# **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.

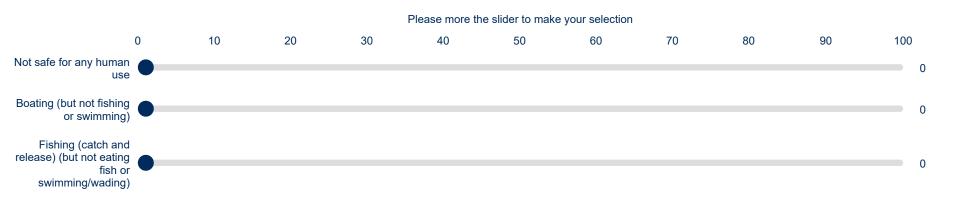




#### **Section I: General Background Questions**

Q1.1. How would you describe the proximity of your residence to a river/stream?	
O I have a waterfront property	
O 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	
O 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	
O Daily	
O Not daily but more than once a week	
O Weekly	
O Not weekly but more than once a month	
O Monthly	
O Less than once a month	
O Never	

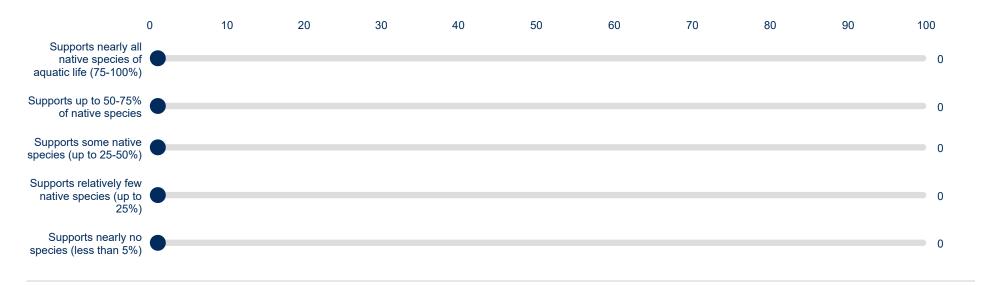
Q1.3. Water quality can be rated by the possible human uses that can be supported (swimming or wading, fishing, boating, or unsafe). Please keep in mind that water that supports swimming/wading also supports fishing and boating, but water supporting boating may not be suitable for swimming or fishing: What share of rivers and streams with which you are familiar do you feel can support the following human uses? (total share must sum to 100)



#### Please more the slider to make your selection



#### 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 nor				or			
	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	

			<b>N</b>	Neither good no	or			
	Extremely good	Good	Somewhat good	bad	Somewhat bad	Bad	Extremely bad	
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 r	recreational activity a	it or near any	river or a stream? (plea	ase check all	that apply)			
■ No, I did not participate in any recreational ac	ctivity in or near a river o	or a stream						
Yes, Hiking/Walking								
Yes, Swimming/Wading								
Yes, Wildlife viewing								
Yes, Boating/Canoeing/Kayaking								
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 <b>producers of consumer products</b> itself			Contribution of regular people who may be beneficiaries of these consumer products				,		
	Very High	High	Moderate	Low	Very Low	Very High	High	Moderate	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	Moderate	Low	Very Low	Very High	High	Moderate	Low	Very Low

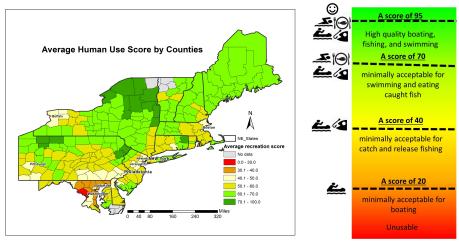
### Q1.8.

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?



#### 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?

- O 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

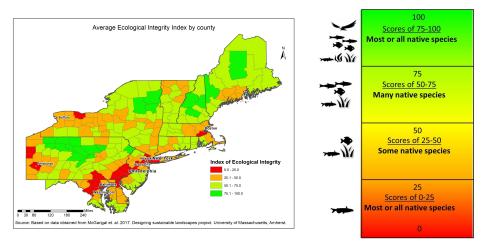
Q1.10. How does the average human use score of your county compare with your expectation before seeing the map?

- 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

O 75.1 - 100.0

#### Q1.12.

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

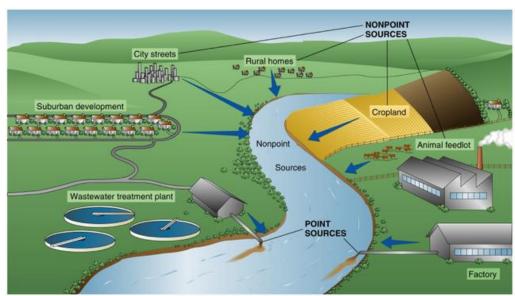
O Lower than I expected

O About the same as I expected

O Higher than you expected

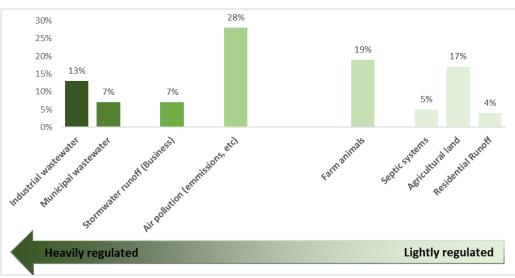
# **SECTION II: CHOICE QUESTIONS (Instructions)**

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 aspect of the chart above do you find most surprising? Least surprising?

Most surprising	
Least surprising	

#### Q2.2.

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 impacting the quality of water in rivers and streams?



#### Q2.3.

Now let us think about a potential approach for funding water quality improvement programs. The State of Missouri has established certain taxes (to support conservation) through specific Amendments to the Missouri State Constitution, approved by a public vote of its residents. These taxes can only be used for the purposes specified in that Amendment. Courts have prevented the Missouri legislature from redirecting such funding to alternative purposes, even in times of budget crisis. Only the voters of the state can change the use of such funds.

Do you view such an approach favorably or unfavorably with rega	rd to establishing a means by which sta	ates would participate in a national o	or regional program for
improving water quality?			

	Extremely unfavorably	Unfavorably	Somewhat unfavorably	Neither favorably nor unfavorably	Somewhat favorably	Favorably	Extremely favorably
Do you support such an approach to establishing a dedicated fund in your state for water quality favorably or unfavorably?	0	0	0	0	0	0	0

#### **SECTION III: CHOICE QUESTIONS (experiment)**

# **Deciding Future Actions - Next Questions, tough choices**

Imagine that you were given the opportunity to vote on water pollution reduction or water quality improvement programs. Shortly, we will 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.

- Your votes in questions below will be taken as input to help federal, state, and local decision makers to better understand the preferences and values of people like you. Please consider how you might actually vote if each choice was in a binding referendum or ballot measure.
- 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 be used only for the changes or outcomes described in a particular choice set.

Q3.0 (a): How confident are you that, in the voting choice questions in the next section, you can vote realistically while assuming any new tax costs would be used only for the changes described?

Not confident at all	Somewhat	Moderately confident	Confident	Very confident
0	Ο	0	0	0

Other households are also being surveyed, so please only think of the costs to your own household when deciding the program for which you would vote.

- 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.

Q3.0(b): How confident are you that, in the voting choice questions, you can vote realistically while assuming any new tax costs shown are realistic costs that your household would face while other households may face costs related to their circumstances?

Not confident at all	Somewhat	Moderately confident	Confident	Very Confident
0	0	0	0	0

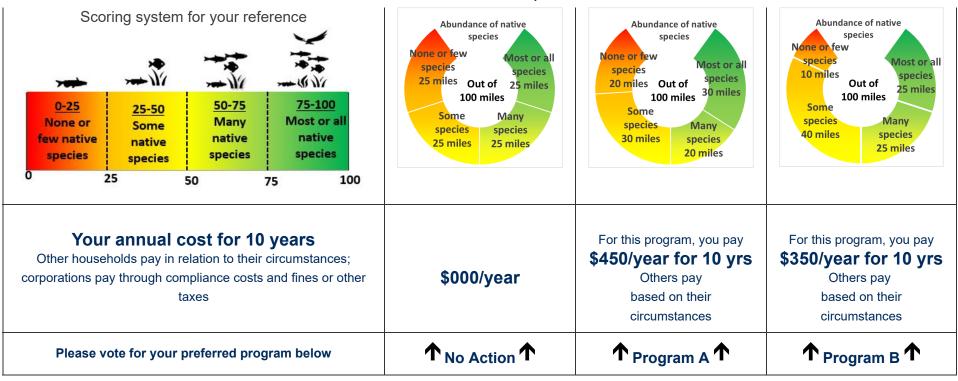
When answering the choice questions below, please think of a collection of a total of 100 miles of rivers and streams within your county.

- Please note: this 100 miles of rivers and streams can come from multiple locations across your county.
- Thus, the voting choice questions in the next section 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 in Q2.3.

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.)

Waterways Characteristics	<b>V</b> No Action <b>V</b>	<b>Ψ</b> Program A <b>Ψ</b>	<b>Ψ</b> Program B <b>Ψ</b>
Distribution of river and stream miles rated by the Human Use Score  Scoring system for your reference  O-20	Collection of 100 miles  Unusable 25 miles Out of 100 miles  Boatable 25 miles 25 miles 25 miles	Collection of 100 miles  Journal of 100 miles  Swimmable Out of 35 miles 100 miles  Boatable 40 miles Fishable 15 miles	collection of 100 miles  Unusable 10 miles  Swimmable 25 miles  Out of 100 miles  Boatable 40 miles  Fishable 25 miles
Distribution of river and stream miles rated by the Ecological Integrity Score	collection of 100 miles	collection of 100 miles	collection of 100 miles



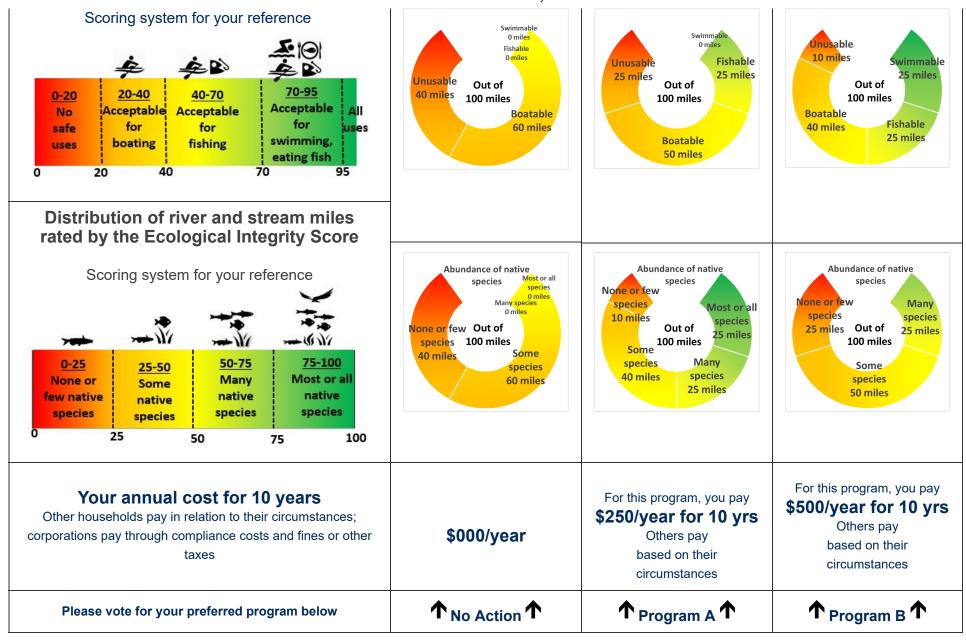
O No Action

O Program A

O Program B

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.)

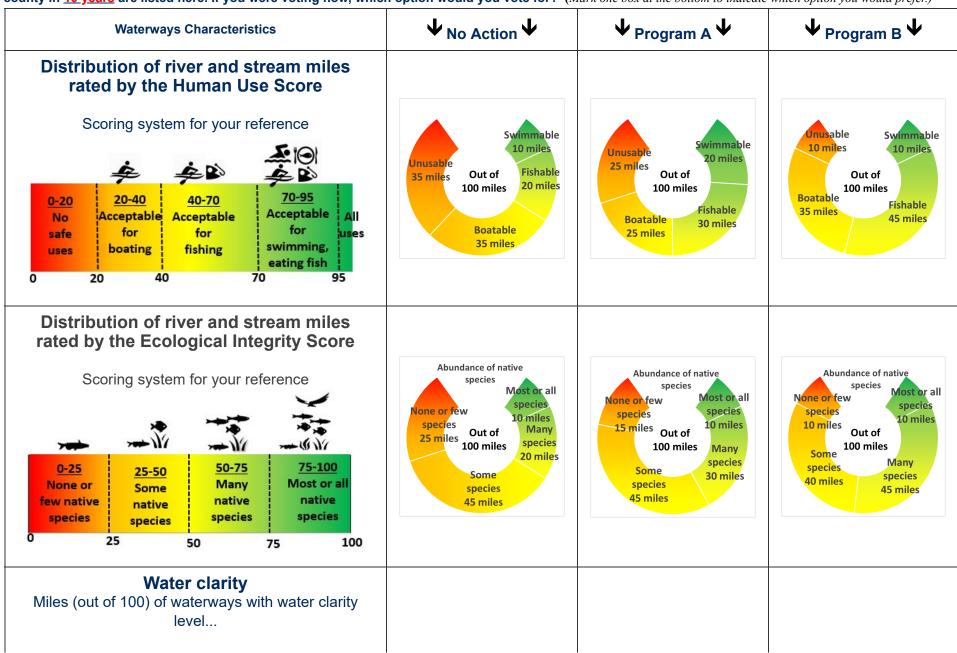
Waterways Characteristics	<b>Ψ</b> <sub>No Action</sub> <b>Ψ</b>	<b>V</b> Program A <b>V</b>	<b>V</b> Program B <b>V</b>
Distribution of river and stream miles rated by the Human Use Score			

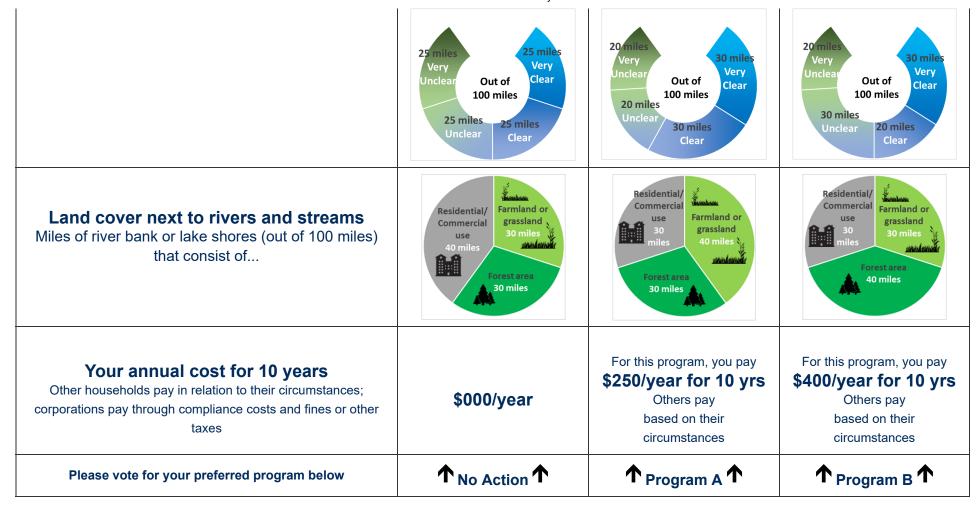


- O No Action
- O Program A

#### 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

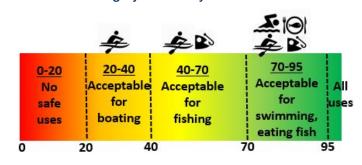
O Program B

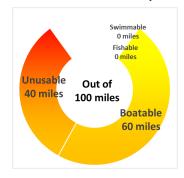
Q3.4. Suppose only three program options (No Action, Program A, Program B) are available and their expected outcomes for rivers and streams in your county in 10 years are listed here. If you were voting now, which option would you vote for? (Mark one box at the bottom to indicate which option you would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

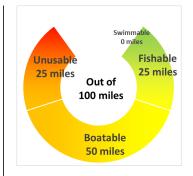
	Waterways Characteristics	<b>V</b> <sub>No Action</sub> <b>V</b>	<b>V</b> Program A <b>V</b>	<b>V</b> Program B <b>V</b>
I				

# Distribution of river and stream miles rated by the Human Use Score

Scoring system for your reference



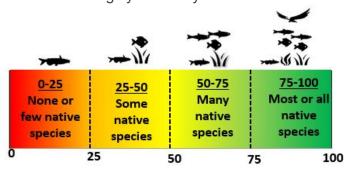


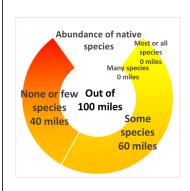


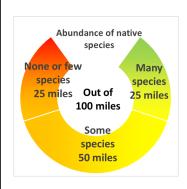


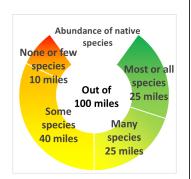
# Distribution of river and stream miles rated by the Ecological Integrity Score

Scoring system for your reference









# **Water clarity**

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

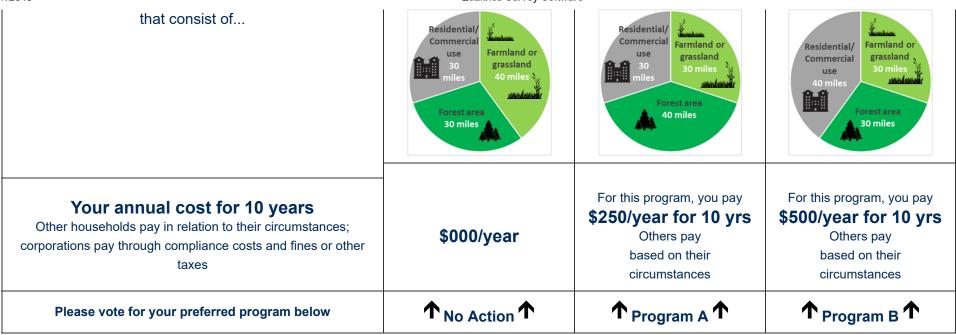






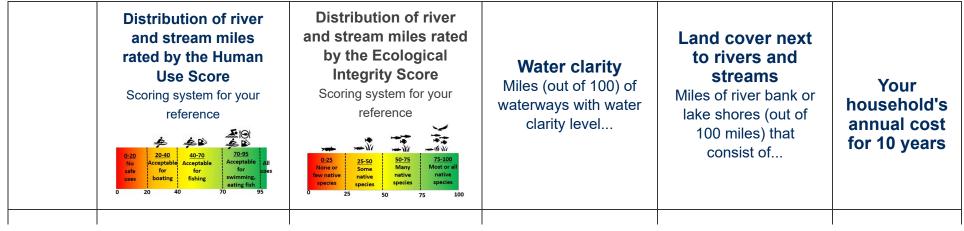
# Land cover next to rivers and streams

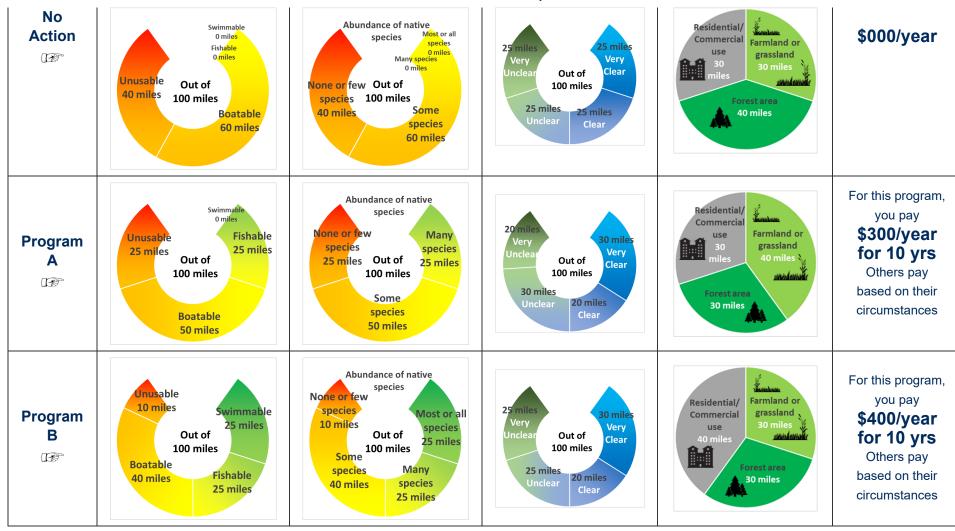
Miles of river bank or lake shores (out of 100 miles)



- 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: Thinking about how you just voted...

Q4.1. If the new taxes, as presented in these taxes would be dedicated to only	0 1			ler the authority of	your state legislati	ure, how con	fident are you that
Not confident at all	Somewhat confident	Мо	derately confident	(	Confident	Ver	ry confident
Q4.2. If the new taxes, as presented in the dedicated to only support water quarters	-		raised under Cor	ngressional authori	ty, how confident a	are you that the	hese taxes would
Not confident at all	Somewhat confident	Мо	derately confident	(	Confident	Ver	ry confident
The State of Missouri has established of public vote of its residents. These taxes redirecting such funding to alternative  If the new taxes, as presented in our vote Missouri, how confident are you that the Not confident at all	s can only be used for purposes, even in time sting choice question	or the purposes mes of budget on as above, were dedicated to or	s specified in that crises. Only the raised through a	at Amendment. Convoters of the state a taxing approach it requality improven	arts have prevented can change the use integrated in <u>your S</u>	the Missour of such fund State's Consti	i legislature from ls.
Q4.4. Please rate how much you agree or disagone answer for each statement.)	ree with the following	statements on t	the conservation	of natural waterways	s such as river, strea	ams and lakes	. (Please click on
	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	0	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

	Strongly Disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
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	0	0	0	0	0	0	0
I think that conservation of rivers and streams in this area mostly benefits communities downstream	0	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	Ο	0	0	0	0	0

Q4.5. 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	0	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	Ο	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

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
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	Ο	Ο	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

O Other

# Q5.2. What is your age (in years)?

0 5 10 15 20 25 30 35 40 45 50 55 60 65 70 75 80 85 90 95 100 Age (in years)

# Q5.3. What is the size of your household?

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 Household size

#### Q5.4. How many children under age 18 are living in your household?

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 Number of children

under age 18

#### 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
- O 13- Business and Financial Operations occupations
- O 15- Computer and Mathematical occupations
- O 17- Architecture and Engineering
- O 19- Life, Physical, and Social Science
- O 21- Community and Social Services
- O 23- Legal
- O 25- Education, Training, and Library
- O 27- Arts, Design, Entertainment, Sports, and Media
- O 29- Healthcare Practitioners and Technical
- O 31- Healthcare Support
- O 33- Protective Service
- O 35- Food Preparation and Serving Related

O Native American

O White

Q5.13. Approximately how much do you pay in local property taxes per year (including local and school taxes)?

O 750,000-1,000,000 dollars
O More than 1,000,000 dollars

 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



. You have reached end of the survey. Please

here. Do not click forward arrow now.

Q5.14. Are you currently living in your own house?

- O Yes
- O No, living in a rental house/ apartment
- O No, other

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