



EBR Groundwater Knowledge Survey Toplines

PROJECT ID#: LH20_CONSRV_120512
Field Dates: 12/03-04/2012

Sample Size=300; +/- 5.6%

Hello, I'm _____ of _____ a survey research firm. We're talking with people in Louisiana today about public policy issues important to the quality of life in your area and would like to ask you a few questions on a confidential basis. We are not selling anything, nor will your participation result in any calls in the future to sell you anything. **(DO NOT PAUSE)**

Q1. And using a scale of 1 to 5 with 1 being very good and 5 being very bad, how would you rate the quality of drinking water here in Baton Rouge?

ONE (VERY GOOD)	46.6%
TWO	17.9%
THREE	14.1%
FOUR	10.4%
FIVE (VERY BAD)	9.6%
DON'T KNOW / REFUSED	1.4%

Q2. To the best of your knowledge, does the water found in most Baton Rouge homes and businesses originate from the **(RANDOMIZE)**...

A BELOW GROUND AQUIFER OR "GROUNDWATER"	51.9%
A LAKE OR RESERVOIR SYSTEM	8.0%
THE MISSISSIPPI RIVER	7.4%
COLLECTED RAINWATER	2.9%
OTHER (SPECIFY)	
DON'T KNOW / REFUSED	29.8%

Our next questions concern local groundwater resources. "Groundwater" by definition is water located underground in soil, sand, or rock layers. Once pumped to the surface, groundwater can be used for home and drinking supply, industrial needs, and farming purposes.

Q3. To the best of your knowledge, who has the legal right to use Baton Rouge's underground "groundwater" resources? **(RANDOMIZE)**

EVERYONE, IT'S A PUBLIC RESOURCE	63.3%
CITY / PARISH GOVERNMENT ONLY	14.3%
ONLY INDIVIDUALS WHO OWN WELLS	8.1%
STATE GOVERNMENT ONLY	4.6%
OTHER (SPECIFY)	
DON'T KNOW / REFUSED	9.6%

Q4. Who owns Baton Rouge's groundwater once it is pumped from the ground? **(RANDOMIZE)**

ANY INDIVIDUAL OR BUSINESS WHO PUMPS THE WATER TO THE SURFACE	30.4%
EVERYONE, IT'S A PUBLIC RESOURCE	28.9%
CITY / PARISH GOVERNMENT ONLY	25.3%
STATE GOVERNMENT ONLY	4.0%
OTHER (SPECIFY)	
DON'T KNOW / REFUSED	11.4%



Q5. And which of the following do you think is the largest consumer of groundwater in Baton Rouge? (**RANDOMIZE**)

HOUSEHOLDS	36.9%
LARGE BUSINESSES AND INDUSTRY	36.3%
FARMERS AND RANCHERS	12.5%
STATE GOVERNMENT	6.4%
SMALL BUSINESSES	3.8%
OTHER (SPECIFY)	
DON'T KNOW / REFUSED	4.1%

Q6. And to the best of your knowledge, who currently regulates the groundwater resources of East Baton Rouge Parish? (**RANDOMIZE**)

CITY / PARISH GOVERNMENT ONLY	40.9%
STATE GOVERNMENT ONLY	22.9%
SPECIAL COMMISSION	11.2%
THERE IS NO REGULATION	11.1%
OTHER (SPECIFY)	
DON'T KNOW / REFUSED	13.9%

Q7. Are you aware of any serious threats to Baton Rouge's groundwater resources?

YES	22.5%
NO	76.4%
DON'T KNOW / REFUSED	1.1%



Q8. In your opinion, which potential threat would be most serious? (**RANDOMIZE**)

INDUSTRIAL POLLUTION OR CONTAMINATION	62.3%
SALTWATER INTRUSION, WHICH WILL LEAD TO A DECLINE IN QUALITY	17.1%
OVERUSE, WHICH WILL LEAD TO A DECLINE IN AVAILABILITY	15.8%
OTHER (SPECIFY)	
DON'T KNOW / REFUSED	4.7%

Q9. If a serious threat to Baton Rouge's groundwater resources existed, whom would you trust most to manage the issue? (**RANDOMIZE**)

SPECIAL COMMISSION OR TASK FORCE	35.6%
CITY / PARISH GOVERNMENT ONLY	23.7%
STATE GOVERNMENT ONLY	23.5%
BUSINESS AND INDUSTRY LEADERS	8.0%
OTHER (SPECIFY)	1.9%
DON'T KNOW / REFUSED	7.3%

And now I have a couple more questions for statistical purposes only.

D1. First, in what year were you born?

18-34	19.0%
35-44	17.3%
45-54	20.7%
55-64	20.3%
65 PLUS	21.7%
REFUSED	1.0%



D2. Are you registered to vote as ...

A REPUBLICAN	28.0%
A DEMOCRAT	51.4%
AN INDEPENDENT OR SOMETHING ELSE	19.2%
UNDECIDED / DON'T KNOW (DO NOT READ)	1.4%

D3. And what is your main racial or ethnic origin?

WHITE	54.0%
BLACK / AFRICAN AMERICAN	40.0%
HISPANIC / LATINO	1.5%
OTHER (SPECIFY)	1.3%
UNDECIDED / DON'T KNOW	3.2%

D4. Gender (**BY OBSERVATION**)

MALE	45%
FEMALE	55%

