



EBR Groundwater Awareness Survey

Report of Results

December 3rd-4th, 2012

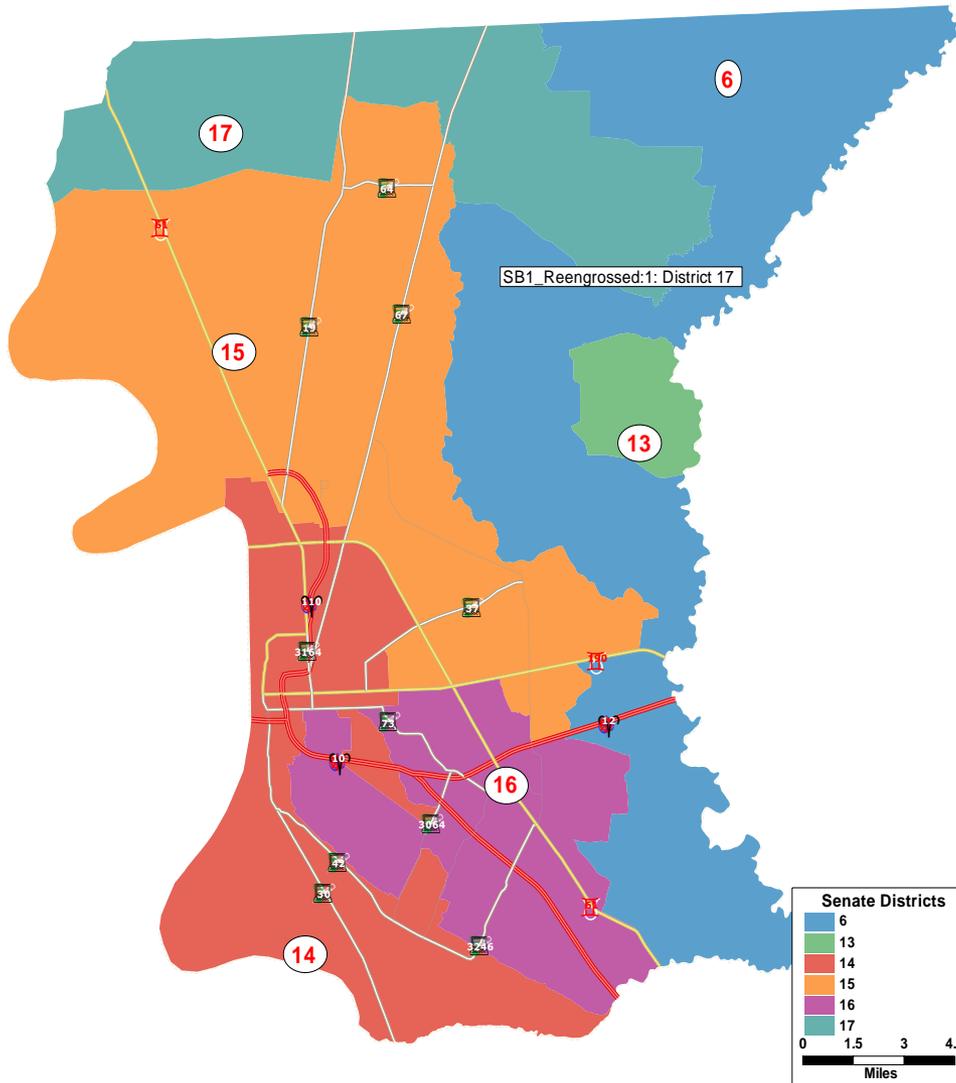
N of 300; MoE +/- 5.6%



Magellan Strategies BR
Polling * Voter Files * Data
(225) 647-7557

In order to get a representative sample, dialing quotas were set by the state senate districts within East Baton Rouge Parish.

Senate Districts

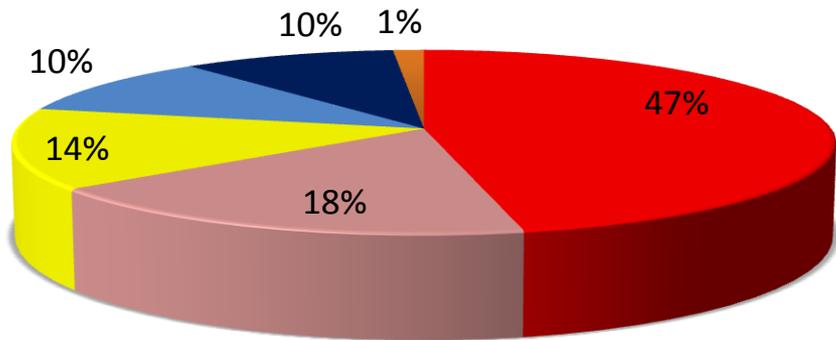


Senate District	% of Sample
006	16.9%
013	1.5%
014	23.2%
015	25.7%
016	29.4%
017	3.3%

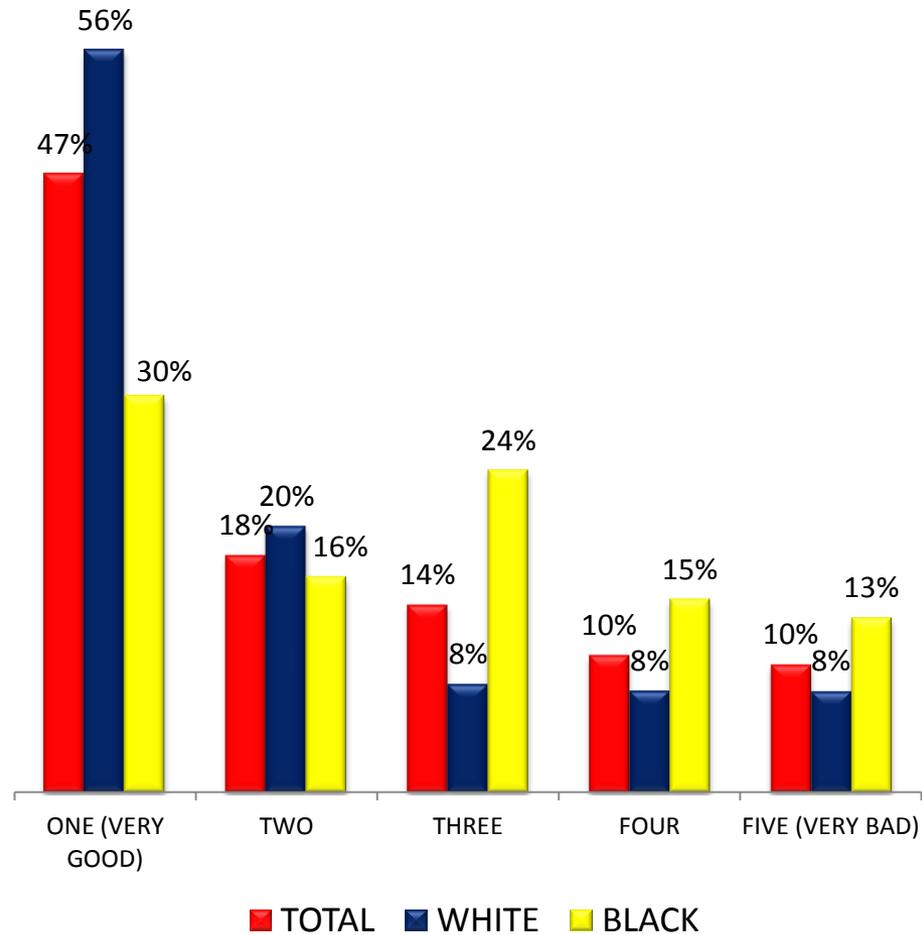
Q1. And using a scale of 1 to 5 with 1 being very good and 5 being very bad, how would you rate the quality of drinking water here in Baton Rouge?

Overall, 65% of respondents rate East Baton Rouge water as very good (47%) or good (18%). Only 20% rate East Baton Rouge water as bad (10%) or very bad (10%). Differences of opinion exist between white and African-American respondents. 56% of white respondents rated the water as very good, while only 30% of African-American respondents rated the water as very good.

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?

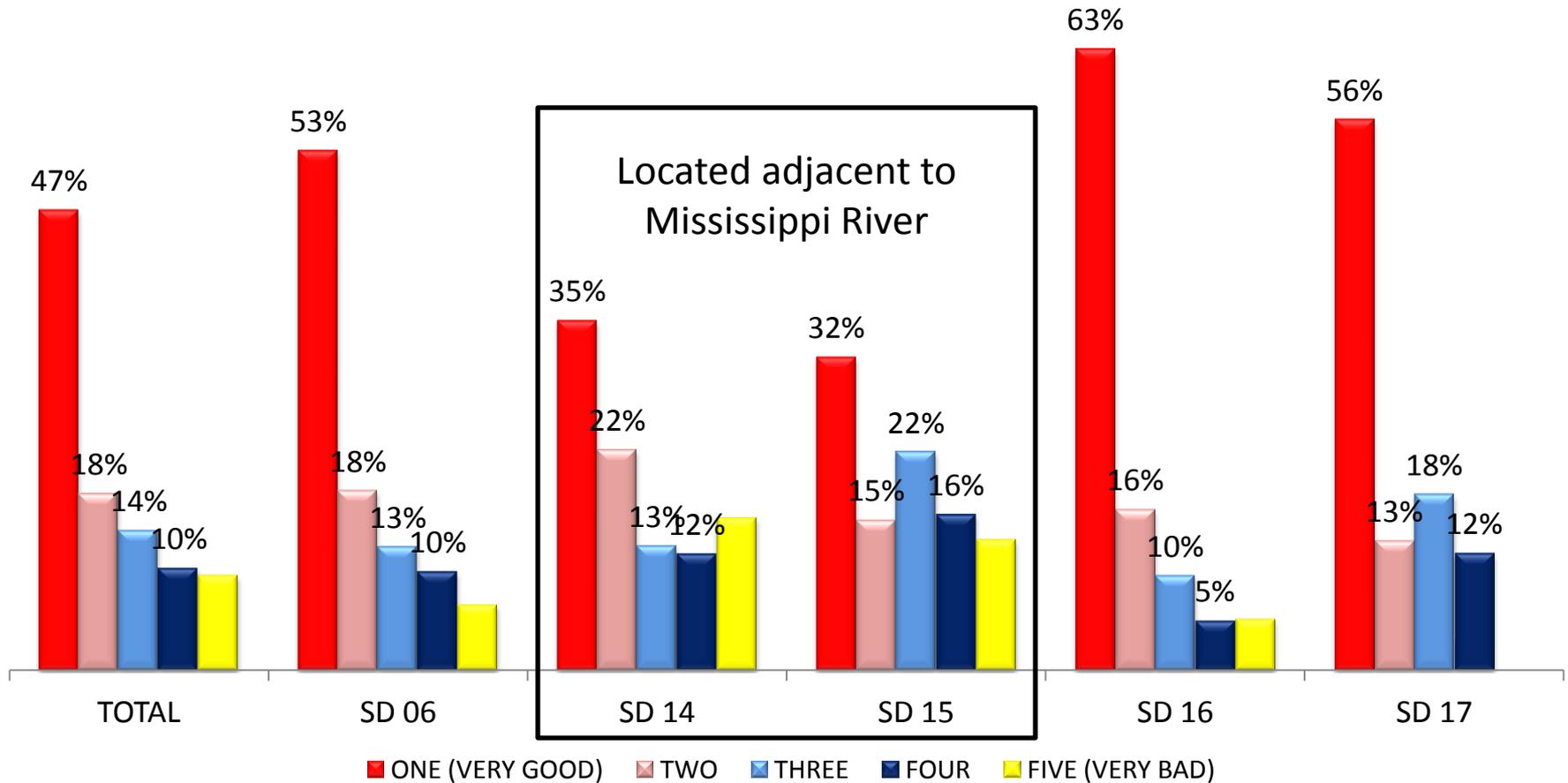


■ ONE (VERY GOOD) ■ TWO ■ THREE
■ FOUR ■ FIVE (VERY BAD) ■ DON'T KNOW / REFUSED



The senate districts in close proximity to the Mississippi River rated the quality of water lower than respondents in the remaining districts.

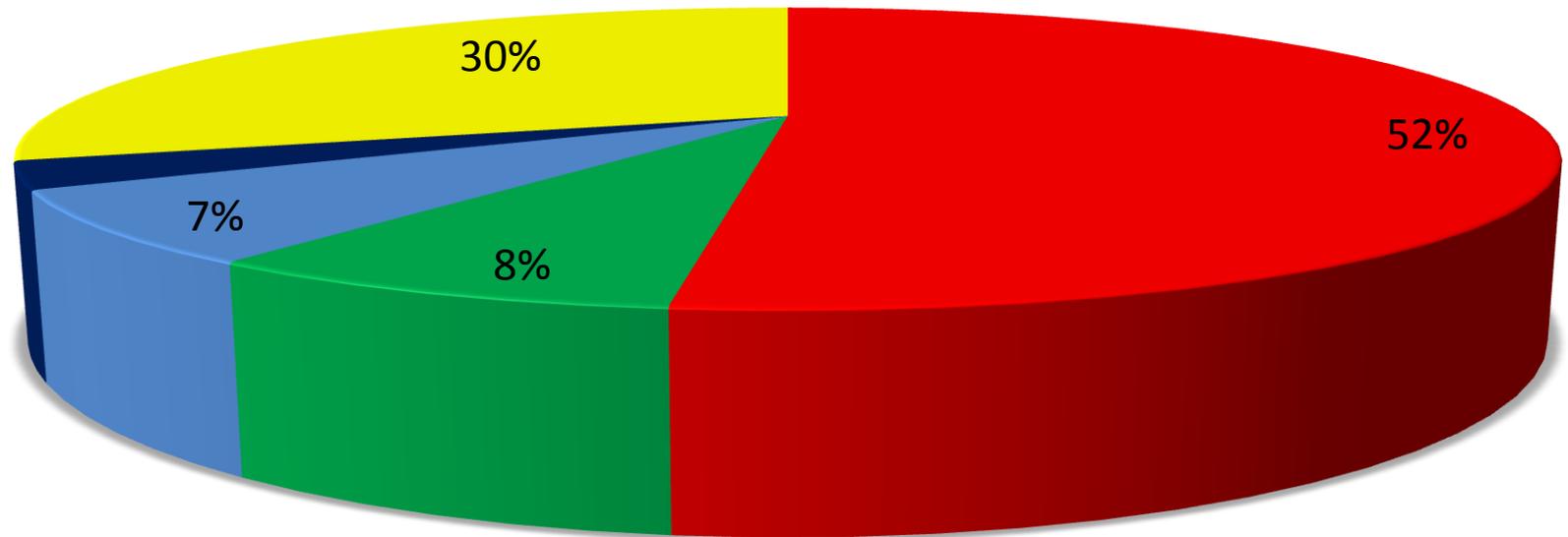
Q1. And using a scale of 1 to 5 with 1 being very good and 5 being very bad, how would you rate the quality of drinking water here in Baton Rouge?



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

A slight majority (52%) of respondents believes that most water originates from a below ground aquifer. 30% did not know.

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



■ A BELOW GROUND AQUIFER OR "GROUNDWATER"

■ A LAKE OR RESERVOIR SYSTEM

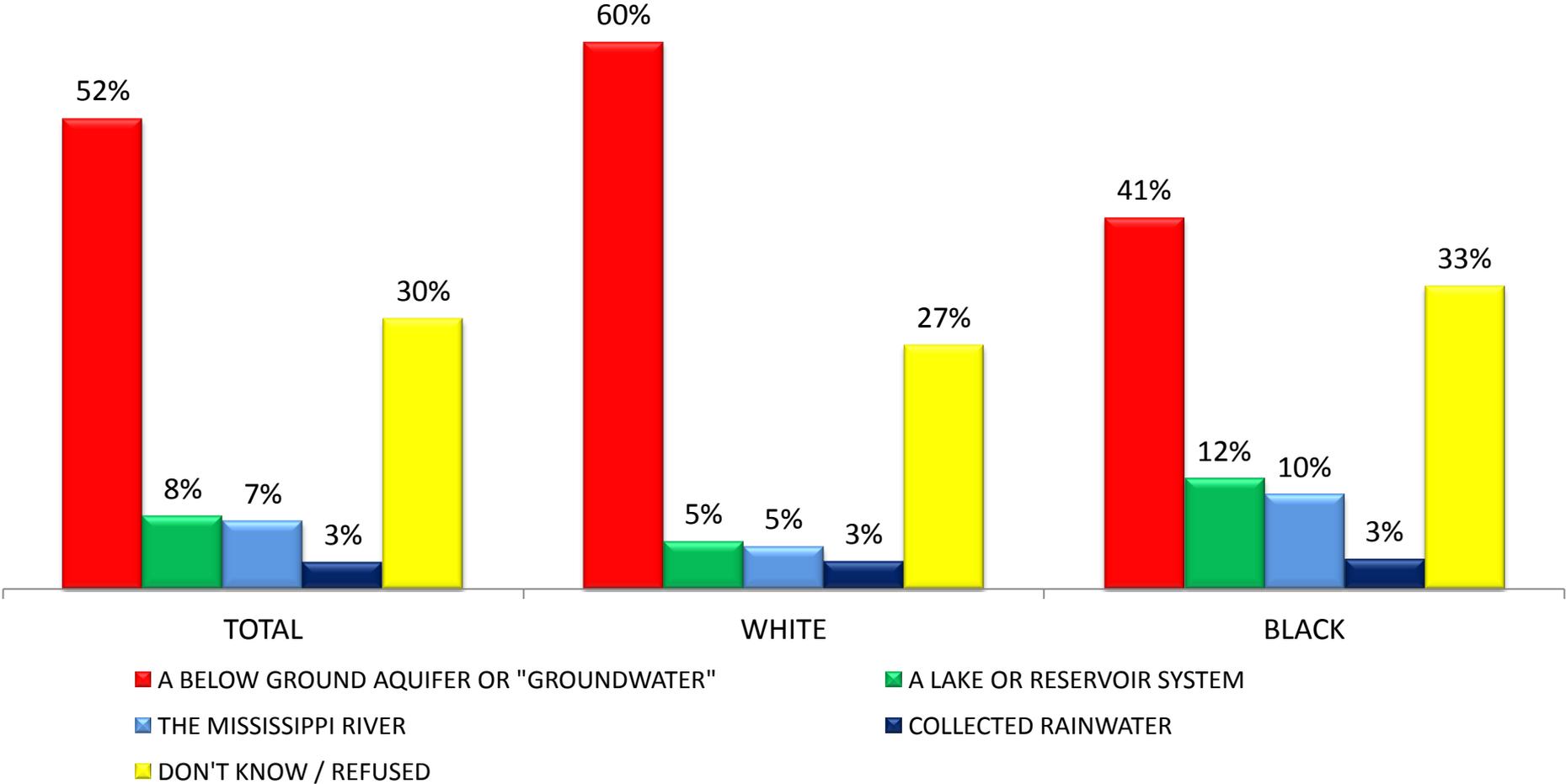
■ THE MISSISSIPPI RIVER

■ COLLECTED RAINWATER

■ DON'T KNOW / REFUSED

As with water quality, differences exist along racial lines. Overall, 60% of white respondents stated “a below ground aquifer,” compared to 41% of the African American respondents (19% difference).

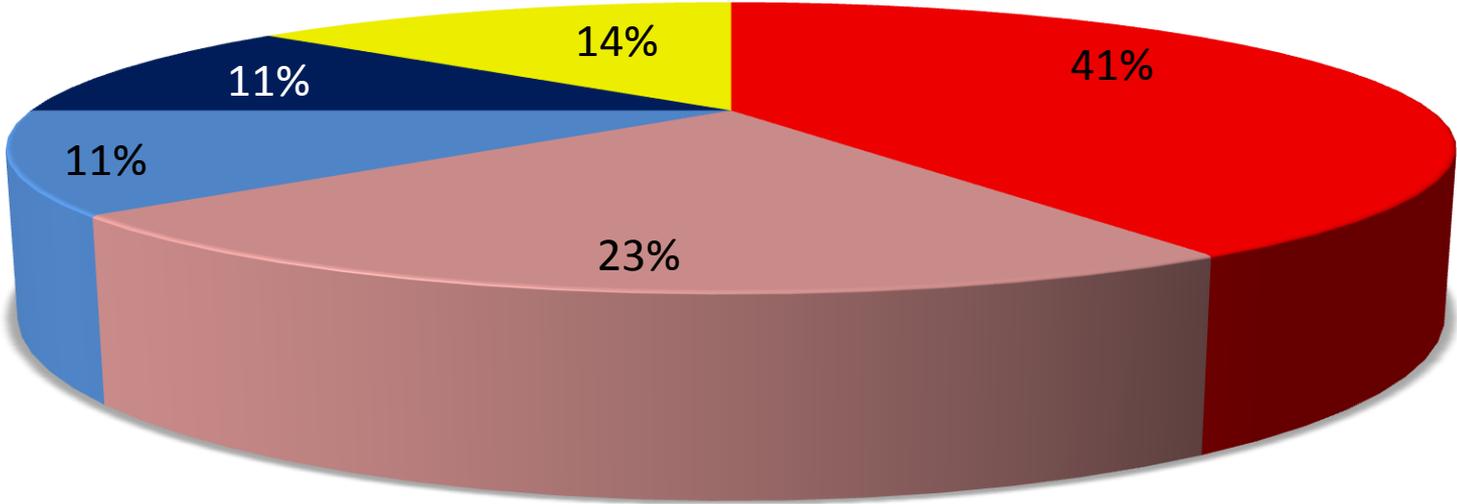
Q2. To the best of your knowledge, does the water found in most Baton Rouge homes and businesses originate from (RANDOMIZE)...



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

A plurality of respondents (41%) believe that groundwater resources are regulated City/Parish Government.

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



■ CITY / PARISH GOVERNMENT ONLY

■ STATE GOVERNMENT ONLY

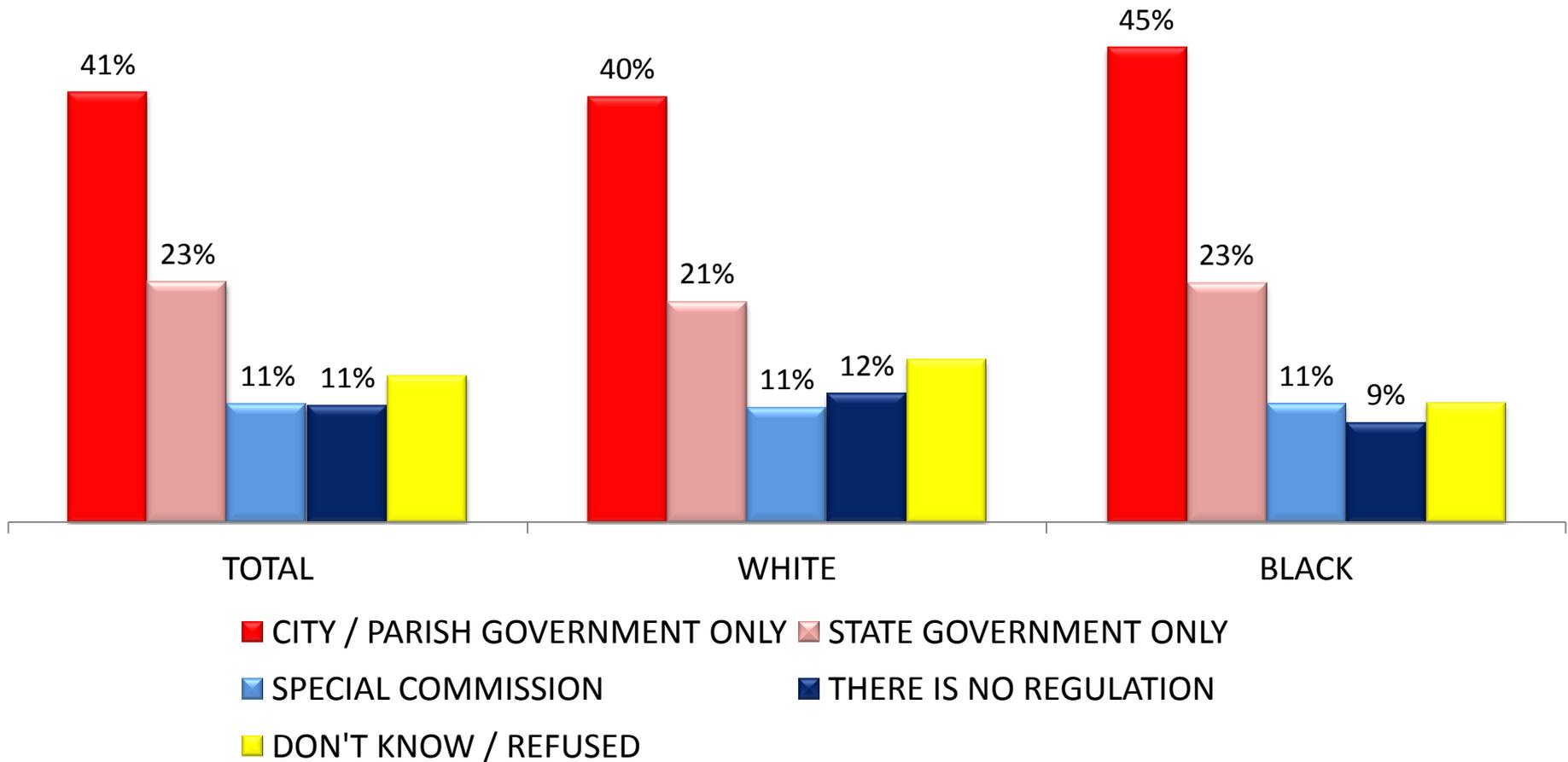
■ SPECIAL COMMISSION

■ THERE IS NO REGULATION

■ DON'T KNOW / REFUSED

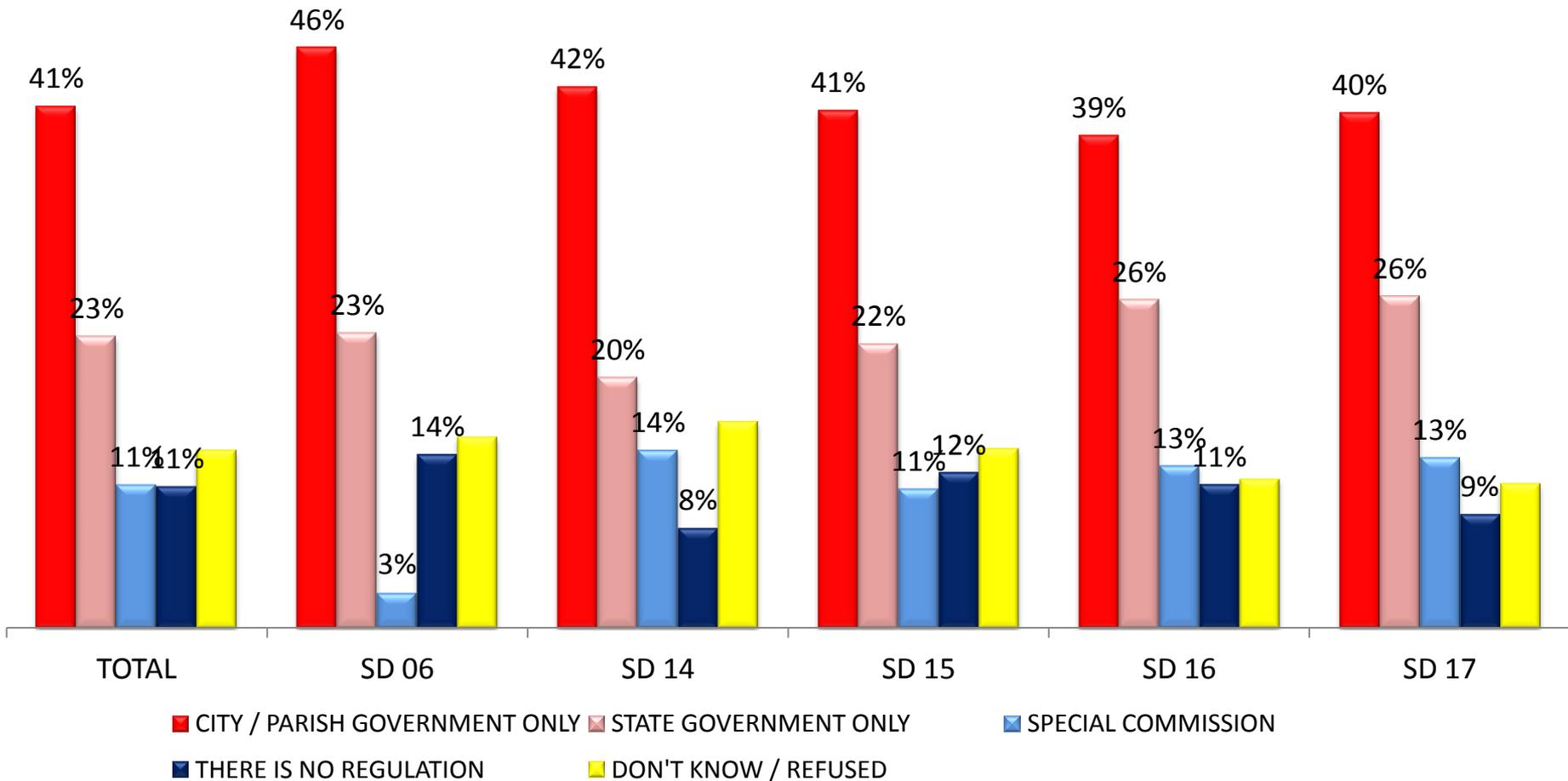
Relative to regulation, very little difference of opinion exists among groups.

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



The same is true by region.

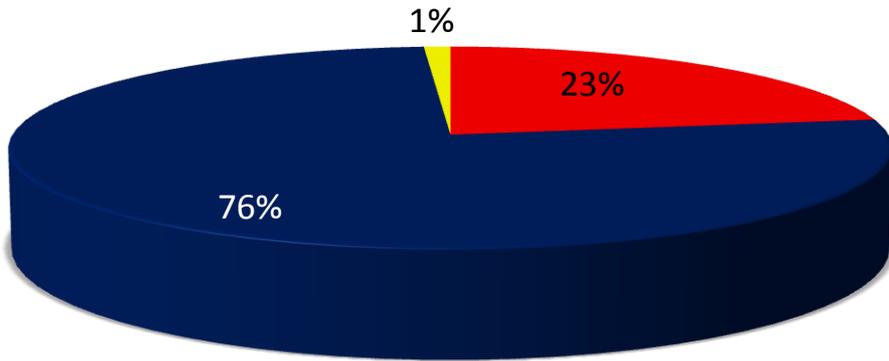
Q6. And to the best of your knowledge, who currently regulates the groundwater resources of East Baton Rouge Parish? (RANDOMIZE)



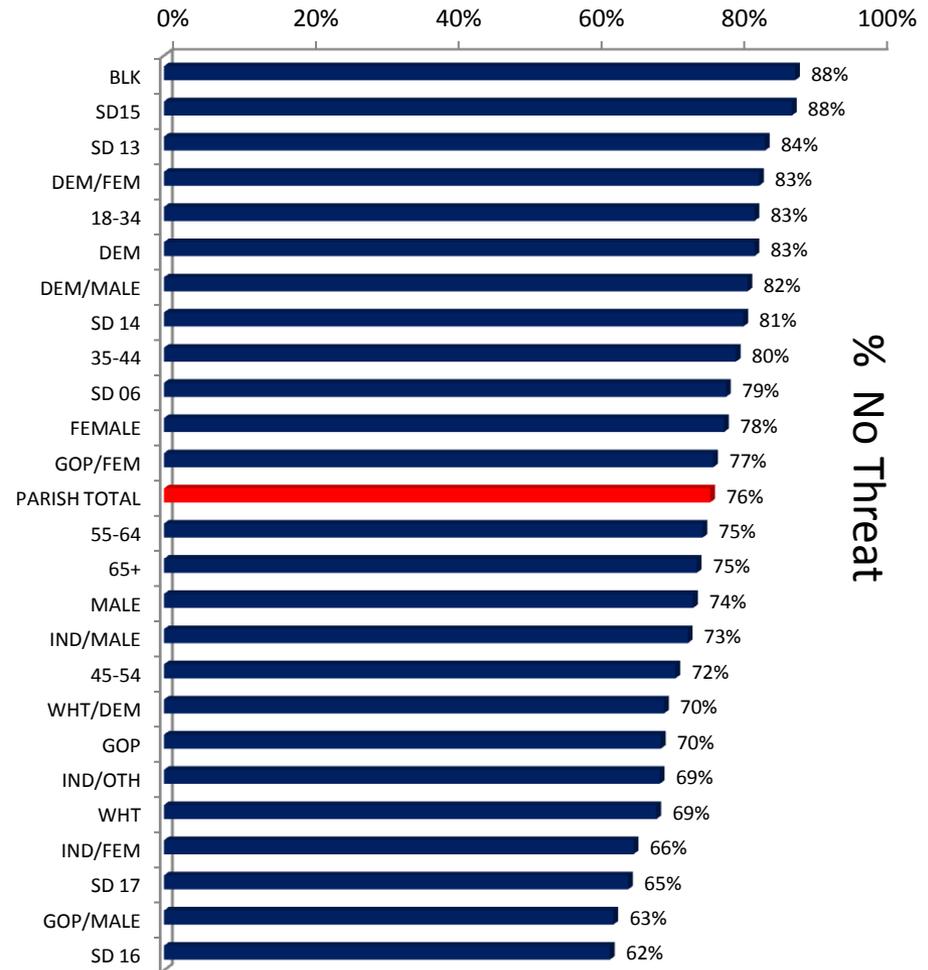
Q7. Are you aware of any serious threats to Baton Rouge's groundwater resources?

Only 23% of respondents are aware of a serious threat to Baton Rouge’s groundwater resources. An overwhelming majority, 76% are not aware of any threat. Those not aware of any threat to the quality of water in Baton Rouge tend to be minorities, residents of lower income areas (SD 15 & SD 14) and younger respondents.

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



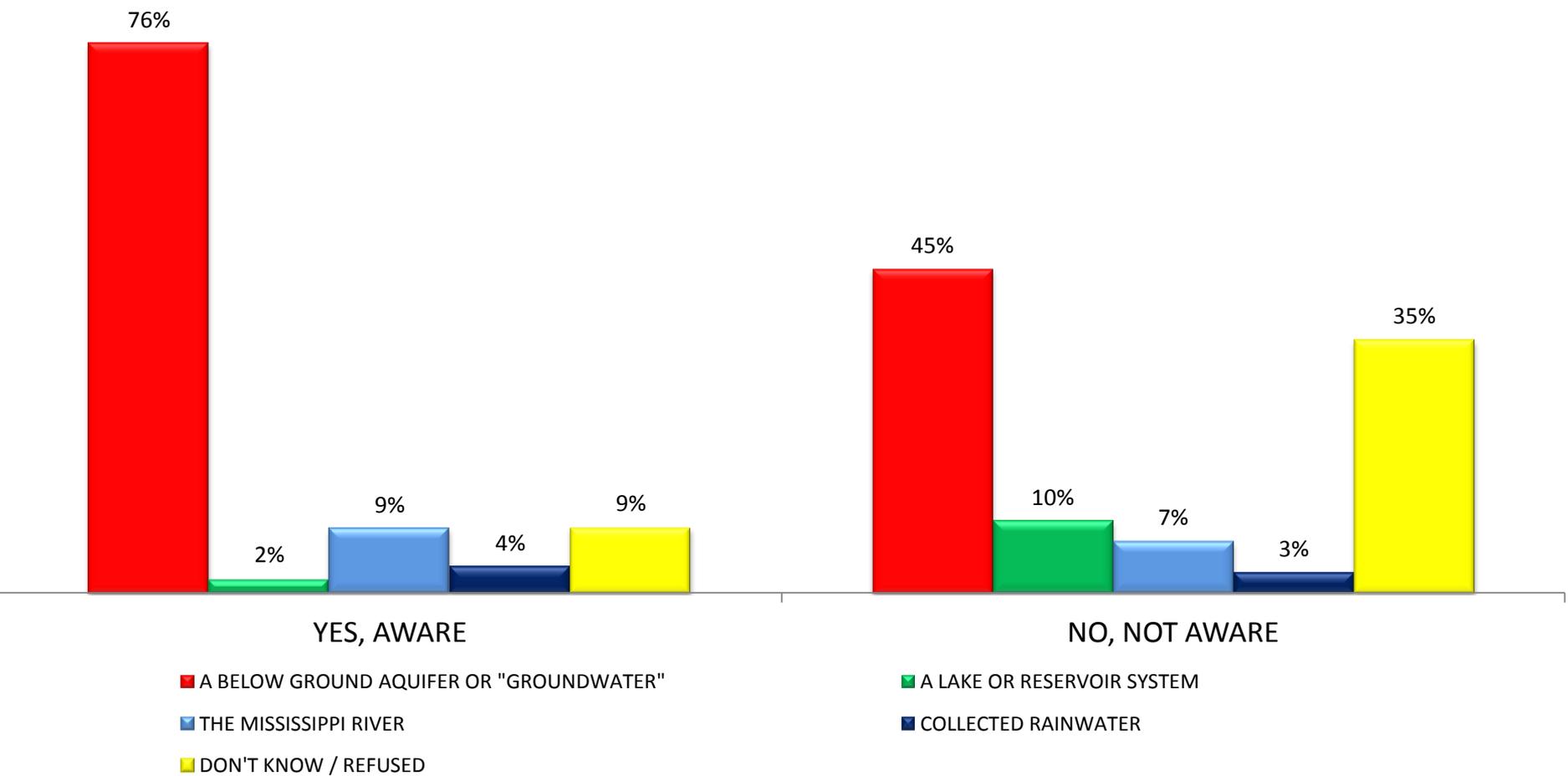
■ YES
 ■ NO
 ■ DON'T KNOW / REFUSED



Among the 23% of respondents who are aware of a serious threat to Baton Rouge’s water supply, 76% were aware that most water in Baton Rouge originates from an aquifer. Among respondents who are not aware of any serious threat, 35% did not know where most water in Baton Rouge originates and a combined 55% believed that most water in Baton Rouge originates somewhere other than an underground aquifer.

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

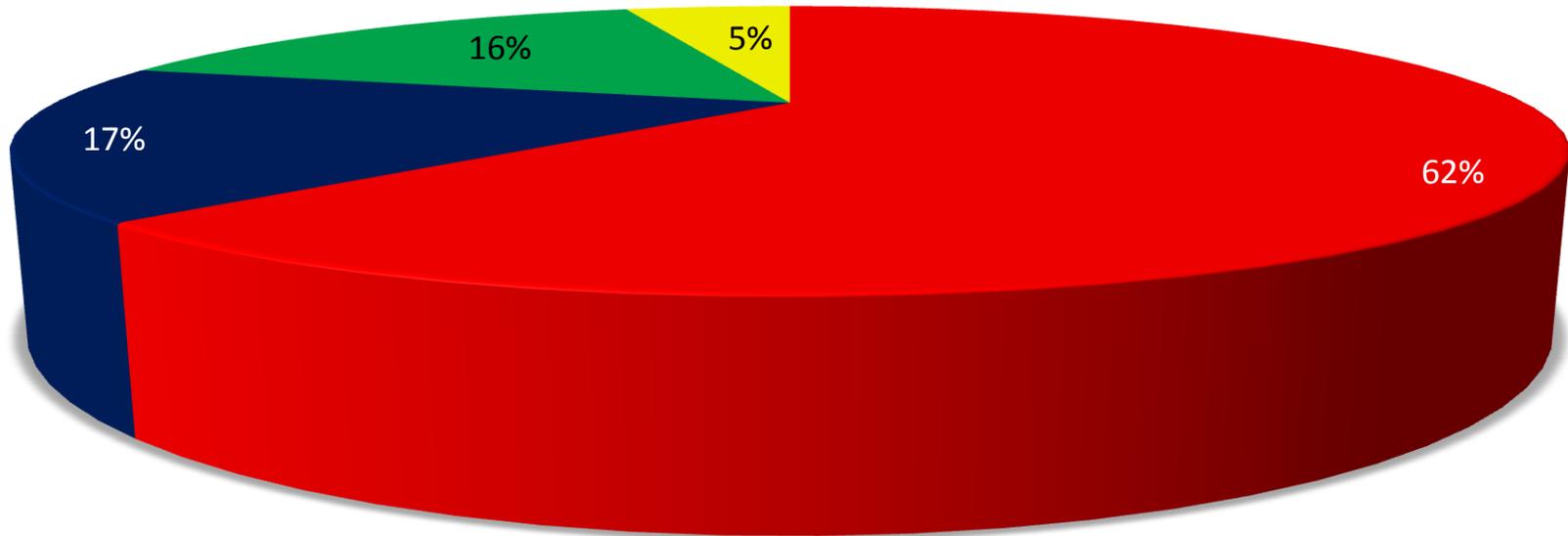
Q7. Are you aware of any serious threats to Baton Rouge’s groundwater resources?



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

By far, respondents believe that industrial pollution is the most serious potential threat (62%). Only 17% stated that saltwater intrusion is the most serious potential threat.

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



■ INDUSTRIAL POLLUTION OR CONTAMINATION

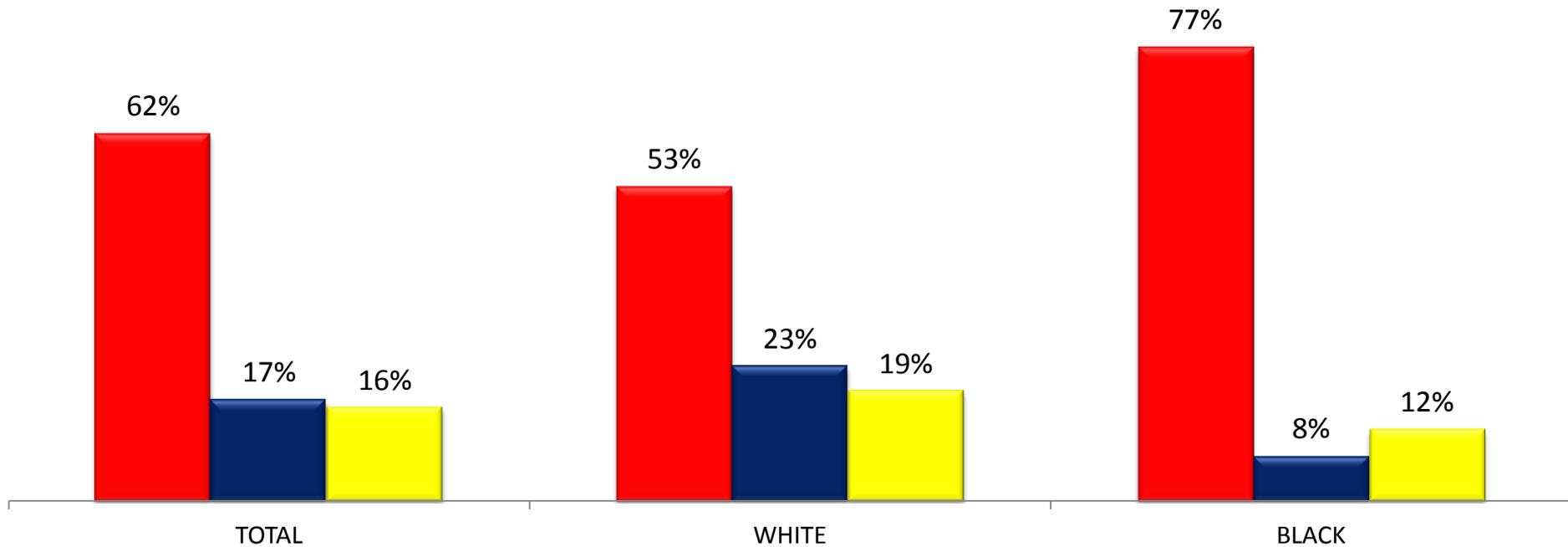
■ SALTWATER INTRUSION, WHICH WILL LEAD TO A DECLINE IN QUALITY

■ OVERUSE, WHICH WILL LEAD TO A DECLINE IN AVAILABILITY

■ DON'T KNOW / REFUSED

As we have seen elsewhere in the survey, a 24% difference exists between white and African-American respondents regarding the degree to which industrial pollution is the most serious threat. With that said, neither group views salt water intrusion as a serious threat.

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



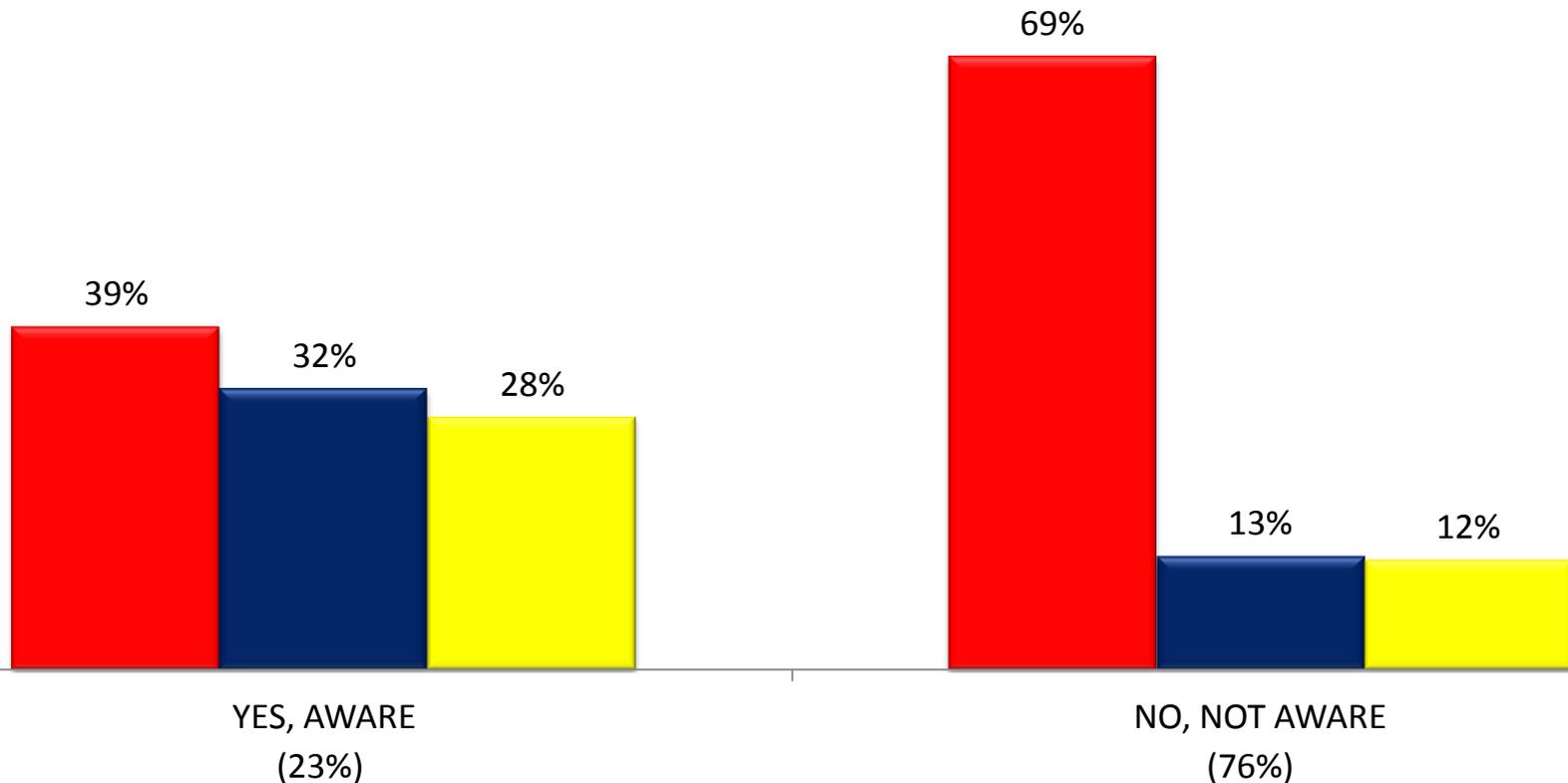
■ INDUSTRIAL POLLUTION OR CONTAMINATION

■ SALTWATER INTRUSION, WHICH WILL LEAD TO A DECLINE IN QUALITY

■ OVERUSE, WHICH WILL LEAD TO A DECLINE IN AVAILABILITY

Among the 23% of respondents who were aware of a serious threat, responses are almost evenly distributed. Among this group, 28% believe saltwater intrusion is the most serious threat. Among voters who are not aware, 69% percent of respondents stated that industrial pollution is the most significant threat.

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



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

■ INDUSTRIAL POLLUTION OR CONTAMINATION

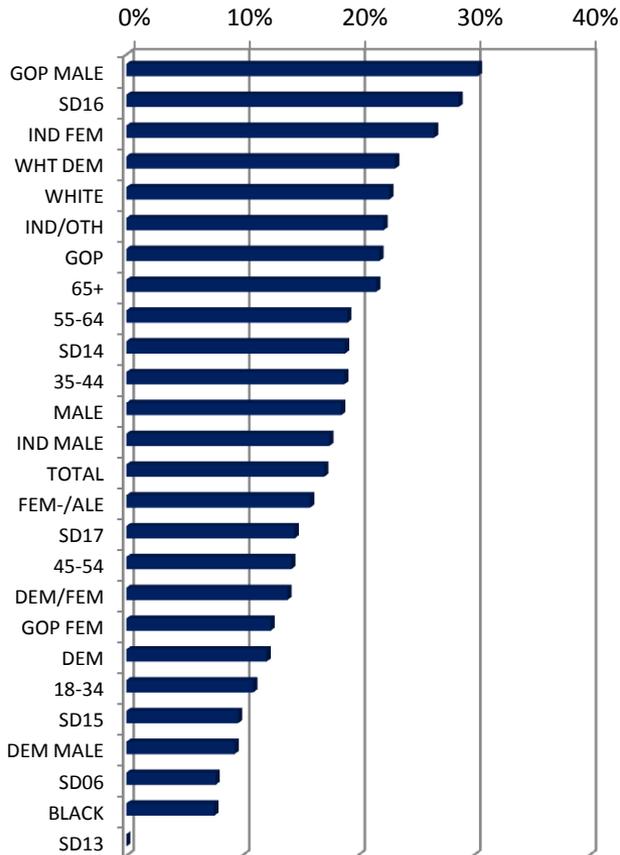
■ SALTWATER INTRUSION, WHICH WILL LEAD TO A DECLINE IN QUALITY

■ OVERUSE, WHICH WILL LEAD TO A DECLINE IN AVAILABILITY

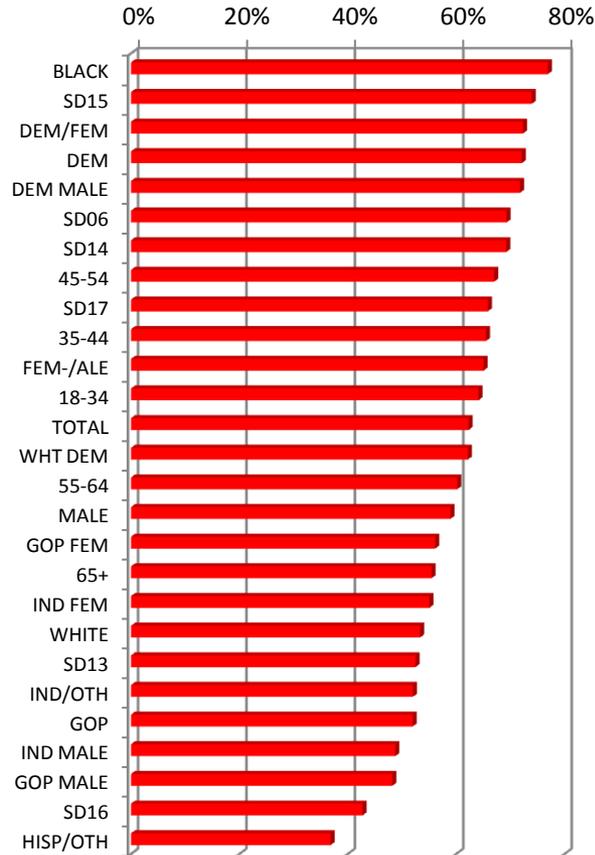
Key groups ranked on percent of respondents viewing each threat as the most serious.

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

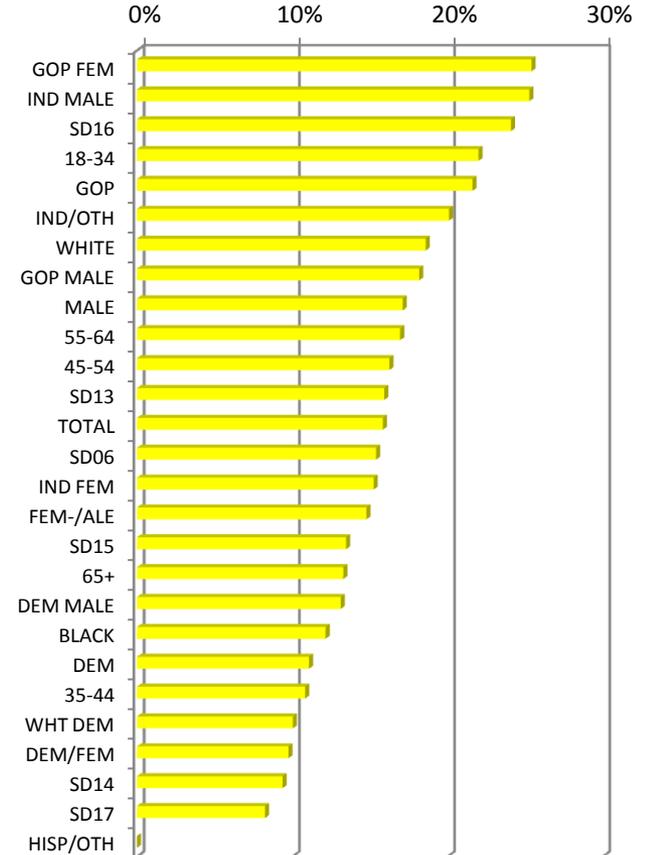
SALTWATER INTRUSION, WHICH WILL LEAD TO A DECLINE IN QUALITY



INDUSTRIAL POLLUTION OR CONTAMINATION



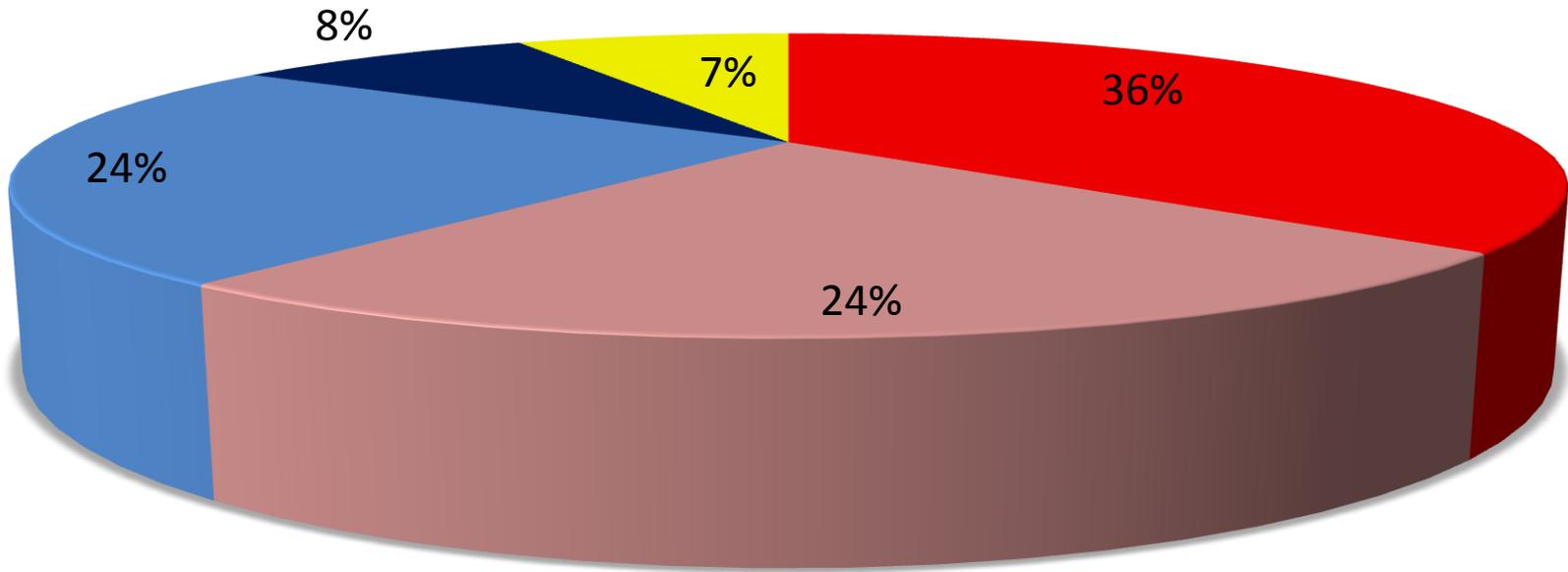
OVERUSE, WHICH WILL LEAD TO A DECLINE IN AVAILABILITY



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

A plurality of respondents (36%) would most trust a special commission to manage a serious threat to Baton Rouge’s groundwater. With that said, almost half of the respondents would trust either City/Parish Government (24%) or State Government (24%).

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

■ CITY / PARISH GOVERNMENT ONLY

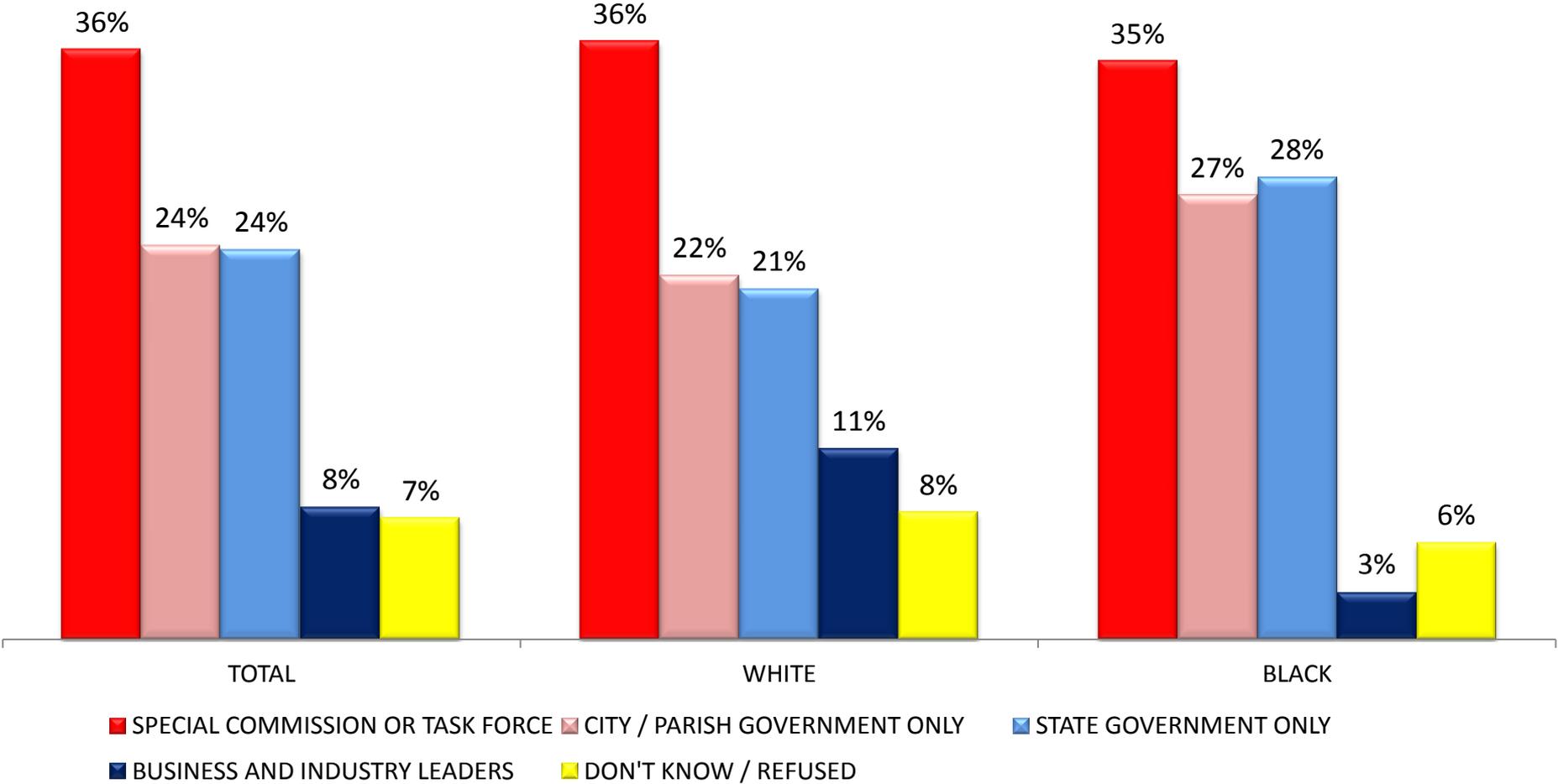
■ STATE GOVERNMENT ONLY

■ BUSINESS AND INDUSTRY LEADERS

■ DON'T KNOW / REFUSED

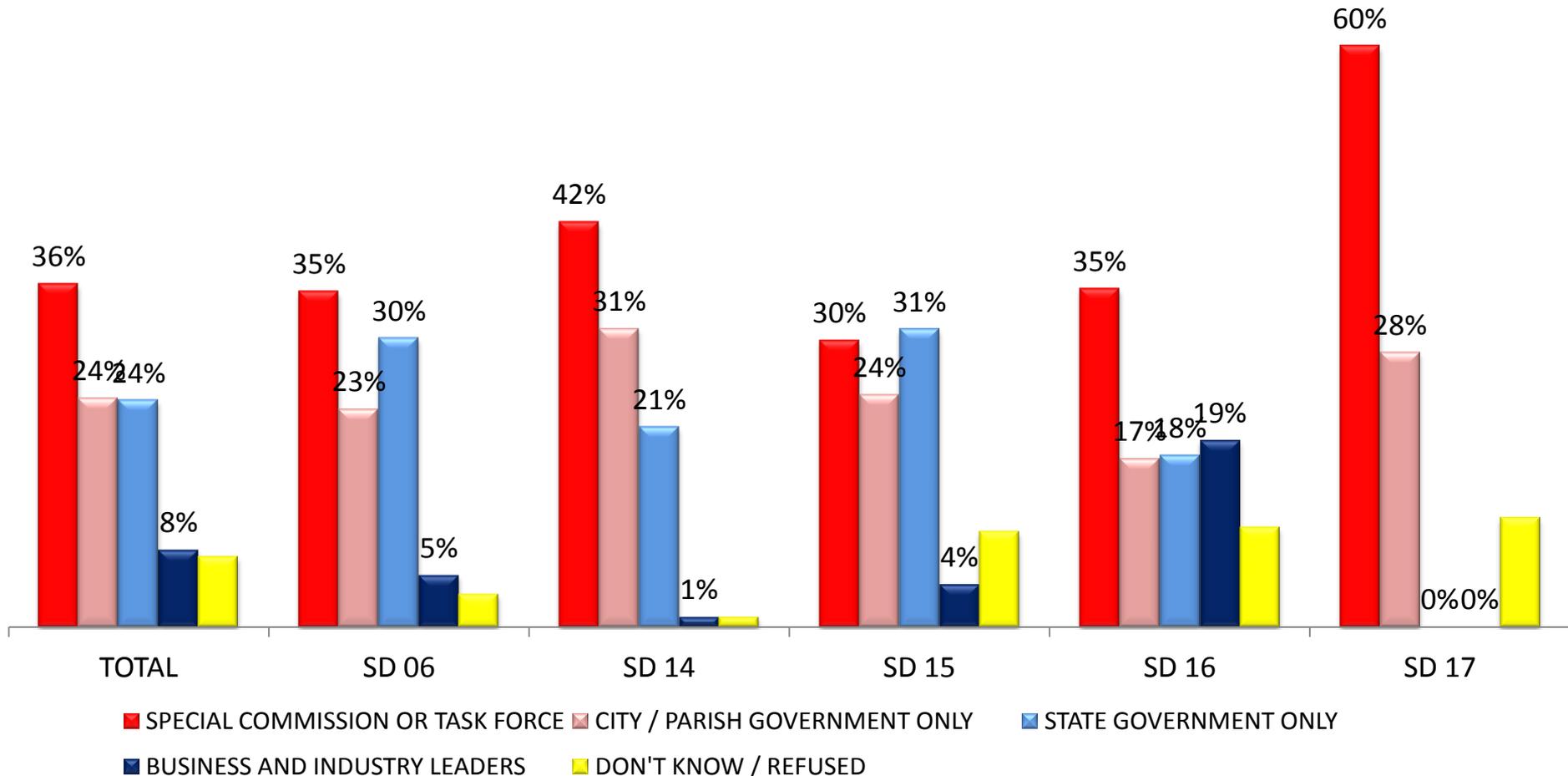
Statistically speaking, very little difference of opinion exists among white and African-American respondents regarding their preference for a special commission. However, there are slight differences of opinion as to the degree of trust between government and business and industry.

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



Regionally, respondents in Senate District 14 are more likely to trust a special commission (42%) compared to District 15 (30%). SD 17 is too small a sample. A slight plurality of District 15 respondents (31%) would most trust state government to handle a serious threat to Baton Rouge’s groundwater.

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



Survey Overview

Water Quality

- Overall, respondents are satisfied with the quality of the water in Baton Rouge. However, differences exist along racial lines. Only 30% of African-Americans rated Baton Rouge's drinking water as very good, compared to 56% of white respondents.
- Though 52% of the respondents correctly stated that Baton Rouge's drinking water originates from an underground aquifer, 48% were either incorrect (18%) or did not know (30%).
- There appears to be a correlation between perceptions of water quality and the respondents' perception of where the water supply originates. Overall, only 7% of respondents believed that Baton Rouge's drinking water originates from the Mississippi River. However, among respondents who rated the water quality as very bad, 22% believed that the water supply originated from the Mississippi.

Possibly educating the public regarding the source of their water supply could impact their perception of the quality of Baton Rouge water.

Survey Overview (cont.)

Perceptions regarding a threat to Baton Rouge water

- Overall, 76% of respondents are not aware of a serious threat to the water quality in Baton Rouge and only 17% believe that saltwater intrusion would be the most serious threat. Therefore, if saltwater intrusion is a serious threat to Baton Rouge's water supply, residents are largely uninformed.
- **Though a parish wide public relations campaign should be devised**, extra emphasis should be placed in Senate District 14 and 15. These two areas alone represent:
 - 72% of all respondents who rated the quality of Baton Rouge's drinking water as very bad.
 - 53% of the respondents who could not identify the source of Baton Rouge's drinking water.
 - 69% of the respondents who believe that Baton Rouge's drinking water comes from a source other than an aquifer.
 - 53% of the respondents who are not aware of any serious threat to the Baton Rouge water supply.