



Watershed Public Opinion Survey

January 2015

Report of Findings

Conducted by



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1 Report of Findings

Project Overview

Salt Lake County commissioned this public opinion survey of the County's residents to assess residents' attitudes and practices related to local watersheds. The objective of this research is to determine the public's priorities to help guide the efforts of the County's Watershed Planning and Restoration Program. The survey explored what residents value in their watersheds, the threats they feel local waters face, land use priorities, perceptions of water quality, public policy proposals, funding availability, and outdoor recreation.

Project Team and Methodology

Steve Raabe was the project manager of this effort for OpinionWorks and has authored this analysis. The County's team was led by Marian Hubbard and Lynn Berni of the Salt Lake County Watershed Planning & Restoration Program. The survey questionnaire was designed to track results from prior surveys conducted in 2007 and 2010.

For this countywide survey, OpinionWorks interviewed a total of 400 randomly-selected adult residents of Salt Lake County by telephone January 21–30, 2015. Sampling error is no more than $\pm 4.9\%$ at the 95% confidence level. A more detailed description of the survey methodology is found at the conclusion of this research summary.

Tracking Changes in Attitudes from 2007 and 2010

Many questions on the current survey were carried forward from prior surveys commissioned by Salt Lake County in 2007 and 2010. Where questions on the surveys are directly comparable, those results are tracked and highlighted in this report's tables, graphics, and narrative. Where a question was not previously asked, or where there were significant wording changes that made a question not comparable year-to-year, no historical trend data will appear in this report.

As a general observation, nearly all the questions that can be tracked from prior surveys showed a decline from 2007 to 2010, but many bounced back in 2015 to levels at or near their 2007 baseline. This may be due to externalities such as economic recession and recovery, and/or it may reflect a changing experience of residents with their local waters and the outdoors. This report makes note of these changes and will attempt to explain them where possible.

An abstract of findings follows.

Abstract of Findings

This comprehensive survey of Salt Lake County residents shows a public that is heavily engaged with the outdoors, and places a high priority on clean water. In a variety of ways in the survey they indicated support for more action by the County to promote watershed health, and a willingness in the public to pay more for water protection.

These are the high-level findings:

- The survey documents strong engagement with the outdoors, with more than three-quarters of the County's residents picnicking or walking in neighborhoods or parks at least monthly, and large numbers getting outdoors in the wilder areas of the County on a regular basis.
- Residents place great value on spending time in the outdoors. Nearly two-thirds said that outdoor leisure and recreational activities are "very important" to their overall satisfaction and happiness.
- As a personal priority, conservation of the natural environment is important to residents, with many more residents feeling an above-average commitment to conservation compared to those who feel a below-average commitment – in fact *six times* more.
- Only one resident in ten feels "very familiar" with water quality concerns in the County, and nearly four in ten said they do not feel familiar *at all* with those concerns.
- What residents value the most in the County's watersheds is water quality, which by itself is more valued by residents in their watersheds than recreational opportunities, scenery, wildlife habitat, and a strong economy – *combined*.
- Having an adequate supply of good drinking water is the top concern out of eight tested, when it comes to residents' concerns about local watersheds.
- Industrial pollution and litter problems are also significant concerns, rounding out the top three. Following those are concerns about loss of fish or wildlife habitat, restrictions on activities due to water contamination, and loss of open space from development pressures.
- The Jordan River is generally understood to have poor water quality, though only one in five are aware that it is "impaired and a plan is underway to clean it up." Residents have varied impressions of how clean and healthy is the stream or creek closest to where they live.
- Residents see a positive relationship between better water quality and economic development, and they do not believe water quality should be – or needs to be – traded off to promote economic development.
- Residents fall all across the spectrum of whether they believe their own actions affect water quality – in nearly equal numbers strongly agreeing and strongly disagreeing that their actions affect water quality, and every point in between.

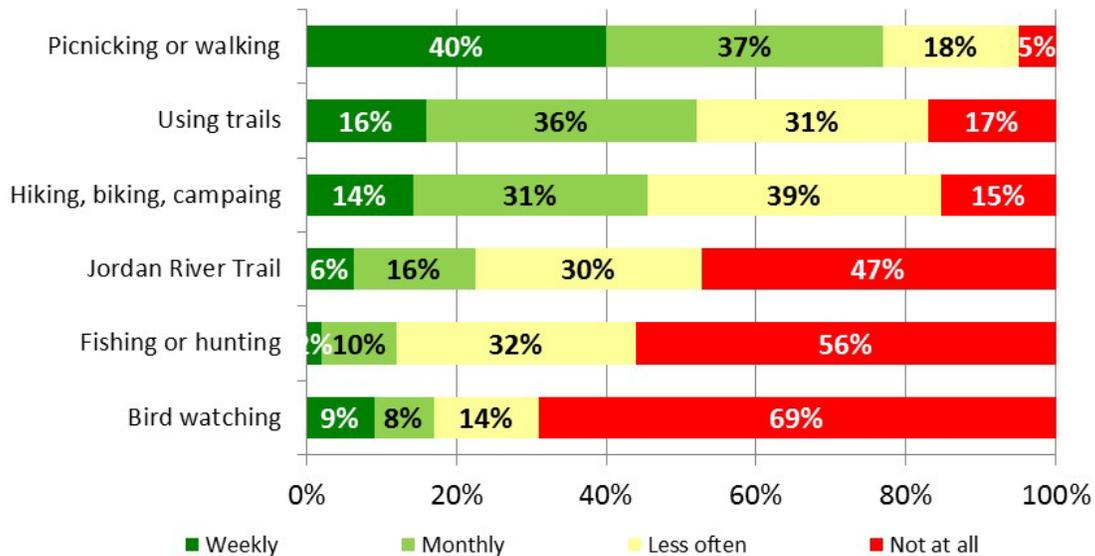
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- In terms of land use, residents would like to see more wildlife habitat, river corridors in their natural condition, and protection of open space. Residents would also like to see more outdoor recreational activities available to them.
 - Nearly six in ten residents think the County government should be doing more to protect local waters. Only one in four think the County is doing enough today.
 - Residents strongly support four public policy ideas that would promote water quality, including requiring streamside plantings, and requiring new developments to set aside open space and make built-in improvements to address water quality.
 - There is overwhelming support for more public funding to protect local waters, with four out of five residents favoring a “reasonable” amount of additional public funding if County leaders said it was necessary.
 - Majorities of residents support each of four specific funding measures tested, with support reaching as high as 61%.

Our detailed report follows.

Outdoor Recreation and Valuing the Outdoors

To understand County residents’ connection to the outdoors, we explored their outdoor recreational pursuits. We found that Salt Lake County residents engage in a wide variety of outdoor activities. The overall picture is a public that likes to get outdoors. Their outdoor activities are summarized in the chart below, which identifies the percentages of residents who engage in each activity on at least a weekly (in dark green), monthly (light green), or annual (yellow) basis.

Outdoor Recreational Activities



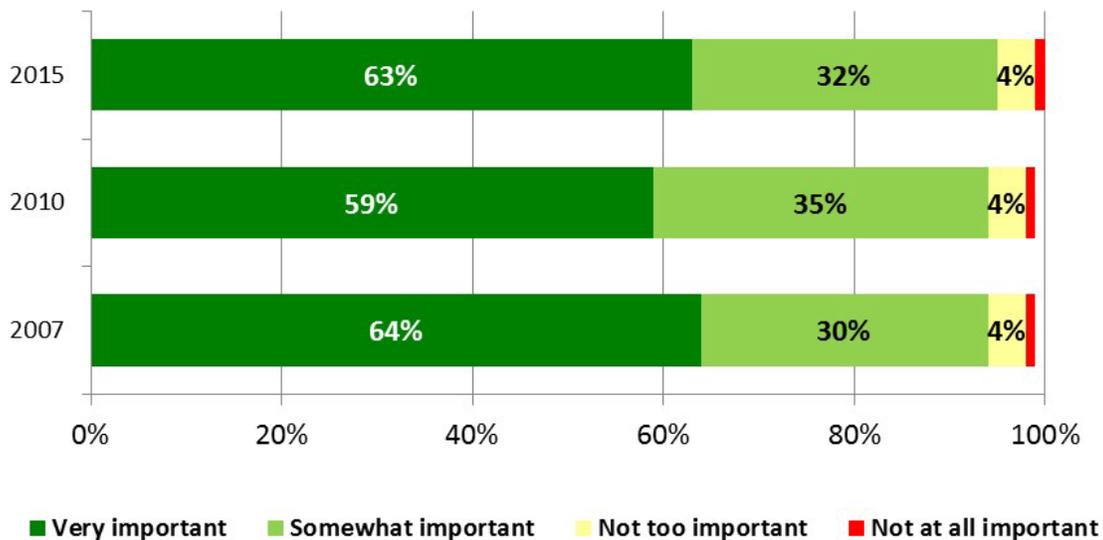
Q12 “On average, how often do you participate in the following recreational activities within the Salt Lake County area? At least 1 or 2 times a week, at least 1 or 2 times a month, at least 1 or 2 times a year, or not at all?”

- Picnicking or walking in parks or neighborhoods is the most common outdoor activity for County residents, with 95% of those surveyed taking part at least once a year, and 40% saying they picnic or walk at least once or twice a week.
- A very large number of residents (83%) use trails along the County’s creeks and rivers on at least an annual basis, with 52% doing so monthly.
- There is very high use of the canyons and other wild areas of the County through hiking, mountain biking, or camping. Eighty-four percent of Salt Lake County residents get out in the surrounding wild areas at least once a year; almost half (45%) said they do so at least monthly.
- With regard to the Jordan River Parkway Trail specifically, 52% of residents said they use the trail at least once a year. Almost one in four (22%), said they use it monthly.
- Forty-four percent hunt or fish at least once a year, with 12% doing so at least once a month.
- Bird watchers account for 31% of the public, with 17% bird watching at least once a month.

Salt Lake County residents place great value on outdoor recreation. Nearly two-thirds (63%) said that outdoor leisure and recreational activities are “very important” to their “overall quality of life, in other words your overall satisfaction and happiness.” Another 32% consider outdoor leisure and recreational activity to be “somewhat important” to their quality of life, for a total of 95% of County residents who said outdoor leisure and recreational activities are important to their overall satisfaction and happiness.

Compared to prior years, the overall importance of outdoor recreation has remained very high, with the percentage who said it is “very important” increasing slightly since 2010.

Importance of Outdoor Activities to Quality of Life

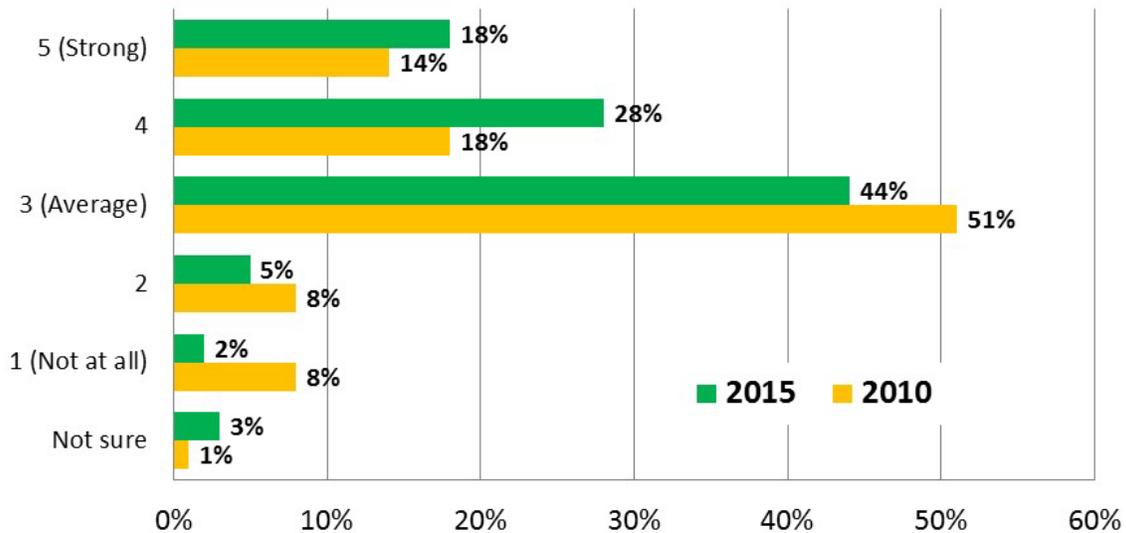


Q13 “How would you rate the importance of outdoor leisure and recreational activities to your overall quality of life, in other words your overall satisfaction and happiness? Very important, somewhat important, not too important, not at all important?”

The Natural Environment as a Personal Priority

On balance, Salt Lake County is strongly conservation-minded. Conservation of the natural environment is a personal value for many residents. Asked to rate themselves on a 1 to 5 scale where “5” means “strongly committed to conservation of the natural environment” and “1” means “not a conservationist at all,” 46% of Salt Lake County’s residents rated themselves above average on that scale, compared to only 7% who considered themselves below the average. Many residents (44%) feel they have an average concern (a “3”) for conservation of the natural environment.

Conservation-Minded Residents *A Self-Assessment*



2015: “On a scale of 1 to 5 where 5 means you are strongly committed to conservation of the natural environment, 3 is average, and 1 is not a conservationist at all, where would you put yourself?”

2010: “On a scale of 1 to 5 where 5 is a strong environmentalist, 3 is average, and 1 is not an environmentalist at all, where would you put yourself?”

In 2010, this question asked how strongly residents considered themselves to be an “environmentalist,” rather than “committed to conservation of the natural environment.” Worded that way, 32% gave themselves an above-average score, a rating that is 14 percentage points lower than in 2015.

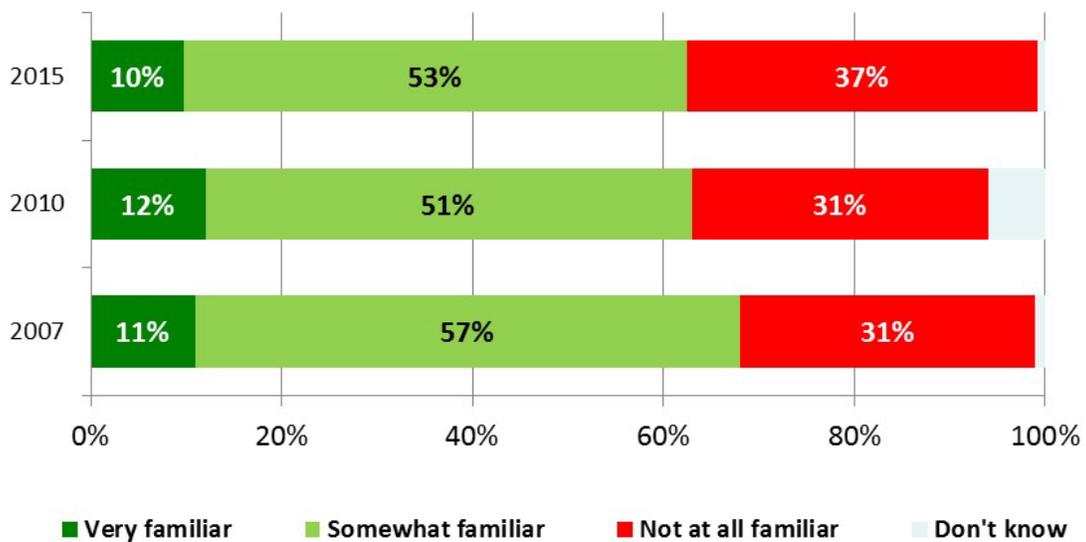
Water Knowledge, Priorities and Concerns

Familiarity with Water Quality Concerns

The public does not have great confidence in its knowledge of water quality concerns. More than one-third of the public (37%) said they are “not familiar at all” with water quality concerns in the County’s streams and rivers. Another 53% feel “somewhat familiar.” Only 10% consider themselves “very familiar” with those concerns.

The public felt slightly more familiar with water quality concerns in 2007, with 68% feeling at least somewhat familiar, compared to 63% in 2015.

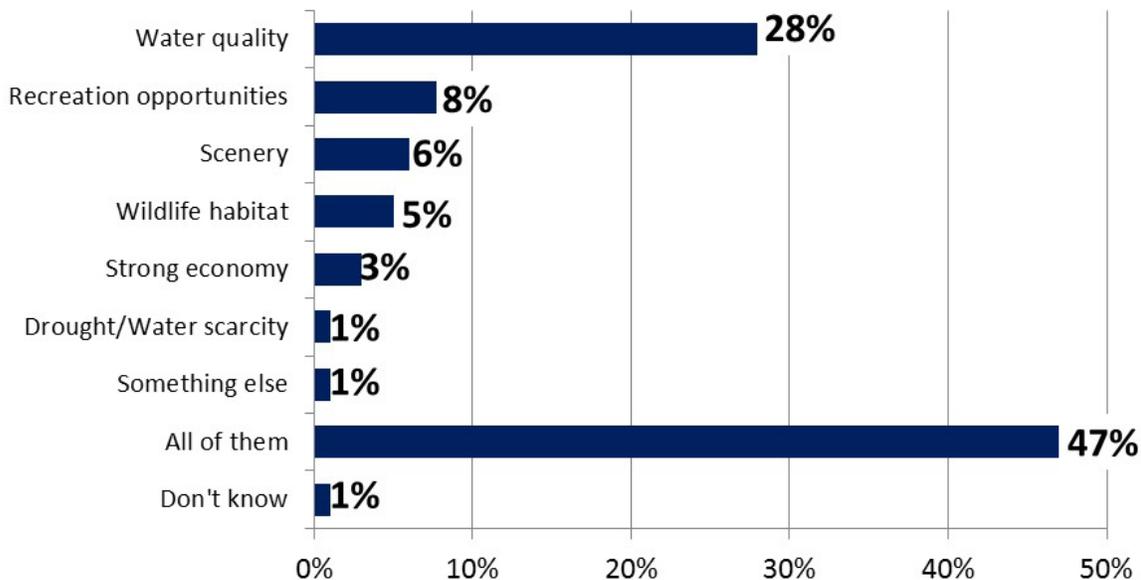
Familiarity with Water Quality Concerns
A Self-Assessment



Q1 “Are you very familiar, somewhat familiar or not at all familiar with water quality concerns in our streams and rivers in Salt Lake County?”

When asked what they value most in the County’s watersheds, residents value water quality by more than three-to-one over any other asset. When read a list that included water quality along with wildlife habitat, recreation opportunities, scenery, strong economy, market value of property, “or something else,” 28% of residents said they value water quality most of all, compared to 8% who said recreation opportunities, 6% who said scenery, and 5% who chose wildlife habitat. Nearly half (47%) did not choose a single response but instead said “all of them.”

Value the Most in County Watersheds



Q2 “A watershed is a land area where all the rainwater and snow melt drain into a single creek, river, or body of water. What do you most value in Salt Lake County’s watersheds?”

Comparing these numbers to past surveys, water quality has consistently scored the highest. Note that “all of them” was not offered as an option in prior years, causing some of the ratings in 2015 to appear lower.

Change in What Residents Value

	2007	2010	2015
(Not read): All of them	*	*	47%
Water quality	51%	50%	28%
Recreation opportunities	10%	8%	8%
Scenery	8%	6%	6%
Wildlife habitat	13%	14%	5%
Strong economy	2%	3%	3%
Water scarcity/Drought	*%	*%	1%
Market value of property	4%	2%	*%
Something else	9%	4%	*%
Don't know	3%	14%	1%

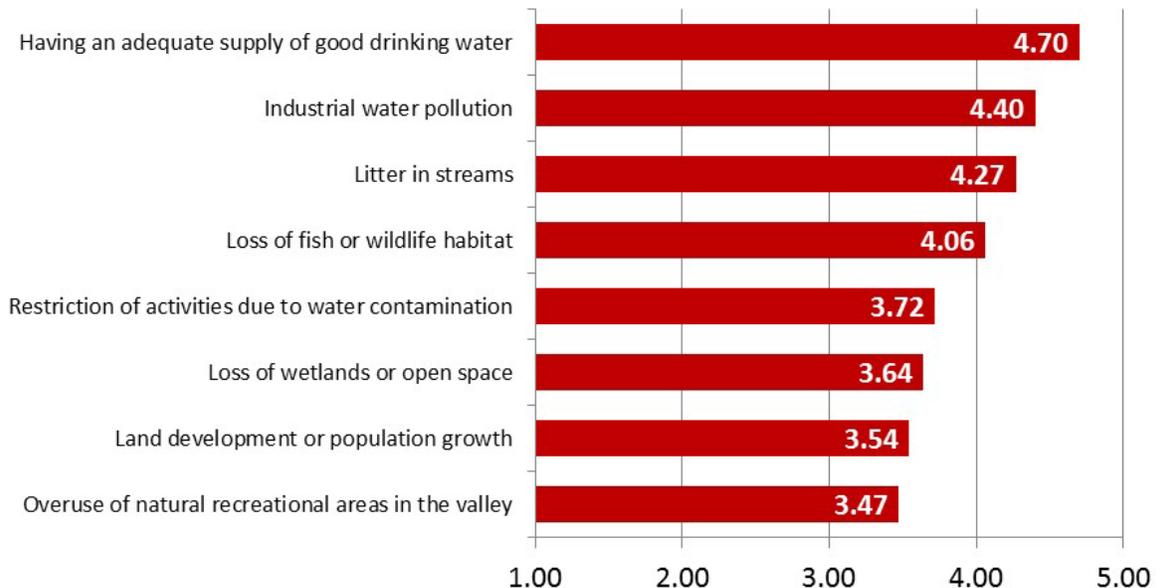
“A watershed is a land area where all the rainwater and snow melt drain into a single creek, river, or body of water. What do you most value in Salt Lake County’s watersheds?”

*Prior to 2015, “all of these” was not coded; many people offering that response were coded “something else or “don’t know.”

Watershed Concerns

Survey respondents were asked to rate their level of concern for a number of issues facing the County's watershed. A total of eight issues were tested, ranging from litter in streams to loss of fish or wildlife habitat, to industrial water pollution. Each of these issues was rated on a 1 to 5 scale, where "1" meant "no concern at all," and "5" meant the issue "is of great concern."

Level of Concern about Watershed Issues



Q3 "As I read a list of potential issues facing Salt Lake County's watersheds, please rate your concern about each using a 1 to 5 scale, with 1 meaning it's of "no concern at all" and 5 meaning it is of "great concern."

The top concern out of the eight, scoring an overwhelming 4.70 out of 5.00 on this scale, is concern for having an adequate an adequate supply of good drinking water. This very high level of concern in the public may be related to worries about water scarcity, given the emphasis in the question on "adequate supply." It may also indicate concerns about contamination, given the mention of "good drinking water." Regardless, it should be known that drinking water is the leading watershed concern of the County's residents.

Two issues related to pollution are next, followed by habitat loss, all scoring above 4.00 on the scale:

- Industrial water pollution is very high on this list of concerns, placing second and scoring 4.40 out of 5.00.
- Litter in streams is the third-greatest concern at 4.27.
- Loss of fish or wildlife habitat is next, registering at 4.06.

Moving down the list, other concerns relate to impacts on recreation and open space. Though lower in priority in the public's mind, all of these concerns score above the mid-point of the scale of concern:

- Restriction of activities due to water contamination scored 3.72.

- Loss of wetlands or open space is 3.64.
- Land development or population growth received a rating of 3.54.
- Overuse of natural recreational areas in the valley earned a score of 3.47.

Comparing 2015 results to prior surveys, having an adequate supply of good drinking water has consistently been the public’s top concern. Though there have been variations in the intensity of concern from year to year, the rank ordering of concerns has been almost identical throughout this eight-year period.

Comparing Change in Watershed Concerns

	2007 Mean	2010 Mean	2015 Mean
Having an adequate supply of good drinking water	4.78	4.52	4.70
Industrial water pollution	4.61	4.17	4.40
Litter in streams	4.45	4.18	4.27
Loss of fish or wildlife habitat	4.14	3.94	4.06
Restriction of activities due to water contamination	3.94	3.55	3.72
Loss of wetlands or open space	3.77	3.50	3.64
Land development or population growth	3.84	3.40	3.54
Overuse of natural recreational areas in the valley	3.72	3.07	3.47

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

Health of Creeks and Rivers

The public’s perception of the health of creeks and rivers is an important indicator of how readily they can be engaged with watershed protection activities. Residents were asked to grade three waterways on an A to F grading scale: the Jordan River, Big Cottonwood Creek, and “the stream or creek closest to where you live.” On this scale, “A” means “extremely clean and healthy,” and “F” means “extremely polluted and unhealthy.” Results are summarized in the chart on the following page.

Grading the Health of Creeks and Rivers



Q6 “Students are often given the grades of A, B, C, D, or Fail. From what you know or have heard, how would you grade the following creeks or rivers on that A to F scale where “A” means it is extremely clean and healthy, and “F” means it is extremely polluted and unhealthy?”
 **“The stream or creek closest to where you live.”

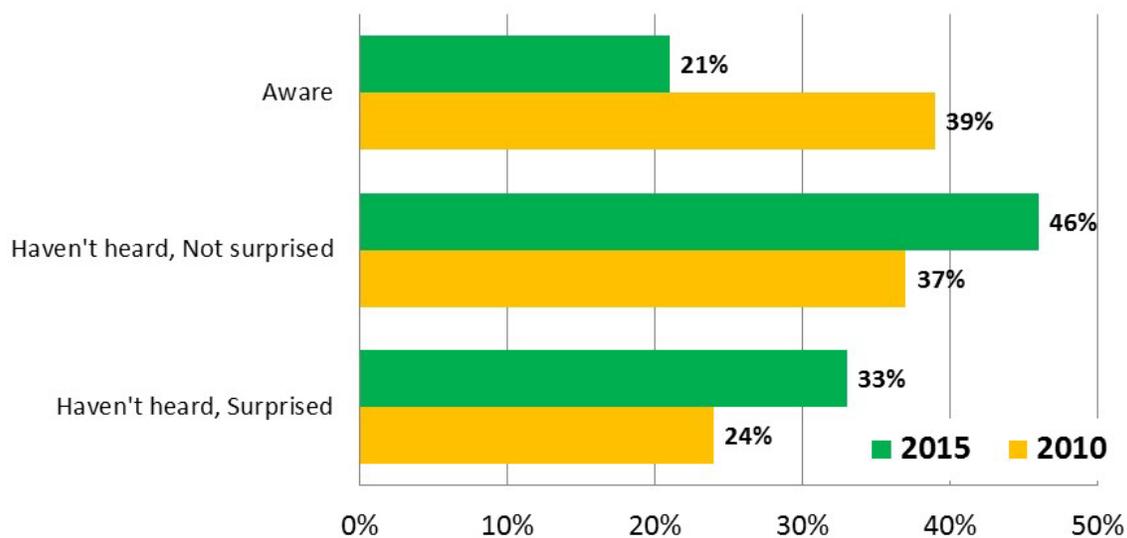
Grades varied dramatically.

- The health of the Jordan River is seen as poor by the public. Only 11% offered a grade of “A” or “B” for the Jordan River. Meanwhile, 19% gave the river a failing grade of “F,” and another 26% gave it a “D.”
- Big Cottonwood Creek scored much better, with 17% giving it an “A” and 50% a “B.” Fifteen percent gave the Big Cottonwood a “C” grade, only 2% a “D,” and no one gave it a failing grade.
- Grades for “the stream or creek closest to where you live” fell between those two. Eight percent gave their local stream or creek an “A,” 30% a “B,” and 26% a “C.” Fifteen percent offered a “D” and 9% an “F.”

Despite the poor grades for the Jordan River, awareness of its impairment and the plan to clean it up appear to have declined significantly since 2010. In the prior survey, nearly four in ten (39%) said they were aware that the Jordan River’s water quality is “impaired and a plan is underway to clean it up.” In 2015, that number had dropped almost in half to 21%.

Of the 79% of the public in 2015 who were not aware of the Jordan River’s impaired status, 33% said they were surprised to find that out, while 46% were not surprised. As a further indicator of the public’s lack of information about the Jordan River, the percentage who were surprised has climbed nine percentage points from 24% in 2010 to its 33% level today.

Awareness that Jordan River is Impaired



Q7 “Are you aware or haven’t you heard that the Jordan River’s water quality is impaired and a plan is underway to clean it up?” (If haven’t heard/don’t know): “Does that surprise you?”

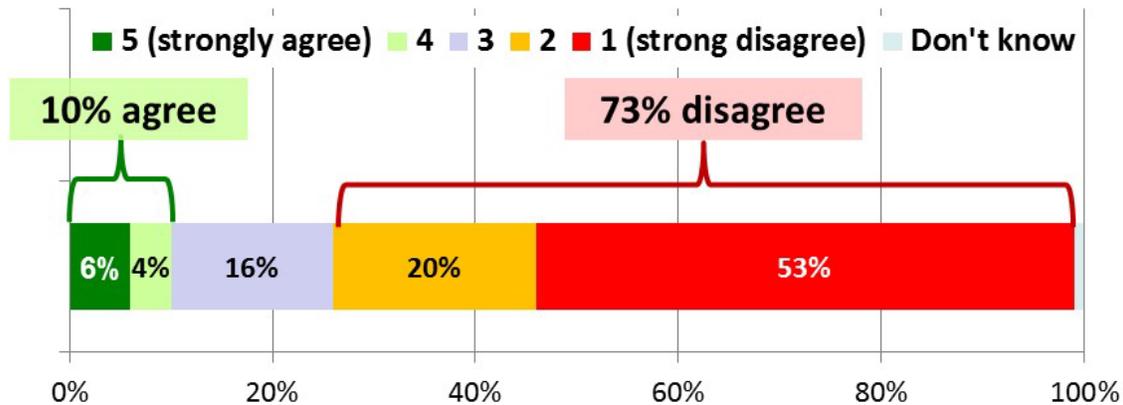
Attitudes and Public Will

Attitudes about Water Quality

The survey tested residents' underlying attitudes about water quality through a five-point scale ranging from strongly agree to strongly disagree. Residents made clear that water quality should not be sacrificed in pursuit of economic development, and that they see good water quality and a healthy economy as positively linked.

By an overwhelming majority of 73% to 10%, residents disagree with the idea that "Sometimes it is okay to lower the water quality in the watershed to promote economic development." The number who disagreed was only slightly lower (68%) on the 2010 survey in the immediate aftermath of the recession, suggesting that this is a more enduring attitude by the public; in 2010 only 19% agreed that it is okay to lower water quality to promote economic development.

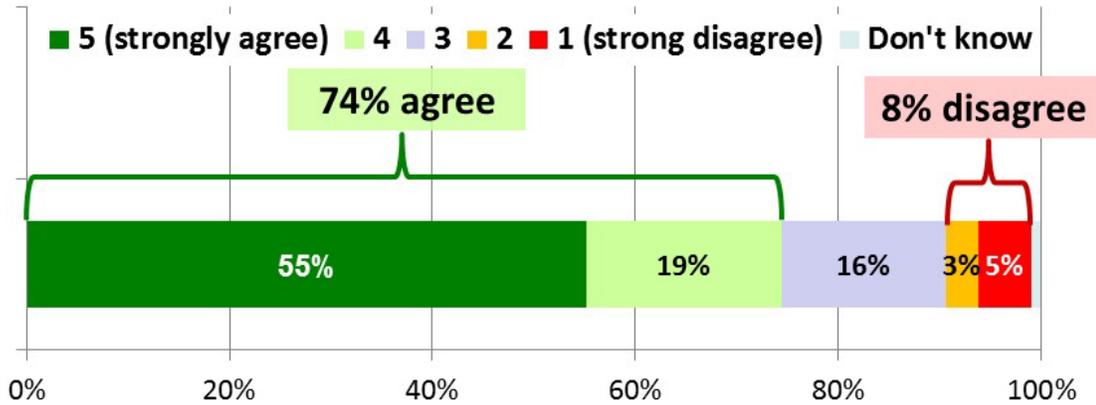
Lower Water Quality to Promote Economic Development



4A. "Using a 1 to 5 scale, this time with 1 meaning you strongly disagree and 5 meaning you strongly agree, please tell me whether you agree or disagree with the following statements...
"Sometimes it is okay to lower the water quality in the watershed to promote economic development."

By 74% to 8%, residents agree with the idea that “A healthy economy depends on good water quality in the watershed.” Similarly, in 2010 residents agreed with this statement by 66% to 12%.

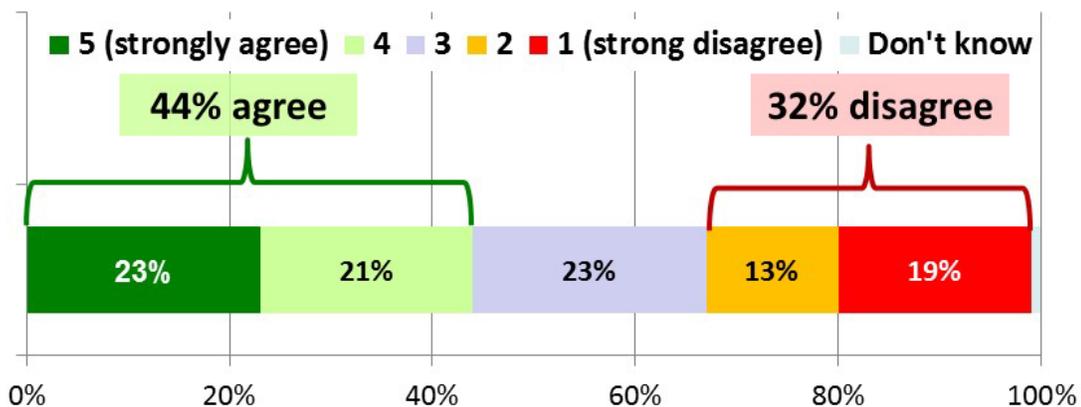
Healthy Economy Depends on Good Water Quality



4B. “Using a 1 to 5 scale, this time with 1 meaning you strongly disagree and 5 meaning you strongly agree, please tell me whether you agree or disagree with the following statements...
 “A healthy economy depends on good water quality in the watershed.”

When it comes to their own impact on water quality, residents exhibited the full range of understandings. Asked to rate how strongly they agree with the statement “My activities affect the water quality of Salt Lake County’s watersheds,” 23% strongly agree, 21% somewhat agree, 23% are neutral, 13% somewhat disagree, and 19% strongly disagree. Overall, that translates into 44% who agree that their activities impact water quality and an only slightly smaller 32% who disagree.

My Activities Affect Water Quality



4C. “Using a 1 to 5 scale, this time with 1 meaning you strongly disagree and 5 meaning you strongly agree, please tell me whether you agree or disagree with the following statements...
 “My activities affect the water quality of Salt Lake County’s watersheds.”

As illustrated in the table below, when overall agreement with these three propositions is expressed as a mean on the 1 to 5 scale, one can clearly see the shifts in attitudes on each of these issues. The closer these averages are to 1.00, the more strongly the public overall disagrees. Similarly, scores closer to 5.00 indicate stronger agreement.

These numbers demonstrate that the recession and recovery have moved the averages somewhat on the economic questions. What is more significant is the change in awareness that one’s own actions affect water quality. Salt Lake County residents appear significantly more aware of their impact on water quality in 2015 than they were just a few years ago. While still only lukewarm in 2015 at 3.18 – a score that indicates only slightly more people agree they have an impact on water quality than disagree – that represents a significant shift from much lower means of 2.64 and 2.57 that were recorded in the prior surveys. As awareness of one’s own impact is a key to engaging individuals in the public, this will be an important indicator to watch moving forward.

Comparing Change in Water Quality Attitudes

Expressed as a Mean; Higher Numbers Mean Stronger Agreement

	2007 Mean	2010 Mean	2015 Mean
Sometimes it is okay to lower the water quality in the watershed to promote economic development.	1.67	2.10	1.89
A healthy economy depends on good water quality in the watershed.	4.07	3.91	4.18
My activities affect the water quality of Salt Lake County’s watersheds.	2.64	2.57	3.18

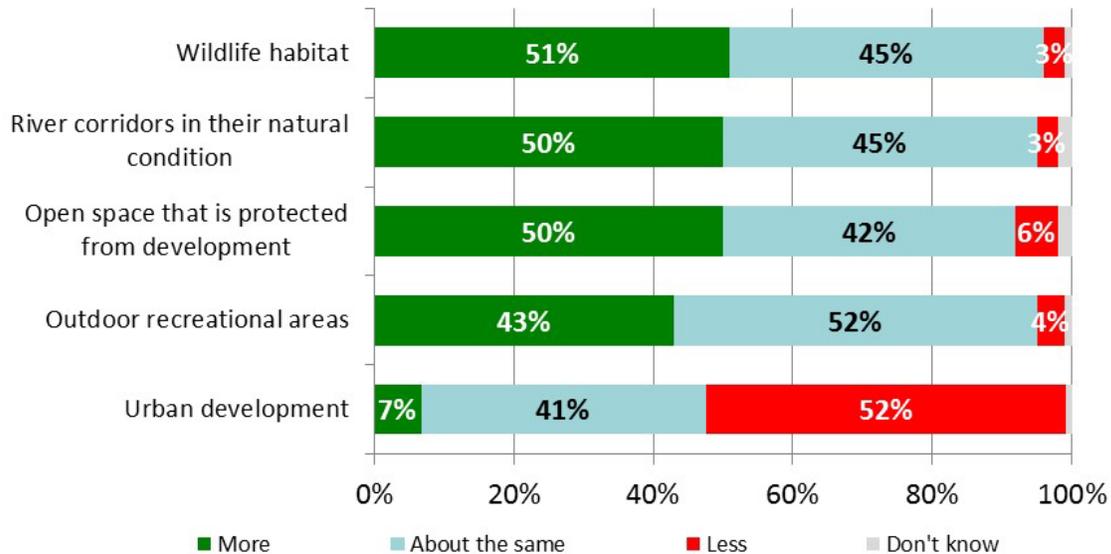
“Using a 1 to 5 scale, this time with 1 meaning you ‘strongly disagree’ and 5 meaning you ‘strongly agree,’ please tell me whether you agree or disagree with the following statements.”

Land-Use Priorities

Residents value the natural areas of Salt Lake County, as demonstrated by their preferences for land use. The survey asked whether they would like to see less, more, or about the same amount of various kinds of land use in the County. Majorities would like to see *more* wildlife habitat, river corridors in their natural condition, and open space that is protected from development, and less urban development. A large number would also like to see more outdoor recreational areas in the County.

- Fifty-one percent (51%) would like to see more wildlife habitat in the County, while 45% are satisfied with the amount of habitat and only 3% would like to see less.
- Half of residents (50%) would like to see more river corridors in their natural condition, while only 3% would like less of that. Forty-five percent are satisfied with the amount that exists today.
- A 50% majority would like to see more open space that is protected from development, while only 6% would like less. Forty-two percent are happy with the amount of open space that exists today.
- More than one resident in four (43%) would like to see more outdoor recreational areas, while 52% would like to see the same amount and 4% said less.
- There appears to be significant sentiment in the County to slow development, with 52% wanting less urban development and only 7% wanting more.

Land Use Priorities



Q5 “Within a watershed there can be a number of land uses. For each of the following, please tell me whether you would like to see less, more, or about the same of each in Salt Lake County.”

The table below compares residents’ land use preferences in 2015 with prior surveys.

- The desire for wildlife habitat has held steady, as has the interest in preserving river corridors in their natural condition after a slight dip in 2010.
- Open space that is protected from development is of greater interest to the public in 2015 than it was in 2007, although the question wording was changed in 2015 from “open space and wetlands” to simply “open space.”
- Demand for outdoor recreational activities is significantly higher today than it was in 2007, moving from 35% to 43% who said they would like to see more of that.
- The percentage who want to see less urban development dropped from 64% to 53% between 2007 and 2010, and has held steady there.

Comparing Change in Land Use Preferences

	2007	2010	2015
Wildlife habitat (More)	51%	54%	51%
River corridors in their natural condition (More)	52%	44%	50%
Open space that is protected from development* (More)	43%	35%	50%
Outdoor recreational activities (More)	35%	48%	43%
Urban development (Less)	64%	53%	52%

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

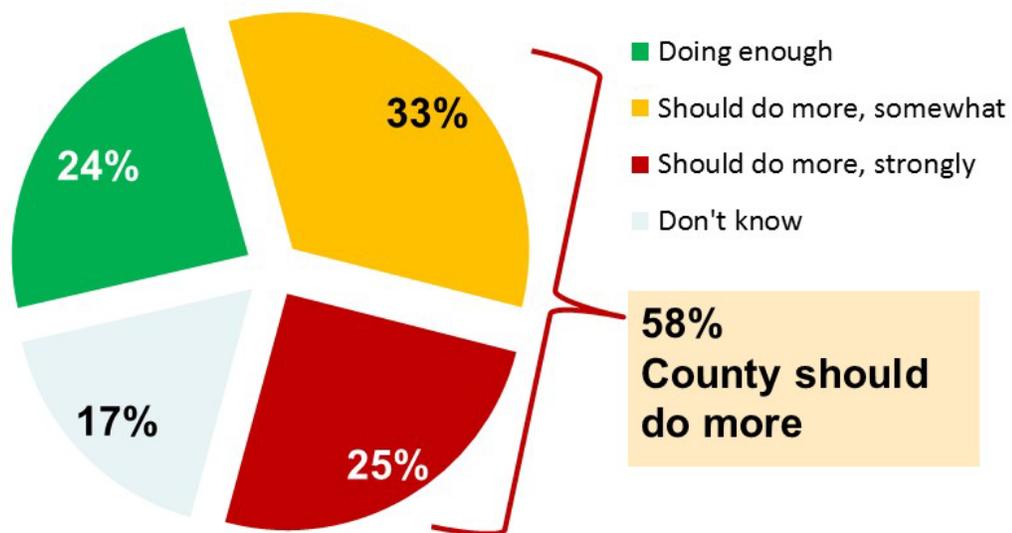
*2007 & 2010 wording: “Open space or wetlands”

The County's Commitment to Watershed Protection

The survey asked residents, "Do you think Salt Lake County government is doing enough to protect our local waters or should do more?" Only one resident in four (24%) felt that the County government was doing enough to protect local waters; 58% said they think the County should do more. About one in six (17%) said they did not know what the County was doing or if it should do more.

Among that 58% who think the County government should do more, 25% said they "feel that way strongly," while 33% said they feel that way "somewhat."

Is Salt Lake County Doing Enough to Protect Local Waters?



Q9 "Do you think Salt Lake County government is doing enough to protect our local waters or should do more?" (If should do more): "Do you feel that way strongly or only somewhat?"

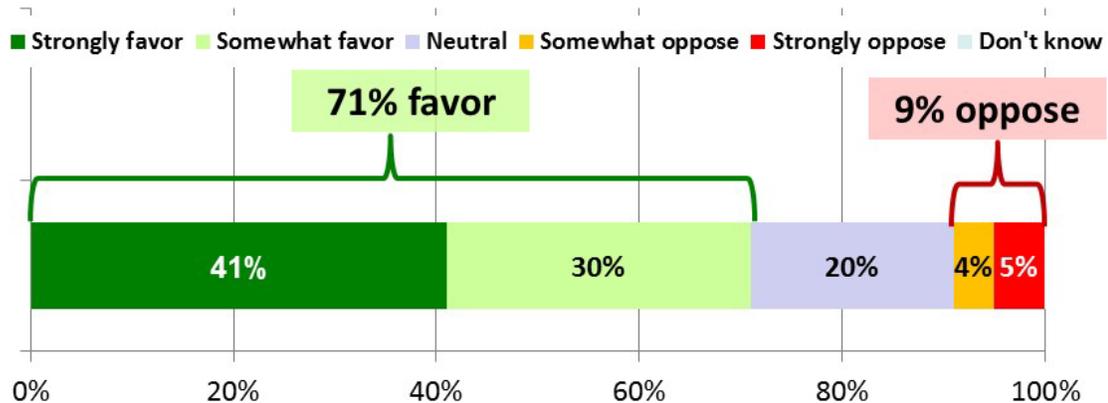
Public Policy

The survey measured resident support or opposition for four specific public policy proposals, measuring each one on a scale ranging from strongly favor to strongly oppose, and offering a "neutral" option. These tested proposals were:

- "Requiring landowners to leave natural vegetation in place near rivers, streams and wetlands."
- "Requiring landowners along rivers and streams to plant new vegetation that would filter pollutants from runoff, stabilize the stream bank, and provide habitat."
- "Requiring new developments to set aside natural open space that is free from buildings, parking lots, etc."
- "Requiring new developments to make permanent, built-in improvements to capture sediment and improve water quality."

Almost three-quarters (71%) of residents would favor a proposal to require landowners to leave natural vegetation in place near rivers, streams, and wetlands, with 41% favoring that strongly. Twenty percent of the public is neutral about that proposal, and only 9% are opposed, with 5% strongly opposed.

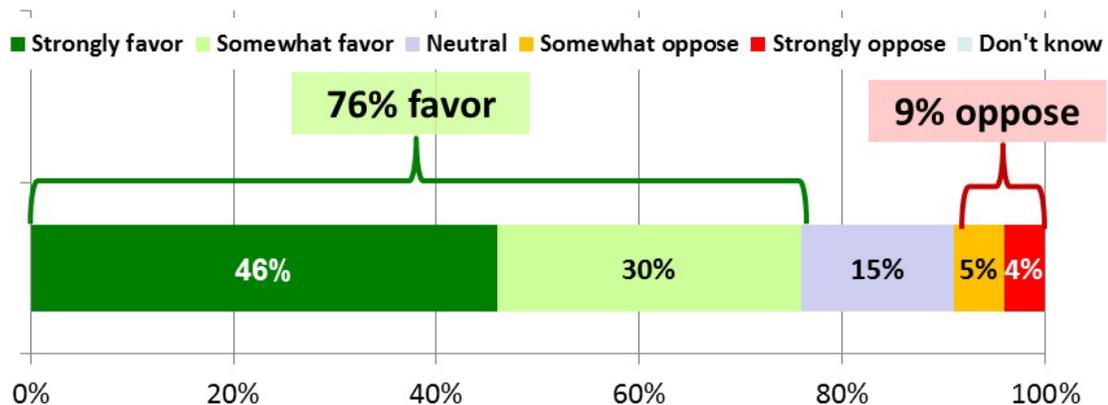
Requiring Landowners to Leave Vegetation in Place



8A. "I am going to read you several proposals in Salt Lake County to impact water quality and watershed health. For each one, please tell me if you would strongly favor, somewhat favor, are neutral, somewhat oppose, or strongly oppose that idea...
"Requiring landowners to leave natural vegetation in place near rivers, streams and wetlands."

A slightly larger 76% would favor requiring landowners along rivers and streams to plant new vegetation, with a near-majority of 46% strongly in favor. Fifteen percent are neutral about this proposal, and 9% are opposed, with 4% strongly opposed.

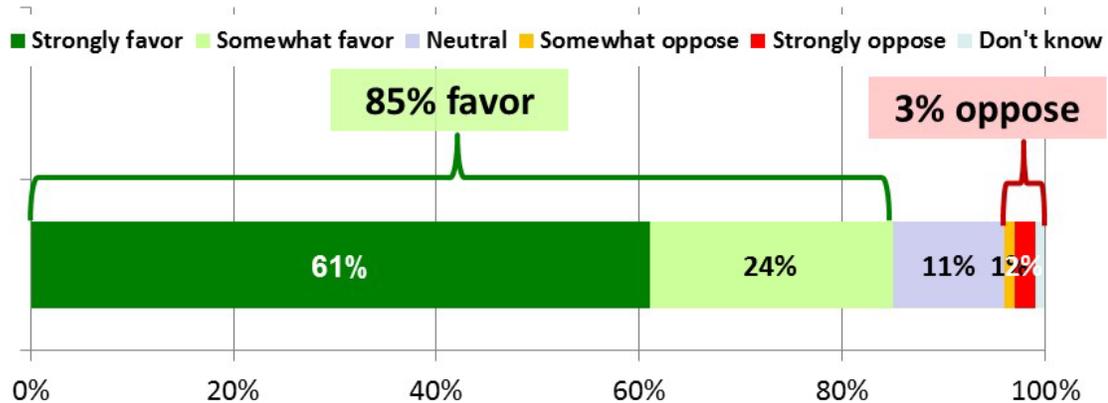
Requiring Landowners to Plant Vegetation along Rivers and Streams



8B. "I am going to read you several proposals in Salt Lake County to impact water quality and watershed health. For each one, please tell me if you would strongly favor, somewhat favor, are neutral, somewhat oppose, or strongly oppose that idea...
"Requiring landowners along rivers and streams to plant new vegetation that would filter pollutants from runoff, stabilize the stream bank, and provide habitat."

Support is overwhelming for a proposal to require new developments to set aside natural open space, with 85% in favor, and more than six out of ten residents (61%) strongly in favor. Eleven percent are neutral about this proposal, and only 3% are opposed.

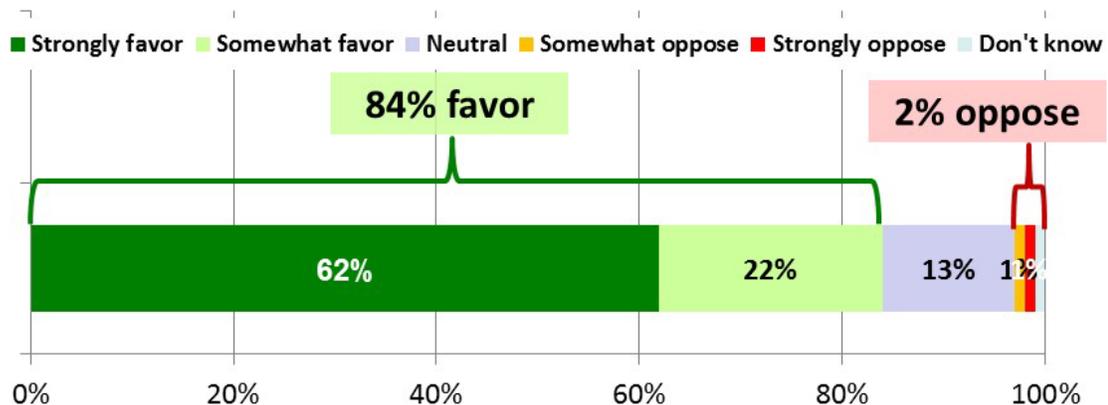
Requiring New Developments to Set Aside Natural Open Space



8C. "I am going to read you several proposals in Salt Lake County to impact water quality and watershed health. For each one, please tell me if you would strongly favor, somewhat favor, are neutral, somewhat oppose, or strongly oppose that idea...
"Requiring new developments to set aside natural open space that is free from buildings, parking lots, etc."

Requiring new developments to make built-in improvements to capture sediment and improve water quality is favored by 84% of the public, with 62% doing so strongly. Thirteen percent are neutral, and only 2% are opposed.

Requiring New Developments to Capture Sediment and Improve Water Quality



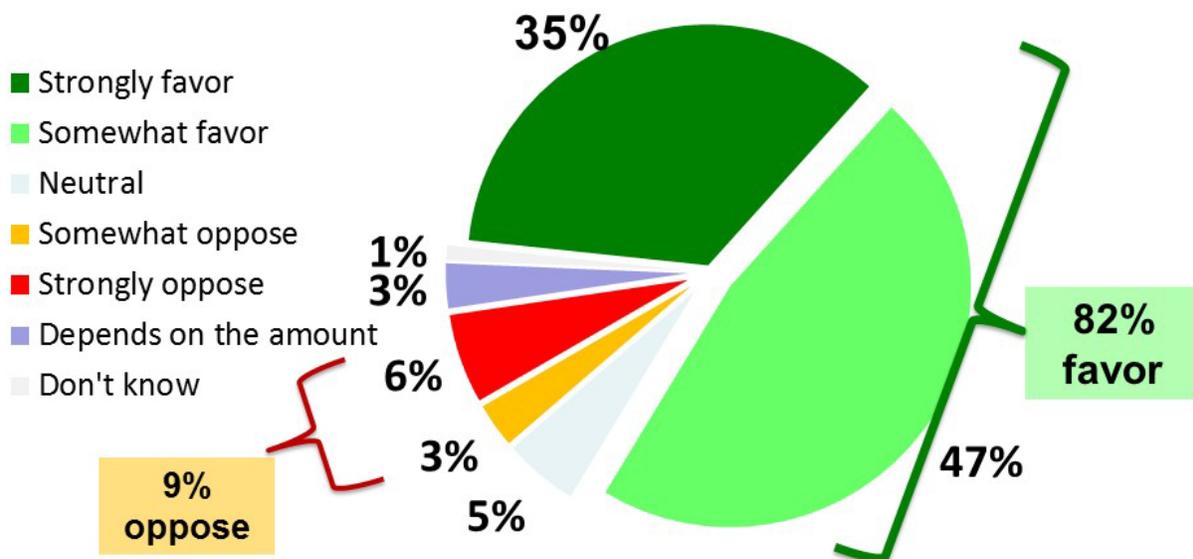
8D. "I am going to read you several proposals in Salt Lake County to impact water quality and watershed health. For each one, please tell me if you would strongly favor, somewhat favor, are neutral, somewhat oppose, or strongly oppose that idea...
"Requiring new developments to make permanent, built-in improvements to capture sediment and improve water quality."

Funding for Water Protection

The public's strong support for water protection, and the great value Salt Lake County residents place on the outdoors, are reflected in their willingness to support additional funding for water protection efforts.

In a general sense, "if County leaders said more public funding was needed to protect our local waters," a resounding 82% of residents would support more public funding if the amount was "reasonable." One-third (35%) of residents said they would be strongly in favor of added funding, and 47% somewhat in favor. Only 9% would oppose that added funding.

Support for More Public Funding to Protect Local Waters



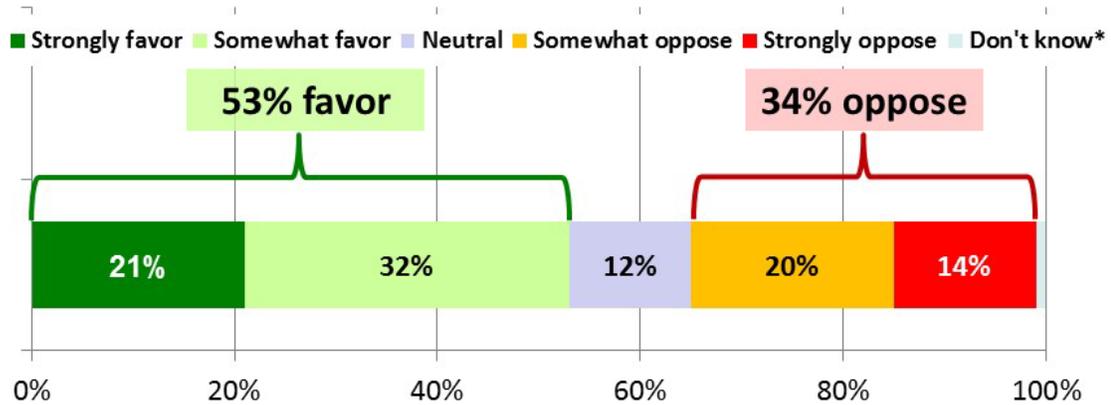
Q10 "If County leaders said more public funding would be needed to protect our local waters, is that something you would be likely to favor or oppose, if you thought the amount was reasonable?"
(If favor/oppose): "Is that strongly or just somewhat {favor/oppose}?"

Following the generic funding question, a series of four specific funding mechanisms were tested for support or opposition:

- "Fees for using the canyons and trails in the county."
- "A small property or sales tax increase for water protection."
- "Bonding for a set amount of money to be used for water protection."
- "A fee of \$3 per month per household for water protection and restoration in the County."

A 53% majority would favor fees for using canyons and trails in the County, compared to 24% who are opposed. Twenty-one percent are strongly in favor, and 14% strongly opposed.

Fees for Using Canyons and Trails



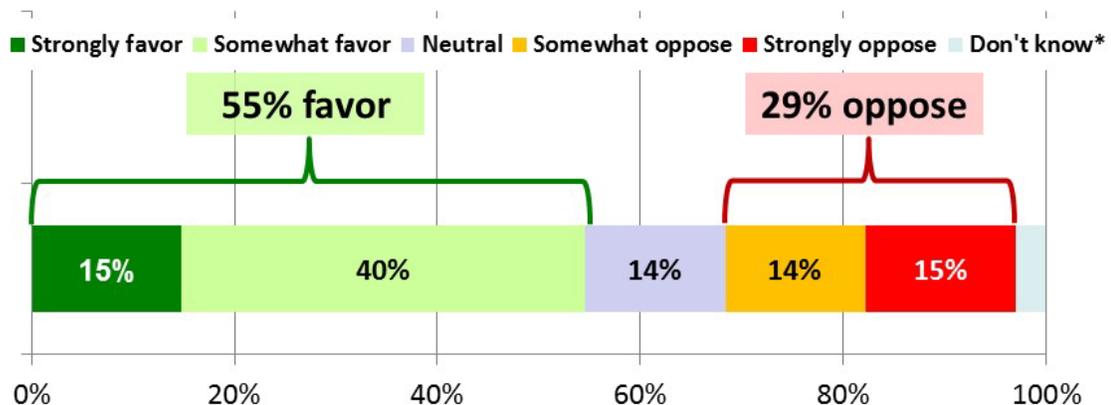
11A. "Please rate whether you favor or oppose using the following sources of funding if the money was dedicated to water quality and protection, using the scale strongly favor, somewhat favor, neutral, somewhat oppose, or strongly oppose..."

"Fees for using the canyons and trails in the county."

*Response includes those who say "depends on the amount."

A 55% majority would favor "a small property or sales tax increase for water protection," compared to 29% who would be opposed. Fifteen percent strongly favor and 15% strongly oppose this proposal.

Small Property or Sales Tax Increase



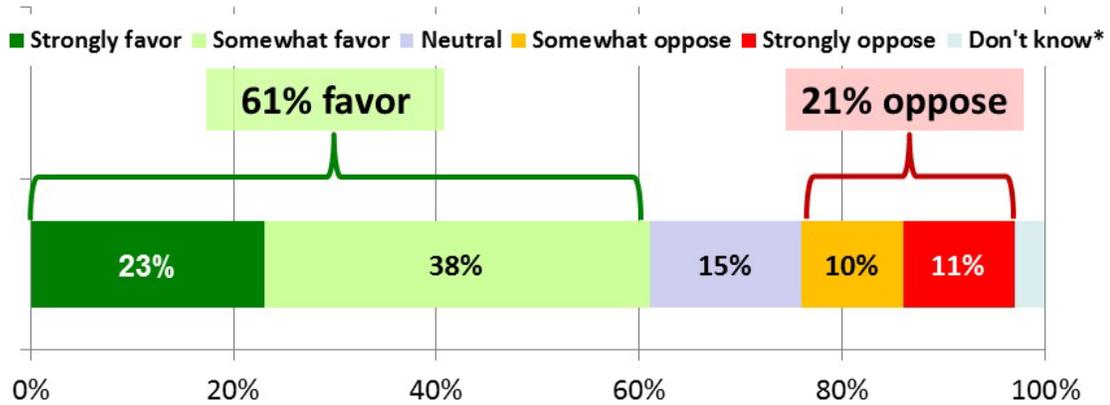
11B. "Please rate whether you favor or oppose using the following sources of funding if the money was dedicated to water quality and protection, using the scale strongly favor, somewhat favor, neutral, somewhat oppose, or strongly oppose..."

"A small property or sales tax increase for water protection."

*Response includes those who say "depends on the amount."

Bonding receives almost three-to-one support, with 61% in favor and 21% opposed. Strong supporters of bonding (23%) outnumber strong opponents (11%) by two-to-one.

Bonding



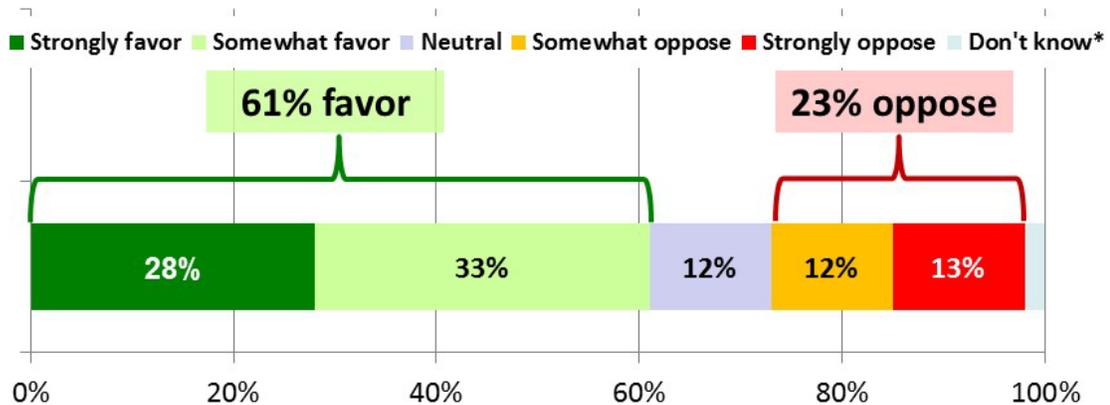
11C. "Please rate whether you favor or oppose using the following sources of funding if the money was dedicated to water quality and protection, using the scale strongly favor, somewhat favor, neutral, somewhat oppose, or strongly oppose..."

"Bonding for a set amount of money to be used for water protection."

*Response includes those who say "depends on the amount."

A fee of \$3 per month per household for water protection and restoration in the County is favored by 61%, compared to only 23% who are opposed. Twenty-eight percent strongly favor a \$3 monthly household fee, while 13% strongly oppose that.

Household Water Protection Fee



11D. "Please rate whether you favor or oppose using the following sources of funding if the money was dedicated to water quality and protection, using the scale strongly favor, somewhat favor, neutral, somewhat oppose, or strongly oppose..."

"A fee of \$3 per month per household for water protection and restoration in the County."

*Response includes those who say "depends on the amount."

In summary, all of these fiscal alternatives receive majority support from County residents. Bonding and a \$3 monthly household fee reach levels of acceptance – nearly two-thirds of residents in each case – that can only be described as solid public support.

Conclusions

This opinion research project identifies a public in Salt Lake County that values the outdoors, enjoys spending time in the County's wild places, and wants more protection of waters and open spaces. There is some awareness of water quality problems in local creeks and rivers, though the awareness could be much higher, and there is wide variety of opinion about whether one's own actions impact water quality. Nonetheless, the public exhibits a strong will to address water quality, supporting specific public policy proposals and funding mechanisms that would promote healthier waters.

Thank you for the opportunity to assess the perceptions and attitudes of Salt Lake County residents regarding their watersheds. We hope you find this work valuable in your continued efforts to protect and restore the County's waters.

OpinionWorks, LLC
Annapolis, Maryland

How This Research Was Conducted

For this countywide survey, OpinionWorks interviewed a total of 400 randomly-selected adult residents of Salt Lake County by telephone January 21–30, 2015. A sample of this size produces a margin of sampling error of no more than $\pm 4.9\%$ at a 95% confidence level; in other words, the true results would fall within that range 95% of the time if every adult resident of the County had been interviewed.

Interviewees were drawn randomly from commercially-available databases of area residents and matched with landline and cellular telephone numbers. The calls were completed by trained and supervised live operators from a Provo-based data collection center between the hours of 5:00 and 9:00 p.m. weeknights, and 10:00 a.m. and 6:00 p.m. Saturday, local time. The final survey results were weighted to reflect the adult population of the County according to the latest estimates available from the United States Census Bureau.

2

Survey Questionnaire

Knowledge/Level of Concern

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

(Tracked from 2007, 2010)

Very familiar	10%
Somewhat familiar	53%
Not at all familiar	37%
(Do not read): Don't know.....	1%

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

(Tracked from 2007, 2010)

Water quality	28%
Recreation opportunities	8%
Scenery	6%
Wildlife habitat.....	5%
Strong economy	3%
Water scarcity/Drought.....	1%
Market value of property.....	*%
(Always last): Or something else	*%
(Do not read):	
All of them	47%
Don't know	1%

N=400 adult residents countywide; fielded January 21-30, 2015

3. As I read a list of potential issues facing Salt Lake County’s watersheds, please rate your concern about each using a 1 to 5 scale, with 1 meaning it’s of “no concern at all” and 5 meaning it is of “great concern.” Use any number from 1 to 5. *(Read and randomize list.)*
(Tracked from 2007, 2010)

- A. Having an adequate supply of good drinking water
- B. Litter in streams
- C. Loss of fish or wildlife habitat
- D. Restriction of activities due to water contamination
- E. Loss of wetlands or open space
- F. Overuse of natural recreational areas in the valley
- G. Land development or population growth
- H. Industrial water pollution

	A	B	C	D	E	F	G	H
5 Great concern	83%	57%	46%	36%	29%	22%	27%	65%
4	9%	21%	29%	23%	29%	26%	27%	20%
3	5%	16%	15%	22%	24%	34%	26%	8%
2	*%	2%	6%	12%	9%	10%	13%	2%
1 No concern at all	3%	4%	4%	6%	7%	7%	7%	4%
<i>(Do not read):</i> Don’t know	*%	1%	*%	1%	1%	1%	*%	*%
Mean	4.70	4.27	4.06	3.72	3.64	3.47	3.54	4.40

Water Quality

4. Using a 1 to 5 scale, this time with 1 meaning you “strongly disagree” and 5 meaning you “strongly agree,” please tell me whether you agree or disagree with the following statements. Use any number from 1 to 5. *(Read and randomize statements.)*
(Tracked from 2007, 2010)

- A. Sometimes it is okay to lower the water quality in the watershed to promote economic development.
- B. A healthy economy depends on good water quality in the watershed.
- C. My activities affect the water quality of Salt Lake County’s watersheds.

	A	B	C
5 Strongly agree	6%	55%	23%
4	4%	19%	21%
3	16%	16%	23%
2	20%	3%	13%
1 Strongly disagree	53%	5%	19%
9 <i>(Do not read):</i> Don’t know	1%	1%	*%

Land-Use Priorities

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

(Tracked from 2007, 2010; open space question reworded)

- A. Open space that is protected from development
- B. River corridors in their natural condition
- C. Outdoor recreational areas
- D. Wildlife habitat
- E. Urban development

	A	B	C	D	E
More	50%	50%	43%	51%	7%
About the same	42%	45%	52%	45%	41%
Less	6%	3%	4%	3%	52%
Don't know	3%	2%	1%	1%	1%

Creeks and Rivers

6. Students are often given the grades of A, B, C, D, or Fail. From what you know or have heard, how would you grade the following creeks or rivers on that A to F scale where “A” means it is extremely clean and healthy, and “F” means it is extremely polluted and unhealthy?

(Expanded in 2015)

- A. Jordan River
- B. Big Cottonwood Creek
- C. The stream or creek closest to where you live

	A	B	C
A (4)	1%	17%	8%
B (3)	10%	50%	30%
C (2)	34%	15%	26%
D (1)	26%	2%	15%
F (0)	19%	*%	9%
Don't know	9%	14%	12%
Mean	1.43	2.97	2.15

7. Are you aware or haven't you heard that the Jordan River's water quality is impaired and a plan is underway to clean it up? *(If haven't heard/don't know): Does that surprise you?*
(Tracked from 2010)

Aware.....21%
 Haven't heard/Don't know: Not surprised46%
 Haven't heard/Don't know: Surprised33%

Public Policy

8. I am going to read you several proposals in Salt Lake County to impact water quality and watershed health. For each one, please tell me if you would strongly favor, somewhat favor, are neutral, somewhat oppose, or strongly oppose that idea.
(New verbal scale in 2015)

- A. Requiring landowners to leave natural vegetation in place near rivers, streams and wetlands.
(Tracked from 2007, 2010)
- B. Requiring landowners along rivers and streams to plant new vegetation that would filter pollutants from runoff, stabilize the stream bank, and provide habitat.
(New wording in 2015)
- C. Requiring new developments to set aside natural open space that is free from buildings, parking lots, etc.
(Tracked from 2007, 2010)
- D. Requiring new developments to make permanent, built-in improvements to capture sediment and improve water quality.
(Tracked from 2010)

	A	B	C	D
Strongly favor	41%	46%	61%	62%
Somewhat favor	30%	30%	24%	22%
Neutral	20%	15%	11%	13%
Somewhat oppose	4%	5%	1%	1%
Strongly oppose	5%	4%	2%	1%
<i>(Do not read): Don't know</i>	*%	*%	1%	1%

9. Do you think Salt Lake County government is doing enough to protect our local waters or should do more? *(If should do more): Do you feel that way strongly or only somewhat?*
(New wording in 2015)

Doing enough.....24%
 Should do more, somewhat.....33%
 Should do more, strongly25%
(Do not read): Don't know.....17%

Funding

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

(New question)

- Strongly favor 35%
- Somewhat favor 47%
- (Do not read):* Neutral 5%
- Somewhat oppose 3%
- Strongly oppose 6%
- (Do not read):* Depends on the amount 3%
- (Do not read):* Don't know 1%

11. Please rate whether you favor or oppose using the following sources of funding if the money was dedicated to water quality and protection, using the scale strongly favor, somewhat favor, neutral, somewhat oppose, or strongly oppose. *(Read and randomize list.)*

(New verbal scale in 2015)

- A. Fees for using the canyons and trails in the county.
- B. A small property or sales tax increase for water protection.
- C. Bonding for a set amount of money to be used for water protection.
- D. A fee of \$3 per month per household for water protection and restoration in the County.

(New question)

	A	B	C	D
Strongly favor	21%	15%	23%	28%
Somewhat favor	32%	40%	38%	33%
<i>(Do not read):</i> Neutral	12%	14%	15%	12%
Somewhat oppose	20%	14%	10%	12%
Strongly oppose	14%	15%	11%	13%
<i>(Do not read):</i> Depends on amount	1%	2%	1%	*%
<i>(Do not read):</i> Don't know	*%	1%	2%	1%

Recreation

12. On average, how often do you participate in the following recreational activities within the Salt Lake County area? (*Read activities. Do not randomize. Read scale until established.*)
(Tracked from 2010)

- A. Fishing or hunting
- B. Bird watching
- C. Hiking, mountain biking, or camping in the canyons and other wild areas
- D. Picnicking or walking in parks and neighborhoods
- E. Using trails along creeks and rivers
- F. Using the Jordan River Parkway Trail
(New question)

	A	B	C	D	E	F
At least 1 or 2 times a week	2%	9%	14%	40%	16%	6%
At least 1 or 2 times a month	10%	8%	31%	37%	36%	16%
At least 1 or 2 times a year	32%	14%	39%	18%	31%	30%
Not at all	56%	69%	15%	5%	17%	47%
<i>(Do not read): Don't know</i>	*%	*%	*%	*%	*%	*%

13. How would you rate the importance of outdoor leisure and recreational activities to your overall quality of life, in other words your overall satisfaction and happiness? (*Read scale.*)
(Tracked from 2007, 2010)

- Very important..... 63%
- Somewhat important 32%
- Not too important..... 4%
- Not at all important 1%
- (Do not read): No Opinion 1%*

Classifying the Survey

C1. These last few questions are to classify the survey only. What is your age? (*Read categories until stopped.*)

- Less than 35 33%
- 35 to 49 30%
- 50 to 64 23%
- 65 or more..... 13%
- (Do not read): Not sure/ Refused to say 1%*

C2. What is the last grade in school that you completed?

(Do not read list):

Less than 12 th grade.....	3%
12 th grade/ High school diploma/GED.....	17%
Some college/ Associate's degree.....	35%
Four-year degree/ Bachelor's degree.....	29%
Graduate work/ Advanced degree.....	15%
Not sure/Refused.....	2%

C3. How many years have you lived in the Salt Lake area? (Key in number.)

Less than 10 years.....	7%
10 – 24 years.....	29%
25 – 39 years.....	34%
40 or more years.....	27%
Not sure/Refused to say.....	2%

C4. Are you registered to vote? (Pause, if yes): Did you vote in the general election that just occurred in November?

Registered and voted.....	70%
Registered, did not vote.....	17%
Not registered.....	9%
Not sure/Refused to say.....	3%

C5. On a scale of 1 to 5, where 5 means you are strongly committed to conservation of the natural environment, 3 is average, and 1 is not a conservationist at all, where would you put yourself?

5 (Strongly committed to conservation).....	18%
4.....	28%
3 (Average).....	44%
2.....	5%
1 (Not a conservationist at all).....	2%
Not sure/Refused to say.....	3%

C6. Do you own or rent your home?

Own.....	80%
Rent.....	14%
Not sure/Refused.....	5%

C7. Are you Hispanic or Latino?

Yes.....	6%
No.....	92%
Not sure/ Refused.....	3%

C8. Do you most closely identify your race as (*randomize*): [White, African-American, Asian, Native American, Native Hawaiian or Pacific Islander], or some other?

White.....	87%
African-American/Black	*%
Asian	2%
Native American.....	1%
Native Hawaiian or Pacific Islander	1%
Hispanic/Latino.....	3%
Not sure/Refused	6%

C9. (*Not asked; by observation*): Gender

Male	51%
Female	49%

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

3

Cross-Tabulations

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
1.Are you (read categories) with water quality concerns in our streams and rivers in Salt Lake County?

	==GENDER==			=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
Very familiar	39	27	12	3	17	12	7	34	2	2	13	11	12	37	2	7	13	17
	10%	13%	6%	2%	14%	12%	13%	10%	7%	2%	10%	9%	20%	11%	3%	5%	10%	15%
		c			D	D	D				j		Jkl					P
Somewhat familiar	213	108	105	54	71	51	34	193	10	35	72	66	37	180	28	76	75	58
	53%	52%	54%	41%	59%	54%	65%	55%	32%	44%	52%	57%	60%	55%	48%	52%	56%	52%
					D		D	i										
Not at all familiar	148	71	78	75	31	31	11	120	19	42	52	39	13	106	29	63	47	34
	37%	34%	40%	57%	26%	33%	21%	34%	61%	53%	37%	33%	20%	33%	49%	43%	35%	31%
				EFG		g			h	kLM	M	m				R		
Don't know	2	1	1	-	1	1	1	2	-	-	2	-	-	2	-	-	-	2
	1%	*%	1%		1%	1%	1%	1%			2%			1%				2%

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
1.Are you (read categories) with water quality concerns in our streams and rivers in Salt Lake County?

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail		Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	SL (5)	City	Vally	Foot- hills
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
Very familiar	39	11	12	22	32	24	11	34	3	2	3	9	10	16	6	20	12
	10%	22%	18%	12%	10%	11%	13%	12%	5%	5%	12%	5%	9%	22%	9%	9%	12%
								i						LM			
Somewhat familiar	213	22	42	97	163	116	48	165	29	14	11	89	69	39	27	117	61
	53%	46%	62%	53%	53%	55%	54%	58%	41%	39%	42%	50%	62%	54%	40%	53%	58%
								I					k				O
Not at all familiar	148	16	13	61	113	70	30	81	38	21	12	78	34	17	33	81	31
	37%	32%	20%	34%	37%	33%	33%	29%	54%	56%	44%	44%	30%	24%	49%	37%	30%
			C	C	C	C	c	H	H	n	MN		Q				
Don't know	2	-	1	1	1	1	-	2	-	-	1	2	-	-	1	1	-
	1%		1%	1%	*%	*%		1%			2%	1%		2%	*%		

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
 2.A watershed is a land area where all the rainwater and snow melt drain into a single creek, river, or body of water.
 What do you most value in Salt Lake County's watersheds? (Read and randomize answer options. Code only one.)

	==GENDER==			=====AGE=====			====RACE====		=====EDUCATION=====				==HOUSING==		==YRS	RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
Water quality	114	53	61	35	36	26	16	98	11	12	39	41	20	94	17	40	39	32
	28%	26%	31%	26%	30%	27%	30%	28%	35%	16%	28%	35%	32%	29%	29%	27%	29%	29%
												J	j					
Recreation opportunities	31	20	10	18	6	5	1	27	-	5	11	9	3	22	3	11	14	2
	8%	10%	5%	14%	5%	5%	2%	8%		6%	8%	7%	4%	7%	5%	7%	10%	2%
		c		eG												r	R	
Scenery	26	16	9	16	6	3	1	22	3	13	8	4	1	15	5	16	7	3
	6%	8%	5%	12%	5%	3%	2%	6%	9%	16%	6%	4%	1%	5%	9%	11%	5%	2%
				fG						KLM	m					qR		
Wildlife habitat	20	12	9	6	6	5	3	16	-	9	3	5	4	18	3	3	9	8
	5%	6%	4%	5%	5%	5%	6%	5%		12%	2%	4%	6%	5%	5%	2%	7%	7%
										k							p	P
Strong economy	11	7	4	5	3	2	1	11	-	-	5	2	4	9	2	8	2	1
	3%	3%	2%	4%	2%	3%	1%	3%			3%	2%	7%	3%	4%	5%	2%	1%
Water scarcity/Drought	5	3	2	-	2	3	-	5	-	1	3	-	1	4	1	1	1	3
	1%	1%	1%		1%	4%		1%		1%	2%		2%	1%	2%	1%	1%	3%
Market value of property	2	1	1	-	-	-	1	1	-	-	1	1	-	1	-	1	1	-
	*%	1%	*%				1%	*%			*%	*%		*%		*%	*%	
Open space	1	1	-	-	1	-	-	1	-	-	-	-	1	1	-	-	-	1
	*%	*%			1%			*%					2%	*%				1%
Monitored, pet-free	1	-	1	-	1	-	-	1	-	-	1	-	-	1	-	-	-	1
	*%		*%		1%			*%			1%			*%				1%

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
 2.A watershed is a land area where all the rainwater and snow melt drain into a single creek, river, or body of water.
 What do you most value in Salt Lake County's watersheds? (Read and randomize answer options. Code only one.)

	==GENDER==			=====AGE=====			====RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==			
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
(Do not read): All of the above	189 47%	92 45%	96 49%	53 40%	56 47%	48 52%	29 57%	164 47%	17 55%	39 49%	66 48%	54 47%	28 45%	155 48%	28 47%	66 45%	62 46%	57 52%
(Do not read): Don't know	4 1%	1 1%	3 1%	-	3 2%	1 1%	1 1%	3 1%	-	1 1%	2 1%	1 1%	1 1%	4 1%	-	2 1%	1 1%	1 1%

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
 2.A watershed is a land area where all the rainwater and snow melt drain into a single creek, river, or body of water.
 What do you most value in Salt Lake County's watersheds? (Read and randomize answer options. Code only one.)

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====				=====LIVES=====		
	ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	(5)	SL City	Vally	Foot- hills
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
Water quality	114	9	16	41	83	47	16	82	21	9	9	44	31	27	22	55	32
	28%	19%	23%	23%	27%	22%	18%	29%	30%	24%	34%	25%	27%	38%	32%	25%	31%
														1			
Recreation opportunities	31	4	3	22	26	25	13	18	7	2	-	13	11	4	5	18	5
	8%	9%	5%	12%	9%	12%	15%	6%	10%	6%		7%	9%	5%	8%	8%	5%
				C			C										
Scenery	26	8	3	11	25	15	7	14	6	5	2	14	7	1	3	17	6
	6%	16%	5%	6%	8%	7%	8%	5%	9%	14%	7%	8%	6%	2%	4%	8%	5%
		c										N					
Wildlife habitat	20	1	5	6	13	8	5	12	5	1	-	8	4	8	4	13	3
	5%	3%	7%	3%	4%	4%	6%	4%	7%	1%		5%	3%	11%	6%	6%	3%
														m			
Strong economy	11	-	3	5	11	6	3	6	2	3	1	7	4	-	1	9	1
	3%		5%	3%	3%	3%	3%	2%	3%	9%	3%	4%	3%		1%	4%	1%
																Q	
Water scarcity/Drought	5	-	2	2	5	3	2	3	1	-	1	2	2	1	-	3	2
	1%		3%	1%	2%	2%	3%	1%	1%		3%	1%	2%	1%		2%	2%
Market value of property	2	-	-	1	1	1	1	1	-	-	1	1	-	-	-	1	1
	*%			*%	*%	*%	1%	*%			2%	*%				*%	1%
Open space	1	1	-	1	1	1	-	1	-	-	-	1	-	-	1	-	-
	*%	2%		1%	*%	*%		*%				1%			1%		
Monitored, pet-free	1	1	-	1	1	1	1	-	1	-	-	1	-	-	-	1	-
	*%	2%		*%	*%	*%	1%		1%			*%			*%		

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
 2.A watershed is a land area where all the rainwater and snow melt drain into a single creek, river, or body of water.
 What do you most value in Salt Lake County's watersheds? (Read and randomize answer options. Code only one.)

ALL	=====OUTDOOR ACTIVITIES=====						=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====				
	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	SL (5)	City	Vally	Foot- hills	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	
(Do not read): All of the above	189 47%	23 47%	35 52%	91 50%	141 46%	102 49%	40 45%	141 50%	26 38%	17 46%	14 51%	85 48%	53 47%	30 42%	32 47%	99 45%	54 52%
(Do not read): Don't know	4 1%	1 2%	1 1%	2 1%	3 1%	2 1%	1 1%	4 1%	-	-	-	2 1%	2 2%	-	-	3 1%	1 1%

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
3A.Having an adequate supply of good drinking water

	==GENDER==		=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==			
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
1 No concern at all	10	7	3	3	3	2	3	10	-	4	3	1	2	6	4	4	2	4
	3%	4%	2%	2%	2%	2%	5%	3%		5%	2%	1%	3%	2%	6%	2%	1%	4%
2	2	2	-	-	1	1	-	2	-	-	-	1	1	2	-	1	1	-
	*%	1%			1%	1%		1%				1%	2%	1%		1%	1%	
3	19	11	8	14	1	3	1	12	4	11	3	2	3	14	5	11	5	2
	5%	5%	4%	10%	1%	3%	2%	3%	13%	14%	2%	2%	4%	4%	8%	8%	4%	2%
				Eg						KLM						R		
4	35	21	14	17	9	6	2	29	4	11	7	11	6	20	8	18	13	4
	9%	10%	7%	13%	8%	6%	4%	8%	12%	14%	5%	9%	10%	6%	13%	12%	10%	3%
				g						k						R	R	
5 Great concern	335	166	170	98	105	82	46	296	23	53	126	100	50	281	42	112	113	100
	83%	80%	87%	75%	88%	88%	88%	85%	75%	66%	91%	87%	81%	87%	72%	76%	84%	91%
					D	d	D				Jm	J	j					P
Don't know	1	-	1	-	1	-	-	1	-	-	-	1	-	1	-	1	-	-
	*%		*%		1%			*%				1%		*%		1%		
MEAN	4.70	4.62	4.78	4.58	4.78	4.76	4.71	4.72	4.62	4.37	4.82	4.81	4.64	4.75	4.46	4.60	4.74	4.77
			b		d						J	J		o				

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
3A.Having an adequate supply of good drinking water

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
	ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	High (5)	SL City	Vally	Foot- hills
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
1 No concern at all	10	1	1	5	8	4	1	5	4	-	1	6	1	3	4	4	2
	3%	3%	2%	3%	3%	2%	2%	2%	6%		4%	3%	*%	5%	5%	2%	2%
2	2	-	-	1	1	1	2	1	1	-	-	1	-	1	-	-	2
	*%			1%	*%	*%	2%	*%	1%			1%		1%			2%
3	19	2	1	4	11	4	1	9	1	4	2	11	3	1	2	15	1
	5%	3%	1%	2%	4%	2%	1%	3%	1%	11%	7%	6%	2%	1%	3%	7%	1%
												mN				Q	
4	35	9	8	16	30	20	8	24	8	3	1	16	13	5	5	16	14
	9%	18%	12%	9%	10%	10%	9%	9%	11%	8%	3%	9%	12%	7%	8%	7%	13%
													k				p
5 Great concern	335	37	57	155	259	181	77	242	56	30	23	143	96	62	57	183	85
	83%	76%	85%	85%	83%	86%	87%	86%	80%	82%	86%	80%	85%	86%	84%	84%	82%
Don't know	1	-	-	1	1	-	-	1	-	-	-	1	-	-	-	1	-
	*%			*%	*%			*%				*%				*%	
MEAN	4.70	4.64	4.77	4.74	4.71	4.78	4.77	4.76	4.59	4.71	4.67	4.64	4.82	4.68	4.65	4.71	4.71
													1				

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
3B.Litter in streams

	==GENDER==			=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
1 No concern at all	16	12	4	6	3	3	4	12	3	4	7	2	2	12	3	5	5	6
	4%	6%	2%	5%	2%	3%	7%	3%	11%	5%	5%	2%	3%	4%	5%	3%	3%	5%
							e											
2	7	6	1	-	5	1	1	4	1	2	2	2	-	6	1	4	2	1
	2%	3%	*%		4%	1%	1%	1%	4%	3%	1%	2%		2%	2%	2%	2%	1%
3	63	45	19	28	14	17	4	60	-	12	18	15	19	59	2	26	26	11
	16%	22%	9%	21%	11%	18%	8%	17%		15%	13%	13%	31%	18%	4%	18%	19%	10%
		C		G		G							JKL	O		r	R	
4	83	39	44	24	26	21	12	80	2	11	22	33	17	69	13	29	30	24
	21%	19%	23%	18%	22%	22%	23%	23%	6%	14%	16%	29%	27%	21%	22%	20%	22%	22%
								i				JK						
5 Great concern	232	106	125	74	70	53	31	191	24	50	91	61	24	177	39	82	73	69
	57%	51%	64%	56%	58%	56%	61%	55%	79%	63%	65%	53%	38%	55%	68%	56%	54%	62%
			B						H	M	LM	m						
Don't know	2	-	2	-	2	-	-	2	-	-	1	2	-	2	-	2	-	1
	1%		1%		2%			1%			1%	1%		1%		1%		1%
MEAN	4.27	4.07	4.48	4.22	4.33	4.28	4.28	4.25	4.38	4.26	4.36	4.31	3.98	4.22	4.47	4.23	4.21	4.36
			B								M	M						

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
3B.Litter in streams

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail		Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	High (5)	SL City	Vally	Foot- hills
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
1 No concern at all	16	1	-	3	9	5	3	11	4	1	2	8	-	6	2	7	6
	4%	2%		1%	3%	2%	3%	4%	6%	2%	7%	4%		8%	3%	3%	6%
2	7	2	4	4	5	5	1	3	2	1	1	2	1	3	3	2	2
	2%	4%	7%	2%	2%	2%	1%	1%	2%	3%	4%	1%	1%	4%	5%	1%	2%
3	63	12	9	30	52	34	15	45	15	3	7	33	18	3	12	30	19
	16%	24%	14%	17%	17%	16%	17%	16%	22%	9%	26%	19%	16%	5%	17%	14%	18%
											N	N	N				
4	83	1	13	34	66	33	18	68	10	4	4	37	30	11	10	46	22
	21%	3%	19%	19%	21%	16%	20%	24%	15%	12%	15%	21%	27%	15%	15%	21%	21%
			B	B	B	B	B										
5 Great concern	232	32	40	111	177	133	53	155	37	27	13	97	63	48	41	131	55
	57%	67%	58%	61%	57%	63%	60%	55%	53%	74%	48%	54%	56%	66%	61%	60%	52%
										h				1			
Don't know	2	-	2	-	2	1	-	2	1	-	-	1	-	1	-	2	-
	1%		2%		1%	*%		1%	1%			*%		1%		1%	
MEAN	4.27	4.29	4.32	4.36	4.29	4.35	4.32	4.26	4.08	4.53	3.93	4.21	4.38	4.28	4.27	4.36	4.12
													K			Q	

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
3C.Loss of fish or wildlife habitat

	==GENDER==		=====AGE=====				====-RACE==		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==			
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
1 No concern at all	16	11	5	8	4	1	2	11	5	4	5	4	2	10	5	8	4	3
	4%	5%	3%	6%	3%	1%	4%	3%	15%	5%	4%	3%	4%	3%	8%	6%	3%	2%
2	25	18	7	9	3	9	4	20	-	8	3	3	11	24	1	5	12	8
	6%	9%	3%	7%	3%	10%	7%	6%		10%	2%	3%	18%	7%	2%	3%	9%	7%
		c				E							KL					
3	61	39	22	15	22	17	7	56	1	7	22	21	11	56	3	23	25	12
	15%	19%	11%	11%	18%	18%	13%	16%	4%	9%	16%	19%	18%	17%	5%	16%	18%	11%
		c						i						O				
4	117	62	55	37	37	29	13	111	-	20	46	32	18	94	19	48	35	32
	29%	30%	28%	28%	31%	31%	24%	32%		25%	33%	28%	29%	29%	32%	33%	26%	29%
5 Great concern	184	78	106	63	54	38	27	151	25	41	63	55	20	140	31	63	60	56
	46%	37%	54%	48%	45%	41%	51%	43%	81%	52%	45%	48%	32%	43%	53%	42%	44%	50%
			B						H	M	m	M						
MEAN	4.06	3.86	4.28	4.05	4.11	4.01	4.11	4.06	4.33	4.09	4.14	4.14	3.67	4.02	4.20	4.03	3.99	4.18
			B							M	M	M						

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
3C.Loss of fish or wildlife habitat

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
	ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	High (5)	SL City	Vally	Foot- hills
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
1 No concern at all	16	1	1	2	8	4	3	10	5	1	3	7	-	6	1	6	7
	4%	2%	1%	1%	3%	2%	3%	3%	7%	3%	10%	4%		8%	2%	3%	7%
																	Op
2	25	3	3	11	16	12	2	15	3	3	3	18	2	2	4	17	4
	6%	6%	4%	6%	5%	6%	2%	5%	5%	7%	12%	10%	2%	3%	6%	8%	4%
												MN					
3	61	5	5	25	51	36	15	48	12	1	8	38	9	5	9	32	19
	15%	11%	7%	14%	17%	17%	17%	17%	17%	2%	31%	21%	8%	7%	13%	15%	19%
					C	C	c	J	J		MN	MN					
4	117	11	20	56	94	56	28	89	18	9	7	46	47	15	23	62	27
	29%	22%	29%	31%	30%	27%	31%	31%	26%	23%	25%	26%	42%	21%	33%	28%	26%
													LN				
5 Great concern	184	29	40	88	141	102	42	121	31	24	6	68	55	44	31	101	47
	46%	60%	59%	48%	45%	49%	47%	43%	45%	65%	22%	39%	49%	61%	46%	46%	45%
			e							h		k	K	KL			
MEAN	4.06	4.32	4.41	4.19	4.11	4.14	4.17	4.05	3.97	4.39	3.38	3.85	4.38	4.24	4.16	4.07	3.97
			dEFg									K	KL	KL			

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
3D.Restriction of activities due to water contamination

	==GENDER==		=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==			
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
1 No concern at all	23 6%	12 6%	11 6%	8 6%	4 4%	5 6%	4 8%	18 5%	4 12%	6 8%	7 5%	5 4%	4 6%	16 5%	5 9%	4 3%	10 7%	8 7%
2	49 12%	36 17%	13 7%	15 12%	17 14%	14 15%	1 2%	43 12%	2 7%	11 14%	9 7%	19 16%	10 16%	43 13%	5 9%	21 14%	20 15%	7 6%
		C		G	G	G						K	k			r	R	
3	90 22%	44 21%	46 24%	30 23%	27 22%	24 25%	9 18%	85 24%	1 4%	12 15%	31 22%	32 28%	16 25%	74 23%	14 24%	34 23%	32 23%	25 22%
							I					j						
4	93 23%	45 22%	48 25%	34 26%	29 24%	18 19%	12 23%	84 24%	5 16%	15 19%	36 26%	26 22%	15 24%	71 22%	17 28%	42 28%	29 22%	20 18%
																r		
5 Great concern	145 36%	69 33%	76 39%	45 34%	42 35%	31 33%	25 48%	115 33%	19 61%	35 44%	56 40%	34 29%	17 27%	119 37%	17 29%	45 31%	44 32%	49 44%
							eF		H		m	m						Pq
Don't know	3 1%	2 1%	2 1%	-	1 1%	2 2%	1 1%	3 1%	-	-	-	1 1%	2 2%	2 1%	-	1 1%	-	2 2%
MEAN	3.72	3.60	3.85	3.70	3.74	3.61	4.00	3.68	4.06	3.77	3.88	3.57	3.51	3.73	3.59	3.70	3.57	3.87
			B				F				LM							q

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
3D.Restriction of activities due to water contamination

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail		Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	High (5)	SL City	Vally	Foot- hills
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
1 No concern at all	23	1	1	5	14	10	7	16	3	3	3	10	-	10	4	16	2
	6%	2%	2%	3%	5%	5%	7%	6%	5%	8%	12%	6%		13%	5%	7%	2%
														l			q
2	49	9	8	21	40	27	11	42	5	2	6	22	13	7	9	23	16
	12%	18%	12%	11%	13%	13%	12%	15%	6%	6%	21%	12%	12%	9%	13%	11%	16%
								i									
3	90	6	14	40	67	42	18	60	18	8	8	50	24	8	10	54	25
	22%	12%	20%	22%	22%	20%	20%	21%	26%	22%	28%	28%	22%	12%	15%	25%	24%
											n	N					
4	93	11	10	46	78	55	21	65	16	8	3	36	33	15	19	43	31
	23%	22%	14%	25%	25%	26%	23%	23%	23%	22%	12%	21%	30%	21%	28%	20%	30%
				c	C	C							K				p
5 Great concern	145	22	34	68	109	76	33	96	27	16	8	59	40	32	26	81	28
	36%	46%	50%	37%	35%	36%	37%	34%	38%	43%	28%	33%	35%	45%	38%	37%	27%
			Ef														
Don't know	3	-	1	2	1	1	1	2	1	-	-	1	2	-	-	1	2
	1%		2%	1%	*%	1%	1%	1%	1%			*%	1%			*%	1%
MEAN	3.72	3.93	4.00	3.84	3.74	3.78	3.70	3.65	3.85	3.87	3.22	3.64	3.90	3.75	3.81	3.69	3.64
			e									k	Kl	k			

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
3E.Loss of wetlands or open space

	==GENDER==			=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
1 No concern at all	30	19	11	14	7	3	5	19	6	7	8	6	5	18	8	13	7	6
	7%	9%	6%	11%	6%	3%	10%	5%	20%	9%	6%	5%	9%	6%	13%	9%	5%	6%
				f			f		h									
2	38	24	14	13	14	7	4	37	1	6	12	11	9	34	4	19	10	9
	9%	12%	7%	10%	12%	7%	8%	11%	4%	8%	9%	9%	14%	11%	6%	13%	7%	8%
3	96	44	52	29	26	25	14	94	1	12	35	31	17	88	3	29	35	30
	24%	21%	26%	22%	22%	27%	26%	27%	4%	15%	25%	27%	28%	27%	5%	20%	26%	28%
								I				j		O				
4	118	66	51	46	32	28	11	96	8	28	38	38	12	82	27	42	45	27
	29%	32%	26%	35%	27%	29%	21%	28%	28%	36%	27%	33%	19%	25%	46%	29%	34%	24%
				g						m		m		N				
5 Great concern	118	51	67	30	39	30	18	101	14	26	46	28	17	98	17	43	36	38
	29%	25%	34%	23%	33%	32%	35%	29%	45%	33%	33%	24%	27%	30%	29%	29%	27%	34%
			b															
Don't know	3	3	1	-	1	2	1	2	-	-	-	2	2	3	-	1	2	1
	1%	1%	*%		1%	2%	1%	1%				1%	3%	1%		1%	1%	1%
MEAN	3.64	3.53	3.76	3.49	3.69	3.83	3.64	3.65	3.73	3.75	3.74	3.63	3.43	3.65	3.73	3.57	3.70	3.73
			b			d					m							

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
3E.Loss of wetlands or open space

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
	ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	SL (5)	City	Vally	Foot- hills
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
1 No concern at all	30	5	1	7	19	11	7	15	9	3	1	14	4	8	2	17	10
	7%	9%	2%	4%	6%	5%	8%	5%	13%	8%	5%	8%	3%	10%	3%	8%	9%
					c		C							m			
2	38	6	7	16	32	23	9	28	4	4	5	20	9	2	8	26	3
	9%	12%	11%	9%	10%	11%	10%	10%	6%	12%	17%	11%	8%	3%	12%	12%	3%
											N				q	Q	
3	96	8	13	41	72	42	22	73	15	8	10	52	24	9	14	55	24
	24%	17%	19%	23%	23%	20%	25%	26%	21%	20%	37%	30%	22%	12%	20%	25%	23%
											N	N					
4	118	10	16	50	88	59	28	77	25	9	5	56	37	14	13	61	37
	29%	21%	23%	28%	28%	28%	31%	27%	35%	25%	20%	32%	33%	19%	20%	28%	36%
												N	n				O
5 Great concern	118	19	30	64	96	72	22	85	17	13	5	35	38	37	29	59	28
	29%	39%	45%	35%	31%	34%	25%	30%	25%	36%	19%	20%	33%	52%	43%	27%	27%
			eG										kL	KLM	Pq		
Don't know	3	1	1	3	3	3	1	3	-	-	1	-	1	2	1	1	2
	1%	2%	1%	2%	1%	1%	1%	1%			3%		1%	3%	2%	*%	1%
MEAN	3.64	3.69	3.99	3.84	3.69	3.76	3.54	3.68	3.54	3.68	3.30	3.44	3.86	4.02	3.88	3.54	3.70
			EG	G									KL	KL	p		

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
3F.Overuse of natural recreational areas in the valley

	==GENDER==		=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==			
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
1 No concern at all	27	15	12	9	9	3	6	19	6	8	8	6	4	21	5	11	8	8
	7%	7%	6%	7%	7%	3%	12%	6%	20%	10%	6%	6%	7%	7%	9%	8%	6%	7%
					f		F											
2	40	21	19	17	11	9	4	30	6	10	16	8	5	32	6	15	16	10
	10%	10%	10%	13%	9%	9%	7%	9%	18%	13%	12%	7%	9%	10%	10%	10%	12%	9%
3	139	77	62	54	36	32	14	133	2	24	54	40	20	110	24	49	56	32
	34%	37%	31%	41%	30%	35%	27%	38%	8%	30%	39%	35%	33%	34%	40%	33%	42%	29%
				g				I									R	
4	104	52	52	27	35	27	14	92	5	15	29	42	17	87	11	40	27	34
	26%	25%	27%	20%	29%	29%	26%	26%	15%	19%	21%	36%	27%	27%	18%	27%	20%	31%
											JK							q
5 Great concern	89	40	49	26	28	21	14	72	12	22	31	18	15	73	12	32	27	26
	22%	19%	25%	19%	24%	23%	27%	21%	39%	28%	22%	16%	24%	23%	21%	22%	20%	24%
Don't know	3	2	1	-	1	2	1	3	-	-	1	1	-	1	1	1	1	1
	1%	1%	1%		1%	2%	1%	1%			1%	1%		*%	2%	1%	1%	1%
MEAN	3.47	3.39	3.55	3.33	3.53	3.61	3.51	3.48	3.35	3.42	3.42	3.50	3.52	3.49	3.32	3.45	3.37	3.57

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
3F.Overuse of natural recreational areas in the valley

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
	ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	High (5)	SL City	Vally	Foot- hills
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
1 No concern at all	27	2	2	4	14	10	4	19	6	3	4	11	3	8	2	17	8
	7%	4%	3%	2%	5%	5%	4%	7%	8%	8%	14%	6%	3%	10%	3%	8%	7%
														M			
2	40	9	11	14	33	18	8	29	4	4	4	19	14	3	6	26	8
	10%	19%	16%	8%	11%	8%	9%	10%	6%	10%	16%	11%	12%	4%	9%	12%	8%
											n	N	n				
3	139	10	16	64	99	72	27	94	30	10	12	75	34	13	25	77	29
	34%	21%	23%	35%	32%	34%	30%	33%	43%	28%	44%	42%	30%	18%	37%	35%	28%
				c							N	mN	n				
4	104	11	21	53	90	59	35	80	16	6	2	40	41	18	18	51	35
	26%	24%	31%	29%	29%	28%	39%	28%	23%	16%	8%	22%	36%	24%	27%	23%	33%
												K	KL	K			
5 Great concern	89	16	17	46	71	51	15	58	13	14	5	29	21	30	17	45	24
	22%	33%	25%	25%	23%	24%	17%	21%	19%	39%	18%	17%	19%	42%	25%	20%	23%
														KLM			
Don't know	3	-	1	-	2	1	1	1	1	-	-	2	-	1	-	2	-
	1%		1%		1%	*%	1%	1%	1%			1%		1%		1%	
MEAN	3.47	3.63	3.60	3.67	3.55	3.59	3.57	3.46	3.39	3.69	3.01	3.32	3.57	3.85	3.63	3.37	3.57
													KL	KLm			

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
3G.Land development or population growth

	==GENDER==		=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==			
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
1 No concern at all	29	19	10	15	6	5	2	15	8	6	10	3	6	21	4	13	8	4
	7%	9%	5%	11%	5%	6%	3%	4%	27%	7%	7%	3%	10%	6%	6%	9%	6%	4%
				g					h				l					
2	51	24	27	21	13	11	6	45	3	14	15	11	11	46	3	14	25	12
	13%	12%	14%	16%	11%	12%	12%	13%	9%	17%	11%	9%	18%	14%	5%	9%	19%	10%
														o			pr	
3	105	60	45	40	31	21	11	97	6	22	35	34	12	73	25	40	32	31
	26%	29%	23%	31%	26%	23%	21%	28%	18%	28%	25%	30%	20%	22%	43%	27%	23%	28%
															N			
4	109	46	63	33	41	26	8	95	7	17	38	34	18	92	12	48	36	23
	27%	22%	32%	25%	34%	27%	15%	27%	23%	21%	28%	30%	29%	28%	20%	32%	27%	21%
			B		G	G										r		
5 Great concern	109	59	50	23	29	31	25	97	7	21	40	33	14	92	15	32	34	40
	27%	28%	26%	18%	24%	33%	48%	28%	23%	27%	29%	29%	23%	28%	26%	22%	25%	37%
						D	DEF											Pq
Don't know	1	-	1	-	-	-	1	1	-	-	1	-	-	-	-	1	-	-
	*%		*%				1%	*%			*%					*%		
MEAN	3.54	3.49	3.60	3.22	3.61	3.70	3.95	3.61	3.05	3.43	3.60	3.73	3.37	3.58	3.55	3.50	3.48	3.76
					D	D	DE	i				jM						pQ

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
 3G.Land development or population growth

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
	ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	SL (5)	City	Vally	Foot- hills
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
1 No concern at all	29	4	1	12	17	12	5	14	4	7	3	11	3	7	6	15	5
	7%	8%	2%	7%	5%	6%	6%	5%	6%	18%	12%	6%	3%	10%	8%	7%	5%
														m			
2	51	4	7	21	34	22	12	29	8	10	6	27	14	4	7	35	8
	13%	8%	10%	12%	11%	11%	14%	10%	12%	27%	21%	15%	12%	6%	10%	16%	8%
											n	N				Q	
3	105	13	15	39	80	51	23	79	19	5	9	50	35	9	19	52	32
	26%	28%	22%	22%	26%	24%	26%	28%	27%	14%	34%	28%	31%	12%	28%	24%	30%
								j			N	N	N				
4	109	10	18	57	89	62	23	80	16	9	6	41	45	12	15	55	34
	27%	20%	27%	31%	29%	29%	26%	28%	23%	24%	23%	23%	40%	16%	22%	25%	33%
													LN				
5 Great concern	109	18	27	53	90	64	25	80	22	7	3	50	15	40	21	62	25
	27%	36%	40%	29%	29%	30%	28%	28%	31%	18%	10%	28%	13%	55%	31%	28%	24%
												KM		KLM			
Don't know	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-
	*%							*%						1%		*%	
MEAN	3.54	3.66	3.93	3.64	3.65	3.68	3.58	3.64	3.61	2.97	2.97	3.51	3.48	4.03	3.58	3.52	3.64
			deG					J	J			K	K	KLM			

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
3H.Industrial water pollution

	==GENDER==			=====AGE=====			====-RACE====			=====EDUCATION=====			==HOUSING==		==YRS RESIDENCY==			
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
1 No concern at all	18	10	8	5	6	4	3	12	4	9	3	2	3	10	6	7	5	5
	4%	5%	4%	4%	5%	4%	5%	4%	13%	12%	2%	2%	5%	3%	11%	5%	4%	4%
										KL								
2	9	4	6	3	2	2	2	7	3	4	2	2	1	9	-	4	2	3
	2%	2%	3%	2%	2%	2%	3%	2%	9%	6%	1%	2%	1%	3%		3%	2%	3%
3	31	23	8	10	8	6	6	30	-	2	16	9	3	28	3	10	12	8
	8%	11%	4%	8%	7%	7%	11%	9%		3%	12%	8%	5%	9%	5%	7%	9%	8%
			C								J							
4	81	48	33	36	25	15	6	73	1	20	17	23	19	67	8	34	33	13
	20%	23%	17%	27%	20%	16%	11%	21%	4%	26%	12%	20%	31%	21%	14%	23%	25%	11%
				G	g			I		k			K			R	R	
5 Great concern	263	121	141	78	78	67	36	226	23	43	101	78	35	209	41	91	82	82
	65%	59%	72%	59%	65%	71%	70%	65%	74%	54%	73%	68%	57%	64%	70%	62%	61%	74%
			B								JM							pQ
Don't know	1	1	-	-	1	-	-	1	-	-	-	-	1	1	-	1	-	-
	*%	*%			1%			*%					2%	*%		1%		
MEAN	4.40	4.29	4.51	4.35	4.42	4.47	4.37	4.42	4.17	4.04	4.53	4.49	4.36	4.40	4.32	4.34	4.37	4.48
			B								J	J						

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
3H.Industrial water pollution

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail		Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	SL (5)	City	Vally	Foot- hills
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
1 No concern at all	18	2	4	3	12	7	4	10	4	4	4	3	1	10	2	12	3
	4%	4%	6%	2%	4%	3%	4%	3%	5%	11%	13%	2%	1%	13%	3%	6%	3%
											m			LM			
2	9	1	1	2	8	4	1	7	-	3	2	3	3	-	1	7	2
	2%	2%	2%	1%	3%	2%	1%	2%		8%	8%	2%	3%		1%	3%	2%
3	31	2	4	8	17	9	6	22	9	-	3	20	6	3	8	13	7
	8%	4%	6%	5%	6%	4%	7%	8%	13%		10%	11%	5%	4%	11%	6%	6%
											mn						
4	81	10	5	47	69	49	18	53	19	4	2	45	28	5	18	40	23
	20%	21%	7%	26%	22%	23%	21%	19%	28%	11%	8%	25%	25%	7%	26%	19%	22%
		c		C	C	C	C					KN	KN				
5 Great concern	263	34	54	121	203	142	60	190	38	26	17	106	75	55	39	145	70
	65%	69%	79%	66%	65%	67%	68%	67%	54%	71%	61%	60%	67%	76%	58%	66%	67%
			dEf											L			
Don't know	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-
	*%							*%				1%				*%	
MEAN	4.40	4.49	4.52	4.54	4.43	4.50	4.47	4.45	4.26	4.24	3.95	4.40	4.54	4.32	4.34	4.38	4.49
												K	K				

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
4A.Sometimes it is okay to lower the water quality in the watershed to promote economic development.

	==GENDER==			=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
1 Strongly disagree	213	91	121	41	74	62	34	189	16	42	67	68	35	185	21	66	66	77
	53%	44%	62%	31%	62%	66%	65%	54%	52%	53%	48%	59%	56%	57%	37%	45%	49%	70%
			B		D	D	D							o				PQ
2	82	53	29	39	22	13	6	71	5	14	34	22	10	63	18	35	33	12
	20%	26%	15%	30%	19%	14%	12%	20%	16%	18%	25%	19%	15%	19%	30%	24%	25%	11%
		C		FG												R	R	
3	65	38	27	34	15	11	6	51	7	13	21	14	15	46	11	31	21	9
	16%	18%	14%	26%	13%	11%	11%	15%	23%	16%	15%	12%	24%	14%	19%	21%	15%	9%
				eFG									1			R		
4	17	8	9	8	3	3	3	14	3	3	9	4	1	14	3	8	5	4
	4%	4%	4%	6%	2%	3%	5%	4%	9%	4%	6%	4%	1%	4%	5%	5%	4%	4%
											m							
5 Strongly agree	24	16	8	10	5	5	3	22	-	7	9	5	2	15	5	7	10	6
	6%	8%	4%	8%	4%	5%	5%	6%		9%	6%	5%	4%	5%	9%	5%	8%	5%
Don't know	2	1	2	-	1	1	1	2	-	-	-	1	-	1	-	1	-	1
	1%	*%	1%		1%	1%	1%	1%				1%		*%		1%		1%
MEAN	1.89	2.05	1.73	2.29	1.68	1.67	1.72	1.88	1.90	1.98	1.99	1.74	1.81	1.80	2.19	2.00	1.96	1.61
		C		EFG							1				n	R	R	

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
4A.Sometimes it is okay to lower the water quality in the watershed to promote economic development.

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
	ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	High (5)	SL City	Vally	Foot- hills
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
1 Strongly disagree	213	28	50	88	169	108	44	163	35	14	12	84	62	52	42	110	58
	53%	57%	74%	49%	55%	51%	49%	58%	50%	38%	43%	47%	55%	72%	62%	50%	55%
			DEFG										KLM				
2	82	2	11	39	56	42	19	56	15	6	12	34	24	11	13	44	18
	20%	3%	16%	22%	18%	20%	21%	20%	22%	16%	44%	19%	21%	15%	19%	20%	17%
			B	B	B	B	B				LMN						
3	65	12	2	34	49	33	16	42	8	9	3	40	16	1	10	35	19
	16%	24%	4%	19%	16%	16%	18%	15%	11%	25%	11%	23%	14%	1%	15%	16%	18%
		C		C	C	C	C				mN		N				
4	17	3	2	8	14	12	2	7	4	5	1	7	7	3	3	10	4
	4%	7%	3%	4%	4%	6%	2%	3%	6%	15%	2%	4%	6%	4%	4%	5%	4%
										h							
5 Strongly agree	24	4	2	12	21	15	8	14	7	2	-	11	5	6	-	18	6
	6%	8%	2%	7%	7%	7%	9%	5%	10%	6%		6%	4%	8%		8%	5%
					c	c	c										
Don't know	2	-	1	-	1	1	1	1	1	-	-	1	-	-	-	1	1
	1%		1%		*%	1%	1%	*%	1%			1%				*%	1%
MEAN	1.89	2.06	1.42	1.99	1.90	1.97	2.01	1.77	2.02	2.34	1.72	2.02	1.83	1.61	1.62	2.01	1.86
		C		C	C	C	C			H		N				O	

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
4B.A healthy economy depends on good water quality in the watershed.

	==GENDER==			=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
1 Strongly disagree	21	11	10	8	6	3	4	17	3	6	13	2	-	16	4	9	4	7
	5%	5%	5%	6%	5%	3%	8%	5%	11%	7%	9%	2%		5%	7%	6%	3%	7%
											L							
2	11	6	5	3	3	3	2	11	-	-	1	5	5	11	-	2	6	3
	3%	3%	3%	2%	3%	3%	4%	3%			1%	4%	9%	3%		1%	4%	3%
											K							
3	66	38	28	29	19	14	4	52	6	17	18	14	13	50	10	33	19	11
	16%	18%	14%	22%	16%	15%	7%	15%	19%	21%	13%	12%	22%	15%	17%	22%	14%	10%
				G	G	g										R		
4	78	42	36	28	27	15	6	68	3	11	23	33	10	61	13	27	33	16
	19%	20%	18%	21%	23%	16%	11%	20%	10%	14%	16%	29%	16%	19%	23%	18%	25%	14%
					G						JKM						R	
5 Strongly agree	223	111	112	62	62	59	36	196	18	46	81	61	33	184	29	74	72	73
	55%	53%	57%	47%	52%	63%	70%	56%	60%	58%	58%	53%	54%	57%	49%	50%	53%	66%
						de	DE											Pq
Don't know	5	-	5	2	2	1	-	5	-	-	4	1	-	2	2	3	1	2
	1%		3%	2%	2%	1%		2%			3%	1%		1%	4%	2%	1%	1%
MEAN	4.18	4.13	4.24	4.02	4.17	4.34	4.31	4.21	4.08	4.15	4.17	4.28	4.15	4.20	4.11	4.08	4.20	4.32
						d												

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
4B.A healthy economy depends on good water quality in the watershed.

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
	ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	SL (5)	City	Vally	Foot- hills
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
1 Strongly disagree	21	1	5	4	15	10	9	14	4	2	1	12	4	5	2	11	6
	5%	3%	8%	2%	5%	5%	10%	5%	6%	6%	3%	7%	3%	7%	2%	5%	6%
							D										
2	11	-	1	6	8	6	2	8	-	3	1	7	2	1	3	1	6
	3%		1%	3%	3%	3%	2%	3%		7%	5%	4%	2%	1%	5%	1%	6%
																	P
3	66	12	6	27	48	35	15	46	9	8	8	30	17	6	10	40	16
	16%	25%	9%	15%	15%	17%	17%	16%	13%	21%	29%	17%	15%	8%	15%	18%	15%
		c									N	N					
4	78	7	3	34	59	40	21	61	11	1	6	40	20	11	9	40	25
	19%	14%	5%	19%	19%	19%	24%	22%	16%	2%	21%	22%	18%	15%	14%	18%	24%
				C	C	C	C	J	J								
5 Strongly agree	223	28	50	110	179	119	41	153	40	24	12	86	70	49	44	125	51
	55%	59%	74%	61%	58%	56%	46%	54%	58%	64%	42%	48%	62%	68%	64%	57%	49%
			dEFG	g									k1	KL	q		
Don't know	5	-	2	1	2	2	-	1	5	-	-	4	-	1	-	2	-
	1%		2%	*%	1%	1%		*%	7%			2%		1%		1%	
MEAN	4.18	4.25	4.39	4.33	4.23	4.20	3.93	4.18	4.28	4.11	3.95	4.04	4.34	4.38	4.33	4.23	4.05
			G	G	G	g							kL	kL	q		

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
4C.My activities affect the water quality of Salt Lake County's watersheds.

	==GENDER==			=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
1 Strongly disagree	76	39	37	16	24	21	14	65	7	17	30	19	8	57	14	25	22	25
	19%	19%	19%	12%	20%	22%	26%	19%	22%	22%	22%	16%	14%	17%	24%	17%	16%	23%
								D										
2	52	24	27	22	18	10	2	46	1	7	15	19	11	44	8	26	17	9
	13%	12%	14%	16%	15%	10%	4%	13%	3%	9%	10%	17%	17%	13%	14%	18%	12%	8%
				G	G	g										R		
3	94	49	45	35	24	23	12	79	11	21	40	25	8	78	16	33	40	21
	23%	24%	23%	26%	20%	24%	23%	23%	37%	26%	29%	22%	12%	24%	27%	22%	30%	19%
										m	M						r	
4	86	46	39	35	25	16	9	80	1	22	25	20	16	64	12	29	33	20
	21%	22%	20%	26%	21%	17%	17%	23%	4%	27%	18%	18%	25%	20%	20%	20%	25%	18%
								I										
5 Strongly agree	94	49	46	25	28	24	14	77	10	13	28	32	19	81	9	34	23	34
	23%	23%	23%	19%	24%	26%	28%	22%	33%	16%	20%	27%	31%	25%	15%	23%	17%	31%
												j						Q
Don't know	1	-	1	-	1	-	1	1	-	-	1	-	-	1	-	-	-	1
	*%		1%		1%		1%	*%			1%			*%				1%
MEAN	3.18	3.20	3.15	3.23	3.15	3.15	3.17	3.17	3.24	3.07	3.05	3.23	3.43	3.21	2.88	3.14	3.13	3.27
												k						

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
4C.My activities affect the water quality of Salt Lake County's watersheds.

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
	ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	High (5)	SL City	Vally	Foot- hills
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
1 Strongly disagree	76	7	11	24	54	37	13	50	17	6	6	36	12	18	12	46	17
	19%	14%	16%	13%	17%	17%	15%	18%	25%	17%	23%	20%	11%	26%	17%	21%	16%
												m		M			
2	52	8	12	25	44	26	16	36	10	6	2	19	21	6	4	29	13
	13%	17%	17%	14%	14%	12%	18%	13%	14%	17%	9%	11%	19%	9%	6%	13%	12%
													n				
3	94	7	16	47	71	49	19	69	15	4	11	40	28	12	17	52	25
	23%	15%	23%	26%	23%	23%	21%	24%	22%	12%	42%	22%	25%	17%	25%	24%	24%
											1N						
4	86	13	10	39	65	43	20	56	15	11	6	39	26	11	23	38	22
	21%	27%	14%	22%	21%	20%	22%	20%	22%	30%	23%	22%	23%	15%	34%	18%	21%
															Pq		
5 Strongly agree	94	13	19	46	77	56	21	71	11	9	1	43	24	23	13	53	28
	23%	28%	28%	25%	25%	26%	24%	25%	16%	25%	4%	24%	22%	33%	18%	24%	27%
												K	K	K			
Don't know	1	-	1	1	1	1	-	1	1	-	-	1	-	1	-	1	1
	*%		2%	*%	*%	*%		*%	1%			*%		1%		*%	*%
MEAN	3.18	3.38	3.22	3.32	3.22	3.26	3.23	3.23	2.91	3.29	2.78	3.18	3.26	3.20	3.31	3.11	3.30
													k				

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
5A.Open space that is protected from development

	==GENDER==			=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
Less	23	8	16	5	5	6	6	20	3	4	12	5	3	20	3	3	9	11
	6%	4%	8%	4%	5%	7%	11%	6%	9%	5%	8%	4%	5%	6%	5%	2%	7%	10%
							e											p
About the same	168	95	74	45	55	46	20	154	3	28	60	51	27	144	16	60	56	48
	42%	46%	38%	34%	46%	49%	38%	44%	11%	35%	43%	44%	44%	44%	27%	41%	41%	43%
						dg		I						o				
More	200	99	101	76	57	39	26	169	21	47	60	58	31	152	38	76	69	50
	50%	48%	52%	57%	48%	42%	50%	48%	69%	60%	43%	50%	50%	47%	65%	52%	51%	45%
				f						k				n				
Don't know	11	6	5	6	3	2	1	7	3	-	7	2	1	8	2	8	1	2
	3%	3%	3%	4%	2%	2%	1%	2%	11%		5%	2%	2%	3%	4%	5%	1%	1%
																qr		

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
5A.Open space that is protected from development

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail		Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	SL (5)	City	Vally	Foot- hills
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
Less	23	4	2	8	14	11	2	18	3	3	3	12	5	4	1	19	3
	6%	9%	3%	5%	5%	5%	2%	6%	4%	8%	12%	7%	4%	5%	2%	9%	3%
																o	
About the same	168	17	19	70	127	76	33	121	29	11	14	93	42	15	35	83	48
	42%	35%	28%	39%	41%	36%	37%	43%	42%	29%	51%	52%	37%	20%	51%	38%	46%
					c						N	MN	N				
More	200	27	45	102	166	122	54	136	35	23	10	64	66	54	32	112	50
	50%	56%	66%	56%	53%	58%	60%	48%	50%	63%	37%	36%	58%	74%	47%	51%	47%
			e										kL	KLM			
Don't know	11	-	2	1	3	2	1	7	3	-	-	9	-	-	-	5	4
	3%		3%	*%	1%	1%	1%	3%	4%			5%			2%	4%	

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
5B.River corridors in their natural condition

	==GENDER==			=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
Less	10	6	4	-	3	5	2	7	2	6	1	3	1	10	-	1	3	6
	3%	3%	2%		3%	6%	3%	2%	7%	7%	*	2%	2%	3%		1%	2%	5%
																		P
About the same	183	89	93	43	67	47	22	159	13	26	64	57	35	156	21	65	61	52
	45%	43%	48%	33%	56%	50%	43%	46%	41%	33%	46%	49%	56%	48%	36%	44%	45%	47%
					DG	D						j	J					
More	202	108	94	83	49	40	27	178	12	48	68	55	26	152	35	75	70	51
	50%	52%	48%	63%	41%	43%	52%	51%	41%	60%	49%	48%	42%	47%	60%	51%	52%	46%
				EF						m								
Don't know	8	3	5	6	-	2	1	5	3	-	7	1	-	6	2	6	1	2
	2%	2%	2%	4%		2%	2%	1%	11%		5%	1%		2%	4%	4%	1%	2%
											1					q		

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
5B.River corridors in their natural condition

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
	ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	SL (5)	City	Vally	Foot- hills
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
Less	10	3	3	2	6	5	2	8	1	1	2	4	2	2	4	4	2
	3%	5%	5%	1%	2%	2%	2%	3%	2%	3%	9%	2%	2%	3%	6%	2%	2%
About the same	183	14	26	80	139	91	39	140	26	10	14	94	53	16	36	96	48
	45%	28%	38%	44%	45%	43%	43%	50%	37%	28%	51%	53%	47%	22%	53%	44%	46%
				b	b			J			N	N	N				
More	202	32	39	99	165	115	49	129	40	26	10	72	58	54	27	117	51
	50%	67%	57%	55%	53%	55%	55%	46%	58%	69%	38%	40%	52%	75%	41%	53%	49%
									H					KLM			
Don't know	8	-	1	-	1	-	-	6	2	-	1	8	-	-	1	2	3
	2%		1%		*%			2%	3%		2%	4%			1%	1%	3%

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
5C.Outdoor recreational areas

	==GENDER==			=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
Less	17	7	10	-	9	3	5	16	1	2	6	7	3	17	-	2	5	11
	4%	4%	5%		7%	4%	9%	5%	4%	3%	4%	6%	4%	5%		1%	3%	10%
																		Pq
About the same	209	101	108	51	69	56	31	181	16	34	68	73	34	179	25	66	78	63
	52%	49%	55%	39%	58%	60%	60%	52%	52%	42%	49%	63%	55%	55%	42%	45%	57%	57%
					D	D	D					JK						p
More	172	95	77	78	42	33	16	151	10	43	61	36	26	123	34	75	53	36
	43%	46%	39%	59%	35%	35%	31%	43%	34%	55%	44%	31%	41%	38%	58%	51%	39%	33%
				EFG						L	1				n	R		
Don't know	4	3	1	3	-	1	-	1	3	-	4	-	-	4	-	3	-	1
	1%	2%	*%	3%		1%		*%	11%		3%			1%		2%		1%
									h									

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
5C.Outdoor recreational areas

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
	ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	SL (5)	City	Vally	Foot- hills
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
Less	17	3	2	4	9	5	2	14	3	1	3	8	4	3	4	9	5
	4%	6%	3%	2%	3%	2%	2%	5%	4%	2%	10%	4%	3%	5%	5%	4%	5%
About the same	209	14	35	78	154	100	40	167	24	12	17	102	52	34	41	106	60
	52%	30%	51%	43%	50%	48%	45%	59%	35%	33%	62%	58%	46%	47%	61%	49%	57%
			b		B	b		IJ									
More	172	31	31	101	147	106	48	97	42	24	8	63	57	35	23	103	36
	43%	65%	46%	55%	47%	50%	53%	34%	61%	65%	28%	36%	51%	48%	34%	47%	35%
		ce							H	H			KL	kl		oq	
Don't know	4	-	-	-	-	-	-	4	-	-	-	4	-	-	-	1	3
	1%							1%				2%				*%	3%
																	P

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
5D.Wildlife habitat

	==GENDER==		=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==			
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
Less	11	5	6	-	4	4	2	9	-	-	3	5	2	10	-	4	2	4
	3%	2%	3%		4%	5%	3%	3%			2%	4%	4%	3%		3%	1%	4%
About the same	180	95	85	42	54	51	32	165	4	27	60	59	33	163	13	53	67	57
	45%	46%	44%	32%	45%	54%	61%	47%	14%	34%	43%	51%	53%	50%	22%	36%	50%	52%
					D	DE	I				j	j	O			p	P	
More	206	107	99	88	61	36	19	170	25	52	75	46	27	145	45	86	64	49
	51%	51%	51%	66%	51%	38%	36%	49%	83%	66%	54%	40%	43%	45%	78%	59%	47%	44%
				eFG	FG			H	LM	L				N	R			
Don't know	6	1	5	2	1	3	-	5	1	-	-	6	-	6	-	3	3	-
	1%	*%	2%	2%	1%	3%		1%	3%			5%		2%		2%	2%	

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
5D.Wildlife habitat

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail		Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	SL (5)	City	Vally	Foot- hills
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
Less	11	1	2	1	5	5	1	11	-	-	2	6	1	1	1	7	3
	3%	2%	3%	*%	2%	3%	1%	4%			8%	3%	1%	1%	1%	3%	3%
About the same	180	14	23	80	137	89	38	147	22	8	17	96	45	22	35	95	48
	45%	29%	34%	44%	44%	42%	43%	52%	31%	20%	61%	54%	40%	30%	52%	43%	46%
								IJ			mN	mN					
More	206	33	43	98	164	113	48	119	48	29	8	73	67	49	32	115	50
	51%	67%	63%	54%	53%	54%	53%	42%	69%	80%	29%	41%	60%	68%	47%	52%	48%
								H	H				KL	KL			
Don't know	6	1	-	3	4	3	2	6	-	-	1	3	-	1	-	2	3
	1%	2%		2%	1%	1%	2%	2%			3%	2%		1%		1%	3%

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
5E.Urban development

	==GENDER==			=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
Less	210	112	98	59	59	62	28	181	15	39	71	62	32	175	25	68	72	63
	52%	54%	50%	45%	49%	66%	54%	52%	49%	49%	51%	53%	52%	54%	42%	46%	53%	57%
						DEg												
About the same	163	80	84	60	50	29	22	145	10	35	58	48	22	132	22	70	49	42
	41%	38%	43%	45%	42%	30%	42%	42%	33%	44%	42%	42%	36%	41%	38%	48%	36%	38%
				f	f		f											
More	26	16	11	11	10	3	2	20	6	5	7	6	7	17	9	6	14	5
	7%	8%	5%	8%	8%	3%	3%	6%	18%	7%	5%	5%	12%	5%	16%	4%	10%	5%
					g												pr	
Don't know	3	-	3	2	1	-	-	3	-	-	3	-	-	1	2	2	-	1
	1%		2%	2%	1%			1%			2%			*%	4%	1%		1%

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
5E.Urban development

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail		Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	SL (5)	City	Vally	Foot- hills
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
Less	210	31	43	100	170	113	52	156	39	9	9	91	57	46	32	109	61
	52%	63%	63%	55%	55%	54%	58%	55%	56%	24%	34%	51%	51%	63%	47%	50%	58%
								J	J					KI			
About the same	163	16	22	68	115	79	29	115	23	19	17	75	49	18	29	91	41
	41%	32%	33%	37%	37%	38%	32%	41%	33%	51%	64%	42%	44%	24%	43%	42%	39%
											LmN	N	N				
More	26	2	2	14	24	18	8	11	4	9	1	9	6	9	6	18	2
	7%	5%	4%	8%	8%	8%	9%	4%	6%	25%	2%	5%	6%	12%	9%	8%	2%
									Hi					KI		Q	
Don't know	3	-	-	-	1	1	1	-	3	-	-	3	-	-	-	1	-
	1%				*%	*%	1%		4%			2%			*%		

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
6A.Jordan River

	==GENDER==			=====AGE=====				====-RACE==		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
A	6	1	5	-	2	3	1	5	1	1	4	1	-	5	1	1	1	4
	1%	*%	2%		2%	3%	1%	1%	3%	1%	3%	1%		1%	2%	1%	1%	3%
B	41	27	14	7	12	11	8	35	-	9	16	8	6	32	3	13	14	11
	10%	13%	7%	6%	10%	12%	16%	10%		12%	12%	7%	10%	10%	5%	9%	10%	10%
							D											
C	139	76	63	43	42	38	15	120	9	18	41	48	28	110	19	56	37	40
	34%	37%	32%	33%	35%	41%	30%	35%	30%	22%	30%	41%	45%	34%	33%	38%	28%	36%
						g						Jk	Jk					
D	104	54	50	48	26	18	11	98	7	31	39	24	11	84	19	37	43	24
	26%	26%	26%	36%	22%	19%	21%	28%	22%	39%	28%	21%	17%	26%	32%	25%	32%	22%
				eFg						LM	m						r	
F	78	37	42	23	27	15	12	63	10	16	25	26	11	67	11	23	31	23
	19%	18%	21%	17%	23%	16%	22%	18%	32%	20%	18%	22%	18%	21%	19%	16%	23%	21%
Not sure/Don't know	34	12	22	10	11	8	5	28	4	5	14	10	6	27	6	17	9	9
	9%	6%	11%	8%	9%	9%	9%	8%	12%	6%	10%	8%	10%	8%	10%	11%	7%	8%
			b															
MEAN	1.43	1.50	1.36	1.29	1.42	1.64	1.47	1.44	1.09	1.32	1.48	1.37	1.51	1.41	1.31	1.48	1.29	1.49
						De												

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
6A.Jordan River

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail		Didnt Vote	Not Reg'd		Low (1-2)	Avg (3)	High (4)	SL (5)	City	Vally	Foot- hills
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
A	6	1	1	2	5	5	4	5	-	-	1	3	1	1	-	6	-
	1%	2%	1%	1%	2%	2%	4%	2%			3%	2%	1%	1%		3%	
B	41	7	9	12	30	17	12	23	11	3	4	24	5	2	6	27	7
	10%	15%	13%	6%	10%	8%	13%	8%	16%	7%	14%	13%	4%	3%	9%	12%	7%
												MN					
C	139	15	21	71	107	74	33	99	23	13	4	64	46	20	24	67	45
	34%	32%	31%	39%	34%	35%	37%	35%	32%	34%	14%	36%	41%	28%	36%	31%	43%
												K	K				p
D	104	10	21	44	83	60	25	85	11	8	11	42	33	19	20	61	18
	26%	21%	30%	24%	27%	29%	28%	30%	16%	23%	38%	23%	29%	26%	29%	28%	18%
								I								q	
F	78	15	15	40	60	42	11	54	14	7	5	28	22	21	8	43	26
	19%	30%	22%	22%	19%	20%	13%	19%	19%	20%	20%	16%	20%	29%	12%	20%	25%
		g												L			o
Not sure/Don't know	34	-	1	12	26	13	3	17	12	6	3	17	5	9	9	15	8
	9%		2%	7%	8%	6%	4%	6%	17%	16%	10%	10%	4%	13%	14%	7%	7%
				C					h					m			
MEAN	1.43	1.36	1.40	1.37	1.43	1.41	1.67	1.39	1.53	1.33	1.35	1.57	1.34	1.10	1.48	1.46	1.34
						Def						mN					

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
6B.Big Cottonwood Creek

	==GENDER==			=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
A	70	43	27	21	25	16	8	64	1	10	26	12	18	57	4	20	27	20
	17%	21%	14%	16%	21%	17%	16%	18%	3%	13%	18%	11%	29%	18%	6%	13%	20%	18%
								I					JL	O				
B	203	102	101	68	60	55	20	179	18	37	67	71	26	169	27	69	73	57
	50%	49%	51%	51%	50%	58%	39%	51%	57%	47%	48%	62%	42%	52%	46%	47%	54%	52%
						G						kM						
C	62	32	30	24	16	10	11	47	8	15	23	16	8	46	14	26	20	14
	15%	16%	15%	18%	13%	11%	22%	13%	27%	18%	16%	14%	13%	14%	24%	18%	15%	13%
							eF											
D	8	5	3	3	1	4	1	7	-	2	2	2	3	8	1	1	3	4
	2%	3%	2%	2%	1%	5%	1%	2%		2%	1%	2%	5%	2%	2%	1%	3%	3%
						e						k						
F	1	-	1	-	-	-	1	1	-	1	1	-	-	1	-	-	-	1
	*%		1%				2%	*%		1%	*%			*%				1%
Not sure/Don't know	58	24	33	17	19	9	10	50	4	15	21	14	6	43	13	32	12	14
	14%	12%	17%	13%	16%	10%	20%	14%	12%	19%	15%	12%	10%	13%	22%	21%	9%	12%
							F									Qr		
MEAN	2.97	3.00	2.92	2.92	3.07	2.96	2.82	3.00	2.73	2.86	2.98	2.92	3.06	2.97	2.73	2.93	3.00	2.95
					G													

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
6B.Big Cottonwood Creek

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail		Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	SL (5)	City	Vally	Foot- hills
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
A	70	10	12	34	55	41	20	48	14	5	5	39	15	7	10	38	22
	17%	21%	18%	19%	18%	19%	22%	17%	20%	13%	18%	22%	13%	10%	15%	17%	21%
												N					
B	203	27	34	103	168	115	50	153	26	20	14	76	65	44	35	102	57
	50%	56%	49%	57%	54%	55%	56%	54%	37%	54%	50%	43%	58%	61%	52%	47%	55%
								I					L	L			
C	62	8	11	25	41	33	9	47	7	3	6	28	17	12	8	37	17
	15%	16%	17%	14%	13%	15%	10%	17%	11%	7%	21%	16%	15%	16%	12%	17%	16%
								j									
D	8	1	3	4	6	6	3	4	2	3	1	5	1	-	4	2	2
	2%	2%	4%	2%	2%	3%	3%	1%	2%	7%	3%	3%	1%		6%	1%	2%
															P		
F	1	-	1	-	1	-	-	1	-	-	-	1	-	1	-	1	1
	*%		1%		*%			*%				*%		1%		*%	*%
Not sure/Don't know	58	2	8	16	39	16	9	30	20	7	2	30	15	9	10	38	6
	14%	5%	11%	9%	13%	8%	10%	11%	29%	19%	8%	17%	13%	12%	15%	18%	6%
									H							Q	
MEAN	2.97	3.00	2.91	3.01	3.00	2.98	3.08	2.96	3.07	2.89	2.90	3.00	2.95	2.90	2.89	2.97	3.00

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
6C.The stream or creek closest to where you live

	==GENDER==		=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==			
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
A	34	21	13	2	15	10	7	30	2	3	6	16	9	31	2	10	10	13
	8%	10%	7%	2%	12%	10%	13%	9%	6%	4%	4%	14%	15%	10%	3%	7%	8%	12%
					D	D	D					JK	JK					
B	120	55	65	42	30	31	15	106	9	28	31	38	22	106	8	38	47	33
	30%	26%	33%	32%	25%	33%	30%	30%	28%	36%	22%	33%	35%	33%	13%	26%	35%	30%
												k		O				
C	104	61	43	31	37	25	11	92	8	13	42	30	16	80	21	35	43	23
	26%	30%	22%	24%	31%	26%	20%	26%	26%	16%	30%	26%	26%	25%	36%	24%	32%	21%
					g						j						r	
D	61	29	32	27	15	9	7	56	3	20	22	14	5	47	13	28	16	16
	15%	14%	16%	21%	13%	10%	14%	16%	9%	25%	16%	12%	8%	14%	22%	19%	12%	15%
				f						LM								
F	37	23	14	17	7	10	3	24	5	11	13	7	4	22	10	15	8	11
	9%	11%	7%	13%	6%	10%	7%	7%	16%	14%	9%	6%	6%	7%	18%	10%	6%	10%
Not sure/Don't know	47	18	28	13	16	10	8	41	4	5	25	11	6	38	5	22	11	14
	12%	9%	15%	10%	13%	10%	16%	12%	14%	6%	18%	9%	10%	12%	9%	15%	8%	13%
											JL							
MEAN	2.15	2.11	2.19	1.87	2.29	2.25	2.35	2.20	2.00	1.90	1.96	2.41	2.50	2.27	1.59	1.99	2.28	2.21
					D	d	D					JK	JK	O			p	

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
6C.The stream or creek closest to where you live

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail		Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	SL (5)	City	Vally	Foot- hills
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
A	34	2	4	13	25	20	7	26	4	2	3	13	10	7	7	15	12
	8%	3%	6%	7%	8%	10%	7%	9%	6%	5%	10%	7%	9%	9%	10%	7%	12%
B	120	17	25	56	101	66	25	87	13	19	5	54	32	28	24	45	49
	30%	35%	37%	31%	33%	31%	29%	31%	19%	51%	17%	30%	29%	38%	35%	20%	47%
								i		hI				K	p		P
C	104	10	7	52	81	58	18	79	19	5	7	50	30	16	17	63	21
	26%	21%	10%	29%	26%	28%	20%	28%	27%	12%	24%	28%	27%	22%	25%	29%	20%
				C	C	C		j									
D	61	8	13	26	48	30	21	41	14	6	3	27	21	8	9	43	4
	15%	16%	19%	15%	15%	14%	24%	15%	20%	16%	12%	15%	18%	11%	13%	19%	4%
														q		Q	
F	37	11	13	21	26	21	10	20	7	3	5	11	12	6	4	29	5
	9%	22%	19%	12%	8%	10%	11%	7%	11%	9%	20%	6%	11%	8%	5%	13%	5%
		e	Ef								l					OQ	
Not sure/Don't know	47	1	5	13	30	16	9	29	13	3	5	23	8	8	7	25	12
	12%	2%	8%	7%	10%	7%	10%	10%	18%	8%	17%	13%	7%	11%	11%	11%	12%
MEAN	2.15	1.82	1.92	2.08	2.18	2.17	1.97	2.23	1.86	2.29	1.83	2.19	2.07	2.34	2.36	1.86	2.65
				bc	b			I					k	P		oP	

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
7.Are you aware or haven't you heard that the Jordan River's water quality is impaired and a plan is underway to clean it up? (If haven't heard/don't know): Does that surprise you?

	==GENDER==			=====AGE=====			====RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==			
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	397	202	195	129	117	94	52	345	31	77	138	116	60	322	56	144	134	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	396	180	216	51	134	109	93	361	17	59	138	125	68	353	29	115	121	152
Aware	85	44	41	15	21	28	21	81	4	11	30	26	18	76	9	22	29	34
	21%	22%	21%	11%	18%	30%	40%	24%	13%	14%	22%	23%	29%	23%	17%	16%	22%	30%
						DE	DE						j					P
Haven't heard, Not surprised	182	94	88	53	61	43	20	160	12	29	67	56	28	157	18	62	72	44
	46%	46%	45%	41%	52%	46%	39%	47%	41%	37%	48%	49%	47%	49%	33%	43%	53%	40%
					G												R	
Haven't heard, Surprised	130	65	65	62	34	22	11	103	14	37	41	33	15	90	28	60	33	33
	33%	32%	34%	48%	29%	24%	21%	30%	47%	48%	30%	29%	24%	28%	50%	42%	25%	30%
				EFG						KLM					N	Qr		

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC

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

	=====OUTDOOR ACTIVITIES=====						=====VOTING=====			=====CONSERVATIONIST=====				=====LIVES=====			
	ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	(5)	SL City	Vally	Foot- hills
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
	397	49	67	182	307	210	89	278	69	37	26	175	112	72	68	214	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	396	41	76	162	296	187	85	307	59	22	31	180	93	82	66	206	114
Aware	85	11	24	50	69	47	19	75	5	6	3	38	24	20	12	42	28
	21%	23%	36%	27%	22%	22%	21%	27%	7%	15%	13%	22%	21%	27%	18%	20%	27%
			efg					I									
Haven't heard, Not surprised	182	18	29	67	129	87	34	131	33	14	14	86	48	27	36	96	45
	46%	36%	43%	37%	42%	42%	38%	47%	48%	37%	54%	49%	43%	38%	53%	45%	44%
Haven't heard, Surprised	130	20	15	64	109	76	36	72	32	18	9	51	40	25	20	76	30
	33%	41%	22%	36%	35%	36%	41%	26%	45%	48%	33%	29%	36%	34%	29%	36%	29%
		c		C	C	C	C		H	h							

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
8A.Requiring landowners to leave natural vegetation in place near rivers, streams and wetlands.

	==GENDER==			=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
Strongly favor	163	85	78	51	54	40	16	142	12	24	56	54	24	125	26	56	55	46
	41%	41%	40%	38%	45%	42%	32%	41%	39%	30%	40%	46%	40%	39%	45%	38%	41%	42%
					G							j						
Somewhat favor	123	54	68	44	31	30	17	115	4	31	41	33	16	101	15	47	41	33
	30%	26%	35%	33%	26%	32%	33%	33%	13%	39%	29%	29%	27%	31%	26%	32%	31%	30%
								I										
TOTAL FAVOR	286	140	146	95	86	69	33	257	16	55	97	87	41	226	41	103	96	79
	71%	68%	75%	72%	71%	74%	64%	74%	52%	69%	70%	75%	66%	70%	71%	70%	71%	72%
Neutral	80	53	26	25	25	14	14	66	8	15	31	19	14	66	12	29	28	21
	20%	26%	13%	19%	21%	15%	27%	19%	27%	19%	22%	17%	23%	20%	21%	20%	21%	19%
			C				f											
Somewhat oppose	16	8	8	5	2	6	2	13	1	2	5	4	5	15	-	2	7	6
	4%	4%	4%	4%	1%	7%	4%	4%	3%	2%	3%	4%	7%	5%		1%	5%	5%
						E												p
Strongly oppose	21	6	15	8	7	4	2	13	6	7	6	5	2	16	5	13	3	4
	5%	3%	8%	6%	6%	4%	4%	4%	18%	9%	5%	5%	3%	5%	9%	9%	2%	3%
			b						h							Qr		
Don't know	1	-	1	-	-	-	1	1	-	1	1	-	-	1	-	-	1	1
	*%		1%				1%	*%		1%	*%			*%			*%	*%

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
8A.Requiring landowners to leave natural vegetation in place near rivers, streams and wetlands.

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail		Didnt Vote	Not Reg'd	Low (1-2)	Avg (3)	High (4)	High (5)	SL City	Vally	Foot- hills	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
Strongly favor	163	29	32	87	144	105	49	109	37	13	4	53	53	49	32	88	39
	41%	59%	47%	48%	46%	50%	55%	39%	53%	35%	13%	30%	47%	67%	48%	40%	38%
									h			K	KL	KLM			
Somewhat favor	123	12	21	59	93	60	23	92	22	6	11	60	32	15	18	64	36
	30%	25%	30%	33%	30%	28%	25%	33%	32%	15%	39%	34%	29%	21%	26%	29%	34%
									j			n					
TOTAL FAVOR	286	41	52	146	237	165	72	201	59	19	14	113	85	64	50	152	75
	71%	84%	77%	80%	76%	78%	81%	71%	85%	50%	53%	64%	76%	89%	74%	70%	72%
									j	HJ			KL	KLM			
Neutral	80	5	10	28	49	34	12	56	8	11	9	48	18	3	15	41	23
	20%	10%	14%	15%	16%	16%	13%	20%	11%	29%	34%	27%	16%	4%	22%	19%	22%
											mN	mN	N				
Somewhat oppose	16	1	1	3	6	5	2	12	3	-	2	10	3	-	2	7	4
	4%	1%	1%	2%	2%	2%	2%	4%	4%		8%	6%	2%		3%	3%	4%
Strongly oppose	21	2	5	5	19	7	4	13	-	8	1	6	6	5	1	17	3
	5%	5%	7%	3%	6%	3%	4%	5%		21%	3%	4%	5%	7%	1%	8%	3%
										H						OQ	
Don't know	1	-	-	-	1	-	-	1	-	-	1	1	-	-	-	1	1
	*%				*%			*%			2%	*%				*%	*%

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
8B. Requiring landowners along rivers and streams to plant new vegetation that would filter pollutants from runoff, stabilize the stream bank, and provide habitat.

	==GENDER==			=====AGE=====			====RACE====		=====EDUCATION=====				==HOUSING==		==YRS	RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
Strongly favor	184	89	94	66	52	42	22	164	9	31	66	56	25	138	31	75	55	49
	46%	43%	48%	50%	43%	45%	42%	47%	30%	40%	48%	49%	41%	43%	53%	51%	41%	44%
Somewhat favor	121	67	54	37	40	28	15	106	7	27	38	35	19	103	15	35	48	35
	30%	32%	28%	28%	34%	30%	28%	30%	23%	34%	27%	31%	31%	32%	26%	24%	36%	32%
																		p
TOTAL FAVOR	304	156	148	103	92	71	36	270	16	59	104	92	44	241	46	110	103	84
	76%	75%	76%	78%	77%	75%	70%	77%	53%	74%	75%	79%	71%	74%	78%	75%	76%	76%
								i										
Neutral	61	33	28	21	14	16	9	49	11	16	22	12	11	47	12	23	22	14
	15%	16%	15%	16%	12%	17%	17%	14%	38%	20%	16%	10%	18%	15%	20%	15%	16%	13%
									h									
Somewhat oppose	20	10	10	5	7	4	3	19	-	-	9	6	5	19	1	6	7	8
	5%	5%	5%	4%	6%	5%	5%	5%			7%	5%	8%	6%	2%	4%	5%	7%
Strongly oppose	17	8	9	3	6	3	4	11	3	5	3	6	2	16	-	9	4	4
	4%	4%	5%	2%	5%	3%	7%	3%	9%	6%	3%	5%	3%	5%		6%	3%	3%
Don't know	1	-	1	-	-	-	1	1	-	-	1	-	-	1	-	-	-	1
	*%		*%				1%	*%			*%			*%				*%

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
8B. Requiring landowners along rivers and streams to plant new vegetation that would filter pollutants from runoff, stabilize the stream bank, and provide habitat.

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
	ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	SL (5)	City	Vally	Foot- hills
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
Strongly favor	184	35	44	103	157	118	54	118	44	15	9	66	54	46	34	96	50
	46%	73%	65%	57%	50%	56%	60%	42%	63%	41%	34%	37%	48%	64%	50%	44%	48%
		Ef	E						H					KLm			
Somewhat favor	121	10	12	47	86	53	19	93	13	9	11	61	34	12	17	71	30
	30%	20%	17%	26%	28%	25%	22%	33%	19%	26%	41%	34%	31%	17%	25%	32%	29%
				c				I			N	N	n				
TOTAL FAVOR	304	45	56	149	243	171	73	211	57	25	21	127	89	59	51	167	81
	76%	92%	82%	82%	78%	81%	82%	75%	82%	67%	75%	71%	79%	81%	75%	76%	77%
		Ef															
Neutral	61	-	4	21	43	26	8	45	6	10	4	32	13	10	12	30	16
	15%		6%	11%	14%	12%	9%	16%	9%	26%	16%	18%	12%	14%	18%	14%	15%
				c													
Somewhat oppose	20	1	4	9	13	8	6	12	7	-	1	12	6	1	3	10	4
	5%	3%	6%	5%	4%	4%	7%	4%	10%		2%	7%	5%	2%	4%	5%	4%
												n					
Strongly oppose	17	2	3	3	11	6	2	14	-	3	2	6	5	2	2	11	4
	4%	5%	5%	2%	4%	3%	2%	5%		8%	7%	4%	4%	3%	2%	5%	3%
Don't know	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	1
	*%							*%				*%					*%

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
8C.Requiring new developments to set aside natural open space that is free from buildings, parking lots, etc.

	==GENDER==			=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
Strongly favor	244	113	131	85	70	55	31	216	18	50	77	79	33	192	35	91	88	59
	61%	55%	67%	64%	59%	59%	60%	62%	59%	63%	55%	68%	54%	59%	61%	62%	65%	54%
			B									km					r	
Somewhat favor	97	59	38	31	33	21	10	83	9	17	39	26	15	79	16	39	26	31
	24%	28%	20%	24%	28%	23%	20%	24%	30%	21%	28%	23%	24%	24%	28%	26%	19%	28%
		c																
TOTAL FAVOR	342	172	169	116	104	77	41	299	27	66	116	105	48	271	52	130	114	90
	85%	83%	87%	88%	87%	82%	79%	86%	88%	84%	83%	91%	78%	84%	89%	88%	84%	81%
											M							
Neutral	44	26	18	13	9	14	7	34	4	11	17	7	8	37	6	14	15	14
	11%	13%	9%	10%	8%	15%	13%	10%	12%	14%	12%	6%	14%	11%	10%	9%	11%	13%
					e													
Somewhat oppose	6	4	2	3	1	1	2	6	-	-	2	1	3	6	-	-	4	2
	1%	2%	1%	2%	1%	1%	3%	2%			2%	5%	2%				3%	2%
											L							
Strongly oppose	8	3	6	-	4	2	1	6	-	2	2	2	2	8	1	3	2	4
	2%	1%	3%		3%	2%	2%	2%		2%	2%	2%	3%	2%	1%	2%	1%	3%
Don't know	3	2	1	-	2	-	1	3	-	-	1	2	-	3	-	1	1	1
	1%	1%	1%		1%		2%	1%			1%	1%		1%		1%	1%	1%

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
8C.Requiring new developments to set aside natural open space that is free from buildings, parking lots, etc.

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
	ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	SL (5)	City	Vally	Foot- hills
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
Strongly favor	244	34	49	117	207	140	59	162	51	23	12	85	79	60	48	125	64
	61%	70%	72%	65%	67%	67%	66%	58%	H	74%	63%	45%	48%	70%	83%	71%	57%
													KL	KLm	p		
Somewhat favor	97	10	12	47	71	52	22	75	11	9	8	48	30	9	12	57	28
	24%	20%	18%	26%	23%	25%	24%	27%	i	15%	24%	30%	27%	26%	13%	17%	26%
											n	N	N				
TOTAL FAVOR	342	44	61	165	278	193	81	238	62	32	21	134	109	69	60	182	92
	85%	90%	90%	91%	90%	91%	91%	84%	89%	87%	75%	75%	96%	95%	88%	83%	88%
													KL	KL			
Neutral	44	1	4	10	22	12	6	33	5	2	6	32	3	2	4	27	9
	11%	2%	5%	5%	7%	6%	6%	12%	7%	6%	21%	18%	3%	2%	6%	13%	8%
											MN	MN					
Somewhat oppose	6	2	1	4	4	4	1	3	-	3	1	5	1	-	3	2	1
	1%	3%	2%	2%	1%	2%	1%	1%		7%	2%	3%	*%		5%	1%	*%
Strongly oppose	8	2	2	4	5	3	2	7	2	-	1	6	-	1	1	5	2
	2%	4%	3%	2%	2%	1%	2%	2%	2%		2%	3%		2%	1%	3%	2%
Don't know	3	-	-	-	2	-	-	2	1	-	-	1	-	1	-	2	1
	1%				1%			1%	1%			1%		1%		1%	1%

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
8D.Requiring new developments to make permanent, built-in improvements to capture sediment and improve water quality.

	==GENDER==			=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
Strongly favor	250	126	124	79	79	54	35	215	21	41	89	82	32	198	35	94	78	70
	62%	61%	63%	60%	66%	57%	67%	61%	68%	52%	64%	71%	52%	61%	61%	64%	58%	63%
												JM						
Somewhat favor	88	46	42	28	22	28	10	83	1	17	30	20	21	79	9	21	39	28
	22%	22%	22%	21%	18%	30%	20%	24%	3%	21%	21%	17%	33%	24%	15%	14%	29%	26%
						Eg		I				L				P	P	
TOTAL FAVOR	338	172	166	106	101	81	45	297	22	58	119	102	53	276	44	115	117	98
	84%	83%	85%	80%	84%	87%	86%	85%	71%	73%	85%	88%	85%	85%	76%	78%	87%	89%
											j	J						P
Neutral	51	29	22	23	14	9	5	39	9	19	14	10	7	35	13	28	12	8
	13%	14%	11%	18%	11%	10%	10%	11%	29%	25%	10%	9%	12%	11%	22%	19%	9%	7%
										KLm						QR		
Somewhat oppose	6	3	3	3	-	2	2	6	-	1	3	1	1	6	-	-	3	3
	1%	2%	1%	2%		2%	3%	2%		1%	2%	1%	2%	2%			2%	3%
Strongly oppose	4	1	3	-	2	2	-	3	-	1	1	2	-	4	-	2	2	1
	1%	1%	1%		1%	2%		1%		1%	1%	1%		1%		1%	1%	1%
Don't know	4	2	2	-	3	-	1	4	-	-	2	1	1	3	1	2	2	1
	1%	1%	1%		3%		1%	1%			2%	1%	1%	1%	2%	1%	1%	*%

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
8D.Requiring new developments to make permanent, built-in improvements to capture sediment and improve water quality.

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail		Didnt Vote	Not Reg'd	Low (1-2)	Avg (3)	High (4)	High (5)	SL City	Vally	Foot- hills	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
Strongly favor	250	33	44	115	200	140	64	171	50	21	16	95	77	53	44	129	71
	62%	68%	65%	63%	65%	66%	72%	60%	72%	58%	57%	54%	68%	74%	65%	59%	68%
													L	L			
Somewhat favor	88	9	11	40	63	45	15	69	10	6	4	55	21	8	13	53	21
	22%	18%	17%	22%	20%	21%	17%	25%	14%	16%	14%	31%	19%	11%	19%	24%	20%
								i				KmN					
TOTAL FAVOR	338	41	55	156	264	185	80	240	60	27	19	150	98	62	57	183	92
	84%	85%	81%	86%	85%	88%	89%	85%	86%	74%	71%	85%	87%	85%	84%	83%	88%
													k				
Neutral	51	5	8	23	36	22	9	32	8	10	4	23	14	9	8	29	9
	13%	11%	11%	13%	12%	10%	10%	11%	11%	26%	14%	13%	12%	12%	11%	13%	8%
Somewhat oppose	6	1	1	1	4	1	-	5	1	-	4	1	-	1	3	2	1
	1%	2%	1%	*%	1%	*%		2%	1%		13%	1%		1%	5%	1%	1%
											LN						
Strongly oppose	4	1	2	2	3	2	-	4	-	-	1	2	-	1	-	2	2
	1%	2%	3%	1%	1%	1%		1%			2%	1%		2%		1%	2%
Don't know	4	-	2	-	4	2	1	2	1	-	-	2	1	-	-	3	1
	1%		3%		1%	1%	1%	1%	2%			1%	1%			1%	1%

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
 9. Do you think Salt Lake County government is doing enough to protect our local waters or should do more? (If should do more): Do you feel that way strongly or only somewhat?

	==GENDER==			=====AGE=====			====RACE====			=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
Doing enough	96	48	48	35	20	28	12	85	5	19	32	28	17	86	7	34	33	28
	24%	23%	25%	26%	16%	30%	22%	24%	15%	24%	23%	25%	27%	27%	12%	23%	25%	26%
						E								O				
Should do more, somewhat	134	76	58	48	39	31	16	122	10	26	44	46	17	103	27	57	46	30
	33%	37%	30%	36%	32%	33%	31%	35%	33%	33%	32%	40%	27%	32%	46%	39%	34%	27%
																r		
Should do more, strongly	102	58	45	36	35	18	10	81	12	24	37	24	13	75	19	36	34	28
	25%	28%	23%	28%	29%	19%	19%	23%	39%	31%	27%	20%	21%	23%	32%	24%	25%	25%
					fg													
Don't know	70	26	44	13	26	16	14	60	4	10	26	18	15	60	5	21	22	25
	17%	12%	23%	10%	22%	17%	28%	17%	12%	12%	19%	15%	25%	19%	9%	14%	16%	22%
			B		D		Df							O				

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
9. Do you think Salt Lake County government is doing enough to protect our local waters or should do more? (If should do more): Do you feel that way strongly or only somewhat?

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
	ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	(5)	SL City	Vally	Foot- hills
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
Doing enough	96	5	13	32	63	41	13	75	12	3	9	51	27	4	15	51	27
	24%	10%	19%	18%	20%	20%	15%	27%	17%	8%	34%	29%	24%	6%	22%	23%	26%
								J			N	N	N				
Should do more, somewhat	134	15	17	70	111	66	35	97	24	13	10	63	38	23	23	72	38
	33%	31%	26%	39%	36%	31%	39%	34%	34%	35%	36%	35%	33%	32%	34%	33%	37%
				c													
Should do more, strongly	102	24	26	53	83	72	30	64	21	13	3	32	33	29	16	54	25
	25%	50%	39%	29%	27%	34%	34%	23%	30%	35%	12%	18%	29%	40%	23%	25%	24%
		DE	e										KL	KL			
Don't know	70	4	11	26	53	32	11	46	13	8	5	32	14	16	14	42	14
	17%	8%	17%	14%	17%	15%	12%	16%	19%	23%	17%	18%	13%	22%	21%	19%	14%

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
 10.If County leaders said more public funding would be needed to protect our local waters, is that something you would be likely to favor or oppose, if you thought the amount was reasonable? (If favor/oppose): Is that strongly or just somewhat {favor/opp

	==GENDER==			=====AGE=====				====RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
Strongly favor	140	71	69	50	41	28	20	120	13	26	37	51	23	107	24	55	44	37
	35%	34%	35%	38%	34%	30%	38%	35%	41%	33%	27%	44%	36%	33%	41%	37%	33%	34%
											K							
Somewhat favor	190	96	94	66	59	41	22	168	12	42	71	47	29	156	27	71	67	49
	47%	47%	48%	50%	49%	43%	42%	48%	40%	53%	51%	41%	47%	48%	46%	48%	49%	45%
TOTAL FAVOR	331	168	163	116	100	69	42	289	25	68	108	98	52	263	51	125	111	86
	82%	81%	83%	88%	83%	73%	81%	83%	81%	86%	77%	85%	84%	81%	87%	85%	82%	78%
				F	f													
Neutral	19	11	8	8	5	4	2	14	5	3	8	3	4	17	1	9	6	4
	5%	5%	4%	6%	4%	4%	4%	4%	15%	3%	6%	3%	7%	5%	2%	6%	4%	4%
Somewhat oppose	12	6	6	-	3	6	3	10	-	-	4	4	2	10	1	1	4	6
	3%	3%	3%		2%	7%	5%	3%			3%	3%	4%	3%	2%	*%	3%	5%
																		P
Strongly oppose	25	15	9	3	6	11	3	21	-	6	10	7	1	21	3	8	7	9
	6%	7%	5%	2%	5%	12%	6%	6%		7%	7%	6%	2%	6%	5%	5%	5%	8%
						De												
Depends on the amount	14	7	7	5	4	4	1	13	1	3	7	2	2	12	2	5	5	4
	3%	3%	3%	4%	3%	4%	2%	4%	4%	3%	5%	2%	3%	4%	4%	3%	4%	4%
Don't know	3	-	3	-	2	-	1	3	-	-	2	1	-	2	1	-	2	1
	1%		1%		2%		1%	1%			1%	1%		1%	1%		1%	1%

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
 10.If County leaders said more public funding would be needed to protect our local waters, is that something you would be likely to favor or oppose, if you thought the amount was reasonable? (If favor/oppose): Is that strongly or just somewhat {favor/opp

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====				=====LIVES=====		
	ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	(4)	High (5)	SL City	Vally	Foot- hills
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
Strongly favor	140	22	34	77	119	90	41	106	20	11	3	47	49	38	32	70	37
	35%	45%	50%	42%	39%	43%	46%	37%	28%	30%	10%	26%	43%	53%	47%	32%	36%
												K	KL	KL	p		
Somewhat favor	190	17	22	79	143	89	35	123	38	21	14	91	51	27	23	114	47
	47%	34%	33%	43%	46%	42%	40%	43%	55%	58%	52%	51%	45%	38%	34%	52%	45%
					c							n				O	
TOTAL FAVOR	331	38	56	155	262	179	76	228	58	32	17	138	100	65	55	183	84
	82%	79%	83%	85%	84%	85%	85%	81%	83%	88%	62%	78%	89%	91%	82%	84%	81%
													KL	KL			
Neutral	19	1	2	5	11	9	4	12	2	4	3	13	3	1	4	6	7
	5%	1%	3%	3%	3%	4%	4%	4%	2%	12%	11%	7%	2%	1%	7%	3%	7%
												mN					
Somewhat oppose	12	2	2	6	7	5	3	10	1	-	3	6	2	-	1	6	6
	3%	4%	3%	3%	2%	3%	4%	4%	1%		12%	3%	2%		1%	3%	5%
Strongly oppose	25	3	5	13	18	11	5	22	3	-	4	13	3	5	6	13	5
	6%	7%	7%	7%	6%	5%	5%	8%	5%		13%	7%	3%	7%	9%	6%	5%
Depends on the amount	14	4	1	2	10	5	1	9	5	-	-	8	5	-	1	9	2
	3%	8%	2%	1%	3%	2%	1%	3%	7%			4%	4%		1%	4%	1%
		dg															
Don't know	3	1	1	1	3	2	1	1	2	-	1	1	1	1	1	2	1
	1%	2%	2%	*%	1%	1%	1%	*%	2%		2%	*%	1%	1%	1%	1%	1%

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
11A.Fees for using the canyons and trails in the county.

	==GENDER==			=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
Strongly favor	84	49	34	30	28	16	10	70	7	14	28	27	11	59	16	37	25	18
	21%	24%	18%	23%	23%	17%	18%	20%	23%	18%	20%	23%	18%	18%	27%	25%	19%	16%
Somewhat favor	127	52	75	36	38	28	23	106	14	23	49	40	14	100	24	41	41	43
	32%	25%	38%	27%	32%	30%	44%	30%	47%	29%	35%	34%	22%	31%	42%	28%	30%	39%
			B				DeF				m	m						p
TOTAL FAVOR	211	102	109	66	66	44	32	176	21	37	76	67	25	159	40	78	66	60
	52%	49%	56%	50%	55%	47%	62%	50%	70%	47%	55%	58%	40%	49%	68%	53%	49%	55%
							F				m	M			N			
Neutral	50	29	21	13	17	11	7	42	6	12	19	10	8	44	5	15	18	17
	12%	14%	11%	10%	14%	12%	14%	12%	18%	15%	14%	9%	13%	14%	8%	10%	13%	15%
Somewhat oppose	82	48	34	35	21	19	6	80	-	19	26	20	17	73	5	30	32	18
	20%	23%	17%	27%	17%	21%	12%	23%		24%	19%	17%	27%	22%	9%	20%	24%	16%
				G										O				
Strongly oppose	56	25	31	15	16	18	6	48	4	11	17	18	10	45	8	25	16	15
	14%	12%	16%	11%	13%	19%	11%	14%	12%	14%	12%	15%	16%	14%	14%	17%	12%	14%
					g													
Depends on the amount	3	3	1	3	-	1	-	3	-	-	-	1	3	3	-	-	3	1
	1%	1%	*%	2%		1%		1%				1%	4%	1%			2%	1%
												L						

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
11A.Fees for using the canyons and trails in the county.

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail		Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	High (5)	SL City	Vally	Foot- hills
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
Strongly favor	84	13	14	44	66	52	31	59	11	10	4	22	28	24	20	40	20
	21%	26%	20%	24%	21%	25%	34%	21%	16%	28%	15%	12%	25%	34%	30%	18%	19%
							cE						L	KL			
Somewhat favor	127	12	23	56	108	72	29	91	18	12	5	56	42	22	16	71	39
	32%	24%	34%	31%	35%	34%	33%	32%	26%	33%	18%	31%	38%	30%	24%	32%	37%
													k				
TOTAL FAVOR	211	25	37	100	174	124	60	150	30	22	9	78	70	46	37	111	58
	52%	50%	54%	55%	56%	59%	67%	53%	43%	60%	33%	44%	62%	64%	54%	51%	56%
													KL	KL			
Neutral	50	8	8	15	28	16	4	39	6	2	4	28	11	5	6	34	10
	12%	16%	11%	8%	9%	8%	5%	14%	9%	4%	13%	16%	9%	7%	8%	15%	10%
													N				
Somewhat oppose	82	9	13	34	66	34	16	61	17	3	8	46	17	10	15	42	22
	20%	20%	20%	19%	21%	16%	18%	21%	25%	7%	29%	26%	15%	14%	22%	19%	21%
								J	J				MN				
Strongly oppose	56	7	10	30	40	34	9	31	16	8	7	23	15	11	8	31	14
	14%	15%	15%	16%	13%	16%	10%	11%	23%	21%	25%	13%	13%	15%	11%	14%	14%
									h								
Depends on the amount	3	-	-	3	3	3	-	1	-	3	-	3	-	-	3	1	-
	1%			1%	1%	1%		*%		7%		2%			4%	*%	
														P			

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
11B.A small property or sales tax increase for water protection.

	==GENDER==		=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==			
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
Strongly favor	59	32	27	17	17	14	11	54	2	12	19	16	12	48	10	23	19	17
	15%	16%	14%	13%	14%	15%	21%	15%	6%	15%	13%	14%	20%	15%	17%	16%	14%	15%
Somewhat favor	162	82	80	51	54	35	21	146	9	33	49	52	25	141	18	58	52	47
	40%	40%	41%	38%	46%	37%	40%	42%	28%	41%	35%	45%	40%	43%	30%	39%	38%	43%
TOTAL FAVOR	222	114	107	68	71	49	32	199	11	45	68	68	37	189	27	80	71	64
	55%	55%	55%	51%	59%	52%	61%	57%	35%	56%	49%	58%	60%	58%	47%	55%	53%	58%
Neutral	57	30	27	19	19	12	6	44	9	6	26	18	7	40	14	25	17	13
	14%	15%	14%	14%	16%	13%	12%	13%	31%	8%	19%	16%	11%	12%	23%	17%	13%	12%
										j								
Somewhat oppose	55	26	29	22	13	13	6	49	4	14	15	14	11	42	8	18	24	12
	14%	13%	15%	17%	11%	13%	12%	14%	12%	18%	11%	12%	17%	13%	13%	12%	18%	10%
Strongly oppose	60	30	30	16	15	20	7	48	7	12	25	16	7	49	8	18	20	21
	15%	15%	15%	12%	13%	21%	14%	14%	22%	15%	18%	14%	11%	15%	13%	12%	15%	19%
						e												
Depends on the amount	6	6	-	5	1	-	-	6	-	3	3	-	1	4	-	4	3	-
	2%	3%		4%	1%			2%		3%	2%		2%	1%		2%	2%	
Don't know	3	-	3	2	-	-	1	3	-	-	3	-	-	1	2	2	-	1
	1%		1%	2%			1%	1%			2%			*%	4%	1%		*%

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
11B.A small property or sales tax increase for water protection.

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail		Didnt Vote	Not Reg'd		Low (1-2)	Avg (3)		High (5)	SL City	Vally	Foot- hills
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
Strongly favor	59	13	13	36	48	40	14	39	14	6	2	15	18	22	18	22	17
	15%	28%	19%	20%	16%	19%	16%	14%	20%	15%	7%	8%	16%	31%	26%	10%	16%
														KLM	P		
Somewhat favor	162	15	28	73	137	89	46	124	24	7	6	73	48	31	24	93	43
	40%	31%	41%	40%	44%	42%	52%	44%	35%	20%	21%	41%	43%	42%	35%	42%	41%
							B	J				K	K	K			
TOTAL FAVOR	222	28	41	108	185	129	61	163	38	13	8	88	67	53	41	115	60
	55%	58%	60%	60%	60%	61%	68%	58%	55%	35%	28%	50%	59%	73%	61%	53%	57%
								j				K	K	KLm			
Neutral	57	4	10	26	41	21	7	41	11	3	4	31	16	4	9	36	11
	14%	9%	15%	14%	13%	10%	7%	15%	16%	7%	15%	18%	14%	5%	13%	17%	11%
												N	n				
Somewhat oppose	55	6	7	24	40	30	8	37	8	6	4	23	18	6	9	28	18
	14%	12%	11%	13%	13%	14%	9%	13%	12%	16%	15%	13%	16%	8%	13%	13%	17%
Strongly oppose	60	7	10	24	41	29	14	37	7	15	12	26	12	10	8	36	12
	15%	15%	14%	13%	13%	14%	15%	13%	10%	41%	42%	14%	11%	14%	12%	16%	11%
										HI	LMN						
Depends on the amount	6	3	-	-	3	-	-	4	3	-	-	6	-	-	-	3	4
	2%	5%			1%			1%	4%			4%			1%	3%	
Don't know	3	-	-	-	1	1	1	1	2	-	-	3	-	-	-	1	-
	1%				1%	1%	1%	1%	3%			2%			1%		

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
11C.Bonding for a set amount of money to be used for water protection.

	==GENDER==			=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
Strongly favor	92	44	49	22	35	20	13	79	6	19	20	32	16	75	12	34	30	24
	23%	21%	25%	17%	30%	21%	25%	23%	19%	24%	15%	28%	26%	23%	21%	23%	22%	21%
					d							K						
Somewhat favor	154	83	71	64	43	28	18	136	13	29	59	41	24	121	26	55	57	41
	38%	40%	36%	48%	36%	30%	36%	39%	41%	37%	42%	35%	39%	37%	44%	37%	42%	37%
				F														
TOTAL FAVOR	246	126	120	86	78	48	31	215	19	49	79	73	40	195	38	89	87	65
	61%	61%	61%	65%	65%	51%	61%	62%	61%	62%	57%	63%	65%	60%	65%	60%	64%	59%
				f	F													
Neutral	59	32	27	25	16	13	4	49	7	15	18	18	7	44	13	25	18	15
	15%	16%	14%	19%	13%	14%	8%	14%	24%	19%	13%	16%	11%	14%	22%	17%	13%	13%
				g														
Somewhat oppose	41	25	16	13	8	11	9	41	-	5	16	12	8	36	3	16	13	12
	10%	12%	8%	10%	7%	12%	17%	12%		6%	11%	10%	13%	11%	5%	11%	10%	11%
							E											
Strongly oppose	44	20	23	3	14	20	6	32	4	10	16	10	6	39	2	13	13	16
	11%	10%	12%	2%	11%	21%	12%	9%	12%	13%	11%	8%	10%	12%	3%	9%	10%	15%
				D	DE	D								o				
Depends on the amount	4	3	1	3	1	-	1	4	-	-	3	1	-	4	-	-	3	1
	1%	1%	1%	2%	1%		1%	1%			2%	1%		1%			3%	*%
Don't know	9	-	9	2	3	3	1	8	1	-	7	1	1	6	3	5	1	2
	2%		5%	2%	3%	3%	1%	2%	3%		5%	1%	2%	2%	5%	3%	1%	2%
										1								

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
11C.Bonding for a set amount of money to be used for water protection.

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
	ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	High (5)	SL City	Vally	Foot- hills
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
Strongly favor	92	14	23	42	76	55	22	62	13	11	3	28	23	32	22	45	23
	23%	28%	33%	23%	25%	26%	24%	22%	19%	31%	12%	16%	21%	44%	33%	21%	22%
														KLM			
Somewhat favor	154	23	27	78	126	87	39	108	25	17	9	67	54	23	24	77	49
	38%	46%	40%	43%	41%	41%	43%	38%	36%	47%	32%	38%	48%	32%	36%	35%	47%
													n				p
TOTAL FAVOR	246	36	50	120	203	142	60	170	38	29	12	96	77	55	47	122	72
	61%	75%	74%	66%	65%	67%	68%	60%	55%	78%	45%	54%	68%	76%	69%	56%	69%
									i				KL	KL			p
Neutral	59	6	1	23	44	27	7	45	9	2	4	25	18	8	11	35	13
	15%	12%	2%	13%	14%	13%	7%	16%	13%	5%	16%	14%	16%	11%	15%	16%	12%
				C	C	C											
Somewhat oppose	41	1	6	18	27	16	12	28	10	3	3	26	8	2	5	24	9
	10%	2%	10%	10%	9%	8%	14%	10%	15%	8%	12%	15%	7%	3%	8%	11%	8%
				B	b		B					N					
Strongly oppose	44	5	8	20	31	22	9	32	7	4	5	22	9	5	5	30	9
	11%	11%	12%	11%	10%	10%	11%	11%	10%	10%	18%	13%	8%	7%	7%	14%	8%
Depends on the amount	4	-	-	-	1	-	-	4	-	-	1	3	-	-	-	4	-
	1%				1%			1%			2%	2%				2%	
Don't know	9	-	2	2	5	3	1	4	5	-	2	5	-	2	1	4	2
	2%		3%	1%	2%	2%	1%	1%	8%		8%	3%		2%	1%	2%	2%

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
11D.A fee of \$3 per month per household for water protection and restoration in the County.

	==GENDER==		=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==			
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
Strongly favor	112	58	54	46	33	21	11	95	10	25	32	33	18	90	18	45	38	26
	28%	28%	27%	35%	27%	22%	21%	27%	34%	32%	23%	29%	29%	28%	30%	30%	28%	23%
				g														
Somewhat favor	132	73	59	43	37	29	21	121	5	27	48	39	16	108	17	44	47	37
	33%	35%	30%	33%	31%	31%	41%	35%	18%	35%	34%	34%	26%	33%	29%	30%	35%	33%
TOTAL FAVOR	244	131	113	89	70	50	32	216	16	53	80	72	34	198	35	89	84	62
	61%	63%	58%	67%	59%	53%	63%	62%	52%	67%	57%	63%	54%	61%	59%	61%	63%	57%
				f														
Neutral	49	24	25	21	13	9	5	41	5	11	13	18	7	35	11	19	17	13
	12%	12%	13%	16%	11%	10%	10%	12%	16%	13%	10%	15%	12%	11%	19%	13%	12%	12%
Somewhat oppose	50	22	28	9	16	19	6	42	6	9	18	12	10	42	5	20	15	15
	12%	11%	15%	7%	14%	20%	11%	12%	20%	11%	13%	11%	17%	13%	9%	14%	11%	14%
					Dg													
Strongly oppose	53	28	25	11	17	15	9	45	3	7	24	12	9	47	3	13	18	19
	13%	14%	13%	8%	14%	16%	17%	13%	9%	9%	17%	10%	15%	14%	6%	9%	13%	18%
																		p
Depends on the amount	1	-	1	-	1	-	-	1	-	-	-	1	-	1	-	1	-	-
	*%		*%		1%			*%				1%		*%		1%		
Don't know	6	2	4	2	3	1	-	5	1	-	4	1	1	2	4	5	1	-
	1%	1%	2%	2%	2%	1%		1%	3%		3%	1%	2%	1%	7%	3%	1%	

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
11D.A fee of \$3 per month per household for water protection and restoration in the County.

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail		Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	SL (5)	City	Vally	Foot- hills
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
Strongly favor	112	22	26	70	98	79	34	75	21	13	2	37	37	32	25	54	29
	28%	45%	38%	38%	32%	38%	38%	26%	30%	35%	7%	21%	33%	44%	37%	25%	28%
												K	KL	KL			
Somewhat favor	132	13	16	61	102	64	30	92	35	3	10	68	34	18	22	69	37
	33%	27%	23%	33%	33%	31%	33%	33%	50%	9%	35%	38%	30%	25%	32%	32%	35%
								J	HJ			n					
TOTAL FAVOR	244	35	41	130	200	144	64	167	55	16	11	105	71	49	47	124	66
	61%	72%	61%	72%	64%	68%	71%	59%	79%	44%	41%	59%	63%	69%	69%	57%	63%
									HJ				k	K			
Neutral	49	4	4	12	35	20	8	37	2	5	2	24	15	5	4	34	11
	12%	8%	7%	7%	11%	9%	9%	13%	2%	14%	9%	14%	13%	7%	6%	16%	11%
								I							O		
Somewhat oppose	50	4	12	20	39	22	8	37	6	7	5	18	18	9	10	22	17
	12%	8%	18%	11%	13%	10%	9%	13%	9%	19%	18%	10%	16%	13%	14%	10%	17%
Strongly oppose	53	6	9	19	32	23	9	39	3	9	9	26	9	7	7	34	10
	13%	13%	13%	11%	10%	11%	10%	14%	5%	23%	32%	15%	8%	10%	11%	16%	9%
								i		i	LMN						
Depends on the amount	1	-	1	-	1	1	-	1	-	-	-	-	-	-	-	1	-
	*%		1%		*%	*%		*%								*%	
Don't know	6	-	1	-	4	2	1	2	3	-	-	4	-	1	-	4	-
	1%		1%		1%	1%	1%	1%	4%			2%		1%		2%	

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
12A.Fishing or hunting

	==GENDER==		=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==			
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
At least 1 or 2 times a week	6 2%	4 2%	2 1%	-	4 4%	2 2%	-	5 1%	-	3 4%	1 1%	2 1%	1 2%	6 2%	-	2 1%	2 2%	2 2%
At least 1 or 2 times a month	42 10%	32 16%	10 5%	21 16%	8 7%	8 8%	4 8%	35 10%	1 4%	12 16%	14 10%	10 9%	2 4%	33 10%	3 6%	16 11%	13 10%	10 9%
TOTAL MONTHLY OR MORE OFTEN	49 12%	36 18%	12 6%	21 16%	13 11%	10 10%	4 8%	41 12%	1 4%	15 19%	15 11%	12 10%	3 5%	39 12%	3 6%	18 12%	15 11%	12 11%
At least 1 or 2 times a year	128 32%	74 36%	53 27%	54 41%	37 31%	22 23%	13 26%	110 32%	11 36%	30 38%	46 33%	37 32%	14 22%	94 29%	33 56%	43 29%	51 38%	32 29%
Not at all	225 56%	96 46%	130 66%	56 43%	70 59%	62 67%	34 66%	198 57%	18 60%	34 43%	78 56%	67 58%	45 72%	190 59%	22 38%	86 58%	69 51%	66 60%
Don't know	1 *%	1 *%	1 *%	-	-	-	1 1%	1 *%	-	-	1 *%	-	-	1 *%	-	-	-	1 *%

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
12A.Fishing or hunting

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
	ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	High (5)	SL City	Vally	Foot- hills
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
At least 1 or 2 times a week	6 2%	6 13%	2 3%	6 3%	5 2%	5 3%	2 2%	5 2%	2 2%	-	1 3%	2 1%	1 1%	3 4%	1 1%	4 2%	1 1%
At least 1 or 2 times a month	42 10%	42 87%	10 15%	32 17%	41 13%	35 17%	18 21%	25 9%	9 13%	5 13%	2 6%	8 5%	18 16%	10 14%	5 7%	22 10%	16 15%
			C	DE	FG								L	L			
TOTAL MONTHLY OR MORE OFTEN	49 12%	49 100%	12 18%	38 21%	46 15%	40 19%	20 23%	30 11%	10 15%	5 13%	2 9%	10 6%	19 17%	13 18%	6 9%	26 12%	17 16%
			C	DE	FG								L	L			
At least 1 or 2 times a year	128 32%	-	20 30%	62 34%	99 32%	70 33%	28 32%	84 30%	24 34%	13 36%	8 28%	60 34%	32 28%	26 36%	17 25%	79 36%	23 22%
																Q	
Not at all	225 56%	-	35 51%	82 45%	164 53%	100 47%	41 45%	168 59%	35 51%	19 51%	17 62%	108 61%	62 55%	33 46%	44 65%	114 52%	63 60%
												N			P		
Don't know	1 *%	-	1 1%	-	1 *%	-	-	1 *%	-	-	1 2%	-	-	-	1 1%	-	1 1%

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
12B.Bird watching

	==GENDER==		=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==			
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
At least 1 or 2 times a week	36	21	14	5	12	9	9	33	-	5	14	11	4	32	3	9	13	12
	9%	10%	7%	4%	10%	9%	18%	9%		7%	10%	10%	6%	10%	5%	6%	10%	11%
							Def											
At least 1 or 2 times a month	32	6	26	9	10	9	3	27	4	6	11	11	5	25	6	16	7	9
	8%	3%	13%	7%	8%	10%	7%	8%	12%	7%	8%	9%	9%	8%	10%	11%	5%	9%
			B															
TOTAL MONTHLY OR MORE OFTEN	68	28	40	15	21	18	13	60	4	11	25	22	9	56	9	26	20	21
	17%	13%	21%	11%	18%	19%	25%	17%	12%	14%	18%	19%	15%	17%	15%	17%	15%	19%
							D											
At least 1 or 2 times a year	56	29	27	23	18	8	6	42	7	11	15	17	9	40	12	18	19	14
	14%	14%	14%	18%	15%	8%	12%	12%	21%	14%	11%	14%	15%	12%	20%	12%	14%	13%
					f													
Not at all	277	150	127	94	80	67	33	247	19	58	99	76	43	226	38	103	94	75
	69%	73%	65%	71%	67%	72%	64%	71%	63%	73%	71%	66%	70%	70%	65%	70%	70%	68%
Don't know	2	1	1	-	-	1	-	-	1	-	-	1	-	1	-	-	1	-
	*%	*%	*%			1%			3%			1%		*%			1%	

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
12B.Bird watching

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail		Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	High (5)	SL City	Vally	Foot- hills
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
At least 1 or 2 times a week	36	8	36	21	32	23	12	28	5	1	2	9	12	11	6	20	9
	9%	16%	52%	12%	10%	11%	14%	10%	8%	3%	6%	5%	10%	15%	8%	9%	9%
			BDEFG											1			
At least 1 or 2 times a month	32	4	32	17	29	21	5	25	4	4	1	8	16	7	9	14	9
	8%	9%	48%	10%	9%	10%	5%	9%	5%	11%	3%	4%	14%	10%	13%	7%	9%
			BDEFG										KL				
TOTAL MONTHLY OR MORE OFTEN	68	12	68	39	60	44	17	52	9	5	2	17	27	18	15	34	18
	17%	25%	100%	21%	19%	21%	19%	19%	13%	13%	9%	10%	24%	25%	22%	16%	17%
			BDEFG										kL	kL			
At least 1 or 2 times a year	56	8	-	36	47	38	18	36	10	6	1	20	16	15	4	37	14
	14%	16%		20%	15%	18%	21%	13%	15%	17%	5%	11%	15%	21%	7%	17%	13%
														KL		O	
Not at all	277	29	-	107	203	129	54	193	50	26	24	141	69	38	49	147	71
	69%	59%		59%	66%	61%	60%	68%	72%	70%	86%	79%	61%	53%	72%	67%	68%
											MN	MN					
Don't know	2	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	2
	*%							*%						1%			2%

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
12C.Hiking, mountain biking, or camping in the canyons and other wild areas

	==GENDER==		=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==			
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
At least 1 or 2 times a week	57	30	27	22	22	11	2	46	6	6	13	19	16	46	3	26	19	8
	14%	14%	14%	17%	18%	12%	4%	13%	19%	8%	9%	16%	25%	14%	5%	18%	14%	7%
				G	G	g							JK	O		R		
At least 1 or 2 times a month	125	76	49	47	43	25	8	107	8	23	44	36	20	97	26	55	41	26
	31%	36%	25%	35%	36%	27%	16%	31%	26%	29%	31%	31%	33%	30%	45%	38%	30%	23%
		C		G	G	g										R		
TOTAL MONTHLY OR MORE OFTEN	182	105	76	69	64	36	11	154	14	29	57	55	36	143	29	82	60	34
	45%	51%	39%	52%	54%	39%	21%	44%	45%	37%	41%	47%	58%	44%	50%	56%	45%	31%
		C		G	FG	G							JK			R	R	
At least 1 or 2 times a year	158	74	85	53	45	44	15	143	9	35	56	48	18	124	28	50	56	51
	39%	36%	43%	40%	37%	47%	29%	41%	28%	44%	40%	42%	29%	38%	49%	34%	41%	46%
						G						m						p
Not at all	62	27	35	11	11	13	26	52	8	15	26	12	8	57	1	15	19	26
	15%	13%	18%	8%	9%	14%	51%	15%	27%	19%	19%	11%	13%	18%	2%	10%	14%	24%
							DEF							O				Pq
Don't know	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	*%																

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
12C.Hiking, mountain biking, or camping in the canyons and other wild areas

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
	ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	SL (5)	City	Vally	Foot- hills
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
At least 1 or 2 times a week	57	10	14	57	57	53	24	39	8	7	2	15	20	17	18	21	14
	14%	20%	21%	31%	18%	25%	27%	14%	12%	18%	6%	9%	18%	23%	27%	9%	14%
				cE									k1	KL	Pq		
At least 1 or 2 times a month	125	28	25	125	115	100	31	82	27	14	6	52	43	22	26	67	31
	31%	58%	36%	69%	37%	48%	35%	29%	39%	38%	22%	29%	38%	31%	38%	31%	30%
		CEG		CEFG		Eg											
TOTAL MONTHLY OR MORE OFTEN	182	38	39	182	172	154	55	120	36	21	8	67	62	39	44	88	46
	45%	78%	57%	100%	56%	73%	61%	43%	51%	56%	29%	38%	55%	54%	65%	40%	44%
		CEg		BCEFG		CE							KL	KL	PQ		
At least 1 or 2 times a year	158	8	19	-	104	47	29	115	25	11	11	74	43	25	15	98	39
	39%	16%	27%		33%	22%	32%	41%	37%	30%	39%	42%	38%	34%	23%	45%	37%
				BF		b									o	o	
Not at all	62	3	10	-	34	10	6	47	8	5	9	36	7	8	9	33	19
	15%	5%	15%		11%	5%	7%	17%	12%	14%	32%	20%	6%	11%	13%	15%	18%
			bf		F						Mn	M					
Don't know	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	*%																1%

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
12D.Picnicking or walking in parks and neighborhoods

	==GENDER==			=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
At least 1 or 2 times a week	161	79	82	56	56	37	11	139	12	32	47	47	30	134	18	58	60	37
	40%	38%	42%	42%	47%	40%	21%	40%	41%	40%	34%	40%	49%	41%	30%	40%	44%	34%
				G	G	G							k					
At least 1 or 2 times a month	149	78	72	50	46	34	19	133	12	29	53	50	18	115	29	58	48	42
	37%	38%	37%	38%	38%	36%	36%	38%	38%	37%	38%	43%	29%	35%	49%	40%	35%	38%
												m						
TOTAL MONTHLY OR MORE OFTEN	310	157	153	106	101	71	30	272	24	61	100	96	48	249	46	117	107	80
	77%	76%	78%	80%	85%	75%	57%	78%	79%	77%	72%	83%	78%	77%	79%	79%	80%	72%
				G	fG	G						k						
At least 1 or 2 times a year	73	39	34	23	16	18	13	63	2	15	30	16	11	59	12	23	27	22
	18%	19%	17%	17%	13%	19%	26%	18%	6%	19%	21%	14%	18%	18%	21%	15%	20%	19%
							E											
Not at all	19	10	9	3	2	5	8	13	5	3	9	3	2	16	-	8	1	9
	5%	5%	4%	3%	2%	5%	16%	4%	15%	4%	7%	2%	4%	5%		5%	1%	8%
							DEF											Q
Don't know	1	1	-	-	-	-	1	1	-	-	-	-	1	1	-	-	-	1
	*%	1%					1%	*%					1%	*%				1%

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
12D.Picnicking or walking in parks and neighborhoods

ALL	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====				=====LIVES=====		
	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail		Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	High (5)	SL City	Vally	Foot- hills
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	
403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104	
100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
At least 1 or 2 times a week	161	33	41	108	161	126	50	107	27	21	5	60	56	33	36	79	42
	40%	68%	60%	60%	52%	60%	56%	38%	39%	56%	20%	34%	50%	46%	53%	36%	40%
													KL	KL	P		
At least 1 or 2 times a month	149	13	19	64	149	70	33	111	29	10	10	64	46	27	24	84	40
	37%	28%	29%	35%	48%	33%	37%	39%	41%	27%	37%	36%	41%	38%	36%	39%	38%
					BCDF												
TOTAL MONTHLY OR MORE OFTEN	310	46	60	172	310	197	83	218	56	31	15	124	102	61	60	163	82
	77%	96%	89%	95%	100%	93%	93%	77%	80%	83%	57%	70%	91%	84%	88%	75%	79%
					CDFG								KL	KL	P		
At least 1 or 2 times a year	73	2	5	8	-	14	6	50	11	5	7	42	10	11	3	48	15
	18%	3%	7%	5%		7%	7%	18%	16%	14%	27%	23%	8%	15%	5%	22%	14%
											M	M				O	O
Not at all	19	1	3	1	-	-	-	14	3	1	4	12	1	1	4	7	7
	5%	1%	4%	1%				5%	4%	3%	16%	7%	1%	1%	6%	3%	6%
											mn	Mn					
Don't know	1	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	1
	*%							*%				*%			1%		1%

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
12E.Using trails along creeks and rivers

	==GENDER==			=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
At least 1 or 2 times a week	65	34	31	20	28	14	2	53	7	9	19	21	13	52	7	30	17	15
	16%	16%	16%	15%	24%	15%	3%	15%	23%	11%	14%	18%	22%	16%	12%	20%	13%	13%
				G	fG	G												
At least 1 or 2 times a month	146	80	66	60	42	32	9	127	9	29	53	40	21	114	25	59	55	27
	36%	38%	34%	46%	35%	34%	18%	36%	30%	37%	38%	35%	33%	35%	42%	40%	41%	25%
				G	G	G										R	R	
TOTAL MONTHLY OR MORE OFTEN	211	114	97	81	70	47	11	180	16	38	72	61	34	167	32	89	72	42
	52%	55%	50%	61%	59%	50%	21%	51%	53%	48%	52%	53%	55%	51%	55%	61%	53%	38%
				G	G	G										R	R	
At least 1 or 2 times a year	124	57	67	37	39	30	16	113	9	29	34	42	19	97	24	45	40	38
	31%	27%	34%	28%	33%	32%	30%	32%	28%	37%	24%	36%	31%	30%	41%	31%	29%	35%
											k							
Not at all	67	36	31	14	10	17	25	55	6	12	33	13	8	60	2	13	23	29
	17%	17%	16%	11%	9%	18%	48%	16%	19%	15%	24%	11%	14%	19%	4%	9%	17%	27%
						E	DEF				L			O				Pq
Don't know	1	1	1	-	-	-	1	1	-	-	-	-	1	1	-	-	-	1
	*%	*%	*%				1%	*%					1%	*%				*%

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
12E.Using trails along creeks and rivers

ALL	=====OUTDOOR ACTIVITIES=====						=====VOTING=====				=====CONSERVATIONIST=====			=====LIVES=====			
	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Vote	Not Reg'd	Low (1-2)	Avg (3)	High (4)	SL (5)	City	Vally	Foot- hills		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	
403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104	
100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
At least 1 or 2 times a week	65 16%	17 34%	16 24%	47 26%	65 21%	65 31%	33 37%	48 17%	12 17%	2 6%	1 3%	19 11%	26 23%	14 19%	11 16%	34 16%	17 17%
						E	cE	J				k	KL	K			
At least 1 or 2 times a month	146 36%	24 49%	28 41%	107 59%	132 42%	146 69%	48 54%	96 34%	26 38%	21 56%	12 44%	52 29%	51 45%	29 40%	30 44%	80 36%	34 33%
				CE		BCdEG	e			h			L				
TOTAL MONTHLY OR MORE OFTEN	211 52%	40 83%	44 65%	154 85%	197 63%	211 100%	82 92%	144 51%	38 55%	23 62%	13 47%	71 40%	77 69%	43 60%	41 60%	114 52%	51 49%
		cE		CE		BCDEG	CE						kL	L			
At least 1 or 2 times a year	124 31%	5 11%	18 27%	25 14%	86 28%	-	7 8%	92 33%	19 27%	10 28%	2 8%	67 38%	31 27%	20 28%	15 22%	73 33%	32 30%
			bdG		BDG							K	K	K			
Not at all	67 17%	3 6%	6 9%	3 2%	27 9%	-	-	46 16%	12 18%	4 10%	12 44%	40 22%	4 4%	9 12%	12 17%	32 15%	20 20%
				D							LMN	Mn					
Don't know	1 *%	-	-	-	-	-	-	1 *%	-	-	1 2%	-	-	-	1 1%	-	1 1%

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
12F.Using the Jordan River Parkway Trail

	==GENDER==		=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==			
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
At least 1 or 2 times a week	25 6%	13 6%	12 6%	2 2%	14 12% DG	8 8% DG	1 2%	23 7%	1 3%	4 5%	9 6%	9 8%	4 6%	25 8%	-	8 6%	8 6%	8 7%
At least 1 or 2 times a month	64 16%	38 18%	26 13%	27 21%	18 15%	10 11%	7 13%	57 16%	-	11 14%	23 16%	21 18% m	5 9%	46 14%	9 16%	22 15%	25 19%	12 11%
TOTAL MONTHLY OR MORE OFTEN	89 22%	51 24%	39 20%	29 22%	32 27% G	18 19%	8 15%	80 23% I	1 3%	14 18%	31 23%	30 26% m	9 15%	71 22%	9 16%	30 21%	33 24%	21 19%
At least 1 or 2 times a year	121 30%	55 27%	66 34%	45 34% g	39 33% G	25 26%	11 20%	106 30%	11 36%	22 28%	37 26%	36 31%	25 41% k	103 32%	15 26%	53 36%	38 28%	29 27%
Not at all	191 47%	100 49%	90 46%	57 43%	48 40%	51 54% E	32 62% DE	162 47%	19 60%	42 53%	71 51%	49 42%	28 45%	149 46%	34 59%	64 44%	64 47%	60 54%
Don't know	2 *%	1 *%	1 1%	-	-	-	1 2%	1 *%	-	-	1 *%	1 *%	-	1 *%	-	-	-	1 1%

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
12F.Using the Jordan River Parkway Trail

ALL	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Jrdan Trail	Didnt Vote	Not Reg'd	Low (1-2)	Avg (3)	High (4)	High (5)	SL City	Vally	Foot- hills	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	
403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104	
100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
At least 1 or 2 times a week	25 6%	3 6%	5 8%	17 9%	24 8%	24 12%	25 28%	22 8%	4 5%	-	2 7%	12 7%	8 7%	3 5%	2 3%	15 7%	8 7%
At least 1 or 2 times a month	64 16%	17 36%	12 18%	38 21%	59 19%	57 27%	64 72%	42 15%	11 16%	5 14%	3 10%	22 12%	21 19%	12 17%	3 5%	48 22%	10 10%
TOTAL MONTHLY OR MORE OFTEN	89 22%	20 42%	17 25%	55 30%	83 27%	82 39%	89 100%	64 23%	15 21%	5 14%	5 17%	34 19%	29 26%	16 22%	5 8%	63 29%	18 17%
At least 1 or 2 times a year	121 30%	11 23%	26 38%	63 35%	99 32%	60 28%	-	90 32%	22 32%	9 25%	2 6%	54 31%	45 40%	19 26%	20 30%	72 33%	27 26%
Not at all	191 47%	17 35%	25 36%	64 35%	127 41%	70 33%	-	128 45%	33 47%	22 60%	20 74%	89 50%	39 34%	38 52%	42 61%	83 38%	58 56%
Don't know	2 *%	-	1 1%	-	1 *%	-	-	1 *%	-	-	1 4%	-	-	-	1 1%	1 *%	1 1%

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
13.How would you rate the importance of outdoor leisure and recreational activities to your overall quality of life, in other words your overall satisfaction and happiness? (Read scale.)

	==GENDER==		=====AGE=====				====RACE====		=====EDUCATION=====				==HOUSING==		==YRS	RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
Very important	252	126	126	84	80	54	31	215	24	40	87	76	42	206	36	93	84	67
	63%	61%	65%	64%	67%	58%	61%	62%	77%	51%	63%	66%	68%	63%	62%	63%	63%	60%
												j	j					
Somewhat important	130	70	60	48	31	34	16	119	5	36	46	32	16	101	22	47	46	37
	32%	34%	31%	36%	26%	36%	30%	34%	16%	45%	33%	27%	27%	31%	38%	32%	34%	34%
						e		i		LM								
TOTAL IMPORTANT	382	195	187	132	111	88	47	334	28	76	133	108	59	306	58	140	130	104
	95%	94%	95%	100%	93%	94%	91%	96%	93%	96%	96%	93%	95%	95%	100%	95%	96%	94%
				EFG										N				
Not too important	14	7	7	-	5	6	2	11	2	3	4	5	2	13	-	5	5	4
	4%	4%	4%		5%	6%	4%	3%	7%	4%	3%	5%	2%	4%		3%	4%	4%
Not at all important	4	2	2	-	1	-	3	4	-	-	1	2	2	4	-	1	-	2
	1%	1%	1%		1%		5%	1%			*%	1%	2%	1%		1%		2%
							e											
No opinion	3	3	-	-	2	-	-	1	-	-	1	1	-	1	-	1	-	-
	1%	1%			2%			*%			1%	1%		*%		1%		

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
13.How would you rate the importance of outdoor leisure and recreational activities to your overall quality of life, in other words your overall satisfaction and happiness? (Read scale.)

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
	ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	(5)	SL City	Vally	Foot- hills
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
Very important	252	36	53	148	212	164	68	176	40	31	12	94	83	57	45	138	63
	63%	74%	78%	81%	68%	78%	76%	62%	58%	84%	42%	53%	74%	78%	66%	63%	60%
				E		e				HI			KL	KL			
Somewhat important	130	11	12	33	87	44	19	93	26	5	10	75	29	14	20	67	37
	32%	23%	18%	18%	28%	21%	21%	33%	37%	13%	37%	42%	25%	19%	30%	31%	35%
					cD			J	J			MN					
TOTAL IMPORTANT	382	47	65	181	300	208	87	268	66	36	22	169	112	70	65	205	99
	95%	98%	96%	99%	97%	99%	98%	95%	95%	97%	79%	95%	99%	98%	96%	94%	95%
				e								k	K	K			
Not too important	14	1	3	-	10	2	1	10	3	1	4	6	1	2	2	9	4
	4%	2%	4%		3%	1%	1%	3%	5%	3%	14%	3%	1%	2%	3%	4%	3%
											m						
Not at all important	4	-	-	-	-	-	-	4	-	-	2	2	-	-	1	2	1
	1%							1%			7%	1%			1%	1%	*%
No opinion	3	-	-	1	1	1	1	1	-	-	-	1	-	-	-	2	1
	1%			1%	*%	*%	1%	*%				1%				1%	1%

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
C1. These last few questions are to classify the survey only. What is your age? (Read categories until stopped.)

	==GENDER==			=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
Less than 35	132	73	59	132	-	-	-	105	20	46	49	26	7	70	49	74	55	-
	33%	35%	30%	100%				30%	65%	59%	35%	22%	12%	22%	84%	50%	41%	
									H	KLM	LM	M			N			
35 to 49	120	60	60	-	120	-	-	107	6	11	39	46	23	113	4	49	40	28
	30%	29%	30%		100%			31%	18%	14%	28%	40%	37%	35%	8%	33%	30%	26%
											j	Jk	J	O				
50 to 64	94	44	50	-	-	94	-	83	5	15	30	27	22	89	3	17	26	50
	23%	21%	25%			100%		24%	17%	18%	22%	23%	35%	27%	5%	11%	19%	45%
												jk	O					PQ
65 or more	52	27	25	-	-	-	52	51	-	7	20	16	10	49	1	7	12	32
	13%	13%	13%				100%	14%		8%	14%	14%	16%	15%	2%	5%	9%	29%
													O					PQ
Not sure/Refused to say	5	2	3	-	-	-	-	3	-	1	2	1	-	3	1	1	2	-
	1%	1%	2%					1%		1%	1%	1%		1%	1%	1%	2%	

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
C1. These last few questions are to classify the survey only. What is your age? (Read categories until stopped.)

ALL	=====OUTDOOR ACTIVITIES=====						=====VOTING=====				=====CONSERVATIONIST=====			=====LIVES=====		
	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	High (5)	SL City	Vally	Foot- hills
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209
Less than 35	132	21	15	69	106	81	29	63	33	28	5	56	54	11	23	80
	33%	44%	22%	38%	34%	38%	33%	22%	47%	75%	19%	32%	48%	15%	33%	36%
		C		C	C	C	C		H	HI		KN	KLN		Q	Q
35 to 49	120	13	21	64	101	70	32	89	22	6	5	49	34	27	21	72
	30%	26%	32%	35%	33%	33%	36%	32%	31%	15%	20%	27%	31%	38%	30%	33%
														k		
50 to 64	94	10	18	36	71	47	18	82	10	2	11	45	15	21	15	41
	23%	20%	26%	20%	23%	22%	20%	29%	14%	5%	40%	25%	13%	30%	22%	19%
								IJ			M	m		M		P
65 or more	52	4	13	11	30	11	8	46	4	2	5	26	9	12	10	24
	13%	8%	19%	6%	10%	5%	9%	16%	6%	5%	17%	15%	8%	16%	14%	11%
			dF					i								
Not sure/Refused to say	5	1	1	2	2	2	1	3	1	-	1	2	-	1	-	3
	1%	1%	2%	1%	1%	1%	1%	1%	2%		4%	1%		2%		1%

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
C2.What is the last grade in school that you completed?

	==GENDER==		=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==			
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
Less than 12th grade	11	8	3	9	2	-	-	4	4	11	-	-	-	11	-	4	7	-
	3%	4%	1%	7%	2%			1%	13%	14%				3%		3%	5%	
			c															
12th grade/High school diploma/GED	68	35	34	38	9	15	7	59	8	68	-	-	-	49	14	26	21	21
	17%	17%	17%	29%	7%	16%	13%	17%	25%	86%				15%	24%	18%	15%	19%
				EfG		e												
Some college/Associate's degree	139	69	70	49	39	30	20	124	10	-	139	-	-	105	30	48	51	38
	35%	33%	36%	37%	32%	32%	38%	36%	33%		100%			32%	51%	32%	38%	34%
															n			
Four-year degree/Bachelor's degree	116	52	63	26	46	27	16	106	5	-	-	116	-	99	14	46	37	31
	29%	25%	32%	19%	39%	29%	30%	30%	16%			100%		30%	23%	31%	27%	28%
					D													
Graduate work/Advanced degree	62	39	23	7	23	22	10	55	4	-	-	-	62	61	1	23	19	20
	15%	19%	12%	6%	19%	23%	19%	16%	13%				100%	19%	2%	16%	14%	18%
					D	D	D							O				
Not sure/Refused	7	4	3	3	1	1	-	1	-	-	-	-	-	-	-	-	-	1
	2%	2%	2%	3%	1%	1%		*%										1%

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
C2.What is the last grade in school that you completed?

ALL	=====OUTDOOR ACTIVITIES=====						=====VOTING=====				=====CONSERVATIONIST=====			=====LIVES=====				
	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	SL (5)	City	Vally	hills	Foot-	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)		
403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104		
100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115	
Less than 12th grade	11	-	3	3	6	4	1	1	3	4	1	6	3	1	1	10	-	
	3%		4%	1%	2%	2%	1%	*%	4%	11%	4%	3%	2%	1%	2%	4%		
									h									
12th grade/High school diploma/GED	68	15	8	26	54	34	14	38	20	10	4	32	20	11	14	37	14	
	17%	32%	12%	15%	18%	16%	15%	13%	29%	26%	15%	18%	18%	15%	21%	17%	14%	
			CDefg						H									
Some college/Associate's degree	139	15	25	57	100	72	31	91	27	17	17	60	41	17	22	86	25	
	35%	31%	37%	31%	32%	34%	35%	32%	39%	47%	62%	34%	36%	23%	33%	39%	24%	
											LMN		n			Q		
Four-year degree/Bachelor's degree	116	12	22	55	96	61	30	98	15	2	3	54	30	25	15	59	40	
	29%	24%	32%	30%	31%	29%	34%	35%	22%	5%	11%	31%	27%	35%	22%	27%	38%	
								iJ	j			K	k	K			op	
Graduate work/Advanced degree	62	3	9	36	48	34	9	54	4	4	2	24	19	17	15	24	23	
	15%	7%	13%	20%	15%	16%	10%	19%	5%	12%	7%	13%	17%	24%	22%	11%	22%	
			Bg					I						Kl	p		P	
Not sure/Refused	7	3	1	5	5	6	4	1	1	-	-	1	-	1	-	3	2	
	2%	7%	1%	3%	2%	3%	5%	*%	1%			*%		1%		2%	2%	
		ce																

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
C3.How many years have you lived in the Salt Lake area?

	==GENDER==			=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
Less than 10 years	30	16	14	17	8	3	2	25	4	4	12	9	5	16	14	30	-	-
	7%	8%	7%	13%	7%	3%	4%	7%	13%	5%	9%	8%	8%	5%	24%	20%		
				Fg											N			
10- 24 years	117	63	54	56	41	14	5	95	17	26	35	38	18	85	27	117	-	-
	29%	30%	28%	43%	34%	15%	10%	27%	54%	33%	25%	32%	29%	26%	46%	80%		
				FG	FG				H						n			
25 - 39 years	135	77	58	55	40	26	12	122	7	27	51	37	19	114	15	-	135	-
	34%	37%	30%	42%	34%	28%	22%	35%	23%	35%	37%	32%	31%	35%	26%		100%	
				fG	g													
40 or more years	111	45	66	-	28	50	32	106	3	21	38	31	20	107	2	-	-	111
	27%	22%	34%		24%	53%	63%	30%	10%	26%	27%	27%	32%	33%	4%			100%
			B			E	E	i						O				
Not sure/Refused to say	10	6	4	3	2	2	1	2	-	1	2	1	-	2	-	-	-	-
	2%	3%	2%	3%	2%	2%	1%	*%		1%	2%	1%		1%				
Median	28.00	27.00	30.00	22.00	26.00	40.00	58.00	30.00	16.00	27.00	30.00	25.00	30.00	31.00	21.00	16.00	30.00	50.00

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
C3.How many years have you lived in the Salt Lake area?

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail		Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	SL (5)	City	Vally	Foot- hills
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
Less than 10 years	30	1	2	13	18	18	6	13	11	7	4	14	9	2	5	15	8
	7%	2%	3%	7%	6%	9%	6%	4%	15%	18%	14%	8%	8%	3%	7%	7%	8%
						bc			H		n						
10- 24 years	117	17	24	69	98	71	25	80	20	14	5	45	44	19	22	62	30
	29%	35%	35%	38%	32%	33%	28%	28%	29%	38%	20%	25%	39%	27%	33%	29%	28%
													kL				
25 - 39 years	135	15	20	60	107	72	33	97	21	14	8	56	42	29	21	80	30
	34%	31%	30%	33%	35%	34%	37%	34%	30%	37%	29%	32%	38%	40%	31%	37%	29%
40 or more years	111	12	21	34	80	42	21	92	17	2	9	62	18	21	19	56	33
	27%	25%	32%	19%	26%	20%	23%	32%	24%	6%	34%	35%	16%	29%	28%	26%	32%
			d					J				M		m			
Not sure/Refused to say	10	3	1	6	7	7	5	2	1	-	1	1	-	1	1	5	3
	2%	7%	1%	3%	2%	3%	6%	1%	1%		3%	*%		1%	1%	2%	3%
		c					c										
Median	28.00	28.00	28.00	25.00	27.00	25.00	28.00	30.00	26.00	20.00	33.00	30.00	25.00	30.00	27.00	28.00	30.00

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
C4.Are you registered to vote? (Pause, if yes): Did you vote in the general election that just occurred in November?

	==GENDER==			=====AGE=====				====RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
Registered and voted	282	142	140	63	89	82	46	254	18	39	91	98	54	253	25	92	97	92
	70%	69%	72%	47%	75%	87%	88%	73%	60%	49%	65%	85%	87%	78%	42%	63%	72%	83%
					D	DE	DE				j	JK	JK	O				PQ
Registered, did not vote	69	42	27	33	22	10	4	68	-	23	27	15	4	47	17	31	21	17
	17%	20%	14%	25%	18%	11%	8%	19%		29%	19%	13%	6%	15%	28%	21%	16%	15%
				FG	fG					LM	M							
Not registered	37	13	24	28	6	2	2	24	12	14	17	2	4	21	14	21	14	2
	9%	6%	12%	21%	5%	2%	3%	7%	40%	17%	12%	1%	7%	6%	24%	14%	10%	2%
			B	EFG					H	Lm	L		1		N	R	R	
Not sure/Refused to say	14	10	4	9	3	-	1	3	-	4	4	-	-	3	3	3	3	-
	3%	5%	2%	7%	3%		1%	1%		5%	3%			1%	5%	2%	2%	

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
C4.Are you registered to vote? (Pause, if yes): Did you vote in the general election that just occurred in November?

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail		Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	SL (5)	City	Vally	Foot- hills
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
Registered and voted	282	30	52	120	218	144	64	282	-	-	21	128	74	57	44	151	83
	70%	62%	77%	66%	70%	68%	72%	100%			77%	72%	66%	78%	65%	69%	79%
			d										m				op
Registered, did not vote	69	10	9	36	56	38	15	-	69	-	2	38	20	9	13	36	14
	17%	21%	13%	20%	18%	18%	16%		100%		9%	21%	17%	12%	20%	17%	14%
											kn						
Not registered	37	5	5	21	31	23	5	-	-	37	4	7	19	7	9	20	5
	9%	10%	7%	11%	10%	11%	6%			100%	14%	4%	17%	9%	14%	9%	5%
			g								l		L	l	q	q	
Not sure/Refused to say	14	3	2	5	6	6	5	-	-	-	-	4	-	-	1	11	2
	3%	7%	2%	3%	2%	3%	6%					2%			1%	5%	2%
		e					e										o

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
C5.On a scale of 1 to 5, where 5 means you are strongly committed to conservation of the natural environment, 3 is average, and 1 is not a conservationist at all, where would you put yourself?

	==GENDER==			=====AGE=====			====RACE====		=====EDUCATION=====				==HOUSING==		==YRS	RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
5 Strongly committed to conservation	72	40	32	11	27	21	12	61	7	12	17	25	17	60	10	22	29	21
	18%	19%	16%	8%	23%	23%	22%	18%	22%	15%	12%	22%	28%	19%	17%	15%	21%	19%
					D	D	D					k	K					
4	113	55	58	54	34	15	9	98	13	23	41	30	19	87	21	52	42	18
	28%	26%	30%	41%	29%	16%	17%	28%	43%	29%	30%	26%	30%	27%	36%	36%	31%	16%
				FG	FG											R	R	
3 Average	178	92	85	56	49	45	26	160	9	38	60	54	24	150	22	59	56	62
	44%	44%	44%	43%	41%	48%	50%	46%	31%	49%	43%	47%	38%	46%	37%	40%	42%	56%
																		PQ
2	18	12	7	5	5	5	2	17	1	3	13	1	1	16	3	8	6	3
	5%	6%	3%	4%	5%	5%	3%	5%	4%	4%	9%	1%	2%	5%	5%	5%	5%	3%
											Im							
1 Not a conservationist at all	9	1	8	-	-	6	3	8	-	2	4	2	1	8	1	1	2	6
	2%	1%	4%			6%	6%	2%		3%	3%	2%	1%	2%	2%	1%	1%	5%
			b															PQ
Not sure/Refused to say	13	7	6	6	4	1	1	4	-	1	4	3	-	3	2	5	-	1
	3%	4%	3%	4%	3%	1%	2%	1%		1%	3%	3%		1%	4%	3%		*%
MEAN	3.57	3.60	3.53	3.56	3.72	3.44	3.48	3.55	3.83	3.50	3.40	3.67	3.82	3.55	3.63	3.60	3.67	3.41
					Fg							K	jK				R	
MEAN	3.57	3.60	3.53	3.56	3.72	3.44	3.48	3.55	3.83	3.50	3.40	3.67	3.82	3.55	3.63	3.60	3.67	3.41
					Fg							K	jK				R	

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
C5.On a scale of 1 to 5, where 5 means you are strongly committed to conservation of the natural environment, 3 is average, and 1 is not a conservationist at all, where would you put yourself?

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
	ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	High (5)	SL City	Vally	Foot- hills
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
5 Strongly committed to conservation	72	13	18	39	61	43	16	57	9	7	-	-	-	72	12	30	28
	18%	27%	26%	22%	20%	20%	18%	20%	13%	18%				100%	18%	14%	27%
																	P
4	113	19	27	62	102	77	29	74	20	19	-	-	113	-	24	54	30
	28%	39%	40%	34%	33%	37%	33%	26%	28%	51%			100%		35%	25%	28%
										Hi							
3 Average	178	10	17	67	124	71	34	128	38	7	-	178	-	-	25	109	39
	44%	20%	25%	37%	40%	34%	38%	45%	55%	20%		100%			37%	50%	37%
				bc	BC		b	J	J							q	
2	18	1	-	4	10	9	4	14	1	4	18	-	-	-	5	11	3
	5%	2%		2%	3%	4%	4%	5%	1%	10%	68%				8%	5%	2%
1 Not a conservationist at all	9	2	2	3	5	4	1	7	2	-	9	-	-	-	1	7	1
	2%	3%	4%	2%	2%	2%	1%	3%	2%		32%				1%	3%	1%
Not sure/Refused to say	13	5	3	5	8	7	6	3	1	-	-	-	-	-	1	8	4
	3%	9%	5%	3%	3%	3%	6%	1%	1%						1%	4%	4%
MEAN	3.57	3.93	3.90	3.73	3.67	3.72	3.66	3.57	3.48	3.77	1.68	3.00	4.00	5.00	3.61	3.42	3.82
			e									K	K	K			P
MEAN	3.57	3.93	3.90	3.73	3.67	3.72	3.66	3.57	3.48	3.77	1.68	3.00	4.00	5.00	3.61	3.42	3.82
			e									K	K	K			P

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
C6.Do you own or rent your home?

	==GENDER==			=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
Own	324	162	162	70	113	89	49	292	19	59	105	99	61	324	-	101	114	107
	80%	78%	83%	53%	95%	95%	94%	84%	61%	75%	76%	86%	98%	100%		69%	85%	97%
					D	D	D	i				jK	JKL				P	PQ
Rent	58	35	23	49	4	3	1	44	12	14	30	14	1	-	58	41	15	2
	14%	17%	12%	37%	4%	3%	2%	13%	39%	18%	21%	12%	2%		100%	28%	11%	2%
		c		EFG					H	M	LM	M				QR	R	
Not sure/Refused	20	9	11	13	2	2	2	12	-	5	5	3	-	-	-	5	5	1
	5%	5%	6%	10%	2%	2%	3%	3%		7%	3%	3%				4%	4%	1%
				ef														

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
C6.Do you own or rent your home?

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail		Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	SL (5)	City	Vally	Foot- hills
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
Own	324	39	56	143	249	167	71	253	47	21	23	150	87	60	58	167	91
	80%	81%	83%	79%	80%	79%	80%	90%	68%	56%	86%	84%	78%	84%	85%	76%	87%
								IJ						P		P	
Rent	58	3	9	29	46	32	9	25	17	14	4	22	21	10	7	43	6
	14%	7%	13%	16%	15%	15%	10%	9%	24%	38%	14%	12%	18%	14%	11%	20%	6%
			b	b	b			H	H							OQ	
Not sure/Refused	20	6	3	9	15	12	9	5	6	2	-	6	4	2	3	9	7
	5%	12%	4%	5%	5%	6%	10%	2%	8%	6%		4%	4%	3%	4%	4%	7%
		cde				ce		h									

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
C7.Are you Hispanic or Latino?

	==GENDER==		=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==			
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
Yes	22	8	15	14	5	3	-	2	13	13	5	3	1	14	8	11	9	3
	6%	4%	7%	11%	4%	3%		1%	43%	16%	4%	2%	2%	4%	14%	7%	7%	2%
			b	f					H	KLM						R	r	
No	370	192	178	114	112	89	51	346	17	66	131	111	61	309	48	135	125	108
	92%	93%	91%	87%	94%	94%	99%	99%	57%	83%	94%	96%	98%	95%	83%	91%	92%	98%
							Def	I			J	J	J	o				PQ
Not sure/Refused	11	8	3	3	2	2	1	-	-	1	2	2	-	1	2	2	1	-
	3%	4%	1%	3%	2%	3%	1%			1%	2%	2%		*%	3%	1%	1%	

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
C7.Are you Hispanic or Latino?

	=====OUTDOOR ACTIVITIES=====						=====VOTING=====				=====CONSERVATIONIST=====			=====LIVES=====			
ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	High (5)	SL City	Vally	Foot- hills	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
Yes	22	1	4	11	13	12	1	10	1	8	1	9	7	6	5	16	1
	6%	2%	6%	6%	4%	6%	1%	4%	2%	21%	4%	5%	6%	8%	7%	8%	1%
			g	G	g	G				hI					q	Q	
No	370	43	61	164	289	192	82	270	68	29	25	168	106	66	62	196	100
	92%	88%	90%	90%	93%	91%	92%	96%	97%	79%	91%	95%	94%	92%	92%	90%	95%
								j	j								p
Not sure/Refused	11	5	3	7	8	7	6	2	1	-	1	1	-	-	1	6	4
	3%	9%	4%	4%	3%	3%	7%	1%	1%		4%	*%			1%	3%	3%

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
 C8.Do you most closely identify your race as (randomize): [White, African-American, Asian, Native American, Native Hawaiian or Pacific Islander], or some other?

	==GENDER==			=====AGE=====				====RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
White	349	181	168	105	107	83	51	349	-	63	124	106	55	292	44	120	122	106
	87%	87%	86%	80%	90%	88%	98%	100%		79%	89%	92%	90%	90%	76%	82%	90%	95%
					d		DEF				j	J				p	Pq	
African-American/Black	2	-	2	-	-	2	-	-	2	1	-	-	1	1	1	1	-	1
	*%		1%			2%			6%	1%			2%	*%	2%	1%		1%
Asian	8	2	6	3	3	2	-	-	8	3	-	2	3	8	-	4	3	1
	2%	1%	3%	2%	3%	2%			26%	4%		2%	5%	2%		3%	2%	1%
Native American	3	3	-	3	-	-	-	-	3	-	3	-	-	3	-	3	-	-
	1%	2%		3%					11%		2%			1%		2%		
Native Hawaiian or Pacific Islander	4	1	3	3	-	1	-	-	4	-	4	-	-	1	3	3	1	-
	1%	1%	1%	2%		1%			13%		3%			*%	5%	2%	1%	
Hispanic	13	1	12	11	2	-	-	-	13	8	3	3	-	5	8	10	3	1
	3%	1%	6%	8%	2%				43%	10%	2%	2%		2%	14%	6%	2%	1%
			B	e						KL					N	QR		
Not sure/Refused	23	18	5	7	7	6	1	-	-	5	5	5	2	13	2	7	7	2
	6%	9%	3%	5%	6%	6%	2%			7%	3%	4%	4%	4%	3%	4%	5%	2%
		C																

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
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 Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
 C8.Do you most closely identify your race as (randomize): [White, African-American, Asian, Native American, Native Hawaiian or Pacific Islander], or some other?

ALL	=====OUTDOOR ACTIVITIES=====						=====VOTING=====			=====CONSERVATIONIST=====				=====LIVES=====		
	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail	Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	SL (5)	City	Vally	Foot- hills
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209
White	349	41	60	154	272	180	80	254	68	24	25	160	98	61	61	186
	87%	83%	88%	85%	88%	85%	89%	90%	97%	64%	91%	90%	87%	85%	90%	85%
							J	HJ								
African-American/Black	2	-	1	-	1	2	-	2	-	-	1	-	1	-	1	1
	*%		1%		*%	1%		1%			1%		1%		*%	1%
Asian	8	1	-	4	7	1	-	5	-	3	-	1	4	3	1	5
	2%	2%		2%	2%	*%		2%		8%		1%	4%	4%	1%	2%
				f												
Native American	3	-	-	-	-	-	-	3	-	-	-	3	-	-	-	3
	1%							1%				2%				3%
Native Hawaiian or Pacific Islander	4	-	-	1	4	4	-	1	-	3	-	1	3	-	-	3
	1%			1%	1%	2%		*%		8%		1%	2%			1%
																1%
Hispanic	13	-	3	8	12	9	1	7	-	7	1	3	7	3	4	9
	3%		4%	5%	4%	4%	1%	2%		18%	4%	2%	6%	4%	6%	4%
				g	g	g				h			1			
Not sure/Refused	23	7	4	14	14	15	9	10	2	1	1	8	1	4	2	15
	6%	14%	6%	8%	5%	7%	10%	3%	3%	3%	4%	4%	1%	6%	3%	7%
		e										m				

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
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 Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 1) -- January 21-30, 2015 -- OpinionWorks LLC
C9.Gender

	==GENDER==			=====AGE=====				====-RACE====		=====EDUCATION=====				==HOUSING==		==YRS RESIDENCY==		
	ALL	Male	Fe- male	<35	35- 49	50- 64	65+	White	Non- White	HSor Less	Some Coll	4-Yr Dgree	Grad Work	Own	Rent	<25	25- 39	40+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
	403	207	196	132	120	94	52	349	31	79	139	116	62	324	58	147	135	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	183	217	52	137	109	93	364	17	60	139	125	70	355	30	117	122	152
Male	207	207	-	73	60	44	27	181	8	43	69	52	39	162	35	79	77	45
	51%	100%		56%	50%	47%	53%	52%	26%	54%	50%	45%	63%	50%	60%	54%	57%	40%
								I					L			R	R	
Female	196	-	196	59	60	50	25	168	23	36	70	63	23	162	23	68	58	66
	49%		100%	44%	50%	53%	47%	48%	74%	46%	50%	55%	37%	50%	40%	46%	43%	60%
								H				M						PQ

Comparison Groups: BC/DEFG/HI/JKLM/NO/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Salt Lake County Watershed Public Opinion Survey (Banner 2) -- January 21-30, 2015 -- OpinionWorks LLC
C9.Gender

	=====OUTDOOR ACTIVITIES=====							=====VOTING=====			=====CONSERVATIONIST=====			=====LIVES=====			
ALL	Fish/ Hunt	Bird Watch	Hike/ Camp	Pcnic Walk	Use Trail	Jrdan Trail		Didnt Voted	Not Vote	Reg'd	Low (1-2)	Avg (3)	High (4)	SL (5)	City	Vally	Foot- hills
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	
	403	49	68	182	310	211	89	282	69	37	27	178	113	72	68	219	104
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED TOTAL	400	41	77	162	298	188	85	310	59	22	32	181	94	82	66	209	115
Male	207	36	28	105	157	114	51	142	42	13	13	92	55	40	41	108	54
	51%	75%	41%	58%	51%	54%	57%	50%	61%	36%	47%	52%	48%	55%	61%	49%	52%
		CdEF		C		c	c		j								
Female	196	12	40	76	153	97	39	140	27	24	14	85	58	32	27	111	50
	49%	25%	59%	42%	49%	46%	43%	50%	39%	64%	53%	48%	52%	45%	39%	51%	48%
		Bdfg		b	B	B			i								

Comparison Groups: BCDEFG/HIJ/KLMN/OPQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.