UCONN

Introduction

Water Quality Valuation Study

This survey concerns the value of U.S. national policy that affects your local water quality in rivers and streams. We ask you to complete this survey, that most people complete in less than 30 minutes, in order to help state and national leaders make better decisions that affect you, your community, and the nation.

Because our funding only allows us to survey a modest number of people, as a respondent you would be representing not only yourself but also other people with views and values similar to yours. For this study to provide trustworthy results, it is critical that we receive completed responses from as many people as possible. You were selected by a random process intended to get a broad spectrum of input from people in your community and people in about 19 other communities across the northeastern U.S.

The survey will not only ask questions of a type that might already be familiar to you, but it will also ask you to evaluate some choices that may be challenging, asking you to sort through your values. When we analyze the choice questions from everyone, we are seeking to understand how valuable potential changes in the quality of water in rivers and streams are to you, your household, your community, and the nation.

Your thoughtful responses will greatly help federal and state administrators of the U.S. Clean Water Act understand the value to U.S. residents of decisions affecting water quality near you and across the country. Of course, your participation is completely voluntary and you may chose not to answer any of the questions or stop the survey at any time. However, we encourage you to complete it as results from this survey can affect communities across the U.S., particularly in the northeastern states.





Section I: General Background Questions

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Boating

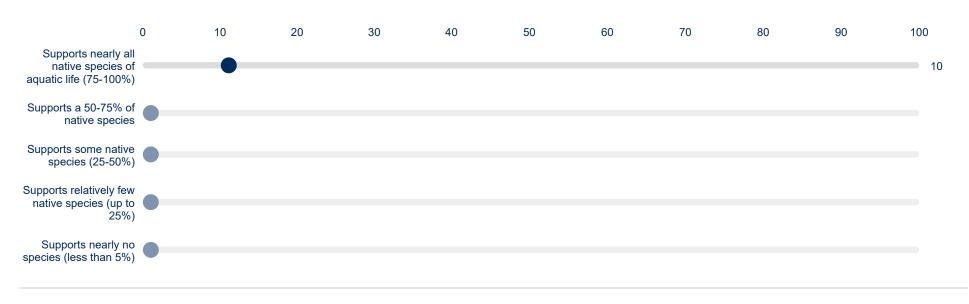
Total:

Q1.1. How would you describe your proximity of your residence to a river/stream? O I have a waterfront property I live close to a river/stream (Please specify how close in miles, e.g. 1.2 miles) O I can see small streams from my home; I see modest to larger size streams or rivers from my home or on drives I commonly make every week. O I do not live close to any river/stream Q1.2. On average, how often do you visit a river/stream? O Daily O Not daily but more than once a week O Weekly O Not weekly but more than once a month O Monthly Less than once a month O Never Q1.3. What share of rivers and streams with which you are familiar do you feel can support following human use activities (total share must sum to 100) Please more the slider to make your selection 0 20 30 40 50 60 70 80 90 10 100 Swimming or wading 10 Fishing (eating if desired) Fishing (catch and

Not safe for any human use

10

Q1.4. What share of rivers and streams with which you are familiar do you feel match the following description of ecological integrity (health) (total share must sum to 100)



Q1.5. How do you rate the quality of water in rivers and streams in your county in following dimensions?

				Neither good no	r		
	Extremely good	Good	Somewhat good	bad	Somewhat bad	Bad	Extremely bad
1. Water Clarity	0	0	0	0	0	0	0
2. Amount of visible trash	0	0	0	0	0	0	0
Amount or levels of chemical and pharmaceutical pollutants	0	0	0	0	0	0	0
4. Amount of biologically active pollutants (eg. fecal coliforms, hormones, etc)	0	0	0	0	0	0	0
5. Amount or levels of excessive nutrients like Nitrogen and Phosphorus (from fertilizers and animal or human waste) (above natural levels)	0	0	0	0	0	0	0

Q1.6.

In the past year, did you participate in any recreational activity at or near any river or a stream? (please check all that apply)

- ☐ No, I did not participate in any recreational activity in or near a river or a stream
- ☐ Yes, Hiking/Walking
- ☐ Yes, Swimming/Wading
- Yes, Wildlife viewing

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Vac	Roatin	alCan	ooina/	Kavaking
I CO.	Dualiii	u/Can	oeiiiu/	rvakiiiu

☐ Yes, Picnicking

Yes, Fishing

Yes, Other

Q1.7. How substantial (high) do you think is the contribution of each of the following pollutant sources in polluting water in rivers and streams in your county (Please answer separately for producers or manufacturers of products or consumers or beneficiaries of these products?

	Contribution of the producers of consumer products itself				Contribution of regular people who may be beneficiaries of these consumer products					
	Very High	High	Average	Low	Very Low	Very High	High	Average	Low	Very Low
a. Agriculture and forestry (fertilizers and pesticides, nutrients, animal manure, sediments, forest products)	0	0	0	0	0	0	0	0	0	0
b. Motor vehicles on roads, highways, and parking lots (oil, grease, and toxic chemicals)	0	0	0	0	0	0	0	0	0	0
c. Industrial or commercial waste (discharges from factories, plants, and offices)	0	0	0	0	0	0	0	0	0	0
d. Household waste (Pet waste, sewerage, litter, soaps and detergents, lawn fertilizers and pesticides, etc.)	0	0	0	0	0	0	0	0	0	0
e. Other(sediments from construction sites, spillage from landfill sites, etc)	0	0	0	0	0	0	0	0	0	0
	Very High	High	Average	Low	Very Low	Very High	High	Average	Low	Very Low

Q1.8.

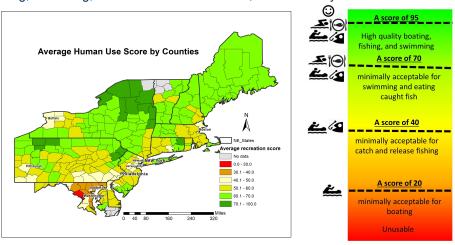
In your opinion, how significant is the relative contribution of you and your household, through goods and services purchased or consumed and daily activities, in adding pollutants to rivers and streams?

Not Si	gnificant									Highl	y Significant
	0	10	20	30	40	50	60	70	80	90	100
You or your household's contribution to water pollution				•							

Q1.9. Water Quality scale based on Human Use Score

There are minimally acceptable levels of certain measures at which water quality experts have determined a stream, a river or a lake is suitable for boating, fishing,

wading, swimming, etc. As the score increases, the waterbody is more suitable for different activities.



What is your best estimate, even as a non-expert), of the average <u>Human Use Score</u> for rivers and streams throughout your community or county?

- 0.0 30.0
- O 30.1 40.0
- O 40.1 50.0
- **O** 50.1 60.0
- O 60.1 70.0
- O 70.1 100.0
- O Don't know

Q1.10. How does the average human use score of your county compare with your expectation before seeing the map?

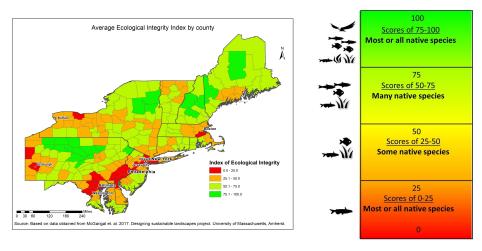
- O Lower than I expected
- O About the same as I expected
- O Higher than you expected

Q1.11.

Water Quality scale based on Ecological Integrity Score

Scientists can rate the quality of wildlife in rivers and streams by combining measures related to the variety, abundance, and condition of animal and plant species that

live in the water.



What is your best estimate, even as a non-expert, of the average <u>ecological integrity score</u> for rivers and streams throughout your community or county?

O 0.0 - 25.0

O 25.1 - 50.0

O 50.1 - 75.0

75.1 - 100.0

Q1.12.

How does the average ecological integrity score of your county compare with your expectation before seeing the map?

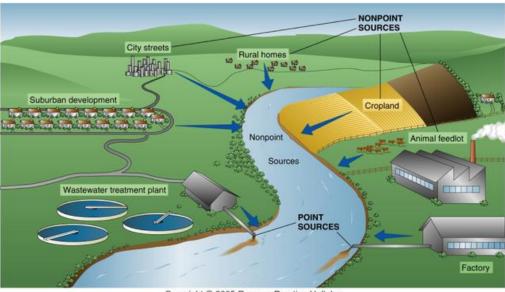
O Lower than I expected

O About the same as I expected

O Higher than you expected

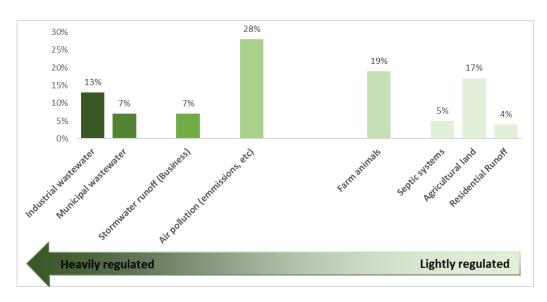
SECTION II: CHOICE QUESTIONS (Instructions)

Please take a look at the illustration below, depicting sources of the water pollutants. This illustration will help you think about different sources of pollutants of water in rivers and streams. Non-point sources refer to pollutants washed into rivers and streams through rainwater runoff.



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An Example: Sources of water pollutants by share of pollution contribution and extent of regulation. The shares are based on a study conducted in a major waterway in North-Atlantic region of the United States. (Taller bars indicate greater contribution to adding Nitrogen to rivers and streams).



Q2.1. What aspec	ct of the chai	rt above do you	u find most surpr	ising? Least surpr	rising?				
Most surprising									
Least surprising									
Q2.2.									
In your opinion, he impacting the qua	•			f you and your hou	usehold, through	goods and services p	urchased or cons	sumed and daily	activities, in
	Not sig	nificant						Higl	hly significant
	0	10	20	30 4	10 50	60	70	80 90	100
You or your househo contribution to w pollu	ater								
has established certa purposes specified in change the use of suc	nin taxes (to su that Amendm ch funds. ch an appro	ipport conservati ent. Courts have ach favorably	on) through specific prevented the Miss	Amendments to the l souri legislature from I	Missouri State Const redirecting such fund	ach has been implemented itution, approved by a pub ing to alternative purposes eans by which states	lic vote of its reside s, even in times of b	nts. These taxes ca oudget crisis. Only th	n only be used for the e voters of the state car
			Extremely favorably	Favorably	Somewhat favorably	Neither favorably nor unfavorably	Somewhat unfavorably	Unfavorably	Extremely unfavorably

SECTION III: CHOICE QUESTIONS (experiment)

Do you support such an approach to

establishing a dedicated fund in your state for water quality favorably or unfavorably?

Deciding Future Actions - Next Questions, tough choices

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Imagine that you were given the opportunity to vote on water pollution reduction or water quality improvement programs. Our next questions present choices (votes) for you to make. Local, state and federal policy makers, under existing legal guidelines, will use your votes from this survey and the votes from others as input to choose the best possible program to improve the quality of water in rivers and streams.

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It is important that you carefully consider how you might actually vote if the choice was in a binding referendum or ballot measure. Your votes here will be taken as input to help federal and state decision makers to better understand the preferences and values of people like you. If implemented, these programs would cost your household different amounts of money in the form of an increase in your household's taxes.

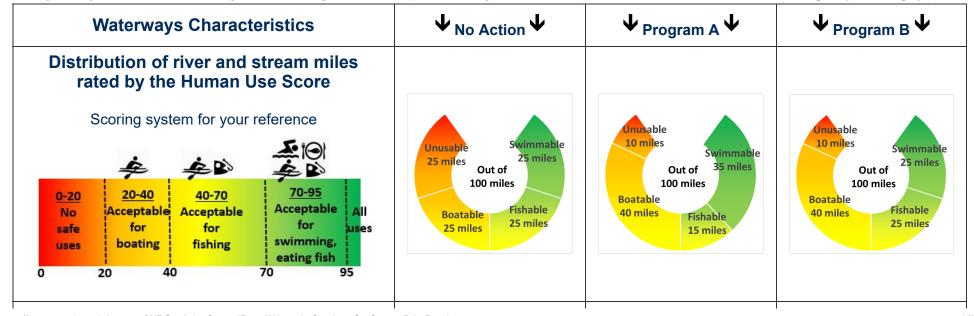
Please assume that any taxes would be dedicated to only be used for the changes or outcomes described in a particular choice set. This dedication would be accomplished, for example, through a taxing approach integrated in the State Constitution of each collaborating state. Such a system would be designed so that these dedicated taxes could not be re-directed without direct statewide voter approval or state legislative approval.

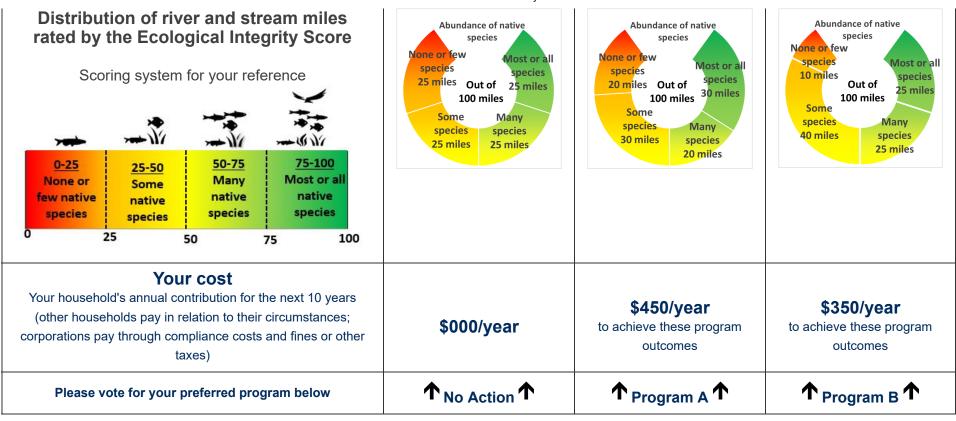
Other households are also being surveyed, so please only think of the costs to your own household when deciding the program that you would prefer. Please note that these tax increases to household will relate to the share of costs to be paid by residential households. Other polluting entities (such as businesses and industry) are paying other taxes, regulatory costs or fines under existing laws. That is, the costs shown would be your household's share after others pay a share related to their circumstances.

When answering the choice questions below, please think of a collection of a total of 100 miles of rivers and streams within your county. Please note: this 100 miles of rivers and streams can come from multiple locations across your county. Thus, the choice questions below ask you to consider new programs or No Action options that affect the water quality in locations scattered around your county.

For the choice questions that follow, please assume that new taxes and fees raised to support water quality improvement programs would be subjected to the type of voter-control policy similar to the example given above for Missouri.

Q3.1. Suppose only three program options (No Action, Program A, Program B) are available and their expected outcomes for rivers and streams in your county in 10 years are listed here. If you were voting now, which option would you vote for? (Mark one box at the bottom to indicate which option you would prefer.)





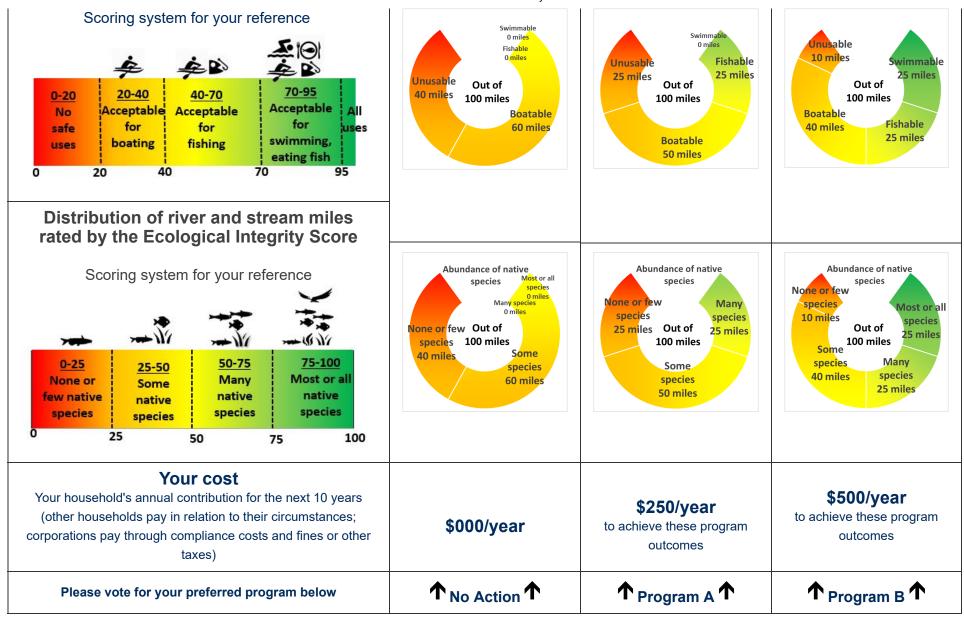
		tion
$O \mid$		

Q3.2. Suppose only three program options (No Action, Program A, Program B) are available and their expected outcomes for rivers and streams in your county in 10 years are listed here. If you were voting now, which option would you vote for? (Mark one box at the bottom to indicate which option you would prefer.)

Waterways Characteristics	V No Action V	V Program A V	Ψ Program B Ψ
Distribution of river and stream miles rated by the Human Use Score			

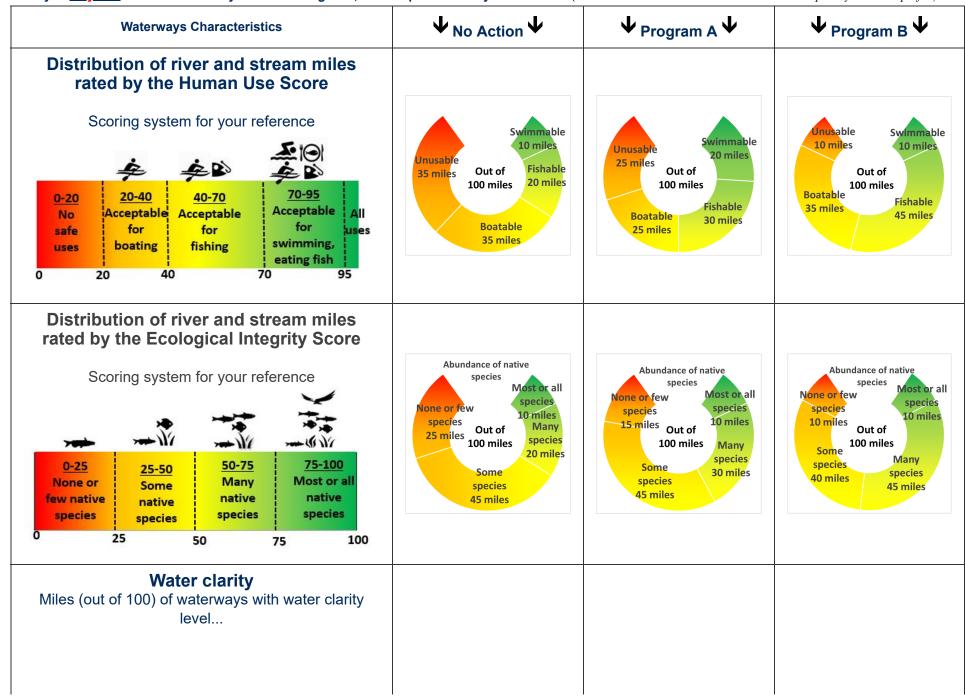
O Program A

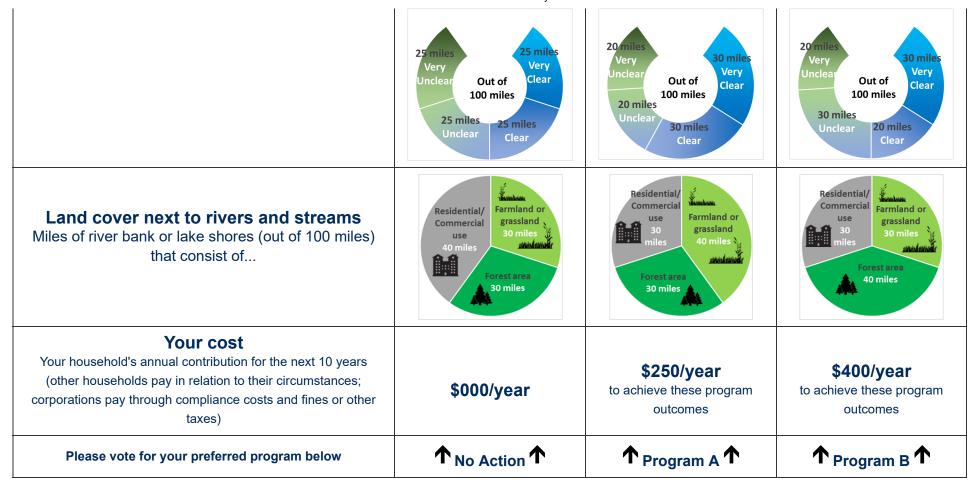
O Program B



- O No Action
- O Program A
- O Program B

Q3.3. Suppose only three program options (No Action, Program A, Program B) are available and their expected outcomes for rivers and streams in your county in 10 years are listed here. If you were voting now, which option would you vote for? (Mark one box at the bottom to indicate which option you would prefer.)





O No Action

O Program A

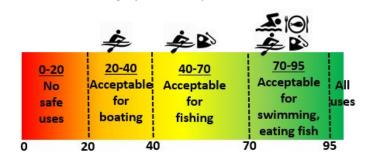
O Program B

Q3.4. Suppose only three program options (No Action, Program A, Program B) are available and their expected outcomes for rivers and streams in your county in 10 years are listed here. If you were voting now, which option would you vote for? (Mark one box at the bottom to indicate which option you would prefer.)

Waterways Characteristics	V No Action V	Ψ Program A Ψ	Ψ Program B Ψ
Distribution of river and stream miles			

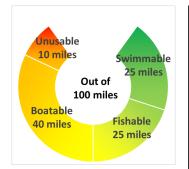
rated by the Human Use Score

Scoring system for your reference



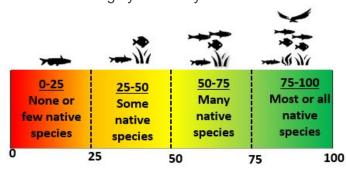


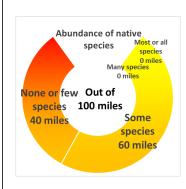


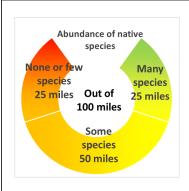


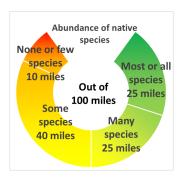
Distribution of river and stream miles rated by the Ecological Integrity Score

Scoring system for your reference









Water clarity

Miles (out of 100) of waterways with water clarity level...

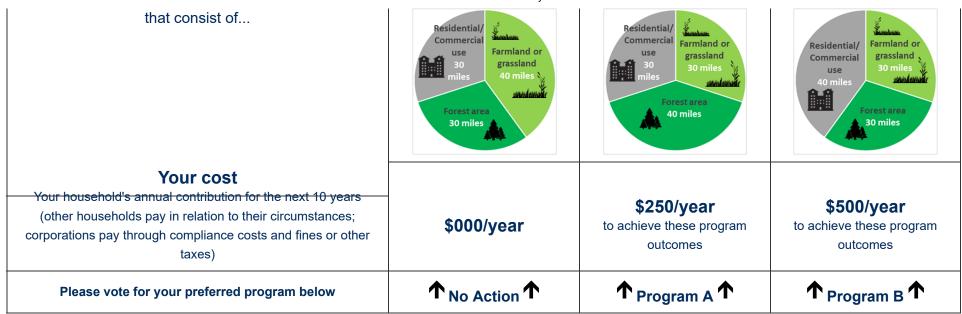






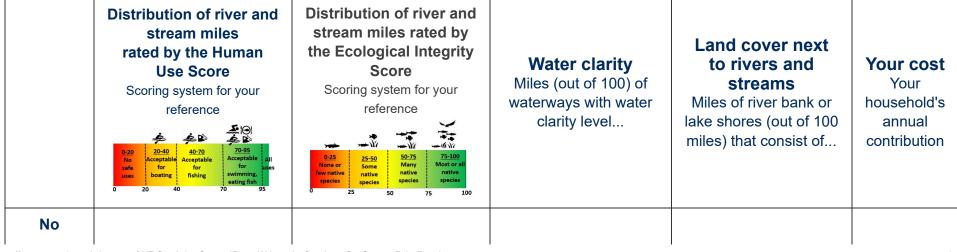
Land cover next to rivers and streams

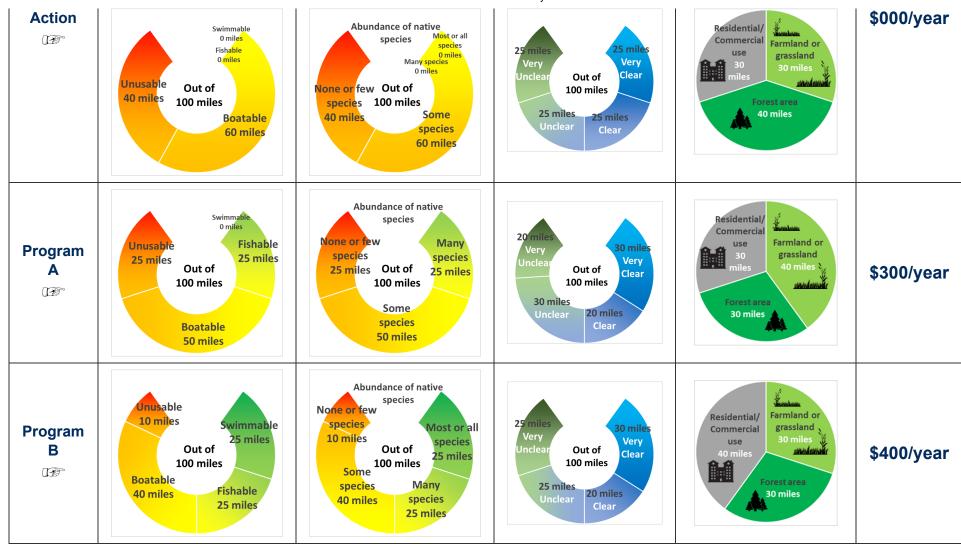
Miles of river bank or lake shores (out of 100 miles)



- O No Action
- O Program A
- O Program B

Q3.5. Suppose only three program options (No Action, Program A, Program B) are available and their expected outcomes for rivers and streams in your county in 10 years are listed here. If you were voting now, which option would you vote for? (Mark one box at the bottom to indicate which option you would prefer.)





O No Action

O Program A

O Program B

SECTION IV: Attitudes Questions: Thinking about how you just voted...

Q4.1. Please rate how much you agree or disagree with the following statements on the conservation of natural waterways such as river, streams and lakes. (Please click on one answer for each statement.)

	Strongly Disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I/we think conservation is important	0	0	0	0	0	0	0
Federal government should pay for conservation	0	0	0	0	0	0	0
Local governments should pay for conservation	0	0	0	0	0	0	0
I/we think the waterways should be cleaned and/or prevented from degrading, but we are not willing to pay for it	Ο	0	0	0	0	0	0
Polluting entities/companies should pay for conservation	0	0	0	0	0	0	0
Only those who use the water bodies regularly should pay for their conservation	0	0	0	0	0	0	0
My use of water bodies has been affected because of degradation of water bodies	0	0	0	0	0	0	0
It is important for our generation to protect the environment and water bodies for future generations	0	0	0	0	0	0	0
Clean water bodies will have significant positive impact on the quality of life of members of this community	Ο	0	0	0	0	0	0
I think that conservation of rivers and streams in this area mostly benefits communities downstream	Ο	0	0	0	0	0	0
I am willing to help communities upstream from where I live to do better to protect water quality in rivers and streams	0	0	0	0	0	0	0
It is important to me personally that rivers and streams have water quality that supports natural ecosystems that are typical of the area where I live	0	0	0	0	0	0	0
It is important to me personally that the water quality in rivers and streams flowing from my community not create a burden on communities downstream	0	0	0	0	0	0	0

Q4.2.

WTP follow-up questions (Possible reasons for unwillingness to pay)

Please rate how much you agree or disagree with the following statements. (Please circle one number for each statement.)

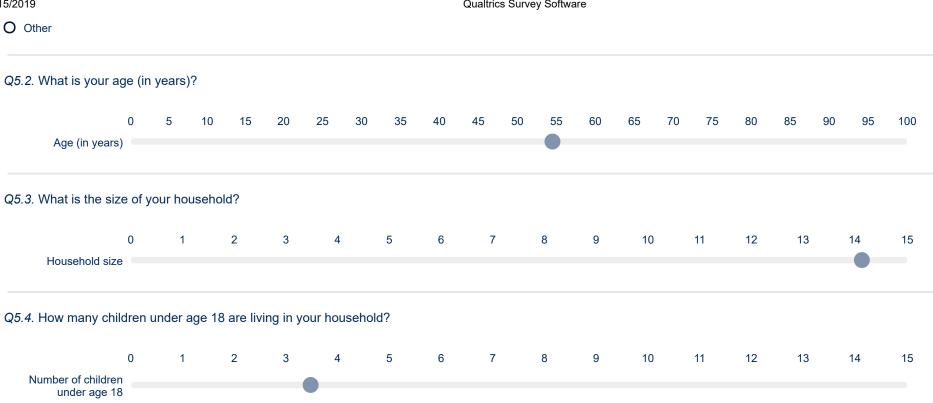
	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I voted as if my household would actually face the costs shown in the questions	0	0	0	Ο	0	0	0
I do not trust the government to make proper use of tax money.	0	0	0	0	0	0	0
I voted as if the programs would actually achieve the results shown by 10 years.	0	0	0	0	0	0	0
I would vote differently if the programs took longer to achieve the results shown.	0	0	0	0	0	0	0
I am against any regulations and more government spending.	0	0	0	0	0	0	0
My household should not have to pay any amount to improve water quality in rivers, streams, and lakes.	0	0	0	0	0	0	0
It is important to improve waters in this area, no matter how high the costs.	0	0	0	0	0	0	0
I think the attribute/choice levels presented in this survey were within reasonable bounds	0	0	0	0	0	0	0
I believe that expenditure in improvement of water resources is not a priority for my community	0	0	0	0	0	0	0
Me and my family are not very interested in this matter	0	0	0	0	0	0	0
The change is too small to be of importance	0	0	0	0	0	0	0
Polluting companies should be made to pay for improvement in rivers, not public.	0	0	0	0	0	0	0
I answered the questions without giving much thought because of time constraint	0	0	0	0	0	0	0

SECTION V: Questions about you and your household

Q5.1. What is your gender?

O Male

O Female



Q5.5. What is your employment status?

O Employed full time

O Employed part time

O Unemployed looking for work

O Unemployed not looking for work

O Retired

O Student

O Disabled

O Other

Q5.6.

What is your occupation (for full-time or part-time employed individuals)?

O 11- Management

	13- Business and Financial Operations occupations 15- Computer and Mathematical occupations
	17- Architecture and Engineering
	19- Life, Physical, and Social Science
	21- Community and Social Services
	23- Legal
	25- Education, Training, and Library
	27- Arts, Design, Entertainment, Sports, and Media
	29- Healthcare Practitioners and Technical
	31- Healthcare Support
	33- Protective Service
	35- Food Preparation and Serving Related
	37- Building and Grounds Cleaning and Maintenance
	39- Personal Care and Service
0	41- Sales and Related
0	43- Office and Administrative Support
0	45- Farming, Fishing, and Forestry
0	47- Construction and Extraction
0	49- Installation, Maintenance, and Repair
0	51- Production
0	53- Transportation and Material Moving
0	55- Military Specific
	ve you or any member of your family ever worked in any of the
foll	owing industries or jobs?
	Agriculture/Farming Fishing related
	Environmental protection or conservation
	Extraction/mining related
	Tourism
	None of these
_	

100

120

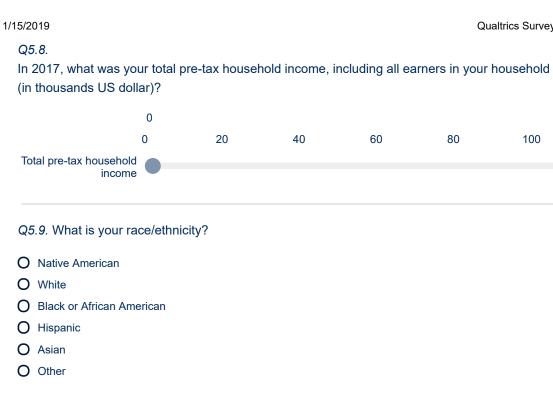
200+

160

180

200

140



Q5.10. What is the highest degree or level of schooling you have completed?

0	Elementary or high school, but no high school diploma or GED
0	High school diploma, GED, or other high school completion
0	Some college credit, no degree
0	Associate's Degree (for example: AA, AS)
0	Bachelor's Degree (for example: BA, BS)
0	Master's degree, professional degree, or doctorate degree (for example: MA, MSW, MD, DDS, JD, PhD, EdD)

Q5.11. Do you own a house?

0	Yes
O	No

Q5.12.

What do you think is the current market valuation of your home/property?

O Less than 100,000 dollars			
O 100,000 - 200,000 dollars			
O 200,000 - 300,000 dollars			
O 300,000 - 400,000 dollars			
O 400,000 - 500,000 dollars			
O 500,000 -750,000 dollars			
O 750,000-1,000,000 dollars			
O More than 1,000,000 dollars			
Q5.13. Approximately how much do you pay in local property taxes per year (including local and school taxes)?			
O Less than 1,000 dollars			
O 1,000 - 2,500 dollars			
O 2,500 - 5,000 dollars			
O 5,000 - 7,500 dollars			
O 7,500 - 10,000 dollars			
O more than 10,000 dollars			
Q5.14. Are you currently living in your own house?			
O Yes			
O No, living in a rental house/ apartment			
O No, other			
Q5.15. What is your monthly rental payment (excluding utilities)?			
O Below 500 dollars			
O 500-1000 dollars			
O 1000-1500 dollars			
O 1500-2000 dollars			
O More than 2000 dollars			

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