



## **H2O Hero Program**

Survey Results  
December 2021



# About the survey...

An online survey distributed in combination with BRX Research and Causewave Community Partners

October 27, 2021 – November 17, 2021

570 respondents (Complete and Partial Responses)

Design & tabulation by Causewave Community Partners

*NOTE: Percentages may add to more or less than 100 due to multiple responses or response categorization by tabulator.*



# Contents

- Executive Summary
- Demographics
- Results

# Executive Summary

## Awareness of Advertising and H2O Hero

- 25% of respondents recall having seen or heard public information about water quality in the last 6 months, up by 7% from 2018.
- 65% of respondents recognize the H2O Hero logo, up by 20% from 2018.
- 51% of respondents who recognized the H2O Hero logo saw it on TV, an increase of almost 30% from 2018.
- Respondents saw the water droplet image in a variety of places including TV ads, social media, websites, the Seneca Park Zoo, and more.

## Plastic Pollution

- About 80% of respondents view litter on the beach, people dumping trash in local waterways, and industrial waste and pollution as important sources of plastic pollution in Lake Ontario.
- 86% of respondents support bans on plastic products that are identified as harmful.
- 89% of respondents are somewhat concerned, concerned, or very concerned about the human health impacts of microplastic pollution in Lake Ontario.
- The majority of respondents already do or are willing to try doing various things to help solve the problem of plastic pollution.

## Understanding of Water Shed/Storm Water Runoff

- 39% of respondents knew the definition of a watershed, decreasing from 2018 and 2015.
- 61% of respondents knew the definition of storm water which is a decrease from 2018 but about the same as 2015.

# Executive Summary

## Behavior & Attitude Changes Over Time

- Monroe County respondents that do not apply fertilizer or pesticides to their lawn went from 49% in 2018 to 58% in 2021.
- The percent of respondents that follow the instructions on the package when using fertilizer or hire a lawn service who makes the decision decreased from 2018 to 2021. The percent of people who used “some other method” to make decisions about the fertilizer increased by 20%.
- The percent of people who dispose of paint, pesticides, auto fluids, and other household chemicals through chemical disposal facility dropped from 51% in 2018 to 39% in 2021.
- The percent of people who have a rain barrel is up 4% from 2018 and the percent of people who have a rain garden is up 9% from 2018.
- The majority of survey responders report seeing no improvement in the water quality of either Lake Ontario or the Genesee River.
- 66% of respondents would be supportive of a nominal fee to fund water quality improvement projects in their area, which is about the same as in 2018.

## Effect of Water Quality

- The percent of respondents who were affected by included beach closings, odors near waterways, taste in drinking water, too much algae, too many weeds, trash in the water, and fish consumption advisories all increased since 2018. Trash and other debris in the water was the most cited effect.

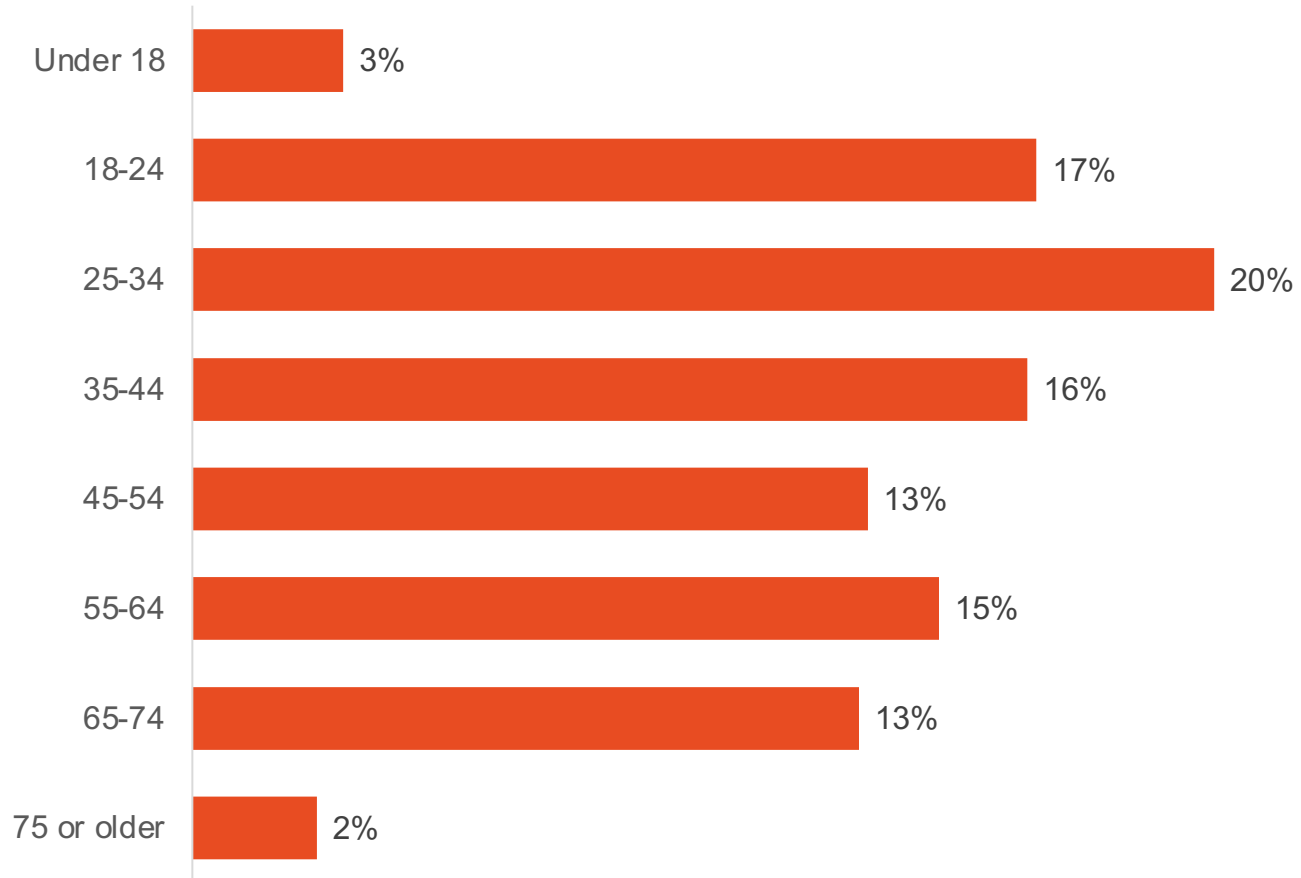


# *Demographics*

All 570 people who took this survey were from Monroe County, and 30% were from the City of Rochester specifically. The age range was relatively evenly spread between 18-74 year-olds. 57% of the respondents were female is similar to previous years. 68% of respondents were white, 19% were black, and the rest were other races/ethnicities. 50% of respondents had an income between \$20,000-\$74,999 and the level of education was relatively mixed.

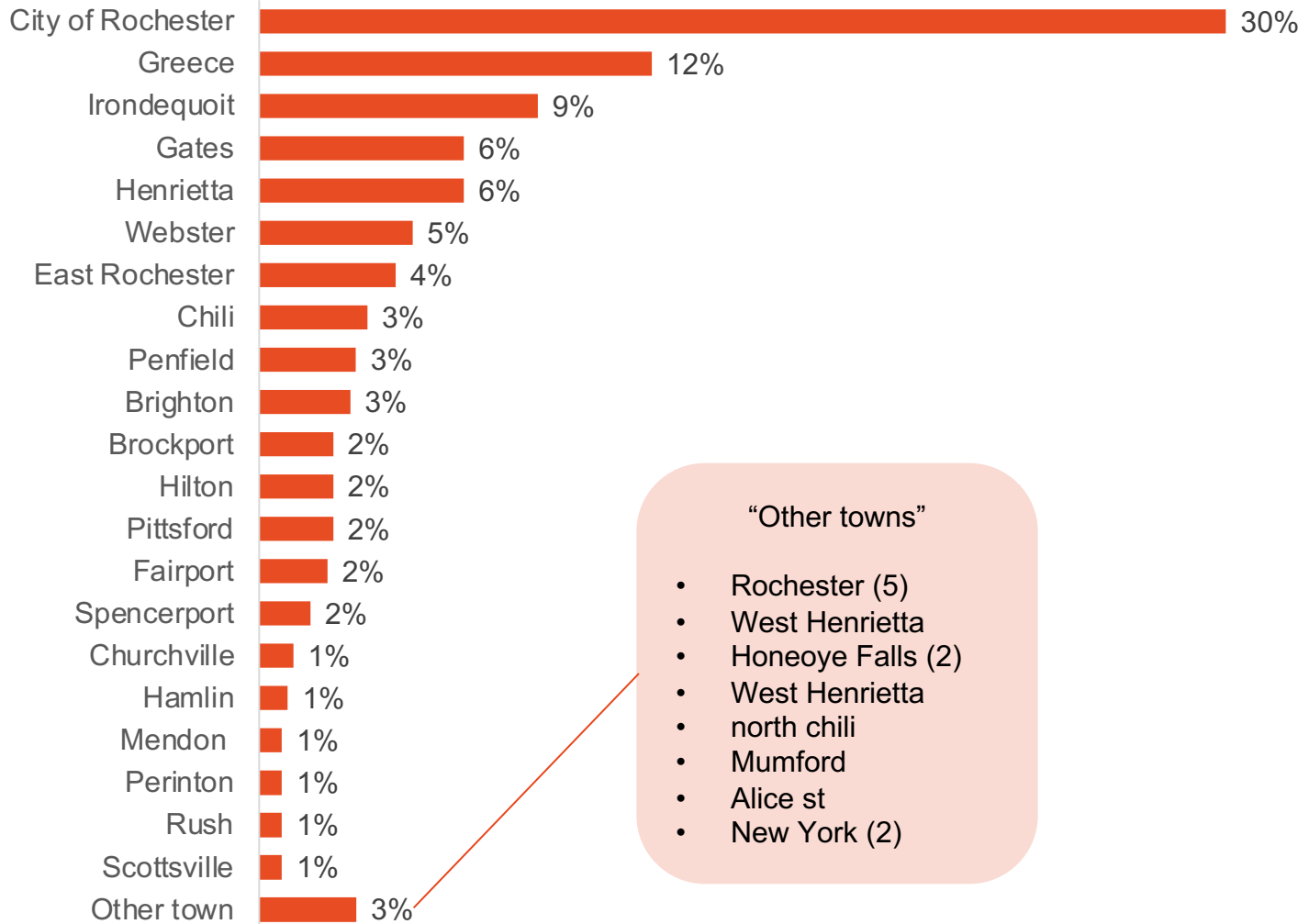
# Q34: Please select your age range

Answered: 570



# Q40: Where do you live?

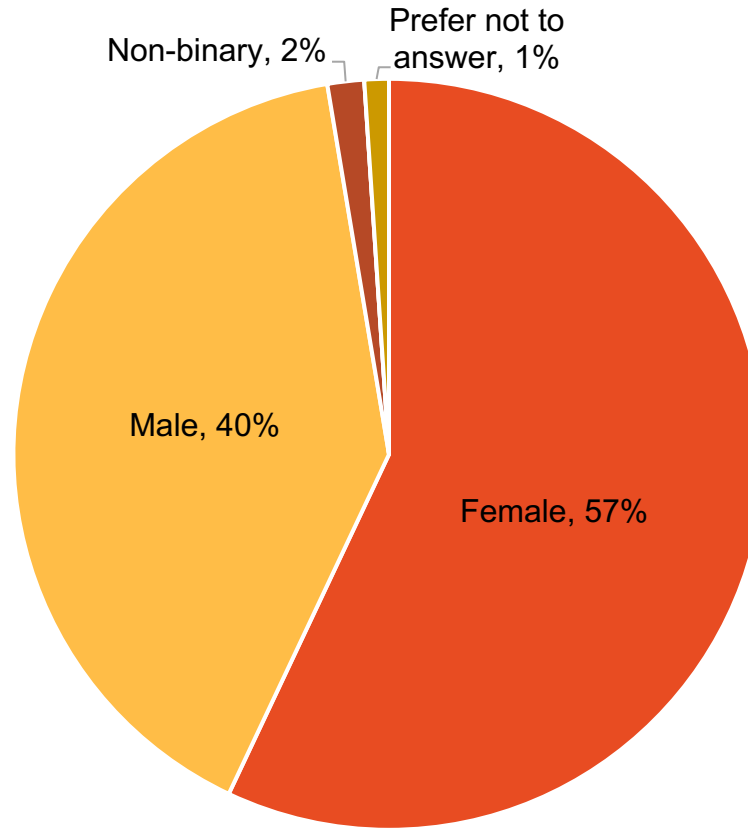
Answered: 570 (all from Monroe county)





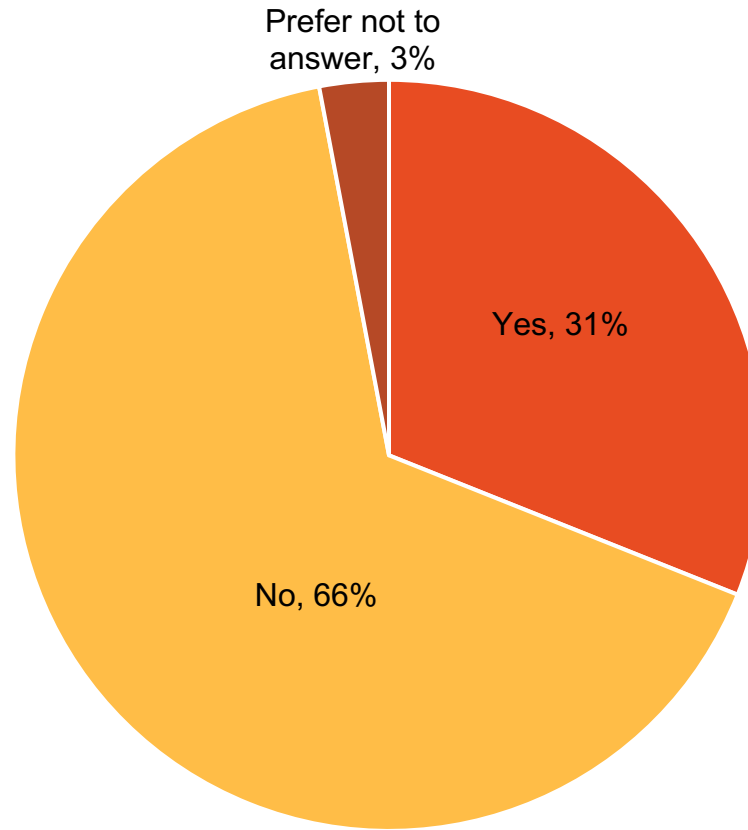
# Q39: With what gender do you identify?

Answered: 570



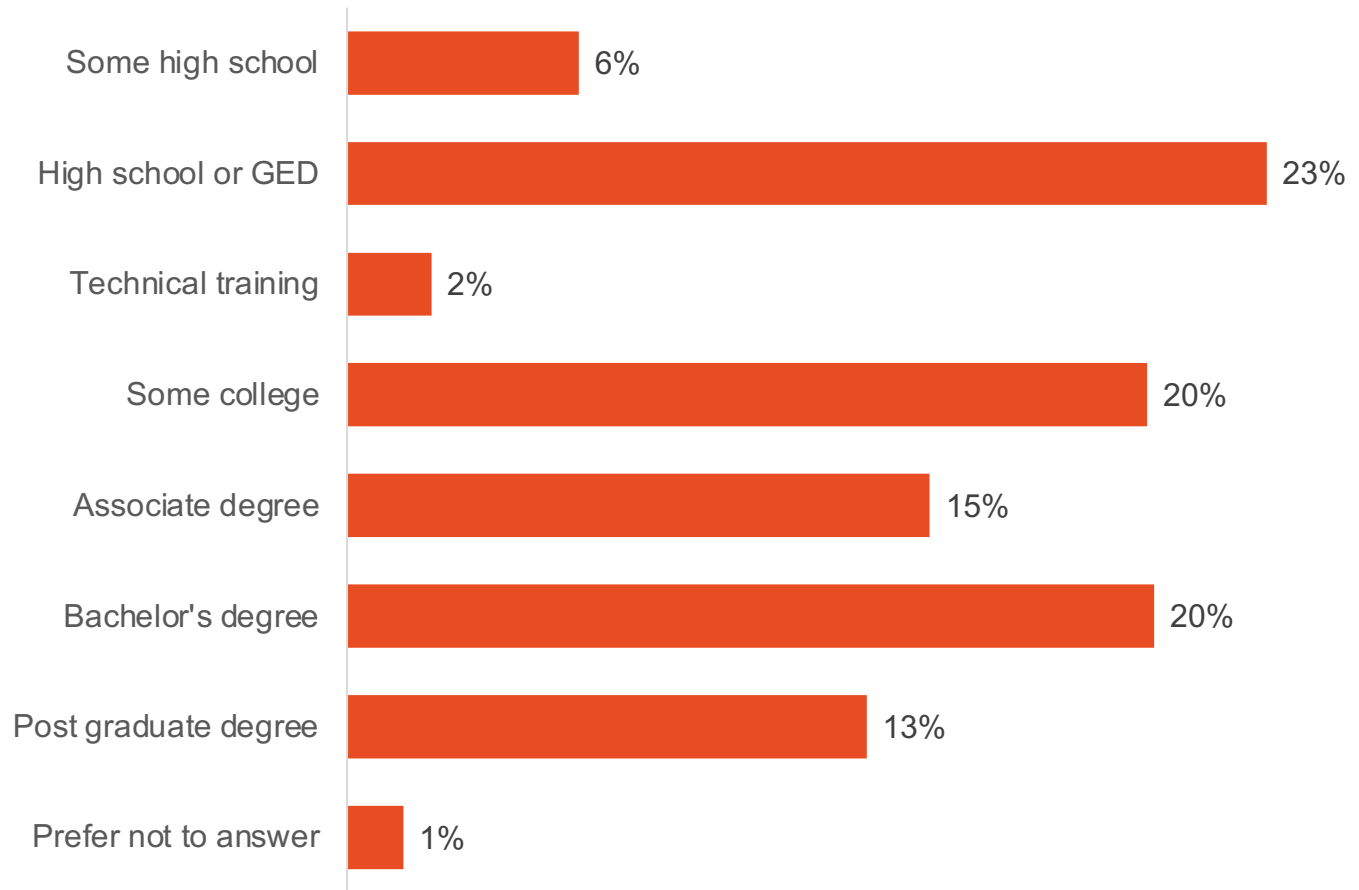
# Q36: Are there any children under age of 18 in your household?

Answered: 570



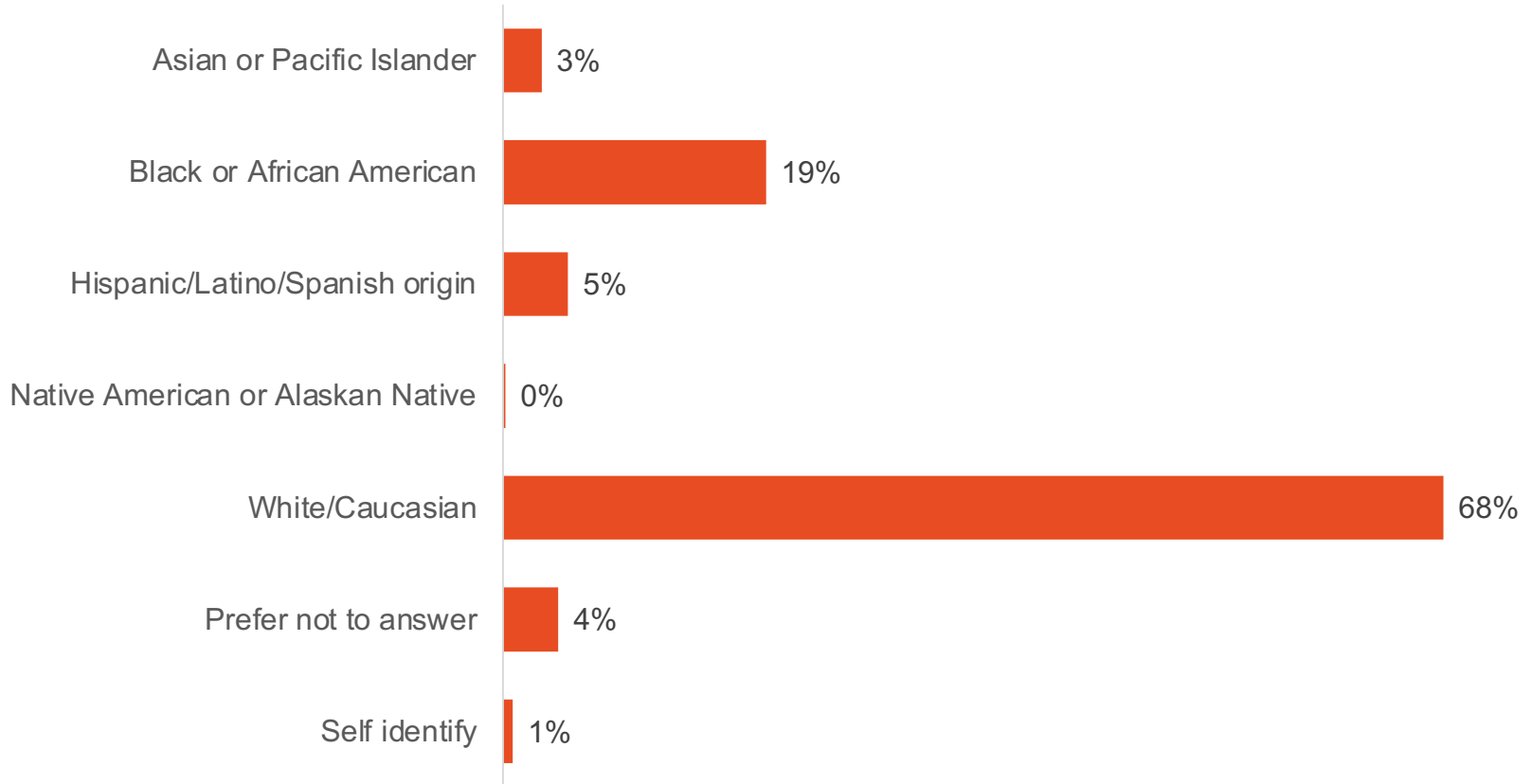
# Q35: How much formal education have you completed?

Answered: 570



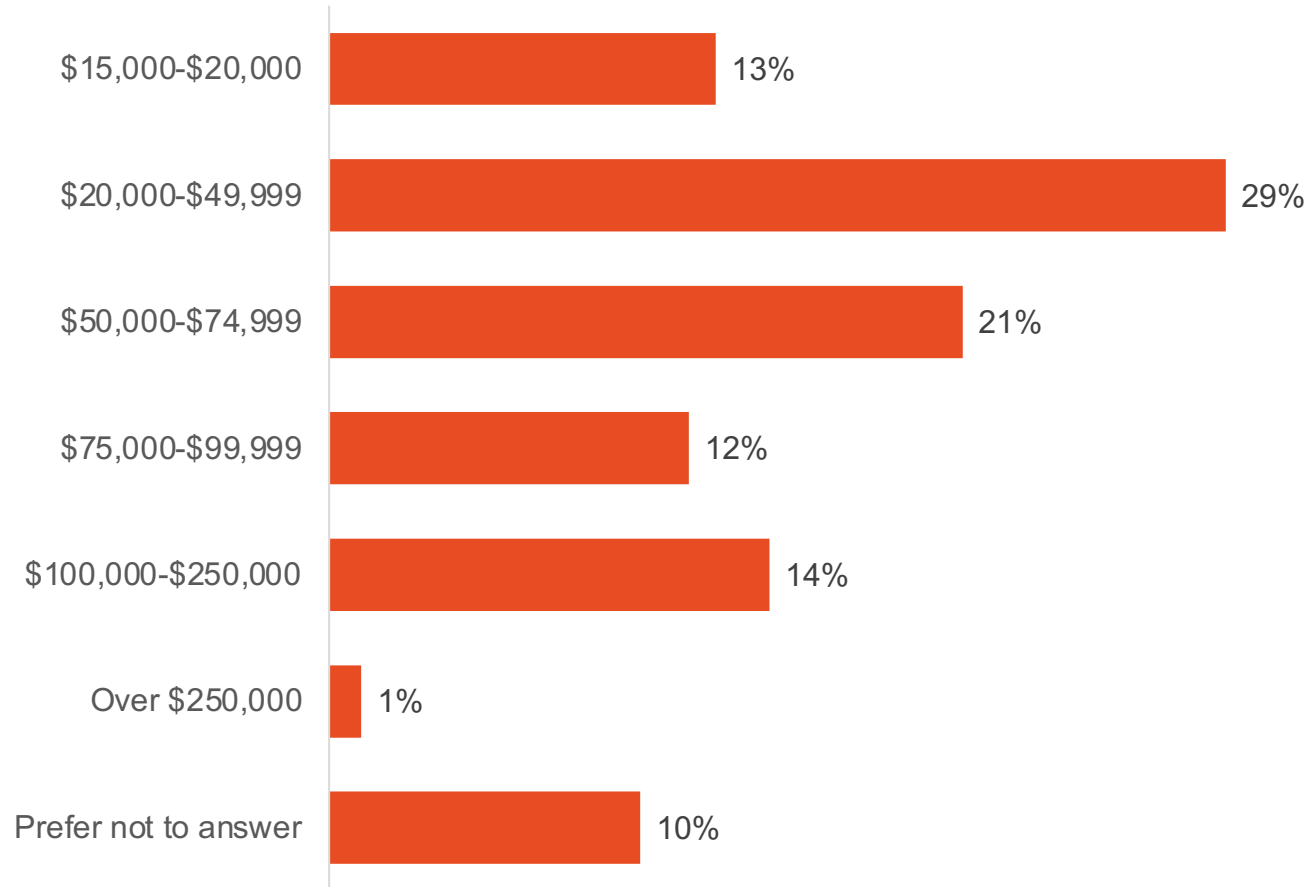
# Q37: What best describes your race or ethnicity

Answered: 570



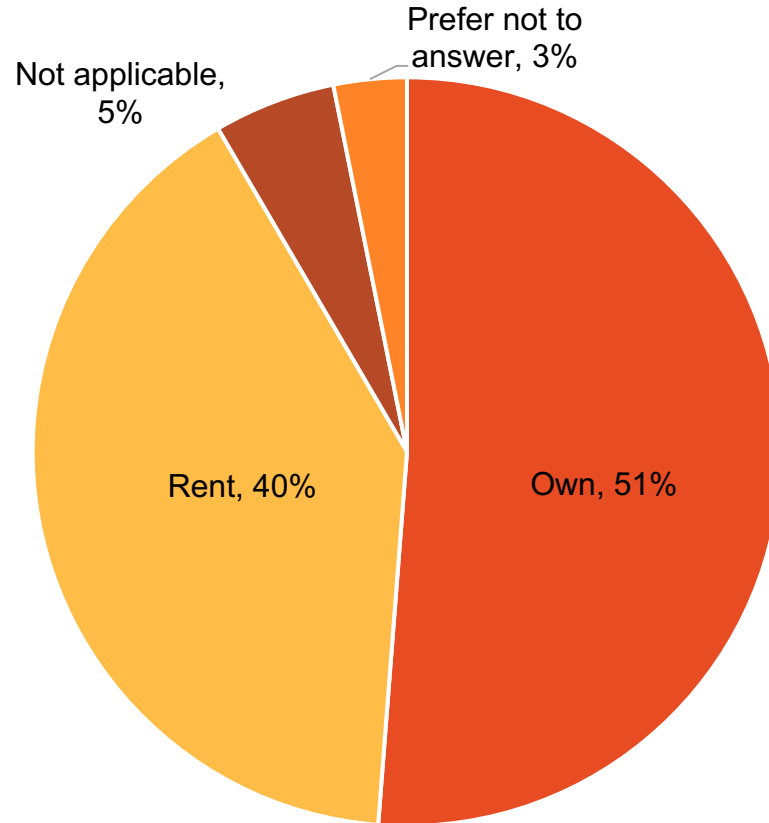
# Q38: What is your household income?

Answered: 570



# Q33: Do you currently own or rent your dwelling place?

Answered: 570



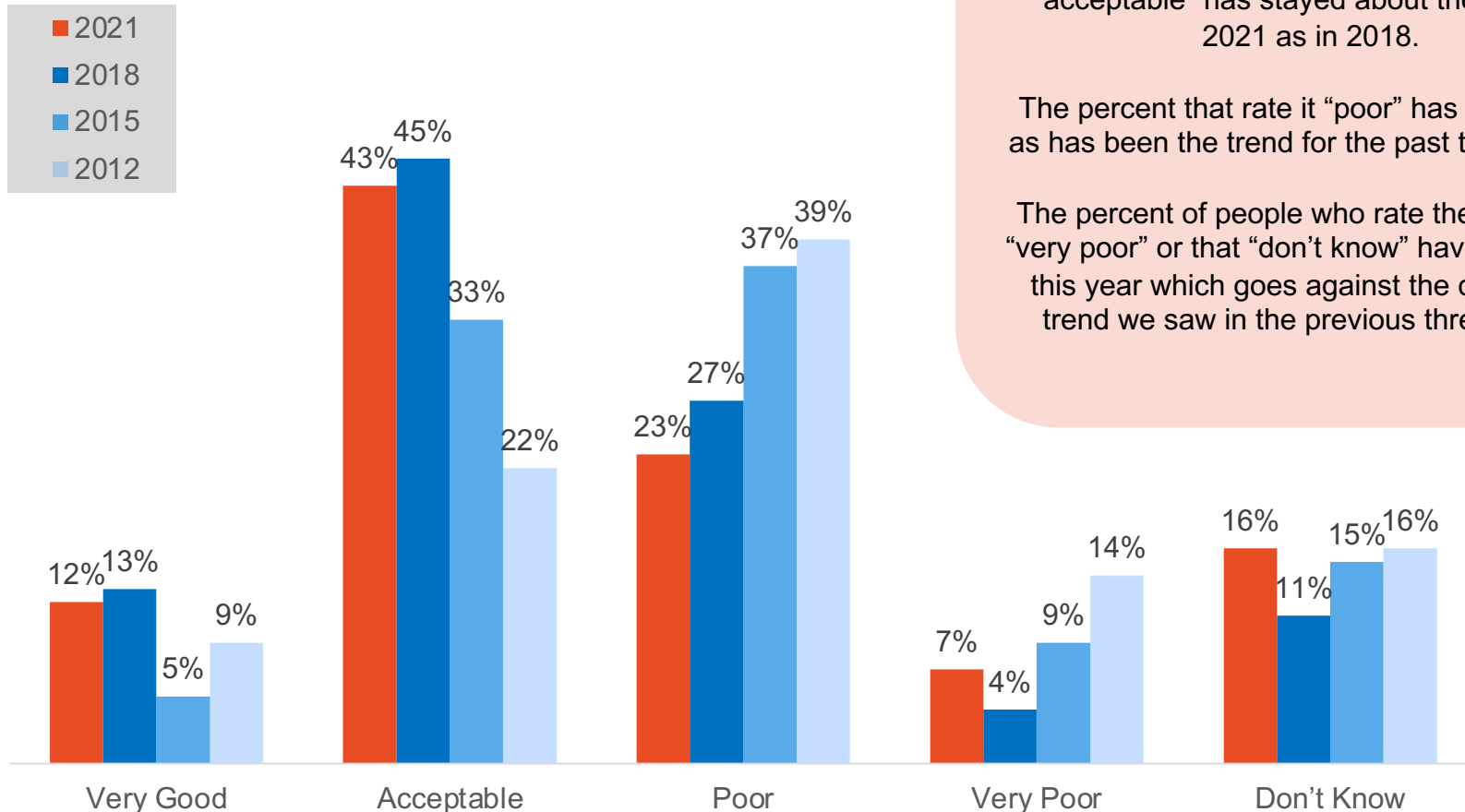


# *Results*



# Q1: How would you rate water quality today in Lake Ontario?

Answered: 570



The percent of responders that view Lake Ontario's water quality as "very good" or "acceptable" has stayed about the same in 2021 as in 2018.

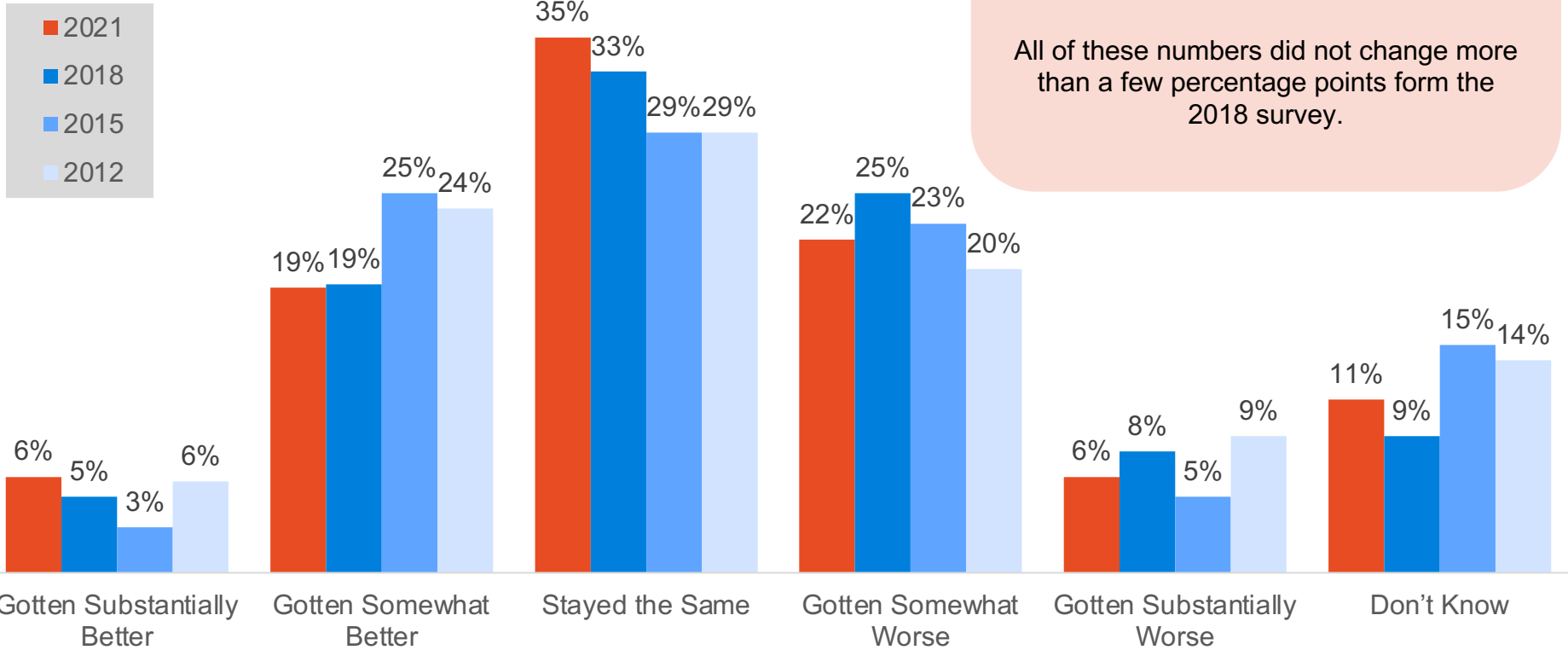
The percent that rate it "poor" has decreased as has been the trend for the past three years.

The percent of people who rate the quality as "very poor" or that "don't know" have increased this year which goes against the downward trend we saw in the previous three years.



# Q2: Since you've lived in the area, do you think Lake Ontario water quality has:

Answered: 570

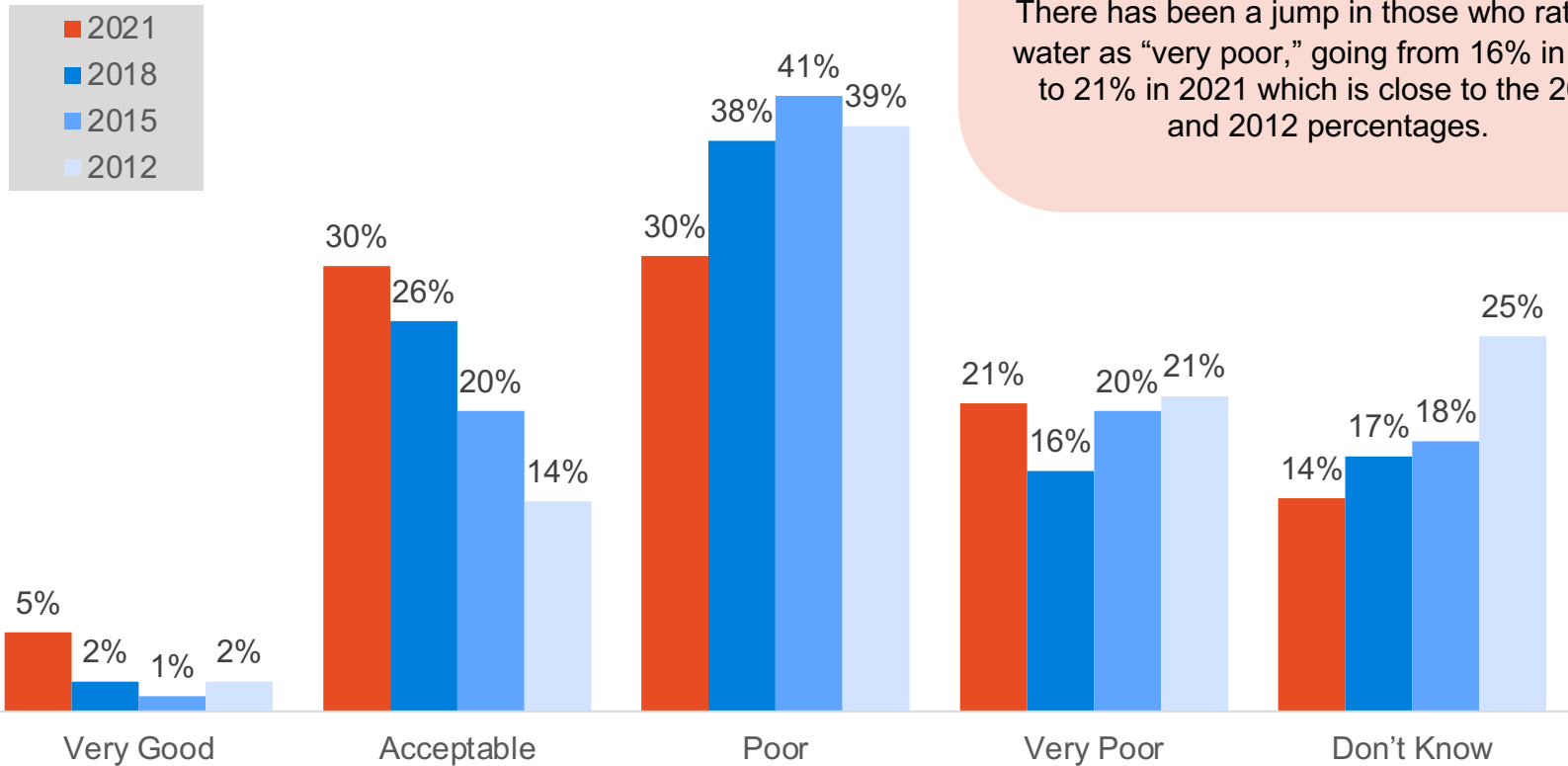


35% of 2021 respondents said that the water quality stayed the same while 25% thought it improved, 28% thought it got worse, and 11% didn't know.

All of these numbers did not change more than a few percentage points from the 2018 survey.

# Q3: How would you rate water quality today in the Genesee River?

Answered: 570



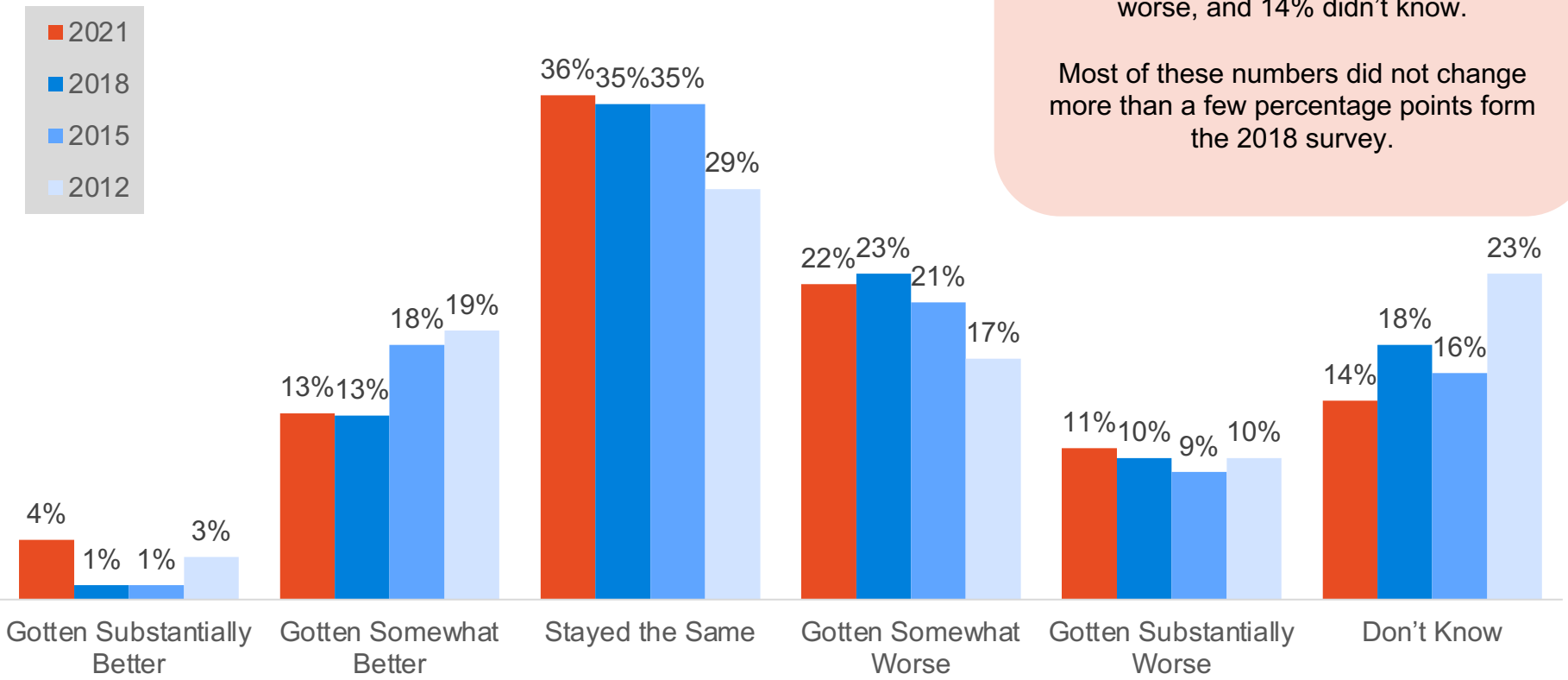
The percent of people who said the water quality is "very good" or "acceptable" in 2021 has followed the increasing trend of the last 3 years.

The percent of people who said the water quality is "poor" or that they "don't know" has decreased in 2021.

There has been a jump in those who rate the water as "very poor," going from 16% in 2018 to 21% in 2021 which is close to the 2015 and 2012 percentages.

# Q4: Since you've lived in the area, do you think Genesee River water quality has:

Answered: 570

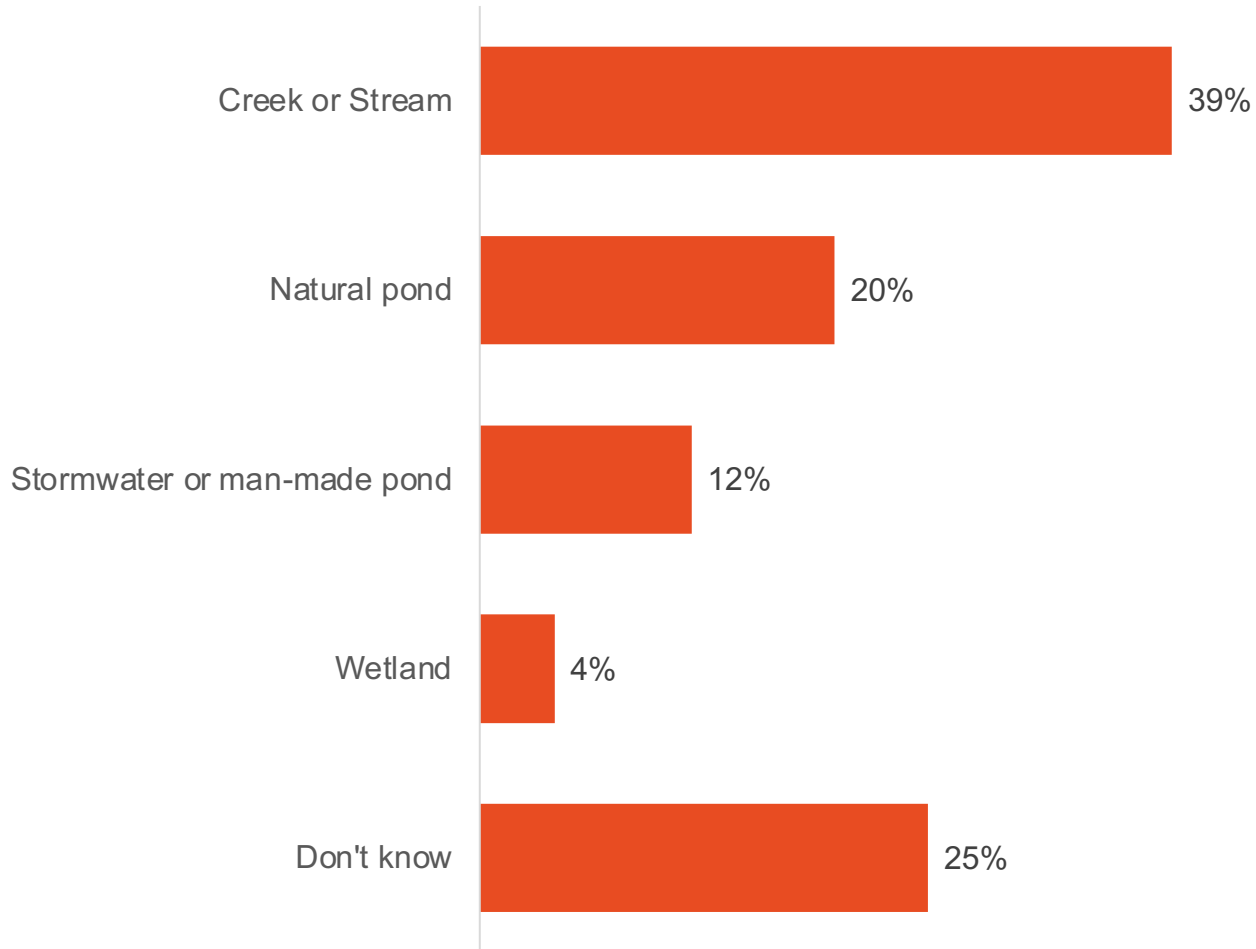


36% of 2021 respondents said that the water quality stayed the same while 17% thought it improved, 33% thought it got worse, and 14% didn't know.

Most of these numbers did not change more than a few percentage points from the 2018 survey.

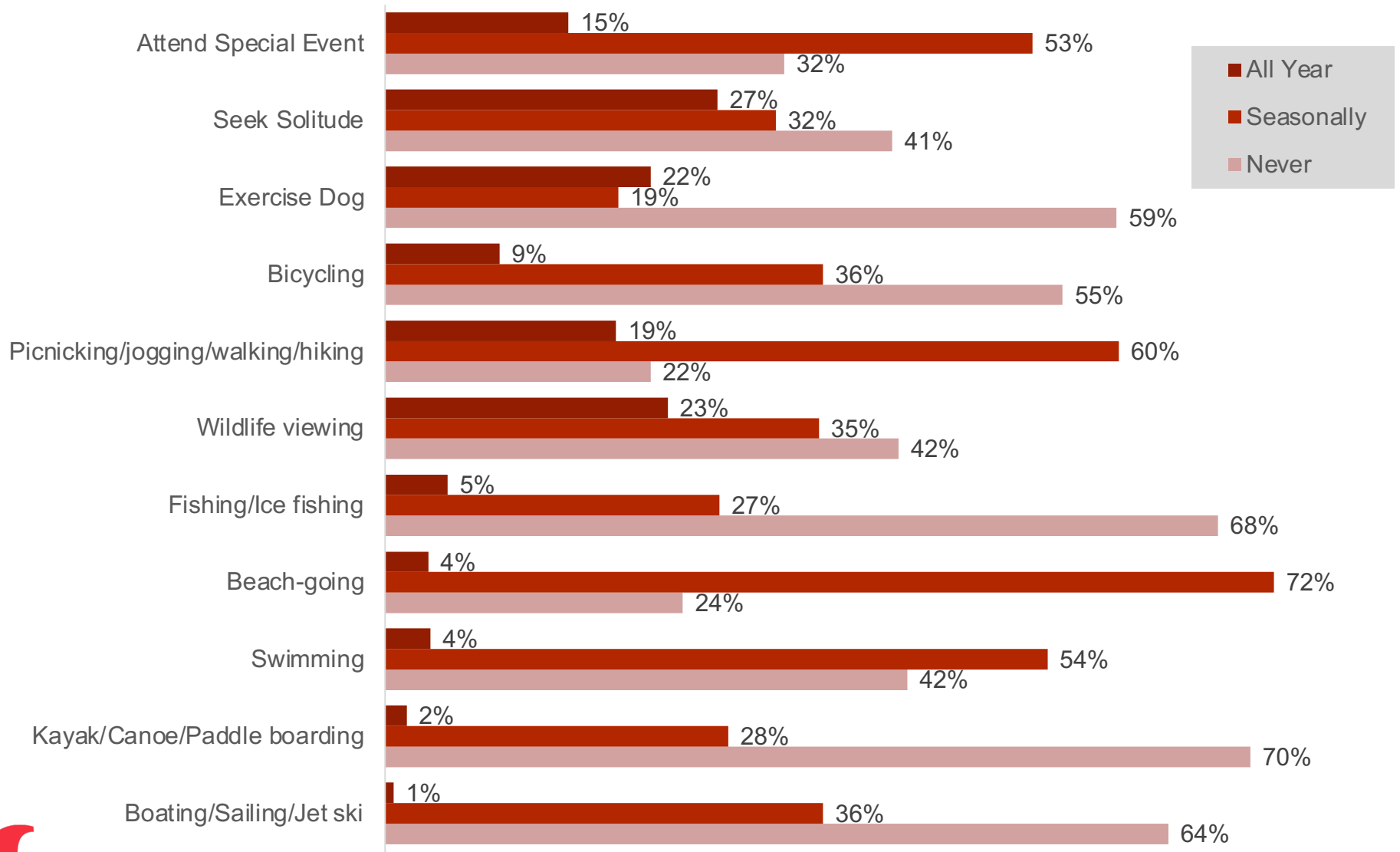
# Q5: Aside from Lake Ontario or the Genesee River, what is the closest body of water to your home?

Answered: 570



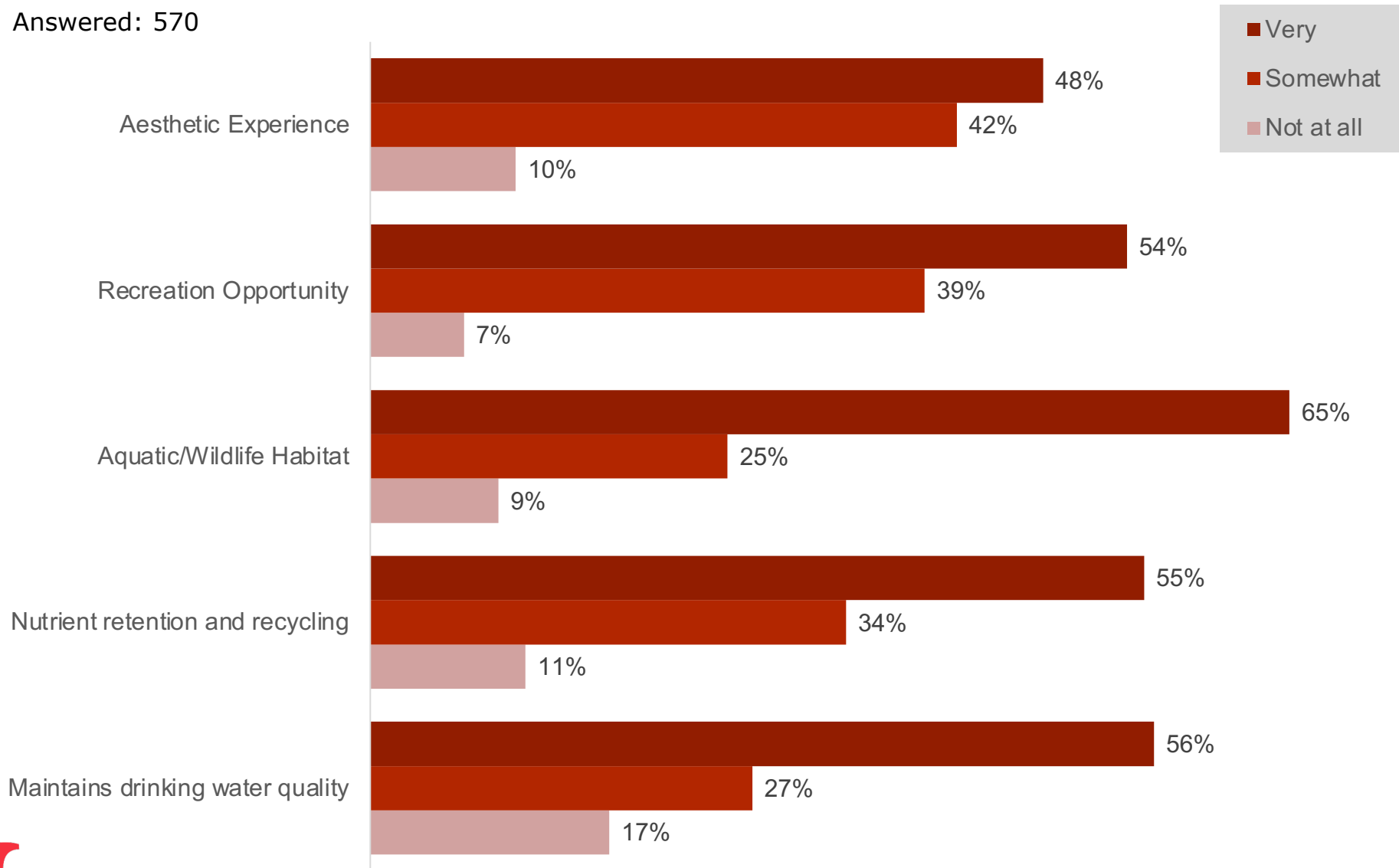
# Q6: How frequently do you engage in the following activities on or near Lake Ontario?

Answered: 570



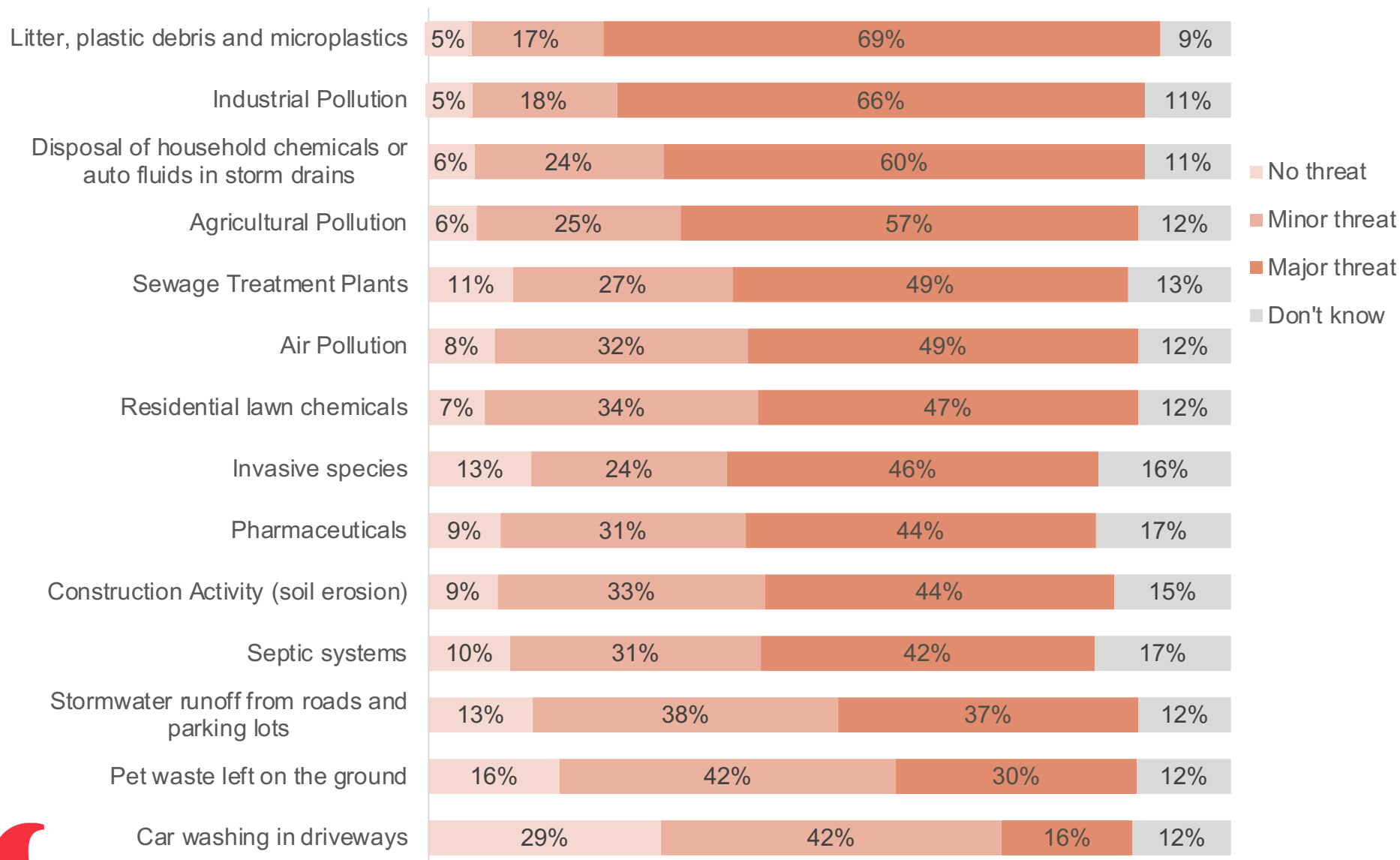
# Q7: How important do you think the following functions of Lake Ontario are:

Answered: 570



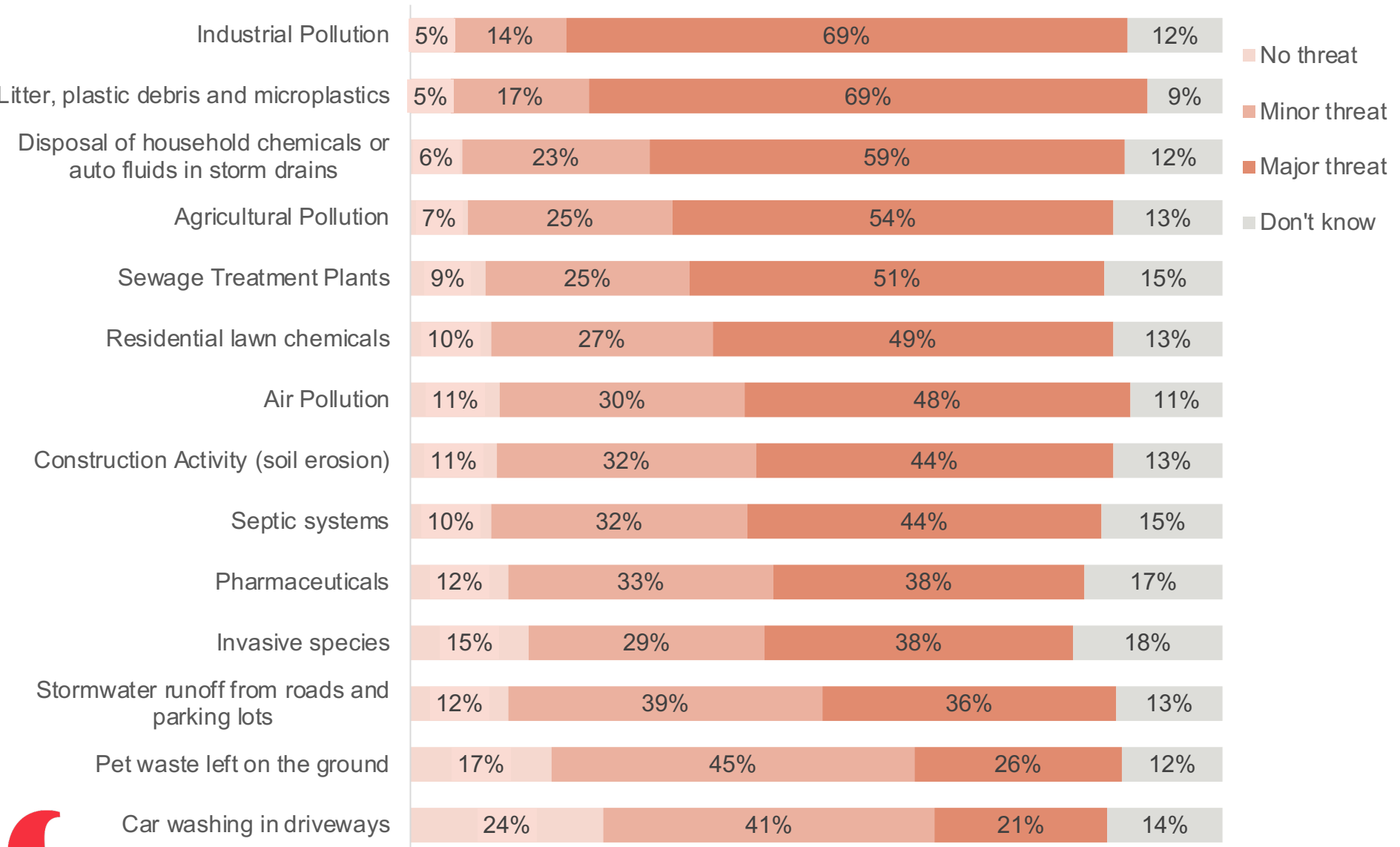
# Q8: To what degree do you believe the following are a threat to water quality for Lake Ontario?

Answered: 570



# Q44: To what degree do you believe the following are a threat to water quality for Genesee River?

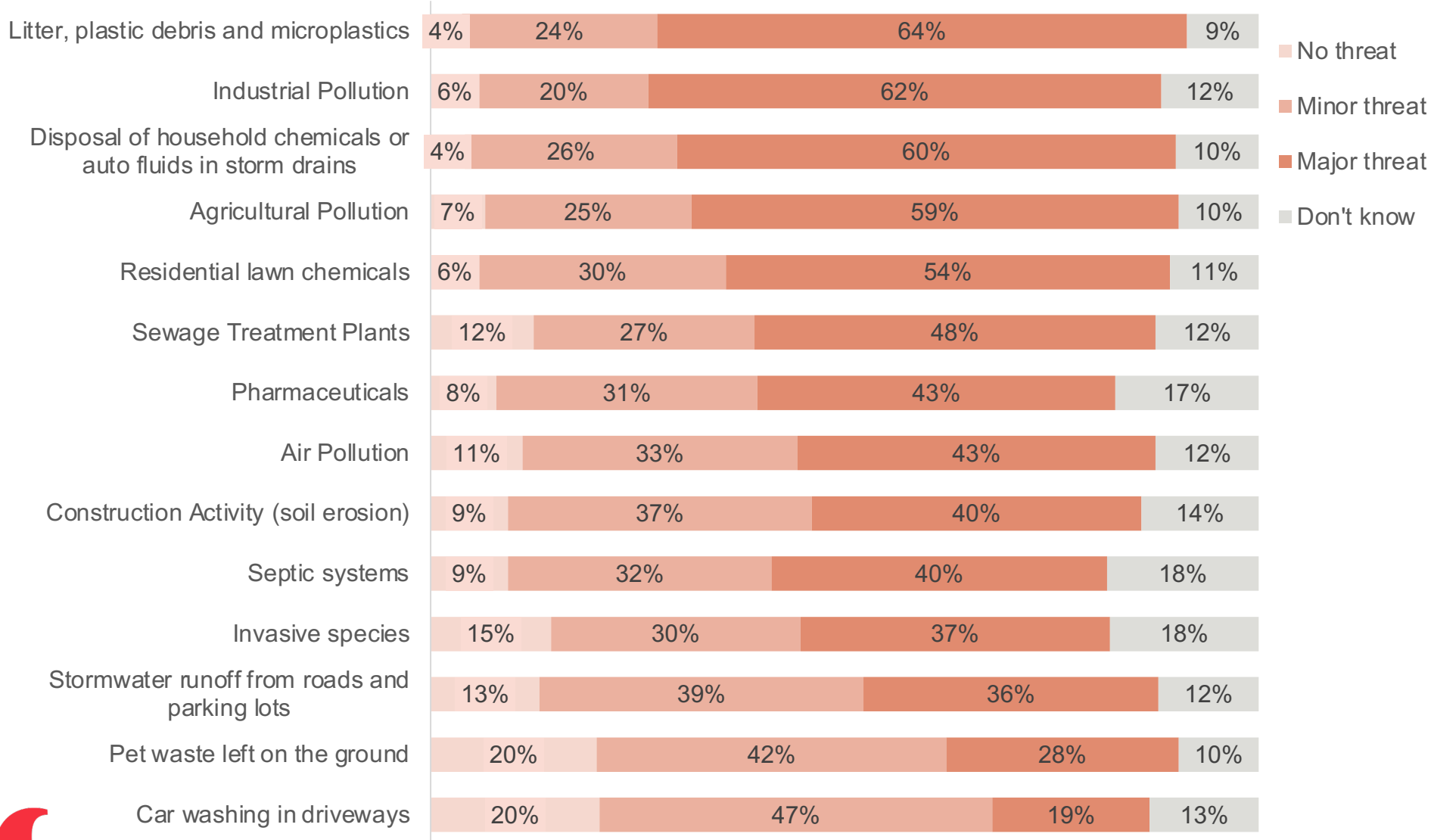
Answered: 289





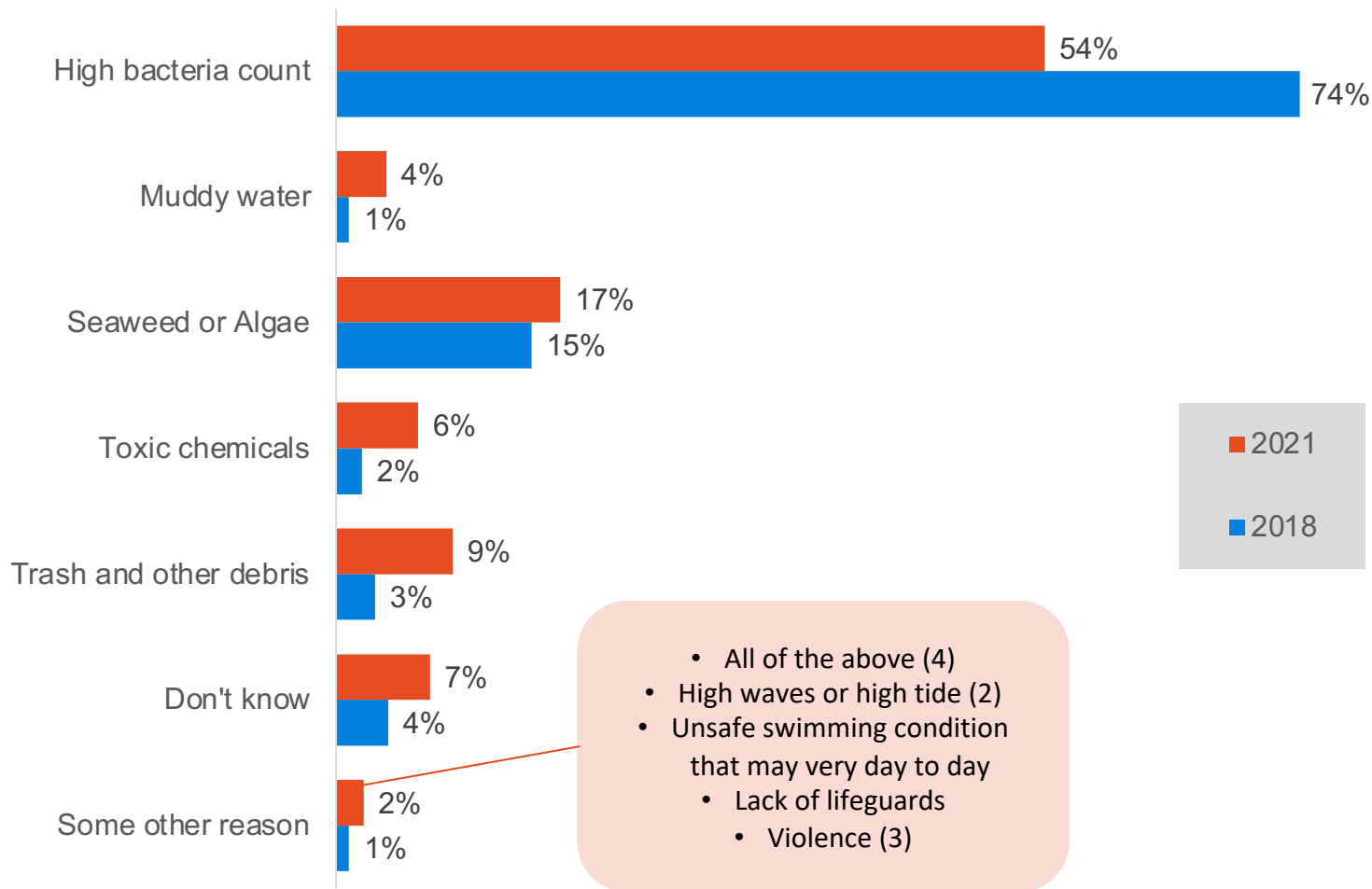
# Q49: To what degree do you believe the following are a threat to water quality for local streams?

Answered: 289



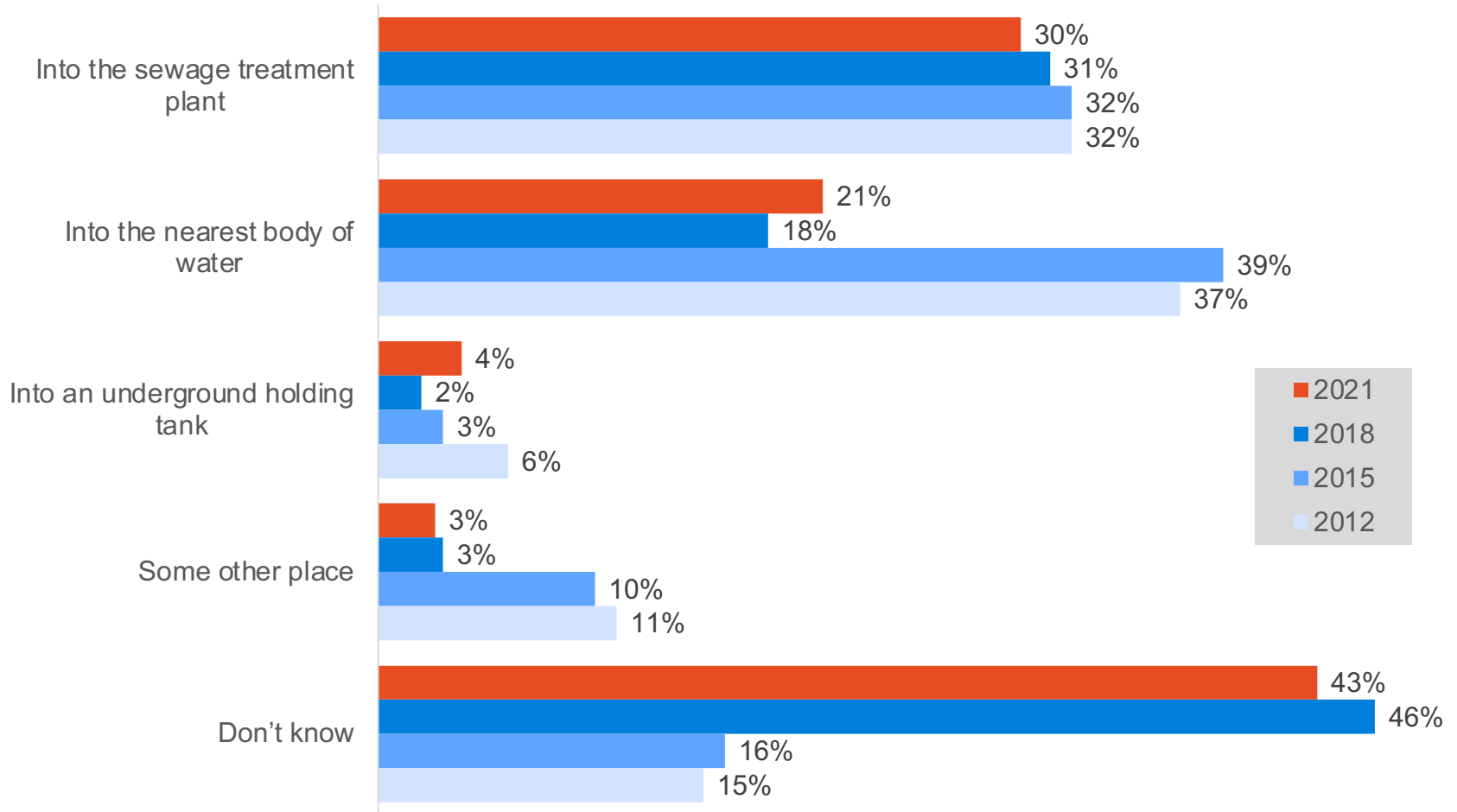
# Q9: Of the following choices, which do you think is the main reason that Ontario Beach at Charlotte is closed for swimming on some days in the summer?

Answered: 570



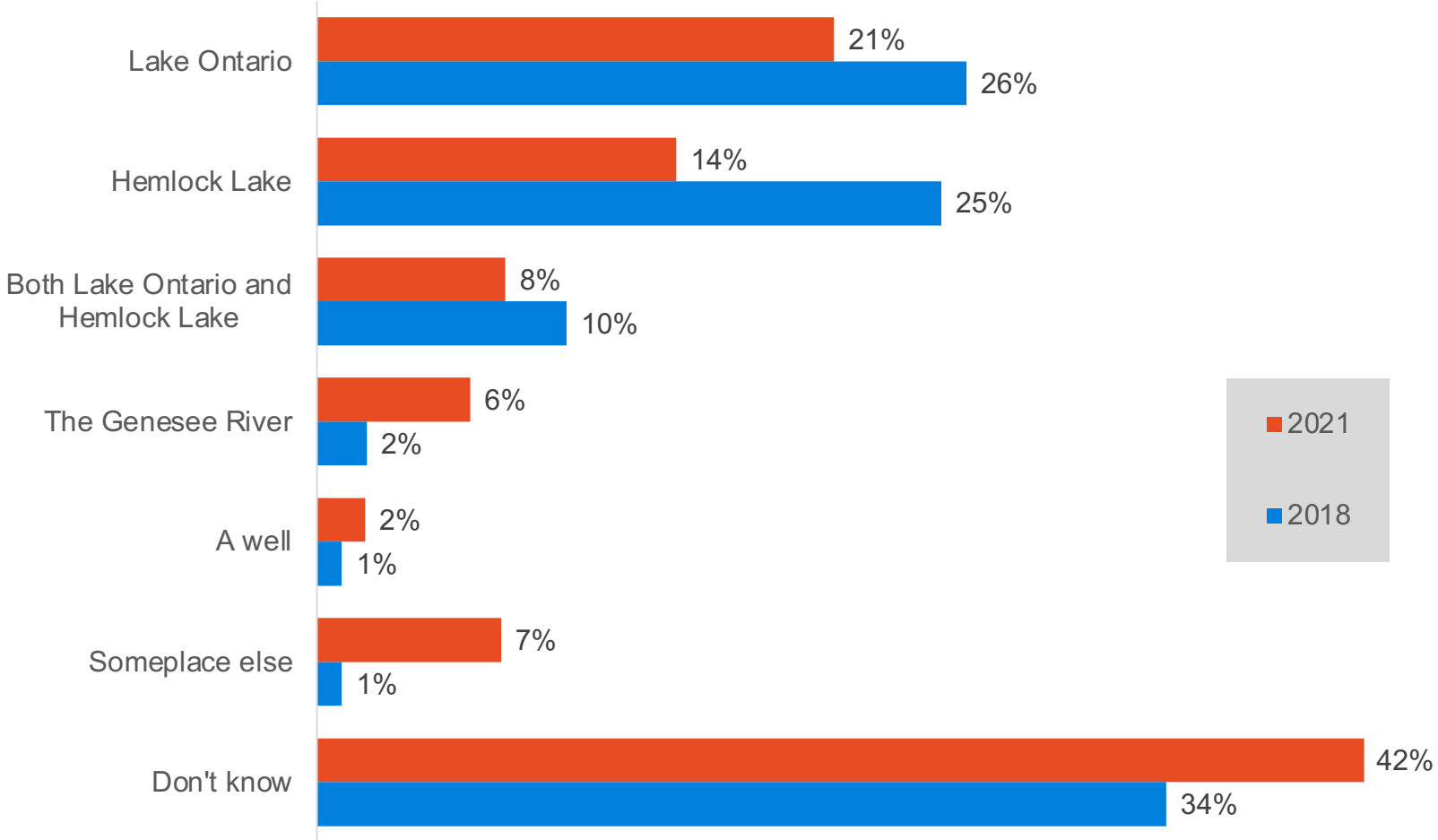
# Q10: Where does the water that runs down the storm drain in your neighborhood go?

Answered: 570



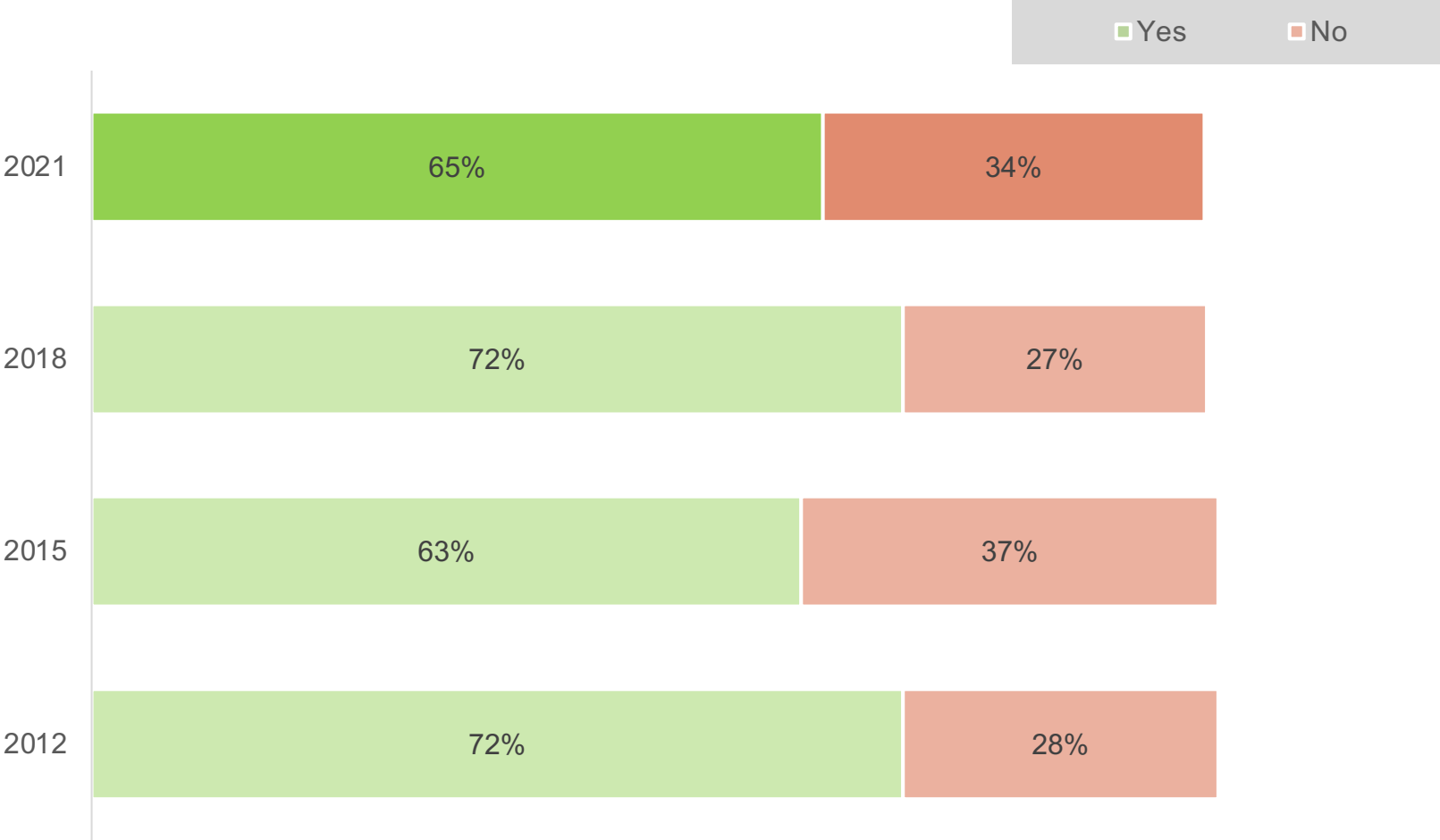
# Q11: What is the source of your tap water?

Answered: 570



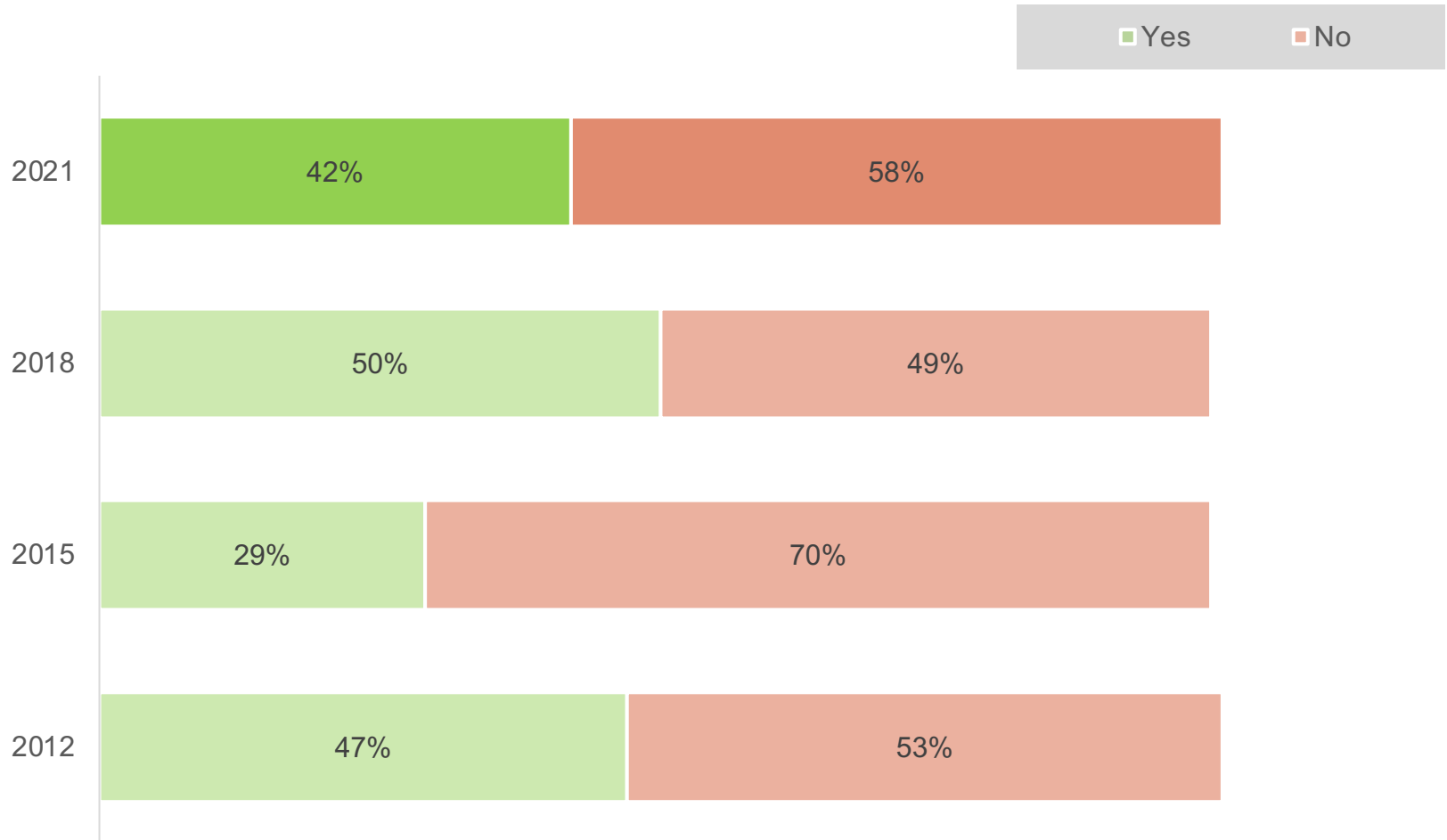
# Q14: Do you have a lawn that you are responsible for maintaining?

Answered: 570



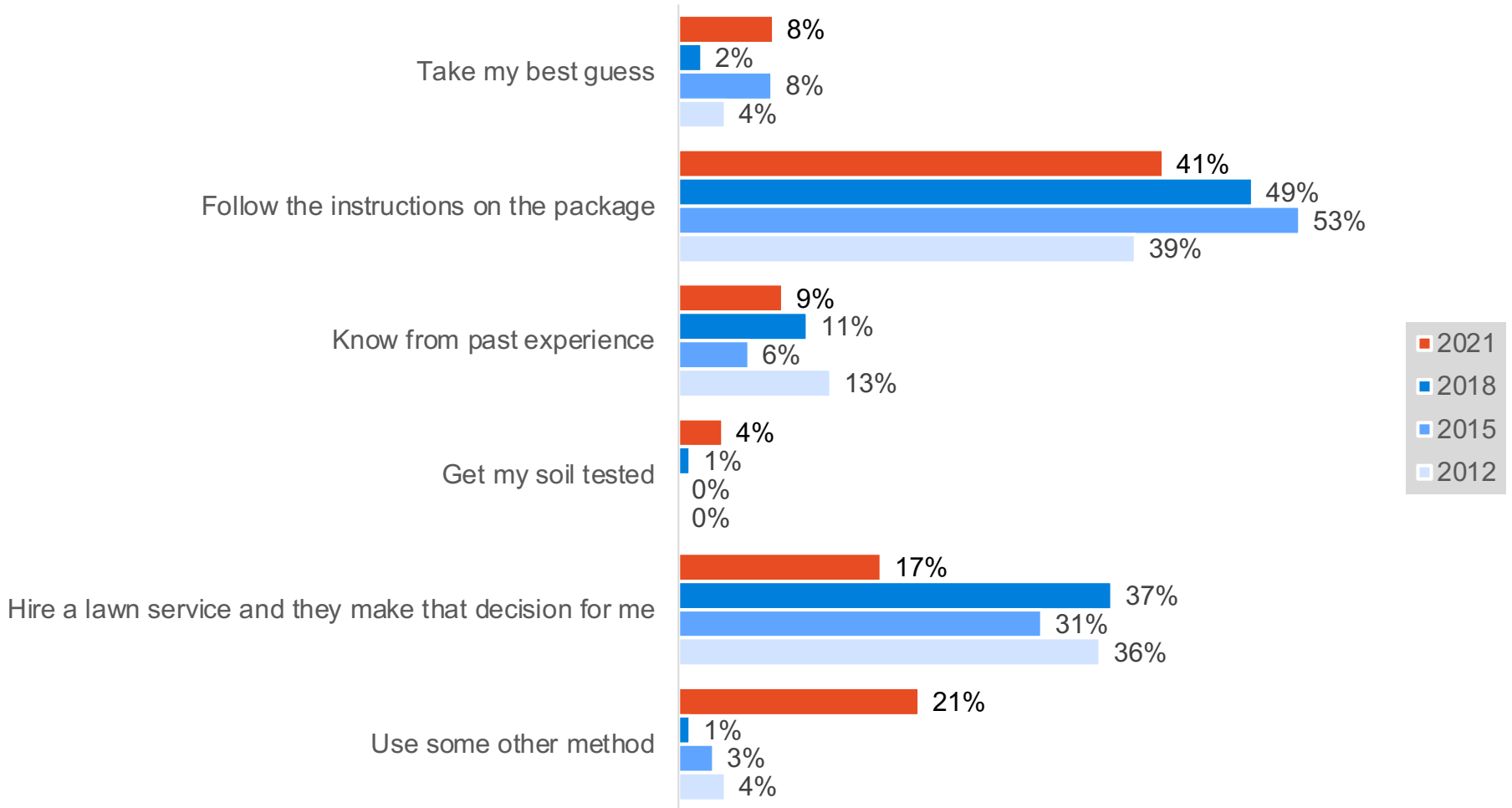
# Q15: Do you (personally or through a lawn care company) apply fertilizer or lawn pesticides to your lawn?

Answered: 370



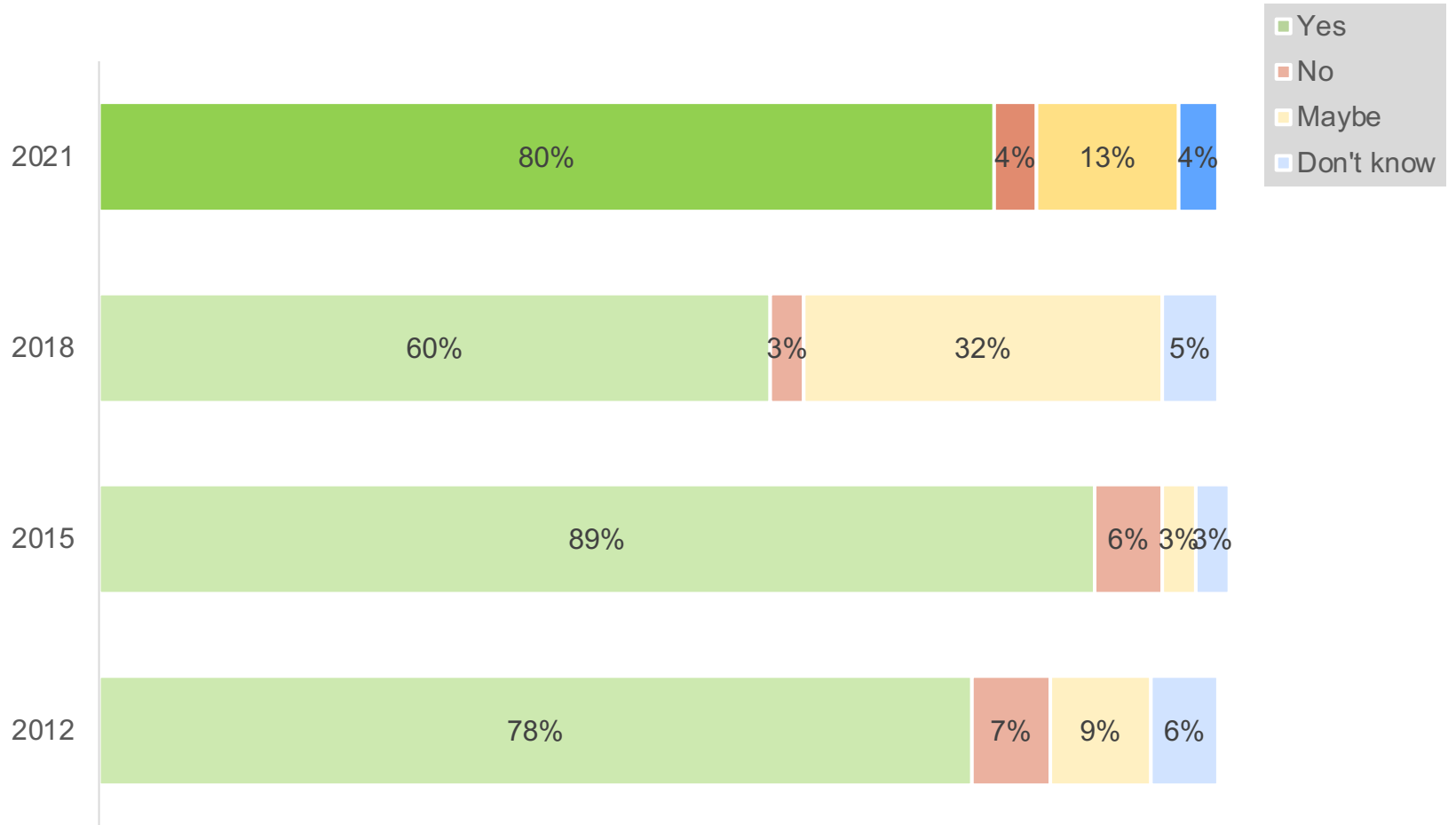
# Q16: Which of the following statements best describes how you usually determine the amount of fertilizer to use on your lawn? Do you:

Answered: 370



# Q17: Would you be willing to reduce applications of fertilizer and pesticides to your lawn if it would improve water quality?

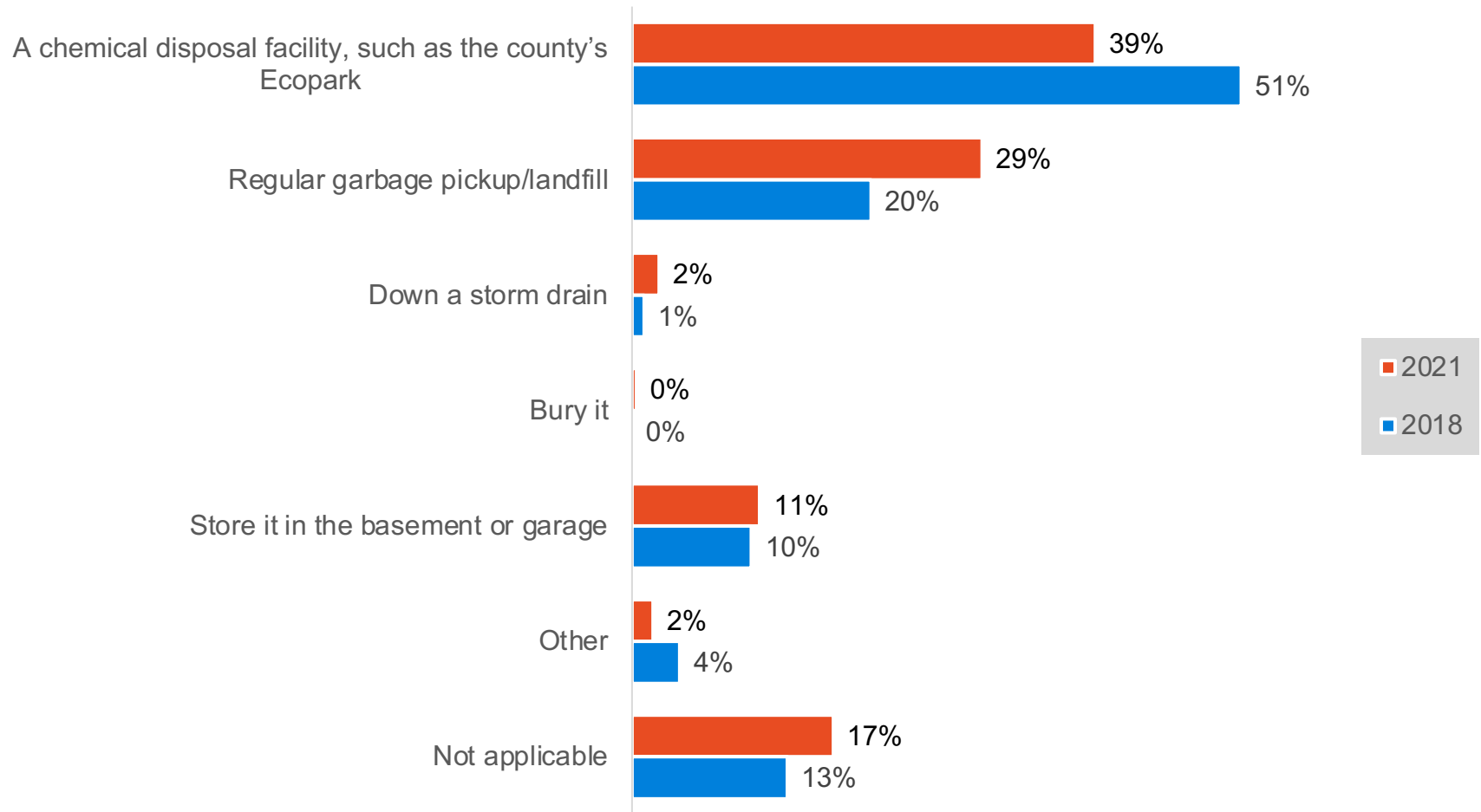
Answered: 370





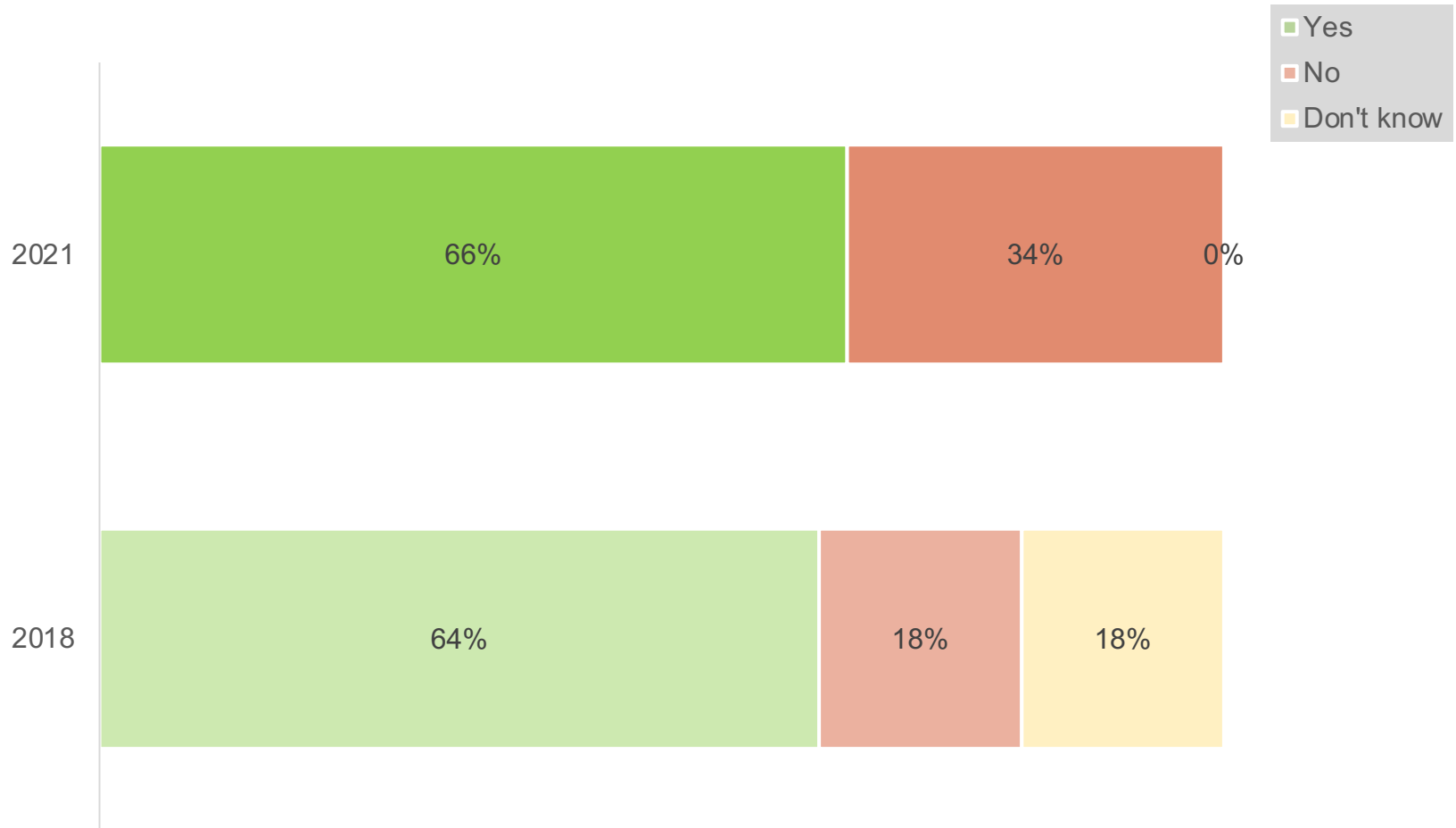
# Q18: How do you usually dispose of paint, pesticides, auto fluids (e.g. oil) and other household chemicals?

Answered: 570



# Q19: Would you be supportive of a nominal annual fee to fund water quality improvement projects in our area?

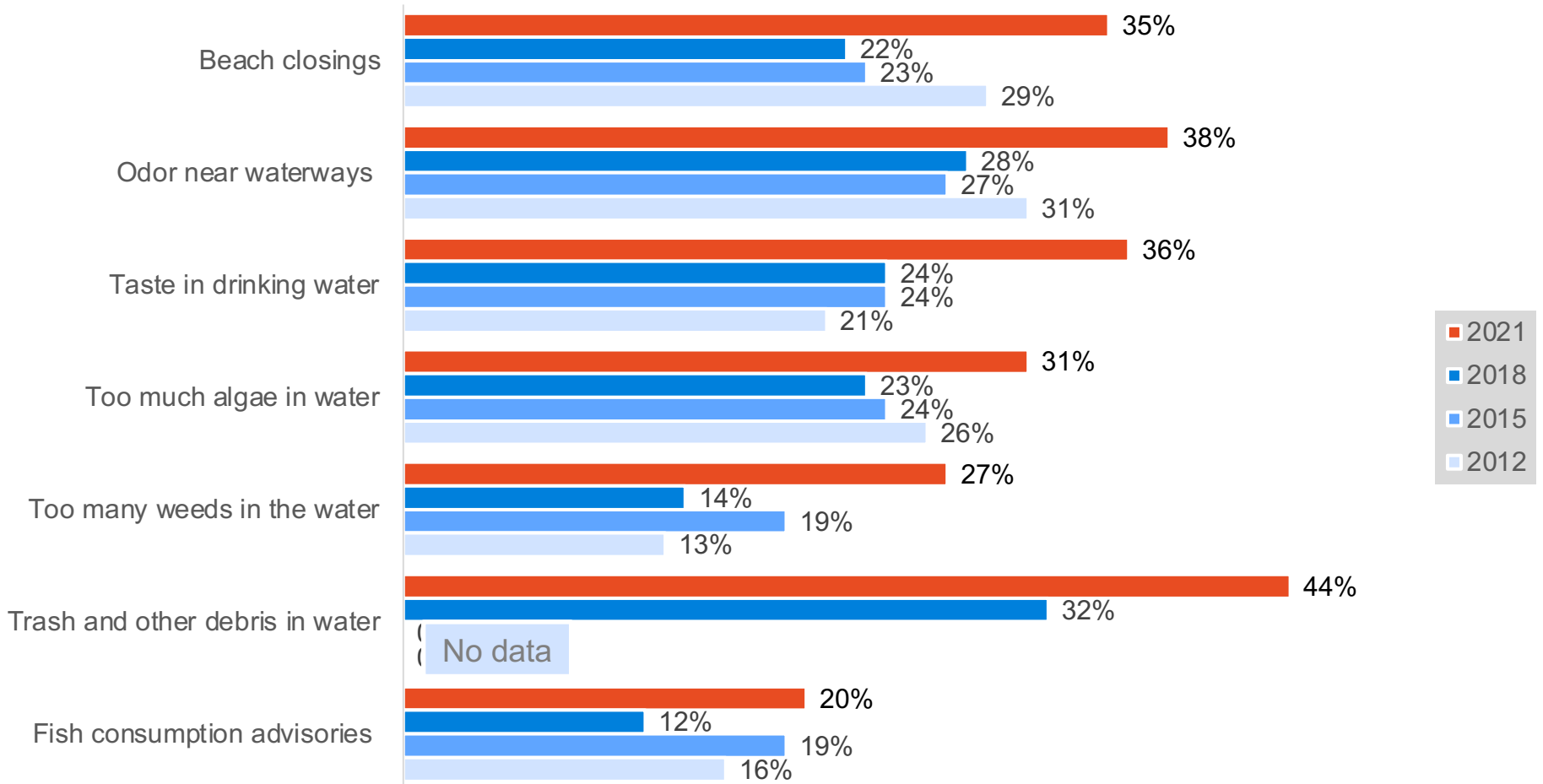
Answered: 370



# Q20: In the past year, have you been personally affected by:

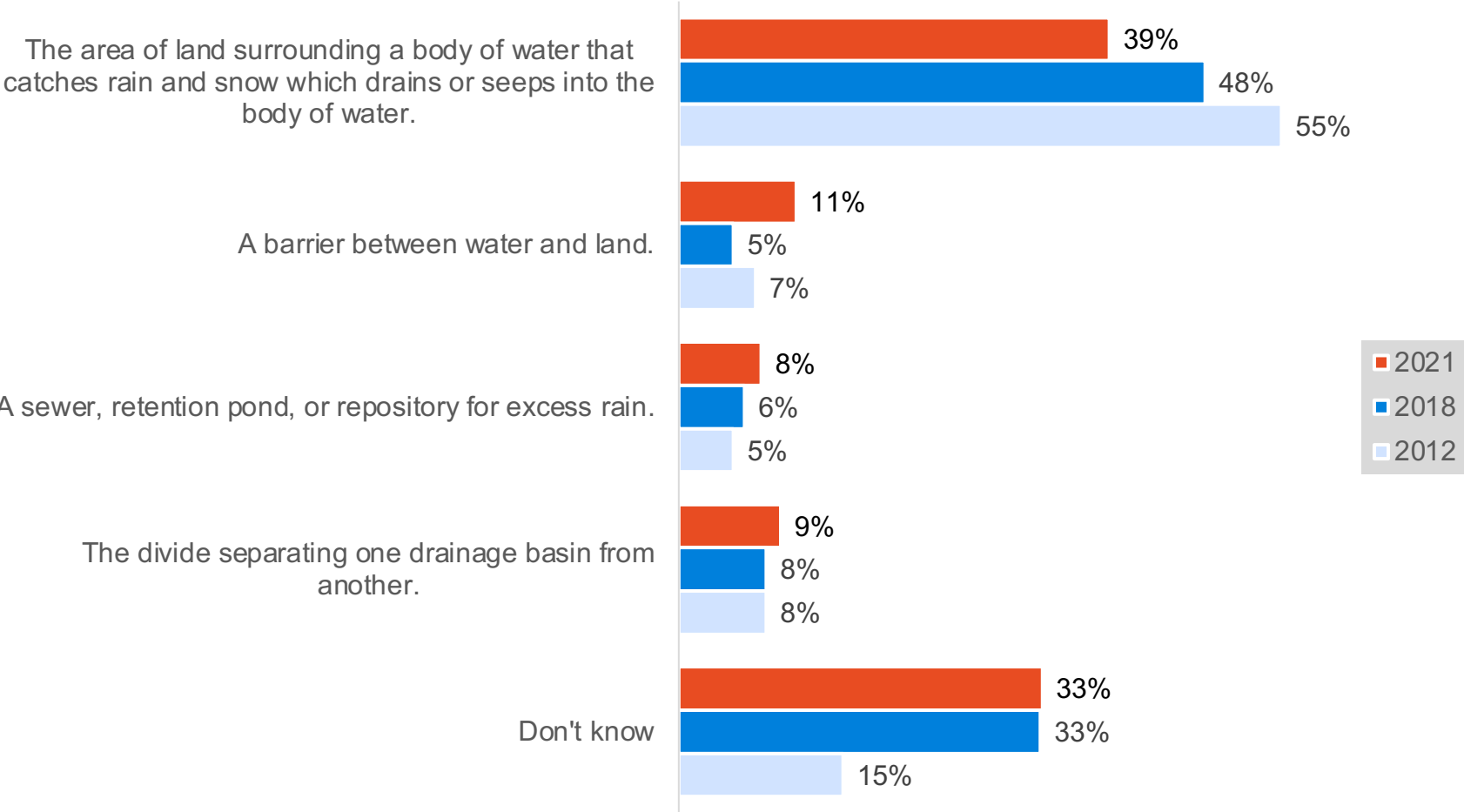
Answered: 570

% of people who responded "yes"



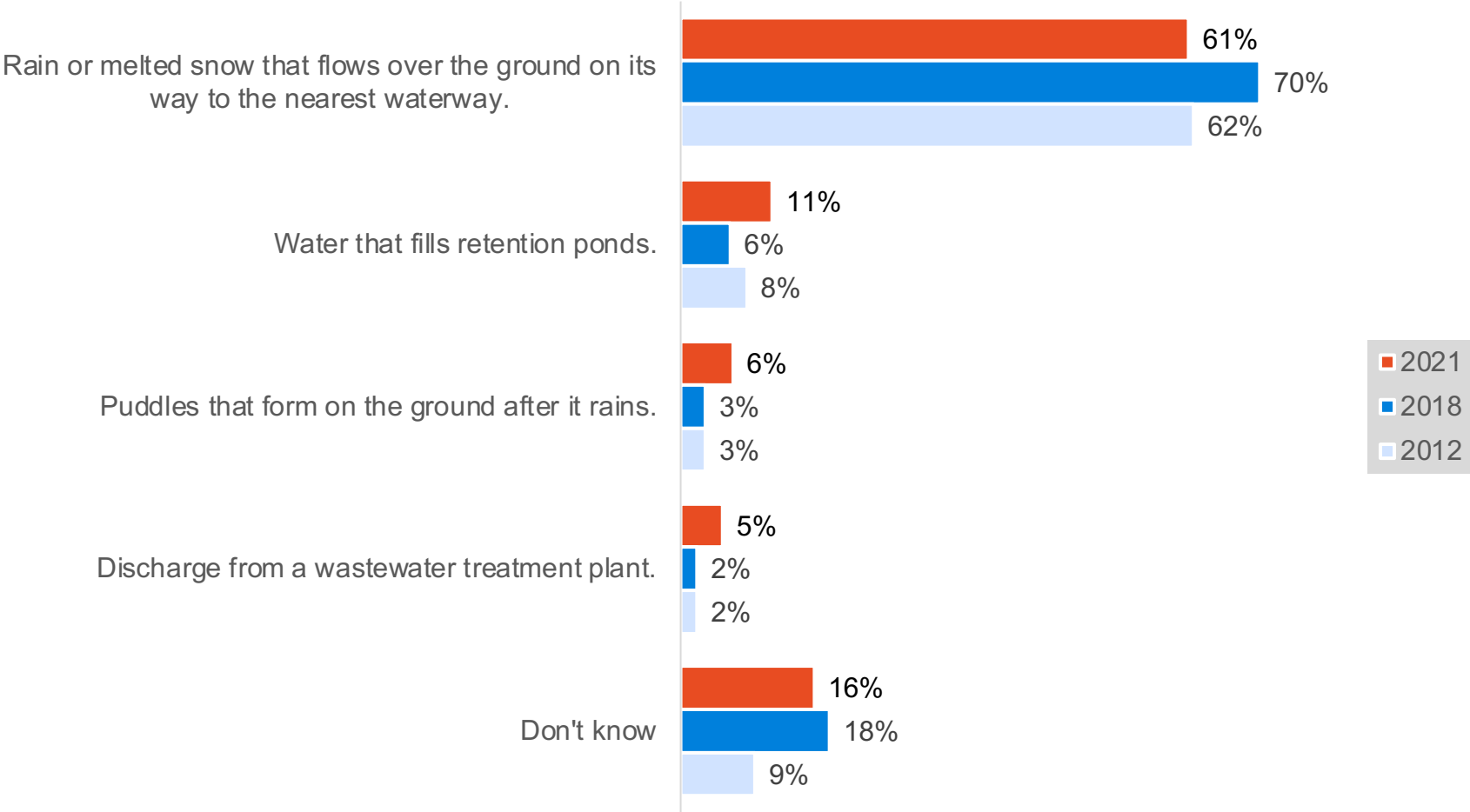
# Q21: What is the best definition of a watershed?

Answered: 570



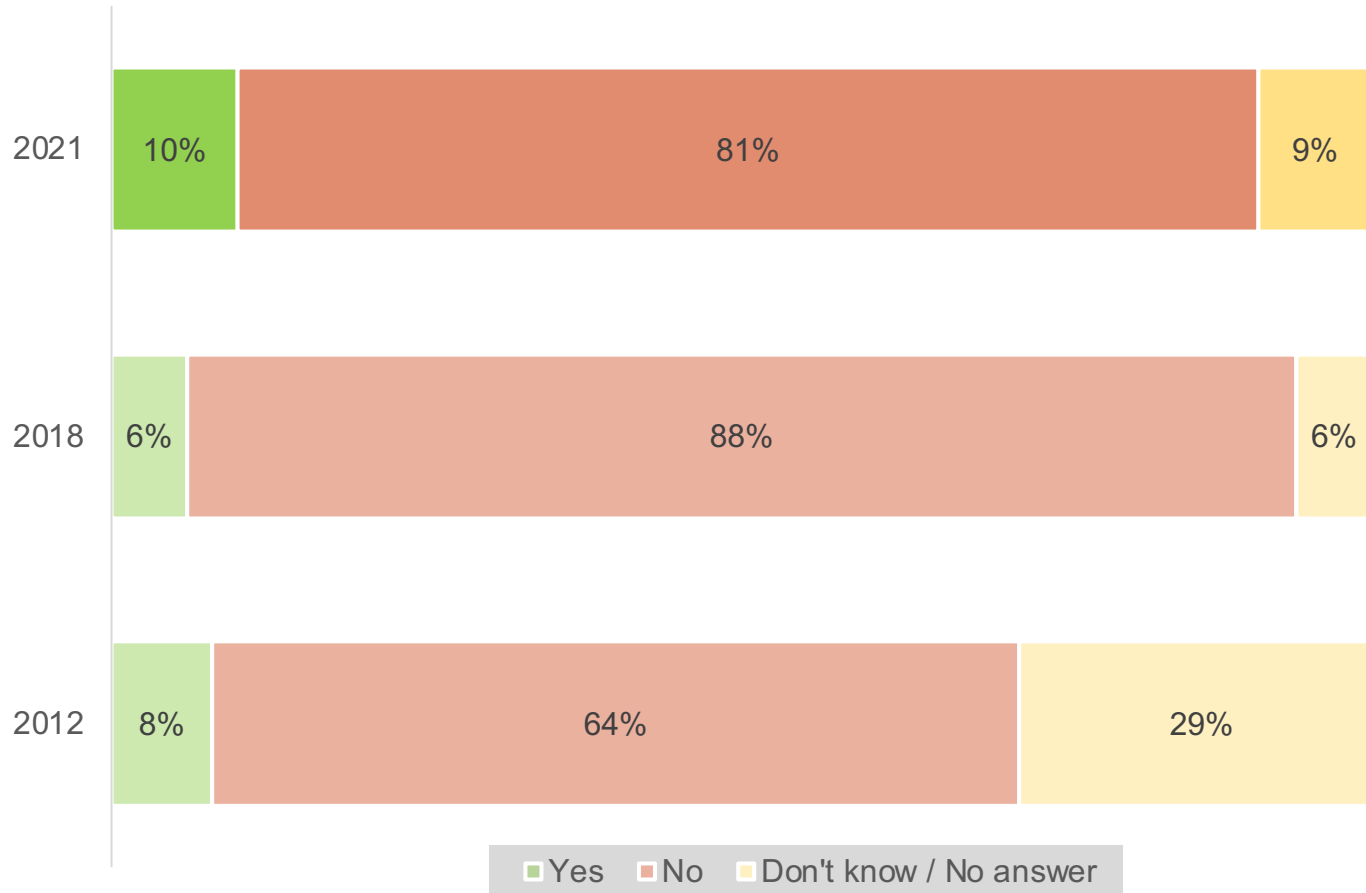
# Q51: What is the best definition for storm water runoff?

Answered: 570



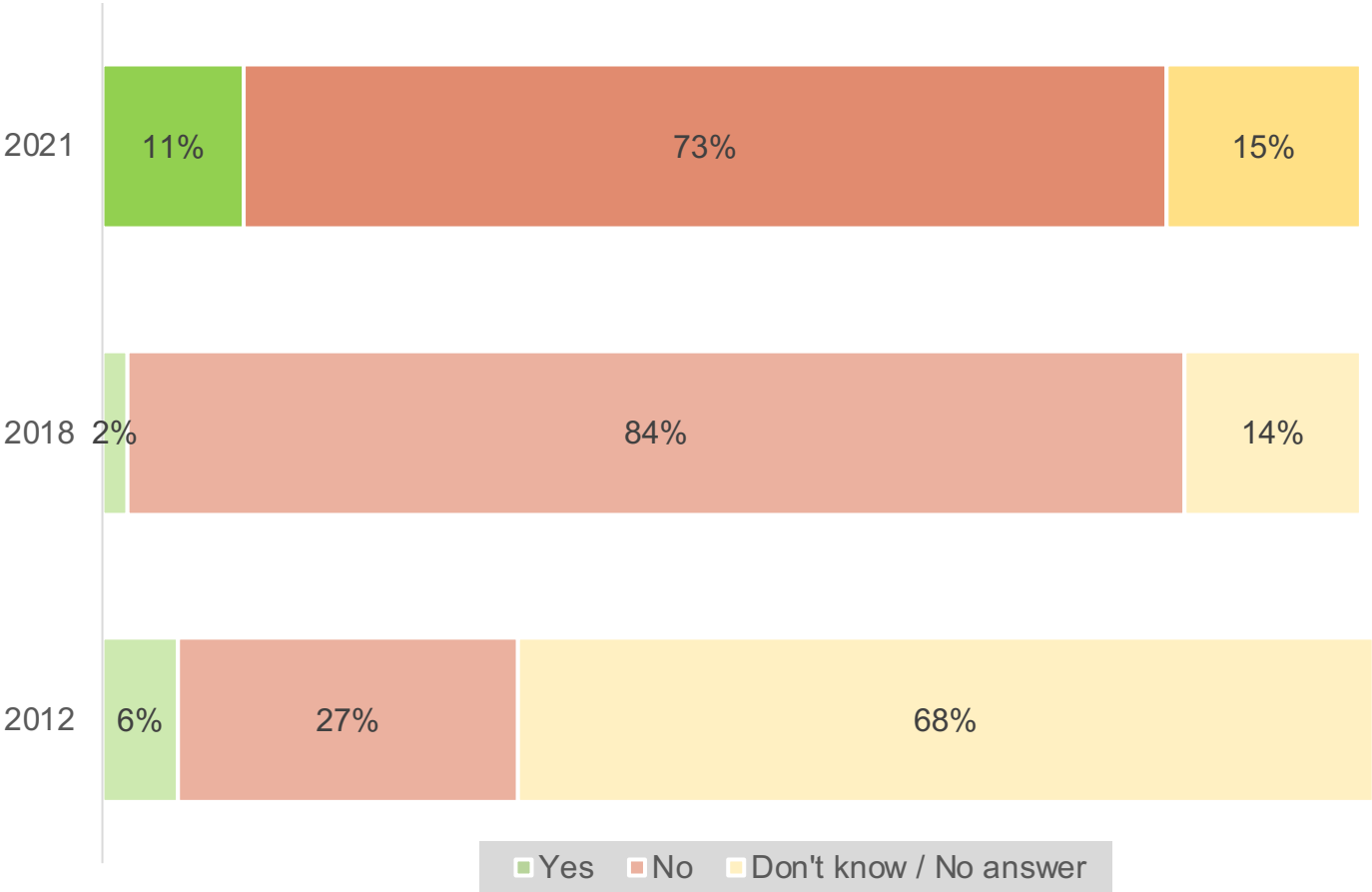
## Q22: Do you currently have a rain barrel at your home?

Answered: 570



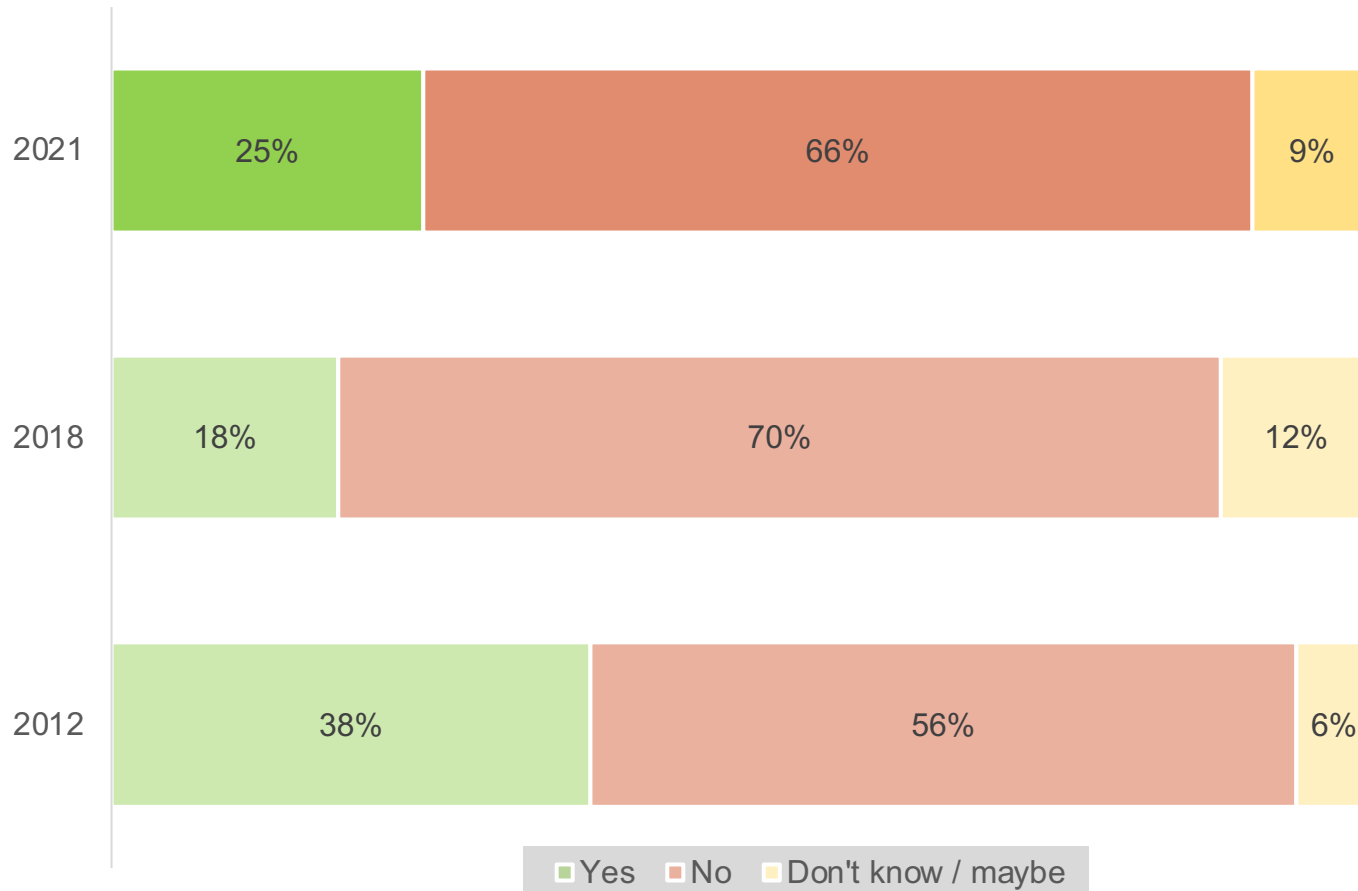
# Q23: Do you currently have a rain garden at your home?

Answered: 570



## Q24: Can you recall having seen or heard any public information about water quality and protection in our region during the past 6 months?

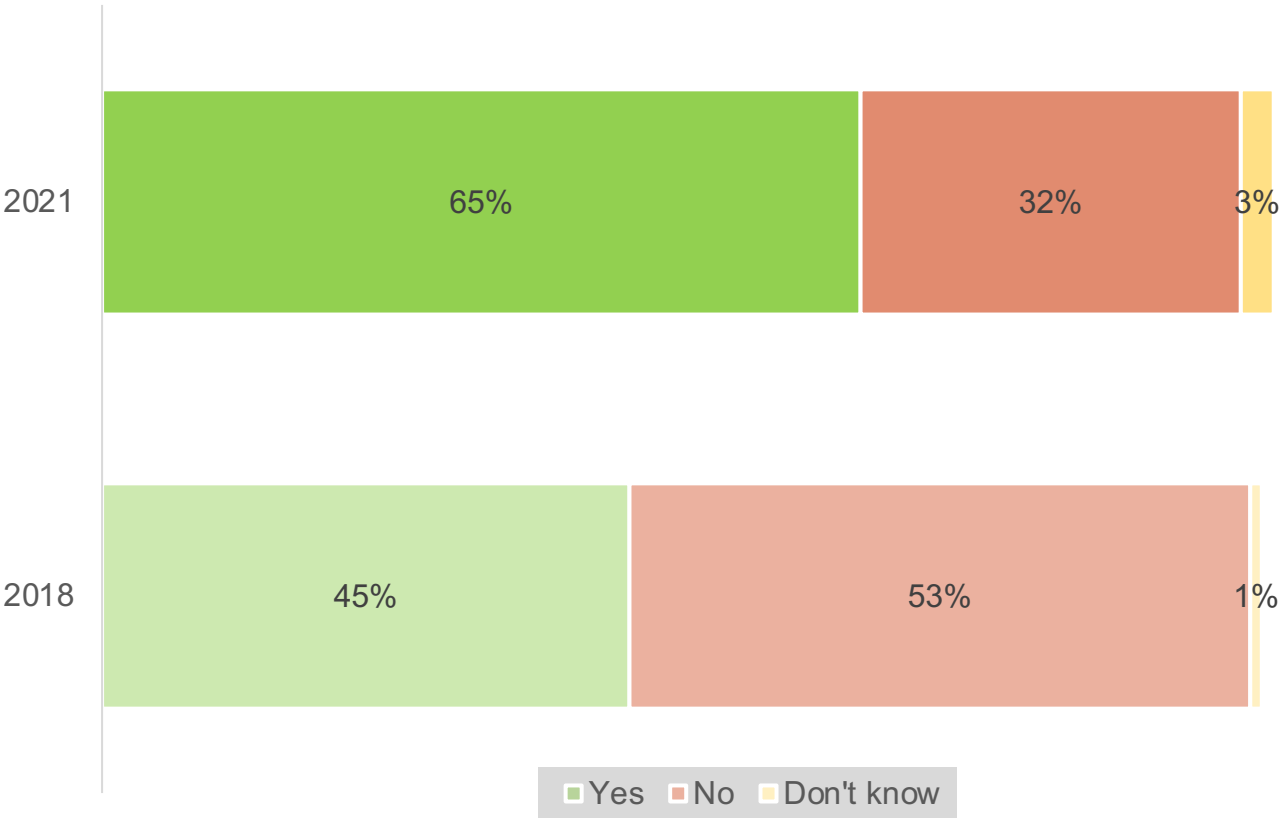
Answered: 570





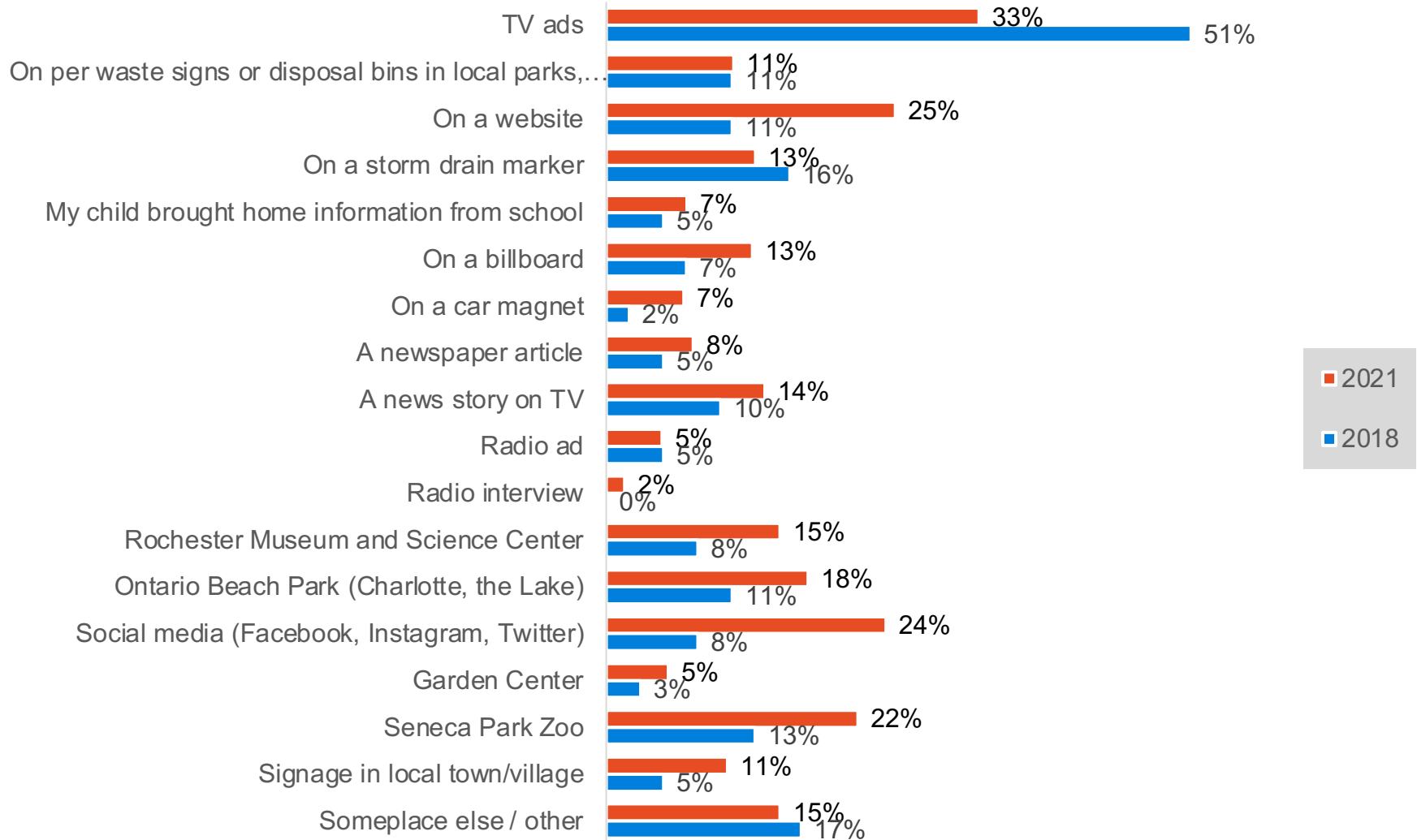
# Q25: Do you recognize this logo?

Answered: 570



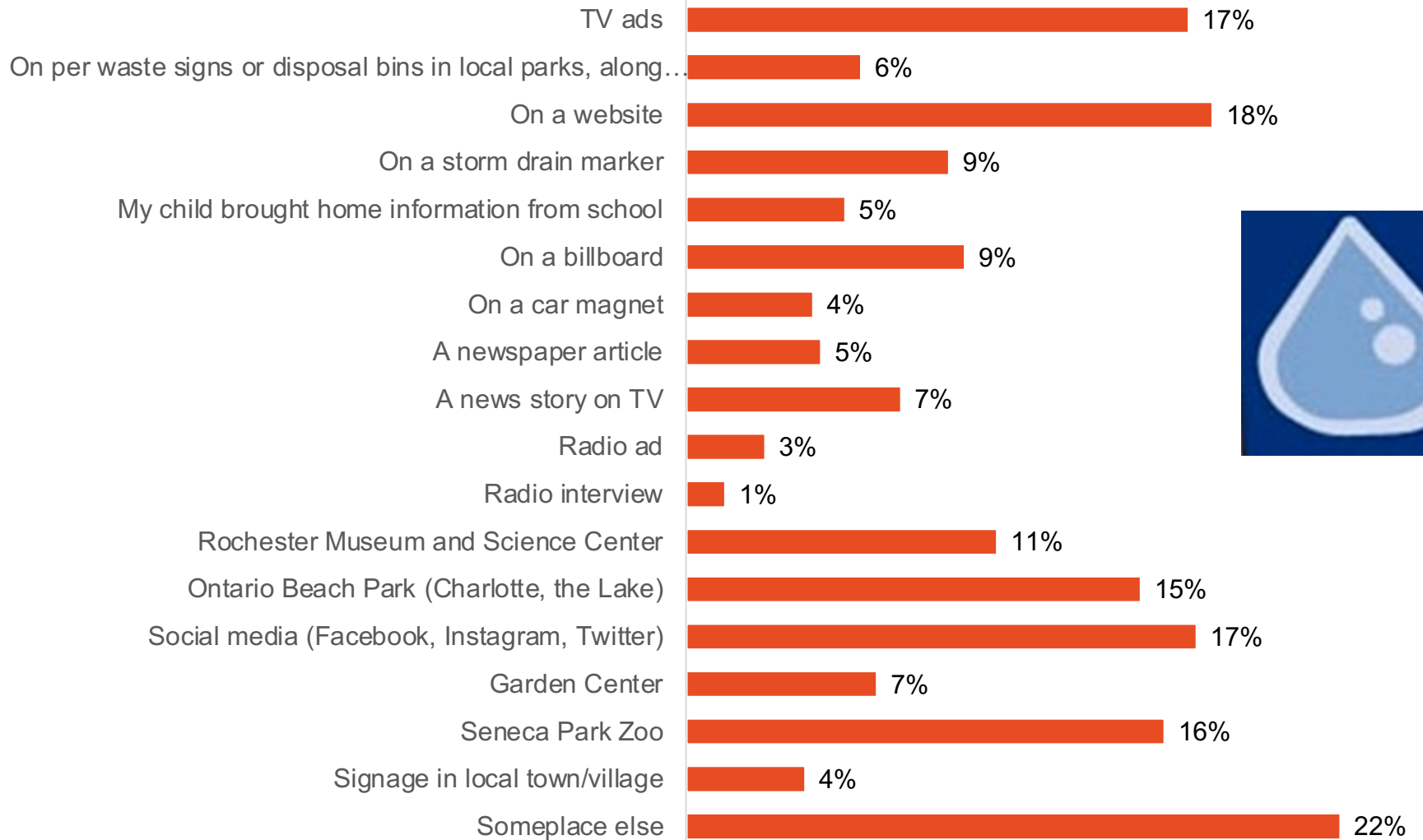
# Q26: Where have you seen the H2O logo?

Answered: 369



# Q27: Where have you seen this H2O Hero water droplet?

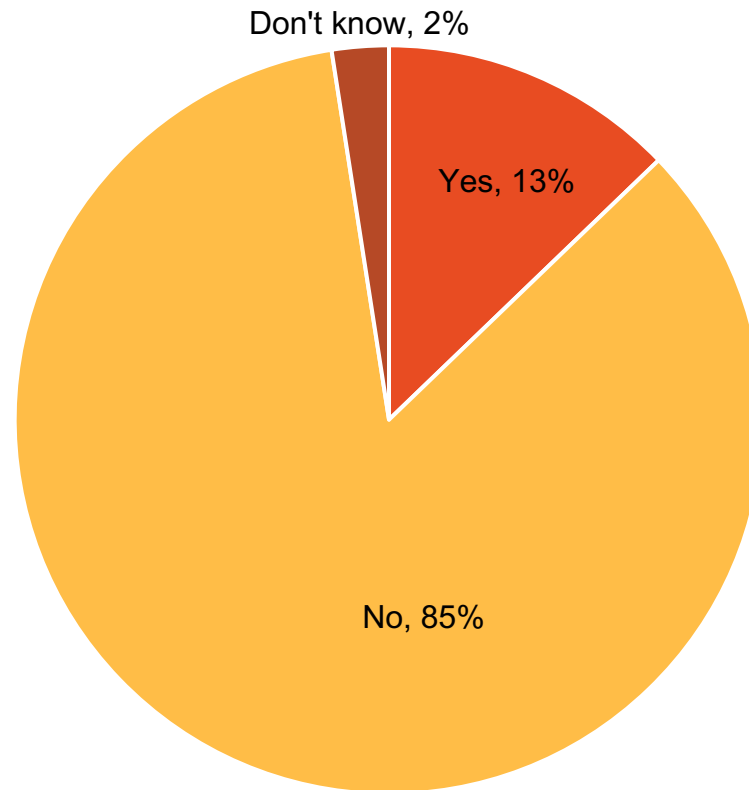
Answered: 369



## Q28: Have you ever volunteered for any projects that help protect water quality?

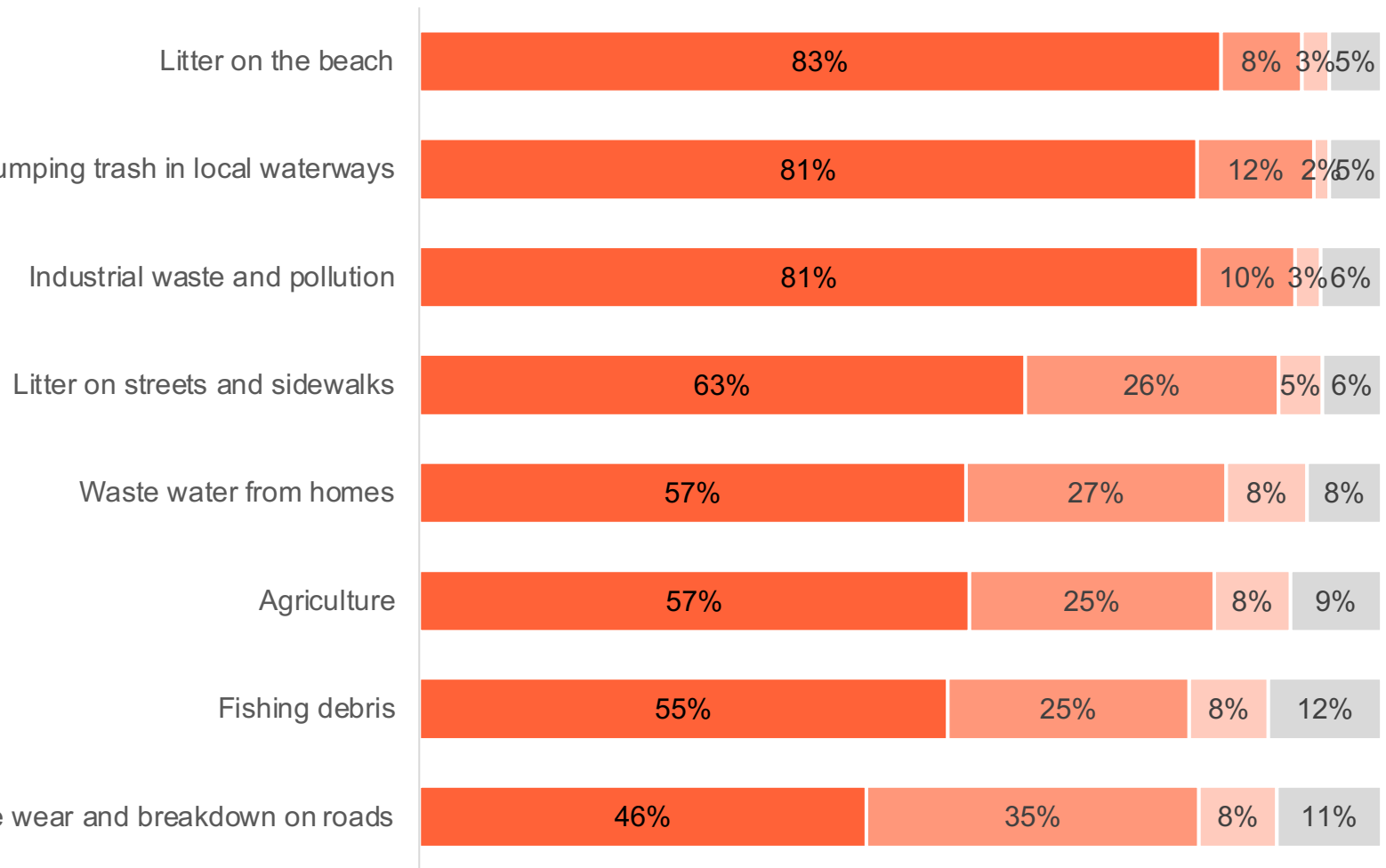
---

Answered: 570



# Q29: How important are each of these sources of plastic pollution in Lake Ontario?

Answered: 570

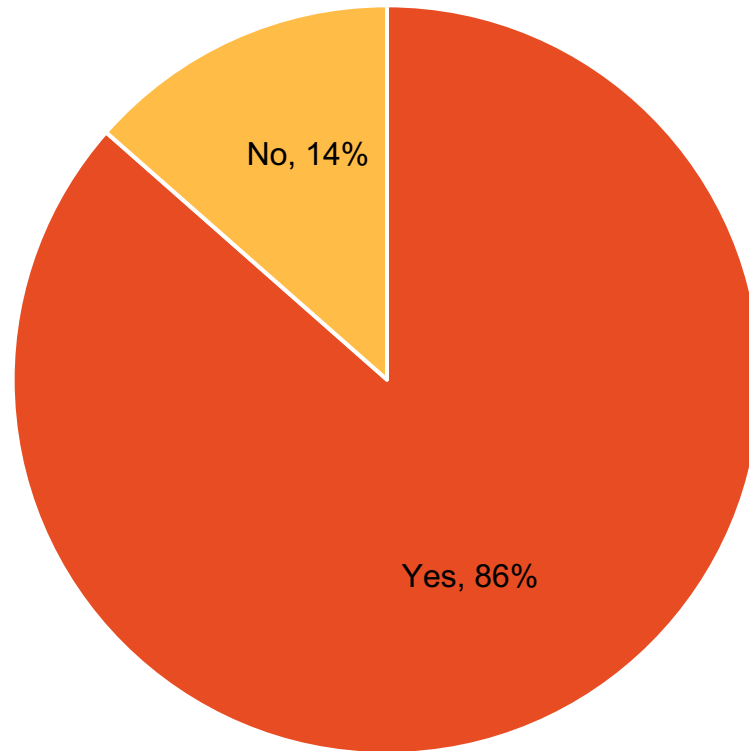


■ Important 
 ■ Semi-important 
 ■ Not important 
 ■ Don't know

# Q30: Do you support bans on plastic products that are identified as harmful?

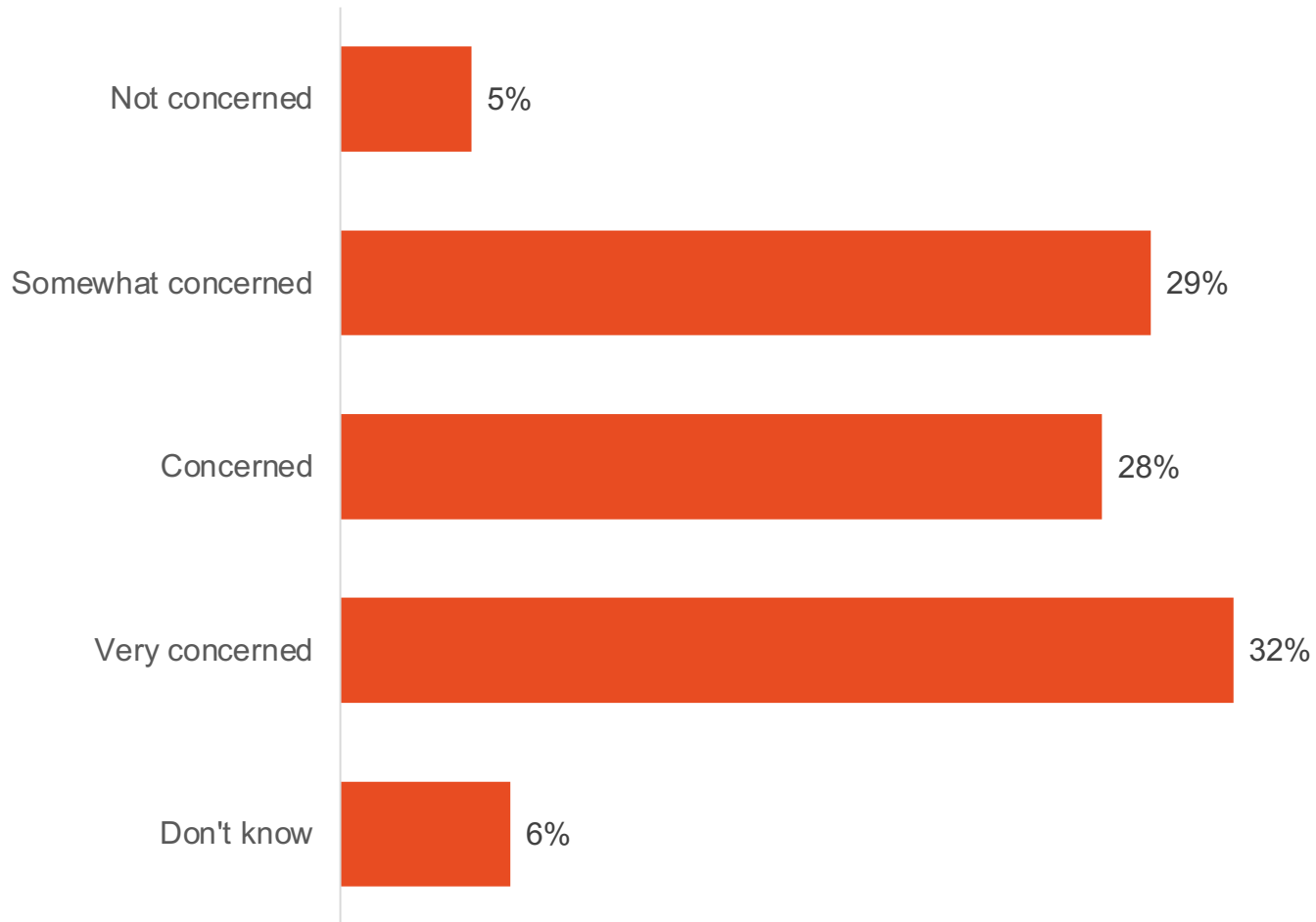
---

Answered: 570



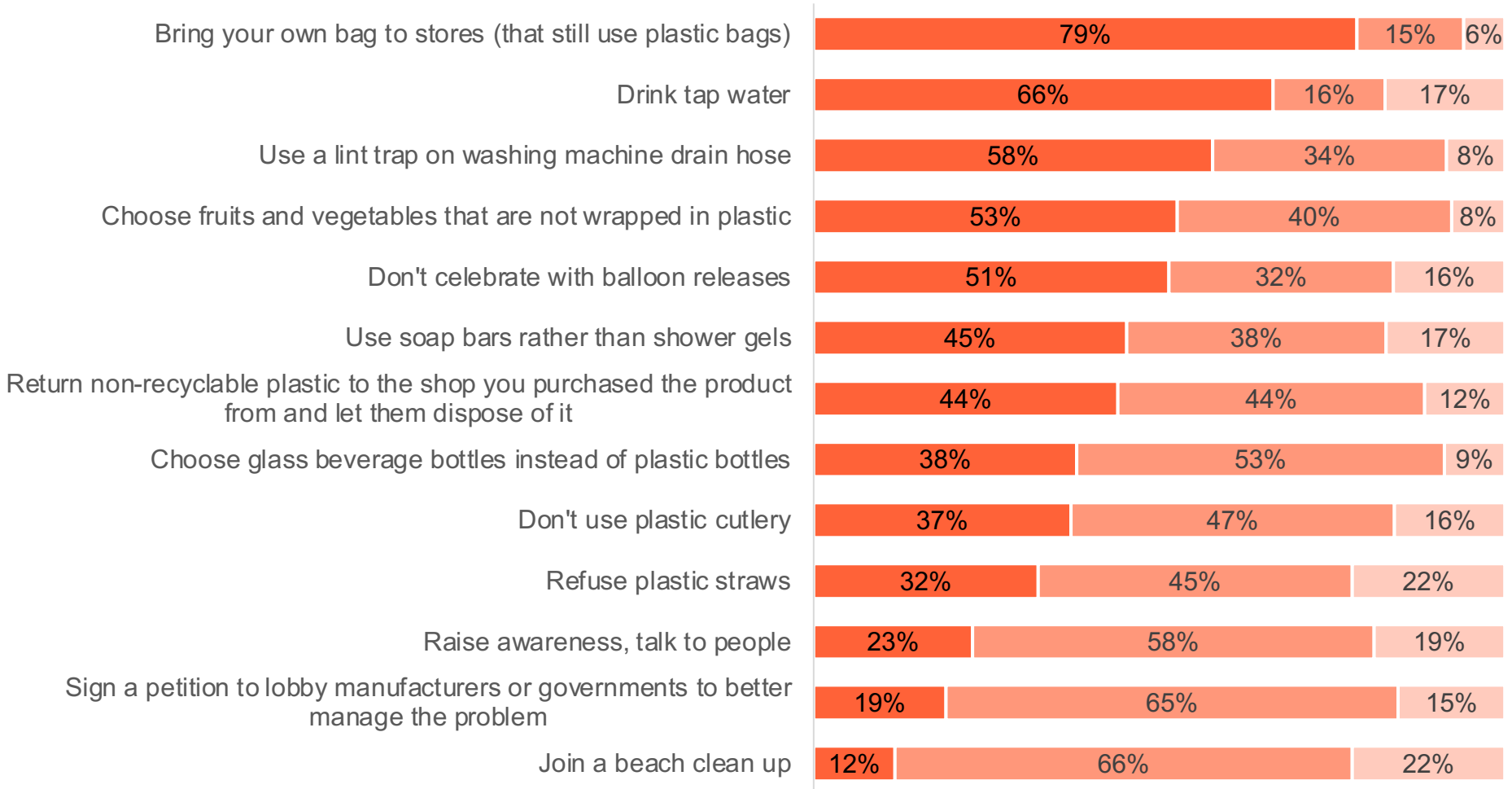
# Q31: How concerned are you about the human health impacts of microplastic pollution in Lake Ontario?

Answered: 570



# Q32: These actions have been suggested as possible solutions to the problem of plastic pollution.

Answered: 570



I do this already
  I would consider doing this
  I won't do this