

Selected Results from the 2005 UNT Water & Watershed Survey of City of Denton and Denton County



Overview

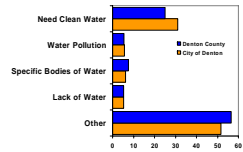
> N = ~400 for City of Denton and ~400 for Denton County

> Confidence ± 4%

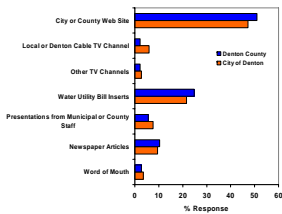
> Demographic Data of Respondents

- Age groups
- Race/Ethnicity
- Language spoken at home
- Education
- Income
- Rent or own
- Rural or urban
- Live on ranch or farm
- Town or city of residence
- Zip code
- Phone exchange
- Current employment status

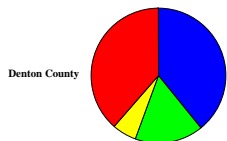
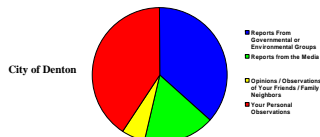
“What is the first thing that comes to your mind when you think of water?”



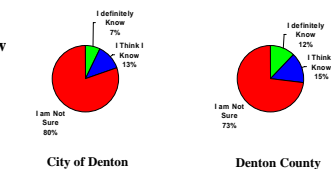
“Which of the following would be the best way for you to obtain information about water pollution?”



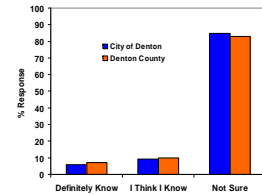
“Of the following, which would you say most influences your views on water issues?”



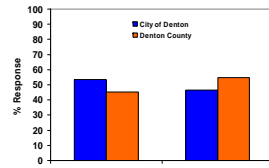
“Do you know how much you pay for 1000 gallons of Tap water?”



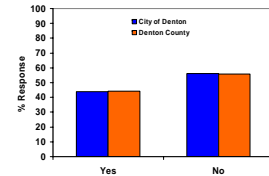
“Do you know which watershed you live in?”



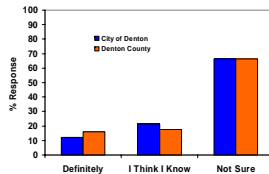
“Do you know what reservoir your water comes from?”



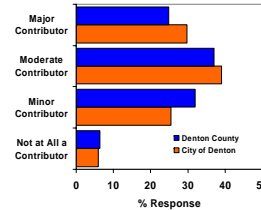
“Does your local wastewater treatment plant treat storm water?”



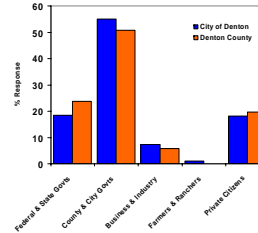
“Do you know where water goes after it has been treated by your sewage treatment plant?”



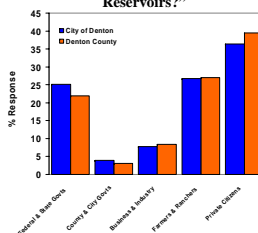
“How much do you feel storm water runoff from city streets and parking lots is contributing to local water pollution?”



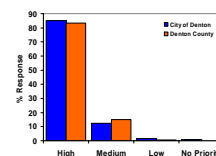
“Of the following, which would you say has the most responsibility for maintaining the water quality in our area streams and reservoirs?”



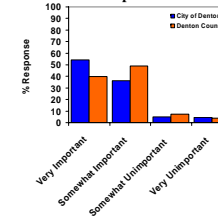
“Of the following, which would you say has the least responsibility for maintaining the Water quality in our area streams and Reservoirs?”



“What priority should our local government Place on protecting regional water resources?”

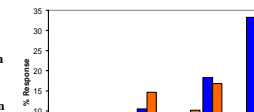


“What level of importance is it to help fund water quality protection through local funding efforts such as tax increases and impact fees?”



Level of Concern for Several Environmental Issues

•Concern about water pollution



•Concern about drinking water quality



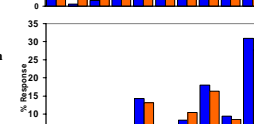
•Concern about air quality



•Concern about loss of trees



•Concern about loss of open space



Summary

- There is a great need to educate people about the urban water cycle
 - 50% of people think storm water is treated by the wastewater treatment plant
 - 56% don't know what reservoir provides their drinking water
 - 66% of the people don't know where treated sewage is discharged
 - 80% think industrial waste discharges are a major or moderate contributor to water pollution
- There is very little understanding of the watershed concept
 - 50% of people did not know the definition of a watershed
 - 84% did not know the name of their watershed
 - The concept of non-point source pollution is poorly understood
- There is a high level of concern by citizens about the water quality/clean water
 - 85% of the people say that local government should place a high priority on protecting regional water resources
 - 90% say that it is very important or some what important to fund water quality protection via tax increases or impact fees
 - 63% are very concerned about drinking water quality and contaminants in the water
- Best ways to reach citizens with information about water/watershed issues
 - City or county government web sites
 - Billing inserts—material from government sources or environmental groups has greater impact
 - Newspaper articles
- ~52% of citizens think that city and county governments have the most responsibility for maintaining water quality and the citizens themselves have the least responsibility!! Let someone else take care of it!
- ~80% don't know how much they pay for 1000 gallons of tap Water—why?
- There are a large number of citizens that are very or extremely concerned about a variety of environmental issues in the City of Denton and Denton County
 - 65% loss of trees
 - 63% drinking water quality
 - 63% air quality
 - 57% trash and litter
 - 55% adequacy of water supplies to meet future needs
 - 54% loss of open space and agricultural lands
 - 53% wildlife habitat loss