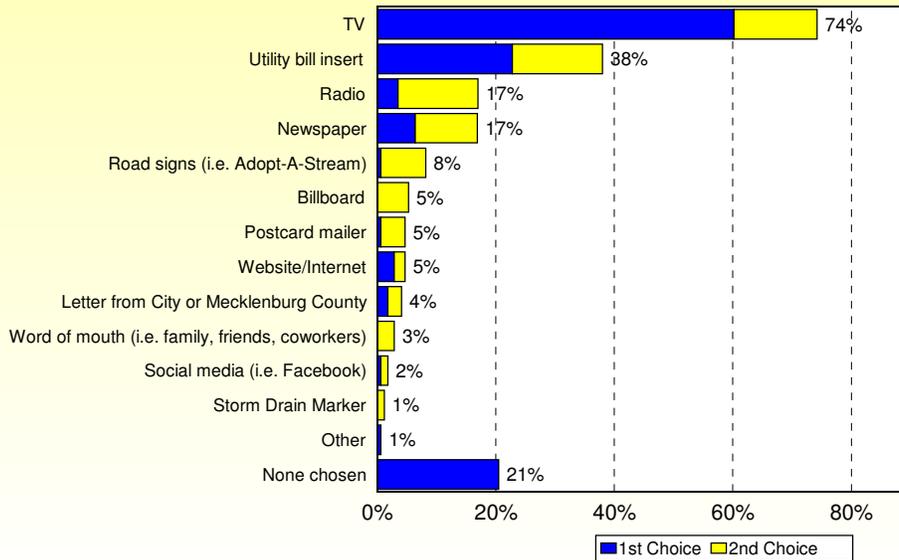
by percentage of respondents (multiple selections possible)



Source: ETC Institute for Charlotte Mecklenburg Storm Water Services (2015)

Q19. TWO Ways of Promotion and Communication Residents Received the Most Information About Stormwater Pollution and/or Flooding

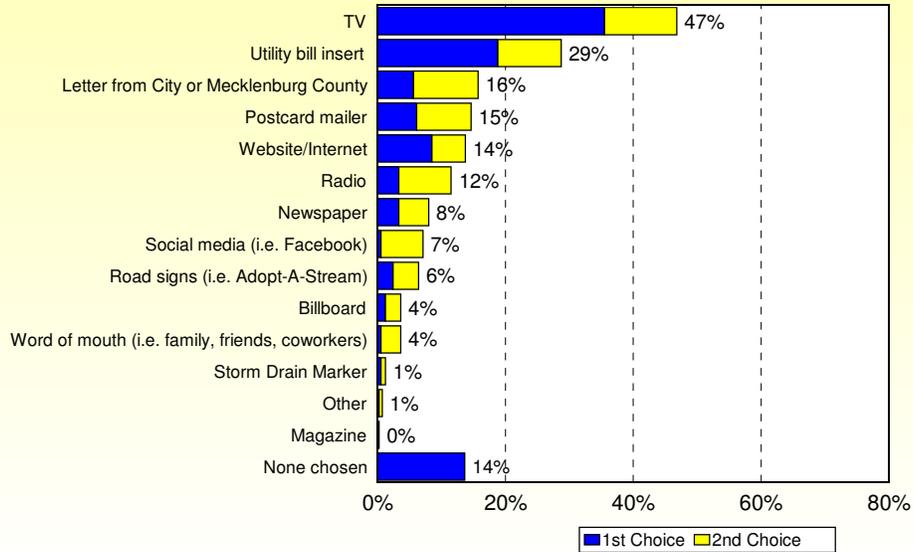
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute for Charlotte Mecklenburg Storm Water Services (2015)

Q20. TWO Ways of Promotion and Communication Residents Would Prefer to Receive Information About Stormwater Pollution and/or Flooding

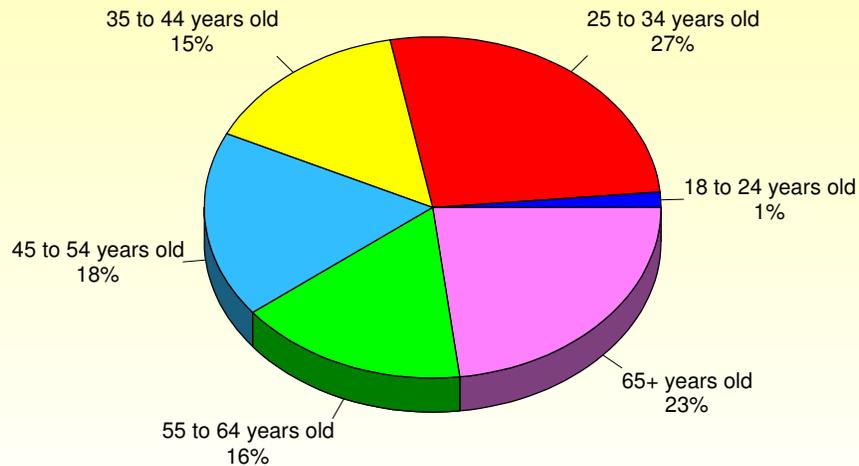
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute for Charlotte Mecklenburg Storm Water Services (2015)

Q21. Demographics: Ages of Respondents

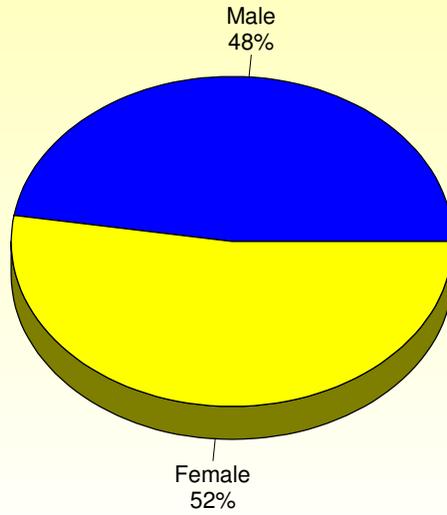
by percentage of respondents (excluding not provided)



Source: ETC Institute for Charlotte Mecklenburg Storm Water Services (2015)

Q22. Demographics: Gender

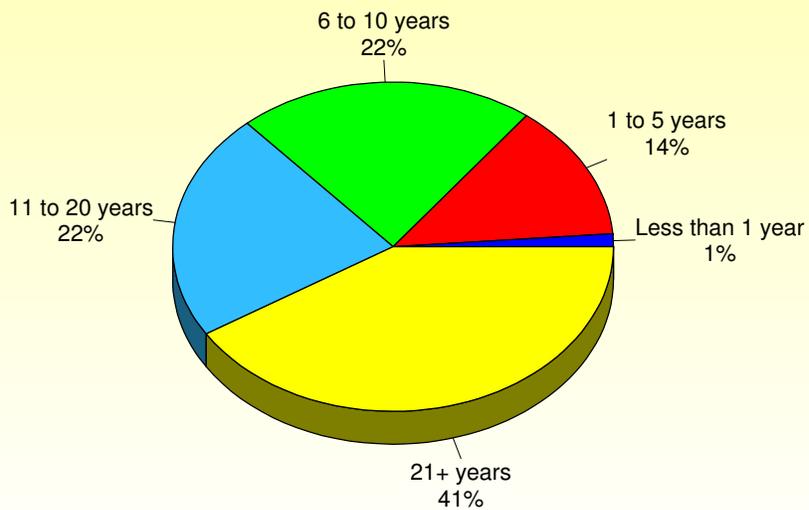
by percentage of respondents



Source: ETC Institute for Charlotte Mecklenburg Storm Water Services (2015)

Q23. Demographics: Years Lived in Mecklenburg County

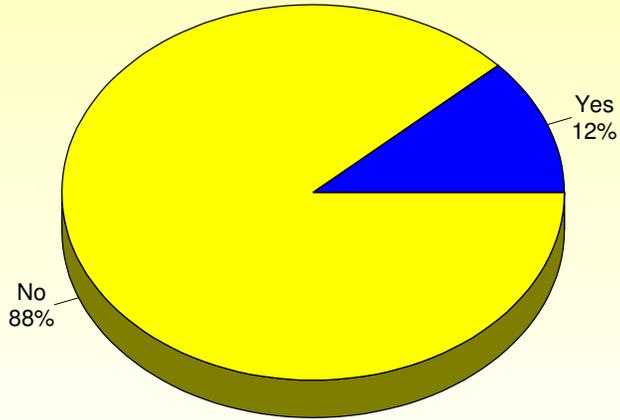
by percentage of respondents (excluding don't know)



Source: ETC Institute for Charlotte Mecklenburg Storm Water Services (2015)

Q24. Demographics: Hispanic or Latino Ancestry

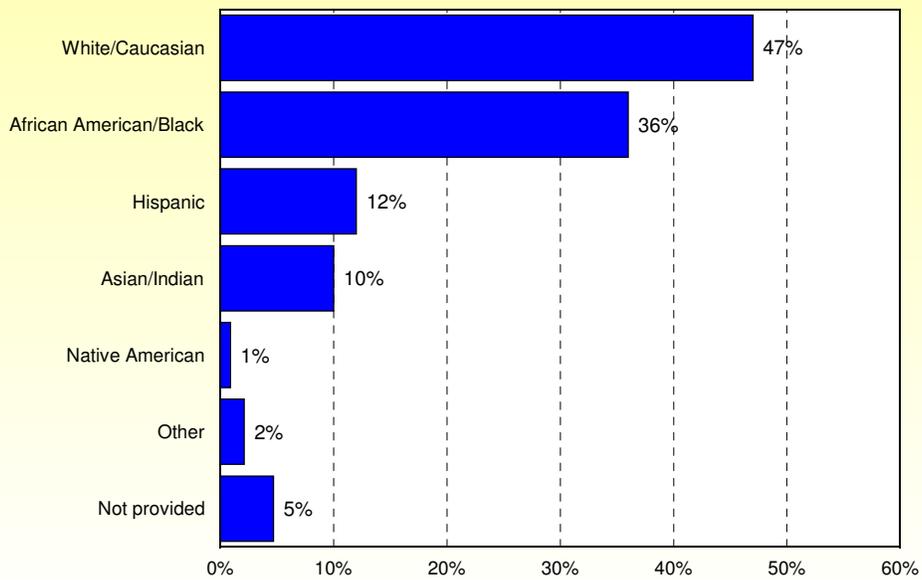
by percentage of respondents (excluding not provided)



Source: ETC Institute for Charlotte Mecklenburg Storm Water Services (2015)

Q25. Demographics: Race/Ethnicity

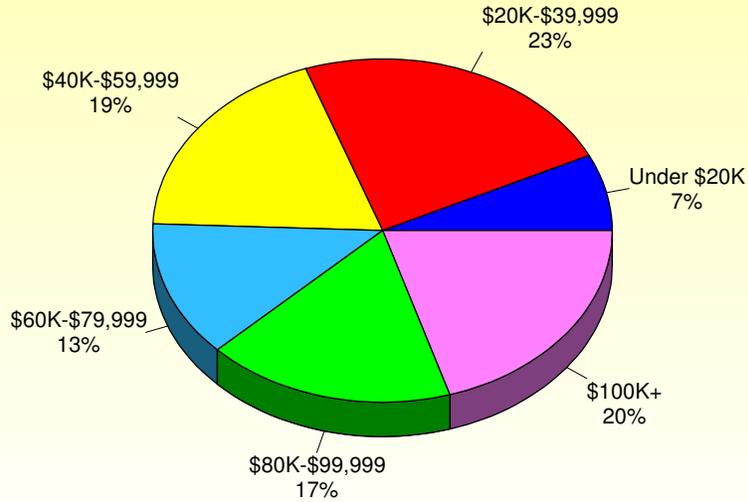
by percentage of respondents (multiple selections possible)



Source: ETC Institute for Charlotte Mecklenburg Storm Water Services (2015)

Q26. Demographics: Total Annual Household Income

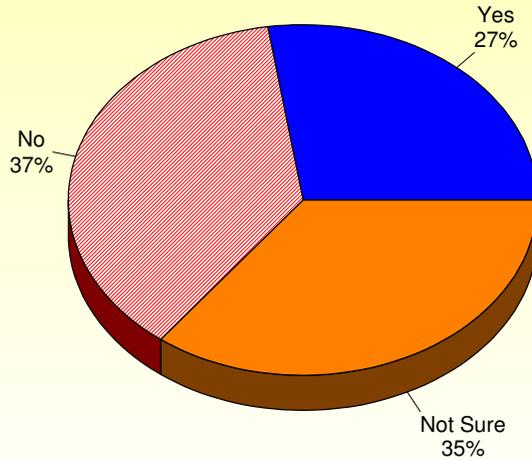
by percentage of respondents (excluding not provided)



Source: ETC Institute for Charlotte Mecklenburg Storm Water Services (2015)

Q28. Household Interest in Volunteering to Help Clean Up Creeks or Streams in Your Neighborhood

by percentage of respondents

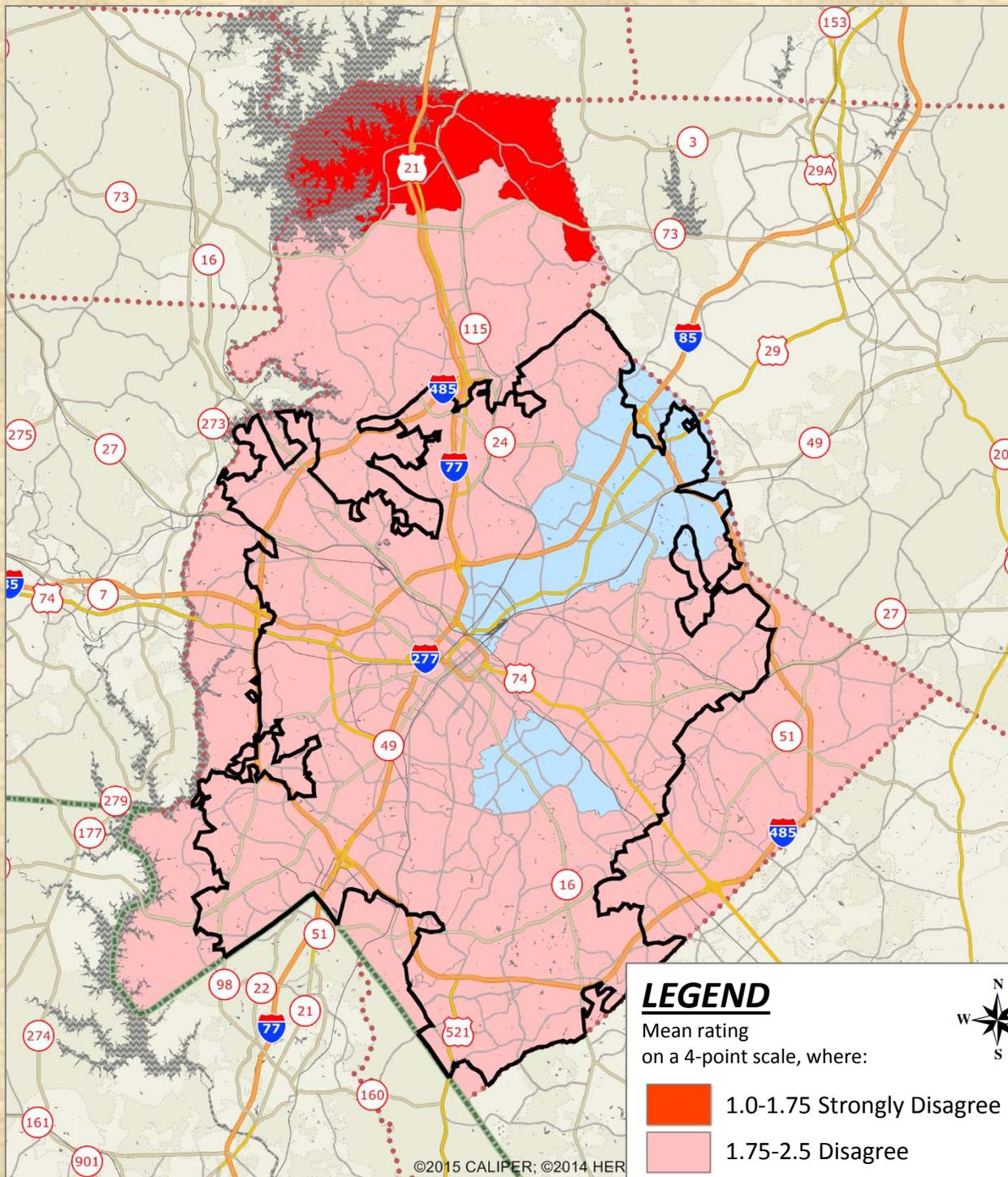


Source: ETC Institute for Charlotte Mecklenburg Storm Water Services (2015)

Section 3

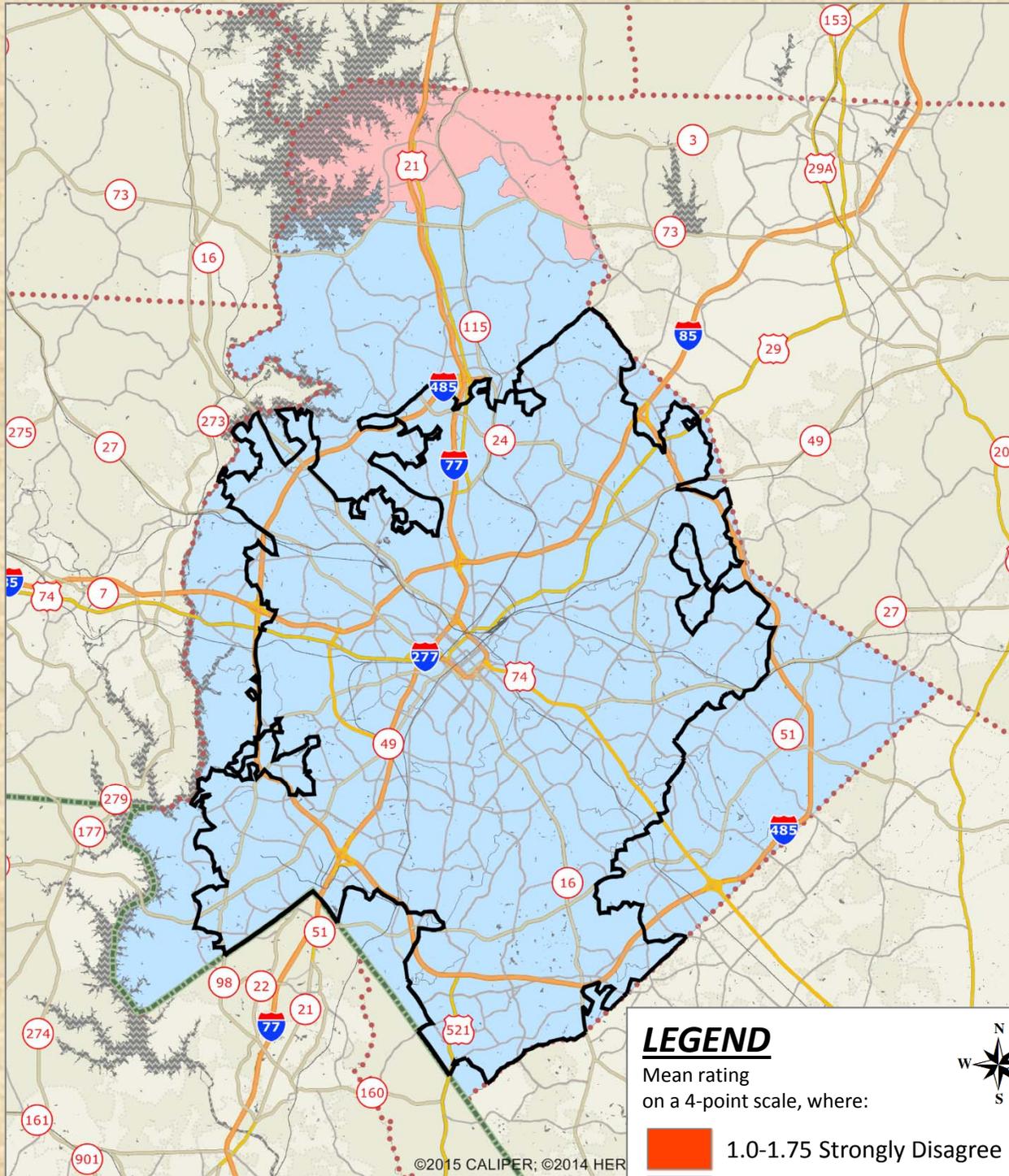
GIS Maps

Q2: Residents Agreement with the Statement: Stormwater that goes into storm drains is treated and cleaned before it goes into creeks, streams, lakes and ponds?



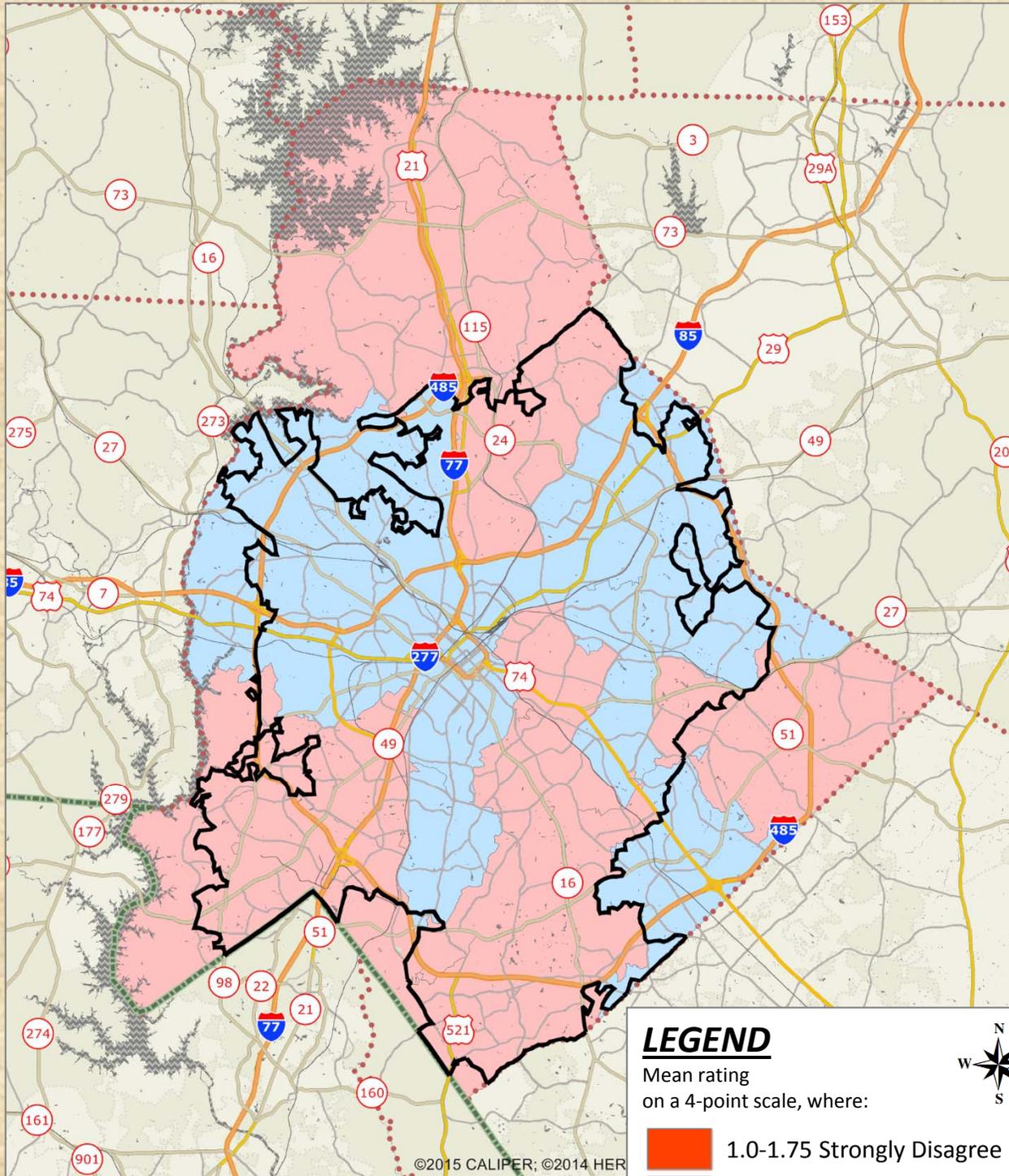
2015 Storm Water Survey
Shading reflects the mean rating for all respondents by ZIP (merged as needed)

Q3a: Agreement with: During times of heavy rain I am concerned about stormwater flooding on roads



2015 Storm Water Survey
 Shading reflects the mean rating for all respondents by ZIP (merged as needed)

Q3b Agreement with: During times of heavy rain I am Concerned about flooding in homes and buildings



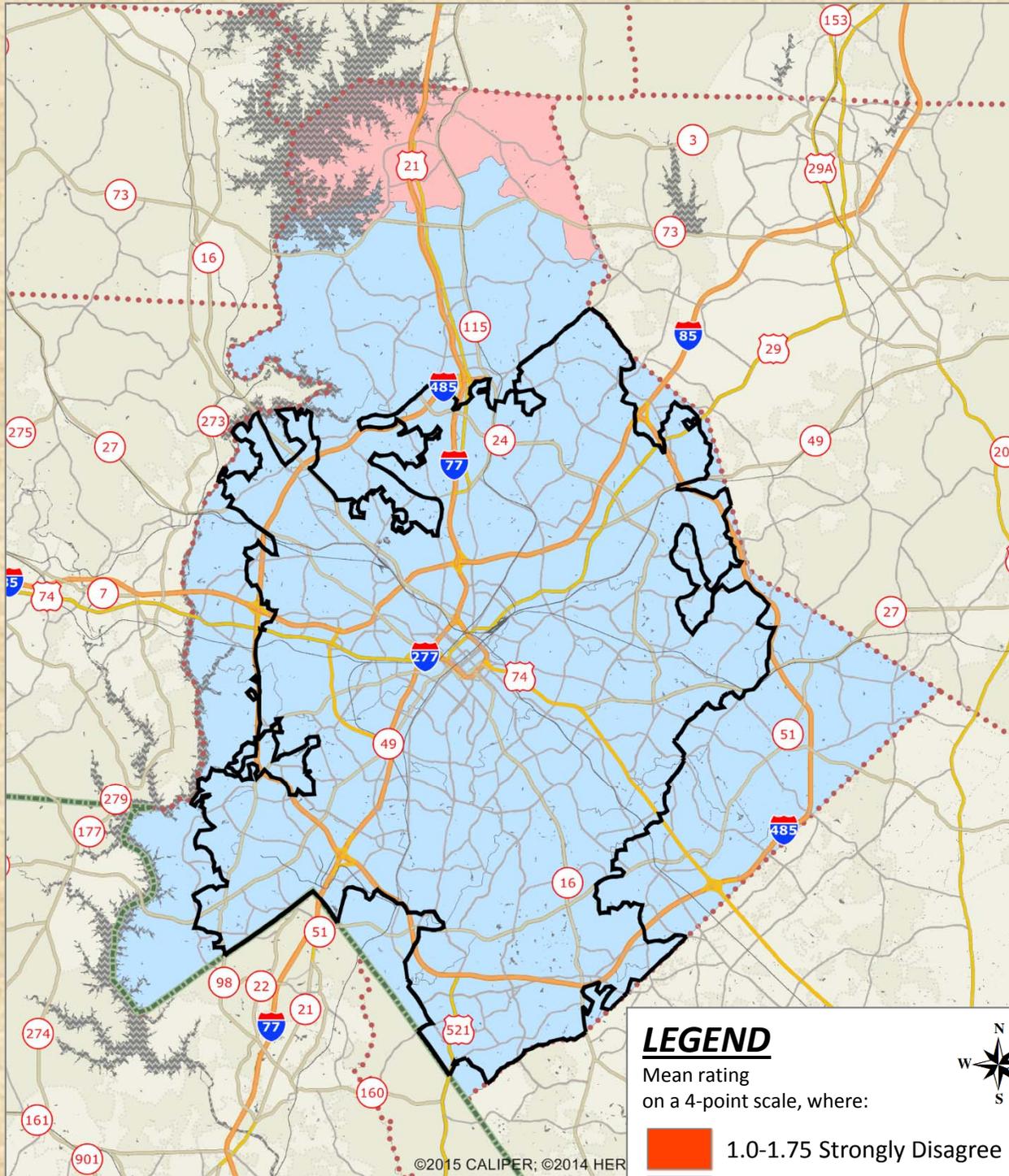
2015 Storm Water Survey
Shading reflects the mean rating for all respondents by ZIP (merged as needed)

LEGEND
Mean rating on a 4-point scale, where:

	1.0-1.75 Strongly Disagree
	1.75-2.5 Disagree
	2.5-3.25 Agree
	3.25-4.0 Strongly Agree
	Other (no responses)

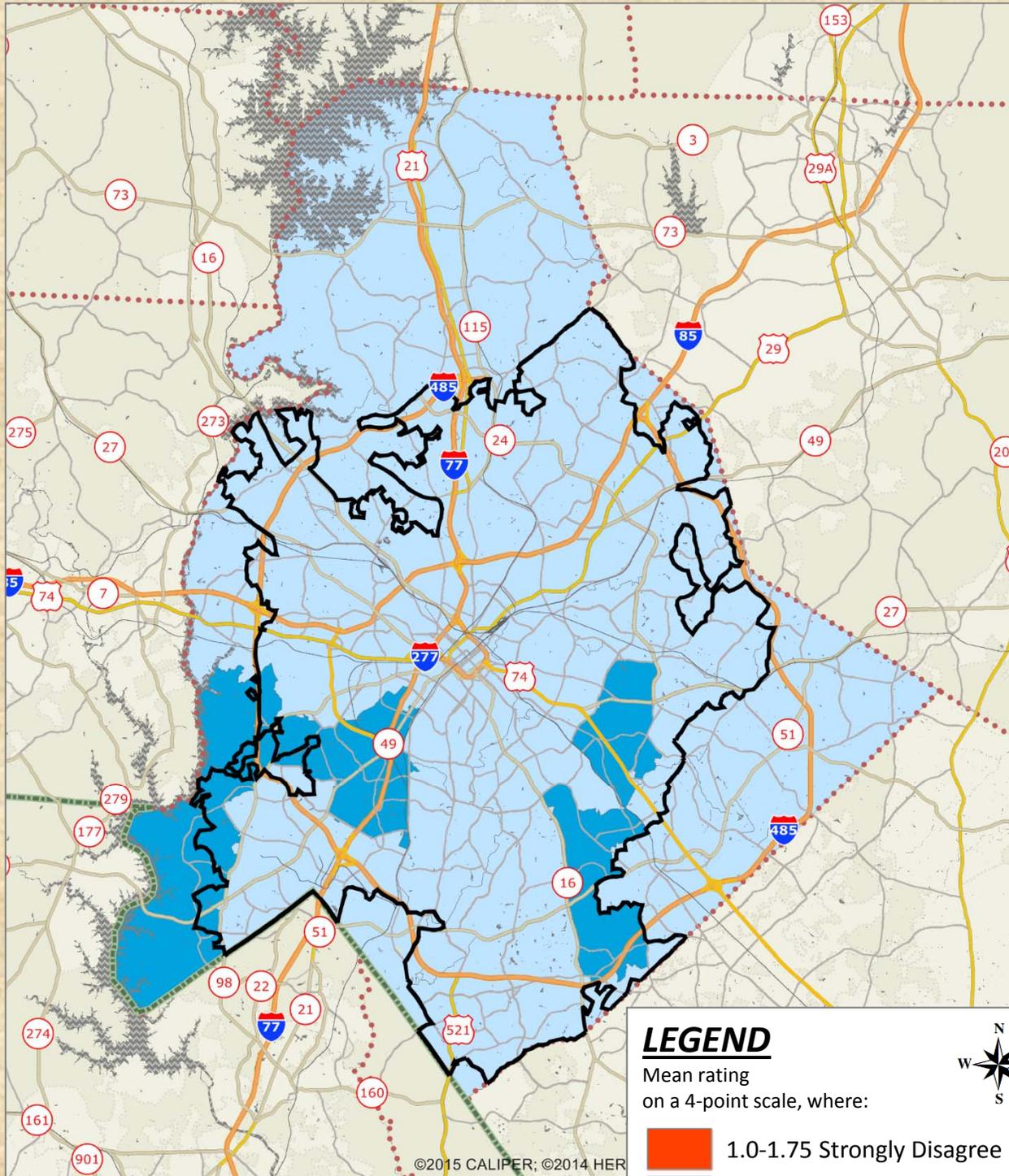
North arrow: N, S, E, W

Q3c: Agreement with: During times of heavy rain I am Concerned about creeks overflowing their banks



2015 Storm Water Survey
Shading reflects the mean rating for all respondents by ZIP (merged as needed)

Q3d Agreement with: Property can experience severe flooding from stormwater even if it is not in a flood zone



2015 Storm Water Survey

Shading reflects the mean rating for all respondents by ZIP (merged as needed)

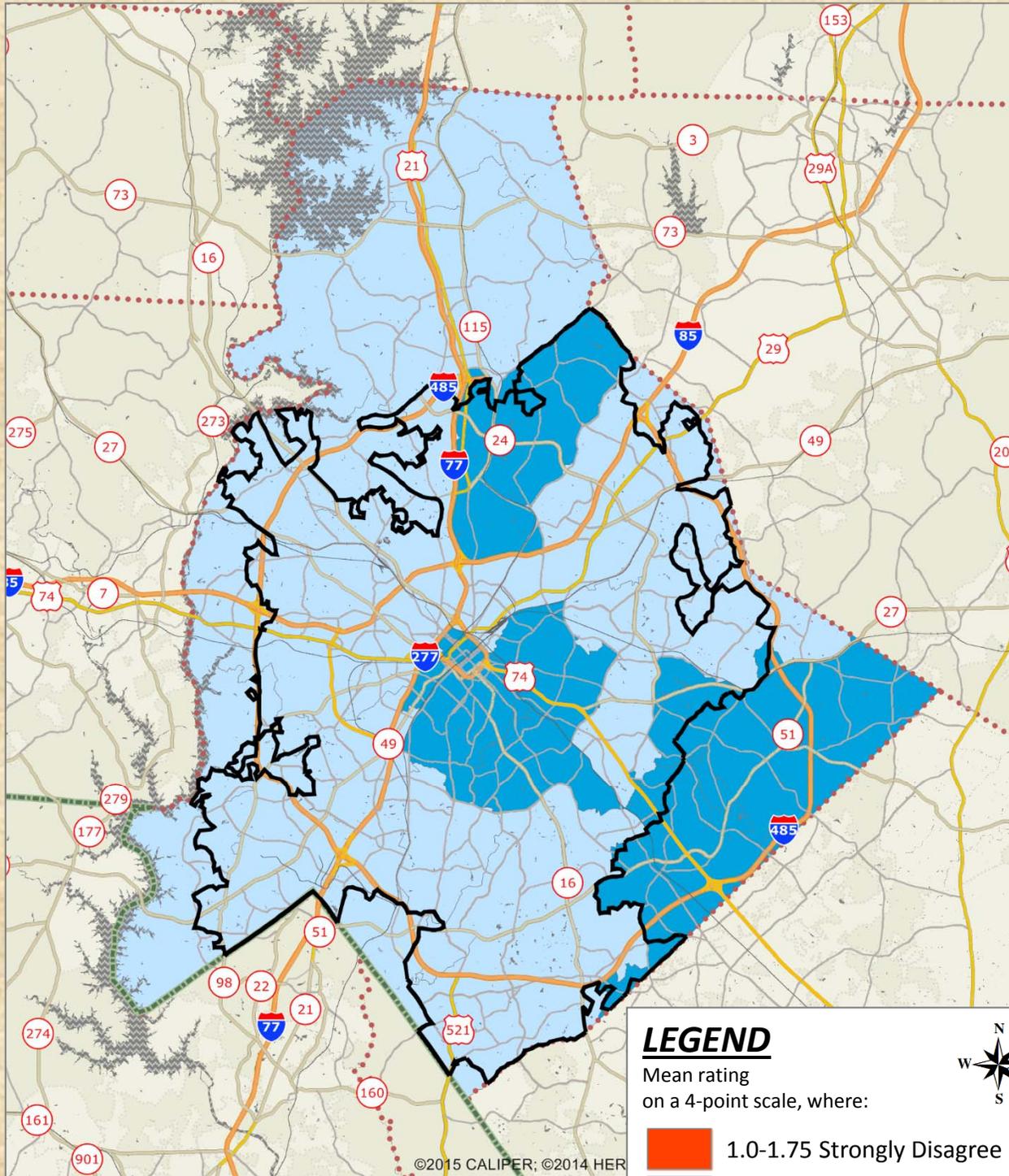
LEGEND

Mean rating on a 4-point scale, where:

- 1.0-1.75 Strongly Disagree
- 1.75-2.5 Disagree
- 2.5-3.25 Agree
- 3.25-4.0 Strongly Agree
- Other (no responses)



Q14: Agreement with: Water that runs into storm drains flows directly to local creeks and lakes



2015 Storm Water Survey

Shading reflects the mean rating for all respondents by ZIP (merged as needed)

LEGEND

Mean rating on a 4-point scale, where:

- 1.0-1.75 Strongly Disagree
- 1.75-2.5 Disagree
- 2.5-3.25 Agree
- 3.25-4.0 Strongly Agree
- Other (no responses)



Section 4

Benchmarking Analysis



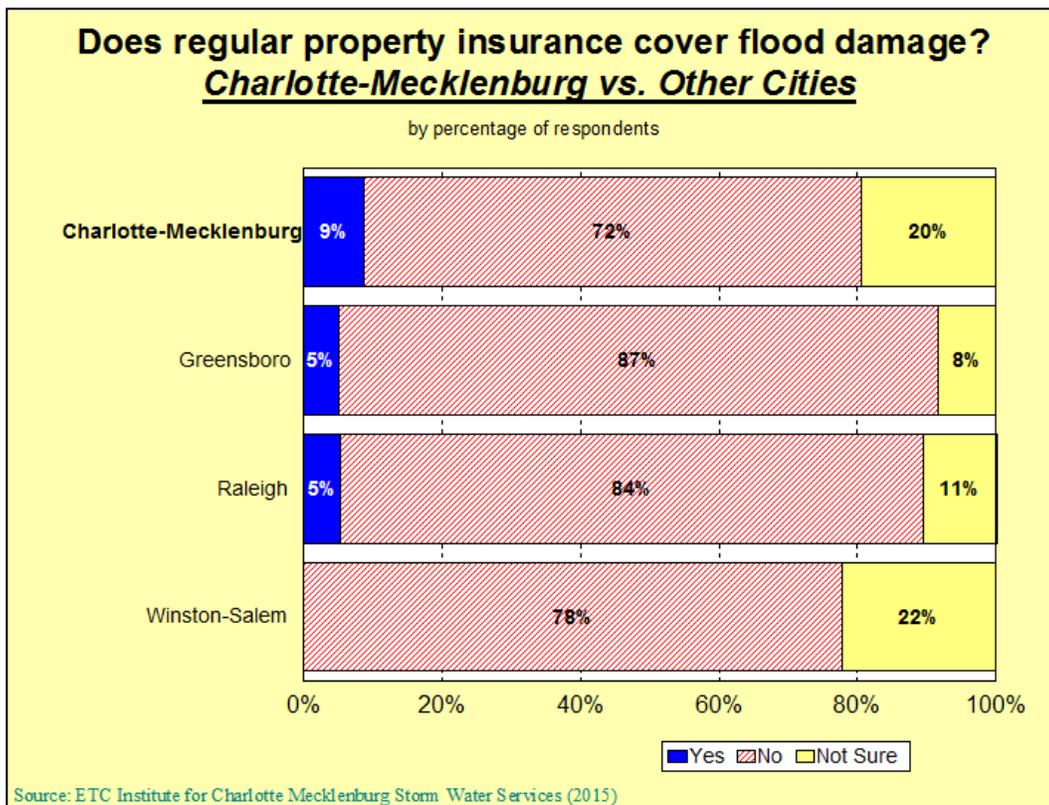
Charlotte-Mecklenburg County Storm Water Survey *Benchmarking Analysis Summary Report*

Overview

ETC Institute conducted benchmarking analysis to gain a better understanding of how the survey results for Charlotte-Mecklenburg County residents compare to residents in other large cities in North Carolina. The cities included in the benchmarking study were Greensboro, Raleigh, and Winston-Salem. A total of 211 residents participated in the benchmarking study, including 96 residents in Raleigh, 60 residents in Greensboro, and 55 residents in Winston-Salem. Listed below and on the following pages are the results of the benchmarking analysis.

Major Findings

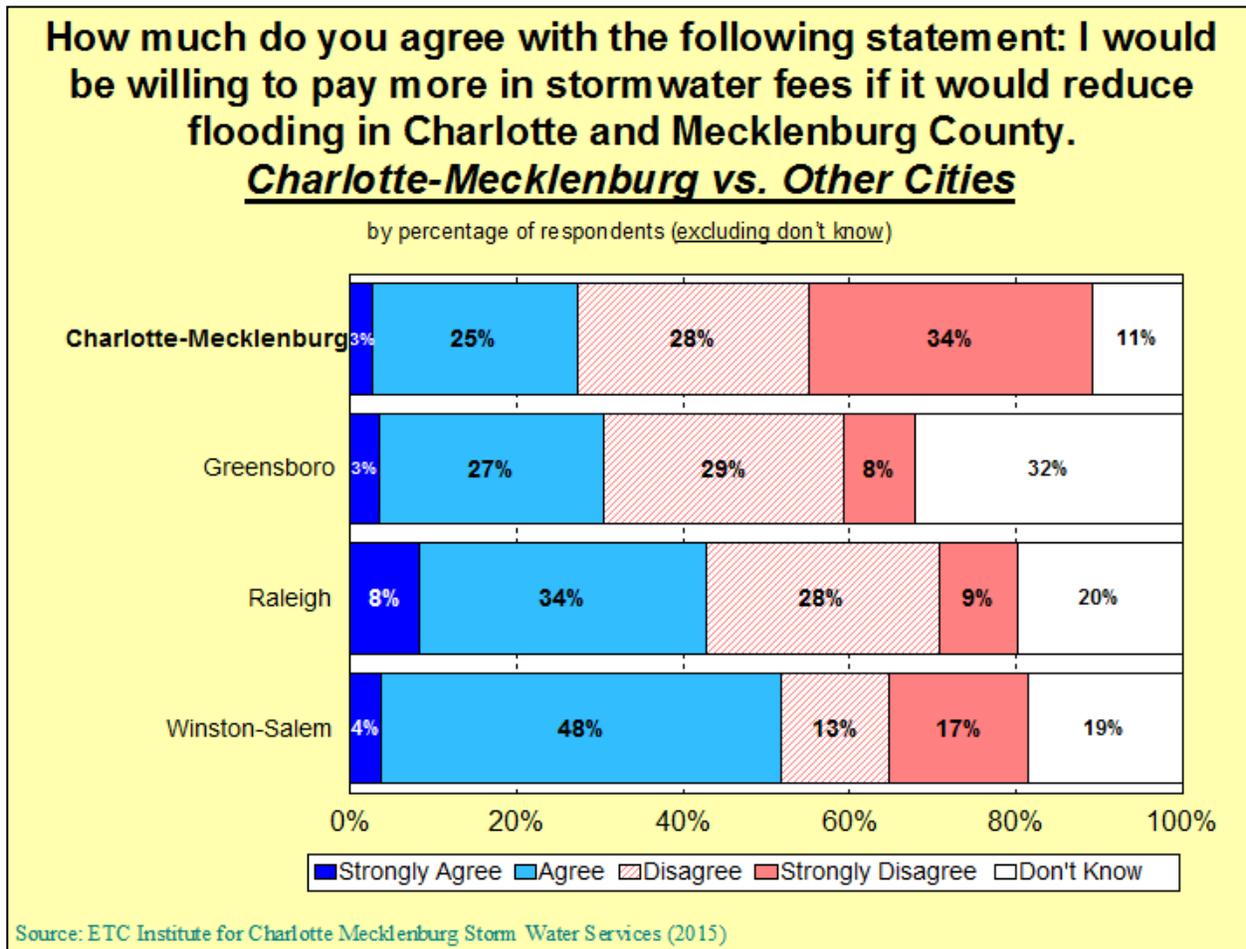
Understanding of Property Insurance: Seventy-two percent (72%) of Charlotte-Mecklenburg County residents feel that regular property insurance covers flood damage. This is a lower percentage than residents in each of the other three cities: Winston-Salem (78%), Raleigh (84%), and Greensboro (87%).





Willingness to Pay More in Fees if it Would Reduce Flooding: Twenty-eight percent (28%) of Charlotte-Mecklenburg County residents strongly agree or agree they would pay more in stormwater fees if it would reduce flooding in the area. This is about the same percentage as residents in Greensboro (30%), but significantly lower than residents in Raleigh (42%) and Winston-Salem (52%).

Thirty-four percent (34%) of Charlotte-Mecklenburg County residents strongly disagree with paying more in stormwater fees if it would reduce flooding, which is significantly higher than residents in Winston-Salem (17%), Raleigh (9%), and Greensboro (8%).



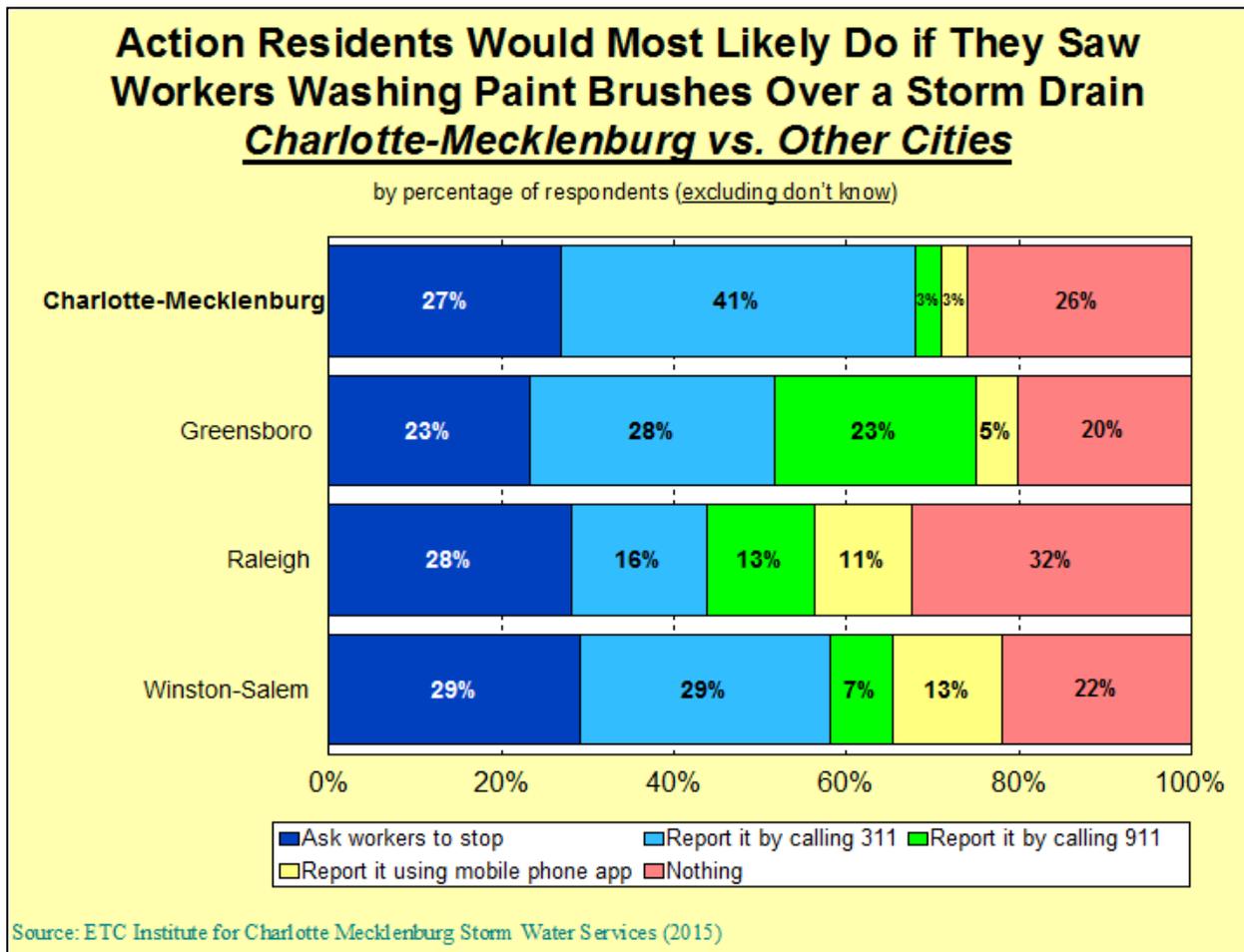


Action Residents Would Take if They Saw Workers Washing Paint Brushes over Storm

Drains: If they saw workers washing paint brushes over storm drains, the action that Charlotte-Mecklenburg County residents are most likely to take would be to call 311 (41%). This is a significantly higher percentage than residents in Winston-Salem (29%), Greensboro (28%), or Raleigh (16%).

If they saw workers washing paint brushes over storm drains, 27% of Charlotte-Mecklenburg County residents would ask the workers to stop. This percentage is very similar to residents in each of the other three cities: Winston-Salem (29%), Raleigh (28%), and Greensboro (23%).

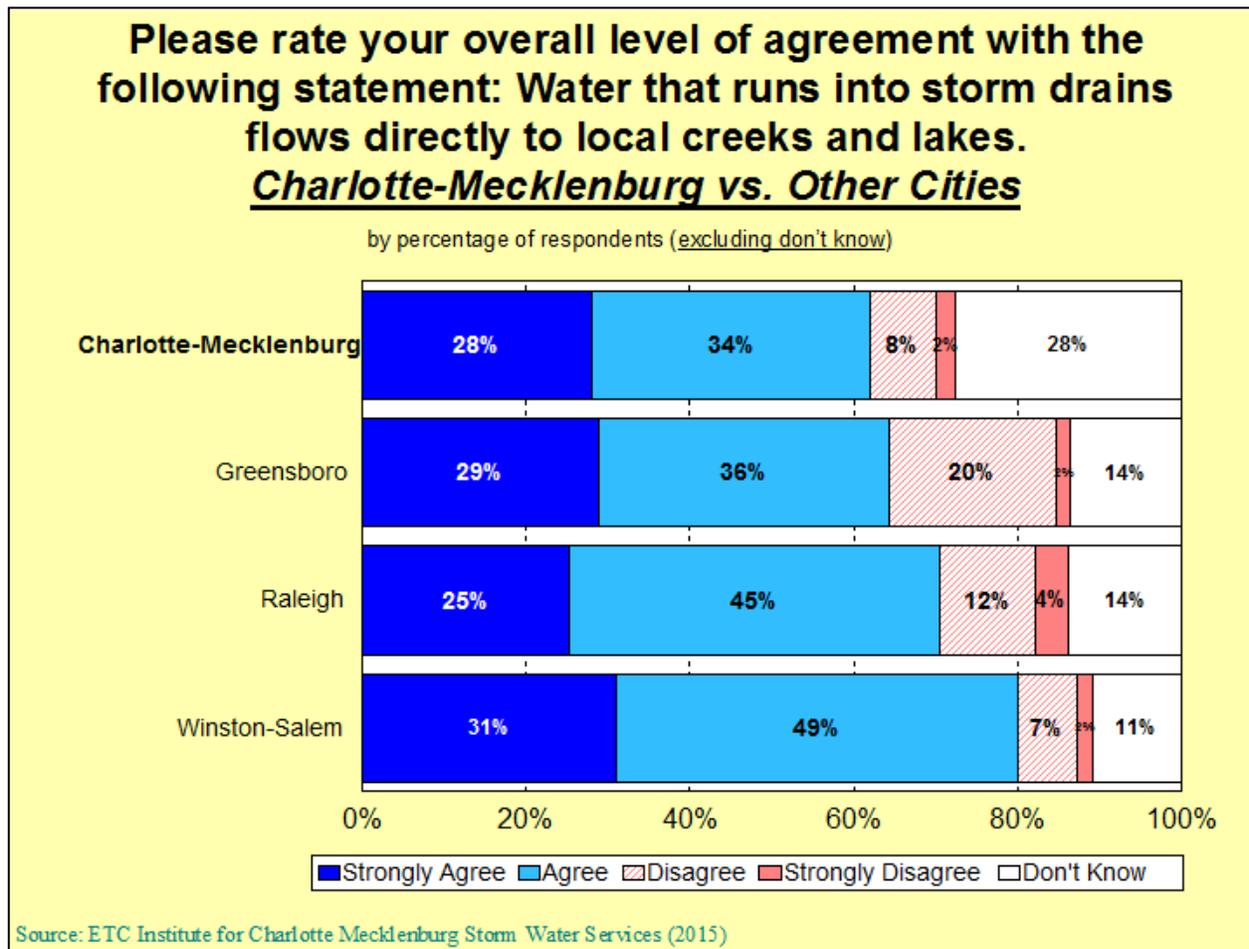
Twenty-six percent (26%) of Charlotte-Mecklenburg County residents would do nothing if they saw workers washing paint brushes over storm drains. This is a lower percentage than residents in Raleigh (32%), but higher than residents in Winston-Salem (22%) and Greensboro (20%).





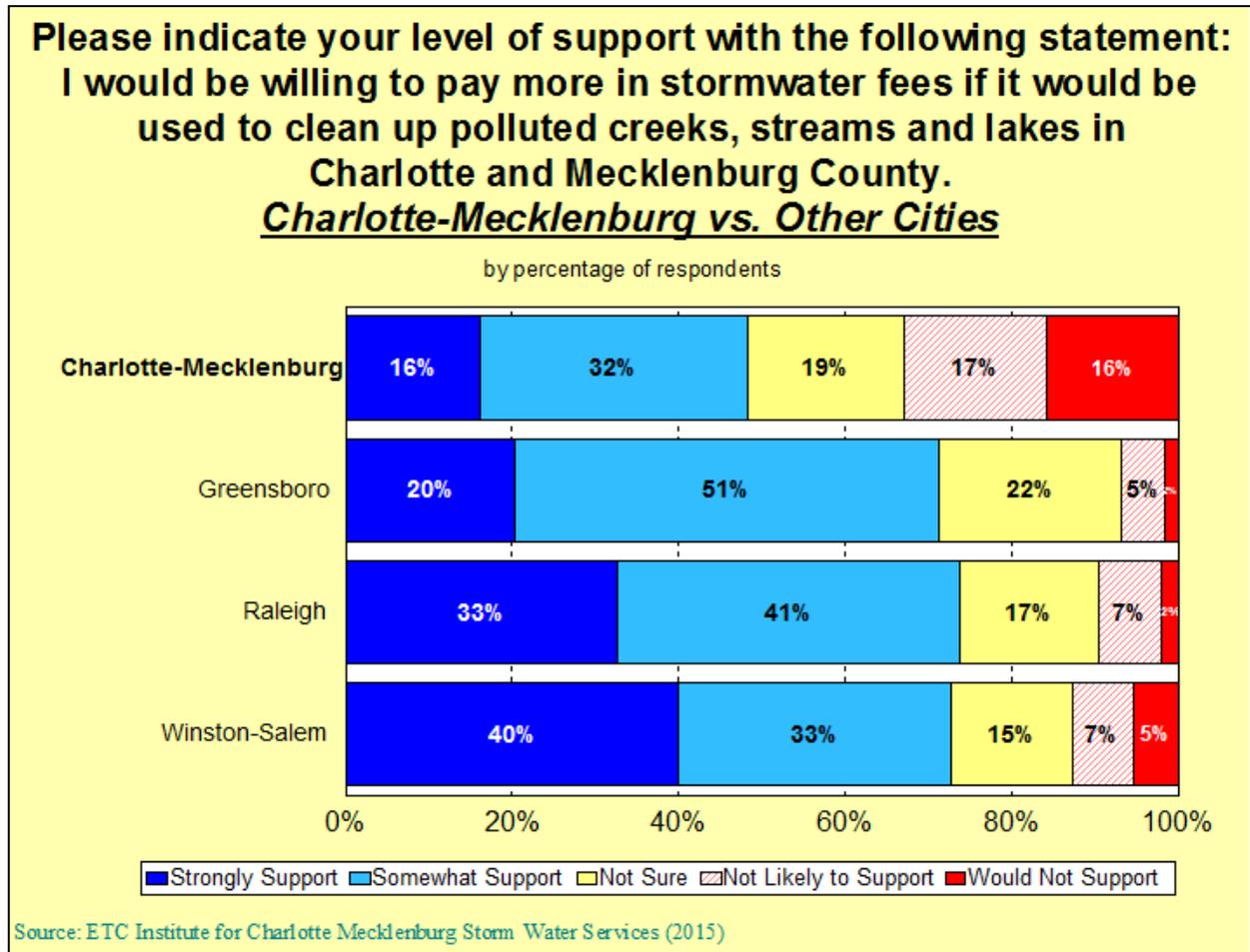
Level of Agreement That Storm Drains Flow Directly to Local Creeks and Lakes: Sixty-two percent (62%) of Charlotte-Mecklenburg County residents strongly agree or agree that water that runs into storm drains flows directly to local creeks and lakes. This is about the same percentage as residents in Greensboro (65%), and lower than residents in Raleigh (70%) and Winston-Salem (80%).

Only 2% of Charlotte-Mecklenburg County residents strongly disagree that water that runs into storm drains flows directly to local creeks and lakes, which is about the same percentage as residents in Raleigh (4%), Greensboro (2%) and Winston-Salem (2%).



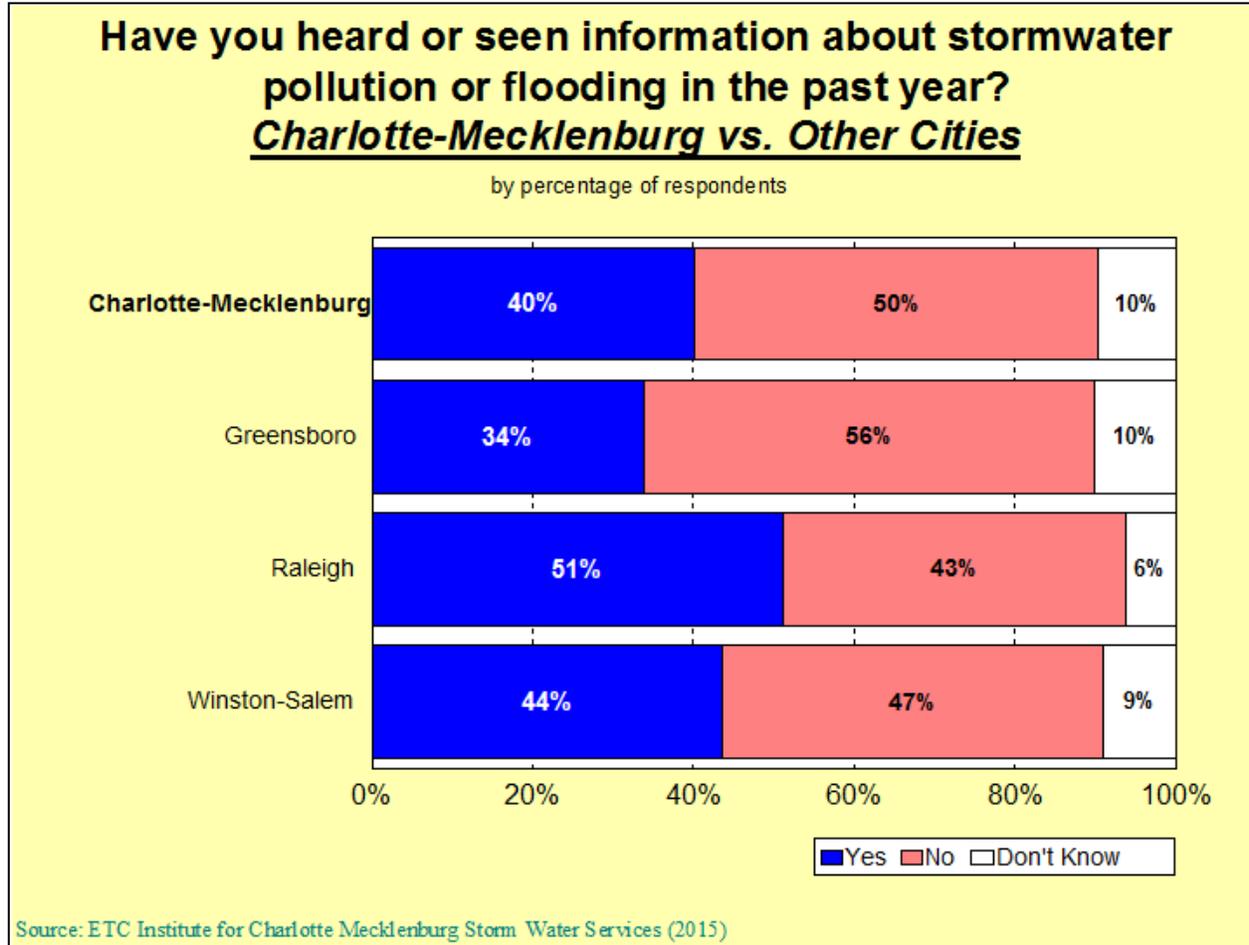


Willingness to Pay More in Fees if it Would Be Used to Clean Up Polluted Creeks, Streams and Lakes: Forty-eight percent (48%) of Charlotte-Mecklenburg County residents strongly support or support paying more in stormwater fees if it would be used to clean up polluted creeks, streams and lakes in the area. This is a significantly lower percentage than residents in each of the other three cities: Greensboro (71%), Winston-Salem (73%), and Raleigh (74%).





Information About Stormwater Pollution or Flooding: Forty percent (40%) of Charlotte-Mecklenburg County residents have heard or seen information about stormwater pollution or flooding in the past year. This is a higher percentage than residents in Greensboro (34%), but lower than residents in Winston-Salem (44%) and Raleigh (51%).



Section 5

Tabular Data

Tabular Data

Where do you live?

<u>Where do you live</u>	<u>Number</u>	<u>Percent</u>
Inside City limits of Charlotte	342	80.5 %
In Mecklenburg County outside City limits of Charlotte	83	19.5 %
Total	425	100.0 %

Q1. Counting yourself, how many people in your household are?

	<u>Mean</u>	<u>Sum</u>
number	2.6	1112
Under age 5	0.2	94
Ages 5-9	0.2	76
Ages 10-14	0.2	64
Ages 15-19	0.2	71
Ages 20-24	0.2	69
Ages 25-34	0.4	180
Ages 35-44	0.3	124
Ages 45-54	0.3	145
Ages 55-64	0.3	125
Ages 65-74	0.3	107
Ages 75+	0.1	57

Tabular Data

Q2. Stormwater refers to water that runs off roofs, driveways, parking lots, and streets. Please rate your overall level of agreement with the following statement: Stormwater that goes into storm drains is treated and cleaned before it goes into creeks, streams, lakes and ponds.

<u>Q2. Rate your overall level of agreement</u>	<u>Number</u>	<u>Percent</u>
Strongly Agree	40	9.4 %
Agree	64	15.1 %
Disagree	91	21.4 %
Strongly Disagree	92	21.6 %
Don't Know	138	32.5 %
Total	425	100.0 %

Q2. Stormwater refers to water that runs off roofs, driveways, parking lots, and streets. Please rate your overall level of agreement with the following statement: Stormwater that goes into storm drains is treated and cleaned before it goes into creeks, streams, lakes and ponds. (without "don't know")

<u>Q2. Rate your overall level of agreement</u>	<u>Number</u>	<u>Percent</u>
Strongly Agree	40	13.9 %
Agree	64	22.3 %
Disagree	91	31.7 %
Strongly Disagree	92	32.1 %
Total	287	100.0 %

Tabular Data

Q3. Please rate your overall level of agreement with the following statements on a scale of 4 to 1 where 4 means "Strongly Agree" and 1 means "Strongly Disagree."

(N=425)

	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
Q3a. During times of heavy rain, I am concerned about stormwater flooding on roads	22.4%	40.7%	27.5%	6.1%	3.3%
Q3b. During times of heavy rain, I am concerned about flooding in homes & buildings	8.7%	37.9%	35.3%	12.9%	5.2%
Q3c. During times of heavy rain, I am concerned about creeks overflowing their banks	13.6%	47.3%	22.4%	6.8%	9.9%
Q3d. Property can experience severe flooding from stormwater even if it is not in a flood zone	21.6%	42.1%	18.8%	6.6%	10.8%

Q3. Please rate your overall level of agreement with the following statements on a scale of 4 to 1 where 4 means "Strongly Agree" and 1 means "Strongly Disagree." (without "don't know")

(N=425)

	Strongly Agree	Agree	Disagree	Strongly Disagree
Q3a. During times of heavy rain, I am concerned about stormwater flooding on roads	23.1%	42.1%	28.5%	6.3%
Q3b. During times of heavy rain, I am concerned about flooding in homes & buildings	9.2%	40.0%	37.2%	13.6%
Q3c. During times of heavy rain, I am concerned about creeks overflowing their banks	15.1%	52.5%	24.8%	7.6%
Q3d. Property can experience severe flooding from stormwater even if it is not in a flood zone	24.3%	47.2%	21.1%	7.4%

Tabular Data

Q4. From the following list, please check ALL the factors that you think contribute to local flooding.

<u>Q4. Factors that contribute to local flooding</u>	<u>Number</u>	<u>Percent</u>
Too much rain	247	58.1 %
Creek channels are too small	151	35.5 %
Storm drains are too small	191	44.9 %
Creek channels get clogged or blocked	281	66.1 %
Storm drains get clogged or blocked	336	79.1 %
Aging stormwater pipes/structures	203	47.8 %
Too much development/construction	207	48.7 %
Not enough open space	132	31.1 %
Flooding is natural	117	27.5 %
Other	28	6.6 %
Don't know	6	1.4 %
Total	1899	

Q4. Other

Q4_Other

BAD PAVING JOBS

CLAY SOIL

Lack of storm-drains

LAND IS NOT LEVEL

MORE TREES

NO SEWER DRAINS

plantation not being kept up that is causes clogs or blocks

POOR SOIL

SHORTAGE OF WET LAND

Tabular Data

Q5. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on creeks and streams that occasionally overflow their banks?

<u>Q5. Top choice</u>	<u>Number</u>	<u>Percent</u>
Too much rain	144	33.9 %
Creek channels are too small	22	5.2 %
Storm drains are too small	10	2.4 %
Creek channels get clogged or blocked	90	21.2 %
Storm drains get clogged or blocked	64	15.1 %
Aging stormwater pipes/structures	13	3.1 %
Too much development/construction	59	13.9 %
Not enough open space	4	0.9 %
Flooding is natural	8	1.9 %
<u>Don't know</u>	<u>11</u>	<u>2.6 %</u>
Total	425	100.0 %

<u>Q5. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Too much rain	28	6.6 %
Creek channels are too small	59	13.9 %
Storm drains are too small	13	3.1 %
Creek channels get clogged or blocked	77	18.1 %
Storm drains get clogged or blocked	73	17.2 %
Aging stormwater pipes/structures	39	9.2 %
Too much development/construction	24	5.6 %
Not enough open space	19	4.5 %
Flooding is natural	34	8.0 %
Other	7	1.6 %
<u>Don't know</u>	<u>52</u>	<u>12.2 %</u>
Total	425	100.0 %

<u>Q5. Sum of the top choices</u>	<u>Number</u>	<u>Percent</u>
Too much rain	172	40.5 %
Creek channels are too small	81	19.1 %
Storm drains are too small	23	5.4 %
Creek channels get clogged or blocked	167	39.3 %
Storm drains get clogged or blocked	137	32.2 %
Aging stormwater pipes/structures	52	12.2 %
Too much development/construction	83	19.5 %
Not enough open space	23	5.4 %
Flooding is natural	42	9.9 %
Other	7	1.6 %
<u>Don't know</u>	<u>11</u>	<u>2.6 %</u>
Total	798	

Tabular Data

Q6. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on flooding of streets and buildings?

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Too much rain	107	25.2 %
Creek channels are too small	8	1.9 %
Storm drains are too small	34	8.0 %
Creek channels get clogged or blocked	30	7.1 %
Storm drains get clogged or blocked	135	31.8 %
Aging stormwater pipes/structures	23	5.4 %
Too much development/construction	52	12.2 %
Not enough open space	10	2.4 %
Flooding is natural	3	0.7 %
Other	9	2.1 %
<u>Don't know</u>	<u>14</u>	<u>3.3 %</u>
Total	425	100.0 %

<u>Q6. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Too much rain	21	4.9 %
Creek channels are too small	7	1.6 %
Storm drains are too small	49	11.5 %
Creek channels get clogged or blocked	38	8.9 %
Storm drains get clogged or blocked	87	20.5 %
Aging stormwater pipes/structures	68	16.0 %
Too much development/construction	50	11.8 %
Not enough open space	23	5.4 %
Flooding is natural	7	1.6 %
Other	14	3.3 %
<u>Don't know</u>	<u>61</u>	<u>14.4 %</u>
Total	425	100.0 %

<u>Q6. Sum of the top choices</u>	<u>Number</u>	<u>Percent</u>
Too much rain	128	30.1 %
Creek channels are too small	15	3.5 %
Storm drains are too small	83	19.5 %
Creek channels get clogged or blocked	68	16.0 %
Storm drains get clogged or blocked	222	52.2 %
Aging stormwater pipes/structures	91	21.4 %
Too much development/construction	102	24.0 %
Not enough open space	33	7.8 %
Flooding is natural	10	2.4 %
Other	23	5.4 %
<u>Don't know</u>	<u>14</u>	<u>3.3 %</u>
Total	789	

Tabular Data

Q7. Is the property where you currently live in a flood zone?

Q7. Is the property where you currently live in a flood zone	Number	Percent
Yes	13	3.1 %
No	319	75.1 %
Not sure	93	21.9 %
Total	425	100.0 %

Q8. Does regular property insurance cover flood damage?

Q8. Does regular property insurance cover flood damage	Number	Percent
Yes	37	8.7 %
No	305	71.8 %
Not sure	83	19.5 %
Total	425	100.0 %

Q9. From the following list, please check ALL the sources you would use to find out if the property where you live is in a flood zone.

Q9. Sources you would use to find out if the property where you live is in a flood zone	Number	Percent
Internet	261	61.4 %
Social media (Twitter, Facebook)	23	5.4 %
Realtor	138	32.5 %
Federal government/FEMA	136	32.0 %
Mortgage company	79	18.6 %
Insurance company	188	44.2 %
Charlotte-Mecklenburg County website	238	56.0 %
State of North Carolina government	76	17.9 %
Local government	136	32.0 %
Homeowners/Neighborhood Assoc.	119	28.0 %
Other	18	4.2 %
None	17	4.0 %
Total	1429	

Q9 Other

Q9 Other

311	I LIVE ON A HILL
311 call them	MCGUIRE POWER PLANT
call 311	NEIGHBORS
call 311	PROBERTY RECORDS
city/county public works	WORD OF MOUTH

Tabular Data

Q10. How much do you agree with the following statement: I would be willing to pay more in stormwater fees if it would reduce flooding in Charlotte and Mecklenburg County.

Q10. How much do you agree with the statement	Number	Percent
Strongly agree	11	2.6 %
Agree	105	24.7 %
Disagree	118	27.8 %
Strongly disagree	145	34.1 %
Don't know	46	10.8 %
Total	425	100.0 %

Q10. How much do you agree with the following statement: I would be willing to pay more in stormwater fees if it would reduce flooding in Charlotte and Mecklenburg County. (without "don't know")

Q10. How much do you agree with the statement	Number	Percent
Strongly agree	11	2.9 %
Agree	105	27.7 %
Disagree	118	31.1 %
Strongly disagree	145	38.3 %
Total	379	100.0 %

Q11. From the following list, please check ALL the stormwater pollutants that you think are found in Charlotte and Mecklenburg County's creeks, streams and lakes.

Q11. All stormwater pollutants that you think are found in Charlotte & Mecklenburg County's creeks, streams & lakes	Number	Percent
Sediment, dirt, sand, clay	321	75.5 %
Bacteria from animal waste	294	69.2 %
Bacteria from human waste	246	57.9 %
Industrial chemicals	306	72.0 %
Oil & pollutants from cars	314	73.9 %
Fertilizers & pesticides	310	72.9 %
Yard waste, leaves, grass clippings	366	86.1 %
Litter, trash	339	79.8 %
Other	4	0.9 %
None. Local creeks, streams & lakes are not polluted	18	4.2 %
Total	2518	

Q11. Other

Q11 Other

-
- CAR WASH DETERGENT
 - COAL ASH
 - DEAD ANIMALS
 - METAL SCRAP IRONS
 - SEWER OVERFLOW
 - tree branches

Tabular Data

Q12. Which TWO storm water pollutants indicated in Question #11 do you think are the biggest problem for creeks, streams and lakes in Charlotte and Mecklenburg County?

<u>Q12. Top choice</u>	<u>Number</u>	<u>Percent</u>
Sediment, dirt, sand, clay	56	13.2 %
Bacteria from animal waste	11	2.6 %
Bacteria from human waste	6	1.4 %
Industrial chemicals	83	19.5 %
Oil & pollutants from cars	58	13.6 %
Fertilizers & pesticides	52	12.2 %
Yard waste, leaves, grass clippings	74	17.4 %
Litter, trash	60	14.1 %
Other	1	0.2 %
None. Local creeks, streams & lakes are not polluted	18	4.2 %
None chosen	6	1.4 %
Total	425	100.0 %

<u>Q12. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Sediment, dirt, sand, clay	18	4.2 %
Bacteria from animal waste	31	7.3 %
Bacteria from human waste	23	5.4 %
Industrial chemicals	34	8.0 %
Oil & pollutants from cars	40	9.4 %
Fertilizers & pesticides	78	18.4 %
Yard waste, leaves, grass clippings	54	12.7 %
Litter, trash	78	18.4 %
Other	2	0.5 %
None chosen	67	15.8 %
Total	425	100.0 %

<u>Q12. Sum of the top choices</u>	<u>Number</u>	<u>Percent</u>
Sediment, dirt, sand, clay	74	17.4 %
Bacteria from animal waste	42	9.9 %
Bacteria from human waste	29	6.8 %
Industrial chemicals	117	27.5 %
Oil & pollutants from cars	98	23.1 %
Fertilizers & pesticides	130	30.6 %
Yard waste, leaves, grass clippings	128	30.1 %
Litter, trash	138	32.5 %
Other	3	0.7 %
None. Local creeks, streams & lakes are not polluted	18	4.2 %
None chosen	6	1.4 %
Total	783	

Tabular Data

Q13. From the following list, please check the action you would most likely do if you saw workers washing paint brushes over a storm drain.

Q13. Action you would do if you saw workers washing paint brushes over a storm drain	Number	Percent
Ask workers to stop	110	25.9 %
Report it by calling 311	171	40.2 %
Report it by calling 911	12	2.8 %
Report it by using a mobile phone application	12	2.8 %
Nothing	111	26.1 %
Don't know	9	2.1 %
Total	425	100.0 %

Q13-4 Application

CHARMECK.ORG
 CITY OF CHARLOTTE
 ENVIRONMENTAL AGENCY

Tabular Data

Q14. Please rate your overall level of agreement with the following statement: Water that runs into storm drains flows directly to local creeks and lakes.

Q14. Rate your overall level of agreement	Number	Percent
Strongly Agree	119	28.0 %
Agree	145	34.1 %
Disagree	34	8.0 %
Strongly Disagree	10	2.4 %
Don't Know	117	27.5 %
Total	425	100.0 %

Q14. Please rate your overall level of agreement with the following statement: Water that runs into storm drains flows directly to local creeks and lakes. (without "don't know")

Q14. Rate your overall level of agreement	Number	Percent
Strongly Agree	119	38.6 %
Agree	145	47.1 %
Disagree	34	11.0 %
Strongly Disagree	10	3.2 %
Total	308	100.0 %

Q15. Please indicate your level of support with the following statement: I would be willing to pay more in stormwater fees if it would be used to clean up polluted creeks, streams and lakes in Charlotte and Mecklenburg County.

Q15. Indicate your level of support	Number	Percent
Strongly Support	69	16.2 %
Somewhat Support	136	32.0 %
Not Sure	80	18.8 %
Not Likely to Support	73	17.2 %
Would Not Support	67	15.8 %
Total	425	100.0 %

Tabular Data

Q16. Have you heard or seen any information about stormwater pollution or flooding in the past year?

Q16. Have you heard or seen any information about stormwater pollution or flooding in past year	Number	Percent
Yes	171	40.2 %
No	213	50.1 %
Don't know	41	9.6 %
Total	425	100.0 %

Missing Cases = 0
 Response Percent = 100.0 %

Q16. Have you heard or seen any information about stormwater pollution or flooding in the past year? (without "don't know")

Q16. Have you heard or seen any information about stormwater pollution or flooding in past year	Number	Percent
Yes	171	44.5 %
No	213	55.5 %
Total	384	100.0 %

Q17 (If YES to Question 16) Information about stormwater pollution and flooding is communicated and promoted to residents in a variety of ways each year (i.e. television, radio, newspaper, mailings, etc.). Please check ALL the stormwater pollution or flooding information that you have heard about over the past 12 months.

Q17. Stormwater pollution or flooding information you have heard about over past 12 months	Number	Percent
Information about volunteer opportunities to help clean up creeks & streams	93	54.4 %
Information about being a Water Watcher & reporting pollution in stormwater, creeks, streams & lakes	58	33.9 %
Information about flood zone maps & flood insurance	71	41.5 %
Information about flood safety such as, "Turn Around. Don't Drown. Your car is not a boat."	140	81.9 %
I have not heard any above stormwater information this past year	8	4.7 %
Other	1	0.6 %
None chosen	3	1.8 %
Total	374	

Q17. Other

Q17 Other
 ILLEGAL DUMP SIGNS

Tabular Data

Q18. (If YES to Question 16) From the following list, please check ALL the ways that you saw or heard information about stormwater pollution and/or flooding.

Q18. Ways you saw or heard information about stormwater pollution and/or flooding	Number	Percent
TV	148	86.5 %
Radio	74	43.3 %
Website/Internet	29	17.0 %
Social media (i.e. Facebook)	12	7.0 %
Postcard mailer	21	12.3 %
Utility bill insert	105	61.4 %
Letter from City or Mecklenburg County	21	12.3 %
Billboard	30	17.5 %
Newspaper	45	26.3 %
Magazine	13	7.6 %
Storm Drain Marker	29	17.0 %
Road signs (i.e. Adopt-A-Stream)	67	39.2 %
Word of mouth (i.e. family, friends, coworkers)	34	19.9 %
Other	2	1.2 %
Total	630	

Q18. Other

Q18 Other
 COVE KEEPERS
 FROM WORK

Tabular Data

Q19. (If YES to Question 16) Which two ways of promotion and communication did you receive the most information about stormwater pollution and/or flooding?

Q19. Top choice	Number	Percent
TV	103	60.2 %
Radio	6	3.5 %
Website/Internet	5	2.9 %
Social media (i.e. Facebook)	1	0.6 %
Postcard mailer	1	0.6 %
Utility bill insert	39	22.8 %
Letter from City or Mecklenburg County	3	1.8 %
Newspaper	11	6.4 %
Road signs (i.e. Adopt-A-Stream)	1	0.6 %
Other	1	0.6 %
Total	171	100.0 %

Q19. 2nd choice	Number	Percent
TV	24	14.0 %
Radio	23	13.5 %
Website/Internet	3	1.8 %
Social media (i.e. Facebook)	2	1.2 %
Postcard mailer	7	4.1 %
Utility bill insert	26	15.2 %
Letter from City or Mecklenburg County	4	2.3 %
Billboard	9	5.3 %
Newspaper	18	10.5 %
Storm Drain Marker	2	1.2 %
Road signs (i.e. Adopt-A-Stream)	13	7.6 %
Word of mouth (i.e. family, friends, coworkers)	5	2.9 %
None chosen	35	20.5 %
Total	171	100.0 %

Q19. Sum of the top choices	Number	Percent
TV	127	74.3 %
Radio	29	17.0 %
Website/Internet	8	4.7 %
Social media (i.e. Facebook)	3	1.8 %
Postcard mailer	8	4.7 %
Utility bill insert	65	38.0 %
Letter from City or Mecklenburg County	7	4.1 %
Billboard	9	5.3 %
Newspaper	29	17.0 %
Storm Drain Marker	2	1.2 %
Road signs (i.e. Adopt-A-Stream)	14	8.2 %
Word of mouth (i.e. family, friends, coworkers)	5	2.9 %
Other	1	0.6 %
Total	307	

Tabular Data

Q20. Which two ways of promotion and communication would you prefer to receive information about stormwater pollution and/or flooding?

<u>Q20. Top choice</u>	<u>Number</u>	<u>Percent</u>
TV	151	35.5 %
Radio	14	3.3 %
Website/Internet	36	8.5 %
Social media (i.e. Facebook)	2	0.5 %
Postcard mailer	26	6.1 %
Utility bill insert	80	18.8 %
Letter from City or Mecklenburg County	24	5.6 %
Billboard	5	1.2 %
Newspaper	14	3.3 %
Storm Drain Marker	2	0.5 %
Road signs (i.e. Adopt-A-Stream)	10	2.4 %
Word of mouth (i.e. family, friends, coworkers)	2	0.5 %
Other	1	0.2 %
None chosen	58	13.6 %
Total	425	100.0 %

<u>Q20. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
TV	48	11.3 %
Radio	35	8.2 %
Website/Internet	22	5.2 %
Social media (i.e. Facebook)	28	6.6 %
Postcard mailer	36	8.5 %
Utility bill insert	42	9.9 %
Letter from City or Mecklenburg County	43	10.1 %
Billboard	10	2.4 %
Newspaper	20	4.7 %
Magazine	1	0.2 %
Storm Drain Marker	3	0.7 %
Road signs (i.e. Adopt-A-Stream)	17	4.0 %
Word of mouth (i.e. family, friends, coworkers)	13	3.1 %
Other	2	0.5 %
None chosen	105	24.7 %
Total	425	100.0 %

<u>Q20. Sum of the top choices</u>	<u>Number</u>	<u>Percent</u>
TV	199	46.8 %
Radio	49	11.5 %
Website/Internet	58	13.6 %
Social media (i.e. Facebook)	30	7.1 %
Postcard mailer	62	14.6 %
Utility bill insert	122	28.7 %
Letter from City or Mecklenburg County	67	15.8 %
Billboard	15	3.5 %
Newspaper	34	8.0 %
Magazine	1	0.2 %
Storm Drain Marker	5	1.2 %
Road signs (i.e. Adopt-A-Stream)	27	6.4 %
Word of mouth (i.e. family, friends, coworkers)	15	3.5 %
Other	3	0.7 %
None chosen	59	13.9 %
Total	746	

Tabular Data

Q21. What is your age?

Q21. What is your age	Number	Percent
18 to 24 years old	6	1.4 %
25 to 34 years old	112	26.4 %
35 to 44 years old	64	15.1 %
45 to 54 years old	74	17.4 %
55 to 64 years old	69	16.2 %
65+ years old	98	23.1 %
Not provided	2	0.5 %
Total	425	100.0 %

Q21. What is your age? (without "not provided")

Q21. What is your age	Number	Percent
18 to 24 years old	6	1.4 %
25 to 34 years old	112	26.5 %
35 to 44 years old	64	15.1 %
45 to 54 years old	74	17.5 %
55 to 64 years old	69	16.3 %
65+ years old	98	23.2 %
Total	423	100.0 %

Q22. What is your gender?

Q22. What is your gender	Number	Percent
Male	202	47.5 %
Female	223	52.5 %
Total	425	100.0 %

Q23. How many years have you lived in Mecklenburg County?

Q23. How many years have you lived in Mecklenburg County	Number	Percent
Less than 1 year	5	1.2 %
1 to 5 years	57	13.4 %
6 to 10 years	92	21.6 %
11 to 20 years	94	22.1 %
21+ years	174	40.9 %
Not provided	3	0.7 %
Total	425	100.0 %

Q23. How many years have you lived in Mecklenburg County? (without "not provided")

Q23. How many years have you lived in Mecklenburg County	Number	Percent
Less than 1 year	5	1.2 %
1 to 5 years	57	13.5 %
6 to 10 years	92	21.8 %
11 to 20 years	94	22.3 %
21+ years	174	41.2 %
Total	422	100.0 %

Tabular Data

Q24. Are you or any member of your household of Hispanic or Latino ancestry?

<u>Q24. Are you of Hispanic or Latino ancestry</u>	<u>Number</u>	<u>Percent</u>
Yes	49	11.5 %
No	367	86.4 %
Not provided	9	2.1 %
Total	425	100.0 %

Q24. Are you or any member of your household of Hispanic or Latino ancestry? (without "not provided")

<u>Q24. Are you of Hispanic or Latino ancestry</u>	<u>Number</u>	<u>Percent</u>
Yes	49	11.8 %
No	367	88.2 %
Total	416	100.0 %

Q25. Check ALL of the following that describes your race/ethnicity.

<u>Q25. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
African American/Black	153	36.0 %
Asian/Indian	43	10.1 %
White/Caucasian	199	46.8 %
Native American	4	0.9 %
Asian/Pacific Islander	6	1.4 %
Other	9	2.1 %
Not provided	20	4.7 %
Total	434	

Q25. Check ALL of the following that describes your race/ethnicity. (without "not provided")

<u>Q25. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
White/Caucasian	199	49.1 %
African American/Black	153	37.8 %
Asian/Indian	43	10.6 %
Other	9	2.2 %
Asian/Pacific Islander	6	1.5 %
Native American	4	1.0 %
Total	414	

Q25. Other

Q25 Other

HISPANIC (X9)

Tabular Data

Q26. What is your total annual household income?

<u>Q26. What is your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$20K	26	6.1 %
\$20K-\$39,999	85	20.0 %
\$40K-\$59,999	70	16.5 %
\$60K-\$79,999	47	11.1 %
\$80K-\$99,999	64	15.1 %
\$100K+	75	17.6 %
Not provided	58	13.6 %
Total	425	100.0 %

Q26. What is your total annual household income? (without "not provided")

<u>Q26. What is your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$20K	26	7.1 %
\$20K-\$39,999	85	23.2 %
\$40K-\$59,999	70	19.1 %
\$60K-\$79,999	47	12.8 %
\$80K-\$99,999	64	17.4 %
\$100K+	75	20.4 %
Total	367	100.0 %

Tabular Data

Q27. What is your home zip code?

Q27. What is your home zip code	Number	Percent
28031	12	2.8 %
28036	3	0.7 %
28078	25	5.9 %
28105	18	4.2 %
28134	5	1.2 %
28202	4	0.9 %
28203	7	1.6 %
28204	1	0.2 %
28205	17	4.0 %
28206	11	2.6 %
28207	1	0.2 %
28208	30	7.1 %
28209	8	1.9 %
28210	24	5.6 %
28211	6	1.4 %
28212	18	4.2 %
28213	17	4.0 %
28214	20	4.7 %
28215	19	4.5 %
28216	34	8.0 %
28217	5	1.2 %
28226	17	4.0 %
28227	16	3.8 %
28262	9	2.1 %
28269	35	8.2 %
28270	13	3.1 %
28273	19	4.5 %
28277	25	5.9 %
28278	6	1.4 %
Total	425	100.0 %

Tabular Data

Q28. Would you be interested in volunteering to help clean up creeks or streams in your neighborhood?

Q28. Would you be interested in volunteering to help clean up creeks or streams in your neighborhood	Number	Percent
Yes	116	27.3 %
No	159	37.4 %
Not Sure	150	35.3 %
Total	425	100.0 %

Tabular Data

If you are interested in volunteering to help clean up creeks or streams in your neighborhood, please indicate your e-mail or mailing address below and we will contact you. (email address)

Your email address

- | | |
|------------------------------|---------------------------|
| anatolybelova@yahoo.com | lillian79@rocketmail.com |
| applebyw1@gmail.com | lobryant@carolina.rr.com |
| bcatuana@hotmail.com | mar444mar@aol.com |
| bettclay@msn.com | momluvskk@aol.com |
| bjfamilyconnection@gmail.com | paulzimmerman36@yahoo.com |
| blackness_my_whore@yahoo.com | quimek2@gmail.com |
| butchholt48@gmail.com | rboner@gmail.com |
| cfblaine4@bellsouth.net | sara.horstmann@gmail.com |
| dana.m.hicks@gmail.com | srhannib@yahoo.com |
| deng_shaozhong@yahoo.com | stephanie.belk@yahoo.com |
| DOBBINJESSE@OUTLOOK.COM | steve@tucker.us |
| dreilly@carolina.rr.com | susanmedina@gmail.com |
| dtmarielli@gmail.com | tacaroway@yahoo.com |
| dwilli_us@yahoo.com | targue88@yahoo.com |
| elainebarettayahoo.com | tawanajenkins12@yahoo.com |
| janaele27@yahoo.com | TEMEKIATOLLIVER@YMAIL.COM |
| jelzdavis@icloud.com | toddparris!@yahoo.com |
| JOELLETTEMD@GMAIL.COM | TRSURVIVAL@GMAIL.COM |
| karen.vansickler@gmail.com | walter_bay@icloud.com |
| kszyman@aol.com | xian261@hotmail.com |

Tabular Data

Your mailing address

Your_mailing_address

10501 PULLENGREEN DR	3024 cricketeer dr
10902 Chastain Park Dr.	3130 AMITY POINT RD APT F
12019 FIVE DEDARS ROAD	3137 CHAMPAIGN ST
1227 Fordham Rd	327 MINDEN LANE
12301 POPLAR FOREST DR	3406 Ann Franklin ct
12301 SANDRINGHAM PL	3521 BALLSTON CT
128 PARK FAIRFAX DR	4036 LAKOTA CT
13006 WINDY LEA LN	4135 MURRAYHILL RD
14330 LYON HILL LN	423 GREYSTONE RD
14819 HAVASU ST	4820 ASHLEY CIR APT A
1513 CATHERINE SIMMONS AVE	516 CLAIRVIEW LN
1516 BURTON ST	5225 MILLHEAVEN LN
1525 THOMAS AVE	525 E 6TH ST UNIT 216
1601 Browns Ave	5724 SAGE HILLS DR #1934
1706 JENNINGS ST	6213 RAINDAINCE CIR
21018 HARKEN DR	6400 NPINEY PATH RD
2109 EDISON ST	7024 CHIEFTAIN DR
232 SYLVANIA AVE	7125 Cove Creek
236 TYVOLA DR APT 4	7316 WESSIX PL
2411 RED BIRCH DR	8228 RUNAWAY BAY DR
2435 THOMASHIRE CT	8421 KILLIAN RIDGE CT
2520 Leon St	9110 DETROITER DR
2915 MAXWELL AREIL LN	9411 TRESANTON DR
2922 OVERLOOK TRL	9604 BLACK WATCH CT
3012 Burbank Dr	

Section 6
*Cross-Tabular Data
by Age and Gender*

Age and Gender

Where do you live?

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	

Where do you live

Inside City limits of Charlotte	100.0%	92.9%	79.7%	59.5%	79.7%	81.6%	74.8%	85.7%	80.5%
In Mecklenburg County outside City limits of Charlotte	0.0%	7.1%	20.3%	40.5%	20.3%	18.4%	25.2%	14.3%	19.5%

Q2. Stormwater refers to water that runs off roofs, driveways, parking lots, and streets. Please rate your overall level of agreement with the following statement: Stormwater that goes into storm drains is treated and cleaned before it goes into creeks, streams, lakes and ponds. (without "don't know")

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	

Q2. Rate your overall level of agreement

Strongly Agree	66.7%	22.4%	13.2%	11.1%	8.2%	10.8%	17.2%	10.3%	13.9%
Agree	0.0%	23.9%	28.9%	16.7%	8.2%	29.7%	18.5%	26.5%	22.3%
Disagree	33.3%	25.4%	34.2%	29.6%	36.7%	35.1%	27.2%	36.8%	31.7%
Strongly Disagree	0.0%	28.4%	23.7%	42.6%	46.9%	24.3%	37.1%	26.5%	32.1%

Age and Gender

Q3. Please rate your overall level of agreement with the following statements on a scale of 4 to 1 where 4 means "Strongly Agree" and 1 means "Strongly Disagree." (without "don't know")

N=425

	<u>Q21. What is your age</u>						<u>Q22. What is your gender</u>		<u>Total</u>
	<u>18 to 24 years old</u>	<u>25 to 34 years old</u>	<u>35 to 44 years old</u>	<u>45 to 54 years old</u>	<u>55 to 64 years old</u>	<u>65+ years old</u>	<u>Male</u>	<u>Female</u>	
<u>Q3a. During times of heavy rain, I am concerned about stormwater flooding on roads</u>									
Strongly Agree	16.7%	34.6%	3.2%	20.5%	38.5%	15.6%	29.3%	17.4%	23.1%
Agree	33.3%	19.6%	53.2%	52.1%	38.5%	54.2%	38.4%	45.5%	42.1%
Disagree	50.0%	45.8%	40.3%	15.1%	6.2%	26.0%	22.7%	33.8%	28.5%
Strongly Disagree	0.0%	0.0%	3.2%	12.3%	16.9%	4.2%	9.6%	3.3%	6.3%
<u>Q3b. During times of heavy rain, I am concerned about flooding in homes & buildings</u>									
Strongly Agree	16.7%	0.0%	4.9%	15.1%	18.0%	11.3%	8.3%	10.0%	9.2%
Agree	0.0%	42.7%	29.5%	34.2%	45.9%	47.4%	39.9%	40.0%	40.0%
Disagree	50.0%	44.7%	49.2%	35.6%	16.4%	34.0%	39.9%	34.8%	37.2%
Strongly Disagree	33.3%	12.6%	16.4%	15.1%	19.7%	7.2%	11.9%	15.2%	13.6%

Age and Gender

Q3. Please rate your overall level of agreement with the following statements on a scale of 4 to 1 where 4 means "Strongly Agree" and 1 means "Strongly Disagree." (without "don't know")

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+ years	Male	Female	
	years old	years old	years old	years old	years old	old			

Q3c. During times of heavy rain, I am concerned about creeks overflowing their banks

Strongly Agree	16.7%	0.0%	6.8%	20.8%	27.7%	21.1%	11.6%	18.1%	15.1%
Agree	66.7%	69.0%	42.4%	50.0%	50.8%	47.4%	42.8%	60.5%	52.5%
Disagree	16.7%	27.4%	37.3%	18.1%	12.3%	27.4%	34.1%	17.1%	24.8%
Strongly Disagree	0.0%	3.6%	13.6%	11.1%	9.2%	4.2%	11.6%	4.3%	7.6%

Q3d. Property can experience severe flooding from stormwater even if it is not in a flood zone

Strongly Agree	50.0%	21.5%	16.7%	32.4%	33.3%	18.3%	19.6%	28.0%	24.3%
Agree	16.7%	39.8%	50.0%	42.3%	48.3%	59.1%	43.5%	50.2%	47.2%
Disagree	0.0%	28.0%	29.6%	16.9%	8.3%	20.4%	29.8%	14.2%	21.1%
Strongly Disagree	33.3%	10.8%	3.7%	8.5%	10.0%	2.2%	7.1%	7.6%	7.4%

Age and Gender

Q4. From the following list, please check ALL the factors that you think contribute to local flooding.

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	
<u>Q4. Factors that contribute to local flooding</u>									
Too much rain	66.7%	67.9%	51.6%	58.1%	47.8%	57.1%	59.9%	56.5%	58.1%
Creek channels are too small	16.7%	33.0%	37.5%	37.8%	31.9%	37.8%	32.2%	38.6%	35.5%
Storm drains are too small	16.7%	42.0%	53.1%	35.1%	42.0%	53.1%	39.6%	49.8%	44.9%
Creek channels get clogged or blocked	66.7%	50.9%	71.9%	68.9%	65.2%	77.6%	59.9%	71.7%	66.1%
Storm drains get clogged or blocked	66.7%	61.6%	73.4%	89.2%	81.2%	93.9%	73.8%	83.9%	79.1%
Aging stormwater pipes/ structures	66.7%	25.9%	48.4%	55.4%	65.2%	54.1%	41.6%	53.4%	47.8%
Too much development/ construction	66.7%	28.6%	40.6%	55.4%	66.7%	59.2%	48.5%	48.9%	48.7%
Not enough open space	16.7%	24.1%	28.1%	37.8%	29.0%	38.8%	31.2%	30.9%	31.1%
Flooding is natural	33.3%	24.1%	39.1%	36.5%	21.7%	19.4%	31.7%	23.8%	27.5%
Other	33.3%	19.6%	3.1%	1.4%	0.0%	1.0%	10.4%	3.1%	6.6%
Don't know	0.0%	0.0%	0.0%	1.4%	5.8%	1.0%	0.0%	2.7%	1.4%

Age and Gender

Q5. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on creeks and streams that occasionally overflow their banks?

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	

Q5. Top choice

Too much rain	66.7%	50.0%	34.4%	28.4%	20.3%	27.6%	40.1%	28.3%	33.9%
Creek channels are too small	0.0%	0.0%	9.4%	6.8%	7.2%	6.1%	4.0%	6.3%	5.2%
Storm drains are too small	0.0%	0.0%	4.7%	4.1%	0.0%	4.1%	2.0%	2.7%	2.4%
Creek channels get clogged or blocked	0.0%	27.7%	18.8%	13.5%	18.8%	22.4%	21.3%	21.1%	21.2%
Storm drains get clogged or blocked	0.0%	8.9%	14.1%	17.6%	21.7%	17.3%	7.9%	21.5%	15.1%
Aging stormwater pipes/ structures	0.0%	3.6%	1.6%	0.0%	4.3%	5.1%	3.0%	3.1%	3.1%
Too much development/ construction	33.3%	3.6%	14.1%	21.6%	20.3%	14.3%	17.8%	10.3%	13.9%
Not enough open space	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.9%
Flooding is natural	0.0%	2.7%	0.0%	4.1%	1.4%	1.0%	2.0%	1.8%	1.9%
Don't know	0.0%	0.0%	3.1%	4.1%	5.8%	2.0%	2.0%	3.1%	2.6%

Age and Gender

Q5. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on creeks and streams that occasionally overflow their banks?

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	
<u>Q5. 2nd choice</u>									
Too much rain	0.0%	2.7%	7.8%	9.5%	7.2%	8.2%	5.4%	7.6%	6.6%
Creek channels are too small	0.0%	28.6%	9.4%	14.9%	4.3%	7.1%	10.4%	17.0%	13.9%
Storm drains are too small	0.0%	3.6%	1.6%	1.4%	0.0%	7.1%	5.0%	1.3%	3.1%
Creek channels get clogged or blocked	50.0%	12.5%	26.6%	27.0%	15.9%	12.2%	12.9%	22.9%	18.1%
Storm drains get clogged or blocked	0.0%	3.6%	9.4%	16.2%	24.6%	32.7%	17.8%	16.6%	17.2%
Aging stormwater pipes/ structures	33.3%	4.5%	17.2%	8.1%	13.0%	6.1%	8.9%	9.4%	9.2%
Too much development/ construction	0.0%	1.8%	4.7%	1.4%	11.6%	10.2%	6.4%	4.9%	5.6%
Not enough open space	16.7%	0.0%	3.1%	8.1%	5.8%	6.1%	5.9%	3.1%	4.5%
Flooding is natural	0.0%	12.5%	12.5%	5.4%	4.3%	5.1%	7.9%	8.1%	8.0%
Other	0.0%	5.4%	0.0%	1.4%	0.0%	0.0%	3.5%	0.0%	1.6%
Don't know	0.0%	25.0%	7.8%	6.8%	13.0%	5.1%	15.8%	9.0%	12.2%

Age and Gender

Q5. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on creeks and streams that occasionally overflow their banks? (top 2)

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	

Q5. Top choice

Too much rain	66.7%	52.7%	42.2%	37.8%	27.5%	35.7%	45.5%	35.9%	40.5%
Creek channels are too small	0.0%	28.6%	18.8%	21.6%	11.6%	13.3%	14.4%	23.3%	19.1%
Storm drains are too small	0.0%	3.6%	6.3%	5.4%	0.0%	11.2%	6.9%	4.0%	5.4%
Creek channels get clogged or blocked	50.0%	40.2%	45.3%	40.5%	34.8%	34.7%	34.2%	43.9%	39.3%
Storm drains get clogged or blocked	0.0%	12.5%	23.4%	33.8%	46.4%	50.0%	25.7%	38.1%	32.2%
Aging stormwater pipes/ structures	33.3%	8.0%	18.8%	8.1%	17.4%	11.2%	11.9%	12.6%	12.2%
Too much development/ construction	33.3%	5.4%	18.8%	23.0%	31.9%	24.5%	24.3%	15.2%	19.5%
Not enough open space	16.7%	3.6%	3.1%	8.1%	5.8%	6.1%	5.9%	4.9%	5.4%
Flooding is natural	0.0%	15.2%	12.5%	9.5%	5.8%	6.1%	9.9%	9.9%	9.9%
Other	0.0%	5.4%	0.0%	1.4%	0.0%	0.0%	3.5%	0.0%	1.6%
Don't know	0.0%	0.0%	3.1%	4.1%	5.8%	2.0%	2.0%	3.1%	2.6%

Age and Gender

Q6. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on flooding of streets and buildings?

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	

Q6. Top choice

Too much rain	33.3%	34.8%	15.6%	25.7%	24.6%	20.4%	32.2%	18.8%	25.2%
Creek channels are too small	0.0%	0.0%	1.6%	4.1%	4.3%	1.0%	3.0%	0.9%	1.9%
Storm drains are too small	0.0%	0.0%	15.6%	6.8%	4.3%	16.3%	6.4%	9.4%	8.0%
Creek channels get clogged or blocked	0.0%	3.6%	4.7%	10.8%	8.7%	9.2%	8.4%	5.8%	7.1%
Storm drains get clogged or blocked	0.0%	34.8%	37.5%	33.8%	23.2%	29.6%	25.2%	37.7%	31.8%
Aging stormwater pipes/ structures	16.7%	3.6%	6.3%	0.0%	10.1%	7.1%	4.0%	6.7%	5.4%
Too much development/ construction	50.0%	12.5%	6.3%	13.5%	17.4%	9.2%	9.4%	14.8%	12.2%
Not enough open space	0.0%	3.6%	1.6%	1.4%	0.0%	4.1%	2.0%	2.7%	2.4%
Flooding is natural	0.0%	0.0%	0.0%	1.4%	1.4%	1.0%	1.5%	0.0%	0.7%
Other	0.0%	7.1%	1.6%	0.0%	0.0%	0.0%	4.5%	0.0%	2.1%
Don't know	0.0%	0.0%	9.4%	2.7%	5.8%	2.0%	3.5%	3.1%	3.3%

Age and Gender

Q6. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on flooding of streets and buildings?

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	
<u>Q6. 2nd choice</u>									
Too much rain	0.0%	4.5%	12.5%	5.4%	2.9%	2.0%	3.0%	6.7%	4.9%
Creek channels are too small	0.0%	0.0%	1.6%	2.7%	2.9%	2.0%	0.5%	2.7%	1.6%
Storm drains are too small	0.0%	17.0%	1.6%	10.8%	13.0%	10.2%	13.4%	9.9%	11.5%
Creek channels get clogged or blocked	0.0%	6.3%	6.3%	13.5%	5.8%	13.3%	9.9%	8.1%	8.9%
Storm drains get clogged or blocked	50.0%	3.6%	29.7%	28.4%	21.7%	25.5%	17.8%	22.9%	20.5%
Aging stormwater pipes/ structures	33.3%	25.9%	14.1%	6.8%	14.5%	13.3%	9.9%	21.5%	16.0%
Too much development/ construction	0.0%	2.7%	20.3%	8.1%	15.9%	17.3%	14.4%	9.4%	11.8%
Not enough open space	0.0%	4.5%	1.6%	8.1%	7.2%	6.1%	5.0%	5.8%	5.4%
Flooding is natural	16.7%	0.0%	0.0%	8.1%	0.0%	0.0%	2.5%	0.9%	1.6%
Other	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	5.0%	1.8%	3.3%
Don't know	0.0%	23.2%	12.5%	8.1%	15.9%	10.2%	18.8%	10.3%	14.4%

Age and Gender

Q6. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on flooding of streets and buildings? (top 2)

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+ years	Male	Female	
	years old	years old	years old	years old	years old	old			

Q6. Top choice

Too much rain	33.3%	39.3%	28.1%	31.1%	27.5%	22.4%	35.1%	25.6%	30.1%
Creek channels are too small	0.0%	0.0%	3.1%	6.8%	7.2%	3.1%	3.5%	3.6%	3.5%
Storm drains are too small	0.0%	17.0%	17.2%	17.6%	17.4%	26.5%	19.8%	19.3%	19.5%
Creek channels get clogged or blocked	0.0%	9.8%	10.9%	24.3%	14.5%	22.4%	18.3%	13.9%	16.0%
Storm drains get clogged or blocked	50.0%	38.4%	67.2%	62.2%	44.9%	55.1%	43.1%	60.5%	52.2%
Aging stormwater pipes/ structures	50.0%	29.5%	20.3%	6.8%	24.6%	20.4%	13.9%	28.3%	21.4%
Too much development/ construction	50.0%	15.2%	26.6%	21.6%	33.3%	26.5%	23.8%	24.2%	24.0%
Not enough open space	0.0%	8.0%	3.1%	9.5%	7.2%	10.2%	6.9%	8.5%	7.8%
Flooding is natural	16.7%	0.0%	0.0%	9.5%	1.4%	1.0%	4.0%	0.9%	2.4%
Other	0.0%	19.6%	1.6%	0.0%	0.0%	0.0%	9.4%	1.8%	5.4%
Don't know	0.0%	0.0%	9.4%	2.7%	5.8%	2.0%	3.5%	3.1%	3.3%

Age and Gender

Q7. Is the property where you currently live in a flood zone?

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	
<u>Q7. Is the property where you currently live in a flood zone</u>									
Yes	0.0%	3.6%	4.7%	2.7%	4.3%	1.0%	4.0%	2.2%	3.1%
No	66.7%	78.6%	56.3%	81.1%	72.5%	80.6%	80.2%	70.4%	75.1%
Not sure	33.3%	17.9%	39.1%	16.2%	23.2%	18.4%	15.8%	27.4%	21.9%

Q8. Does regular property insurance cover flood damage?

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	
<u>Q8. Does regular property insurance cover flood damage</u>									
Yes	0.0%	6.3%	21.9%	5.4%	7.2%	7.1%	8.4%	9.0%	8.7%
No	33.3%	73.2%	50.0%	83.8%	73.9%	75.5%	81.2%	63.2%	71.8%
Not sure	66.7%	20.5%	28.1%	10.8%	18.8%	17.3%	10.4%	27.8%	19.5%

Age and Gender

Q9. From the following list, please check ALL the sources you would use to find out if the property where you live is in a flood zone.

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	

Q9. Sources you would use to find out if the property where you live is in a flood zone

Internet	66.7%	66.1%	67.2%	63.5%	59.4%	51.0%	56.4%	65.9%	61.4%
Social media (Twitter, Facebook)	16.7%	3.6%	0.0%	5.4%	11.6%	6.1%	5.9%	4.9%	5.4%
Realtor	16.7%	28.6%	45.3%	29.7%	33.3%	31.6%	32.2%	32.7%	32.5%
Federal government/FEMA	0.0%	25.9%	28.1%	37.8%	39.1%	34.7%	31.7%	32.3%	32.0%
Mortgage company	0.0%	14.3%	21.9%	31.1%	17.4%	14.3%	15.3%	21.5%	18.6%
Insurance company	50.0%	50.0%	43.8%	44.6%	39.1%	41.8%	36.1%	51.6%	44.2%
Charlotte-Mecklenburg County website	50.0%	46.4%	53.1%	64.9%	63.8%	58.2%	47.5%	63.7%	56.0%
State of North Carolina government	0.0%	14.3%	15.6%	23.0%	20.3%	19.4%	18.8%	17.0%	17.9%
Local government	0.0%	37.5%	25.0%	21.6%	39.1%	35.7%	39.1%	25.6%	32.0%
Homeowners/Neighborhood Assoc.	0.0%	25.9%	32.8%	25.7%	26.1%	32.7%	25.7%	30.0%	28.0%
Other	0.0%	7.1%	6.3%	0.0%	4.3%	3.1%	4.5%	4.0%	4.2%
None	33.3%	6.3%	0.0%	5.4%	4.3%	1.0%	4.0%	4.0%	4.0%

Age and Gender

Q10. How much do you agree with the following statement: I would be willing to pay more in stormwater fees if it would reduce flooding in Charlotte and Mecklenburg County. (without "don't know")

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	

Q10. How much do you agree with the statement

Strongly agree	25.0%	0.0%	0.0%	0.0%	6.3%	7.2%	3.8%	2.0%	2.9%
Agree	0.0%	33.3%	29.3%	22.2%	26.6%	26.5%	18.6%	36.2%	27.7%
Disagree	25.0%	37.1%	32.8%	17.5%	32.8%	32.5%	32.2%	30.1%	31.1%
Strongly disagree	50.0%	29.5%	37.9%	60.3%	34.4%	33.7%	45.4%	31.6%	38.3%

Age and Gender

Q11. From the following list, please check ALL the stormwater pollutants that you think are found in Charlotte and Mecklenburg County's creeks, streams and lakes.

N=425

Q21. What is your age						Q22. What is your gender		Total
18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	

Q11. All stormwater pollutants that you think are found in Charlotte & Mecklenburg County's creeks, streams & lakes

Sediment, dirt, sand, clay	83.3%	78.6%	81.3%	81.1%	69.6%	67.3%	71.8%	78.9%	75.5%
Bacteria from animal waste	66.7%	80.4%	54.7%	74.3%	65.2%	64.3%	60.4%	77.1%	69.2%
Bacteria from human waste	100.0%	66.1%	46.9%	60.8%	58.0%	50.0%	55.4%	60.1%	57.9%
Industrial chemicals	83.3%	76.8%	65.6%	75.7%	63.8%	72.4%	66.8%	76.7%	72.0%
Oil & pollutants from cars	100.0%	75.0%	64.1%	82.4%	66.7%	75.5%	66.3%	80.7%	73.9%
Fertilizers & pesticides	100.0%	72.3%	64.1%	79.7%	68.1%	75.5%	72.8%	73.1%	72.9%
Yard waste, leaves, grass clippings	100.0%	95.5%	85.9%	83.8%	75.4%	83.7%	86.1%	86.1%	86.1%
Litter, trash	100.0%	73.2%	79.7%	82.4%	79.7%	83.7%	71.8%	87.0%	79.8%
Other	0.0%	0.0%	0.0%	0.0%	5.8%	0.0%	2.0%	0.0%	0.9%
None. Local creeks, streams & lakes are not polluted	0.0%	0.0%	4.7%	5.4%	10.1%	4.1%	2.5%	5.8%	4.2%

Age and Gender

Q12. Which TWO stormwater pollutants indicated in Question #11 do you think are the biggest problem for creeks, streams and lakes in Charlotte and Mecklenburg County?

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	

Q12. Top choice

Sediment, dirt, sand, clay	0.0%	7.1%	17.2%	20.3%	14.5%	12.2%	18.3%	8.5%	13.2%
Bacteria from animal waste	0.0%	0.0%	1.6%	5.4%	4.3%	3.1%	0.5%	4.5%	2.6%
Bacteria from human waste	0.0%	0.0%	1.6%	1.4%	1.4%	3.1%	1.0%	1.8%	1.4%
Industrial chemicals	16.7%	32.1%	12.5%	8.1%	20.3%	18.4%	16.8%	22.0%	19.5%
Oil & pollutants from cars	0.0%	14.3%	18.8%	16.2%	5.8%	14.3%	13.9%	13.5%	13.6%
Fertilizers & pesticides	33.3%	8.9%	18.8%	14.9%	8.7%	9.2%	10.9%	13.5%	12.2%
Yard waste, leaves, grass clippings	0.0%	27.7%	14.1%	12.2%	14.5%	15.3%	21.8%	13.5%	17.4%
Litter, trash	50.0%	9.8%	10.9%	14.9%	13.0%	19.4%	11.4%	16.6%	14.1%
Other	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.5%	0.0%	0.2%
None. Local creeks, streams & lakes are not polluted	0.0%	0.0%	4.7%	5.4%	10.1%	4.1%	2.5%	5.8%	4.2%
None chosen	0.0%	0.0%	0.0%	1.4%	5.8%	1.0%	2.5%	0.4%	1.4%

Age and Gender

Q12. Which TWO stormwater pollutants indicated in Question #11 do you think are the biggest problem for creeks, streams and lakes in Charlotte and Mecklenburg County?

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	
<u>Q12. 2nd choice</u>									
Sediment, dirt, sand, clay	0.0%	0.0%	1.6%	10.8%	7.2%	4.1%	3.5%	4.9%	4.2%
Bacteria from animal waste	0.0%	14.3%	9.4%	5.4%	2.9%	3.1%	2.0%	12.1%	7.3%
Bacteria from human waste	0.0%	6.3%	0.0%	12.2%	7.2%	2.0%	4.0%	6.7%	5.4%
Industrial chemicals	33.3%	4.5%	3.1%	6.8%	7.2%	13.3%	10.4%	5.8%	8.0%
Oil & pollutants from cars	33.3%	6.3%	15.6%	9.5%	7.2%	9.2%	8.4%	10.3%	9.4%
Fertilizers & pesticides	33.3%	20.5%	10.9%	17.6%	13.0%	24.5%	24.3%	13.0%	18.4%
Yard waste, leaves, grass clippings	0.0%	15.2%	18.8%	14.9%	5.8%	10.2%	12.4%	13.0%	12.7%
Litter, trash	0.0%	11.6%	26.6%	12.2%	26.1%	21.4%	13.9%	22.4%	18.4%
Other	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	1.0%	0.0%	0.5%
None chosen	0.0%	21.4%	14.1%	10.8%	20.3%	12.2%	20.3%	11.7%	15.8%

Age and Gender

Q12. Which TWO stormwater pollutants indicated in Question #11 do you think are the biggest problem for creeks, streams and lakes in Charlotte and Mecklenburg County? (top 2)

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	

Q12. Top choice

Sediment, dirt, sand, clay	0.0%	7.1%	18.8%	31.1%	21.7%	16.3%	21.8%	13.5%	17.4%
Bacteria from animal waste	0.0%	14.3%	10.9%	10.8%	7.2%	6.1%	2.5%	16.6%	9.9%
Bacteria from human waste	0.0%	6.3%	1.6%	13.5%	8.7%	5.1%	5.0%	8.5%	6.8%
Industrial chemicals	50.0%	36.6%	15.6%	14.9%	27.5%	31.6%	27.2%	27.8%	27.5%
Oil & pollutants from cars	33.3%	20.5%	34.4%	25.7%	13.0%	23.5%	22.3%	23.8%	23.1%
Fertilizers & pesticides	66.7%	29.5%	29.7%	32.4%	21.7%	33.7%	35.1%	26.5%	30.6%
Yard waste, leaves, grass clippings	0.0%	42.9%	32.8%	27.0%	20.3%	25.5%	34.2%	26.5%	30.1%
Litter, trash	50.0%	21.4%	37.5%	27.0%	39.1%	40.8%	25.2%	39.0%	32.5%
Other	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	1.5%	0.0%	0.7%
None. Local creeks, streams & lakes are not polluted	0.0%	0.0%	4.7%	5.4%	10.1%	4.1%	2.5%	5.8%	4.2%
None chosen	0.0%	0.0%	0.0%	1.4%	5.8%	1.0%	2.5%	0.4%	1.4%

Age and Gender

Q13. From the following list, please check the action you would most likely do if you saw workers washing paint brushes over a storm drain.

N=425

Q21. What is your age						Q22. What is your gender		Total
18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	

Q13. Action you would do if you saw workers washing paint brushes over a storm drain

Ask workers to stop	100.0%	11.6%	20.3%	35.1%	30.4%	31.6%	35.1%	17.5%	25.9%
Report it by calling 311	0.0%	24.1%	45.3%	35.1%	49.3%	54.1%	25.7%	53.4%	40.2%
Report it by calling 911	0.0%	0.0%	0.0%	8.1%	2.9%	4.1%	3.5%	2.2%	2.8%
Report it by using a mobile phone application	0.0%	5.4%	3.1%	5.4%	0.0%	0.0%	5.4%	0.4%	2.8%
Nothing	0.0%	51.8%	31.3%	16.2%	15.9%	10.2%	26.2%	26.0%	26.1%
Don't know	0.0%	7.1%	0.0%	0.0%	1.4%	0.0%	4.0%	0.4%	2.1%

Age and Gender

Q14. Please rate your overall level of agreement with the following statement: Water that runs into storm drains flows directly to local creeks and lakes. (without "don't know")

N=425

Q21. What is your age						Q22. What is your gender		Total
18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	

Q14. Rate your overall level of agreement

Strongly Agree	50.0%	50.0%	17.5%	39.3%	37.0%	39.2%	36.7%	40.4%	38.6%
Agree	33.3%	40.8%	50.0%	53.6%	46.3%	50.0%	48.3%	46.0%	47.1%
Disagree	16.7%	9.2%	22.5%	3.6%	13.0%	10.8%	9.5%	12.4%	11.0%
Strongly Disagree	0.0%	0.0%	10.0%	3.6%	3.7%	0.0%	5.4%	1.2%	3.2%

Age and Gender

Q15. Please indicate your level of support with the following statement: I would be willing to pay more in stormwater fees if it would be used to clean up polluted creeks, streams and lakes in Charlotte and Mecklenburg County.

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+ years	Male	Female	
	years old	years old	years old	years old	years old	old			

Q15. Indicate your level of support

Strongly Support	33.3%	14.3%	6.3%	12.2%	15.9%	27.6%	18.3%	14.3%	16.2%
Somewhat Support	16.7%	44.6%	34.4%	24.3%	33.3%	20.4%	22.3%	40.8%	32.0%
Not Sure	16.7%	8.0%	26.6%	32.4%	15.9%	18.4%	15.8%	21.5%	18.8%
Not Likely to Support	33.3%	16.1%	20.3%	13.5%	17.4%	18.4%	22.8%	12.1%	17.2%
Would Not Support	0.0%	17.0%	12.5%	17.6%	17.4%	15.3%	20.8%	11.2%	15.8%

Q16. Have you heard or seen any information about stormwater pollution or flooding in the past year? (without "don't know")

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+ years	Male	Female	
	years old	years old	years old	years old	years old	old			

Q16. Have you heard or seen any information about stormwater pollution or flooding in past year

Yes	50.0%	39.8%	17.5%	50.0%	58.6%	54.4%	39.8%	48.8%	44.5%
No	50.0%	60.2%	82.5%	50.0%	41.4%	45.6%	60.2%	51.2%	55.5%

Age and Gender

Q17 (If YES to Question 16) Information about stormwater pollution and flooding is communicated and promoted to residents in a variety of ways each year (i.e. television, radio, newspaper, mailings, etc.). Please check ALL the stormwater pollution or flooding information that you have heard about over the past 12 months.

N=171

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	

Q17. Stormwater pollution or flooding information you have heard about over past 12 months

Information about volunteer opportunities to help clean up creeks & streams	0.0%	22.0%	40.0%	73.5%	55.9%	73.5%	56.9%	52.5%	54.4%
Information about being a Water Watcher & reporting pollution in stormwater, creeks, streams & lakes	33.3%	53.7%	10.0%	23.5%	29.4%	32.7%	15.3%	47.5%	33.9%
Information about flood zone maps & flood insurance	0.0%	61.0%	20.0%	38.2%	35.3%	38.8%	38.9%	43.4%	41.5%
Information about flood safety such as, "Turn Around. Don't Drown. Your car is not a boat."	66.7%	90.2%	90.0%	76.5%	82.4%	77.6%	83.3%	80.8%	81.9%
I have not heard any above stormwater information this past year	0.0%	9.8%	10.0%	0.0%	2.9%	4.1%	2.8%	6.1%	4.7%
Other	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	1.4%	0.0%	0.6%
None chosen	0.0%	0.0%	0.0%	2.9%	2.9%	2.0%	1.4%	2.0%	1.8%

Age and Gender

Q18. (If YES to Question 16) From the following list, please check ALL the ways that you saw or heard information about stormwater pollution and/or flooding.

N=171

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	
<u>Q18. Ways you saw or heard information about stormwater pollution and/or flooding</u>									
TV	100.0%	92.7%	90.0%	88.2%	73.5%	87.8%	95.8%	79.8%	86.5%
Radio	33.3%	61.0%	70.0%	50.0%	23.5%	32.7%	55.6%	34.3%	43.3%
Website/Internet	33.3%	0.0%	40.0%	26.5%	29.4%	10.2%	25.0%	11.1%	17.0%
Social media (i.e. Facebook)	33.3%	0.0%	10.0%	8.8%	2.9%	12.2%	8.3%	6.1%	7.0%
Postcard mailer	0.0%	0.0%	0.0%	23.5%	23.5%	10.2%	12.5%	12.1%	12.3%
Utility bill insert	0.0%	51.2%	10.0%	67.6%	73.5%	71.4%	66.7%	57.6%	61.4%
Letter from City or Mecklenburg County	0.0%	7.3%	0.0%	17.6%	8.8%	18.4%	11.1%	13.1%	12.3%
Billboard	100.0%	34.1%	0.0%	11.8%	8.8%	12.2%	13.9%	20.2%	17.5%
Newspaper	33.3%	0.0%	10.0%	26.5%	26.5%	51.0%	30.6%	23.2%	26.3%
Magazine	33.3%	0.0%	40.0%	8.8%	5.9%	6.1%	12.5%	4.0%	7.6%
Storm Drain Marker	0.0%	12.2%	0.0%	20.6%	23.5%	18.4%	25.0%	11.1%	17.0%
Road signs (i.e. Adopt-A- Stream)	100.0%	39.0%	40.0%	50.0%	38.2%	28.6%	34.7%	42.4%	39.2%
Word of mouth (i.e. family, friends, coworkers)	100.0%	17.1%	40.0%	20.6%	5.9%	22.4%	18.1%	21.2%	19.9%
Other	0.0%	0.0%	0.0%	2.9%	2.9%	0.0%	0.0%	2.0%	1.2%

Age and Gender

Q19. (If YES to Question 16) Which two ways of promotion and communication did you receive the most information about stormwater pollution and/or flooding?

N=171

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	
<u>Q19. Top choice</u>									
TV	66.7%	92.7%	70.0%	41.2%	55.9%	46.9%	61.1%	59.6%	60.2%
Radio	0.0%	0.0%	20.0%	11.8%	0.0%	0.0%	5.6%	2.0%	3.5%
Website/Internet	0.0%	0.0%	0.0%	5.9%	5.9%	2.0%	5.6%	1.0%	2.9%
Social media (i.e. Facebook)	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.6%
Postcard mailer	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	1.0%	0.6%
Utility bill insert	0.0%	0.0%	0.0%	26.5%	35.3%	36.7%	20.8%	24.2%	22.8%
Letter from City or Mecklenburg County	0.0%	7.3%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	1.8%
Newspaper	0.0%	0.0%	0.0%	11.8%	0.0%	14.3%	6.9%	6.1%	6.4%
Road signs (i.e. Adopt-A-Stream)	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.6%
Other	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	1.0%	0.6%

Age and Gender

Q19. (If YES to Question 16) Which two ways of promotion and communication did you receive the most information about stormwater pollution and/or flooding?

N=171

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	
<u>Q19. 2nd choice</u>									
TV	0.0%	0.0%	20.0%	17.6%	2.9%	30.6%	18.1%	11.1%	14.0%
Radio	0.0%	29.3%	50.0%	2.9%	8.8%	4.1%	19.4%	9.1%	13.5%
Website/Internet	0.0%	0.0%	0.0%	2.9%	2.9%	2.0%	1.4%	2.0%	1.8%
Social media (i.e. Facebook)	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	2.8%	0.0%	1.2%
Postcard mailer	0.0%	0.0%	0.0%	5.9%	14.7%	0.0%	4.2%	4.0%	4.1%
Utility bill insert	0.0%	4.9%	0.0%	20.6%	29.4%	14.3%	22.2%	10.1%	15.2%
Letter from City or Mecklenburg County	0.0%	0.0%	0.0%	2.9%	0.0%	6.1%	1.4%	3.0%	2.3%
Billboard	66.7%	17.1%	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	5.3%
Newspaper	33.3%	0.0%	0.0%	5.9%	11.8%	22.4%	12.5%	9.1%	10.5%
Storm Drain Marker	0.0%	0.0%	0.0%	2.9%	2.9%	0.0%	1.4%	1.0%	1.2%
Road signs (i.e. Adopt-A-Stream)	0.0%	0.0%	0.0%	17.6%	8.8%	8.2%	9.7%	6.1%	7.6%
Word of mouth (i.e. family, friends, coworkers)	0.0%	0.0%	0.0%	8.8%	0.0%	4.1%	1.4%	4.0%	2.9%
None chosen	0.0%	48.8%	30.0%	11.8%	17.6%	4.1%	5.6%	31.3%	20.5%

Age and Gender

Q19. (If YES to Question 16) Which two ways of promotion and communication did you receive the most information about stormwater pollution and/or flooding? (top 2)

N=171

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	

Q19. Top choice

TV	66.7%	92.7%	90.0%	58.8%	58.8%	77.6%	79.2%	70.7%	74.3%
Radio	0.0%	29.3%	70.0%	14.7%	8.8%	4.1%	25.0%	11.1%	17.0%
Website/Internet	0.0%	0.0%	0.0%	8.8%	8.8%	4.1%	6.9%	3.0%	4.7%
Social media (i.e. Facebook)	33.3%	0.0%	0.0%	0.0%	0.0%	4.1%	2.8%	1.0%	1.8%
Postcard mailer	0.0%	0.0%	0.0%	8.8%	14.7%	0.0%	4.2%	5.1%	4.7%
Utility bill insert	0.0%	4.9%	0.0%	47.1%	64.7%	51.0%	43.1%	34.3%	38.0%
Letter from City or Mecklenburg County	0.0%	7.3%	0.0%	2.9%	0.0%	6.1%	1.4%	6.1%	4.1%
Billboard	66.7%	17.1%	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	5.3%
Newspaper	33.3%	0.0%	0.0%	17.6%	11.8%	36.7%	19.4%	15.2%	17.0%
Storm Drain Marker	0.0%	0.0%	0.0%	2.9%	2.9%	0.0%	1.4%	1.0%	1.2%
Road signs (i.e. Adopt-A-Stream)	0.0%	0.0%	10.0%	17.6%	8.8%	8.2%	9.7%	7.1%	8.2%
Word of mouth (i.e. family, friends, coworkers)	0.0%	0.0%	0.0%	8.8%	0.0%	4.1%	1.4%	4.0%	2.9%
Other	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	1.0%	0.6%

Age and Gender

Q20. Which two ways of promotion and communication would you prefer to receive information about stormwater pollution and/or flooding?

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	
<u>Q20. Top choice</u>									
TV	50.0%	45.5%	28.1%	28.4%	30.4%	37.8%	27.2%	43.0%	35.5%
Radio	0.0%	4.5%	6.3%	2.7%	2.9%	1.0%	2.5%	4.0%	3.3%
Website/Internet	16.7%	9.8%	9.4%	9.5%	2.9%	9.2%	11.4%	5.8%	8.5%
Social media (i.e. Facebook)	0.0%	0.0%	1.6%	1.4%	0.0%	0.0%	0.5%	0.4%	0.5%
Postcard mailer	0.0%	4.5%	4.7%	12.2%	7.2%	4.1%	5.9%	6.3%	6.1%
Utility bill insert	0.0%	2.7%	20.3%	20.3%	37.7%	23.5%	16.3%	21.1%	18.8%
Letter from City or Mecklenburg County	33.3%	3.6%	9.4%	8.1%	5.8%	2.0%	7.4%	4.0%	5.6%
Billboard	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	2.5%	0.0%	1.2%
Newspaper	0.0%	5.4%	0.0%	1.4%	1.4%	6.1%	5.0%	1.8%	3.3%
Storm Drain Marker	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.5%	0.4%	0.5%
Road signs (i.e. Adopt-A-Stream)	0.0%	3.6%	3.1%	5.4%	0.0%	0.0%	2.0%	2.7%	2.4%
Word of mouth (i.e. family, friends, coworkers)	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	1.0%	0.0%	0.5%
Other	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.4%	0.2%
None chosen	0.0%	20.5%	17.2%	8.1%	7.2%	11.2%	17.8%	9.9%	13.6%

Age and Gender

Q20. Which two ways of promotion and communication would you prefer to receive information about stormwater pollution and/or flooding?

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+ years	Male	Female	
	years old	years old	years old	years old	years old	old			

Q20. 2nd choice

TV	33.3%	3.6%	9.4%	8.1%	10.1%	23.5%	15.3%	7.6%	11.3%
Radio	0.0%	7.1%	4.7%	6.8%	14.5%	9.2%	11.4%	5.4%	8.2%
Website/Internet	0.0%	4.5%	7.8%	4.1%	5.8%	5.1%	6.9%	3.6%	5.2%
Social media (i.e. Facebook)	0.0%	18.8%	9.4%	0.0%	0.0%	1.0%	5.0%	8.1%	6.6%
Postcard mailer	0.0%	6.3%	4.7%	13.5%	14.5%	6.1%	7.4%	9.4%	8.5%
Utility bill insert	0.0%	1.8%	6.3%	13.5%	17.4%	14.3%	8.9%	10.8%	9.9%
Letter from City or Mecklenburg County	16.7%	8.0%	9.4%	16.2%	8.7%	9.2%	6.4%	13.5%	10.1%
Billboard	16.7%	2.7%	3.1%	4.1%	0.0%	1.0%	1.5%	3.1%	2.4%
Newspaper	0.0%	0.0%	1.6%	6.8%	4.3%	11.2%	3.5%	5.8%	4.7%
Magazine	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.4%	0.2%
Storm Drain Marker	0.0%	0.0%	3.1%	1.4%	0.0%	0.0%	0.5%	0.9%	0.7%
Road signs (i.e. Adopt-A-Stream)	0.0%	6.3%	0.0%	6.8%	2.9%	3.1%	4.0%	4.0%	4.0%
Word of mouth (i.e. family, friends, coworkers)	33.3%	3.6%	3.1%	2.7%	0.0%	3.1%	0.5%	5.4%	3.1%

Age and Gender

Q20. Which two ways of promotion and communication would you prefer to receive information about stormwater pollution and/or flooding?

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	
<u>Q20. 2nd choice (Cont.)</u>									
Other	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.9%	0.5%
None chosen	0.0%	37.5%	34.4%	14.9%	21.7%	13.3%	28.7%	21.1%	24.7%

Age and Gender

Q20. Which two ways of promotion and communication would you prefer to receive information about stormwater pollution and/or flooding? (top 2)

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+ years	Male	Female	
	years old	years old	years old	years old	years old	old			

Q20. Top choice

TV	83.3%	49.1%	37.5%	36.5%	40.6%	61.2%	42.6%	50.7%	46.8%
Radio	0.0%	11.6%	10.9%	9.5%	17.4%	10.2%	13.9%	9.4%	11.5%
Website/Internet	16.7%	14.3%	17.2%	13.5%	8.7%	14.3%	18.3%	9.4%	13.6%
Social media (i.e. Facebook)	0.0%	18.8%	10.9%	1.4%	0.0%	1.0%	5.4%	8.5%	7.1%
Postcard mailer	0.0%	10.7%	9.4%	25.7%	21.7%	10.2%	13.4%	15.7%	14.6%
Utility bill insert	0.0%	4.5%	26.6%	33.8%	55.1%	37.8%	25.2%	31.8%	28.7%
Letter from City or Mecklenburg County	50.0%	11.6%	18.8%	24.3%	14.5%	11.2%	13.9%	17.5%	15.8%
Billboard	16.7%	2.7%	3.1%	4.1%	0.0%	6.1%	4.0%	3.1%	3.5%
Newspaper	0.0%	5.4%	1.6%	8.1%	5.8%	17.3%	8.4%	7.6%	8.0%
Magazine	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.4%	0.2%
Storm Drain Marker	0.0%	0.0%	3.1%	4.1%	0.0%	0.0%	1.0%	1.3%	1.2%
Road signs (i.e. Adopt-A-Stream)	0.0%	9.8%	3.1%	12.2%	2.9%	3.1%	5.9%	6.7%	6.4%
Word of mouth (i.e. family, friends, coworkers)	33.3%	3.6%	3.1%	2.7%	2.9%	3.1%	1.5%	5.4%	3.5%

Age and Gender

Q20. Which two ways of promotion and communication would you prefer to receive information about stormwater pollution and/or flooding? (top 2)

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	

Q20. Top choice (Cont.)

Other	0.0%	0.0%	3.1%	0.0%	1.4%	0.0%	0.0%	1.3%	0.7%
None chosen	0.0%	20.5%	12.5%	10.8%	11.6%	10.2%	16.8%	11.2%	13.9%

Age and Gender

Q21. What is your age? (without "not provided")

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	

Q21. What is your age

18 to 24 years old	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.8%	1.4%
25 to 34 years old	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	23.0%	29.6%	26.5%
35 to 44 years old	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	15.5%	14.8%	15.1%
45 to 54 years old	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	17.5%	17.5%	17.5%
55 to 64 years old	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	17.5%	15.2%	16.3%
65+ years old	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	25.5%	21.1%	23.2%

Q22. What is your gender?

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	

Q22. What is your gender

Male	33.3%	41.1%	48.4%	47.3%	50.7%	52.0%	100.0%	0.0%	47.5%
Female	66.7%	58.9%	51.6%	52.7%	49.3%	48.0%	0.0%	100.0%	52.5%

Age and Gender

Q23. How many years have you lived in Mecklenburg County? (without "not provided")

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	

Q23. How many years have you lived in Mecklenburg County

Less than 1 year	16.7%	0.0%	3.2%	1.4%	1.4%	0.0%	0.0%	2.2%	1.2%
1 to 5 years	33.3%	24.1%	19.0%	6.8%	5.8%	7.1%	18.6%	9.0%	13.5%
6 to 10 years	16.7%	44.6%	22.2%	18.9%	8.7%	7.1%	21.6%	22.0%	21.8%
11 to 20 years	0.0%	23.2%	25.4%	31.1%	21.7%	14.3%	19.1%	25.1%	22.3%
21+ years	33.3%	8.0%	30.2%	41.9%	62.3%	71.4%	40.7%	41.7%	41.2%

Q24. Are you or any member of your household of Hispanic or Latino ancestry? (without "not provided")

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	

Q24. Are you of Hispanic or Latino ancestry

Yes	33.3%	17.0%	28.6%	6.8%	0.0%	5.3%	7.8%	15.2%	11.8%
No	66.7%	83.0%	71.4%	93.2%	100.0%	94.7%	92.2%	84.8%	88.2%

Age and Gender

Q25. Check ALL of the following that describes your race/ethnicity. (without "not provided")

N=405

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	

Q25. Your race/ethnicity

African American/Black	40.0%	25.9%	41.3%	32.9%	44.1%	49.4%	29.3%	45.2%	37.8%
Asian/Indian	0.0%	25.9%	0.0%	15.7%	2.9%	1.1%	14.4%	7.4%	10.6%
White/Caucasian	60.0%	42.0%	57.1%	52.9%	52.9%	46.0%	53.7%	45.2%	49.1%
Native American	0.0%	0.0%	3.2%	0.0%	2.9%	0.0%	0.0%	1.8%	1.0%
Asian/Pacific Islander	0.0%	0.0%	0.0%	0.0%	2.9%	4.6%	3.2%	0.0%	1.5%
Other	0.0%	6.3%	1.6%	1.4%	0.0%	0.0%	0.0%	4.1%	2.2%

Age and Gender

Q26. What is your total annual household income? (without "not provided")

N=425

	<u>Q21. What is your age</u>						<u>Q22. What is your gender</u>		<u>Total</u>
	<u>18 to 24 years old</u>	<u>25 to 34 years old</u>	<u>35 to 44 years old</u>	<u>45 to 54 years old</u>	<u>55 to 64 years old</u>	<u>65+ years old</u>	<u>Male</u>	<u>Female</u>	
<u>Q26. What is your total annual household income</u>									
Under \$20K	0.0%	0.0%	9.4%	8.8%	12.5%	10.1%	3.5%	10.2%	7.1%
\$20K-\$39,999	50.0%	40.2%	11.3%	11.8%	16.1%	21.5%	21.6%	24.5%	23.2%
\$40K-\$59,999	0.0%	19.6%	18.9%	8.8%	30.4%	20.3%	19.3%	18.9%	19.1%
\$60K-\$79,999	0.0%	10.3%	13.2%	10.3%	14.3%	17.7%	14.6%	11.2%	12.8%
\$80K-\$99,999	0.0%	15.9%	26.4%	20.6%	8.9%	17.7%	15.8%	18.9%	17.4%
\$100K+	50.0%	14.0%	20.8%	39.7%	17.9%	12.7%	25.1%	16.3%	20.4%

Q28. Would you be interested in volunteering to help clean up creeks or streams in your neighborhood?

N=425

	<u>Q21. What is your age</u>						<u>Q22. What is your gender</u>		<u>Total</u>
	<u>18 to 24 years old</u>	<u>25 to 34 years old</u>	<u>35 to 44 years old</u>	<u>45 to 54 years old</u>	<u>55 to 64 years old</u>	<u>65+ years old</u>	<u>Male</u>	<u>Female</u>	
<u>Q28. Would you be interested in volunteering to help clean up creeks or streams in your neighborhood</u>									
Yes	33.3%	40.2%	34.4%	31.1%	23.2%	8.2%	28.7%	26.0%	27.3%
No	33.3%	25.9%	31.3%	33.8%	39.1%	55.1%	33.2%	41.3%	37.4%
Not Sure	33.3%	33.9%	34.4%	35.1%	37.7%	36.7%	38.1%	32.7%	35.3%

Age and Gender

Location code

N=425

	Q21. What is your age						Q22. What is your gender		Total
	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 64 years old	65+ years old	Male	Female	

Location code

Inside	100.0%	92.9%	73.4%	59.5%	78.3%	83.7%	74.8%	84.3%	79.8%
Outside	0.0%	7.1%	26.6%	40.5%	21.7%	16.3%	25.2%	15.7%	20.2%

Section 7
Cross-Tabular Data by
Household Income

Household Income

Where do you live?

N=425

	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
Where do you live							
Inside City limits of Charlotte	100.0%	95.3%	92.9%	66.0%	81.3%	56.0%	80.5%
In Mecklenburg County outside City limits of Charlotte	0.0%	4.7%	7.1%	34.0%	18.8%	44.0%	19.5%

Q2. Stormwater refers to water that runs off roofs, driveways, parking lots, and streets. Please rate your overall level of agreement with the following statement: Stormwater that goes into storm drains is treated and cleaned before it goes into creeks, streams, lakes and ponds. (without "don't know")

N=425

	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
Q2. Rate your overall level of agreement							
Strongly Agree	0.0%	4.8%	12.2%	28.9%	24.0%	10.2%	13.9%
Agree	40.0%	23.8%	31.7%	7.9%	18.0%	15.3%	22.3%
Disagree	33.3%	33.3%	34.1%	21.1%	32.0%	32.2%	31.7%
Strongly Disagree	26.7%	38.1%	22.0%	42.1%	26.0%	42.4%	32.1%

Household Income

Q3. Please rate your overall level of agreement with the following statements on a scale of 4 to 1 where 4 means "Strongly Agree" and 1 means "Strongly Disagree." (without "don't know")

N=425	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q3a. During times of heavy rain, I am concerned about stormwater flooding on roads</u>							
Strongly Agree	33.3%	49.4%	12.5%	29.8%	1.7%	16.0%	23.1%
Agree	54.2%	31.8%	42.2%	42.6%	44.8%	56.0%	42.1%
Disagree	12.5%	18.8%	39.1%	23.4%	43.1%	24.0%	28.5%
Strongly Disagree	0.0%	0.0%	6.3%	4.3%	10.3%	4.0%	6.3%
<u>Q3b. During times of heavy rain, I am concerned about flooding in homes & buildings</u>							
Strongly Agree	18.2%	15.5%	10.4%	6.4%	1.8%	8.6%	9.2%
Agree	54.5%	50.0%	32.8%	53.2%	28.6%	32.9%	40.0%
Disagree	18.2%	34.5%	34.3%	25.5%	44.6%	51.4%	37.2%
Strongly Disagree	9.1%	0.0%	22.4%	14.9%	25.0%	7.1%	13.6%

Household Income

Q3. Please rate your overall level of agreement with the following statements on a scale of 4 to 1 where 4 means "Strongly Agree" and 1 means "Strongly Disagree." (without "don't know")

N=425	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	

Q3c. During times of heavy rain, I am concerned about creeks overflowing their banks

Strongly Agree	50.0%	21.2%	13.8%	8.7%	14.0%	7.4%	15.1%
Agree	41.7%	53.0%	56.9%	39.1%	43.9%	69.1%	52.5%
Disagree	8.3%	25.8%	26.2%	41.3%	33.3%	16.2%	24.8%
Strongly Disagree	0.0%	0.0%	3.1%	10.9%	8.8%	7.4%	7.6%

Q3d. Property can experience severe flooding from stormwater even if it is not in a flood zone

Strongly Agree	28.6%	40.6%	24.2%	11.1%	19.0%	18.1%	24.3%
Agree	42.9%	51.6%	22.7%	64.4%	39.7%	66.7%	47.2%
Disagree	19.0%	6.3%	31.8%	17.8%	39.7%	12.5%	21.1%
Strongly Disagree	9.5%	1.6%	21.2%	6.7%	1.7%	2.8%	7.4%

Household Income**Q4. From the following list, please check ALL the factors that you think contribute to local flooding.**

N=425	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q4. Factors that contribute to local flooding</u>							
Too much rain	26.9%	80.0%	55.7%	51.1%	70.3%	54.7%	58.1%
Creek channels are too small	42.3%	47.1%	30.0%	25.5%	34.4%	38.7%	35.5%
Storm drains are too small	50.0%	54.1%	32.9%	40.4%	34.4%	45.3%	44.9%
Creek channels get clogged or blocked	80.8%	67.1%	57.1%	55.3%	68.8%	72.0%	66.1%
Storm drains get clogged or blocked	84.6%	76.5%	67.1%	83.0%	89.1%	81.3%	79.1%
Aging stormwater pipes/ structures	46.2%	49.4%	51.4%	51.1%	42.2%	46.7%	47.8%
Too much development/ construction	53.8%	45.9%	42.9%	46.8%	51.6%	54.7%	48.7%
Not enough open space	38.5%	28.2%	22.9%	53.2%	20.3%	41.3%	31.1%
Flooding is natural	34.6%	18.8%	11.4%	17.0%	39.1%	34.7%	27.5%
Other	0.0%	7.1%	7.1%	17.0%	0.0%	6.7%	6.6%
Don't know	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	1.4%

Household Income

Q5. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on creeks and streams that occasionally overflow their banks?

N=425	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q5. Top choice</u>							
Too much rain	15.4%	54.1%	28.6%	23.4%	46.9%	30.7%	33.9%
Creek channels are too small	19.2%	3.5%	1.4%	4.3%	0.0%	10.7%	5.2%
Storm drains are too small	0.0%	1.2%	4.3%	2.1%	1.6%	1.3%	2.4%
Creek channels get clogged or blocked	19.2%	27.1%	27.1%	27.7%	9.4%	9.3%	21.2%
Storm drains get clogged or blocked	19.2%	10.6%	18.6%	14.9%	20.3%	13.3%	15.1%
Aging stormwater pipes/ structures	11.5%	1.2%	1.4%	2.1%	7.8%	1.3%	3.1%
Too much development/ construction	7.7%	2.4%	2.9%	19.1%	12.5%	28.0%	13.9%
Not enough open space	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.9%
Flooding is natural	7.7%	0.0%	0.0%	6.4%	1.6%	2.7%	1.9%
Don't know	0.0%	0.0%	10.0%	0.0%	0.0%	2.7%	2.6%

Household Income

Q5. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on creeks and streams that occasionally overflow their banks?

N=425	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q5. 2nd choice</u>							
Too much rain	3.8%	3.5%	7.1%	10.6%	12.5%	2.7%	6.6%
Creek channels are too small	11.5%	12.9%	21.4%	23.4%	15.6%	9.3%	13.9%
Storm drains are too small	7.7%	2.4%	0.0%	2.1%	6.3%	0.0%	3.1%
Creek channels get clogged or blocked	15.4%	12.9%	14.3%	10.6%	17.2%	40.0%	18.1%
Storm drains get clogged or blocked	34.6%	20.0%	17.1%	12.8%	12.5%	8.0%	17.2%
Aging stormwater pipes/ structures	7.7%	5.9%	18.6%	17.0%	4.7%	2.7%	9.2%
Too much development/ construction	11.5%	3.5%	4.3%	14.9%	3.1%	5.3%	5.6%
Not enough open space	3.8%	2.4%	0.0%	4.3%	0.0%	13.3%	4.5%
Flooding is natural	0.0%	0.0%	2.9%	2.1%	28.1%	8.0%	8.0%
Other	0.0%	7.1%	0.0%	0.0%	0.0%	1.3%	1.6%
Don't know	3.8%	29.4%	14.3%	2.1%	0.0%	9.3%	12.2%

Household Income

Q5. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on creeks and streams that occasionally overflow their banks? (top 2)

N=425	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q5. Top choice</u>							
Too much rain	19.2%	57.6%	35.7%	34.0%	59.4%	33.3%	40.5%
Creek channels are too small	30.8%	16.5%	22.9%	27.7%	15.6%	20.0%	19.1%
Storm drains are too small	7.7%	3.5%	4.3%	4.3%	7.8%	1.3%	5.4%
Creek channels get clogged or blocked	34.6%	40.0%	41.4%	38.3%	26.6%	49.3%	39.3%
Storm drains get clogged or blocked	53.8%	30.6%	35.7%	27.7%	32.8%	21.3%	32.2%
Aging stormwater pipes/ structures	19.2%	7.1%	20.0%	19.1%	12.5%	4.0%	12.2%
Too much development/ construction	19.2%	5.9%	7.1%	34.0%	15.6%	33.3%	19.5%
Not enough open space	3.8%	2.4%	5.7%	4.3%	0.0%	13.3%	5.4%
Flooding is natural	7.7%	0.0%	2.9%	8.5%	29.7%	10.7%	9.9%
Other	0.0%	7.1%	0.0%	0.0%	0.0%	1.3%	1.6%
Don't know	0.0%	0.0%	10.0%	0.0%	0.0%	2.7%	2.6%

Household Income**Q6. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on flooding of streets and buildings?**

N=425

	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q6. Top choice</u>							
Too much rain	15.4%	51.8%	18.6%	10.6%	23.4%	30.7%	25.2%
Creek channels are too small	7.7%	1.2%	0.0%	0.0%	3.1%	2.7%	1.9%
Storm drains are too small	3.8%	4.7%	12.9%	2.1%	4.7%	8.0%	8.0%
Creek channels get clogged or blocked	15.4%	5.9%	4.3%	12.8%	0.0%	10.7%	7.1%
Storm drains get clogged or blocked	34.6%	24.7%	24.3%	42.6%	51.6%	24.0%	31.8%
Aging stormwater pipes/ structures	15.4%	8.2%	4.3%	2.1%	6.3%	2.7%	5.4%
Too much development/ construction	3.8%	2.4%	15.7%	12.8%	7.8%	17.3%	12.2%
Not enough open space	0.0%	1.2%	10.0%	0.0%	1.6%	1.3%	2.4%
Flooding is natural	0.0%	0.0%	0.0%	0.0%	1.6%	2.7%	0.7%
Other	0.0%	0.0%	0.0%	17.0%	0.0%	0.0%	2.1%
Don't know	3.8%	0.0%	10.0%	0.0%	0.0%	0.0%	3.3%

Household Income**Q6. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on flooding of streets and buildings?**

N=425

	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q6. 2nd choice</u>							
Too much rain	3.8%	0.0%	2.9%	10.6%	14.1%	1.3%	4.9%
Creek channels are too small	7.7%	2.4%	1.4%	2.1%	1.6%	0.0%	1.6%
Storm drains are too small	11.5%	3.5%	8.6%	21.3%	12.5%	18.7%	11.5%
Creek channels get clogged or blocked	11.5%	9.4%	4.3%	14.9%	9.4%	9.3%	8.9%
Storm drains get clogged or blocked	30.8%	14.1%	10.0%	21.3%	23.4%	28.0%	20.5%
Aging stormwater pipes/ structures	7.7%	16.5%	34.3%	12.8%	9.4%	9.3%	16.0%
Too much development/ construction	7.7%	7.1%	11.4%	6.4%	21.9%	16.0%	11.8%
Not enough open space	3.8%	0.0%	0.0%	8.5%	1.6%	9.3%	5.4%
Flooding is natural	3.8%	1.2%	0.0%	0.0%	6.3%	1.3%	1.6%
Other	0.0%	7.1%	5.7%	0.0%	0.0%	5.3%	3.3%
Don't know	11.5%	38.8%	21.4%	2.1%	0.0%	1.3%	14.4%

Household Income

Q6. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on flooding of streets and buildings? (top 2)

N=425	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q6. Top choice</u>							
Too much rain	19.2%	51.8%	21.4%	21.3%	37.5%	32.0%	30.1%
Creek channels are too small	15.4%	3.5%	1.4%	2.1%	4.7%	2.7%	3.5%
Storm drains are too small	15.4%	8.2%	21.4%	23.4%	17.2%	26.7%	19.5%
Creek channels get clogged or blocked	26.9%	15.3%	8.6%	27.7%	9.4%	20.0%	16.0%
Storm drains get clogged or blocked	65.4%	38.8%	34.3%	63.8%	75.0%	52.0%	52.2%
Aging stormwater pipes/ structures	23.1%	24.7%	38.6%	14.9%	15.6%	12.0%	21.4%
Too much development/ construction	11.5%	9.4%	27.1%	19.1%	29.7%	33.3%	24.0%
Not enough open space	3.8%	1.2%	10.0%	8.5%	3.1%	10.7%	7.8%
Flooding is natural	3.8%	1.2%	0.0%	0.0%	7.8%	4.0%	2.4%
Other	0.0%	7.1%	5.7%	17.0%	0.0%	5.3%	5.4%
Don't know	3.8%	0.0%	10.0%	0.0%	0.0%	0.0%	3.3%

Household Income

Q7. Is the property where you currently live in a flood zone?

N=425	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q7. Is the property where you currently live in a flood zone</u>							
Yes	3.8%	1.2%	2.9%	4.3%	4.7%	5.3%	3.1%
No	61.5%	63.5%	78.6%	66.0%	85.9%	86.7%	75.1%
Not sure	34.6%	35.3%	18.6%	29.8%	9.4%	8.0%	21.9%

Q8. Does regular property insurance cover flood damage?

N=425	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q8. Does regular property insurance cover flood damage</u>							
Yes	15.4%	16.5%	5.7%	2.1%	0.0%	6.7%	8.7%
No	57.7%	74.1%	52.9%	89.4%	73.4%	85.3%	71.8%
Not sure	26.9%	9.4%	41.4%	8.5%	26.6%	8.0%	19.5%

Household Income**Q9. From the following list, please check ALL the sources you would use to find out if the property where you live is in a flood zone.**

N=425	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q9. Sources you would use to find out if the property where you live is in a flood zone</u>							
Internet	34.6%	56.5%	60.0%	83.0%	65.6%	62.7%	61.4%
Social media (Twitter, Facebook)	7.7%	9.4%	4.3%	0.0%	6.3%	0.0%	5.4%
Realtor	46.2%	25.9%	41.4%	23.4%	35.9%	20.0%	32.5%
Federal government/FEMA	34.6%	18.8%	35.7%	31.9%	37.5%	44.0%	32.0%
Mortgage company	26.9%	17.6%	18.6%	10.6%	15.6%	20.0%	18.6%
Insurance company	26.9%	41.2%	47.1%	63.8%	43.8%	42.7%	44.2%
Charlotte-Mecklenburg County website	46.2%	47.1%	60.0%	63.8%	53.1%	77.3%	56.0%
State of North Carolina government	19.2%	14.1%	15.7%	14.9%	23.4%	24.0%	17.9%
Local government	26.9%	41.2%	42.9%	19.1%	28.1%	26.7%	32.0%
Homeowners/Neighborhood Assoc.	19.2%	34.1%	38.6%	34.0%	21.9%	20.0%	28.0%
Other	19.2%	1.2%	5.7%	0.0%	3.1%	5.3%	4.2%
None	0.0%	8.2%	4.3%	0.0%	7.8%	2.7%	4.0%

Household Income

Q10. How much do you agree with the following statement: I would be willing to pay more in stormwater fees if it would reduce flooding in Charlotte and Mecklenburg County. (without "don't know")

N=425

	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q10. How much do you agree with the statement</u>							
Strongly agree	8.3%	8.1%	0.0%	2.3%	1.8%	1.6%	2.9%
Agree	29.2%	28.4%	25.8%	25.0%	28.1%	42.9%	27.7%
Disagree	25.0%	43.2%	19.4%	22.7%	33.3%	17.5%	31.1%
Strongly disagree	37.5%	20.3%	54.8%	50.0%	36.8%	38.1%	38.3%

Household Income

Q11. From the following list, please check ALL the stormwater pollutants that you think are found in Charlotte and Mecklenburg County's creeks, streams and lakes.

N=425	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q11. All stormwater pollutants that you think are found in Charlotte & Mecklenburg County's creeks, streams & lakes</u>							
Sediment, dirt, sand, clay	50.0%	58.8%	81.4%	93.6%	65.6%	100.0%	75.5%
Bacteria from animal waste	30.8%	58.8%	71.4%	72.3%	76.6%	82.7%	69.2%
Bacteria from human waste	30.8%	50.6%	61.4%	61.7%	57.8%	70.7%	57.9%
Industrial chemicals	53.8%	62.4%	75.7%	78.7%	65.6%	85.3%	72.0%
Oil & pollutants from cars	65.4%	61.2%	75.7%	87.2%	62.5%	90.7%	73.9%
Fertilizers & pesticides	38.5%	47.1%	74.3%	91.5%	75.0%	98.7%	72.9%
Yard waste, leaves, grass clippings	61.5%	90.6%	85.7%	91.5%	68.8%	97.3%	86.1%
Litter, trash	80.8%	64.7%	87.1%	85.1%	68.8%	96.0%	79.8%
Other	7.7%	0.0%	0.0%	2.1%	1.6%	0.0%	0.9%
None. Local creeks, streams & lakes are not polluted	11.5%	2.4%	5.7%	2.1%	6.3%	0.0%	4.2%

Household Income

Q12. Which TWO stormwater pollutants indicated in Question #11 do you think are the biggest problem for creeks, streams and lakes in Charlotte and Mecklenburg County?

N=425

	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q12. Top choice</u>							
Sediment, dirt, sand, clay	15.4%	4.7%	15.7%	19.1%	3.1%	28.0%	13.2%
Bacteria from animal waste	0.0%	3.5%	2.9%	4.3%	1.6%	1.3%	2.6%
Bacteria from human waste	7.7%	1.2%	0.0%	2.1%	1.6%	0.0%	1.4%
Industrial chemicals	11.5%	28.2%	12.9%	27.7%	34.4%	6.7%	19.5%
Oil & pollutants from cars	19.2%	1.2%	14.3%	6.4%	15.6%	26.7%	13.6%
Fertilizers & pesticides	0.0%	2.4%	24.3%	12.8%	12.5%	20.0%	12.2%
Yard waste, leaves, grass clippings	3.8%	29.4%	14.3%	21.3%	14.1%	2.7%	17.4%
Litter, trash	23.1%	24.7%	10.0%	4.3%	9.4%	13.3%	14.1%
Other	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.2%
None. Local creeks, streams & lakes are not polluted	11.5%	2.4%	5.7%	2.1%	6.3%	0.0%	4.2%
None chosen	7.7%	2.4%	0.0%	0.0%	0.0%	1.3%	1.4%

Household Income

Q12. Which TWO stormwater pollutants indicated in Question #11 do you think are the biggest problem for creeks, streams and lakes in Charlotte and Mecklenburg County?

N=425

	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q12. 2nd choice</u>							
Sediment, dirt, sand, clay	11.5%	2.4%	2.9%	2.1%	6.3%	6.7%	4.2%
Bacteria from animal waste	0.0%	3.5%	5.7%	4.3%	15.6%	12.0%	7.3%
Bacteria from human waste	0.0%	11.8%	2.9%	6.4%	7.8%	2.7%	5.4%
Industrial chemicals	7.7%	3.5%	15.7%	2.1%	7.8%	6.7%	8.0%
Oil & pollutants from cars	3.8%	10.6%	7.1%	12.8%	4.7%	13.3%	9.4%
Fertilizers & pesticides	3.8%	17.6%	7.1%	29.8%	20.3%	33.3%	18.4%
Yard waste, leaves, grass clippings	19.2%	7.1%	8.6%	29.8%	18.8%	12.0%	12.7%
Litter, trash	23.1%	12.9%	37.1%	10.6%	12.5%	10.7%	18.4%
Other	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
None chosen	23.1%	30.6%	12.9%	2.1%	6.3%	2.7%	15.8%

Household Income

Q12. Which TWO stormwater pollutants indicated in Question #11 do you think are the biggest problem for creeks, streams and lakes in Charlotte and Mecklenburg County? (top 2)

N=425	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q12. Top choice</u>							
Sediment, dirt, sand, clay	26.9%	7.1%	18.6%	21.3%	9.4%	34.7%	17.4%
Bacteria from animal waste	0.0%	7.1%	8.6%	8.5%	17.2%	13.3%	9.9%
Bacteria from human waste	7.7%	12.9%	2.9%	8.5%	9.4%	2.7%	6.8%
Industrial chemicals	19.2%	31.8%	28.6%	29.8%	42.2%	13.3%	27.5%
Oil & pollutants from cars	23.1%	11.8%	21.4%	19.1%	20.3%	40.0%	23.1%
Fertilizers & pesticides	3.8%	20.0%	31.4%	42.6%	32.8%	53.3%	30.6%
Yard waste, leaves, grass clippings	23.1%	36.5%	22.9%	51.1%	32.8%	14.7%	30.1%
Litter, trash	46.2%	37.6%	47.1%	14.9%	21.9%	24.0%	32.5%
Other	7.7%	0.0%	0.0%	0.0%	1.6%	0.0%	0.7%
None. Local creeks, streams & lakes are not polluted	11.5%	2.4%	5.7%	2.1%	6.3%	0.0%	4.2%
None chosen	7.7%	2.4%	0.0%	0.0%	0.0%	1.3%	1.4%

Household Income

Q13. From the following list, please check the action you would most likely do if you saw workers washing paint brushes over a storm drain.

N=425

	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q13. Action you would do if you saw workers washing paint brushes over a storm drain</u>							
Ask workers to stop	15.4%	11.8%	31.4%	19.1%	10.9%	52.0%	25.9%
Report it by calling 311	69.2%	38.8%	30.0%	44.7%	34.4%	37.3%	40.2%
Report it by calling 911	3.8%	1.2%	4.3%	12.8%	0.0%	0.0%	2.8%
Report it by using a mobile phone application	3.8%	7.1%	0.0%	0.0%	6.3%	0.0%	2.8%
Nothing	7.7%	41.2%	34.3%	6.4%	48.4%	10.7%	26.1%
Don't know	0.0%	0.0%	0.0%	17.0%	0.0%	0.0%	2.1%

Household Income

Q14. Please rate your overall level of agreement with the following statement: Water that runs into storm drains flows directly to local creeks and lakes. (without "don't know")

N=425

	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q14. Rate your overall level of agreement</u>							
Strongly Agree	44.4%	40.7%	44.2%	35.9%	38.2%	42.2%	38.6%
Agree	55.6%	55.6%	23.1%	51.3%	50.0%	43.8%	47.1%
Disagree	0.0%	1.9%	25.0%	7.7%	11.8%	12.5%	11.0%
Strongly Disagree	0.0%	1.9%	7.7%	5.1%	0.0%	1.6%	3.2%

Household Income

Q15. Please indicate your level of support with the following statement: I would be willing to pay more in stormwater fees if it would be used to clean up polluted creeks, streams and lakes in Charlotte and Mecklenburg County.

N=425	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q15. Indicate your level of support</u>							
Strongly Support	23.1%	21.2%	14.3%	14.9%	10.9%	24.0%	16.2%
Somewhat Support	19.2%	34.1%	35.7%	23.4%	35.9%	30.7%	32.0%
Not Sure	15.4%	14.1%	17.1%	21.3%	31.3%	18.7%	18.8%
Not Likely to Support	15.4%	4.7%	28.6%	31.9%	9.4%	14.7%	17.2%
Would Not Support	26.9%	25.9%	4.3%	8.5%	12.5%	12.0%	15.8%

Q16. Have you heard or seen any information about stormwater pollution or flooding in the past year? (without "don't know")

N=425	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q16. Have you heard or seen any information about stormwater pollution or flooding in past year</u>							
Yes	50.0%	40.7%	50.8%	73.8%	30.4%	45.7%	44.5%
No	50.0%	59.3%	49.2%	26.2%	69.6%	54.3%	55.5%

Household Income

Q17 (If YES to Question 16) Information about stormwater pollution and flooding is communicated and promoted to residents in a variety of ways each year (i.e. television, radio, newspaper, mailings, etc.). Please check ALL the stormwater pollution or flooding information that you have heard about over the past 12 months.

N=171	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q17. Stormwater pollution or flooding information you have heard about over past 12 months</u>							
Information about volunteer opportunities to help clean up creeks & streams	63.6%	48.5%	30.0%	58.1%	58.8%	68.8%	54.4%
Information about being a Water Watcher & reporting pollution in stormwater, creeks, streams & lakes	45.5%	48.5%	50.0%	19.4%	23.5%	12.5%	33.9%
Information about flood zone maps & flood insurance	36.4%	39.4%	46.7%	48.4%	29.4%	40.6%	41.5%
Information about flood safety such as, "Turn Around. Don't Drown. Your car is not a boat."	72.7%	87.9%	76.7%	77.4%	70.6%	90.6%	81.9%
I have not heard any above stormwater information this past year	9.1%	0.0%	13.3%	0.0%	5.9%	3.1%	4.7%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
None chosen	0.0%	0.0%	0.0%	3.2%	11.8%	0.0%	1.8%

Household Income

Q18. (If YES to Question 16) From the following list, please check ALL the ways that you saw or heard information about stormwater pollution and/or flooding.

N=171	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q18. Ways you saw or heard information about stormwater pollution and/or flooding</u>							
TV	72.7%	93.9%	93.3%	83.9%	70.6%	93.8%	86.5%
Radio	36.4%	57.6%	33.3%	61.3%	35.3%	43.8%	43.3%
Website/Internet	9.1%	15.2%	16.7%	12.9%	5.9%	31.3%	17.0%
Social media (i.e. Facebook)	0.0%	9.1%	3.3%	6.5%	0.0%	3.1%	7.0%
Postcard mailer	27.3%	15.2%	0.0%	9.7%	11.8%	15.6%	12.3%
Utility bill insert	54.5%	57.6%	53.3%	83.9%	64.7%	56.3%	61.4%
Letter from City or Mecklenburg County	27.3%	21.2%	0.0%	16.1%	11.8%	6.3%	12.3%
Billboard	9.1%	48.5%	0.0%	12.9%	11.8%	3.1%	17.5%
Newspaper	27.3%	39.4%	6.7%	22.6%	17.6%	31.3%	26.3%
Magazine	9.1%	18.2%	13.3%	0.0%	0.0%	3.1%	7.6%
Storm Drain Marker	0.0%	12.1%	6.7%	35.5%	11.8%	25.0%	17.0%
Road signs (i.e. Adopt-A-Stream)	9.1%	69.7%	13.3%	25.8%	47.1%	53.1%	39.2%
Word of mouth (i.e. family, friends, coworkers)	27.3%	27.3%	13.3%	12.9%	5.9%	12.5%	19.9%
Other	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	1.2%

Household Income

Q19. (If YES to Question 16) Which two ways of promotion and communication did you receive the most information about stormwater pollution and/or flooding?

N=171

	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q19. Top choice</u>							
TV	54.5%	60.6%	83.3%	54.8%	47.1%	53.1%	60.2%
Radio	0.0%	0.0%	0.0%	0.0%	11.8%	12.5%	3.5%
Website/Internet	0.0%	0.0%	0.0%	3.2%	0.0%	9.4%	2.9%
Social media (i.e. Facebook)	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Postcard mailer	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Utility bill insert	36.4%	24.2%	16.7%	29.0%	41.2%	9.4%	22.8%
Letter from City or Mecklenburg County	0.0%	0.0%	0.0%	9.7%	0.0%	0.0%	1.8%
Newspaper	0.0%	12.1%	0.0%	3.2%	0.0%	12.5%	6.4%
Road signs (i.e. Adopt-A-Stream)	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.6%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%

Household Income

Q19. (If YES to Question 16) Which two ways of promotion and communication did you receive the most information about stormwater pollution and/or flooding?

N=171	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q19. 2nd choice</u>							
TV	9.1%	15.2%	6.7%	19.4%	23.5%	12.5%	14.0%
Radio	9.1%	0.0%	26.7%	35.5%	5.9%	6.3%	13.5%
Website/Internet	0.0%	0.0%	0.0%	0.0%	5.9%	6.3%	1.8%
Social media (i.e. Facebook)	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%	1.2%
Postcard mailer	18.2%	6.1%	0.0%	0.0%	5.9%	6.3%	4.1%
Utility bill insert	9.1%	3.0%	23.3%	9.7%	11.8%	28.1%	15.2%
Letter from City or Mecklenburg County	0.0%	3.0%	0.0%	3.2%	0.0%	3.1%	2.3%
Billboard	0.0%	12.1%	0.0%	9.7%	0.0%	0.0%	5.3%
Newspaper	9.1%	12.1%	0.0%	19.4%	5.9%	12.5%	10.5%
Storm Drain Marker	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	1.2%
Road signs (i.e. Adopt-A-Stream)	0.0%	15.2%	3.3%	0.0%	11.8%	12.5%	7.6%
Word of mouth (i.e. family, friends, coworkers)	27.3%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%
None chosen	18.2%	27.3%	40.0%	0.0%	29.4%	12.5%	20.5%

Household Income

Q19. (If YES to Question 16) Which two ways of promotion and communication did you receive the most information about stormwater pollution and/or flooding? (top 2)

N=171	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q19. Top choice</u>							
TV	63.6%	75.8%	90.0%	74.2%	70.6%	65.6%	74.3%
Radio	9.1%	0.0%	26.7%	35.5%	17.6%	18.8%	17.0%
Website/Internet	0.0%	0.0%	0.0%	3.2%	5.9%	15.6%	4.7%
Social media (i.e. Facebook)	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%	1.8%
Postcard mailer	27.3%	6.1%	0.0%	0.0%	5.9%	6.3%	4.7%
Utility bill insert	45.5%	27.3%	40.0%	38.7%	52.9%	37.5%	38.0%
Letter from City or Mecklenburg County	0.0%	3.0%	0.0%	12.9%	0.0%	3.1%	4.1%
Billboard	0.0%	12.1%	0.0%	9.7%	0.0%	0.0%	5.3%
Newspaper	9.1%	24.2%	0.0%	22.6%	5.9%	25.0%	17.0%
Storm Drain Marker	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	1.2%
Road signs (i.e. Adopt-A-Stream)	0.0%	15.2%	3.3%	0.0%	11.8%	15.6%	8.2%
Word of mouth (i.e. family, friends, coworkers)	27.3%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%

Household Income

Q20. Which two ways of promotion and communication would you prefer to receive information about stormwater pollution and/or flooding?

N=425	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q20. Top choice</u>							
TV	30.8%	42.4%	28.6%	48.9%	32.8%	20.0%	35.5%
Radio	0.0%	1.2%	4.3%	4.3%	10.9%	1.3%	3.3%
Website/Internet	3.8%	1.2%	5.7%	6.4%	14.1%	21.3%	8.5%
Social media (i.e. Facebook)	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.5%
Postcard mailer	7.7%	0.0%	14.3%	6.4%	4.7%	8.0%	6.1%
Utility bill insert	26.9%	12.9%	18.6%	17.0%	23.4%	14.7%	18.8%
Letter from City or Mecklenburg County	3.8%	3.5%	4.3%	4.3%	7.8%	12.0%	5.6%
Billboard	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	1.2%
Newspaper	0.0%	12.9%	0.0%	0.0%	0.0%	4.0%	3.3%
Storm Drain Marker	0.0%	0.0%	0.0%	0.0%	1.6%	1.3%	0.5%
Road signs (i.e. Adopt-A-Stream)	0.0%	1.2%	5.7%	0.0%	0.0%	6.7%	2.4%
Word of mouth (i.e. family, friends, coworkers)	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.5%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
None chosen	26.9%	24.7%	11.4%	12.8%	4.7%	8.0%	13.6%

Household Income

Q20. Which two ways of promotion and communication would you prefer to receive information about stormwater pollution and/or flooding?

N=425	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q20. 2nd choice</u>							
TV	3.8%	9.4%	10.0%	17.0%	6.3%	20.0%	11.3%
Radio	3.8%	1.2%	4.3%	21.3%	6.3%	6.7%	8.2%
Website/Internet	0.0%	2.4%	11.4%	4.3%	6.3%	8.0%	5.2%
Social media (i.e. Facebook)	0.0%	3.5%	1.4%	4.3%	23.4%	9.3%	6.6%
Postcard mailer	7.7%	10.6%	8.6%	12.8%	10.9%	6.7%	8.5%
Utility bill insert	7.7%	7.1%	12.9%	10.6%	10.9%	9.3%	9.9%
Letter from City or Mecklenburg County	15.4%	12.9%	7.1%	2.1%	7.8%	12.0%	10.1%
Billboard	3.8%	1.2%	1.4%	6.4%	1.6%	2.7%	2.4%
Newspaper	7.7%	3.5%	5.7%	6.4%	1.6%	8.0%	4.7%
Magazine	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.2%
Storm Drain Marker	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.7%
Road signs (i.e. Adopt-A-Stream)	0.0%	11.8%	0.0%	0.0%	6.3%	0.0%	4.0%
Word of mouth (i.e. family, friends, coworkers)	3.8%	1.2%	5.7%	0.0%	0.0%	0.0%	3.1%
Other	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
None chosen	38.5%	35.3%	31.4%	14.9%	18.8%	12.0%	24.7%

Household Income

Q20. Which two ways of promotion and communication would you prefer to receive information about stormwater pollution and/or flooding? (top 2)

N=425

	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q20. Top choice</u>							
TV	34.6%	51.8%	38.6%	66.0%	39.1%	40.0%	46.8%
Radio	3.8%	2.4%	8.6%	25.5%	17.2%	8.0%	11.5%
Website/Internet	3.8%	3.5%	17.1%	10.6%	20.3%	29.3%	13.6%
Social media (i.e. Facebook)	0.0%	3.5%	1.4%	4.3%	23.4%	12.0%	7.1%
Postcard mailer	15.4%	10.6%	22.9%	19.1%	15.6%	14.7%	14.6%
Utility bill insert	34.6%	20.0%	31.4%	27.7%	34.4%	24.0%	28.7%
Letter from City or Mecklenburg County	19.2%	16.5%	11.4%	6.4%	15.6%	24.0%	15.8%
Billboard	3.8%	1.2%	5.7%	6.4%	1.6%	2.7%	3.5%
Newspaper	7.7%	16.5%	5.7%	6.4%	1.6%	12.0%	8.0%
Magazine	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.2%
Storm Drain Marker	0.0%	0.0%	0.0%	0.0%	1.6%	5.3%	1.2%
Road signs (i.e. Adopt-A-Stream)	0.0%	12.9%	5.7%	0.0%	6.3%	6.7%	6.4%
Word of mouth (i.e. family, friends, coworkers)	3.8%	1.2%	8.6%	0.0%	0.0%	0.0%	3.5%
Other	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
None chosen	46.2%	24.7%	11.4%	6.4%	4.7%	8.0%	13.9%

Household Income**Q21. What is your age? (without "not provided")**

N=425	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q21. What is your age</u>							
18 to 24 years old	0.0%	2.4%	0.0%	0.0%	0.0%	2.7%	1.4%
25 to 34 years old	0.0%	50.6%	30.0%	23.4%	26.6%	20.0%	26.5%
35 to 44 years old	19.2%	7.1%	14.3%	14.9%	21.9%	14.7%	15.1%
45 to 54 years old	23.1%	9.4%	8.6%	14.9%	21.9%	36.0%	17.5%
55 to 64 years old	26.9%	10.6%	24.3%	17.0%	7.8%	13.3%	16.3%
65+ years old	30.8%	20.0%	22.9%	29.8%	21.9%	13.3%	23.2%

Q22. What is your gender?

N=425	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q22. What is your gender</u>							
Male	23.1%	43.5%	47.1%	53.2%	42.2%	57.3%	47.5%
Female	76.9%	56.5%	52.9%	46.8%	57.8%	42.7%	52.5%

Household Income

Q23. How many years have you lived in Mecklenburg County? (without "not provided")

N=425	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q23. How many years have you lived in Mecklenburg County</u>							
Less than 1 year	0.0%	1.2%	0.0%	0.0%	3.1%	2.7%	1.2%
1 to 5 years	7.7%	9.4%	17.1%	19.1%	23.4%	8.0%	13.5%
6 to 10 years	15.4%	41.2%	18.6%	12.8%	26.6%	17.3%	21.8%
11 to 20 years	11.5%	16.5%	25.7%	31.9%	18.8%	29.3%	22.3%
21+ years	65.4%	31.8%	38.6%	36.2%	28.1%	42.7%	41.2%

Q24. Are you or any member of your household of Hispanic or Latino ancestry? (without "not provided")

N=425	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q24. Are you of Hispanic or Latino ancestry</u>							
Yes	3.8%	14.5%	8.6%	4.3%	21.9%	13.3%	11.8%
No	96.2%	85.5%	91.4%	95.7%	78.1%	86.7%	88.2%

Household Income

Q25. Check ALL of the following that describes your race/ethnicity. (without "not provided")

N=405	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q25. Your race/ethnicity</u>							
African American/Black	84.0%	29.8%	49.2%	50.0%	28.1%	8.1%	37.8%
Asian/Indian	4.0%	22.6%	18.5%	0.0%	10.9%	5.4%	10.6%
White/Caucasian	20.0%	39.3%	30.8%	45.7%	64.1%	81.1%	49.1%
Native American	8.0%	0.0%	0.0%	0.0%	3.1%	0.0%	1.0%
Asian/Pacific Islander	0.0%	0.0%	0.0%	4.3%	0.0%	5.4%	1.5%
Other	0.0%	8.3%	1.5%	0.0%	0.0%	0.0%	2.2%

Q28. Would you be interested in volunteering to help clean up creeks or streams in your neighborhood?

N=425	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Q28. Would you be interested in volunteering to help clean up creeks or streams in your neighborhood</u>							
Yes	34.6%	18.8%	15.7%	31.9%	31.3%	42.7%	27.3%
No	53.8%	40.0%	51.4%	25.5%	29.7%	26.7%	37.4%
Not Sure	11.5%	41.2%	32.9%	42.6%	39.1%	30.7%	35.3%

Household Income

Location code

N=425

	Q26. What is your total annual household income						Total
	Under \$20K	\$20K-\$39,999	\$40K-\$59,999	\$60K-\$79,999	\$80K-\$99,999	\$100K+	
<u>Location code</u>							
Inside	96.2%	92.9%	97.1%	66.0%	75.0%	60.0%	79.8%
Outside	3.8%	7.1%	2.9%	34.0%	25.0%	40.0%	20.2%

Section 8
***Cross-Tabular Data by
Number of Years Lived in the Area &
Living Inside or Outside of the
City of Charlotte***

Length and Location of Residence

Where do you live?

N=425	<u>Q23. How many years have you lived in Mecklenburg County</u>					<u>Location code</u>		<u>Total</u>
	<u>Less than 1 year</u>	<u>1 to 5 years</u>	<u>6 to 10 years</u>	<u>11 to 20 years</u>	<u>21+ years</u>	<u>Inside</u>	<u>Outside</u>	
<u>Where do you live</u>								
Inside City limits of Charlotte	100.0%	77.2%	79.3%	70.2%	87.4%	97.6%	12.8%	80.5%
In Mecklenburg County outside City limits of Charlotte	0.0%	22.8%	20.7%	29.8%	12.6%	2.4%	87.2%	19.5%

Q2. Stormwater refers to water that runs off roofs, driveways, parking lots, and streets. Please rate your overall level of agreement with the following statement: Stormwater that goes into storm drains is treated and cleaned before it goes into creeks, streams, lakes and ponds. (without "don't know")

N=425	<u>Q23. How many years have you lived in Mecklenburg County</u>					<u>Location code</u>		<u>Total</u>
	<u>Less than 1 year</u>	<u>1 to 5 years</u>	<u>6 to 10 years</u>	<u>11 to 20 years</u>	<u>21+ years</u>	<u>Inside</u>	<u>Outside</u>	
<u>Q2. Rate your overall level of agreement</u>								
Strongly Agree	33.3%	45.1%	2.2%	12.9%	5.6%	13.0%	16.9%	13.9%
Agree	0.0%	3.9%	60.0%	12.9%	20.2%	25.5%	12.7%	22.3%
Disagree	66.7%	21.6%	15.6%	35.5%	39.5%	35.2%	21.1%	31.7%
Strongly Disagree	0.0%	29.4%	22.2%	38.7%	34.7%	26.4%	49.3%	32.1%

Length and Location of Residence

Q3. Please rate your overall level of agreement with the following statements on a scale of 4 to 1 where 4 means "Strongly Agree" and 1 means "Strongly Disagree." (without "don't know")

N=425	<u>Q23. How many years have you lived in Mecklenburg County</u>					<u>Location code</u>		<u>Total</u>
	<u>Less than 1 year</u>	<u>1 to 5 years</u>	<u>6 to 10 years</u>	<u>11 to 20 years</u>	<u>21+ years</u>	<u>Inside</u>	<u>Outside</u>	
<u>Q3a. During times of heavy rain, I am concerned about stormwater flooding on roads</u>								
Strongly Agree	25.0%	28.1%	32.9%	17.0%	20.2%	24.3%	18.6%	23.1%
Agree	50.0%	45.6%	35.3%	29.8%	50.0%	41.2%	45.3%	42.1%
Disagree	25.0%	21.1%	31.8%	42.6%	22.0%	29.2%	25.6%	28.5%
Strongly Disagree	0.0%	5.3%	0.0%	10.6%	7.7%	5.2%	10.5%	6.3%
<u>Q3b. During times of heavy rain, I am concerned about flooding in homes & buildings</u>								
Strongly Agree	25.0%	7.0%	2.5%	9.8%	12.7%	8.0%	13.8%	9.2%
Agree	0.0%	38.6%	43.2%	27.2%	47.6%	42.4%	30.0%	40.0%
Disagree	75.0%	43.9%	46.9%	34.8%	29.5%	37.2%	37.5%	37.2%
Strongly Disagree	0.0%	10.5%	7.4%	28.3%	10.2%	12.4%	18.8%	13.6%

Length and Location of Residence

Q3. Please rate your overall level of agreement with the following statements on a scale of 4 to 1 where 4 means "Strongly Agree" and 1 means "Strongly Disagree." (without "don't know")

N=425	<u>Q23. How many years have you lived in Mecklenburg County</u>					<u>Location code</u>		<u>Total</u>
	<u>Less than 1 year</u>	<u>1 to 5 years</u>	<u>6 to 10 years</u>	<u>11 to 20 years</u>	<u>21+ years</u>	<u>Inside</u>	<u>Outside</u>	

Q3c. During times of heavy rain, I am concerned about creeks overflowing their banks

Strongly Agree	25.0%	7.1%	9.7%	12.1%	21.6%	15.5%	13.9%	15.1%
Agree	50.0%	53.6%	50.0%	49.5%	55.1%	53.3%	49.4%	52.5%
Disagree	25.0%	35.7%	35.5%	25.3%	16.2%	24.7%	25.3%	24.8%
Strongly Disagree	0.0%	3.6%	4.8%	13.2%	7.2%	6.6%	11.4%	7.6%

Q3d. Property can experience severe flooding from stormwater even if it is not in a flood zone

Strongly Agree	50.0%	25.0%	24.6%	23.1%	24.7%	24.4%	23.8%	24.3%
Agree	50.0%	48.1%	36.2%	47.3%	51.9%	45.2%	55.0%	47.2%
Disagree	0.0%	19.2%	37.7%	13.2%	18.5%	23.1%	13.8%	21.1%
Strongly Disagree	0.0%	7.7%	1.4%	16.5%	4.9%	7.4%	7.5%	7.4%

Length and Location of Residence

Q4. From the following list, please check ALL the factors that you think contribute to local flooding.

N=425

<u>Q23. How many years have you lived in Mecklenburg County</u>					<u>Location code</u>		<u>Total</u>
<u>Less than 1 year</u>	<u>1 to 5 years</u>	<u>6 to 10 years</u>	<u>11 to 20 years</u>	<u>21+ years</u>	<u>Inside</u>	<u>Outside</u>	

Q4. Factors that contribute to local flooding

Too much rain	60.0%	50.9%	77.2%	56.4%	50.6%	53.7%	75.6%	58.1%
Creek channels are too small	40.0%	31.6%	34.8%	41.5%	32.8%	34.8%	38.4%	35.5%
Storm drains are too small	40.0%	42.1%	47.8%	37.2%	48.3%	46.6%	38.4%	44.9%
Creek channels get clogged or blocked	100.0%	54.4%	52.2%	72.3%	73.0%	65.5%	68.6%	66.1%
Storm drains get clogged or blocked	100.0%	87.7%	65.2%	69.1%	88.5%	77.9%	83.7%	79.1%
Aging stormwater pipes/ structures	80.0%	45.6%	29.3%	48.9%	57.5%	47.8%	47.7%	47.8%
Too much development/ construction	80.0%	52.6%	22.8%	61.7%	53.4%	44.5%	65.1%	48.7%
Not enough open space	40.0%	52.6%	15.2%	23.4%	36.8%	30.4%	33.7%	31.1%
Flooding is natural	20.0%	26.3%	18.5%	27.7%	31.6%	25.1%	37.2%	27.5%
Other	0.0%	33.3%	5.4%	0.0%	1.7%	6.5%	7.0%	6.6%
Don't know	0.0%	1.8%	0.0%	0.0%	2.9%	1.5%	1.2%	1.4%

Length and Location of Residence

Q5. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on creeks and streams that occasionally overflow their banks?

N=425

	Q23. How many years have you lived in Mecklenburg County					Location code		Total
	Less than 1 year	1 to 5 years	6 to 10 years	11 to 20 years	21+ years	Inside	Outside	

Q5. Top choice

Too much rain	20.0%	33.3%	50.0%	40.4%	23.0%	31.9%	41.9%	33.9%
Creek channels are too small	0.0%	1.8%	5.4%	3.2%	6.9%	4.4%	8.1%	5.2%
Storm drains are too small	0.0%	0.0%	3.3%	1.1%	3.4%	2.9%	0.0%	2.4%
Creek channels get clogged or blocked	20.0%	28.1%	18.5%	24.5%	17.8%	22.4%	16.3%	21.2%
Storm drains get clogged or blocked	20.0%	5.3%	7.6%	11.7%	24.1%	17.7%	4.7%	15.1%
Aging stormwater pipes/ structures	0.0%	7.0%	2.2%	0.0%	4.0%	3.5%	1.2%	3.1%
Too much development/ construction	40.0%	14.0%	7.6%	19.1%	13.8%	11.2%	24.4%	13.9%
Not enough open space	0.0%	7.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.9%
Flooding is natural	0.0%	1.8%	3.3%	0.0%	2.3%	2.4%	0.0%	1.9%
Don't know	0.0%	1.8%	2.2%	0.0%	4.6%	2.4%	3.5%	2.6%

Length and Location of Residence

Q5. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on creeks and streams that occasionally overflow their banks?

N=425

	Q23. How many years have you lived in Mecklenburg County					Location code		Total
	Less than 1 year	1 to 5 years	6 to 10 years	11 to 20 years	21+ years	Inside	Outside	

Q5. 2nd choice

Too much rain	0.0%	5.3%	6.5%	3.2%	8.6%	5.6%	10.5%	6.6%
Creek channels are too small	0.0%	22.8%	15.2%	22.3%	6.3%	15.9%	5.8%	13.9%
Storm drains are too small	0.0%	10.5%	1.1%	0.0%	3.4%	3.2%	2.3%	3.1%
Creek channels get clogged or blocked	80.0%	14.0%	17.4%	16.0%	19.5%	18.0%	18.6%	18.1%
Storm drains get clogged or blocked	20.0%	5.3%	9.8%	16.0%	24.7%	17.1%	17.4%	17.2%
Aging stormwater pipes/ structures	0.0%	15.8%	6.5%	9.6%	8.6%	10.3%	4.7%	9.2%
Too much development/ construction	0.0%	1.8%	0.0%	11.7%	6.9%	4.1%	11.6%	5.6%
Not enough open space	0.0%	7.0%	2.2%	4.3%	5.2%	3.8%	7.0%	4.5%
Flooding is natural	0.0%	1.8%	12.0%	8.5%	8.0%	7.1%	11.6%	8.0%
Other	0.0%	10.5%	1.1%	0.0%	0.0%	1.8%	1.2%	1.6%
Don't know	0.0%	5.3%	28.3%	8.5%	8.6%	13.0%	9.3%	12.2%

Length and Location of Residence

Q5. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on creeks and streams that occasionally overflow their banks? (top 2)

N=425

	Q23. How many years have you lived in Mecklenburg County					Location code		Total
	Less than 1 year	1 to 5 years	6 to 10 years	11 to 20 years	21+ years	Inside	Outside	

Q5. Top choice

Too much rain	20.0%	38.6%	56.5%	43.6%	31.6%	37.5%	52.3%	40.5%
Creek channels are too small	0.0%	24.6%	20.7%	25.5%	13.2%	20.4%	14.0%	19.1%
Storm drains are too small	0.0%	10.5%	4.3%	1.1%	6.9%	6.2%	2.3%	5.4%
Creek channels get clogged or blocked	100.0%	42.1%	35.9%	40.4%	37.4%	40.4%	34.9%	39.3%
Storm drains get clogged or blocked	40.0%	10.5%	17.4%	27.7%	48.9%	34.8%	22.1%	32.2%
Aging stormwater pipes/ structures	0.0%	22.8%	8.7%	9.6%	12.6%	13.9%	5.8%	12.2%
Too much development/ construction	40.0%	15.8%	7.6%	30.9%	20.7%	15.3%	36.0%	19.5%
Not enough open space	0.0%	14.0%	2.2%	4.3%	5.2%	5.0%	7.0%	5.4%
Flooding is natural	0.0%	3.5%	15.2%	8.5%	10.3%	9.4%	11.6%	9.9%
Other	0.0%	10.5%	1.1%	0.0%	0.0%	1.8%	1.2%	1.6%
Don't know	0.0%	1.8%	2.2%	0.0%	4.6%	2.4%	3.5%	2.6%

Length and Location of Residence

Q6. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on flooding of streets and buildings?

N=425

	<u>Q23. How many years have you lived in Mecklenburg County</u>					<u>Location code</u>		<u>Total</u>
	<u>Less than 1 year</u>	<u>1 to 5 years</u>	<u>6 to 10 years</u>	<u>11 to 20 years</u>	<u>21+ years</u>	<u>Inside</u>	<u>Outside</u>	

Q6. Top choice

Too much rain	0.0%	24.6%	38.0%	17.0%	24.1%	26.0%	22.1%	25.2%
Creek channels are too small	0.0%	0.0%	4.3%	0.0%	2.3%	1.8%	2.3%	1.9%
Storm drains are too small	20.0%	1.8%	4.3%	8.5%	11.5%	9.4%	2.3%	8.0%
Creek channels get clogged or blocked	0.0%	1.8%	1.1%	16.0%	7.5%	5.9%	11.6%	7.1%
Storm drains get clogged or blocked	0.0%	26.3%	33.7%	30.9%	33.3%	30.1%	38.4%	31.8%
Aging stormwater pipes/ structures	0.0%	8.8%	5.4%	6.4%	4.0%	6.2%	2.3%	5.4%
Too much development/ construction	60.0%	12.3%	7.6%	19.1%	9.8%	10.9%	17.4%	12.2%
Not enough open space	20.0%	7.0%	3.3%	1.1%	0.6%	2.7%	1.2%	2.4%
Flooding is natural	0.0%	1.8%	0.0%	0.0%	1.1%	0.9%	0.0%	0.7%
Other	0.0%	14.0%	0.0%	0.0%	0.0%	2.4%	1.2%	2.1%
Don't know	0.0%	1.8%	2.2%	1.1%	5.7%	3.8%	1.2%	3.3%

Length and Location of Residence

Q6. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on flooding of streets and buildings?

N=425	<u>Q23. How many years have you lived in Mecklenburg County</u>					<u>Location code</u>		<u>Total</u>
	<u>Less than 1</u>	<u>6 to 10</u>	<u>11 to 20</u>	<u>21+ years</u>	<u>Inside</u>	<u>Outside</u>		
	<u>year</u>	<u>1 to 5 years</u>	<u>years</u>	<u>years</u>				
<u>Q6. 2nd choice</u>								
Too much rain	0.0%	1.8%	9.8%	3.2%	4.6%	4.1%	8.1%	4.9%
Creek channels are too small	20.0%	1.8%	1.1%	1.1%	1.7%	2.1%	0.0%	1.6%
Storm drains are too small	0.0%	24.6%	5.4%	4.3%	13.8%	13.0%	5.8%	11.5%
Creek channels get clogged or blocked	0.0%	3.5%	6.5%	13.8%	9.8%	8.6%	10.5%	8.9%
Storm drains get clogged or blocked	80.0%	14.0%	12.0%	24.5%	23.6%	16.8%	34.9%	20.5%
Aging stormwater pipes/ structures	0.0%	12.3%	20.7%	16.0%	15.5%	18.9%	4.7%	16.0%
Too much development/ construction	0.0%	17.5%	5.4%	19.1%	9.2%	9.4%	20.9%	11.8%
Not enough open space	0.0%	3.5%	1.1%	8.5%	6.9%	4.7%	8.1%	5.4%
Flooding is natural	0.0%	0.0%	1.1%	5.3%	0.6%	2.1%	0.0%	1.6%
Other	0.0%	17.5%	4.3%	0.0%	0.0%	2.9%	4.7%	3.3%
Don't know	0.0%	3.5%	32.6%	4.3%	14.4%	17.4%	2.3%	14.4%

Length and Location of Residence

Q6. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on flooding of streets and buildings? (top 2)

N=425

	Q23. How many years have you lived in Mecklenburg County					Location code		Total
	Less than 1 year	1 to 5 years	6 to 10 years	11 to 20 years	21+ years	Inside	Outside	

Q6. Top choice

Too much rain	0.0%	26.3%	47.8%	20.2%	28.7%	30.1%	30.2%	30.1%
Creek channels are too small	20.0%	1.8%	5.4%	1.1%	4.0%	3.8%	2.3%	3.5%
Storm drains are too small	20.0%	26.3%	9.8%	12.8%	25.3%	22.4%	8.1%	19.5%
Creek channels get clogged or blocked	0.0%	5.3%	7.6%	29.8%	17.2%	14.5%	22.1%	16.0%
Storm drains get clogged or blocked	80.0%	40.4%	45.7%	55.3%	56.9%	46.9%	73.3%	52.2%
Aging stormwater pipes/ structures	0.0%	21.1%	26.1%	22.3%	19.5%	25.1%	7.0%	21.4%
Too much development/ construction	60.0%	29.8%	13.0%	38.3%	19.0%	20.4%	38.4%	24.0%
Not enough open space	20.0%	10.5%	4.3%	9.6%	7.5%	7.4%	9.3%	7.8%
Flooding is natural	0.0%	1.8%	1.1%	5.3%	1.7%	2.9%	0.0%	2.4%
Other	0.0%	31.6%	4.3%	0.0%	0.0%	5.3%	5.8%	5.4%
Don't know	0.0%	1.8%	2.2%	1.1%	5.7%	3.8%	1.2%	3.3%

Length and Location of Residence

Q7. Is the property where you currently live in a flood zone?

N=425	<u>Q23. How many years have you lived in Mecklenburg County</u>					<u>Location code</u>		<u>Total</u>
	<u>Less than 1</u>		<u>6 to 10</u>	<u>11 to 20</u>		<u>Inside</u>	<u>Outside</u>	
	<u>year</u>	<u>1 to 5 years</u>	<u>years</u>	<u>years</u>	<u>21+ years</u>			
<u>Q7. Is the property where you currently live in a flood zone</u>								
Yes	0.0%	3.5%	4.3%	1.1%	3.4%	1.2%	10.5%	3.1%
No	80.0%	71.9%	76.1%	70.2%	78.2%	75.8%	72.1%	75.1%
Not sure	20.0%	24.6%	19.6%	28.7%	18.4%	23.0%	17.4%	21.9%

Q8. Does regular property insurance cover flood damage?

N=425	<u>Q23. How many years have you lived in Mecklenburg County</u>					<u>Location code</u>		<u>Total</u>
	<u>Less than 1</u>		<u>6 to 10</u>	<u>11 to 20</u>		<u>Inside</u>	<u>Outside</u>	
	<u>year</u>	<u>1 to 5 years</u>	<u>years</u>	<u>years</u>	<u>21+ years</u>			
<u>Q8. Does regular property insurance cover flood damage</u>								
Yes	0.0%	3.5%	10.9%	7.4%	10.3%	8.8%	8.1%	8.7%
No	80.0%	71.9%	69.6%	71.3%	72.4%	69.0%	82.6%	71.8%
Not sure	20.0%	24.6%	19.6%	21.3%	17.2%	22.1%	9.3%	19.5%

Length and Location of Residence

Q9. From the following list, please check ALL the sources you would use to find out if the property where you live is in a flood zone.

N=425	<u>Q23. How many years have you lived in Mecklenburg County</u>					<u>Location code</u>		<u>Total</u>
	<u>Less than 1</u>	<u>6 to 10</u>	<u>11 to 20</u>	<u>21+ years</u>	<u>Inside</u>	<u>Outside</u>		
	<u>year</u>	<u>1 to 5 years</u>	<u>years</u>	<u>years</u>				
<u>Q9. Sources you would use to find out if the property where you live is in a flood zone</u>								
Internet	60.0%	71.9%	50.0%	72.3%	57.5%	60.8%	64.0%	61.4%
Social media (Twitter, Facebook)	0.0%	8.8%	1.1%	4.3%	7.5%	6.8%	0.0%	5.4%
Realtor	0.0%	36.8%	29.3%	43.6%	28.2%	33.0%	30.2%	32.5%
Federal government/FEMA	0.0%	28.1%	20.7%	50.0%	31.0%	28.3%	46.5%	32.0%
Mortgage company	0.0%	19.3%	17.4%	23.4%	17.2%	16.8%	25.6%	18.6%
Insurance company	80.0%	57.9%	31.5%	54.3%	40.8%	43.7%	46.5%	44.2%
Charlotte-Mecklenburg County website	60.0%	49.1%	45.7%	68.1%	57.5%	54.0%	64.0%	56.0%
State of North Carolina government	20.0%	14.0%	23.9%	21.3%	14.4%	17.1%	20.9%	17.9%
Local government	20.0%	21.1%	45.7%	33.0%	28.7%	31.3%	34.9%	32.0%
Homeowners/Neighborhood Assoc.	60.0%	31.6%	17.4%	39.4%	25.3%	27.4%	30.2%	28.0%
Other	0.0%	8.8%	6.5%	2.1%	2.9%	3.5%	7.0%	4.2%
None	0.0%	3.5%	8.7%	4.3%	1.7%	5.0%	0.0%	4.0%

Length and Location of Residence

Q10. How much do you agree with the following statement: I would be willing to pay more in stormwater fees if it would reduce flooding in Charlotte and Mecklenburg County. (without "don't know")

N=425	<u>Q23. How many years have you lived in Mecklenburg County</u>					<u>Location code</u>		<u>Total</u>
	<u>Less than 1 year</u>	<u>1 to 5 years</u>	<u>6 to 10 years</u>	<u>11 to 20 years</u>	<u>21+ years</u>	<u>Inside</u>	<u>Outside</u>	
<u>Q10. How much do you agree with the statement</u>								
Strongly agree	0.0%	1.8%	1.2%	2.4%	4.6%	3.3%	1.4%	2.9%
Agree	75.0%	30.9%	22.6%	28.0%	28.5%	28.4%	24.7%	27.7%
Disagree	25.0%	14.5%	54.8%	22.0%	29.8%	35.6%	12.3%	31.1%
Strongly disagree	0.0%	52.7%	21.4%	47.6%	37.1%	32.7%	61.6%	38.3%

Length and Location of Residence

Q11. From the following list, please check ALL the stormwater pollutants that you think are found in Charlotte and Mecklenburg County's creeks, streams and lakes.

N=425

Q23. How many years have you lived in Mecklenburg County					Location code		Total
Less than 1 year	1 to 5 years	6 to 10 years	11 to 20 years	21+ years	Inside	Outside	

Q11. All stormwater pollutants that you think are found in Charlotte & Mecklenburg County's creeks, streams & lakes

Sediment, dirt, sand, clay	40.0%	93.0%	70.7%	87.2%	66.7%	71.7%	90.7%	75.5%
Bacteria from animal waste	80.0%	86.0%	64.1%	71.3%	64.4%	66.1%	81.4%	69.2%
Bacteria from human waste	60.0%	82.5%	42.4%	58.5%	57.5%	55.8%	66.3%	57.9%
Industrial chemicals	60.0%	78.9%	64.1%	74.5%	73.0%	69.9%	80.2%	72.0%
Oil & pollutants from cars	80.0%	86.0%	57.6%	85.1%	72.4%	70.5%	87.2%	73.9%
Fertilizers & pesticides	80.0%	86.0%	53.3%	88.3%	70.1%	69.3%	87.2%	72.9%
Yard waste, leaves, grass clippings	60.0%	89.5%	87.0%	88.3%	83.9%	84.4%	93.0%	86.1%
Litter, trash	80.0%	78.9%	65.2%	85.1%	85.1%	79.4%	81.4%	79.8%
Other	0.0%	0.0%	0.0%	1.1%	1.7%	0.6%	2.3%	0.9%
None. Local creeks, streams & lakes are not polluted	20.0%	3.5%	2.2%	3.2%	5.7%	4.1%	4.7%	4.2%

Length and Location of Residence

Q12. Which TWO stormwater pollutants indicated in Question #11 do you think are the biggest problem for creeks, streams and lakes in Charlotte and Mecklenburg County?

N=425

	<u>Q23. How many years have you lived in Mecklenburg County</u>					<u>Location code</u>		<u>Total</u>
	<u>Less than 1 year</u>	<u>1 to 5 years</u>	<u>6 to 10 years</u>	<u>11 to 20 years</u>	<u>21+ years</u>	<u>Inside</u>	<u>Outside</u>	
<u>Q12. Top choice</u>								
Sediment, dirt, sand, clay	0.0%	12.3%	14.1%	21.3%	8.6%	9.1%	29.1%	13.2%
Bacteria from animal waste	0.0%	1.8%	2.2%	3.2%	2.9%	2.9%	1.2%	2.6%
Bacteria from human waste	0.0%	3.5%	0.0%	0.0%	2.3%	1.2%	2.3%	1.4%
Industrial chemicals	0.0%	33.3%	25.0%	7.4%	19.5%	21.8%	10.5%	19.5%
Oil & pollutants from cars	0.0%	21.1%	2.2%	13.8%	17.8%	13.9%	12.8%	13.6%
Fertilizers & pesticides	60.0%	7.0%	7.6%	24.5%	7.5%	10.9%	17.4%	12.2%
Yard waste, leaves, grass clippings	0.0%	8.8%	31.5%	12.8%	16.1%	18.9%	11.6%	17.4%
Litter, trash	20.0%	8.8%	14.1%	10.6%	17.8%	15.9%	7.0%	14.1%
Other	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	1.2%	0.2%
None. Local creeks, streams & lakes are not polluted	20.0%	3.5%	2.2%	3.2%	5.7%	4.1%	4.7%	4.2%
None chosen	0.0%	0.0%	1.1%	3.2%	1.1%	1.2%	2.3%	1.4%

Length and Location of Residence

Q12. Which TWO stormwater pollutants indicated in Question #11 do you think are the biggest problem for creeks, streams and lakes in Charlotte and Mecklenburg County?

N=425

	Q23. How many years have you lived in Mecklenburg County					Location code		Total
	Less than 1 year	1 to 5 years	6 to 10 years	11 to 20 years	21+ years	Inside	Outside	

Q12. 2nd choice

Sediment, dirt, sand, clay	0.0%	1.8%	4.3%	8.5%	2.9%	4.4%	3.5%	4.2%
Bacteria from animal waste	0.0%	15.8%	5.4%	0.0%	9.2%	7.7%	5.8%	7.3%
Bacteria from human waste	0.0%	3.5%	12.0%	4.3%	3.4%	5.6%	4.7%	5.4%
Industrial chemicals	20.0%	14.0%	2.2%	7.4%	8.0%	8.6%	5.8%	8.0%
Oil & pollutants from cars	0.0%	7.0%	9.8%	12.8%	8.6%	8.8%	11.6%	9.4%
Fertilizers & pesticides	20.0%	31.6%	10.9%	17.0%	19.0%	14.5%	33.7%	18.4%
Yard waste, leaves, grass clippings	40.0%	17.5%	17.4%	9.6%	9.8%	13.6%	9.3%	12.7%
Litter, trash	0.0%	5.3%	12.0%	28.7%	21.3%	18.6%	17.4%	18.4%
Other	0.0%	0.0%	0.0%	0.0%	1.1%	0.6%	0.0%	0.5%
None chosen	20.0%	3.5%	26.1%	11.7%	16.7%	17.7%	8.1%	15.8%

Length and Location of Residence

Q12. Which TWO stormwater pollutants indicated in Question #11 do you think are the biggest problem for creeks, streams and lakes in Charlotte and Mecklenburg County? (top 2)

N=425	Q23. How many years have you lived in Mecklenburg County					Location code		Total
	Less than 1 year	1 to 5 years	6 to 10 years	11 to 20 years	21+ years	Inside	Outside	
<u>Q12. Top choice</u>								
Sediment, dirt, sand, clay	0.0%	14.0%	18.5%	29.8%	11.5%	13.6%	32.6%	17.4%
Bacteria from animal waste	0.0%	17.5%	7.6%	3.2%	12.1%	10.6%	7.0%	9.9%
Bacteria from human waste	0.0%	7.0%	12.0%	4.3%	5.7%	6.8%	7.0%	6.8%
Industrial chemicals	20.0%	47.4%	27.2%	14.9%	27.6%	30.4%	16.3%	27.5%
Oil & pollutants from cars	0.0%	28.1%	12.0%	26.6%	26.4%	22.7%	24.4%	23.1%
Fertilizers & pesticides	80.0%	38.6%	18.5%	41.5%	26.4%	25.4%	51.2%	30.6%
Yard waste, leaves, grass clippings	40.0%	26.3%	48.9%	22.3%	25.9%	32.4%	20.9%	30.1%
Litter, trash	20.0%	14.0%	26.1%	39.4%	39.1%	34.5%	24.4%	32.5%
Other	0.0%	0.0%	0.0%	0.0%	1.7%	0.6%	1.2%	0.7%
None. Local creeks, streams & lakes are not polluted	20.0%	3.5%	2.2%	3.2%	5.7%	4.1%	4.7%	4.2%
None chosen	0.0%	0.0%	1.1%	3.2%	1.1%	1.2%	2.3%	1.4%

Length and Location of Residence

Q13. From the following list, please check the action you would most likely do if you saw workers washing paint brushes over a storm drain.

N=425	<u>Q23. How many years have you lived in Mecklenburg County</u>					<u>Location code</u>		<u>Total</u>
	<u>Less than 1</u>	<u>6 to 10</u>	<u>11 to 20</u>	<u>21+ years</u>	<u>Inside</u>	<u>Outside</u>		
	<u>year</u>	<u>1 to 5 years</u>	<u>years</u>	<u>years</u>				
<u>Q13. Action you would do if you saw workers washing paint brushes over a storm drain</u>								
Ask workers to stop	60.0%	15.8%	23.9%	26.6%	29.3%	23.3%	36.0%	25.9%
Report it by calling 311	20.0%	33.3%	25.0%	43.6%	48.9%	40.1%	40.7%	40.2%
Report it by calling 911	0.0%	0.0%	0.0%	1.1%	6.3%	2.4%	4.7%	2.8%
Report it by using a mobile phone application	0.0%	10.5%	0.0%	4.3%	0.6%	3.2%	1.2%	2.8%
Nothing	20.0%	26.3%	51.1%	24.5%	14.4%	28.6%	16.3%	26.1%
Don't know	0.0%	14.0%	0.0%	0.0%	0.6%	2.4%	1.2%	2.1%

Length and Location of Residence

Q14. Please rate your overall level of agreement with the following statement: Water that runs into storm drains flows directly to local creeks and lakes. (without "don't know")

N=425	Q23. How many years have you lived in Mecklenburg County					Location code		Total
	Less than 1 year	1 to 5 years	6 to 10 years	11 to 20 years	21+ years	Inside	Outside	

Q14. Rate your overall level of agreement

Strongly Agree	0.0%	43.8%	19.6%	65.2%	32.6%	39.0%	37.3%	38.6%
Agree	66.7%	43.8%	60.8%	28.8%	52.2%	46.1%	50.7%	47.1%
Disagree	33.3%	8.3%	13.7%	6.1%	13.0%	11.6%	9.0%	11.0%
Strongly Disagree	0.0%	4.2%	5.9%	0.0%	2.2%	3.3%	3.0%	3.2%

Length and Location of Residence

Q15. Please indicate your level of support with the following statement: I would be willing to pay more in stormwater fees if it would be used to clean up polluted creeks, streams and lakes in Charlotte and Mecklenburg County.

N=425	Q23. How many years have you lived in Mecklenburg County					Location code		Total
	Less than 1 year	1 to 5 years	6 to 10 years	11 to 20 years	21+ years	Inside	Outside	

Q15. Indicate your level of support

Strongly Support	20.0%	22.8%	6.5%	22.3%	16.1%	14.5%	23.3%	16.2%
Somewhat Support	60.0%	28.1%	38.0%	29.8%	29.9%	35.7%	17.4%	32.0%
Not Sure	20.0%	17.5%	17.4%	25.5%	16.7%	18.6%	19.8%	18.8%
Not Likely to Support	0.0%	26.3%	5.4%	14.9%	21.8%	17.7%	15.1%	17.2%
Would Not Support	0.0%	5.3%	32.6%	7.4%	15.5%	13.6%	24.4%	15.8%

Length and Location of Residence

Q16. Have you heard or seen any information about stormwater pollution or flooding in the past year? (without "don't know")

N=425	<u>Q23. How many years have you lived in Mecklenburg County</u>					<u>Location code</u>		<u>Total</u>
	<u>Less than 1 year</u>	<u>1 to 5 years</u>	<u>6 to 10 years</u>	<u>11 to 20 years</u>	<u>21+ years</u>	<u>Inside</u>	<u>Outside</u>	
<u>Q16. Have you heard or seen any information about stormwater pollution or flooding in past year</u>								
Yes	0.0%	30.9%	35.4%	54.9%	50.0%	44.7%	43.9%	44.5%
No	100.0%	69.1%	64.6%	45.1%	50.0%	55.3%	56.1%	55.5%

Length and Location of Residence

Q17 (If YES to Question 16) Information about stormwater pollution and flooding is communicated and promoted to residents in a variety of ways each year (i.e. television, radio, newspaper, mailings, etc.). Please check ALL the stormwater pollution or flooding information that you have heard about over the past 12 months.

N=171

Q23. How many years have you lived in Mecklenburg County				Location code		Total
1 to 5 years	6 to 10 years	11 to 20 years	21+ years	Inside	Outside	

Q17. Stormwater pollution or flooding information you have heard about over past 12 months

Information about volunteer opportunities to help clean up creeks & streams	23.5%	50.0%	54.0%	63.2%	54.1%	55.6%	54.4%
Information about being a Water Watcher & reporting pollution in stormwater, creeks, streams & lakes	11.8%	32.1%	40.0%	35.5%	39.3%	13.9%	33.9%
Information about flood zone maps & flood insurance	52.9%	28.6%	48.0%	39.5%	46.7%	22.2%	41.5%
Information about flood safety such as, "Turn Around. Don't Drown. Your car is not a boat."	76.5%	82.1%	90.0%	77.6%	80.7%	86.1%	81.9%
I have not heard any above stormwater information this past year	23.5%	0.0%	2.0%	3.9%	4.4%	5.6%	4.7%
Other	0.0%	0.0%	0.0%	1.3%	0.0%	2.8%	0.6%
None chosen	0.0%	3.6%	0.0%	2.6%	1.5%	2.8%	1.8%

Length and Location of Residence

Q18. (If YES to Question 16) From the following list, please check ALL the ways that you saw or heard information about stormwater pollution and/or flooding.

N=171	Q23. How many years have you lived in Mecklenburg County				Location code		Total
	1 to 5 years	6 to 10	11 to 20	21+ years	Inside	Outside	
		years	years				
<u>Q18. Ways you saw or heard information about stormwater pollution and/or flooding</u>							
TV	100.0%	67.9%	88.0%	89.5%	88.9%	77.8%	86.5%
Radio	76.5%	60.7%	38.0%	32.9%	45.9%	33.3%	43.3%
Website/Internet	5.9%	17.9%	24.0%	14.5%	17.0%	16.7%	17.0%
Social media (i.e. Facebook)	0.0%	3.6%	4.0%	11.8%	8.1%	2.8%	7.0%
Postcard mailer	0.0%	10.7%	16.0%	13.2%	11.9%	13.9%	12.3%
Utility bill insert	76.5%	42.9%	52.0%	71.1%	61.5%	61.1%	61.4%
Letter from City or Mecklenburg County	0.0%	10.7%	12.0%	15.8%	14.1%	5.6%	12.3%
Billboard	0.0%	39.3%	16.0%	14.5%	20.7%	5.6%	17.5%
Newspaper	17.6%	3.6%	16.0%	43.4%	25.9%	27.8%	26.3%
Magazine	0.0%	14.3%	6.0%	7.9%	8.9%	2.8%	7.6%
Storm Drain Marker	0.0%	14.3%	20.0%	19.7%	12.6%	33.3%	17.0%
Road signs (i.e. Adopt-A- Stream)	0.0%	60.7%	38.0%	40.8%	39.3%	38.9%	39.2%
Word of mouth (i.e. family, friends, coworkers)	11.8%	39.3%	14.0%	18.4%	21.5%	13.9%	19.9%
Other	0.0%	0.0%	0.0%	2.6%	0.7%	2.8%	1.2%

Length and Location of Residence

Q19. (If YES to Question 16) Which two ways of promotion and communication did you receive the most information about stormwater pollution and/or flooding?

N=171

	Q23. How many years have you lived in Mecklenburg County				Location code		Total
	1 to 5 years	6 to 10 years	11 to 20 years	21+ years	Inside	Outside	

Q19. Top choice

TV	94.1%	42.9%	66.0%	55.3%	67.4%	33.3%	60.2%
Radio	0.0%	14.3%	0.0%	2.6%	1.5%	11.1%	3.5%
Website/Internet	5.9%	0.0%	2.0%	3.9%	2.2%	5.6%	2.9%
Social media (i.e. Facebook)	0.0%	3.6%	0.0%	0.0%	0.7%	0.0%	0.6%
Postcard mailer	0.0%	0.0%	0.0%	1.3%	0.7%	0.0%	0.6%
Utility bill insert	0.0%	28.6%	22.0%	26.3%	17.0%	44.4%	22.8%
Letter from City or Mecklenburg County	0.0%	10.7%	0.0%	0.0%	2.2%	0.0%	1.8%
Newspaper	0.0%	0.0%	8.0%	9.2%	7.4%	2.8%	6.4%
Road signs (i.e. Adopt-A-Stream)	0.0%	0.0%	2.0%	0.0%	0.0%	2.8%	0.6%
Other	0.0%	0.0%	0.0%	1.3%	0.7%	0.0%	0.6%

Length and Location of Residence

Q19. (If YES to Question 16) Which two ways of promotion and communication did you receive the most information about stormwater pollution and/or flooding?

N=171

	Q23. How many years have you lived in Mecklenburg County				Location code		Total
	1 to 5 years	6 to 10 years	11 to 20 years	21+ years	Inside	Outside	

Q19. 2nd choice

TV	0.0%	7.1%	10.0%	22.4%	11.9%	22.2%	14.0%
Radio	76.5%	17.9%	2.0%	5.3%	15.6%	5.6%	13.5%
Website/Internet	0.0%	0.0%	6.0%	0.0%	2.2%	0.0%	1.8%
Social media (i.e. Facebook)	0.0%	0.0%	0.0%	2.6%	1.5%	0.0%	1.2%
Postcard mailer	0.0%	7.1%	8.0%	1.3%	4.4%	2.8%	4.1%
Utility bill insert	5.9%	0.0%	18.0%	21.1%	17.0%	8.3%	15.2%
Letter from City or Mecklenburg County	0.0%	0.0%	2.0%	3.9%	2.2%	2.8%	2.3%
Billboard	0.0%	10.7%	8.0%	2.6%	6.7%	0.0%	5.3%
Newspaper	17.6%	3.6%	0.0%	18.4%	8.9%	16.7%	10.5%
Storm Drain Marker	0.0%	0.0%	0.0%	2.6%	0.0%	5.6%	1.2%
Road signs (i.e. Adopt-A-Stream)	0.0%	17.9%	10.0%	3.9%	5.2%	16.7%	7.6%
Word of mouth (i.e. family, friends, coworkers)	0.0%	0.0%	4.0%	3.9%	3.0%	2.8%	2.9%
None chosen	0.0%	35.7%	32.0%	11.8%	21.5%	16.7%	20.5%

Length and Location of Residence

Q19. (If YES to Question 16) Which two ways of promotion and communication did you receive the most information about stormwater pollution and/or flooding? (top 2)

N=171

	Q23. How many years have you lived in Mecklenburg County				Location code		Total
	1 to 5 years	6 to 10	11 to 20	21+ years	Inside	Outside	
		years	years				

Q19. Top choice

TV	94.1%	50.0%	76.0%	77.6%	79.3%	55.6%	74.3%
Radio	76.5%	32.1%	2.0%	7.9%	17.0%	16.7%	17.0%
Website/Internet	5.9%	0.0%	8.0%	3.9%	4.4%	5.6%	4.7%
Social media (i.e. Facebook)	0.0%	3.6%	0.0%	2.6%	2.2%	0.0%	1.8%
Postcard mailer	0.0%	7.1%	8.0%	2.6%	5.2%	2.8%	4.7%
Utility bill insert	5.9%	28.6%	40.0%	47.4%	34.1%	52.8%	38.0%
Letter from City or Mecklenburg County	0.0%	10.7%	2.0%	3.9%	4.4%	2.8%	4.1%
Billboard	0.0%	10.7%	8.0%	2.6%	6.7%	0.0%	5.3%
Newspaper	17.6%	3.6%	8.0%	27.6%	16.3%	19.4%	17.0%
Storm Drain Marker	0.0%	0.0%	0.0%	2.6%	0.0%	5.6%	1.2%
Road signs (i.e. Adopt-A- Stream)	0.0%	17.9%	12.0%	3.9%	5.2%	19.4%	8.2%
Word of mouth (i.e. family, friends, coworkers)	0.0%	0.0%	4.0%	3.9%	3.0%	2.8%	2.9%
Other	0.0%	0.0%	0.0%	1.3%	0.7%	0.0%	0.6%

Length and Location of Residence

Q20. Which two ways of promotion and communication would you prefer to receive information about stormwater pollution and/or flooding?

N=425	<u>Q23. How many years have you lived in Mecklenburg County</u>					<u>Location code</u>		<u>Total</u>
	<u>Less than 1</u>	<u>6 to 10</u>	<u>11 to 20</u>	<u>21+ years</u>	<u>Inside</u>	<u>Outside</u>		
	<u>year</u>	<u>1 to 5 years</u>	<u>years</u>	<u>years</u>				
<u>Q20. Top choice</u>								
TV	0.0%	24.6%	31.5%	42.6%	38.5%	37.2%	29.1%	35.5%
Radio	0.0%	1.8%	5.4%	1.1%	4.0%	2.9%	4.7%	3.3%
Website/Internet	20.0%	15.8%	4.3%	6.4%	9.2%	8.3%	9.3%	8.5%
Social media (i.e. Facebook)	0.0%	0.0%	0.0%	1.1%	0.6%	0.6%	0.0%	0.5%
Postcard mailer	0.0%	17.5%	5.4%	5.3%	3.4%	5.6%	8.1%	6.1%
Utility bill insert	60.0%	10.5%	15.2%	17.0%	23.6%	18.6%	19.8%	18.8%
Letter from City or Mecklenburg County	0.0%	7.0%	5.4%	12.8%	1.7%	4.7%	9.3%	5.6%
Billboard	0.0%	3.5%	0.0%	0.0%	1.7%	0.9%	2.3%	1.2%
Newspaper	0.0%	10.5%	0.0%	0.0%	4.6%	3.5%	2.3%	3.3%
Storm Drain Marker	0.0%	0.0%	0.0%	1.1%	0.6%	0.3%	1.2%	0.5%
Road signs (i.e. Adopt-A-Stream)	0.0%	8.8%	4.3%	1.1%	0.0%	1.5%	5.8%	2.4%
Word of mouth (i.e. family, friends, coworkers)	0.0%	0.0%	0.0%	0.0%	1.1%	0.6%	0.0%	0.5%
Other	0.0%	0.0%	0.0%	0.0%	0.6%	0.3%	0.0%	0.2%
None chosen	20.0%	0.0%	28.3%	11.7%	10.3%	15.0%	8.1%	13.6%

Length and Location of Residence

Q20. Which two ways of promotion and communication would you prefer to receive information about stormwater pollution and/or flooding?

N=425	<u>Q23. How many years have you lived in Mecklenburg County</u>					<u>Location code</u>		<u>Total</u>
	<u>Less than 1</u>	<u>6 to 10</u>	<u>11 to 20</u>	<u>21+ years</u>	<u>Inside</u>	<u>Outside</u>		
	<u>year</u>	<u>1 to 5 years</u>	<u>years</u>	<u>years</u>				
<u>Q20. 2nd choice</u>								
TV	0.0%	7.0%	8.7%	6.4%	17.2%	11.2%	11.6%	11.3%
Radio	0.0%	19.3%	7.6%	3.2%	8.0%	8.6%	7.0%	8.2%
Website/Internet	0.0%	10.5%	4.3%	3.2%	5.2%	4.7%	7.0%	5.2%
Social media (i.e. Facebook)	0.0%	8.8%	10.9%	5.3%	4.6%	7.7%	2.3%	6.6%
Postcard mailer	0.0%	3.5%	7.6%	11.7%	9.2%	6.2%	17.4%	8.5%
Utility bill insert	0.0%	17.5%	2.2%	5.3%	13.8%	8.3%	16.3%	9.9%
Letter from City or Mecklenburg County	80.0%	3.5%	8.7%	19.1%	6.3%	10.3%	9.3%	10.1%
Billboard	0.0%	0.0%	5.4%	3.2%	1.1%	2.9%	0.0%	2.4%
Newspaper	0.0%	1.8%	0.0%	4.3%	8.6%	5.3%	2.3%	4.7%
Magazine	0.0%	0.0%	1.1%	0.0%	0.0%	0.3%	0.0%	0.2%
Storm Drain Marker	0.0%	0.0%	0.0%	2.1%	0.6%	0.3%	2.3%	0.7%
Road signs (i.e. Adopt-A-Stream)	0.0%	3.5%	7.6%	6.4%	1.1%	4.4%	2.3%	4.0%
Word of mouth (i.e. family, friends, coworkers)	0.0%	8.8%	0.0%	0.0%	4.6%	3.5%	1.2%	3.1%
Other	0.0%	0.0%	2.2%	0.0%	0.0%	0.6%	0.0%	0.5%
None chosen	20.0%	15.8%	33.7%	29.8%	19.5%	25.7%	20.9%	24.7%

Length and Location of Residence

Q20. Which two ways of promotion and communication would you prefer to receive information about stormwater pollution and/or flooding? (top 2)

N=425	<u>Q23. How many years have you lived in Mecklenburg County</u>					<u>Location code</u>		<u>Total</u>
	<u>Less than 1 year</u>	<u>1 to 5 years</u>	<u>6 to 10 years</u>	<u>11 to 20 years</u>	<u>21+ years</u>	<u>Inside</u>	<u>Outside</u>	
<u>Q20. Top choice</u>								
TV	0.0%	31.6%	40.2%	48.9%	55.7%	48.4%	40.7%	46.8%
Radio	0.0%	21.1%	13.0%	4.3%	12.1%	11.5%	11.6%	11.5%
Website/Internet	20.0%	26.3%	8.7%	9.6%	14.4%	13.0%	16.3%	13.6%
Social media (i.e. Facebook)	0.0%	8.8%	10.9%	6.4%	5.2%	8.3%	2.3%	7.1%
Postcard mailer	0.0%	21.1%	13.0%	17.0%	12.6%	11.8%	25.6%	14.6%
Utility bill insert	60.0%	28.1%	17.4%	22.3%	37.4%	26.8%	36.0%	28.7%
Letter from City or Mecklenburg County	80.0%	10.5%	14.1%	31.9%	8.0%	15.0%	18.6%	15.8%
Billboard	0.0%	3.5%	5.4%	3.2%	2.9%	3.8%	2.3%	3.5%
Newspaper	0.0%	12.3%	0.0%	4.3%	13.2%	8.8%	4.7%	8.0%
Magazine	0.0%	0.0%	1.1%	0.0%	0.0%	0.3%	0.0%	0.2%
Storm Drain Marker	0.0%	0.0%	0.0%	3.2%	1.1%	0.6%	3.5%	1.2%
Road signs (i.e. Adopt-A-Stream)	0.0%	12.3%	12.0%	7.4%	1.1%	5.9%	8.1%	6.4%
Word of mouth (i.e. family, friends, coworkers)	0.0%	8.8%	0.0%	0.0%	5.7%	4.1%	1.2%	3.5%

Length and Location of Residence

Q20. Which two ways of promotion and communication would you prefer to receive information about stormwater pollution and/or flooding? (top 2)

N=425

Q23. How many years have you lived in Mecklenburg County					Location code		Total
Less than 1 year	1 to 5 years	6 to 10 years	11 to 20 years	21+ years	Inside	Outside	

Q20. Top choice (Cont.)

Other	0.0%	0.0%	2.2%	0.0%	0.6%	0.9%	0.0%	0.7%
None chosen	20.0%	0.0%	28.3%	10.6%	11.5%	15.3%	8.1%	13.9%

Length and Location of Residence

Q21. What is your age? (without "not provided")

N=425

<u>Q23. How many years have you lived in Mecklenburg County</u>					<u>Location code</u>		<u>Total</u>
<u>Less than 1 year</u>	<u>1 to 5 years</u>	<u>6 to 10 years</u>	<u>11 to 20 years</u>	<u>21+ years</u>	<u>Inside</u>	<u>Outside</u>	

Q21. What is your age

18 to 24 years old	20.0%	3.5%	1.1%	0.0%	1.1%	1.8%	0.0%	1.4%
25 to 34 years old	0.0%	47.4%	54.3%	27.7%	5.2%	30.9%	9.3%	26.5%
35 to 44 years old	40.0%	21.1%	15.2%	17.0%	10.9%	13.9%	19.8%	15.1%
45 to 54 years old	20.0%	8.8%	15.2%	24.5%	17.8%	13.1%	34.9%	17.5%
55 to 64 years old	20.0%	7.0%	6.5%	16.0%	24.7%	16.0%	17.4%	16.3%
65+ years old	0.0%	12.3%	7.6%	14.9%	40.2%	24.3%	18.6%	23.2%

Q22. What is your gender?

N=425

<u>Q23. How many years have you lived in Mecklenburg County</u>					<u>Location code</u>		<u>Total</u>
<u>Less than 1 year</u>	<u>1 to 5 years</u>	<u>6 to 10 years</u>	<u>11 to 20 years</u>	<u>21+ years</u>	<u>Inside</u>	<u>Outside</u>	

Q22. What is your gender

Male	0.0%	64.9%	46.7%	40.4%	46.6%	44.5%	59.3%	47.5%
Female	100.0%	35.1%	53.3%	59.6%	53.4%	55.5%	40.7%	52.5%

Length and Location of Residence

Q23. How many years have you lived in Mecklenburg County? (without "not provided")

N=425

	<u>Q23. How many years have you lived in Mecklenburg County</u>					<u>Location code</u>		<u>Total</u>
	<u>Less than 1 year</u>	<u>1 to 5 years</u>	<u>6 to 10 years</u>	<u>11 to 20 years</u>	<u>21+ years</u>	<u>Inside</u>	<u>Outside</u>	
<u>Q23. How many years have you lived in Mecklenburg County</u>								
Less than 1 year	100.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	1.2%
1 to 5 years	0.0%	100.0%	0.0%	0.0%	0.0%	11.9%	20.0%	13.5%
6 to 10 years	0.0%	0.0%	100.0%	0.0%	0.0%	22.3%	20.0%	21.8%
11 to 20 years	0.0%	0.0%	0.0%	100.0%	0.0%	20.2%	30.6%	22.3%
21+ years	0.0%	0.0%	0.0%	0.0%	100.0%	44.2%	29.4%	41.2%

Q24. Are you or any member of your household of Hispanic or Latino ancestry? (without "not provided")

N=425

	<u>Q23. How many years have you lived in Mecklenburg County</u>					<u>Location code</u>		<u>Total</u>
	<u>Less than 1 year</u>	<u>1 to 5 years</u>	<u>6 to 10 years</u>	<u>11 to 20 years</u>	<u>21+ years</u>	<u>Inside</u>	<u>Outside</u>	
<u>Q24. Are you of Hispanic or Latino ancestry</u>								
Yes	40.0%	10.9%	21.7%	5.5%	9.2%	11.7%	12.2%	11.8%
No	60.0%	89.1%	78.3%	94.5%	90.8%	88.3%	87.8%	88.2%

Length and Location of Residence

Q25. Check ALL of the following that describes your race/ethnicity. (without "not provided")

N=405	<u>Q23. How many years have you lived in Mecklenburg County</u>					<u>Location code</u>		<u>Total</u>
	<u>Less than 1</u>	<u>6 to 10</u>	<u>11 to 20</u>	<u>21+ years</u>	<u>Inside</u>	<u>Outside</u>		
	<u>year</u>	<u>1 to 5 years</u>	<u>years</u>	<u>years</u>				
<u>Q25. Your race/ethnicity</u>								
African American/Black	40.0%	36.5%	32.2%	30.1%	45.2%	43.9%	12.7%	37.8%
Asian/Indian	0.0%	5.8%	26.4%	16.1%	1.2%	11.0%	8.9%	10.6%
White/Caucasian	60.0%	57.7%	37.9%	53.8%	49.4%	41.4%	81.0%	49.1%
Native American	0.0%	3.8%	2.3%	0.0%	0.0%	0.6%	2.5%	1.0%
Asian/Pacific Islander	0.0%	0.0%	0.0%	0.0%	3.6%	1.8%	0.0%	1.5%
Other	0.0%	0.0%	8.0%	0.0%	1.2%	2.8%	0.0%	2.2%

Length and Location of Residence

Q26. What is your total annual household income? (without "not provided")

N=425	<u>Q23. How many years have you lived in Mecklenburg County</u>					<u>Location code</u>		<u>Total</u>
	<u>Less than 1</u>	<u>6 to 10</u>	<u>11 to 20</u>	<u>21+ years</u>	<u>Inside</u>	<u>Outside</u>		
	<u>year</u>	<u>1 to 5 years</u>	<u>years</u>	<u>years</u>				
<u>Q26. What is your total annual household income</u>								
Under \$20K	0.0%	3.8%	4.5%	3.6%	12.3%	8.4%	1.4%	7.1%
\$20K-\$39,999	20.0%	15.4%	39.8%	16.7%	19.6%	26.7%	8.5%	23.2%
\$40K-\$59,999	0.0%	23.1%	14.8%	21.4%	19.6%	23.0%	2.8%	19.1%
\$60K-\$79,999	0.0%	17.3%	6.8%	17.9%	12.3%	10.5%	22.5%	12.8%
\$80K-\$99,999	40.0%	28.8%	19.3%	14.3%	13.0%	16.2%	22.5%	17.4%
\$100K+	40.0%	11.5%	14.8%	26.2%	23.2%	15.2%	42.3%	20.4%

Q28. Would you be interested in volunteering to help clean up creeks or streams in your neighborhood?

N=425	<u>Q23. How many years have you lived in Mecklenburg County</u>					<u>Location code</u>		<u>Total</u>
	<u>Less than 1</u>	<u>6 to 10</u>	<u>11 to 20</u>	<u>21+ years</u>	<u>Inside</u>	<u>Outside</u>		
	<u>year</u>	<u>1 to 5 years</u>	<u>years</u>	<u>years</u>				
<u>Q28. Would you be interested in volunteering to help clean up creeks or streams in your neighborhood</u>								
Yes	20.0%	52.6%	25.0%	20.2%	24.7%	27.1%	27.9%	27.3%
No	0.0%	31.6%	30.4%	37.2%	43.1%	37.2%	38.4%	37.4%
Not Sure	80.0%	15.8%	44.6%	42.6%	32.2%	35.7%	33.7%	35.3%

Length and Location of Residence

Location code

N=425

<u>Q23. How many years have you lived in Mecklenburg County</u>					<u>Location code</u>		<u>Total</u>
<u>Less than 1</u>	<u>6 to 10</u>	<u>11 to 20</u>	<u>21+ years</u>		<u>Inside</u>	<u>Outside</u>	
<u>year</u>	<u>1 to 5 years</u>	<u>years</u>	<u>years</u>				

Location code

Inside	100.0%	70.2%	81.5%	72.3%	85.6%	100.0%	0.0%	79.8%
Outside	0.0%	29.8%	18.5%	27.7%	14.4%	0.0%	100.0%	20.2%

Section 9
*Cross-Tabular Data by
Race and Ethnicity*

Race and Ethnicity

Where do you live?

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/Black	Asian/Indian	White/Caucasian	Asian/Pacific Islander	Other	
<u>Where do you live</u>								
Inside City limits of Charlotte	85.7%	80.4%	93.5%	83.7%	70.6%	100.0%	100.0%	80.5%
In Mecklenburg County outside City limits of Charlotte	14.3%	19.6%	6.5%	16.3%	29.4%	0.0%	0.0%	19.5%

Q2. Stormwater refers to water that runs off roofs, driveways, parking lots, and streets. Please rate your overall level of agreement with the following statement: Stormwater that goes into storm drains is treated and cleaned before it goes into creeks, streams, lakes and ponds. (without "don't know")

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/Black	Asian/Indian	White/Caucasian	Asian/Pacific Islander	Other	

Q2. Rate your overall level of agreement

Strongly Agree	12.5%	13.7%	14.2%	33.3%	11.0%	33.3%	0.0%	13.9%
Agree	33.3%	20.8%	31.1%	8.3%	13.7%	33.3%	100.0%	22.3%
Disagree	37.5%	31.0%	33.0%	0.0%	36.3%	0.0%	0.0%	31.7%
Strongly Disagree	16.7%	34.5%	21.7%	58.3%	39.0%	33.3%	0.0%	32.1%

Race and Ethnicity

Q3. Please rate your overall level of agreement with the following statements on a scale of 4 to 1 where 4 means "Strongly Agree" and 1 means "Strongly Disagree." (without "don't know")

N=425

Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	

Q3a. During times of heavy rain, I am concerned about stormwater flooding on roads

Strongly Agree	6.8%	25.1%	27.8%	44.2%	17.5%	0.0%	11.1%	23.1%
Agree	52.3%	39.9%	37.5%	23.3%	43.9%	100.0%	77.8%	42.1%
Disagree	40.9%	27.7%	29.2%	23.3%	31.2%	0.0%	11.1%	28.5%
Strongly Disagree	0.0%	7.3%	5.6%	9.3%	7.4%	0.0%	0.0%	6.3%

Q3b. During times of heavy rain, I am concerned about flooding in homes & buildings

Strongly Agree	6.8%	9.1%	12.4%	0.0%	8.3%	0.0%	0.0%	9.2%
Agree	25.0%	42.3%	44.8%	58.1%	30.0%	66.7%	88.9%	40.0%
Disagree	47.7%	35.4%	36.6%	9.3%	43.9%	33.3%	11.1%	37.2%
Strongly Disagree	20.5%	13.1%	6.2%	32.6%	17.8%	0.0%	0.0%	13.6%

Race and Ethnicity

Q3. Please rate your overall level of agreement with the following statements on a scale of 4 to 1 where 4 means "Strongly Agree" and 1 means "Strongly Disagree." (without "don't know")

N=425

Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	

Q3c. During times of heavy rain, I am concerned about creeks overflowing their banks

Strongly Agree	2.3%	17.3%	25.7%	0.0%	9.4%	0.0%	11.1%	15.1%
Agree	50.0%	52.4%	47.9%	58.3%	57.8%	100.0%	0.0%	52.5%
Disagree	47.7%	21.5%	19.4%	25.0%	24.4%	0.0%	88.9%	24.8%
Strongly Disagree	0.0%	8.8%	6.9%	16.7%	8.3%	0.0%	0.0%	7.6%

Q3d. Property can experience severe flooding from stormwater even if it is not in a flood zone

Strongly Agree	16.3%	25.4%	29.7%	12.5%	23.5%	0.0%	11.1%	24.3%
Agree	48.8%	46.8%	46.4%	20.8%	49.2%	66.7%	77.8%	47.2%
Disagree	34.9%	19.3%	18.1%	25.0%	21.9%	33.3%	11.1%	21.1%
Strongly Disagree	0.0%	8.6%	5.8%	41.7%	5.5%	0.0%	0.0%	7.4%

Race and Ethnicity

Q4. From the following list, please check ALL the factors that you think contribute to local flooding.

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	

Q4. Factors that contribute to local flooding

Too much rain	71.4%	55.9%	42.5%	95.3%	62.9%	33.3%	77.8%	58.1%
Creek channels are too small	36.7%	35.4%	37.3%	41.9%	33.0%	0.0%	77.8%	35.5%
Storm drains are too small	65.3%	42.2%	55.6%	9.3%	42.3%	33.3%	77.8%	44.9%
Creek channels get clogged or blocked	79.6%	64.6%	64.1%	20.9%	75.3%	33.3%	100.0%	66.1%
Storm drains get clogged or blocked	98.0%	76.3%	79.7%	25.6%	88.7%	66.7%	100.0%	79.1%
Aging stormwater pipes/ structures	28.6%	51.0%	62.1%	9.3%	49.5%	0.0%	22.2%	47.8%
Too much development/ construction	20.4%	52.0%	45.1%	30.2%	57.2%	66.7%	0.0%	48.7%
Not enough open space	16.3%	33.8%	34.0%	7.0%	34.5%	66.7%	0.0%	31.1%
Flooding is natural	12.2%	28.9%	24.2%	9.3%	33.0%	0.0%	22.2%	27.5%
Other	4.1%	6.8%	9.2%	0.0%	6.7%	0.0%	0.0%	6.6%
Don't know	0.0%	1.6%	2.0%	4.7%	0.0%	0.0%	0.0%	1.4%

Race and Ethnicity

Q5. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on creeks and streams that occasionally overflow their banks?

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	

Q5. Top choice

Too much rain	44.9%	32.2%	24.2%	88.4%	29.4%	33.3%	77.8%	33.9%
Creek channels are too small	2.0%	5.4%	7.2%	0.0%	5.2%	0.0%	0.0%	5.2%
Storm drains are too small	10.2%	1.4%	3.9%	0.0%	2.1%	0.0%	0.0%	2.4%
Creek channels get clogged or blocked	20.4%	21.0%	25.5%	0.0%	20.6%	33.3%	0.0%	21.2%
Storm drains get clogged or blocked	14.3%	15.5%	22.2%	0.0%	13.4%	0.0%	22.2%	15.1%
Aging stormwater pipes/ structures	0.0%	3.5%	3.3%	0.0%	4.1%	0.0%	0.0%	3.1%
Too much development/ construction	8.2%	14.7%	5.9%	7.0%	21.1%	33.3%	0.0%	13.9%
Not enough open space	0.0%	1.1%	2.6%	0.0%	0.0%	0.0%	0.0%	0.9%
Flooding is natural	0.0%	2.2%	1.3%	0.0%	3.1%	0.0%	0.0%	1.9%
Don't know	0.0%	3.0%	3.9%	4.7%	1.0%	0.0%	0.0%	2.6%

Race and Ethnicity

Q5. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on creeks and streams that occasionally overflow their banks?

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	
<u>Q5. 2nd choice</u>								
Too much rain	4.1%	6.8%	7.2%	7.0%	6.7%	0.0%	0.0%	6.6%
Creek channels are too small	4.1%	15.5%	17.0%	41.9%	6.7%	33.3%	0.0%	13.9%
Storm drains are too small	0.0%	3.0%	2.6%	0.0%	3.1%	0.0%	0.0%	3.1%
Creek channels get clogged or blocked	49.0%	14.4%	13.1%	2.3%	23.7%	0.0%	100.0%	18.1%
Storm drains get clogged or blocked	26.5%	15.3%	19.6%	0.0%	16.5%	33.3%	0.0%	17.2%
Aging stormwater pipes/ structures	6.1%	9.8%	14.4%	0.0%	7.7%	0.0%	0.0%	9.2%
Too much development/ construction	0.0%	6.0%	4.6%	0.0%	8.2%	0.0%	0.0%	5.6%
Not enough open space	0.0%	5.2%	1.3%	0.0%	6.7%	33.3%	0.0%	4.5%
Flooding is natural	10.2%	7.9%	7.2%	0.0%	11.9%	0.0%	0.0%	8.0%
Other	0.0%	1.9%	0.0%	0.0%	3.6%	0.0%	0.0%	1.6%
Don't know	0.0%	14.2%	13.1%	48.8%	5.2%	0.0%	0.0%	12.2%

Race and Ethnicity

Q5. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on creeks and streams that occasionally overflow their banks? (top 2)

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	
<u>Q5. Top choice</u>								
Too much rain	49.0%	39.0%	31.4%	95.3%	36.1%	33.3%	77.8%	40.5%
Creek channels are too small	6.1%	21.0%	24.2%	41.9%	11.9%	33.3%	0.0%	19.1%
Storm drains are too small	10.2%	4.4%	6.5%	0.0%	5.2%	0.0%	0.0%	5.4%
Creek channels get clogged or blocked	69.4%	35.4%	38.6%	2.3%	44.3%	33.3%	100.0%	39.3%
Storm drains get clogged or blocked	40.8%	30.8%	41.8%	0.0%	29.9%	33.3%	22.2%	32.2%
Aging stormwater pipes/ structures	6.1%	13.4%	17.6%	0.0%	11.9%	0.0%	0.0%	12.2%
Too much development/ construction	8.2%	20.7%	10.5%	7.0%	29.4%	33.3%	0.0%	19.5%
Not enough open space	0.0%	6.3%	3.9%	0.0%	6.7%	33.3%	0.0%	5.4%
Flooding is natural	10.2%	10.1%	8.5%	0.0%	14.9%	0.0%	0.0%	9.9%
Other	0.0%	1.9%	0.0%	0.0%	3.6%	0.0%	0.0%	1.6%
Don't know	0.0%	3.0%	3.9%	4.7%	1.0%	0.0%	0.0%	2.6%

Race and Ethnicity

Q6. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on flooding of streets and buildings?

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	
<u>Q6. Top choice</u>								
Too much rain	34.7%	24.0%	16.3%	62.8%	22.2%	33.3%	77.8%	25.2%
Creek channels are too small	0.0%	2.2%	3.9%	0.0%	1.0%	0.0%	0.0%	1.9%
Storm drains are too small	16.3%	7.1%	11.8%	0.0%	8.2%	0.0%	0.0%	8.0%
Creek channels get clogged or blocked	4.1%	7.4%	6.5%	0.0%	8.8%	0.0%	11.1%	7.1%
Storm drains get clogged or blocked	30.6%	32.2%	37.3%	0.0%	35.6%	33.3%	11.1%	31.8%
Aging stormwater pipes/ structures	0.0%	5.7%	5.9%	0.0%	6.7%	0.0%	0.0%	5.4%
Too much development/ construction	8.2%	12.8%	3.9%	30.2%	14.4%	33.3%	0.0%	12.2%
Not enough open space	6.1%	1.9%	3.3%	0.0%	1.0%	0.0%	0.0%	2.4%
Flooding is natural	0.0%	0.8%	0.0%	0.0%	1.5%	0.0%	0.0%	0.7%
Other	0.0%	2.2%	5.2%	0.0%	0.0%	0.0%	0.0%	2.1%
Don't know	0.0%	3.8%	5.9%	7.0%	0.5%	0.0%	0.0%	3.3%

Race and Ethnicity

Q6. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on flooding of streets and buildings?

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	
<u>Q6. 2nd choice</u>								
Too much rain	14.3%	3.8%	5.2%	0.0%	6.7%	0.0%	0.0%	4.9%
Creek channels are too small	0.0%	1.9%	3.9%	0.0%	0.0%	0.0%	0.0%	1.6%
Storm drains are too small	14.3%	10.9%	15.0%	0.0%	11.3%	0.0%	0.0%	11.5%
Creek channels get clogged or blocked	0.0%	10.4%	9.2%	0.0%	11.9%	0.0%	11.1%	8.9%
Storm drains get clogged or blocked	28.6%	19.3%	15.7%	16.3%	25.8%	33.3%	0.0%	20.5%
Aging stormwater pipes/ structures	20.4%	15.8%	17.6%	23.3%	10.3%	33.3%	88.9%	16.0%
Too much development/ construction	18.4%	9.8%	5.9%	0.0%	17.5%	0.0%	0.0%	11.8%
Not enough open space	4.1%	5.7%	4.6%	0.0%	6.7%	33.3%	0.0%	5.4%
Flooding is natural	0.0%	1.9%	0.7%	9.3%	0.5%	0.0%	0.0%	1.6%
Other	0.0%	3.8%	2.6%	0.0%	5.2%	0.0%	0.0%	3.3%
Don't know	0.0%	16.6%	19.6%	51.2%	4.1%	0.0%	0.0%	14.4%

Race and Ethnicity

Q6. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on flooding of streets and buildings? (top 2)

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	

Q6. Top choice

Too much rain	49.0%	27.8%	21.6%	62.8%	28.9%	33.3%	77.8%	30.1%
Creek channels are too small	0.0%	4.1%	7.8%	0.0%	1.0%	0.0%	0.0%	3.5%
Storm drains are too small	30.6%	18.0%	26.8%	0.0%	19.6%	0.0%	0.0%	19.5%
Creek channels get clogged or blocked	4.1%	17.7%	15.7%	0.0%	20.6%	0.0%	22.2%	16.0%
Storm drains get clogged or blocked	59.2%	51.5%	52.9%	16.3%	61.3%	66.7%	11.1%	52.2%
Aging stormwater pipes/ structures	20.4%	21.5%	23.5%	23.3%	17.0%	33.3%	88.9%	21.4%
Too much development/ construction	26.5%	22.6%	9.8%	30.2%	32.0%	33.3%	0.0%	24.0%
Not enough open space	10.2%	7.6%	7.8%	0.0%	7.7%	33.3%	0.0%	7.8%
Flooding is natural	0.0%	2.7%	0.7%	9.3%	2.1%	0.0%	0.0%	2.4%
Other	0.0%	6.0%	7.8%	0.0%	5.2%	0.0%	0.0%	5.4%
Don't know	0.0%	3.8%	5.9%	7.0%	0.5%	0.0%	0.0%	3.3%

Race and Ethnicity

Q7. Is the property where you currently live in a flood zone?

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	
<u>Q7. Is the property where you currently live in a flood zone</u>								
Yes	6.1%	2.7%	0.7%	0.0%	6.2%	0.0%	0.0%	3.1%
No	59.2%	77.9%	74.5%	100.0%	73.7%	100.0%	0.0%	75.1%
Not sure	34.7%	19.3%	24.8%	0.0%	20.1%	0.0%	100.0%	21.9%

Q8. Does regular property insurance cover flood damage?

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	
<u>Q8. Does regular property insurance cover flood damage</u>								
Yes	6.1%	9.3%	14.4%	2.3%	6.2%	0.0%	11.1%	8.7%
No	73.5%	70.8%	57.5%	69.8%	81.4%	100.0%	77.8%	71.8%
Not sure	20.4%	19.9%	28.1%	27.9%	12.4%	0.0%	11.1%	19.5%

Race and Ethnicity

Q9. From the following list, please check ALL the sources you would use to find out if the property where you live is in a flood zone.

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	

Q9. Sources you would use to find out if the property where you live is in a flood zone

Internet	75.5%	59.7%	56.9%	37.2%	70.6%	100.0%	22.2%	61.4%
Social media (Twitter, Facebook)	0.0%	6.3%	9.8%	0.0%	2.6%	0.0%	11.1%	5.4%
Realtor	22.4%	33.2%	40.5%	23.3%	28.4%	0.0%	11.1%	32.5%
Federal government/FEMA	20.4%	33.5%	28.1%	39.5%	33.5%	66.7%	11.1%	32.0%
Mortgage company	0.0%	20.2%	25.5%	7.0%	14.4%	33.3%	11.1%	18.6%
Insurance company	34.7%	45.8%	49.0%	23.3%	46.4%	66.7%	11.1%	44.2%
Charlotte-Mecklenburg County website	65.3%	54.8%	47.1%	37.2%	68.0%	66.7%	22.2%	56.0%
State of North Carolina government	16.3%	17.7%	18.3%	9.3%	19.1%	33.3%	11.1%	17.9%
Local government	24.5%	32.2%	27.5%	79.1%	25.3%	33.3%	11.1%	32.0%
Homeowners/Neighborhood Assoc.	22.4%	27.8%	27.5%	27.9%	27.3%	33.3%	0.0%	28.0%
Other	0.0%	4.9%	6.5%	0.0%	4.1%	0.0%	0.0%	4.2%
None	14.3%	2.7%	2.6%	9.3%	1.0%	0.0%	77.8%	4.0%

Race and Ethnicity

Q10. How much do you agree with the following statement: I would be willing to pay more in stormwater fees if it would reduce flooding in Charlotte and Mecklenburg County. (without "don't know")

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	

Q10. How much do you agree with the statement

Strongly agree	0.0%	2.8%	4.3%	0.0%	2.5%	0.0%	0.0%	2.9%
Agree	20.9%	29.4%	36.2%	7.0%	29.8%	33.3%	0.0%	27.7%
Disagree	44.2%	29.4%	29.1%	46.5%	25.5%	33.3%	88.9%	31.1%
Strongly disagree	34.9%	38.5%	30.5%	46.5%	42.2%	33.3%	11.1%	38.3%

Race and Ethnicity

Q11. From the following list, please check ALL the stormwater pollutants that you think are found in Charlotte and Mecklenburg County's creeks, streams and lakes.

N=425

Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	

Q11. All stormwater pollutants that you think are found in Charlotte & Mecklenburg County's creeks, streams & lakes

Sediment, dirt, sand, clay	81.6%	74.1%	69.9%	39.5%	84.5%	66.7%	100.0%	75.5%
Bacteria from animal waste	79.6%	67.0%	66.0%	48.8%	74.2%	66.7%	88.9%	69.2%
Bacteria from human waste	46.9%	58.9%	58.2%	48.8%	61.9%	33.3%	11.1%	57.9%
Industrial chemicals	75.5%	71.1%	77.1%	39.5%	75.8%	33.3%	88.9%	72.0%
Oil & pollutants from cars	71.4%	73.8%	75.8%	48.8%	76.8%	66.7%	88.9%	73.9%
Fertilizers & pesticides	51.0%	75.2%	69.9%	48.8%	82.0%	100.0%	22.2%	72.9%
Yard waste, leaves, grass clippings	85.7%	85.8%	85.0%	83.7%	87.1%	33.3%	100.0%	86.1%
Litter, trash	77.6%	79.8%	87.6%	39.5%	84.0%	66.7%	22.2%	79.8%
Other	0.0%	1.1%	1.3%	0.0%	1.0%	0.0%	0.0%	0.9%
None. Local creeks, streams & lakes are not polluted	4.1%	4.4%	5.2%	7.0%	3.6%	0.0%	0.0%	4.2%

Race and Ethnicity

Q12. Which TWO stormwater pollutants indicated in Question #11 do you think are the biggest problem for creeks, streams and lakes in Charlotte and Mecklenburg County?

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	
<u>Q12. Top choice</u>								
Sediment, dirt, sand, clay	4.1%	13.9%	17.6%	0.0%	11.9%	33.3%	0.0%	13.2%
Bacteria from animal waste	0.0%	3.0%	4.6%	0.0%	2.1%	0.0%	0.0%	2.6%
Bacteria from human waste	2.0%	1.4%	1.3%	0.0%	1.5%	0.0%	0.0%	1.4%
Industrial chemicals	30.6%	18.5%	22.2%	0.0%	19.1%	33.3%	77.8%	19.5%
Oil & pollutants from cars	18.4%	13.1%	9.8%	9.3%	17.5%	33.3%	11.1%	13.6%
Fertilizers & pesticides	14.3%	11.7%	2.6%	30.2%	17.0%	0.0%	0.0%	12.2%
Yard waste, leaves, grass clippings	20.4%	17.4%	12.4%	44.2%	15.5%	0.0%	0.0%	17.4%
Litter, trash	6.1%	15.3%	22.9%	9.3%	9.3%	0.0%	11.1%	14.1%
Other	0.0%	0.3%	0.0%	0.0%	0.5%	0.0%	0.0%	0.2%
None. Local creeks, streams & lakes are not polluted	4.1%	4.4%	5.2%	7.0%	3.6%	0.0%	0.0%	4.2%
None chosen	0.0%	1.1%	1.3%	0.0%	2.1%	0.0%	0.0%	1.4%

Race and Ethnicity

Q12. Which TWO stormwater pollutants indicated in Question #11 do you think are the biggest problem for creeks, streams and lakes in Charlotte and Mecklenburg County?

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	
<u>Q12. 2nd choice</u>								
Sediment, dirt, sand, clay	0.0%	4.6%	4.6%	0.0%	5.2%	0.0%	0.0%	4.2%
Bacteria from animal waste	30.6%	4.1%	5.9%	7.0%	9.3%	0.0%	0.0%	7.3%
Bacteria from human waste	0.0%	6.3%	9.2%	9.3%	1.5%	0.0%	0.0%	5.4%
Industrial chemicals	8.2%	7.6%	6.5%	0.0%	11.3%	0.0%	0.0%	8.0%
Oil & pollutants from cars	16.3%	8.7%	5.2%	0.0%	11.9%	0.0%	77.8%	9.4%
Fertilizers & pesticides	10.2%	19.3%	7.2%	0.0%	29.9%	66.7%	0.0%	18.4%
Yard waste, leaves, grass clippings	4.1%	14.2%	19.6%	9.3%	8.8%	0.0%	22.2%	12.7%
Litter, trash	22.4%	18.0%	20.9%	23.3%	14.4%	33.3%	0.0%	18.4%
Other	0.0%	0.5%	1.3%	0.0%	0.0%	0.0%	0.0%	0.5%
None chosen	8.2%	16.6%	19.6%	51.2%	7.7%	0.0%	0.0%	15.8%

Race and Ethnicity

Q12. Which TWO stormwater pollutants indicated in Question #11 do you think are the biggest problem for creeks, streams and lakes in Charlotte and Mecklenburg County? (top 2)

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	
<u>Q12. Top choice</u>								
Sediment, dirt, sand, clay	4.1%	18.5%	22.2%	0.0%	17.0%	33.3%	0.0%	17.4%
Bacteria from animal waste	30.6%	7.1%	10.5%	7.0%	11.3%	0.0%	0.0%	9.9%
Bacteria from human waste	2.0%	7.6%	10.5%	9.3%	3.1%	0.0%	0.0%	6.8%
Industrial chemicals	38.8%	26.2%	28.8%	0.0%	30.4%	33.3%	77.8%	27.5%
Oil & pollutants from cars	34.7%	21.8%	15.0%	9.3%	29.4%	33.3%	88.9%	23.1%
Fertilizers & pesticides	24.5%	31.1%	9.8%	30.2%	46.9%	66.7%	0.0%	30.6%
Yard waste, leaves, grass clippings	24.5%	31.6%	32.0%	53.5%	24.2%	0.0%	22.2%	30.1%
Litter, trash	28.6%	33.2%	43.8%	32.6%	23.7%	33.3%	11.1%	32.5%
Other	0.0%	0.8%	1.3%	0.0%	0.5%	0.0%	0.0%	0.7%
None. Local creeks, streams & lakes are not polluted	4.1%	4.4%	5.2%	7.0%	3.6%	0.0%	0.0%	4.2%
None chosen	0.0%	1.1%	1.3%	0.0%	2.1%	0.0%	0.0%	1.4%

Race and Ethnicity**Q13. From the following list, please check the action you would most likely do if you saw workers washing paint brushes over a storm drain.**

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	

Q13. Action you would do if you saw workers washing paint brushes over a storm drain

Ask workers to stop	20.4%	27.0%	24.8%	9.3%	29.4%	33.3%	0.0%	25.9%
Report it by calling 311	28.6%	41.4%	51.6%	7.0%	40.7%	0.0%	11.1%	40.2%
Report it by calling 911	4.1%	2.7%	2.0%	4.7%	2.1%	33.3%	0.0%	2.8%
Report it by using a mobile phone application	0.0%	3.0%	0.7%	9.3%	3.1%	0.0%	0.0%	2.8%
Nothing	46.9%	23.4%	15.7%	69.8%	24.2%	33.3%	88.9%	26.1%
Don't know	0.0%	2.5%	5.2%	0.0%	0.5%	0.0%	0.0%	2.1%

Race and Ethnicity

Q14. Please rate your overall level of agreement with the following statement: Water that runs into storm drains flows directly to local creeks and lakes. (without "don't know")

N=425

Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
Yes	No	African American/Black	Asian/Indian	White/Caucasian	Asian/Pacific Islander	Other	

Q14. Rate your overall level of agreement

Strongly Agree	6.5%	43.2%	32.2%	82.4%	40.0%	66.7%	12.5%	38.6%
Agree	48.4%	46.5%	53.9%	17.6%	44.0%	33.3%	87.5%	47.1%
Disagree	38.7%	8.1%	9.6%	0.0%	14.0%	0.0%	0.0%	11.0%
Strongly Disagree	6.5%	2.2%	4.3%	0.0%	2.0%	0.0%	0.0%	3.2%

Race and Ethnicity

Q15. Please indicate your level of support with the following statement: I would be willing to pay more in stormwater fees if it would be used to clean up polluted creeks, streams and lakes in Charlotte and Mecklenburg County.

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	

Q15. Indicate your level of support

Strongly Support	4.1%	17.7%	13.7%	7.0%	22.2%	33.3%	0.0%	16.2%
Somewhat Support	55.1%	29.2%	37.9%	0.0%	35.1%	0.0%	77.8%	32.0%
Not Sure	24.5%	18.5%	21.6%	11.6%	18.6%	0.0%	11.1%	18.8%
Not Likely to Support	2.0%	18.5%	19.0%	27.9%	10.8%	66.7%	11.1%	17.2%
Would Not Support	14.3%	16.1%	7.8%	53.5%	13.4%	0.0%	0.0%	15.8%

Q16. Have you heard or seen any information about stormwater pollution or flooding in the past year? (without "don't know")

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	

Q16. Have you heard or seen any information about stormwater pollution or flooding in past year

Yes	24.5%	47.5%	53.9%	34.1%	42.9%	66.7%	0.0%	44.5%
No	75.5%	52.5%	46.1%	65.9%	57.1%	33.3%	100.0%	55.5%

Race and Ethnicity

Q17 (If YES to Question 16) Information about stormwater pollution and flooding is communicated and promoted to residents in a variety of ways each year (i.e. television, radio, newspaper, mailings, etc.). Please check ALL the stormwater pollution or flooding information that you have heard about over the past 12 months.

N=171

Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity				Total
Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	

Q17. Stormwater pollution or flooding information you have heard about over past 12 months

Information about volunteer opportunities to help clean up creeks & streams	33.3%	56.1%	58.0%	28.6%	59.0%	0.0%	54.4%
Information about being a Water Watcher & reporting pollution in stormwater, creeks, streams & lakes	16.7%	36.1%	39.1%	71.4%	21.8%	50.0%	33.9%
Information about flood zone maps & flood insurance	16.7%	44.5%	47.8%	71.4%	34.6%	0.0%	41.5%
Information about flood safety such as, "Turn Around. Don't Drown. Your car is not a boat."	100.0%	80.0%	75.4%	100.0%	87.2%	50.0%	81.9%
I have not heard any above stormwater information this past year	0.0%	5.2%	7.2%	0.0%	2.6%	0.0%	4.7%
Other	0.0%	0.6%	0.0%	0.0%	1.3%	0.0%	0.6%
None chosen	0.0%	1.9%	1.4%	0.0%	2.6%	0.0%	1.8%

Race and Ethnicity

Q18. (If YES to Question 16) From the following list, please check ALL the ways that you saw or heard information about stormwater pollution and/or flooding.

N=171

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity				Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	

Q18. Ways you saw or heard information about stormwater pollution and/or flooding

TV	66.7%	87.7%	85.5%	100.0%	84.6%	100.0%	86.5%
Radio	41.7%	43.2%	53.6%	28.6%	38.5%	50.0%	43.3%
Website/Internet	25.0%	15.5%	10.1%	0.0%	26.9%	0.0%	17.0%
Social media (i.e. Facebook)	16.7%	6.5%	8.7%	0.0%	3.8%	50.0%	7.0%
Postcard mailer	0.0%	13.5%	14.5%	0.0%	14.1%	0.0%	12.3%
Utility bill insert	33.3%	65.2%	75.4%	0.0%	62.8%	50.0%	61.4%
Letter from City or Mecklenburg County	0.0%	13.5%	17.4%	0.0%	10.3%	0.0%	12.3%
Billboard	16.7%	16.8%	21.7%	0.0%	17.9%	0.0%	17.5%
Newspaper	16.7%	26.5%	29.0%	0.0%	25.6%	50.0%	26.3%
Magazine	25.0%	5.2%	7.2%	0.0%	9.0%	0.0%	7.6%
Storm Drain Marker	0.0%	18.7%	15.9%	0.0%	23.1%	0.0%	17.0%
Road signs (i.e. Adopt-A- Stream)	50.0%	38.1%	31.9%	28.6%	50.0%	0.0%	39.2%

Race and Ethnicity

Q18. (If YES to Question 16) From the following list, please check ALL the ways that you saw or heard information about stormwater pollution and/or flooding.

N=171

Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity				Total
Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	

Q18. Ways you saw or heard information about stormwater pollution and/or flooding (Cont.)

Word of mouth (i.e. family, friends, coworkers)	66.7%	15.5%	26.1%	0.0%	15.4%	0.0%	19.9%
Other	0.0%	1.3%	0.0%	0.0%	2.6%	0.0%	1.2%

Race and Ethnicity

Q19. (If YES to Question 16) Which two ways of promotion and communication did you receive the most information about stormwater pollution and/or flooding?

N=171

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity				Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	
<u>Q19. Top choice</u>							
TV	50.0%	60.0%	59.4%	71.4%	56.4%	100.0%	60.2%
Radio	16.7%	2.6%	0.0%	28.6%	2.6%	0.0%	3.5%
Website/Internet	0.0%	3.2%	0.0%	0.0%	6.4%	0.0%	2.9%
Social media (i.e. Facebook)	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.6%
Postcard mailer	0.0%	0.6%	1.4%	0.0%	0.0%	0.0%	0.6%
Utility bill insert	16.7%	23.9%	33.3%	0.0%	19.2%	0.0%	22.8%
Letter from City or Mecklenburg County	0.0%	1.9%	0.0%	0.0%	3.8%	0.0%	1.8%
Newspaper	16.7%	5.8%	5.8%	0.0%	9.0%	0.0%	6.4%
Road signs (i.e. Adopt-A- Stream)	0.0%	0.6%	0.0%	0.0%	1.3%	0.0%	0.6%
Other	0.0%	0.6%	0.0%	0.0%	1.3%	0.0%	0.6%

Race and Ethnicity

Q19. (If YES to Question 16) Which two ways of promotion and communication did you receive the most information about stormwater pollution and/or flooding?

N=171

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity				Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	
<u>Q19. 2nd choice</u>							
TV	16.7%	14.2%	17.4%	0.0%	15.4%	0.0%	14.0%
Radio	25.0%	12.9%	21.7%	0.0%	10.3%	0.0%	13.5%
Website/Internet	0.0%	1.9%	0.0%	0.0%	3.8%	0.0%	1.8%
Social media (i.e. Facebook)	0.0%	1.3%	2.9%	0.0%	0.0%	0.0%	1.2%
Postcard mailer	0.0%	4.5%	5.8%	0.0%	3.8%	0.0%	4.1%
Utility bill insert	0.0%	16.8%	13.0%	0.0%	16.7%	50.0%	15.2%
Letter from City or Mecklenburg County	0.0%	2.6%	2.9%	0.0%	1.3%	0.0%	2.3%
Billboard	16.7%	4.5%	0.0%	0.0%	11.5%	0.0%	5.3%
Newspaper	0.0%	10.3%	5.8%	0.0%	11.5%	50.0%	10.5%
Storm Drain Marker	0.0%	1.3%	0.0%	0.0%	2.6%	0.0%	1.2%
Road signs (i.e. Adopt-A- Stream)	16.7%	5.8%	4.3%	28.6%	7.7%	0.0%	7.6%
Word of mouth (i.e. family, friends, coworkers)	25.0%	1.3%	5.8%	0.0%	1.3%	0.0%	2.9%
None chosen	0.0%	22.6%	20.3%	71.4%	14.1%	0.0%	20.5%

Race and Ethnicity

Q19. (If YES to Question 16) Which two ways of promotion and communication did you receive the most information about stormwater pollution and/or flooding? (top 2)

N=171	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity				Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	
<u>Q19. Top choice</u>							
TV	66.7%	74.2%	76.8%	71.4%	71.8%	100.0%	74.3%
Radio	41.7%	15.5%	21.7%	28.6%	12.8%	0.0%	17.0%
Website/Internet	0.0%	5.2%	0.0%	0.0%	10.3%	0.0%	4.7%
Social media (i.e. Facebook)	0.0%	1.9%	2.9%	0.0%	0.0%	0.0%	1.8%
Postcard mailer	0.0%	5.2%	7.2%	0.0%	3.8%	0.0%	4.7%
Utility bill insert	16.7%	40.6%	46.4%	0.0%	35.9%	50.0%	38.0%
Letter from City or Mecklenburg County	0.0%	4.5%	2.9%	0.0%	5.1%	0.0%	4.1%
Billboard	16.7%	4.5%	0.0%	0.0%	11.5%	0.0%	5.3%
Newspaper	16.7%	16.1%	11.6%	0.0%	20.5%	50.0%	17.0%
Storm Drain Marker	0.0%	1.3%	0.0%	0.0%	2.6%	0.0%	1.2%
Road signs (i.e. Adopt-A- Stream)	16.7%	6.5%	4.3%	28.6%	9.0%	0.0%	8.2%
Word of mouth (i.e. family, friends, coworkers)	25.0%	1.3%	5.8%	0.0%	1.3%	0.0%	2.9%
Other	0.0%	0.6%	0.0%	0.0%	1.3%	0.0%	0.6%

Race and Ethnicity

Q20. Which two ways of promotion and communication would you prefer to receive information about stormwater pollution and/or flooding?

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	
<u>Q20. Top choice</u>								
TV	20.4%	37.6%	46.4%	27.9%	27.8%	33.3%	77.8%	35.5%
Radio	18.4%	1.4%	1.3%	0.0%	6.2%	0.0%	0.0%	3.3%
Website/Internet	26.5%	6.3%	0.0%	0.0%	16.5%	33.3%	0.0%	8.5%
Social media (i.e. Facebook)	0.0%	0.5%	0.0%	0.0%	1.0%	0.0%	0.0%	0.5%
Postcard mailer	0.0%	7.1%	3.9%	7.0%	8.2%	0.0%	0.0%	6.1%
Utility bill insert	22.4%	18.5%	26.1%	0.0%	18.0%	33.3%	11.1%	18.8%
Letter from City or Mecklenburg County	6.1%	5.4%	3.9%	9.3%	6.7%	0.0%	0.0%	5.6%
Billboard	0.0%	0.8%	2.0%	0.0%	0.0%	0.0%	0.0%	1.2%
Newspaper	0.0%	3.8%	1.3%	0.0%	5.7%	0.0%	0.0%	3.3%
Storm Drain Marker	0.0%	0.5%	0.0%	0.0%	1.0%	0.0%	0.0%	0.5%
Road signs (i.e. Adopt-A- Stream)	0.0%	2.7%	3.3%	9.3%	0.5%	0.0%	0.0%	2.4%
Word of mouth (i.e. family, friends, coworkers)	0.0%	0.5%	0.0%	0.0%	1.0%	0.0%	0.0%	0.5%

Race and Ethnicity

Q20. Which two ways of promotion and communication would you prefer to receive information about stormwater pollution and/or flooding?

N=425

Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
Yes	No	African American/Black	Asian/Indian	White/Caucasian	Asian/Pacific Islander	Other	

Q20. Top choice (Cont.)

Other	0.0%	0.3%	0.0%	0.0%	0.5%	0.0%	0.0%	0.2%
None chosen	6.1%	14.4%	11.8%	46.5%	6.7%	0.0%	11.1%	13.6%

Race and Ethnicity

Q20. Which two ways of promotion and communication would you prefer to receive information about stormwater pollution and/or flooding?

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	
<u>Q20. 2nd choice</u>								
TV	10.2%	11.7%	12.4%	0.0%	11.9%	66.7%	0.0%	11.3%
Radio	0.0%	9.5%	13.1%	4.7%	6.7%	0.0%	0.0%	8.2%
Website/Internet	4.1%	5.4%	2.0%	0.0%	8.8%	33.3%	0.0%	5.2%
Social media (i.e. Facebook)	30.6%	3.5%	3.9%	0.0%	11.3%	0.0%	0.0%	6.6%
Postcard mailer	22.4%	6.8%	8.5%	0.0%	8.2%	0.0%	77.8%	8.5%
Utility bill insert	0.0%	10.9%	7.8%	7.0%	11.3%	0.0%	0.0%	9.9%
Letter from City or Mecklenburg County	10.2%	10.1%	11.1%	9.3%	10.3%	0.0%	0.0%	10.1%
Billboard	0.0%	2.7%	2.0%	0.0%	2.6%	0.0%	0.0%	2.4%
Newspaper	0.0%	5.4%	5.2%	0.0%	6.2%	0.0%	0.0%	4.7%
Magazine	0.0%	0.3%	0.0%	0.0%	0.5%	0.0%	0.0%	0.2%
Storm Drain Marker	0.0%	0.8%	0.0%	0.0%	1.5%	0.0%	0.0%	0.7%
Road signs (i.e. Adopt-A- Stream)	0.0%	3.5%	4.6%	9.3%	1.5%	0.0%	11.1%	4.0%

Race and Ethnicity

Q20. Which two ways of promotion and communication would you prefer to receive information about stormwater pollution and/or flooding?

N=425

Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
Yes	No	African American/Black	Asian/Indian	White/Caucasian	Asian/Pacific Islander	Other	

Q20. 2nd choice (Cont.)

Word of mouth (i.e. family, friends, coworkers)	10.2%	2.2%	6.5%	0.0%	1.5%	0.0%	0.0%	3.1%
Other	0.0%	0.5%	1.3%	0.0%	0.0%	0.0%	0.0%	0.5%
None chosen	12.2%	26.4%	21.6%	69.8%	17.5%	0.0%	11.1%	24.7%

Race and Ethnicity

Q20. Which two ways of promotion and communication would you prefer to receive information about stormwater pollution and/or flooding? (top 2)

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	
<u>Q20. Top choice</u>								
TV	30.6%	49.3%	58.8%	27.9%	39.7%	100.0%	77.8%	46.8%
Radio	18.4%	10.9%	14.4%	4.7%	12.9%	0.0%	0.0%	11.5%
Website/Internet	30.6%	11.7%	2.0%	0.0%	25.3%	66.7%	0.0%	13.6%
Social media (i.e. Facebook)	30.6%	4.1%	3.9%	0.0%	12.4%	0.0%	0.0%	7.1%
Postcard mailer	22.4%	13.9%	12.4%	7.0%	16.5%	0.0%	77.8%	14.6%
Utility bill insert	22.4%	29.4%	34.0%	7.0%	29.4%	33.3%	11.1%	28.7%
Letter from City or Mecklenburg County	16.3%	15.5%	15.0%	18.6%	17.0%	0.0%	0.0%	15.8%
Billboard	0.0%	3.5%	3.9%	0.0%	2.6%	0.0%	0.0%	3.5%
Newspaper	0.0%	9.3%	6.5%	0.0%	11.9%	0.0%	0.0%	8.0%
Magazine	0.0%	0.3%	0.0%	0.0%	0.5%	0.0%	0.0%	0.2%
Storm Drain Marker	0.0%	1.4%	0.0%	0.0%	2.6%	0.0%	0.0%	1.2%
Road signs (i.e. Adopt-A- Stream)	0.0%	6.3%	7.8%	18.6%	2.1%	0.0%	11.1%	6.4%

Race and Ethnicity

Q20. Which two ways of promotion and communication would you prefer to receive information about stormwater pollution and/or flooding? (top 2)

N=425

Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
Yes	No	African American/Black	Asian/Indian	White/Caucasian	Asian/Pacific Islander	Other	

Q20. Top choice (Cont.)

Word of mouth (i.e. family, friends, coworkers)	10.2%	2.7%	6.5%	0.0%	2.6%	0.0%	0.0%	3.5%
Other	0.0%	0.8%	1.3%	0.0%	0.5%	0.0%	0.0%	0.7%
None chosen	6.1%	14.7%	13.1%	46.5%	6.7%	0.0%	11.1%	13.9%

Race and Ethnicity

Q21. What is your age? (without "not provided")

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	

Q21. What is your age

18 to 24 years old	4.1%	1.1%	1.3%	0.0%	1.5%	0.0%	0.0%	1.4%
25 to 34 years old	38.8%	25.3%	19.0%	67.4%	24.2%	0.0%	77.8%	26.5%
35 to 44 years old	36.7%	12.3%	17.0%	0.0%	18.6%	0.0%	11.1%	15.1%
45 to 54 years old	10.2%	18.8%	15.0%	25.6%	18.0%	0.0%	11.1%	17.5%
55 to 64 years old	0.0%	18.0%	19.6%	4.7%	17.5%	33.3%	0.0%	16.3%
65+ years old	10.2%	24.5%	28.1%	2.3%	20.1%	66.7%	0.0%	23.2%

Q22. What is your gender?

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	

Q22. What is your gender

Male	30.6%	48.5%	35.9%	62.8%	51.5%	100.0%	0.0%	47.5%
Female	69.4%	51.5%	64.1%	37.2%	48.5%	0.0%	100.0%	52.5%

Race and Ethnicity

Q23. How many years have you lived in Mecklenburg County? (without "not provided")

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	
<u>Q23. How many years have you lived in Mecklenburg County</u>								
Less than 1 year	4.1%	0.8%	1.3%	0.0%	1.5%	0.0%	0.0%	1.2%
1 to 5 years	12.2%	13.4%	12.4%	7.0%	15.5%	0.0%	0.0%	13.5%
6 to 10 years	40.8%	19.6%	18.3%	53.5%	14.9%	0.0%	77.8%	21.8%
11 to 20 years	10.2%	23.4%	18.3%	34.9%	25.8%	0.0%	0.0%	22.3%
21+ years	32.7%	42.8%	49.7%	4.7%	42.3%	100.0%	22.2%	41.2%

Q24. Are you or any member of your household of Hispanic or Latino ancestry? (without "not provided")

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	
<u>Q24. Are you of Hispanic or Latino ancestry</u>								
Yes	100.0%	0.0%	1.3%	0.0%	19.3%	0.0%	77.8%	11.8%
No	0.0%	100.0%	98.7%	100.0%	80.7%	100.0%	22.2%	88.2%

Race and Ethnicity

Q25. Check ALL of the following that describes your race/ethnicity. (without "not provided")

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/Black	Asian/Indian	White/Caucasian	Asian/Pacific Islander	Other	

Q25. Your race/ethnicity

African American/Black	4.1%	41.1%	100.0%	0.0%	0.0%	0.0%	0.0%	36.0%
Asian/Indian	0.0%	11.7%	0.0%	100.0%	0.0%	0.0%	0.0%	10.1%
White/Caucasian	75.5%	43.6%	3.3%	0.0%	100.0%	0.0%	0.0%	46.8%
Native American	4.1%	0.5%	1.3%	0.0%	1.0%	0.0%	0.0%	0.9%
Asian/Pacific Islander	0.0%	1.6%	0.0%	0.0%	0.0%	100.0%	0.0%	1.4%
Other	14.3%	0.5%	0.0%	0.0%	0.0%	0.0%	100.0%	2.1%

Race and Ethnicity**Q26. What is your total annual household income? (without "not provided")**

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	
<u>Q26. What is your total annual household income</u>								
Under \$20K	2.2%	7.8%	16.8%	2.3%	1.7%	0.0%	0.0%	7.1%
\$20K-\$39,999	26.7%	22.2%	20.0%	44.2%	18.8%	0.0%	87.5%	23.2%
\$40K-\$59,999	13.3%	20.0%	25.6%	27.9%	11.4%	0.0%	12.5%	19.1%
\$60K-\$79,999	4.4%	14.1%	18.4%	0.0%	11.9%	33.3%	0.0%	12.8%
\$80K-\$99,999	31.1%	15.6%	14.4%	16.3%	22.2%	0.0%	0.0%	17.4%
\$100K+	22.2%	20.3%	4.8%	9.3%	34.1%	66.7%	0.0%	20.4%

Q28. Would you be interested in volunteering to help clean up creeks or streams in your neighborhood?

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	
<u>Q28. Would you be interested in volunteering to help clean up creeks or streams in your neighborhood</u>								
Yes	32.7%	27.2%	29.4%	18.6%	31.4%	0.0%	0.0%	27.3%
No	28.6%	38.1%	37.3%	32.6%	36.6%	66.7%	88.9%	37.4%
Not Sure	38.8%	34.6%	33.3%	48.8%	32.0%	33.3%	11.1%	35.3%

Race and Ethnicity

Location code

N=425

	Q24. Are you of Hispanic or Latino ancestry		Q25. Your race/ethnicity					Total
	Yes	No	African American/ Black	Asian/ Indian	White/ Caucasian	Asian/ Pacific Islander	Other	
<u>Location code</u>								
Inside	79.6%	80.4%	93.5%	83.7%	68.0%	100.0%	100.0%	79.8%
Outside	20.4%	19.6%	6.5%	16.3%	32.0%	0.0%	0.0%	20.2%

Section 10
*Cross-Tabular Data by
Region of Residence*

Where do you live?

N=425

	Region				Total
	North	South	West	East	
<u>Where do you live</u>					
Inside City limits of Charlotte	59.8%	84.5%	93.1%	86.3%	80.5%
In Mecklenburg County outside City limits of Charlotte	40.2%	15.5%	6.9%	13.7%	19.5%

Q2. Stormwater refers to water that runs off roofs, driveways, parking lots, and streets. Please rate your overall level of agreement with the following statement: Stormwater that goes into storm drains is treated and cleaned before it goes into creeks, streams, lakes and ponds. (without "don't know")

N=425

	Region				Total
	North	South	West	East	
<u>Q2. Rate your overall level of agreement</u>					
Strongly Agree	11.4%	9.6%	7.1%	25.6%	13.9%
Agree	29.1%	20.5%	28.6%	12.8%	22.3%
Disagree	27.8%	28.8%	46.4%	26.9%	31.7%
Strongly Disagree	31.6%	41.1%	17.9%	34.6%	32.1%

Q3. Please rate your overall level of agreement with the following statements on a scale of 4 to 1 where 4 means "Strongly Agree" and 1 means "Strongly Disagree." (without "don't know")

N=425

	Region				Total
	North	South	West	East	

Q3a. During times of heavy rain, I am concerned about stormwater flooding on roads

Strongly Agree	25.2%	12.0%	37.5%	19.0%	23.1%
Agree	44.7%	53.7%	21.9%	48.0%	42.1%
Disagree	19.4%	29.6%	37.5%	26.0%	28.5%
Strongly Disagree	10.7%	4.6%	3.1%	7.0%	6.3%

Q3b. During times of heavy rain, I am concerned about flooding in homes & buildings

Strongly Agree	13.3%	8.5%	6.5%	7.8%	9.2%
Agree	37.8%	33.0%	41.9%	49.0%	40.0%
Disagree	33.7%	43.4%	43.0%	27.5%	37.2%
Strongly Disagree	15.3%	15.1%	8.6%	15.7%	13.6%

Q3. Please rate your overall level of agreement with the following statements on a scale of 4 to 1 where 4 means "Strongly Agree" and 1 means "Strongly Disagree." (without "don't know")

N=425

Region				Total
North	South	West	East	

Q3c. During times of heavy rain, I am concerned about creeks overflowing their banks

Strongly Agree	21.6%	5.7%	19.7%	14.9%	15.1%
Agree	41.2%	63.8%	56.6%	48.5%	52.5%
Disagree	26.8%	28.6%	21.1%	21.8%	24.8%
Strongly Disagree	10.3%	1.9%	2.6%	14.9%	7.6%

Q3d. Property can experience severe flooding from stormwater even if it is not in a flood zone

Strongly Agree	26.8%	18.4%	36.4%	19.2%	24.3%
Agree	44.3%	53.4%	37.7%	49.5%	47.2%
Disagree	21.6%	14.6%	26.0%	24.2%	21.1%
Strongly Disagree	7.2%	13.6%	0.0%	7.1%	7.4%

Q4. From the following list, please check ALL the factors that you think contribute to local flooding.

N=425

	Region				Total
	North	South	West	East	
<u>Q4. Factors that contribute to local flooding</u>					
Too much rain	48.6%	71.8%	61.8%	49.0%	58.1%
Creek channels are too small	32.7%	50.0%	26.5%	30.4%	35.5%
Storm drains are too small	44.9%	43.6%	47.1%	42.2%	44.9%
Creek channels get clogged or blocked	72.0%	71.8%	58.8%	61.8%	66.1%
Storm drains get clogged or blocked	83.2%	72.7%	68.6%	91.2%	79.1%
Aging stormwater pipes/structures	51.4%	33.6%	45.1%	61.8%	47.8%
Too much development/construction	52.3%	66.4%	32.4%	41.2%	48.7%
Not enough open space	28.0%	27.3%	24.5%	44.1%	31.1%
Flooding is natural	27.1%	32.7%	22.5%	28.4%	27.5%
Other	5.6%	5.5%	2.0%	13.7%	6.6%
Don't know	2.8%	1.8%	1.0%	0.0%	1.4%

Q5. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on creeks and streams that occasionally overflow their banks?

N=425

	Region				Total
	North	South	West	East	
<u>Q5. Top choice</u>					
Too much rain	24.3%	50.0%	42.2%	18.6%	33.9%
Creek channels are too small	4.7%	3.6%	4.9%	5.9%	5.2%
Storm drains are too small	6.5%	0.9%	1.0%	1.0%	2.4%
Creek channels get clogged or blocked	22.4%	17.3%	21.6%	24.5%	21.2%
Storm drains get clogged or blocked	13.1%	6.4%	19.6%	21.6%	15.1%
Aging stormwater pipes/structures	0.9%	0.9%	3.9%	6.9%	3.1%
Too much development/construction	22.4%	17.3%	2.0%	13.7%	13.9%
Not enough open space	0.0%	0.0%	0.0%	3.9%	0.9%
Flooding is natural	0.9%	0.0%	2.9%	3.9%	1.9%
Don't know	4.7%	3.6%	2.0%	0.0%	2.6%

Q5. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on creeks and streams that occasionally overflow their banks?

N=425

	Region				Total
	North	South	West	East	
<u>Q5. 2nd choice</u>					
Too much rain	5.6%	2.7%	2.9%	15.7%	6.6%
Creek channels are too small	10.3%	18.2%	10.8%	16.7%	13.9%
Storm drains are too small	1.9%	3.6%	2.0%	4.9%	3.1%
Creek channels get clogged or blocked	14.0%	25.5%	19.6%	10.8%	18.1%
Storm drains get clogged or blocked	20.6%	12.7%	18.6%	16.7%	17.2%
Aging stormwater pipes/structures	15.0%	2.7%	5.9%	13.7%	9.2%
Too much development/construction	9.3%	6.4%	2.9%	3.9%	5.6%
Not enough open space	3.7%	7.3%	1.0%	5.9%	4.5%
Flooding is natural	6.5%	10.9%	8.8%	5.9%	8.0%
Other	0.9%	5.5%	0.0%	0.0%	1.6%
Don't know	12.1%	4.5%	27.5%	5.9%	12.2%

Q5. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on creeks and streams that occasionally overflow their banks? (top 2)

N=425

	Region				Total
	North	South	West	East	

Q5. Sum of Top 2 Choices

Too much rain	29.9%	52.7%	45.1%	34.3%	40.5%
Creek channels are too small	15.0%	21.8%	15.7%	22.5%	19.1%
Storm drains are too small	8.4%	4.5%	2.9%	5.9%	5.4%
Creek channels get clogged or blocked	36.4%	42.7%	41.2%	35.3%	39.3%
Storm drains get clogged or blocked	33.6%	19.1%	38.2%	38.2%	32.2%
Aging stormwater pipes/structures	15.9%	3.6%	9.8%	20.6%	12.2%
Too much development/construction	31.8%	23.6%	4.9%	17.6%	19.5%
Not enough open space	3.7%	7.3%	1.0%	9.8%	5.4%
Flooding is natural	7.5%	10.9%	11.8%	9.8%	9.9%
Other	0.9%	5.5%	0.0%	0.0%	1.6%
Don't know	4.7%	3.6%	2.0%	0.0%	2.6%

Q6. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on flooding of streets and buildings?

N=425

	Region				Total
	North	South	West	East	
<u>Q6. Top choice</u>					
Too much rain	16.8%	31.8%	33.3%	18.6%	25.2%
Creek channels are too small	2.8%	0.9%	2.0%	0.0%	1.9%
Storm drains are too small	7.5%	5.5%	10.8%	8.8%	8.0%
Creek channels get clogged or blocked	11.2%	9.1%	3.9%	3.9%	7.1%
Storm drains get clogged or blocked	37.4%	21.8%	36.3%	32.4%	31.8%
Aging stormwater pipes/structures	1.9%	2.7%	7.8%	9.8%	5.4%
Too much development/construction	14.0%	21.8%	2.0%	10.8%	12.2%
Not enough open space	3.7%	0.9%	1.0%	3.9%	2.4%
Flooding is natural	0.9%	0.0%	2.0%	0.0%	0.7%
Other	0.9%	0.0%	0.0%	7.8%	2.1%
Don't know	2.8%	5.5%	1.0%	3.9%	3.3%

Q6. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on flooding of streets and buildings?

N=425

	Region				Total
	North	South	West	East	
<u>Q6. 2nd choice</u>					
Too much rain	9.3%	1.8%	7.8%	1.0%	4.9%
Creek channels are too small	1.9%	0.9%	2.9%	1.0%	1.6%
Storm drains are too small	7.5%	4.5%	12.7%	20.6%	11.5%
Creek channels get clogged or blocked	14.0%	5.5%	5.9%	9.8%	8.9%
Storm drains get clogged or blocked	20.6%	27.3%	14.7%	18.6%	20.5%
Aging stormwater pipes/structures	9.3%	26.4%	9.8%	18.6%	16.0%
Too much development/construction	14.0%	14.5%	7.8%	10.8%	11.8%
Not enough open space	5.6%	6.4%	6.9%	2.9%	5.4%
Flooding is natural	3.7%	0.0%	1.0%	2.0%	1.6%
Other	3.7%	5.5%	0.0%	3.9%	3.3%
Don't know	10.3%	7.3%	30.4%	10.8%	14.4%

Q6. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on flooding of streets and buildings? (top 2)

N=425

	Region				Total
	North	South	West	East	

Q6. Sum of Top 2 Choices

Too much rain	26.2%	33.6%	41.2%	19.6%	30.1%
Creek channels are too small	4.7%	1.8%	4.9%	1.0%	3.5%
Storm drains are too small	15.0%	10.0%	23.5%	29.4%	19.5%
Creek channels get clogged or blocked	25.2%	14.5%	9.8%	13.7%	16.0%
Storm drains get clogged or blocked	57.9%	49.1%	51.0%	51.0%	52.2%
Aging stormwater pipes/structures	11.2%	29.1%	17.6%	28.4%	21.4%
Too much development/construction	28.0%	36.4%	9.8%	21.6%	24.0%
Not enough open space	9.3%	7.3%	7.8%	6.9%	7.8%
Flooding is natural	4.7%	0.0%	2.9%	2.0%	2.4%
Other	4.7%	5.5%	0.0%	11.8%	5.4%
Don't know	2.8%	5.5%	1.0%	3.9%	3.3%

Q7. Is the property where you currently live in a flood zone?

N=425

Region					Total
North	South	West	East		

Q7. Is the property where you currently live in a flood zone

Yes	5.6%	2.7%	0.0%	2.9%	3.1%
No	65.4%	80.0%	81.4%	73.5%	75.1%
Not sure	29.0%	17.3%	18.6%	23.5%	21.9%

Q8. Does regular property insurance cover flood damage?

N=425

Region				Total
North	South	West	East	

Q8. Does regular property insurance cover flood damage

Yes	9.3%	4.5%	9.8%	11.8%	8.7%
No	72.0%	67.3%	76.5%	71.6%	71.8%
Not sure	18.7%	28.2%	13.7%	16.7%	19.5%

Q9. From the following list, please check ALL the sources you would use to find out if the property where you live is in a flood zone.

N=425

	Region				Total
	North	South	West	East	

Q9. Sources you would use to find out if the property where you live is in a flood zone

Internet	61.7%	61.8%	64.7%	59.8%	61.4%
Social media (Twitter, Facebook)	0.9%	0.0%	7.8%	13.7%	5.4%
Realtor	37.4%	38.2%	26.5%	28.4%	32.5%
Federal government/FEMA	43.9%	39.1%	21.6%	23.5%	32.0%
Mortgage company	19.6%	13.6%	17.6%	22.5%	18.6%
Insurance company	46.7%	50.9%	40.2%	37.3%	44.2%
Charlotte-Mecklenburg County website	57.0%	67.3%	49.0%	49.0%	56.0%
State of North Carolina government	20.6%	19.1%	14.7%	16.7%	17.9%
Local government	29.0%	35.5%	42.2%	21.6%	32.0%
Homeowners/Neighborhood Assoc.	31.8%	40.0%	26.5%	13.7%	28.0%
Other	7.5%	0.0%	2.0%	7.8%	4.2%
None	6.5%	7.3%	0.0%	2.0%	4.0%

Q10. How much do you agree with the following statement: I would be willing to pay more in stormwater fees if it would reduce flooding in Charlotte and Mecklenburg County. (without "don't know")

N=425

Region					Total
North	South	West	East		

Q10. How much do you agree with the statement

Strongly agree	2.2%	1.0%	4.2%	4.6%	2.9%
Agree	24.2%	29.7%	27.1%	31.0%	27.7%
Disagree	23.1%	32.7%	45.8%	21.8%	31.1%
Strongly disagree	50.5%	36.6%	22.9%	42.5%	38.3%

Q11. From the following list, please check ALL the stormwater pollutants that you think are found in Charlotte and Mecklenburg County's creeks, streams and lakes.

N=425

	Region				Total
	North	South	West	East	

Q11. All stormwater pollutants that you think are found in Charlotte & Mecklenburg County's creeks, streams & lakes

Sediment, dirt, sand, clay	77.6%	82.7%	60.8%	79.4%	75.5%
Bacteria from animal waste	73.8%	75.5%	59.8%	66.7%	69.2%
Bacteria from human waste	58.9%	57.3%	52.0%	62.7%	57.9%
Industrial chemicals	75.7%	79.1%	67.6%	64.7%	72.0%
Oil & pollutants from cars	78.5%	78.2%	62.7%	77.5%	73.9%
Fertilizers & pesticides	82.2%	75.5%	62.7%	71.6%	72.9%
Yard waste, leaves, grass clippings	81.3%	83.6%	89.2%	90.2%	86.1%
Litter, trash	82.2%	82.7%	73.5%	80.4%	79.8%
Other	0.9%	0.0%	2.0%	1.0%	0.9%
None. Local creeks, streams & lakes are not polluted	6.5%	4.5%	2.0%	3.9%	4.2%

Q12. Which TWO stormwater pollutants indicated in Question #11 do you think are the biggest problem for creeks, streams and lakes in Charlotte and Mecklenburg County?

N=425

	Region				Total
	North	South	West	East	

Q12. Top choice

Sediment, dirt, sand, clay	19.6%	14.5%	3.9%	12.7%	13.2%
Bacteria from animal waste	3.7%	0.0%	3.9%	2.9%	2.6%
Bacteria from human waste	1.9%	1.8%	1.0%	0.0%	1.4%
Industrial chemicals	13.1%	25.5%	19.6%	20.6%	19.5%
Oil & pollutants from cars	15.0%	14.5%	11.8%	13.7%	13.6%
Fertilizers & pesticides	11.2%	21.8%	7.8%	7.8%	12.2%
Yard waste, leaves, grass clippings	9.3%	6.4%	30.4%	24.5%	17.4%
Litter, trash	15.9%	10.9%	17.6%	12.7%	14.1%
Other	0.0%	0.0%	0.0%	1.0%	0.2%
None. Local creeks, streams & lakes are not polluted	6.5%	4.5%	2.0%	3.9%	4.2%
None chosen	3.7%	0.0%	2.0%	0.0%	1.4%

Q12. Which TWO stormwater pollutants indicated in Question #11 do you think are the biggest problem for creeks, streams and lakes in Charlotte and Mecklenburg County?

N=425

	Region				Total
	North	South	West	East	
<u>Q12. 2nd choice</u>					
Sediment, dirt, sand, clay	7.5%	3.6%	0.0%	4.9%	4.2%
Bacteria from animal waste	3.7%	0.9%	15.7%	9.8%	7.3%
Bacteria from human waste	7.5%	0.9%	9.8%	2.0%	5.4%
Industrial chemicals	7.5%	6.4%	7.8%	10.8%	8.0%
Oil & pollutants from cars	9.3%	11.8%	4.9%	10.8%	9.4%
Fertilizers & pesticides	23.4%	27.3%	10.8%	11.8%	18.4%
Yard waste, leaves, grass clippings	12.1%	19.1%	9.8%	9.8%	12.7%
Litter, trash	15.9%	20.9%	7.8%	29.4%	18.4%
Other	0.0%	0.0%	2.0%	0.0%	0.5%
None chosen	13.1%	9.1%	31.4%	10.8%	15.8%

Q12. Which TWO stormwater pollutants indicated in Question #11 do you think are the biggest problem for creeks, streams and lakes in Charlotte and Mecklenburg County? (top 2)

N=425

	Region				Total
	North	South	West	East	
<u>Q12. Sum of Top 2 Choices</u>					
Sediment, dirt, sand, clay	27.1%	18.2%	3.9%	17.6%	17.4%
Bacteria from animal waste	7.5%	0.9%	19.6%	12.7%	9.9%
Bacteria from human waste	9.3%	2.7%	10.8%	2.0%	6.8%
Industrial chemicals	20.6%	31.8%	27.5%	31.4%	27.5%
Oil & pollutants from cars	24.3%	26.4%	16.7%	24.5%	23.1%
Fertilizers & pesticides	34.6%	49.1%	18.6%	19.6%	30.6%
Yard waste, leaves, grass clippings	21.5%	25.5%	40.2%	34.3%	30.1%
Litter, trash	31.8%	31.8%	25.5%	42.2%	32.5%
Other	0.0%	0.0%	2.0%	1.0%	0.7%
None. Local creeks, streams & lakes are not polluted	6.5%	4.5%	2.0%	3.9%	4.2%
None chosen	3.7%	0.0%	2.0%	0.0%	1.4%

Q13. From the following list, please check the action you would most likely do if you saw workers washing paint brushes over a storm drain.

N=425

	Region				Total
	North	South	West	East	
<u>Q13. Action you would do if you saw workers washing paint brushes over a storm drain</u>					
Ask workers to stop	28.0%	27.3%	10.8%	35.3%	25.9%
Report it by calling 311	49.5%	30.9%	46.1%	36.3%	40.2%
Report it by calling 911	2.8%	4.5%	2.9%	1.0%	2.8%
Report it by using a mobile phone application	5.6%	5.5%	0.0%	0.0%	2.8%
Nothing	13.1%	31.8%	40.2%	19.6%	26.1%
Don't know	0.9%	0.0%	0.0%	7.8%	2.1%

Q14. Please rate your overall level of agreement with the following statement: Water that runs into storm drains flows directly to local creeks and lakes. (without "don't know")

N=425

	Region				Total
	North	South	West	East	
<u>Q14. Rate your overall level of agreement</u>					
Strongly Agree	35.2%	45.6%	30.5%	41.2%	38.6%
Agree	38.0%	46.7%	45.8%	54.1%	47.1%
Disagree	25.4%	4.4%	15.3%	3.5%	11.0%
Strongly Disagree	1.4%	3.3%	8.5%	1.2%	3.2%

Q15. Please indicate your level of support with the following statement: I would be willing to pay more in stormwater fees if it would be used to clean up polluted creeks, streams and lakes in Charlotte and Mecklenburg County.

N=425

	Region				Total
	North	South	West	East	

Q15. Indicate your level of support

Strongly Support	22.4%	19.1%	11.8%	11.8%	16.2%
Somewhat Support	24.3%	31.8%	35.3%	38.2%	32.0%
Not Sure	28.0%	8.2%	16.7%	21.6%	18.8%
Not Likely to Support	11.2%	28.2%	9.8%	17.6%	17.2%
Would Not Support	14.0%	12.7%	26.5%	10.8%	15.8%

Q16. Have you heard or seen any information about stormwater pollution or flooding in the past year? (without "don't know")

N=425

Region				Total
North	South	West	East	

Q16. Have you heard or seen any information about stormwater pollution or flooding in past year

Yes	45.3%	49.5%	28.6%	54.6%	44.5%
No	54.7%	50.5%	71.4%	45.4%	55.5%

Q17 (If YES to Question 16) Information about stormwater pollution and flooding is communicated and promoted to residents in a variety of ways each year (i.e. television, radio, newspaper, mailings, etc.). Please check ALL the stormwater pollution or flooding information that you have heard about over the past 12 months.

N=171

	Region				Total
	North	South	West	East	

Q17. Stormwater pollution or flooding information you have heard about over past 12 months

Information about volunteer opportunities to help clean up creeks & streams	67.4%	56.3%	53.8%	43.4%	54.4%
Information about being a Water Watcher & reporting pollution in stormwater, creeks, streams & lakes	27.9%	39.6%	46.2%	28.3%	33.9%
Information about flood zone maps & flood insurance	30.2%	52.1%	42.3%	41.5%	41.5%
Information about flood safety such as, "Turn Around. Don't Drown. Your car is not a boat."	79.1%	83.3%	76.9%	84.9%	81.9%
I have not heard any above stormwater information this past year	0.0%	2.1%	3.8%	11.3%	4.7%
Other	2.3%	0.0%	0.0%	0.0%	0.6%
None chosen	7.0%	0.0%	0.0%	0.0%	1.8%

Q18. (If YES to Question 16) From the following list, please check ALL the ways that you saw or heard information about stormwater pollution and/or flooding.

N=171

	Region				Total
	North	South	West	East	
<u>Q18. Ways you saw or heard information about stormwater pollution and/or flooding</u>					
TV	79.1%	87.5%	88.5%	90.6%	86.5%
Radio	41.9%	37.5%	65.4%	39.6%	43.3%
Website/Internet	25.6%	12.5%	34.6%	5.7%	17.0%
Social media (i.e. Facebook)	9.3%	8.3%	11.5%	1.9%	7.0%
Postcard mailer	16.3%	10.4%	15.4%	9.4%	12.3%
Utility bill insert	81.4%	52.1%	30.8%	69.8%	61.4%
Letter from City or Mecklenburg County	9.3%	4.2%	7.7%	24.5%	12.3%
Billboard	18.6%	2.1%	42.3%	18.9%	17.5%
Newspaper	27.9%	25.0%	30.8%	24.5%	26.3%
Magazine	11.6%	2.1%	19.2%	3.8%	7.6%
Storm Drain Marker	25.6%	14.6%	11.5%	15.1%	17.0%
Road signs (i.e. Adopt-A-Stream)	37.2%	35.4%	46.2%	41.5%	39.2%
Word of mouth (i.e. family, friends, coworkers)	25.6%	10.4%	34.6%	15.1%	19.9%
Other	2.3%	2.1%	0.0%	0.0%	1.2%

Q19. (If YES to Question 16) Which two ways of promotion and communication did you receive the most information about stormwater pollution and/or flooding?

N=171

	Region				Total
	North	South	West	East	
<u>Q19. Top choice</u>					
TV	48.8%	68.8%	69.2%	56.6%	60.2%
Radio	0.0%	8.3%	0.0%	3.8%	3.5%
Website/Internet	2.3%	6.3%	3.8%	0.0%	2.9%
Social media (i.e. Facebook)	0.0%	0.0%	0.0%	1.9%	0.6%
Postcard mailer	0.0%	0.0%	0.0%	1.9%	0.6%
Utility bill insert	41.9%	10.4%	11.5%	24.5%	22.8%
Letter from City or Mecklenburg County	0.0%	0.0%	0.0%	5.7%	1.8%
Newspaper	7.0%	4.2%	15.4%	3.8%	6.4%
Road signs (i.e. Adopt-A-Stream)	0.0%	0.0%	0.0%	1.9%	0.6%
Other	0.0%	2.1%	0.0%	0.0%	0.6%

Q19. (If YES to Question 16) Which two ways of promotion and communication did you receive the most information about stormwater pollution and/or flooding?

N=171

	Region				Total
	North	South	West	East	
<u>Q19. 2nd choice</u>					
TV	20.9%	2.1%	11.5%	20.8%	14.0%
Radio	11.6%	2.1%	15.4%	24.5%	13.5%
Website/Internet	2.3%	0.0%	7.7%	0.0%	1.8%
Social media (i.e. Facebook)	0.0%	0.0%	7.7%	0.0%	1.2%
Postcard mailer	0.0%	4.2%	7.7%	5.7%	4.1%
Utility bill insert	16.3%	27.1%	3.8%	9.4%	15.2%
Letter from City or Mecklenburg County	2.3%	2.1%	0.0%	3.8%	2.3%
Billboard	9.3%	0.0%	0.0%	9.4%	5.3%
Newspaper	11.6%	18.8%	3.8%	5.7%	10.5%
Storm Drain Marker	4.7%	0.0%	0.0%	0.0%	1.2%
Road signs (i.e. Adopt-A-Stream)	2.3%	12.5%	7.7%	7.5%	7.6%
Word of mouth (i.e. family, friends, coworkers)	9.3%	0.0%	0.0%	0.0%	2.9%
None chosen	9.3%	31.3%	34.6%	13.2%	20.5%

Q19. (If YES to Question 16) Which two ways of promotion and communication did you receive the most information about stormwater pollution and/or flooding? (top 2)

N=171

	Region				Total
	North	South	West	East	
<u>Q19. Sum of Top 2 Choices</u>					
TV	69.8%	70.8%	80.8%	77.4%	74.3%
Radio	11.6%	10.4%	15.4%	28.3%	17.0%
Website/Internet	4.7%	6.3%	11.5%	0.0%	4.7%
Social media (i.e. Facebook)	0.0%	0.0%	7.7%	1.9%	1.8%
Postcard mailer	0.0%	4.2%	7.7%	7.5%	4.7%
Utility bill insert	58.1%	37.5%	15.4%	34.0%	38.0%
Letter from City or Mecklenburg County	2.3%	2.1%	0.0%	9.4%	4.1%
Billboard	9.3%	0.0%	0.0%	9.4%	5.3%
Newspaper	18.6%	22.9%	19.2%	9.4%	17.0%
Storm Drain Marker	4.7%	0.0%	0.0%	0.0%	1.2%
Road signs (i.e. Adopt-A-Stream)	2.3%	12.5%	7.7%	9.4%	8.2%
Word of mouth (i.e. family, friends, coworkers)	9.3%	0.0%	0.0%	0.0%	2.9%
Other	0.0%	2.1%	0.0%	0.0%	0.6%

Q20. Which two ways of promotion and communication would you prefer to receive information about stormwater pollution and/or flooding?

N=425

	Region				Total
	North	South	West	East	
<u>Q20. Top choice</u>					
TV	29.0%	41.8%	37.3%	31.4%	35.5%
Radio	1.9%	0.0%	6.9%	4.9%	3.3%
Website/Internet	7.5%	9.1%	12.7%	4.9%	8.5%
Social media (i.e. Facebook)	0.9%	0.9%	0.0%	0.0%	0.5%
Postcard mailer	3.7%	3.6%	1.0%	16.7%	6.1%
Utility bill insert	21.5%	20.9%	9.8%	23.5%	18.8%
Letter from City or Mecklenburg County	12.1%	1.8%	2.9%	5.9%	5.6%
Billboard	2.8%	1.8%	0.0%	0.0%	1.2%
Newspaper	0.9%	7.3%	2.0%	2.9%	3.3%
Storm Drain Marker	0.9%	0.9%	0.0%	0.0%	0.5%
Road signs (i.e. Adopt-A-Stream)	0.0%	3.6%	0.0%	5.9%	2.4%
Word of mouth (i.e. family, friends, coworkers)	0.0%	1.8%	0.0%	0.0%	0.5%
Other	0.0%	0.9%	0.0%	0.0%	0.2%
None chosen	18.7%	5.5%	27.5%	3.9%	13.6%

Q20. Which two ways of promotion and communication would you prefer to receive information about stormwater pollution and/or flooding?

N=425

	Region				Total
	North	South	West	East	
<u>Q20. 2nd choice</u>					
TV	19.6%	7.3%	4.9%	13.7%	11.3%
Radio	7.5%	5.5%	7.8%	9.8%	8.2%
Website/Internet	5.6%	6.4%	2.0%	6.9%	5.2%
Social media (i.e. Facebook)	1.9%	5.5%	12.7%	6.9%	6.6%
Postcard mailer	8.4%	11.8%	5.9%	7.8%	8.5%
Utility bill insert	13.1%	10.0%	2.9%	13.7%	9.9%
Letter from City or Mecklenburg County	6.5%	15.5%	11.8%	6.9%	10.1%
Billboard	1.9%	1.8%	1.0%	4.9%	2.4%
Newspaper	1.9%	8.2%	4.9%	3.9%	4.7%
Magazine	0.0%	0.0%	0.0%	1.0%	0.2%
Storm Drain Marker	0.9%	1.8%	0.0%	0.0%	0.7%
Road signs (i.e. Adopt-A-Stream)	3.7%	1.8%	9.8%	1.0%	4.0%
Word of mouth (i.e. family, friends, coworkers)	2.8%	0.0%	2.9%	5.9%	3.1%
Other	0.0%	0.0%	0.0%	2.0%	0.5%
None chosen	26.2%	24.5%	33.3%	15.7%	24.7%

Q20. Which two ways of promotion and communication would you prefer to receive information about stormwater pollution and/or flooding?

N=425

	Region				Total
	North	South	West	East	
<u>Q20. Sum of Top 2 Choices</u>					
TV	48.6%	49.1%	42.2%	45.1%	46.8%
Radio	9.3%	5.5%	14.7%	14.7%	11.5%
Website/Internet	13.1%	15.5%	14.7%	11.8%	13.6%
Social media (i.e. Facebook)	2.8%	6.4%	12.7%	6.9%	7.1%
Postcard mailer	12.1%	15.5%	6.9%	24.5%	14.6%
Utility bill insert	34.6%	30.9%	12.7%	37.3%	28.7%
Letter from City or Mecklenburg County	18.7%	17.3%	14.7%	12.7%	15.8%
Billboard	4.7%	3.6%	1.0%	4.9%	3.5%
Newspaper	2.8%	15.5%	6.9%	6.9%	8.0%
Magazine	0.0%	0.0%	0.0%	1.0%	0.2%
Storm Drain Marker	1.9%	2.7%	0.0%	0.0%	1.2%
Road signs (i.e. Adopt-A-Stream)	3.7%	5.5%	9.8%	6.9%	6.4%
Word of mouth (i.e. family, friends, coworkers)	2.8%	1.8%	2.9%	5.9%	3.5%
Other	0.0%	0.9%	0.0%	2.0%	0.7%
None chosen	18.7%	4.5%	29.4%	3.9%	13.9%

Q21. What is your age? (without "not provided")

N=425

	Region				Total
	North	South	West	East	
<u>Q21. What is your age</u>					
18 to 24 years old	0.0%	0.0%	1.0%	4.9%	1.4%
25 to 34 years old	11.2%	27.3%	43.0%	26.5%	26.5%
35 to 44 years old	18.7%	13.6%	11.0%	16.7%	15.1%
45 to 54 years old	25.2%	19.1%	12.0%	10.8%	17.5%
55 to 64 years old	20.6%	12.7%	13.0%	19.6%	16.3%
65+ years old	24.3%	27.3%	20.0%	21.6%	23.2%

Q22. What is your gender?

N=425

	Region				Total
	North	South	West	East	

Q22. What is your gender

Male	46.7%	48.2%	44.1%	50.0%	47.5%
Female	53.3%	51.8%	55.9%	50.0%	52.5%

Q23. How many years have you lived in Mecklenburg County? (without "not provided")

N=425

Region				Total
North	South	West	East	

Q23. How many years have you lived in Mecklenburg County

Less than 1 year	0.0%	1.8%	3.0%	0.0%	1.2%
1 to 5 years	5.7%	13.6%	5.0%	30.4%	13.5%
6 to 10 years	19.8%	21.8%	35.0%	8.8%	21.8%
11 to 20 years	36.8%	24.5%	12.0%	15.7%	22.3%
21+ years	37.7%	38.2%	45.0%	45.1%	41.2%

Q24. Are you or any member of your household of Hispanic or Latino ancestry? (without "not provided")

N=425

	Region				Total
	North	South	West	East	
<u>Q24. Are you of Hispanic or Latino ancestry</u>					
Yes	9.5%	13.0%	17.3%	6.9%	11.8%
No	90.5%	87.0%	82.7%	93.1%	88.2%

Q25. Check ALL of the following that describes your race/ethnicity. (without "not provided")

N=405

	Region				Total
	North	South	West	East	
<u>Q25. Your race/ethnicity</u>					
African American/Black	41.0%	10.5%	48.0%	52.1%	37.8%
Asian/Indian	4.0%	16.2%	19.0%	3.1%	10.6%
White/Caucasian	55.0%	62.9%	34.0%	44.8%	49.1%
Native American	0.0%	1.9%	2.0%	0.0%	1.0%
Asian/Pacific Islander	0.0%	5.7%	0.0%	0.0%	1.5%
Other	0.0%	6.7%	2.0%	0.0%	2.2%

Q26. What is your total annual household income? (without "not provided")

N=425

	Region				Total
	North	South	West	East	
<u>Q26. What is your total annual household income</u>					
Under \$20K	8.7%	2.0%	8.2%	9.4%	7.1%
\$20K-\$39,999	14.1%	16.8%	45.9%	18.8%	23.2%
\$40K-\$59,999	18.5%	22.8%	9.4%	25.9%	19.1%
\$60K-\$79,999	20.7%	6.9%	8.2%	16.5%	12.8%
\$80K-\$99,999	16.3%	19.8%	14.1%	18.8%	17.4%
\$100K+	21.7%	31.7%	14.1%	10.6%	20.4%

Section 11

Survey Instrument



600 E. Fourth Street
Charlotte, NC 28202
Fax 704.353.0473

Make Your Voice Heard and Improve Storm Water Services for You and the Community

Dear Charlotte-Mecklenburg Resident:

Congratulations! You have been selected to provide important feedback and direction for Charlotte-Mecklenburg Storm Water Services regarding our programs and services to reduce the impact of flooding as well as to improve water quality in local creeks, streams, and lakes. We want to hear your voice!

Your household is one of a limited number selected at random to receive this survey. Your responses will help us improve services for you and the community! Charlotte-Mecklenburg Storm Water Services is conducting this Public Opinion Survey to assess awareness of issues related to stormwater runoff.

We appreciate your time. In less than 10 minutes, you can help Storm Water Services improve our mission to save lives, protect property, improve water quality and enhance our community's quality of life. **It is very important that you participate.**

Please complete and return your survey right away. If you'd prefer to complete it online, go to www.charmecksurvey.org and enter your survey number. **Your responses will be confidentially processed** by Leisure Vision/ETC Institute, an independent consulting company.

If you have any questions, please contact Kristen O'Reilly at (704) 432-0970 or Mark Boone at (704) 336-3735.

Your opinion will help direct future services for our community. Let your voice be heard!

Sincerely,

Jennifer Smith

A handwritten signature in blue ink that reads "Jennifer Smith".

Charlotte-Mecklenburg Storm Water Services
Division Manager, City of Charlotte



To report pollution or drainage problems, call: 311
<http://stormwater.charmeck.org>



Year 2015 Storm Water Survey

Please take a few minutes to complete this survey. Your input is an important part of Charlotte-Mecklenburg Storm Water Services' on-going efforts to receive citizen input into decisions impacting stormwater issues in the community. This survey will only take 10-12 minutes of your time and your assistance is very important. Thank you for your time!

Where do you live? [Please check ONE.]

- (1) Inside the city limits of Charlotte [Please continue with the survey.]
 (2) In Mecklenburg County outside the city limits of Charlotte [Please continue with the survey.]
 (3) Outside Mecklenburg County [Please discontinue the survey.]

1. Counting yourself, how many people in your household are?

- | | | |
|--------------------------------------|-------------------------------------|-------------------------------------|
| Under age 5 <input type="checkbox"/> | Ages 20-24 <input type="checkbox"/> | Ages 55-64 <input type="checkbox"/> |
| Ages 5-9 <input type="checkbox"/> | Ages 25-34 <input type="checkbox"/> | Ages 65-74 <input type="checkbox"/> |
| Ages 10-14 <input type="checkbox"/> | Ages 35-44 <input type="checkbox"/> | Ages 75+ <input type="checkbox"/> |
| Ages 15-19 <input type="checkbox"/> | Ages 45-54 <input type="checkbox"/> | |

Issues Relating to Stormwater Runoff and Flooding

2. Stormwater refers to water that runs off roofs, driveways, parking lots, and streets. Please rate your overall level of agreement with the following statement: Stormwater that goes into storm drains is treated and cleaned before it goes into creeks, streams, lakes and ponds?

- (4) Strongly Agree
 (3) Agree
 (2) Disagree
 (1) Strongly Disagree
 (9) Don't Know

3. Please rate your overall level of agreement with the following statements on a scale of 4 to 1 where 4 means "Strongly Agree" and 1 means "Strongly Disagree" Note: If you don't know please circle 9.

	Strongly <u>Agree</u>	Agree	Disagree	Strongly Disagree	Don't <u>Know</u>
(A) During times of heavy rain I am concerned about stormwater flooding on roads	4.....	3.....	1	1.....	9
(B) During times of heavy rain I am concerned about flooding in homes and buildings	4.....	3.....	2	1.....	9
(C) During times of heavy rain I am concerned about creeks overflowing their banks	4.....	3.....	1	1.....	9
(D) Property can experience severe flooding from stormwater even if it is not in a flood zone	4.....	3.....	1	1.....	9

4. From the following list, please check ALL the factors that you think contribute to local flooding.

- | | |
|---|---|
| <input type="checkbox"/> (01) Too much rain | <input type="checkbox"/> (07) Too much development/construction |
| <input type="checkbox"/> (02) Creek channels are too small | <input type="checkbox"/> (08) Not enough open space |
| <input type="checkbox"/> (03) Storm drains are too small | <input type="checkbox"/> (09) Flooding is natural |
| <input type="checkbox"/> (04) Creek channels get clogged or blocked | <input type="checkbox"/> (10) Other: _____ |
| <input type="checkbox"/> (05) Storm drains get clogged or blocked | <input type="checkbox"/> (11) Don't know |
| <input type="checkbox"/> (06) Aging stormwater pipes/structures | |

5. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on creeks and streams that occasionally overflow their banks? [Please indicate your 1st and 2nd choices by writing the numbers from Question 4 above in the spaces below.]

_____ 1st _____ 2nd

6. From the list in question #4 above, which TWO factors do you think have the MOST IMPACT on flooding of streets and buildings? [Please indicate your 1st and 2nd choices by writing the numbers from Question 4 above in the spaces below.]

_____ 1st _____ 2nd

7. Is the property where you currently live in a flood zone?

- (1) Yes
 (2) No
 (3) Not sure

8. Does regular property insurance cover flood damage?

- (1) Yes
 (2) No
 (3) Not sure

9. From the following list, please check ALL the sources you would use to find out if the property where you live is in a flood zone. (Check all that apply.)

- | | |
|--|--|
| <input type="checkbox"/> (01) Internet | <input type="checkbox"/> (08) State of North Carolina government |
| <input type="checkbox"/> (02) Social media (Twitter, Facebook) | <input type="checkbox"/> (09) Local government |
| <input type="checkbox"/> (03) Realtor | <input type="checkbox"/> (10) Homeowners/Neighborhood Assoc. |
| <input type="checkbox"/> (04) Federal government/FEMA | <input type="checkbox"/> (11) Other: _____ |
| <input type="checkbox"/> (05) Mortgage Company | <input type="checkbox"/> (12) None |
| <input type="checkbox"/> (06) Insurance Company | |
| <input type="checkbox"/> (07) Charlotte-Mecklenburg County website | |

10. How much do you agree with the following statement: I would be willing to pay more in stormwater fees if it would reduce flooding in Charlotte and Mecklenburg County?

- | | |
|---|--|
| <input type="checkbox"/> (4) Strongly agree | <input type="checkbox"/> (1) Strongly disagree |
| <input type="checkbox"/> (3) Agree | <input type="checkbox"/> (9) Don't know |
| <input type="checkbox"/> (2) Disagree | |

Issues Relating to Stormwater Pollution of Creeks, Streams and Lakes

11. From the following list, please check ALL the stormwater pollutants that you think are found in Charlotte and Mecklenburg County's creeks, streams and lakes.

- (01) Sediment, dirt, sand, clay
- (02) Bacteria from animal waste
- (03) Bacteria from human waste
- (04) Industrial chemicals
- (05) Oil and pollutants from cars
- (06) Fertilizers and pesticides
- (07) Yard waste, leaves, grass clippings
- (08) Litter, trash
- (09) Other: _____
- (10) None. Local creeks, streams and lakes are not polluted

12. Which TWO stormwater pollutants indicated in Question #11 do you think are the biggest problem for creeks, streams and lakes in Charlotte and Mecklenburg County? [Please indicate your 1st and 2nd choices by writing the numbers from Question #11 above in the spaces below.]

_____ _____
1st 2nd

13. From the following list, please check the action you would most likely do if you saw workers washing paint brushes over a storm drain.

- (1) Ask the workers to stop
- (2) Report it by calling 311
- (3) Report it by calling 911
- (4) Report it by using a mobile phone application: Please list application: _____
- (5) Nothing

14. Please rate your overall level of agreement with the following statement: **Water that runs into storm drains flows directly to local creeks and lakes.**

- (4) Strongly Agree
- (3) Agree
- (2) Disagree
- (1) Strongly Disagree
- (9) Don't Know

15. Please indicate your level of support with the following statement: **I would be willing to pay more in stormwater fees if it would be used to clean up polluted creeks, streams and lakes in Charlotte and Mecklenburg County.**

- (5) Strongly Support
- (4) Somewhat Support
- (3) Not Sure
- (2) Not likely to support
- (1) Would not support

Communications Relating to Stormwater Issues

16. Have you heard or seen any information about stormwater pollution or flooding in the past year?

- ___ (1) Yes [Continue with Question #17.]
- ___ (2) No [Skip to Question #20.]
- ___ (3) Don't know [Skip to Question #20.]

17. Information about stormwater pollution and flooding is communicated and promoted to residents in a variety of ways each year (i.e. television, radio, newspaper, mailings, etc.). Please check ALL the stormwater pollution or flooding information that you have heard about over the past 12 months.

- ___ (1) Information about volunteer opportunities to help clean up creeks and streams.
- ___ (2) Information about being a Water Watcher and reporting pollution in stormwater, creeks, streams and lakes.
- ___ (3) Information about flood zone maps and flood insurance.
- ___ (4) Information about flood safety such as, "Turn Around. Don't Drown. Your car is not a boat."
- ___ (5) I have not heard any of the above stormwater information this past year.
- ___ (6) Other: _____

18. From the following list, please check ALL the ways that you saw or heard information about stormwater pollution and/or flooding? (Check all that apply.)

- | | |
|---|--|
| ___ (01) TV | ___ (08) Billboard |
| ___ (02) Radio | ___ (09) Newspaper |
| ___ (03) Website/ Internet | ___ (10) Magazine |
| ___ (04) Social Media (i.e. Facebook) | ___ (11) Storm Drain Marker |
| ___ (05) Postcard mailer | ___ (12) Road signs (i.e. Adopt-A-Stream) |
| ___ (06) Utility Bill Insert | ___ (13) Word of Mouth (i.e. family, friends, coworkers) |
| ___ (07) Letter from the city or Mecklenburg County | ___ (14) Other: _____ |

19. Which two ways of promotion and communication did you receive the most information about stormwater pollution and/or flooding? [Please indicate your 1^s and 2nd choices by writing the numbers from Question #18 above in the spaces below.]

_____ 1st _____ 2nd

20. Which two ways of promotion and communication would you prefer to receive information about stormwater pollution and/or flooding? [Please indicate your 1st and 2nd choices by writing the numbers from Question #18 above in the spaces below.]

_____ 1st _____ 2nd

Demographics:

21. What is your age?

- | | |
|----------------------------|----------------------------|
| ___ (1) 18 to 24 years old | ___ (4) 45 to 54 years old |
| ___ (2) 25 to 34 years old | ___ (5) 55 to 64 years old |
| ___ (3) 35 to 44 years old | ___ (6) 65 years or older |

22. What is your gender?

- ___ (1) Male ___ (2) Female

