

Environment & Resilience Focus Area
Request for Proposal
NC Clean Water Education Partnership
FY26 Stormwater Awareness Public Outreach Campaign

Issue Date: October 17, 2025

Response Deadline: November 10, 2025, by 5pm

Please direct all inquiries and responses concerning this RFP to:

Sterling McDonald, Planning Assistant

Central Pines Regional Council | 4307 Emperor Blvd., Suite 110 | Durham, NC 27703

smcdonald@centralpinesnc.gov | www.centalpinesnc.gov

About Us

The Clean Water Education Partnership (CWEP) is a cooperative effort between local governments to protect North Carolina's waterways from stormwater pollution through public education and outreach about stormwater pollution impacts and solutions. CWEP is administered by Central Pines Regional Council (CPRC) and is governed by a Steering Committee of representatives from each of the 45 local government partners <https://nc-cleanwater.com/>. This year's FY26 Stormwater Awareness Public Outreach Campaign purpose will be to educate the public on important stormwater management concepts and encourage the public to engage in everyday behaviors that prevent stormwater pollution.

Proposers should see attachment A for the most recent survey of residents living in the jurisdiction's service area below.

Scope of Requested Services

CWEP's program is seeking a qualified consulting firm to conduct a mass media advertising campaign to raise awareness on general stormwater concepts across participating local government jurisdictions reaching audiences in the following CWEP Partner areas:

Apex | Beaufort County | Benson | Butner | Carrboro | Cary | Chapel
Hill | Chatham County | Clayton | Craven County | Creedmoor |
Durham | Durham County | Fayetteville | Fuquay-Varina | Garner |



Goldsboro | Havelock | Hillsborough | Holly Springs | Hope Mills | Johnston County | Kinston | Knightdale | Leland | Morrisville | Nash County | Nashville | New Bern | Orange County | Oxford | Pembroke | Pittsboro | Raleigh | Rocky Mount | Rolesville | Roxboro | Siler City | Smithfield | Spring Lake | Tarboro | Wake Forest | Wayne County | Wendell | Zebulon.

The purpose of the campaign will be to educate the public on stormwater runoff, the function of stormwater systems, and how they can take actions to protect our water resources and reduce stormwater pollution. The target audience may include:

1. All stakeholders in each of the 45 jurisdictions outlined above.
2. Demographics such as age range, commercial & residential property owners, landscapers, and construction contractors

Interested parties are requested to submit a comprehensive cost proposal not to exceed \$65,000, that includes the following:

- (1) Creation of two 15-second to 30-second videos (in English) to be shared on social media, other digital platforms and broadcasted on cable and/or television in the Spring of 2026. Chosen consultant will work with CPRC on video content. Both videos will include general information on stormwater with one focused on proper disposal of yard waste & the second on the proper disposal of household hazardous waste.
- (2) This proposal should also provide the two 15 to 30 second videos created in English with Spanish subtitles and/or Spanish voiceover.
 - a. Proposal will guarantee a perpetual use license for the four (4) videos produced by Contractor. Perpetual use is granted specifically to CPRC, CWEP members and affiliated partners, for the purpose of promotion, marketing, advertisement, public education and outreach.
 - b. Feedback on contractor's ability to brand videos for each jurisdiction, using jurisdictional logos, would be appreciated by CWEP membership.
- (3) Advertising via television and/or cable, digital display and social media platforms (i.e. Instagram, Facebook, YouTube, streaming services, etc...) targeted to English-speaking audiences in all CWEP local governments in spring of 2026 (anticipated March, April, and May of 2026).
 - a. Proposal should include which advertising platforms and target audience strategies consulting firm recommend based on the FY26 Stormwater Awareness Public Outreach Campaign purpose. Links to contractor-created environmental PSA's or videos would be appreciated.
 - b. Cost proposal should include number of weeks / specific weeks to be proposed based on cost and potential reach, which will be finalized with

CPRC before campaign begins.

- c. Cost proposal should also include a limited advertising schedule for Spanish speaking audiences that will include the two 15-30 second videos in item 1 above. Consultant shall provide recommended advertising platform(s), number of weeks, specific weeks and potential reach.
- (4) An optional proposal component would be the formatting a tri or quad fold brochure that has a unified look and feel to the mass media campaign (English & Spanish). Applicants should outline any additional cost associated with brochure design.
- (5) Post-campaign report on campaign performance and audience demographics, to include impressions and clicks to website. CPRC would like to see impressions per zip code of the above 45 CWEP partners.
- (6) Proposals should include a commitment to responsive communication before, during and after campaign.

Evaluation criteria

- (1) Quotes, not to exceed \$65,000. Preference will be given to submissions that demonstrate clear value and cost-effectiveness.
- (2) Number of weeks and potential reach for both English and Spanish advertising.
- (3) Advertising strategies (including recommended platforms and target audiences) to achieve the purpose of the FY26 Campaign. Review of the survey in Attachment A should inform approach.
- (4) Complete a timely proposal demonstrating ability to provide campaign components requested above during allotted timeframe.
- (5) Responsible, responsive company as determined by qualifications and past performance on similar projects. Portfolios of related work and/or cover letters demonstrating project understanding encouraged.
- (6) As part of CPRC's 2023 to 2025 Strategic Business Plan organizational principles, we encourage subcontracting opportunities with diverse businesses (i.e. Disadvantaged Business Enterprise, Minority Business Enterprise, Woman Business Enterprise, Small Business Enterprise, Small Professional Services Firm, Historically Underutilized Businesses, Disability Owned Business Enterprise, Veteran-owned Small Business).

The anticipated project schedule is provided below:

- **November 10, 2025 by 5 pm** Proposals directed to CPRC contact, Sterling McDonald, via email (smcdonald@centralpinesnc.gov).
- **November 14, 2025:** Qualified consultants will be contacted for an



interview.

- **November 17-21, 2025:** Interviews scheduled via Teams meeting, in-person at the CPRC office and/or hybrid will take place.
- **December 1-5, 2025:** CPRC awards the contract to chosen consultant
- **December 2025:** Contract signed
- **Winter 2025:** Advertising Videos Created
- **March 2, 2026:** Final Advertising Videos Completed
- **Spring 2026 (anticipated March, April, May):** Advertising campaign
- **July 1, 2026:** Post campaign report due.

Terms and conditions

Customer will pay for services monthly, after services are rendered.

Sterling McDonald

Sterling McDonald

Planning Assistant



Attachment A

FY25 STORMWATER SURVEY





Stormwater Survey

June/July 2025

Produced by:

jacksonINSIGHT

Central Pines Regional Council
Stormwater Survey
June/July 2025

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Survey Overview

A survey was conducted for Central Pines Regional Council for their Stormwater services between the months of June and July 2025.

The goal of the survey was to measure understand public awareness and behaviors related to stormwater and inform future educational initiatives.

The sample-based survey was conducted with two methodologies:

- 1) A random sample of residents across the Central Pines Regional Council service area received a paper mailed version of the survey questionnaire. Respondents were given the opportunity to respond to the survey by mail or were provided a web site link to complete the survey online.
- 2) A random sample of residents across the Central Pines Regional Council service area received an email invitation to complete the survey online.

Both English and Spanish versions of the survey questionnaire were provided through the mailed surveys, and respondents were instructed to visit the website version of the survey to be able to choose from other languages available online. Respondents that received the email invitation were provided various languages for completing the survey as well.

There were a total of 599 surveys completed and approved for use in the final survey results; 200 were completed by returning a survey in the mail or completing online, and 399 were completed via an email invitation.

The results from the 599 random survey responses (gathered by paper/online and email survey) have a 95% confidence level with a precision rate of 3.92%. This level of confidence means that if the same survey were to be administrated with 100 different, unique random samples in the same geographic community, in 95 out of 100 of these surveys the results would fall within 3.92% of the same results presented in this report.

Summary of Survey Results – Overall

In addition to all the detailed data provided later in the report, Jackson Insight is providing key findings and conclusions in this section based on overall results.

- **Question #1.0:** Survey respondents were asked if they asked what they believe happens to stormwater runoff once it goes into a storm drain or ditch. Over two-thirds of the population (69.7%) believe it flows into a nearby body of water, while the remaining 30% were split between believing it goes to a wastewater treatment plant (15.6%) or not being sure (14.7%).
- **Question #2.0:** Respondents were asked which of the following items, from a list they were presented, they believed to be sources of stormwater pollution. Respondents could choose as many options as they feel applied. The top three responses were “Industrial discharges” (72.8% of total respondents), “Lawn fertilizers and pesticides” (70.5% of total respondents), and “Trash and litter” (70.1% of total respondents). The responses with the least number of selections were “Grass clippings and leaf piles” (35.2%) and “Open containers of paint” (39.1%).
- **Question #3.0:** Respondents were asked how important they felt it was to help prevent stormwater pollution. Close to three-quarters of the population (73.9%) feels it is “Very important” while most all the rest felt it was “Somewhat important” (24.2%). Only eleven respondents (1.9%) felt it was “Not important at all”.
- **Question #4.0:** Respondents were asked if they knew how to properly dispose of hazardous household waste, such as paints, batteries, etc. Over half (52.7%) said that they did know how to dispose of the waste, while the remaining responses were split between those that did not know how to dispose of waste (21.1%) and those that were unsure (26.3%).
- **Question #4.1:** Those respondents that indicated in the previous question that they knew how to dispose of hazardous household waste were then asked to describe how they would do so. This was an open-ended comment field, and while the full details of all comments were recorded and are presented in this report they were also categorized into the following groups: “Instructions/Research-Based Disposal” (45.5%), “Hazardous Waste or Special Collection Centers” (18.9%), “Recycling Centers or Home Improvement Stores” (14.1%), “Unclear or Improper Disposal” (11.5%), and “Landfill or Solid Waste Facilities” (9.9%).
- **Question #5a:** Respondents were asked a pair of questions regarding their use of fertilizers and pesticides on their lawn or garden. Close to half (48.4%) of total respondents indicated they and/or their lawn service use fertilizers on their lawn, with most of those responses saying this happens “occasionally” (40.3%) and the rest saying it happens “frequently” (8.1%). Over one-third of the respondents (38.3%) indicated that they never use fertilizers on their lawn or garden, and the remainder said the question was not applicable to them (13.4%). *If you remove the “not applicable” responses and just focus on those lawns or gardens, then it calculates to 55.8% of respondents with lawns or gardens use fertilizers and 44.2% do not.*
- **Question #5b:** Over one-third (37.1%) of total respondents indicated they and/or their lawn service use pesticides on their lawn, with most of those responses saying this happens “occasionally” (31.4%) and the rest saying it happens “frequently” (5.7%). Close

to half of the respondents (48.5%) indicated that they never use pesticides on their lawn or garden, and the remainder said the question was not applicable to them (14.4%). *If you remove the “not applicable” responses and just focus on those lawns or gardens, then it calculates to 43.3% of respondents with lawns or gardens use fertilizers and 56.7% do not.*

- **Question #5c:** Respondents were asked a pair of questions regarding cleaning up of pet waste. Over half (51.6%) of respondents indicated they clean up their pet’s waste when in public spaces, with most of those responses saying this happens “frequently” (43.6%) and the rest saying it happens “occasionally” (8.0%). Less than ten percent (6.5%) of respondents indicated that they never clean up their pet’s waste when in public spaces. The remaining responses said the question was not applicable to them (41.9%). *If you remove the “not applicable” responses and just focus on those with pets, then it calculates to 88.8% of respondents with pets clean up their pet’s waste in public spaces and 11.2% do not.*
- **Question #5d:** Close to half (48.6%) of respondents indicated they clean up their pet’s waste on their own property, with most of those responses saying this happens “frequently” (34.9%) and the rest saying it happens “occasionally” (13.7%). Just over ten percent (11.9%) of respondents indicated that they never clean up their pet’s waste on their own property. The remaining responses said the question was not applicable to them (39.5%). *If you remove the “not applicable” responses and just focus on those with pets, then it calculates to 80.4% of respondents with pets clean up their pet’s waste on their own property and 19.6% do not.*
- **Question #6.0:** Respondents were asked under which conditions they feel it is “okay” to hose down a spill. Respondents could select multiple answers for the question. The most popular answer was “When the spill is a solid substance like dirt” with over half of the responses (56.4%), followed by “Never” (28.7%) and then by “When the spill is an oily substance that could stain a driveway” (21.5%).
- **Question #7.0:** Respondents were asked which actions, from a list provided, they were currently doing to help reduce pollutants in stormwater runoff. Respondents could select multiple answers from the list. The most popular response was “Sweeping and picking up yard waste” (selected by 50.3% of the respondents), followed by “Minimizing pesticide use” (selected by 48.1% of the respondents). The least popular actions selected were “Volunteering at local cleanups” (selected by 10.5% of the respondents) and “Washing vehicles on the lawn, not the driveway” (selected by 10.5% of the respondents).
- **Question #8.0:** Respondents were asked how likely they would be to participate in community efforts to reduce stormwater pollution, such as cleanup events, workshops, etc. Close to three-quarters of the respondent population said there was some degree of likelihood (24.5% for “Very Likely” and 48.1% for “Somewhat Likely”). Just over one quarter of respondents (27.4%) indicated they were “Not Likely” to participate.
- **Question #9.0:** Respondents were asked to indicate which sources they most prefer to receive information through from a list they were provided. Respondents were told they could choose up to two responses from the list. The most popular answer was “Mail / Utility bill insert” (selected by 42.6% of the respondents) followed by “TV” (selected by 33.2% of the respondents). The least popular sources selected were “Billboard” (selected by 5.0% of respondents) and “Door hanger” (selected by 8.0% of respondents).

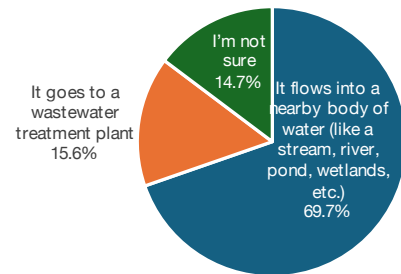
- **Question #10.0:** Respondents were asked which social media platforms they engage with regularly from a defined list of options. Respondents were told they could choose multiple responses to this question. The most popular social media platforms respondents engage with regularly is “Facebook” (selected by 60.4% of the respondents) followed by “YouTube” (selected by 52.1% of the respondents). The least popular social media platforms were “Threads” (selected by 7.7% of respondents) and “Snapchat” (selected by 14.9% of respondents).
- **Question #11.0:** Several demographic questions were asked at the end of the survey to better understand the makeup of the respondents. The first demographic question was to find out their age range. All age groups were fairly represented in this survey, with the “65 and older” category having higher representation than other groups (24.6%). The lowest participating age group was the “18-24” group (11.0%).
- **Question #12.0:** Respondents were asked to provide the highest level of education they had obtained. All of the educational attainment levels were fairly represented, with the “Some college” category having the highest representation (22.9%) followed by “High School diploma or GED” (21.6%). The lowest participating group were those that indicated they were “Less than high school graduate” (3.9%).
- **Question #13.0:** Respondents were asked to choose all responses that best describe their race/ethnicity. The two races with the highest percentage of responses were “White/Caucasian” (55.4%) and “African American/Black” (27.7%). The lowest representation was from “Asian/Indian” (2.4%) and “Native American” (2.8%).
- **Question #14.0:** Respondents were also asked to describe their current living situation. Close to three-quarters of the respondents live in a “Single-family home” (73.1%), followed by “Apartment / condo” (17.1%). The smallest category for this question was those that indicated they were “currently experiencing homelessness” (0.8%).

a. **COUNTY:**

• Beaufort County	25	4.2%
• Chatham County	21	3.5%
• Craven County	47	7.8%
• Cumberland County	38	6.3%
• Duplin County	1	0.2%
• Durham County	90	15.0%
• Edgecombe County	27	4.5%
• Granville County	7	1.2%
• Halifax County	1	0.2%
• Harnett County	1	0.2%
• Johnston County	47	7.8%
• Lee County	1	0.2%
• Lenoir County	4	0.7%
• Nash County	35	5.8%
• Orange County	43	7.2%
• Person County	2	0.3%
• Wake County	169	28.2%
• Warren County	2	0.3%
• Wayne County	38	6.3%
TOTAL	599	

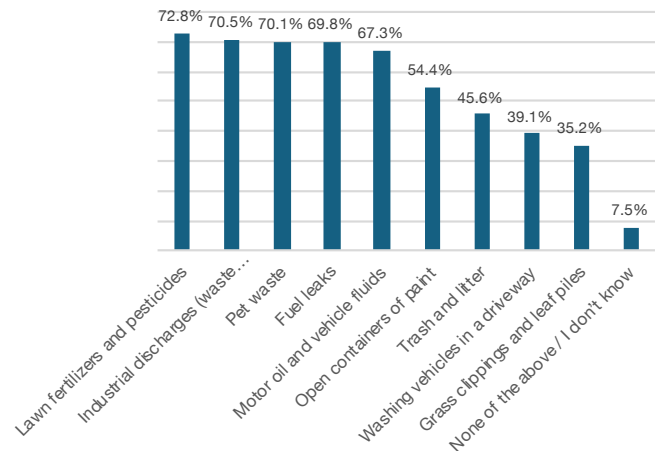
1.0 **Which of the following do you believe happens to stormwater runoff once it goes into a storm drain or ditch? (Please choose the one best answer)**

• It flows into a nearby body of water (like a stream, river, pond, wetlands, etc.)	416	69.7%
• It goes to a wastewater treatment plant	93	15.6%
• I'm not sure	88	14.7%
TOTAL	597	



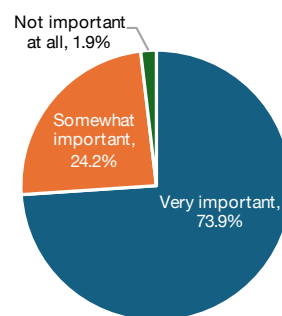
2.0 **Which of the following do you believe are sources of stormwater pollution? (Please select all that apply.)**

• Lawn fertilizers and pesticides	436	72.8%
• Industrial discharges (waste from industrial facilities going into the environment)	422	70.5%
• Pet waste	420	70.1%
• Fuel leaks	418	69.8%
• Motor oil and vehicle fluids	403	67.3%
• Open containers of paint	326	54.4%
• Trash and litter	273	45.6%
• Washing vehicles in a driveway	234	39.1%
• Grass clippings and leaf piles	211	35.2%
• None of the above / I don't know	45	7.5%



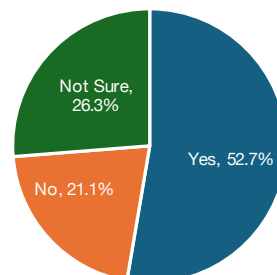
3.0 How important do you feel it is to help prevent stormwater pollution?

• Very important	437	73.9%
• Somewhat important	143	24.2%
• Not important at all	11	1.9%
TOTAL	591	



4.0 Do you know how to properly dispose of hazardous household waste (paints, batteries, etc.)?

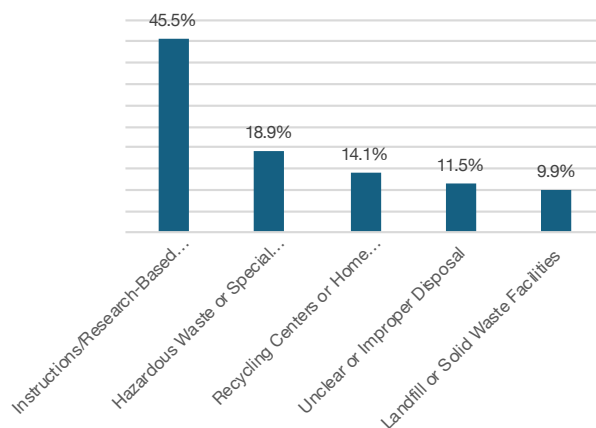
• Yes	315	52.7%
• No	126	21.1%
• Not Sure	157	26.3%
TOTAL	598	



4.1 If YES: Please describe how you would dispose of hazardous household waste (such as paints, batteries, etc.). Categorized below:

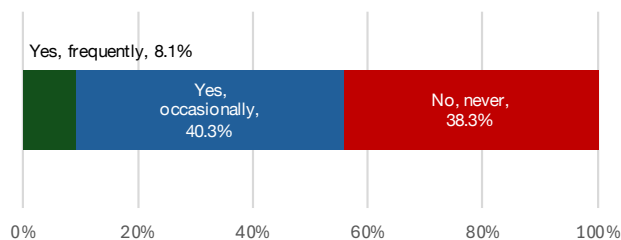
• Instructions/Research-Based Disposal	142	45.5%
• Hazardous Waste or Special Collection Centers	59	18.9%
• Recycling Centers or Home Improvement Stores	44	14.1%
• Unclear or Improper Disposal	36	11.5%
• Landfill or Solid Waste Facilities	31	9.9%

See attached pages for verbatim comments



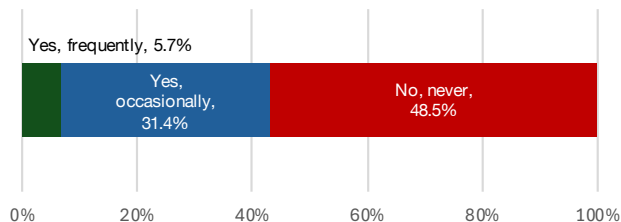
5a. Do you and/or your lawn service use fertilizers on your lawn or garden?

• Yes, frequently	48	8.1%
• Yes, occasionally	240	40.3%
• No, never	228	38.3%
• Not applicable	80	13.4%
TOTAL	596	



5b. Do you and/or your lawn service use pesticides on your lawn or garden?

• Yes, frequently	34	5.7%
• Yes, occasionally	187	31.4%
• No, never	289	48.5%
• Not applicable	86	14.4%
TOTAL	596	

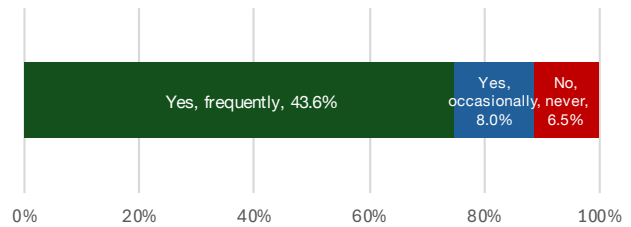


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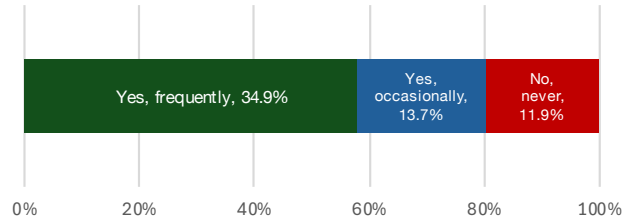
5c. Do you clean up your pet's waste (i.e., dog poop) when in public spaces?

• Yes, frequently	260	43.6%
• Yes, occasionally	48	8.0%
• No, never	39	6.5%
• Not applicable	250	41.9%
TOTAL	597	



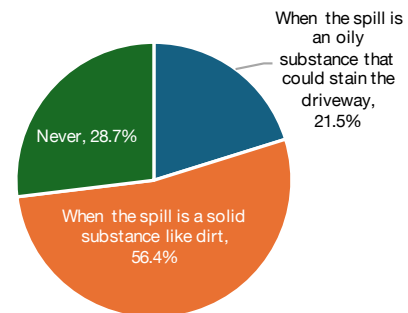
5d. Do you clean up your pet's waste (i.e., dog poop) on your own property?

• Yes, frequently	209	34.9%
• Yes, occasionally	82	13.7%
• No, never	71	11.9%
• Not applicable	236	39.5%
TOTAL	598	



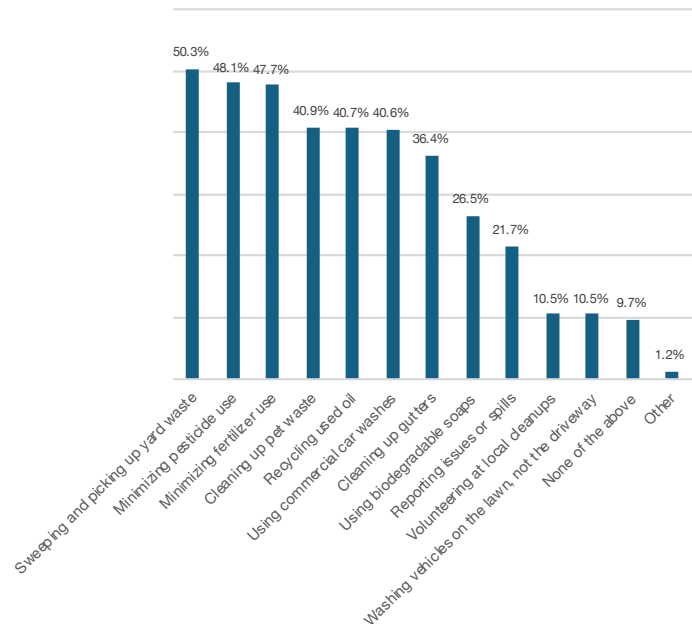
6.0 Under which of the following conditions do you feel it is okay to hose down a spill? (Please select all that apply)

• When the spill is an oily substance that could stain the driveway	129	21.5%
• When the spill is a solid substance like dirt	338	56.4%
• Never	172	28.7%



7.0 Which of the following are you, personally, currently doing to help reduce pollutants in stormwater runoff? (Please select all that apply)

• Sweeping and picking up yard waste	301	50.3%
• Minimizing pesticide use	288	48.1%
• Minimizing fertilizer use	286	47.7%
• Cleaning up pet waste	245	40.9%
• Recycling used oil	244	40.7%
• Using commercial car washes	243	40.6%
• Cleaning up gutters	218	36.4%
• Using biodegradable soaps	159	26.5%
• Reporting issues or spills	130	21.7%
• Volunteering at local cleanups	63	10.5%
• Washing vehicles on the lawn, not the driveway	63	10.5%
• None of the above	58	9.7%
• Other	7	1.2%



Other Comments:

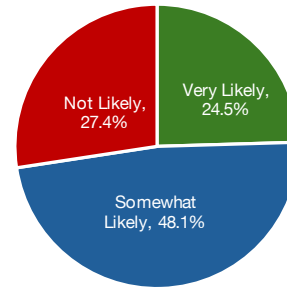
- Using another safer substance
- Picking up litter in the neighborhood
- None
- Work at NCDWR
- I live in apt complex
- Planting plants in my yard to slow down runoff
- Apartment living
- Recycling batteries, bags, and newspapers

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8.0 How likely are you to participate in community efforts to reduce stormwater pollution (such as cleanup events, educational workshops, etc.)?

• Very Likely	145	24.5%
• Somewhat Likely	284	48.1%
• Not Likely	162	27.4%

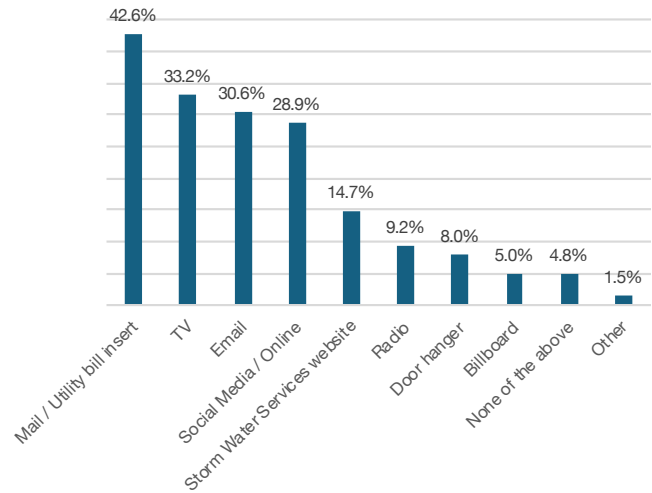


9.0 From which TWO (2) of the information sources would you most PREFER to receive information? (Please choose up to two (2) options from the list below)

• Mail / Utility bill insert	255	42.6%
• TV	199	33.2%
• Email	183	30.6%
• Social Media / Online	173	28.9%
• Storm Water Services website	88	14.7%
• Radio	55	9.2%
• Door hanger	48	8.0%
• Billboard	30	5.0%
• None of the above	29	4.8%
• Other	9	1.5%

Other Comments:

- Text (4)
- Articles, Classes
- Via city contacts, i.e. website, mailings
- Talk
- None

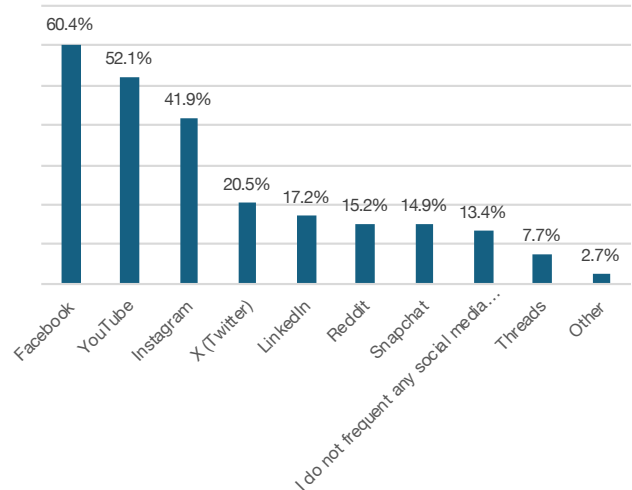


10.0 Which of the following social media platforms do you engage with regularly? (Please check all that apply)

• Facebook	362	60.4%
• YouTube	312	52.1%
• Instagram	251	41.9%
• X (Twitter)	123	20.5%
• LinkedIn	103	17.2%
• Reddit	91	15.2%
• Snapchat	89	14.9%
• I do not frequent any social media platforms	80	13.4%
• Threads	46	7.7%
• Other	16	2.7%

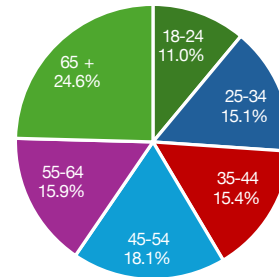
Other Comments:

- TikTok (9)
- Nextdoor
- Lemon 8
- Twitch
- Bluesky
- None



11.0 What is your age range?

• 18-24	66	11.0%
• 25-34	90	15.1%
• 35-44	92	15.4%
• 45-54	108	18.1%
• 55-64	95	15.9%
• 65 +	147	24.6%
TOTAL	598	

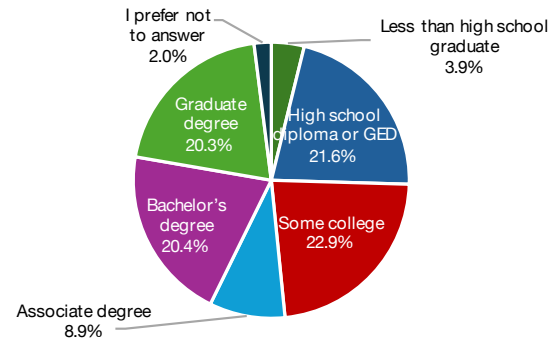


Analysis by methodology:

	EMAIL	MAIL
18-24	16.5%	0.0%
25-34	19.8%	5.5%
35-44	17.0%	12.1%
45-54	19.5%	15.1%
55-64	13.5%	20.6%
65 +	13.5%	46.7%

12.0 What is your highest level of education?

• Less than high school graduate	23	3.9%
• High school diploma or GED	129	21.6%
• Some college	137	22.9%
• Associate degree	53	8.9%
• Bachelor's degree	122	20.4%
• Graduate degree	121	20.3%
• I prefer not to answer	12	2.0%
TOTAL	597	



Analysis by methodology:

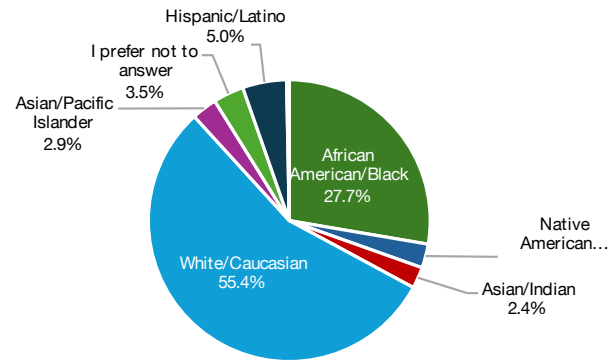
	EMAIL	MAIL
Less than high school graduate	4.0%	3.5%
High school diploma or GED	27.8%	9.1%
Some college	26.8%	15.2%
Associate degree	8.3%	10.1%
Bachelor's degree	17.8%	25.8%
Graduate degree	13.5%	33.8%
I prefer not to answer	1.8%	2.5%

13.0 Check ALL of the following that describes your race/ethnicity: (Please check all that apply.)

• African American/Black	181	27.7%
• Native American	18	2.8%
• Asian/Indian	16	2.4%
• White/Caucasian	362	55.4%
• Asian/Pacific Islander	19	2.9%
• I prefer not to answer	23	3.5%
• Hispanic/Latino	33	5.0%
• Other	2	0.3%

Other Comments:

- Mix



Analysis by methodology:

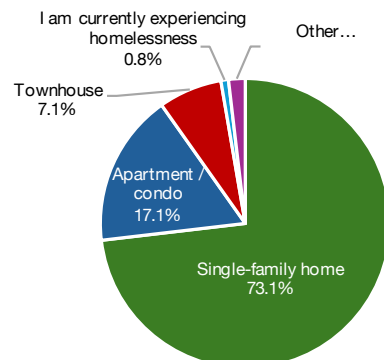
	EMAIL	MAIL
African American/Black	33.6%	15.7%
Native American	3.9%	0.5%
Asian/Indian	1.8%	3.7%
White/Caucasian	50.9%	64.4%
Asian/Pacific Islander	3.0%	2.8%
I prefer not to answer	1.4%	7.9%
Hispanic/Latino	5.3%	4.6%
Other	0.2%	0.5%

14.0 How would you best describe where you currently live?

• Single-family home	433	73.1%
• Apartment / condo	101	17.1%
• Townhouse	42	7.1%
• I am currently experiencing homelessness	5	0.8%
• Other	11	1.9%
TOTAL	592	

Other Comments:

- I was in a car accident. Until my settlement comes through, I'm staying in a place my daughter owns.
- I live with my spouse
- Mobile home
- Motel
- Retirement Center
- Senior Facility
- Farm — 300 acres
- Rural farmhouse
- Senior living
- Mi hogar



Central Pines Regional Council Stormwater Survey

June/July 2025

AGE ANALYSIS

18-24

25-34

35-44

45-54

55-64

65 +

1.0 Which of the following do you believe happens to stormwater runoff once it goes into a storm drain or ditch? (Please choose the one best answer)

• It flows into a nearby body of water (like a stream, river, pond, wetlands, etc.)	80.3%	64.4%	62.0%	59.3%	74.7%	77.2%
• It goes to a wastewater treatment plant	4.5%	23.3%	25.0%	20.4%	9.5%	10.3%
• I'm not sure	15.2%	12.2%	13.0%	20.4%	15.8%	12.4%

2.0 Which of the following do you believe happens to stormwater runoff once it goes into a storm drain or ditch? (Please choose the one best answer)

• Lawn fertilizers and pesticides	11.9%	12.7%	12.6%	14.3%	12.8%	13.8%
• Industrial discharges (waste from industrial facilities going into the environment)	16.0%	14.4%	14.2%	13.4%	12.4%	13.4%
• Pet waste	8.2%	8.9%	10.6%	10.3%	10.5%	10.9%
• Fuel leaks	13.0%	12.5%	13.0%	13.0%	12.3%	12.4%
• Motor oil and vehicle fluids	16.4%	13.3%	13.2%	13.0%	12.6%	12.4%
• Open containers of paint	5.9%	6.5%	7.5%	7.6%	8.0%	7.4%
• Trash and litter	15.6%	16.5%	12.4%	12.3%	11.9%	12.9%
• Washing vehicles in a driveway	6.3%	8.9%	8.5%	7.9%	9.2%	9.0%
• Grass clippings and leaf piles	4.5%	4.9%	5.9%	6.1%	8.7%	7.3%
• None of the above / I don't know	2.2%	1.4%	2.0%	2.2%	1.6%	0.3%

3.0 How important do you feel it is to help prevent stormwater pollution?

• Very important	28.8%	34.3%	36.9%	35.2%	37.4%	42.5%
• Somewhat important	21.2%	14.0%	8.9%	13.4%	12.6%	7.2%
• Not important at all	0.0%	1.1%	2.8%	1.4%	0.0%	0.3%

Central Pines Regional Council Stormwater Survey

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AGE ANALYSIS

18-24

25-34

35-44

45-54

55-64

65 +

4.0 Do you know how to properly dispose of hazardous household waste (paints, batteries, etc.)?

• Yes	18.2%	30.0%	47.8%	52.8%	66.3%	76.7%
• No	43.9%	38.9%	25.0%	23.1%	10.5%	2.7%
• Not Sure	37.9%	31.1%	27.2%	24.1%	23.2%	20.5%

5a. Do you and/or your lawn service use fertilizers on your lawn or garden?

• Yes, frequently	18.2%	13.3%	6.5%	8.3%	1.1%	5.6%
• Yes, occasionally	28.8%	40.0%	35.9%	32.4%	43.2%	52.8%
• No, never	33.3%	42.2%	42.4%	45.4%	41.1%	28.5%
• Not applicable	19.7%	4.4%	15.2%	13.9%	14.7%	13.2%

5b. Do you and/or your lawn service use pesticides on your lawn or garden?

• Yes, frequently	9.1%	8.9%	9.8%	6.5%	0.0%	2.8%
• Yes, occasionally	34.8%	32.2%	30.4%	28.7%	28.4%	34.0%
• No, never	39.4%	48.9%	44.6%	51.9%	51.6%	50.7%
• Not applicable	16.7%	10.0%	15.2%	13.0%	20.0%	12.5%

5c. Do you clean up your pet's waste (i.e., dog poop) when in public spaces?

• Yes, frequently	48.5%	48.9%	50.0%	47.2%	46.3%	29.7%
• Yes, occasionally	16.7%	20.0%	6.5%	7.4%	4.2%	0.7%
• No, never	10.6%	7.8%	7.6%	8.3%	7.4%	1.4%
• Not applicable	24.2%	23.3%	35.9%	37.0%	42.1%	68.3%

5d. Do you clean up your pet's waste (i.e., dog poop) on your own property?

• Yes, frequently	31.8%	42.2%	34.8%	35.2%	41.1%	28.1%
• Yes, occasionally	25.8%	17.8%	16.3%	18.5%	6.3%	5.5%
• No, never	18.2%	16.7%	13.0%	13.9%	9.5%	5.5%
• Not applicable	24.2%	23.3%	35.9%	32.4%	43.2%	61.0%

Central Pines Regional Council Stormwater Survey

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AGE ANALYSIS

18-24

25-34

35-44

45-54

55-64

65 +

6.0 Under which of the following conditions do you feel it is okay to hose down a spill? (Please select all that apply)

• When the spill is an oily substance that could stain the driveway	43.9%	42.2%	19.6%	18.5%	15.8%	6.1%
• When the spill is a solid substance like dirt	53.0%	60.0%	56.5%	58.3%	56.8%	54.4%
• Never	19.7%	11.1%	29.3%	33.3%	30.5%	38.1%

7.0 Which of the following are you, personally, currently doing to help reduce pollutants in stormwater runoff? (Please select all that apply)

• Minimizing fertilizer use	40.9%	45.6%	51.1%	46.3%	52.6%	48.3%
• Using commercial car washes	24.2%	22.2%	35.9%	44.4%	52.6%	51.0%
• Minimizing pesticide use	30.3%	42.2%	47.8%	46.3%	57.9%	54.4%
• Using biodegradable soaps	18.2%	24.4%	27.2%	22.2%	23.2%	36.1%
• Cleaning up pet waste	43.9%	45.6%	44.6%	38.0%	47.4%	32.7%
• Reporting issues or spills	18.2%	20.0%	26.1%	28.7%	18.9%	18.4%
• Sweeping and picking up yard waste	37.9%	36.7%	56.5%	49.1%	62.1%	53.7%
• Volunteering at local cleanups	13.6%	17.8%	15.2%	5.6%	11.6%	4.8%
• Cleaning up gutters	33.3%	32.2%	40.2%	31.5%	40.0%	39.5%
• None of the above	21.2%	8.9%	7.6%	10.2%	11.6%	4.8%
• Recycling used oil	19.7%	27.8%	39.1%	40.7%	48.4%	53.7%
• Washing vehicles on the lawn, not the driveway	12.1%	10.0%	8.7%	10.2%	9.5%	12.2%
• Other	3.0%	1.1%	0.0%	1.9%	1.1%	0.7%

8.0 How likely are you to participate in community efforts to reduce stormwater pollution (such as cleanup events, educational workshops, etc.)?

• Very Likely	31.8%	31.1%	28.6%	22.4%	22.3%	17.6%
• Somewhat Likely	56.1%	48.9%	39.6%	56.1%	45.7%	45.1%
• Not Likely	12.1%	20.0%	31.9%	21.5%	31.9%	37.3%

Central Pines Regional Council Stormwater Survey

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AGE ANALYSIS

18-24

25-34

35-44

45-54

55-64

65 +

9.0 From which TWO (2) of the information sources would you most PREFER to receive information? (Please choose up to two (2) options from the list below)

• Mail / Utility bill insert	25.8%	28.9%	28.3%	50.0%	50.5%	57.1%
• TV	43.9%	41.1%	27.2%	24.1%	27.4%	37.4%
• Door hanger	10.6%	6.7%	12.0%	8.3%	8.4%	4.8%
• Social Media / Online	53.0%	45.6%	34.8%	27.8%	21.1%	10.2%
• Radio	4.5%	7.8%	13.0%	12.0%	10.5%	6.1%
• Billboard	6.1%	5.6%	8.7%	5.6%	3.2%	2.7%
• Storm Water Services website	7.6%	11.1%	16.3%	15.7%	21.1%	14.3%
• Email	24.2%	20.0%	32.6%	32.4%	35.8%	34.0%
• None of the above	4.5%	3.3%	7.6%	5.6%	5.3%	3.4%
• Other	0.0%	1.1%	1.1%	1.9%	1.1%	2.7%

10.0 Which of the following social media platforms do you engage with regularly? (Please check all that apply)

• Facebook	45.5%	66.7%	64.1%	69.4%	70.5%	48.3%
• Threads	22.7%	13.3%	9.8%	3.7%	6.3%	0.0%
• Instagram	87.9%	62.2%	47.8%	38.0%	31.6%	15.0%
• X (Twitter)	48.5%	30.0%	23.9%	15.7%	18.9%	4.8%
• LinkedIn	6.1%	21.1%	22.8%	17.6%	24.2%	11.6%
• YouTube	72.7%	65.6%	54.3%	55.6%	48.4%	33.3%
• Reddit	25.8%	20.0%	26.1%	14.8%	8.4%	5.4%
• Snapchat	30.3%	35.6%	19.6%	9.3%	6.3%	2.0%
• I do not frequent any social media platforms	0.0%	2.2%	8.7%	8.3%	11.6%	33.3%
• Other	3.0%	2.2%	2.2%	4.6%	1.1%	2.7%

11.0 What is your age range?

• 18-24	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
• 25-34	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%
• 35-44	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%
• 45-54	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%
• 55-64	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%
• 65 +	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%

Central Pines Regional Council Stormwater Survey

June/July 2025

AGE ANALYSIS

18-24

25-34

35-44

45-54

55-64

65 +

12.0 What is your highest level of education?

• Less than high school graduate	3.0%	6.7%	4.3%	2.8%	5.3%	2.1%
• High school diploma or GED	51.5%	22.2%	16.3%	21.3%	18.1%	13.7%
• Some college	25.8%	25.6%	19.6%	17.6%	27.7%	23.3%
• Associate degree	4.5%	13.3%	5.4%	7.4%	7.4%	12.3%
• Bachelor's degree	9.1%	22.2%	27.2%	24.1%	14.9%	21.2%
• Graduate degree	4.5%	8.9%	22.8%	25.0%	25.5%	25.3%
• I prefer not to answer	1.5%	1.1%	4.3%	1.9%	1.1%	2.1%

13.0 Check ALL of the following that describes your race/ethnicity: (Please check all that apply.)

• African American/Black	65.2%	38.9%	28.3%	30.6%	22.1%	15.6%
• Native American	9.1%	3.3%	2.2%	1.9%	2.1%	2.0%
• Asian/Indian	1.5%	6.7%	0.0%	2.8%	0.0%	4.1%
• White/Caucasian	28.8%	47.8%	63.0%	63.0%	67.4%	74.8%
• Asian/Pacific Islander	3.0%	4.4%	4.3%	0.9%	4.2%	2.7%
• I prefer not to answer	1.5%	2.2%	2.2%	3.7%	6.3%	4.8%
• Hispanic/Latino	9.1%	5.6%	8.7%	5.6%	2.1%	4.1%
• Other	1.5%	0.0%	0.0%	0.0%	0.0%	0.7%

14.0 How would you best describe where you currently live?

• Single-family home	63.6%	61.1%	74.7%	80.4%	71.7%	80.0%
• Apartment / condo	30.3%	24.4%	13.2%	12.1%	17.4%	11.7%
• Townhouse	4.5%	11.1%	8.8%	5.6%	8.7%	4.8%
• I am currently experiencing homelessness	0.0%	2.2%	1.1%	0.9%	1.1%	0.0%
• Other	1.5%	1.1%	2.2%	0.9%	1.1%	3.4%

Central Pines Regional Council Stormwater Survey

June/July 2025

COUNTY ANALYSIS

Beaufort County Chatham County Craven County Cumberland County Durham County Edgecombe County Johnston County Nash County Orange County Wake County Wayne County

1.0 Which of the following do you believe happens to stormwater runoff once it goes into a storm drain or ditch? (Please choose the one best answer)

• It flows into a nearby body of water (like a stream, river, pond, wetlands, etc.)	80.0%	81.0%	69.6%	52.6%	61.1%	66.7%	72.3%	77.1%	81.4%	72.0%	63.2%
• It goes to a wastewater treatment plant	4.0%	0.0%	13.0%	18.4%	22.2%	14.8%	6.4%	14.3%	11.6%	16.7%	23.7%
• I'm not sure	16.0%	19.0%	17.4%	28.9%	16.7%	18.5%	21.3%	8.6%	7.0%	11.3%	13.2%

2.0 Which of the following do you believe happens to stormwater runoff once it goes into a storm drain or ditch? (Please choose the one best answer)

• Lawn fertilizers and pesticides	14.7%	13.4%	14.1%	12.4%	13.0%	12.2%	13.9%	11.3%	13.8%	13.5%	11.5%
• Industrial discharges (waste from industrial facilities going into the environment)	14.7%	11.8%	13.7%	14.9%	14.2%	15.1%	16.3%	15.6%	11.9%	12.3%	15.4%
• Pet waste	9.5%	10.2%	10.7%	8.4%	9.9%	9.4%	7.2%	7.8%	11.5%	11.2%	10.9%
• Fuel leaks	12.1%	12.6%	12.2%	14.4%	12.8%	12.9%	11.5%	14.9%	12.3%	12.0%	14.7%
• Motor oil and vehicle fluids	14.7%	13.4%	14.1%	13.4%	13.0%	12.2%	15.3%	13.5%	12.6%	12.7%	12.2%
• Open containers of paint	8.6%	8.7%	7.0%	7.9%	7.0%	7.9%	6.2%	5.7%	8.3%	7.4%	6.4%
• Trash and litter	11.2%	12.6%	13.7%	11.9%	14.2%	12.2%	14.4%	13.5%	12.6%	12.8%	13.5%
• Washing vehicles in a driveway	6.9%	7.9%	8.5%	8.9%	8.8%	10.8%	7.7%	9.2%	9.1%	9.1%	4.5%
• Grass clippings and leaf piles	6.0%	8.7%	5.6%	6.4%	6.2%	5.8%	4.8%	6.4%	6.7%	7.8%	5.1%
• None of the above / I don't know	1.7%	0.8%	0.4%	1.5%	1.0%	1.4%	2.9%	2.1%	1.2%	1.0%	5.8%

3.0 How important do you feel it is to help prevent stormwater pollution?

• Very important	38.0%	32.5%	40.4%	39.5%	35.4%	33.3%	37.0%	37.1%	33.7%	38.7%	30.3%
• Somewhat important	12.0%	12.5%	8.5%	10.5%	14.0%	14.8%	12.0%	10.0%	16.3%	10.1%	17.1%
• Not important at all	0.0%	5.0%	1.1%	0.0%	0.0%	1.9%	0.0%	2.9%	0.0%	0.9%	2.6%

4.0 Do you know how to properly dispose of hazardous household waste (paints, batteries, etc.)?

• Yes	52.0%	60.0%	51.1%	57.9%	52.2%	44.4%	48.9%	31.4%	67.4%	58.0%	34.2%
• No	28.0%	20.0%	19.1%	15.8%	22.2%	22.2%	23.4%	34.3%	18.6%	17.2%	31.6%
• Not Sure	20.0%	20.0%	29.8%	26.3%	25.6%	33.3%	27.7%	34.3%	14.0%	24.9%	34.2%

Central Pines Regional Council Stormwater Survey

June/July 2025

COUNTY ANALYSIS

Beaufort Chatham Craven Cumberland Durham Edgecombe Johnston Nash County Orange Wake Wayne
County County County County County County County County County County County

5a. Do you and/or your lawn service use fertilizers on your lawn or garden?

• Yes, frequently	8.0%	9.5%	8.5%	5.4%	10.0%	11.1%	12.8%	20.0%	0.0%	6.0%	5.3%
• Yes, occasionally	20.0%	38.1%	36.2%	45.9%	35.6%	37.0%	29.8%	20.0%	48.8%	56.9%	21.1%
• No, never	64.0%	23.8%	42.6%	32.4%	41.1%	44.4%	44.7%	48.6%	44.2%	22.2%	60.5%
• Not applicable	8.0%	28.6%	12.8%	16.2%	13.3%	7.4%	12.8%	11.4%	7.0%	15.0%	13.2%

5b. Do you and/or your lawn service use pesticides on your lawn or garden?

• Yes, frequently	4.0%	9.5%	0.0%	7.9%	10.1%	7.4%	4.3%	14.3%	0.0%	4.2%	2.6%
• Yes, occasionally	20.0%	28.6%	38.3%	28.9%	25.8%	33.3%	41.3%	28.6%	14.0%	37.5%	28.9%
• No, never	68.0%	33.3%	48.9%	47.4%	48.3%	44.4%	50.0%	42.9%	81.4%	39.9%	55.3%
• Not applicable	8.0%	28.6%	12.8%	15.8%	15.7%	14.8%	4.3%	14.3%	4.7%	18.5%	13.2%

5c. Do you clean up your pet's waste (i.e., dog poop) when in public spaces?

• Yes, frequently	48.0%	42.9%	44.7%	42.1%	37.8%	44.4%	44.7%	51.4%	51.2%	43.1%	42.1%
• Yes, occasionally	8.0%	0.0%	14.9%	2.6%	12.2%	11.1%	14.9%	5.7%	4.7%	6.0%	7.9%
• No, never	16.0%	4.8%	6.4%	7.9%	5.6%	11.1%	6.4%	8.6%	11.6%	4.2%	5.3%
• Not applicable	28.0%	52.4%	34.0%	47.4%	44.4%	33.3%	34.0%	34.3%	32.6%	46.7%	44.7%

5d. Do you clean up your pet's waste (i.e., dog poop) on your own property?

• Yes, frequently	36.0%	23.8%	46.8%	36.8%	31.1%	33.3%	38.3%	37.1%	39.5%	35.7%	28.9%
• Yes, occasionally	8.0%	14.3%	17.0%	10.5%	20.0%	14.8%	12.8%	17.1%	11.6%	7.7%	23.7%
• No, never	28.0%	9.5%	8.5%	10.5%	6.7%	22.2%	19.1%	11.4%	18.6%	9.5%	13.2%
• Not applicable	28.0%	52.4%	27.7%	42.1%	42.2%	29.6%	29.8%	34.3%	30.2%	47.0%	34.2%

6.0 Under which of the following conditions do you feel it is okay to hose down a spill? (Please select all that apply)

• When the spill is an oily substance that could stain the driveway	24.0%	9.5%	23.4%	13.2%	21.1%	22.2%	27.7%	34.3%	2.3%	20.7%	36.8%
• When the spill is a solid substance like dirt	44.0%	71.4%	53.2%	60.5%	65.6%	48.1%	51.1%	51.4%	62.8%	52.1%	63.2%
• Never	44.0%	14.3%	29.8%	26.3%	21.1%	33.3%	31.9%	28.6%	34.9%	33.1%	10.5%

Central Pines Regional Council Stormwater Survey

June/July 2025

COUNTY ANALYSIS

Beaufort Chatham Craven Cumberland Durham Edgecombe Johnston Nash County Orange Wake Wayne
County County County County County County County County County County County

7.0 Which of the following are you, personally, currently doing to help reduce pollutants in stormwater runoff? (Please select all that apply)

• Minimizing fertilizer use	36.0%	42.9%	44.7%	44.7%	46.7%	55.6%	44.7%	57.1%	65.1%	48.5%	34.2%
• Using commercial car washes	24.0%	38.1%	46.8%	31.6%	42.2%	25.9%	31.9%	34.3%	41.9%	47.9%	44.7%
• Minimizing pesticide use	40.0%	33.3%	51.1%	36.8%	51.1%	33.3%	42.6%	54.3%	60.5%	52.7%	36.8%
• Using biodegradable soaps	24.0%	52.4%	23.4%	31.6%	26.7%	25.9%	23.4%	20.0%	27.9%	28.4%	18.4%
• Cleaning up pet waste	36.0%	28.6%	57.4%	31.6%	41.1%	37.0%	31.9%	42.9%	51.2%	44.4%	34.2%
• Reporting issues or spills	28.0%	0.0%	21.3%	26.3%	28.9%	33.3%	12.8%	31.4%	18.6%	19.5%	18.4%
• Sweeping and picking up yard waste	28.0%	47.6%	53.2%	55.3%	50.0%	51.9%	38.3%	60.0%	55.8%	51.5%	47.4%
• Volunteering at local cleanups	8.0%	9.5%	8.5%	10.5%	10.0%	18.5%	10.6%	8.6%	11.6%	11.2%	7.9%
• Cleaning up gutters	24.0%	33.3%	36.2%	39.5%	44.4%	37.0%	29.8%	45.7%	32.6%	36.1%	28.9%
• None of the above	24.0%	4.8%	6.4%	13.2%	13.3%	7.4%	12.8%	14.3%	9.3%	5.9%	7.9%
• Recycling used oil	52.0%	42.9%	31.9%	28.9%	36.7%	48.1%	44.7%	42.9%	48.8%	40.8%	36.8%
• Washing vehicles on the lawn, not the driveway	8.0%	4.8%	8.5%	18.4%	12.2%	18.5%	12.8%	14.3%	2.3%	4.7%	21.1%
• Other	4.0%	4.8%	0.0%	0.0%	1.1%	7.4%	2.1%	0.0%	0.0%	0.0%	2.6%

8.0 How likely are you to participate in community efforts to reduce stormwater pollution (such as cleanup events, educational workshops, etc.)?

• Very Likely	36.0%	45.0%	26.1%	23.7%	27.8%	37.0%	17.0%	28.6%	23.8%	20.1%	18.4%
• Somewhat Likely	40.0%	30.0%	50.0%	44.7%	43.3%	37.0%	53.2%	48.6%	57.1%	50.6%	44.7%
• Not Likely	24.0%	25.0%	23.9%	31.6%	28.9%	25.9%	29.8%	22.9%	19.0%	29.3%	36.8%

9.0 From which TWO (2) of the information sources would you most PREFER to receive information? (Please choose up to two (2) options from the list below)

• Mail / Utility bill insert	40.0%	61.9%	48.9%	55.3%	36.7%	40.7%	44.7%	37.1%	32.6%	43.8%	28.9%
• TV	44.0%	19.0%	34.0%	28.9%	30.0%	40.7%	42.6%	31.4%	30.2%	33.7%	39.5%
• Door hanger	8.0%	9.5%	8.5%	5.3%	14.4%	3.7%	10.6%	2.9%	14.0%	7.1%	0.0%
• Social Media / Online	32.0%	38.1%	23.4%	21.1%	35.6%	33.3%	19.1%	28.6%	23.3%	30.2%	34.2%
• Radio	8.0%	19.0%	4.3%	10.5%	8.9%	0.0%	10.6%	2.9%	4.7%	10.7%	21.1%
• Billboard	4.0%	4.8%	6.4%	7.9%	5.6%	0.0%	6.4%	8.6%	11.6%	2.4%	5.3%
• Storm Water Services website	12.0%	19.0%	17.0%	18.4%	12.2%	7.4%	4.3%	20.0%	14.0%	17.8%	10.5%
• Email	20.0%	23.8%	31.9%	34.2%	32.2%	33.3%	31.9%	34.3%	34.9%	27.2%	28.9%
• None of the above	8.0%	0.0%	2.1%	2.6%	5.6%	11.1%	4.3%	2.9%	2.3%	5.9%	5.3%
• Other	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	2.1%	0.0%	7.0%	1.2%	2.6%

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Beaufort Chatham Craven Cumberland Durham Edgecombe Johnston Nash County Orange Wake Wayne
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10.0 Which of the following social media platforms do you engage with regularly?
(Please check all that apply)

• Facebook	52.0%	61.9%	63.8%	68.4%	58.9%	63.0%	61.7%	74.3%	58.1%	53.8%	68.4%
• Threads	4.0%	4.8%	8.5%	7.9%	8.9%	22.2%	0.0%	8.6%	7.0%	8.3%	5.3%
• Instagram	44.0%	28.6%	34.0%	36.8%	52.2%	63.0%	21.3%	57.1%	51.2%	38.5%	44.7%
• X (Twitter)	12.0%	14.3%	17.0%	13.2%	30.0%	37.0%	25.5%	28.6%	11.6%	14.8%	28.9%
• LinkedIn	16.0%	28.6%	17.0%	18.4%	25.6%	7.4%	10.6%	20.0%	14.0%	19.5%	2.6%
• YouTube	48.0%	57.1%	57.4%	55.3%	57.8%	63.0%	51.1%	60.0%	39.5%	47.3%	60.5%
• Reddit	16.0%	14.3%	12.8%	13.2%	23.3%	18.5%	14.9%	11.4%	14.0%	14.2%	10.5%
• Snapchat	16.0%	9.5%	14.9%	13.2%	11.1%	14.8%	14.9%	28.6%	11.6%	10.7%	39.5%
• I do not frequent any social media platforms	20.0%	14.3%	12.8%	15.8%	12.2%	7.4%	12.8%	0.0%	14.0%	17.2%	5.3%
• Other	0.0%	4.8%	0.0%	7.9%	2.2%	3.7%	0.0%	2.9%	0.0%	4.7%	0.0%

11.0 What is your age range?

• 18-24	20.0%	0.0%	10.6%	5.4%	13.3%	29.6%	8.5%	17.1%	14.0%	6.5%	13.2%
• 25-34	16.0%	19.0%	14.9%	13.5%	17.8%	14.8%	14.9%	17.1%	11.6%	14.8%	15.8%
• 35-44	12.0%	4.8%	17.0%	16.2%	20.0%	14.8%	12.8%	17.1%	11.6%	13.6%	23.7%
• 45-54	24.0%	23.8%	10.6%	21.6%	14.4%	7.4%	23.4%	31.4%	20.9%	14.8%	23.7%
• 55-64	8.0%	4.8%	14.9%	10.8%	14.4%	11.1%	12.8%	11.4%	18.6%	20.7%	21.1%
• 65 +	20.0%	47.6%	31.9%	32.4%	20.0%	22.2%	27.7%	5.7%	23.3%	29.6%	2.6%

12.0 What is your highest level of education?

• Less than high school graduate	12.0%	0.0%	4.3%	7.9%	3.4%	7.4%	0.0%	8.6%	4.7%	1.2%	8.1%
• High school diploma or GED	28.0%	14.3%	19.1%	15.8%	21.3%	48.1%	29.8%	37.1%	16.3%	11.2%	45.9%
• Some college	20.0%	14.3%	36.2%	23.7%	19.1%	18.5%	21.3%	22.9%	11.6%	24.3%	24.3%
• Associate degree	12.0%	9.5%	6.4%	13.2%	11.2%	7.4%	10.6%	5.7%	4.7%	7.7%	8.1%
• Bachelor's degree	12.0%	33.3%	17.0%	10.5%	21.3%	14.8%	10.6%	11.4%	30.2%	30.2%	2.7%
• Graduate degree	16.0%	28.6%	17.0%	28.9%	21.3%	3.7%	23.4%	8.6%	32.6%	23.1%	5.4%
• I prefer not to answer	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	4.3%	5.7%	0.0%	2.4%	5.4%

13.0 Check ALL of the following that describes your race/ethnicity: (Please check all that apply.)

• African American/Black	24.0%	19.0%	31.9%	42.1%	40.0%	51.9%	17.0%	57.1%	20.9%	18.9%	42.1%
• Native American	12.0%	0.0%	0.0%	2.6%	1.1%	0.0%	2.1%	5.7%	2.3%	3.6%	7.9%
• Asian/Indian	0.0%	4.8%	2.1%	0.0%	3.3%	0.0%	6.4%	0.0%	4.7%	3.6%	0.0%
• White/Caucasian	68.0%	71.4%	63.8%	52.6%	50.0%	40.7%	72.3%	40.0%	69.8%	68.0%	55.3%
• Asian/Pacific Islander	0.0%	14.3%	0.0%	0.0%	2.2%	0.0%	2.1%	5.7%	9.3%	3.0%	5.3%
• I prefer not to answer	4.0%	4.8%	2.1%	2.6%	3.3%	0.0%	2.1%	5.7%	0.0%	5.9%	2.6%
• Hispanic/Latino	4.0%	4.8%	4.3%	5.3%	4.4%	11.1%	2.1%	2.9%	7.0%	5.9%	7.9%
• Other	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%

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14.0 How would you best describe where you currently live?

• Single-family home	87.5%	76.2%	76.1%	75.7%	66.7%	85.2%	80.9%	85.7%	81.4%	64.1%	75.7%
• Apartment / condo	8.3%	14.3%	17.4%	13.5%	27.8%	11.1%	14.9%	8.6%	16.3%	17.4%	16.2%
• Townhouse	0.0%	9.5%	2.2%	5.4%	5.6%	0.0%	2.1%	5.7%	2.3%	15.6%	2.7%
• I am currently experiencing homelessness	4.2%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	1.8%	0.0%
• Other	0.0%	0.0%	4.3%	5.4%	0.0%	0.0%	2.1%	0.0%	0.0%	1.2%	5.4%

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EDUCATION ANALYSIS

Less than high
school graduate

High school
diploma or GED

Some college

Associate degree

Bachelor's degree

Graduate degree

1.0 Which of the following do you believe happens to stormwater runoff once it goes into a storm drain or ditch? (Please choose the one best answer)

• It flows into a nearby body of water (like a stream, river, pond, wetlands, etc.)	56.5%	63.6%	65.4%	69.8%	78.7%	77.5%
• It goes to a wastewater treatment plant	13.0%	17.1%	19.1%	15.1%	14.8%	12.5%
• I'm not sure	30.4%	19.4%	15.4%	15.1%	6.6%	10.0%

2.0 Which of the following do you believe happens to stormwater runoff once it goes into a storm drain or ditch? (Please choose the one best answer)

• Lawn fertilizers and pesticides	10.9%	13.1%	14.3%	13.2%	13.1%	12.6%
• Industrial discharges (waste from industrial facilities going into the environment)	16.3%	15.7%	13.5%	14.5%	12.6%	12.9%
• Pet waste	8.7%	9.0%	10.6%	10.9%	10.4%	10.7%
• Fuel leaks	14.1%	13.1%	12.0%	14.1%	12.7%	12.1%
• Motor oil and vehicle fluids	13.0%	14.7%	14.2%	11.2%	12.9%	12.1%
• Open containers of paint	8.7%	6.7%	6.8%	7.6%	7.4%	8.3%
• Trash and litter	9.8%	13.1%	13.4%	13.5%	13.5%	13.0%
• Washing vehicles in a driveway	7.6%	6.7%	8.1%	8.6%	9.6%	9.4%
• Grass clippings and leaf piles	5.4%	5.5%	5.8%	6.6%	7.2%	8.1%
• None of the above / I don't know	5.4%	2.5%	1.2%	0.0%	0.5%	0.8%

3.0 How important do you feel it is to help prevent stormwater pollution?

• Very important	32.6%	35.9%	38.2%	42.9%	37.8%	34.9%
• Somewhat important	15.2%	12.9%	11.4%	6.7%	11.6%	13.7%
• Not important at all	2.2%	0.8%	0.0%	0.0%	0.4%	1.2%

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High school
diploma or GED

Some college

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Bachelor's degree

Graduate degree

4.0 Do you know how to properly dispose of hazardous household waste (paints, batteries, etc.)?

• Yes	47.8%	43.4%	46.7%	60.4%	57.0%	65.3%
• No	26.1%	28.7%	21.2%	18.9%	19.8%	16.5%
• Not Sure	26.1%	27.9%	32.1%	20.8%	23.1%	18.2%

5a. Do you and/or your lawn service use fertilizers on your lawn or garden?

• Yes, frequently	9.1%	10.9%	9.6%	11.3%	4.1%	5.8%
• Yes, occasionally	27.3%	27.9%	44.1%	37.7%	42.6%	54.2%
• No, never	59.1%	45.0%	31.6%	34.0%	40.2%	32.5%
• Not applicable	4.5%	16.3%	14.7%	17.0%	13.1%	7.5%

5b. Do you and/or your lawn service use pesticides on your lawn or garden?

• Yes, frequently	0.0%	7.0%	6.6%	9.6%	4.1%	5.0%
• Yes, occasionally	34.8%	29.5%	34.3%	28.8%	25.6%	39.2%
• No, never	60.9%	49.6%	43.1%	48.1%	53.7%	45.8%
• Not applicable	4.3%	14.0%	16.1%	13.5%	16.5%	10.0%

5c. Do you clean up your pet's waste (i.e., dog poop) when in public spaces?

• Yes, frequently	39.1%	37.2%	46.0%	48.1%	45.9%	48.3%
• Yes, occasionally	17.4%	14.7%	6.6%	5.8%	4.1%	5.0%
• No, never	17.4%	12.4%	8.0%	1.9%	2.5%	2.5%
• Not applicable	26.1%	35.7%	39.4%	44.2%	47.5%	44.2%

5d. Do you clean up your pet's waste (i.e., dog poop) on your own property?

• Yes, frequently	26.1%	32.6%	39.4%	35.8%	30.3%	41.7%
• Yes, occasionally	17.4%	18.6%	12.4%	20.8%	9.8%	11.7%
• No, never	34.8%	14.7%	13.9%	3.8%	12.3%	5.0%
• Not applicable	21.7%	34.1%	34.3%	39.6%	47.5%	41.7%

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6.0 Under which of the following conditions do you feel it is okay to hose down a spill? (Please select all that apply)

• When the spill is an oily substance that could stain the driveway	30.4%	29.5%	25.5%	28.3%	9.8%	14.9%
• When the spill is a solid substance like dirt	30.4%	52.7%	59.1%	52.8%	53.3%	68.6%
• Never	34.8%	24.8%	26.3%	28.3%	38.5%	23.1%

7.0 Which of the following are you, personally, currently doing to help reduce pollutants in stormwater runoff? (Please select all that apply)

• Minimizing fertilizer use	13.0%	38.0%	46.7%	62.3%	51.6%	58.7%
• Using commercial car washes	21.7%	31.0%	41.6%	39.6%	46.7%	51.2%
• Minimizing pesticide use	21.7%	38.0%	46.7%	60.4%	53.3%	57.9%
• Using biodegradable soaps	17.4%	19.4%	27.0%	20.8%	27.9%	38.0%
• Cleaning up pet waste	30.4%	38.8%	45.3%	34.0%	42.6%	44.6%
• Reporting issues or spills	13.0%	21.7%	23.4%	24.5%	23.0%	19.0%
• Sweeping and picking up yard waste	39.1%	45.0%	46.7%	49.1%	57.4%	59.5%
• Volunteering at local cleanups	4.3%	9.3%	10.9%	11.3%	8.2%	14.0%
• Cleaning up gutters	21.7%	31.0%	37.2%	41.5%	36.9%	43.8%
• None of the above	34.8%	12.4%	10.2%	9.4%	4.9%	2.5%
• Recycling used oil	30.4%	40.3%	34.3%	43.4%	47.5%	44.6%
• Washing vehicles on the lawn, not the driveway	8.7%	17.8%	8.8%	13.2%	6.6%	6.6%
• Other	0.0%	0.8%	2.2%	1.9%	0.0%	1.7%

8.0 How likely are you to participate in community efforts to reduce stormwater pollution (such as cleanup events, educational workshops, etc.)?

• Very Likely	26.1%	28.9%	27.4%	34.0%	20.8%	17.8%
• Somewhat Likely	26.1%	41.4%	50.4%	41.5%	55.0%	54.2%
• Not Likely	47.8%	29.7%	22.2%	24.5%	24.2%	28.0%

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Some college

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Bachelor's degree

Graduate degree

9.0 From which TWO (2) of the information sources would you most PREFER to receive information? (Please choose up to two (2) options from the list below)

• Mail / Utility bill insert	30.4%	42.6%	40.1%	50.9%	45.9%	42.1%
• TV	17.4%	39.5%	33.6%	34.0%	28.7%	34.7%
• Door hanger	13.0%	4.7%	8.0%	11.3%	5.7%	10.7%
• Social Media / Online	13.0%	39.5%	31.4%	17.0%	29.5%	22.3%
• Radio	8.7%	8.5%	8.0%	7.5%	9.0%	12.4%
• Billboard	8.7%	2.3%	4.4%	3.8%	6.6%	6.6%
• Storm Water Services website	8.7%	4.7%	10.9%	30.2%	18.9%	21.5%
• Email	17.4%	25.6%	35.8%	37.7%	31.1%	29.8%
• None of the above	21.7%	4.7%	3.6%	0.0%	3.3%	3.3%
• Other	8.7%	0.0%	2.2%	1.9%	1.6%	0.8%

10.0 Which of the following social media platforms do you engage with regularly?

(Please check all that apply)

• Facebook	60.9%	68.2%	65.0%	64.2%	59.0%	50.4%
• Threads	4.3%	10.1%	7.3%	5.7%	7.4%	8.3%
• Instagram	56.5%	48.1%	40.9%	41.5%	43.4%	35.5%
• X (Twitter)	8.7%	24.8%	26.3%	18.9%	18.0%	16.5%
• LinkedIn	8.7%	7.8%	16.1%	17.0%	23.8%	25.6%
• YouTube	47.8%	58.9%	54.0%	58.5%	49.2%	47.1%
• Reddit	0.0%	15.5%	10.9%	17.0%	23.0%	15.7%
• Snapchat	39.1%	23.3%	18.2%	9.4%	4.9%	9.9%
• I do not frequent any social media platforms	17.4%	6.2%	10.2%	9.4%	13.9%	23.1%
• Other	4.3%	3.1%	1.5%	5.7%	4.1%	0.8%

11.0 What is your age range?

• 18-24	8.7%	26.4%	12.4%	5.7%	4.9%	2.5%
• 25-34	26.1%	15.5%	16.8%	22.6%	16.4%	6.7%
• 35-44	17.4%	11.6%	13.1%	9.4%	20.5%	17.5%
• 45-54	13.0%	17.8%	13.9%	15.1%	21.3%	22.5%
• 55-64	21.7%	13.2%	19.0%	13.2%	11.5%	20.0%
• 65 +	13.0%	15.5%	24.8%	34.0%	25.4%	30.8%

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EDUCATION ANALYSIS

Less than high
school graduate

High school
diploma or GED

Some college

Associate degree

Bachelor's degree

Graduate degree

12.0 What is your highest level of education?

• Less than high school graduate	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
• High school diploma or GED	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%
• Some college	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%
• Associate degree	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%
• Bachelor's degree	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%
• Graduate degree	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
• I prefer not to answer	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

13.0 Check ALL of the following that describes your race/ethnicity: (Please check all that apply.)

• African American/Black	43.5%	45.7%	29.2%	34.0%	24.6%	15.7%
• Native American	8.7%	5.4%	2.9%	0.0%	2.5%	1.7%
• Asian/Indian	0.0%	0.8%	2.2%	3.8%	3.3%	5.0%
• White/Caucasian	47.8%	45.7%	63.5%	64.2%	62.3%	76.0%
• Asian/Pacific Islander	0.0%	3.1%	2.2%	1.9%	4.1%	3.3%
• I prefer not to answer	0.0%	2.3%	3.6%	1.9%	2.5%	5.8%
• Hispanic/Latino	13.0%	7.0%	2.2%	3.8%	5.7%	7.4%
• Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%

14.0 How would you best describe where you currently live?

• Single-family home	77.3%	73.0%	62.0%	68.6%	76.0%	83.5%
• Apartment / condo	18.2%	18.3%	29.2%	25.5%	12.4%	4.1%
• Townhouse	0.0%	3.2%	5.1%	5.9%	11.6%	9.9%
• I am currently experiencing homelessness	4.5%	1.6%	1.5%	0.0%	0.0%	0.0%
• Other	0.0%	4.0%	2.2%	0.0%	0.0%	2.5%

Central Pines Regional Council Stormwater Survey

June/July 2025

RACE/ETHNICITY ANALYSIS

African
American/Black

Native American

Asian/Indian

White/Caucasian

Asian/Pacific
Islander

Hispanic/Latino

1.0 Which of the following do you believe happens to stormwater runoff once it goes into a storm drain or ditch? (Please choose the one best answer)

• It flows into a nearby body of water (like a stream, river, pond, wetlands, etc.)	61.7%	61.1%	68.8%	72.9%	78.9%	69.7%
• It goes to a wastewater treatment plant	19.4%	22.2%	12.5%	14.7%	10.5%	15.2%
• I'm not sure	18.9%	16.7%	18.8%	12.5%	10.5%	15.2%

2.0 Which of the following do you believe happens to stormwater runoff once it goes into a storm drain or ditch? (Please choose the one best answer)

• Lawn fertilizers and pesticides	13.3%	9.1%	15.2%	13.5%	12.9%	10.3%
• Industrial discharges (waste from industrial facilities going into the environment)	16.1%	14.3%	11.4%	12.9%	13.9%	15.5%
• Pet waste	9.2%	10.4%	12.7%	10.5%	10.9%	10.3%
• Fuel leaks	13.3%	14.3%	13.9%	12.3%	11.9%	12.4%
• Motor oil and vehicle fluids	12.6%	13.0%	11.4%	13.2%	11.9%	13.4%
• Open containers of paint	6.8%	10.4%	6.3%	7.5%	6.9%	8.8%
• Trash and litter	13.4%	14.3%	15.2%	13.0%	12.9%	13.4%
• Washing vehicles in a driveway	7.4%	6.5%	6.3%	9.0%	9.9%	7.7%
• Grass clippings and leaf piles	5.6%	3.9%	6.3%	7.2%	7.9%	6.7%
• None of the above / I don't know	2.4%	3.9%	1.3%	1.0%	1.0%	1.5%

3.0 How important do you feel it is to help prevent stormwater pollution?

• Very important	36.6%	33.3%	31.3%	36.5%	32.4%	37.9%
• Somewhat important	10.6%	16.7%	18.8%	13.1%	16.2%	10.6%
• Not important at all	2.2%	0.0%	0.0%	0.3%	0.0%	1.5%

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4.0 Do you know how to properly dispose of hazardous household waste (paints, batteries, etc.)?

• Yes	35.4%	50.0%	62.5%	61.8%	42.1%	54.5%
• No	35.4%	16.7%	25.0%	14.1%	31.6%	21.2%
• Not Sure	29.3%	33.3%	12.5%	24.1%	26.3%	24.2%

5a. Do you and/or your lawn service use fertilizers on your lawn or garden?

• Yes, frequently	13.9%	11.1%	12.5%	6.1%	5.3%	0.0%
• Yes, occasionally	35.0%	22.2%	50.0%	41.3%	57.9%	48.5%
• No, never	33.3%	61.1%	18.8%	42.1%	26.3%	36.4%
• Not applicable	17.8%	5.6%	18.8%	10.5%	10.5%	15.2%

5b. Do you and/or your lawn service use pesticides on your lawn or garden?

• Yes, frequently	9.9%	5.6%	6.3%	3.9%	10.5%	3.0%
• Yes, occasionally	33.1%	33.3%	37.5%	29.0%	42.1%	21.2%
• No, never	35.4%	55.6%	43.8%	56.3%	42.1%	54.5%
• Not applicable	21.5%	5.6%	12.5%	10.9%	5.3%	21.2%

5c. Do you clean up your pet's waste (i.e., dog poop) when in public spaces?

• Yes, frequently	37.8%	38.9%	18.8%	48.2%	26.3%	59.4%
• Yes, occasionally	12.2%	5.6%	6.3%	6.6%	10.5%	6.3%
• No, never	11.1%	0.0%	25.0%	3.9%	5.3%	9.4%
• Not applicable	38.9%	55.6%	50.0%	41.3%	57.9%	25.0%

5d. Do you clean up your pet's waste (i.e., dog poop) on your own property?

• Yes, frequently	33.1%	33.3%	18.8%	36.6%	15.8%	39.4%
• Yes, occasionally	19.3%	16.7%	12.5%	11.9%	26.3%	18.2%
• No, never	9.4%	5.6%	25.0%	13.3%	5.3%	12.1%
• Not applicable	38.1%	44.4%	43.8%	38.2%	52.6%	30.3%

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6.0 Under which of the following conditions do you feel it is okay to hose down a spill? (Please select all that apply)

• When the spill is an oily substance that could stain the driveway	36.5%	22.2%	25.0%	13.5%	31.6%	24.2%
• When the spill is a solid substance like dirt	52.5%	50.0%	68.8%	60.2%	52.6%	48.5%
• Never	22.1%	38.9%	12.5%	30.9%	21.1%	33.3%

7.0 Which of the following are you, personally, currently doing to help reduce pollutants in stormwater runoff? (Please select all that apply)

• Minimizing fertilizer use	34.8%	38.9%	56.3%	53.6%	47.4%	45.5%
• Using commercial car washes	32.0%	27.8%	18.8%	46.1%	31.6%	45.5%
• Minimizing pesticide use	32.0%	55.6%	56.3%	55.5%	36.8%	51.5%
• Using biodegradable soaps	18.8%	38.9%	25.0%	28.7%	42.1%	33.3%
• Cleaning up pet waste	35.4%	33.3%	12.5%	45.3%	31.6%	39.4%
• Reporting issues or spills	24.3%	16.7%	18.8%	19.9%	10.5%	30.3%
• Sweeping and picking up yard waste	44.2%	50.0%	18.8%	54.1%	63.2%	54.5%
• Volunteering at local cleanups	12.2%	16.7%	12.5%	9.1%	5.3%	18.2%
• Cleaning up gutters	29.3%	22.2%	31.3%	39.5%	36.8%	33.3%
• None of the above	14.9%	5.6%	0.0%	6.4%	15.8%	3.0%
• Recycling used oil	26.5%	44.4%	43.8%	48.1%	26.3%	45.5%
• Washing vehicles on the lawn, not the driveway	9.9%	16.7%	6.3%	10.5%	5.3%	9.1%
• Other	1.7%	0.0%	0.0%	0.8%	0.0%	0.0%

8.0 How likely are you to participate in community efforts to reduce stormwater pollution (such as cleanup events, educational workshops, etc.)?

• Very Likely	34.3%	44.4%	13.3%	19.2%	21.1%	36.4%
• Somewhat Likely	48.1%	44.4%	46.7%	48.7%	57.9%	36.4%
• Not Likely	17.7%	11.1%	40.0%	32.1%	21.1%	27.3%

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9.0 From which TWO (2) of the information sources would you most PREFER to receive information? (Please choose up to two (2) options from the list below)

• Mail / Utility bill insert	35.9%	11.1%	37.5%	44.5%	42.1%	42.4%
• TV	38.1%	33.3%	43.8%	32.9%	31.6%	24.2%
• Door hanger	6.1%	0.0%	12.5%	7.5%	21.1%	6.1%
• Social Media / Online	36.5%	38.9%	25.0%	24.6%	42.1%	36.4%
• Radio	7.2%	5.6%	6.3%	10.5%	10.5%	12.1%
• Billboard	3.9%	5.6%	0.0%	6.4%	5.3%	9.1%
• Storm Water Services website	14.9%	16.7%	37.5%	16.0%	5.3%	21.2%
• Email	28.2%	44.4%	25.0%	33.1%	15.8%	27.3%
• None of the above	5.5%	5.6%	0.0%	4.4%	0.0%	0.0%
• Other	0.6%	5.6%	0.0%	1.7%	5.3%	3.0%

10.0 Which of the following social media platforms do you engage with regularly? (Please check all that apply)

• Facebook	58.0%	50.0%	43.8%	63.3%	68.4%	51.5%
• Threads	13.8%	11.1%	0.0%	5.2%	0.0%	15.2%
• Instagram	61.3%	44.4%	37.5%	34.8%	42.1%	60.6%
• X (Twitter)	31.5%	22.2%	0.0%	14.6%	21.1%	21.2%
• LinkedIn	16.0%	11.1%	31.3%	15.7%	26.3%	21.2%
• YouTube	60.2%	61.1%	37.5%	48.3%	47.4%	57.6%
• Reddit	13.8%	11.1%	25.0%	16.6%	5.3%	24.2%
• Snapchat	20.4%	27.8%	6.3%	13.3%	15.8%	24.2%
• I do not frequent any social media platforms	8.3%	5.6%	25.0%	14.4%	5.3%	9.1%
• Other	3.9%	11.1%	6.3%	1.9%	0.0%	3.0%

11.0 What is your age range?

• 18-24	23.8%	33.3%	6.3%	5.2%	10.5%	18.2%
• 25-34	19.3%	16.7%	37.5%	11.9%	21.1%	15.2%
• 35-44	14.4%	11.1%	0.0%	16.0%	21.1%	24.2%
• 45-54	18.2%	11.1%	18.8%	18.8%	5.3%	18.2%
• 55-64	11.6%	11.1%	0.0%	17.7%	21.1%	6.1%
• 65 +	12.7%	16.7%	37.5%	30.4%	21.1%	18.2%

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12.0 What is your highest level of education?

• Less than high school graduate	5.6%	11.1%	0.0%	3.0%	0.0%	9.1%
• High school diploma or GED	32.8%	38.9%	6.3%	16.3%	21.1%	27.3%
• Some college	22.2%	22.2%	18.8%	24.0%	15.8%	9.1%
• Associate degree	10.0%	0.0%	12.5%	9.4%	5.3%	6.1%
• Bachelor's degree	16.7%	16.7%	25.0%	21.0%	26.3%	21.2%
• Graduate degree	10.6%	11.1%	37.5%	25.4%	21.1%	27.3%
• I prefer not to answer	2.2%	0.0%	0.0%	0.8%	10.5%	0.0%

13.0 Check ALL of the following that describes your race/ethnicity: (Please check all that apply.)

• African American/Black	100.0%	44.4%	25.0%	2.2%	15.8%	15.2%
• Native American	4.4%	100.0%	6.3%	1.4%	5.3%	3.0%
• Asian/Indian	2.2%	5.6%	100.0%	2.2%	0.0%	0.0%
• White/Caucasian	4.4%	27.8%	50.0%	100.0%	15.8%	48.5%
• Asian/Pacific Islander	1.7%	5.6%	0.0%	0.8%	100.0%	0.0%
• I prefer not to answer	0.0%	0.0%	0.0%	0.0%	15.8%	0.0%
• Hispanic/Latino	2.8%	5.6%	0.0%	4.4%	0.0%	100.0%
• Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

14.0 How would you best describe where you currently live?

• Single-family home	65.4%	66.7%	75.0%	78.0%	57.9%	81.8%
• Apartment / condo	27.9%	22.2%	6.3%	12.0%	15.8%	12.1%
• Townhouse	6.1%	5.6%	12.5%	6.4%	26.3%	3.0%
• I am currently experiencing homelessness	0.6%	5.6%	0.0%	0.8%	0.0%	0.0%
• Other	0.0%	0.0%	6.3%	2.8%	0.0%	3.0%