

**Spokane Aquifer Joint Board**  
**Spokane/Rathdrum Prairie Aquifer Study**  
**Summary Report**  
**July 2002**

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## Table of Contents

Statement of Methodology.....	3
Executive Summary .....	5
Observations .....	8

## **Statement of Methodology**

## Statement of Methodology

Robinson Research, Inc. was commissioned by the Spokane Aquifer Joint Board to conduct a 500-sample telephone study with heads of households residing in ZIP Code areas either entirely over or partially over the Spokane/Rathdrum Prairie Aquifer. The purpose of the study was to determine attitudes and perceptions regarding the Spokane/Rathdrum Aquifer.

Sampling was conducted proportional to the number of households in each ZIP Code area. A total of 385 surveys were conducted in Spokane County. A total of 115 surveys were conducted in Kootenai County. Surveys were conducted between June 19<sup>th</sup> and July 2<sup>nd</sup>, 2002. All respondents were screened to be the head of household and to not be employed in a critical industry such as: Market research or for a water system or city utility.

No fewer than fifteen percent (15%) of the interviews were monitored in their entirety, and an additional ten percent (10%) were called back by a supervisor for verification of key points of the data. Interim trial runs of the data were cross-tabulated by the interviewer as a quality assurance procedure. Calls resulting in a no answer, busy signal, or respondent not available were set aside for subsequent attempts before a replacement was issued.

A 500-sample survey has a margin of error of +/- 4.4%, which means that, in theory, results have a ninety-five percent (95%) chance of coming within +/- 4.4 percentage points of results that would have been obtained if all qualifying households had been interviewed. A 385-sample survey has a margin of error of +/- 4.99%. A 115-sample survey has a margin of error of +/- 9.14%.

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## **Executive Summary**

## **Awareness**

Nearly nine-in-ten (88%) had heard of the Aquifer.

Over three-fourths (78%) were able to give some kind of description of the Aquifer.

Seven-in-ten (70%) cited the Aquifer (unaided) as the source of their household's drinking water.

Eighty-three percent (83%) knew that the Aquifer was a sole source of drinking water.

Half (51%) knew that the Aquifer was exposed in some areas.

The majority (56%) claimed awareness of news stories, public service announcements or other advertising about the Aquifer.

One-fourth (24%) claimed to be aware of the Spokane Aquifer Joint Board, or SAJB.

Two-thirds (67%) knew that there were septic tanks situated over the Aquifer.

One-third (35%) believed that their residence was situated over the Aquifer, while forty-four percent (44%) believed that theirs was not, and twenty-one percent (21%) were uncertain.

Four-in-five (81%) claimed awareness of hazardous waste disposal sites.

## **Concern and Support for Aquifer Protection**

Sixty-three percent (63%) typically drank water straight from the tap.

Half (52%) believed that water from the Aquifer was suitable for human consumption with no treatment.

Half (51%) believed that the water in the Aquifer is currently clean and pure.

Only twenty-eight percent (28%) believed that the Aquifer had sufficient capacity to meet needs for the next one hundred years.

Seven-in-ten (71%) believed that industrial activities posed a greater threat than residential activities to the Spokane/Rathdrum Prairie Aquifer.

Four-in-five (80%) knew residue from lawn and garden products could end up in the Aquifer.

The majority (57%) believed that septic systems have the potential to contaminate the Aquifer.

Two-in-five households (43%) had one or more members who typically changed their own antifreeze or oil and the vast majority (86%) claimed to either take their waste to a transfer station or to an auto shop.

Three-in-five (60%) believed that the Aquifer was not well protected from contamination.

Eighty-six percent (86%) agreed that protecting the Aquifer is one of the most important issues in our area.

One-in-four (24%) were concerned about transportation of hazardous materials over the Aquifer.

Four-in-five (79%) believed that conducting scientific studies and making recommendations for Aquifer protection practices was important.

Nearly nine-in-ten (88%) believed that educating the public about the Aquifer was important.

Seven-in-ten (70%) believed that promoting replacement of septic tanks with sewers was important.

Nine-in-ten (89%) believed that providing direction regarding handling of hazardous materials over the Aquifer was important.

Seven-in-ten (70%) believed that promoting the proper handling of storm water runoff was important.

Nearly nine-in-ten (88%) believed that assisting businesses in proper disposal of hazardous materials over the Aquifer was important.

### **Recommendations**

Proceed with the confidence that a strong majority of citizens place a high value on Aquifer protection.

Take measures to raise awareness of the fact that portions of the Aquifer are completely exposed to the atmosphere.

Attempt to increase awareness of the fact that the vast majority of businesses and residences in the area are situated directly above the Aquifer.

Educate the public about the percentage of Aquifer recharge that comes from various sources. Perhaps if more citizens were aware that septic systems contribute a measurable portion, they would be more inclined to see the need for more sewers and fewer septic systems.

Continue to run the tested television ads.

Strongly promote the opinion that the water in the Aquifer is currently relatively clean and pure. The more citizens perceive the water as being of great quality, the more they will value efforts to protect it.

## **Observations**

**Q.1 Do you or does anyone in your household work for: A market research firm or a water system or city utility?**

This question was designed to screen respondents for participation. Those employed in a sensitive industry were excluded from this sampling.

**Q.2 What county do you live in?**

All participants were screened to reside in either Spokane County (77%) or Kootenai County (23%).

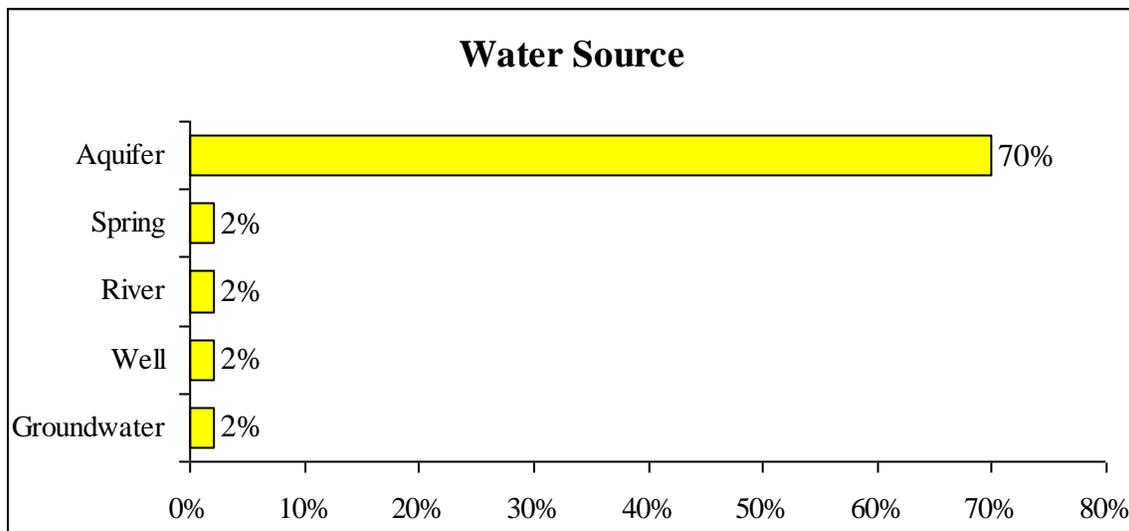
**Q.3 What is the ZIP Code for your location?**

To ensure proper geographic representation, all participants were asked to provide their ZIP Code.

**Q.4 What source or body of water provides the tap water to your home?**

*All 500 respondents were asked this unaided question.*

Seventy percent (70%) claimed their household's water source came from the Aquifer. River, spring, groundwater, and well were each mentioned by two percent (2%). The graph below shows the distribution of responses.



Those under the age of thirty-five were significantly less likely than their older counterparts to mention the Aquifer.

Likelihood of mentioning the Aquifer increased with education level.

Those residing in the area for less than ten years were significantly less likely than average to mention the Aquifer. Likelihood of mentioning the Aquifer increased in step with length of time in the area.

Renters were significantly less likely than average to mention the Aquifer.

**Q.5 On a typical day, which of the following types of water do you drink most often?**

*This aided question was asked of all 500 respondents.*

Sixty-three percent (63%) typically drank water straight from the tap. Twenty-six percent (26%) drank from tap water processed through a home filter. Eight percent (8%) drank bottled water.

Participants over the age of sixty-five were more likely than their younger counterparts to report they drank unfiltered tap water.

**Q.6 Have you ever heard of the Spokane/Rathdrum Prairie Aquifer?**

*This question was asked of all 500 respondents.*

Eighty-eight percent (88%) claimed awareness of the Spokane/Rathdrum Prairie Aquifer when asked directly.

Awareness levels increased in-step with age and length of time in the area.

Renters were significantly less likely than homeowners to claim awareness of the Aquifer.

**Q.7 How would you describe the Aquifer to someone who knew nothing about it?**

*This question was asked in an open-ended manner of 439 respondents who were aware of the Aquifer in Q.6. Responses were captured verbatim and subsequently coded for ease of interpretation. Responses can be found under separate cover and are recommended reading.*

Overall, three-fourths (78%) were able to offer a description of the Aquifer.

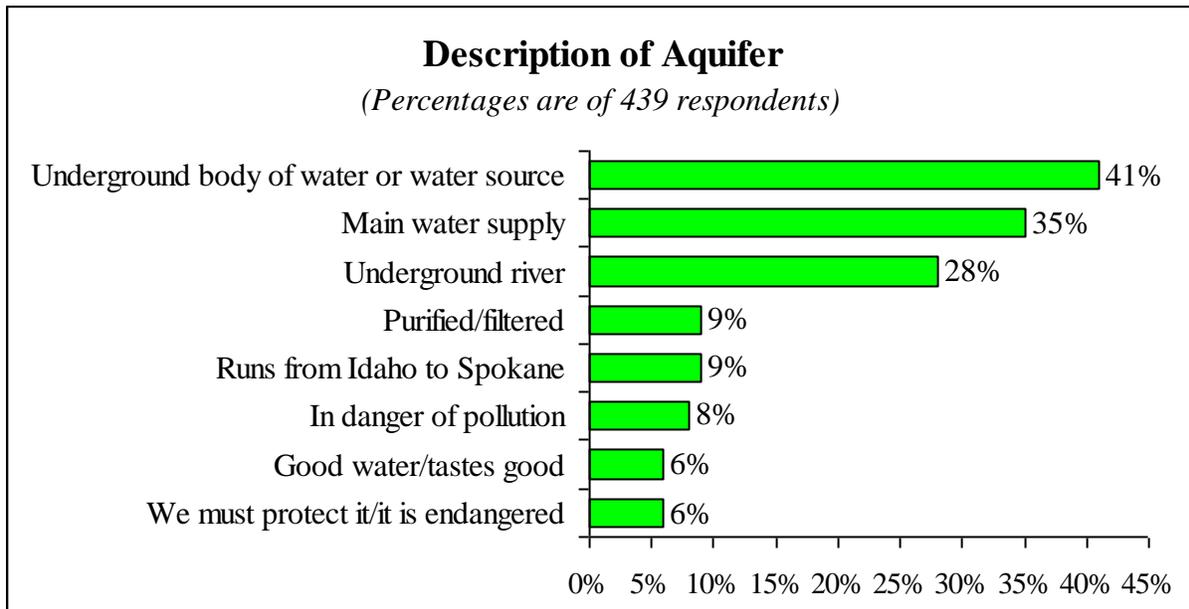
From those offering a description came 1.91 coded comments per participant.

The most common description of the Aquifer was that it was an underground body of water or water source (41%). Thirty-five percent (35%) mentioned that it was the main water supply. An underground river was a description offered by twenty-eight percent (28%).

Other descriptions included:

- It runs from Idaho to Spokane (9%)
- It is purified/filtered (9%)
- It is in danger of pollution (8%)
- It is endangered/needs protection (6%)
- It has good water (6%)
- It comes from Northern Idaho (4%)
- It is underground (4%)
- It is currently clean (4%)
- The water is being polluted/contaminated (3%)
- It is very large/extensive (3%)

The graph below shows the most commonly mentioned descriptions.



Those who had not graduated high school were less likely than average to describe the Aquifer as an underground body of water.

## Q.8 – Q.17 Series

Now I will read a list of statements and after I read each one, please tell me whether you believe each is true or false.

- The water in the Aquifer is suitable for human consumption with no further treatment.
- The water in the Aquifer is very well protected from contamination.
- There are currently no septic tanks situated directly over the Aquifer.
- Most citizens in Spokane County live directly over or immediately adjacent to the Aquifer.
- Most citizens in Kootenai County live directly over or immediately adjacent to the Aquifer.
- Storm water runoff affects ground water quality.
- The Aquifer is entirely underground, so there are no places where the Aquifer is an exposed body of water.
- The volume and flow of the Aquifer are more than adequate to meet or exceed our communities' needs for at least the next hundred years.
- The Aquifer is the sole source of drinking water for most people in my county.
- Residue from lawn and garden products from lawns and landscapes may eventually end up in the Aquifer.

*This series of questions was asked of all 500 respondents in a randomized order.*

The table below shows the distribution of responses.

<b>Statement (paraphrased)</b>	<b>True</b>	<b>False</b>	<b>Uncertain</b>
Aquifer is sole source of drinking water for most people in my county	83%	10%	7%
Storm water runoff affects ground water quality	81%	13%	6%
Residue from lawn/garden products may eventually end up in the Aquifer	80%	15%	5%
Most citizens in Spokane County live over or adjacent to the Aquifer	65%	20%	15%
Most citizens in Kootenai County live over or adjacent to the Aquifer	60%	16%	24%
Water in Aquifer is suitable for human consumption with no treatment	52%	36%	12%
The Aquifer is entirely underground, no places where is exposed	35%	51%	15%
The water in the Aquifer is very well protected from contamination	30%	60%	10%
Aquifer volume & flow is adequate for communities' needs for 100 years	28%	53%	19%
There are currently no septic tanks situated directly over the Aquifer	13%	67%	20%

### **Q.8 The water in the Aquifer is suitable for human consumption with no further treatment.**

Slightly over half (52%) believed the statement was true.

Males were significantly more likely to respond affirmatively than were females.

Renters, those under the age of thirty-five, and those residing in the area less than ten years were less likely than average to claim the statement was true.

**Q.9 The water in the Aquifer is very well protected from contamination.**

Thirty percent (30%) claimed the statement was true.

Kootenai County respondents were somewhat less likely than average to report the statement was false.

**Q.10 There are currently no septic tanks situated directly over the Aquifer.**

Two-thirds (67%) believed the statement was false. Only thirteen percent (13%) claimed it was a true statement. This received the fewest true mentions of all tested statements.

Males were significantly more likely to claim the statement was false than were females.

Renters and those with less than a high school diploma were somewhat less likely than average to claim the statement was false.

**Q.11 Most citizens in Spokane County live directly over or immediately adjacent to the Aquifer.**

Two-thirds (65%) believed the statement to be true.

Males and high school graduates were somewhat more likely than average to respond affirmatively. Participants claiming their own residence was directly over the Aquifer were significantly more likely than average to claim the statement was true.

**Q.12 Most citizens in Kootenai County live directly over or immediately adjacent to the Aquifer.**

Sixty percent (60%) claimed it was a true statement.

Participants claiming their own residence was directly over the Aquifer were significantly more likely than average to claim the statement was true.

**Q.13 Storm water runoff affects ground water quality.**

Eighty-one percent (81%) believed this was a true statement.

Respondents with no Internet access were significantly less likely than average to claim the statement was true.

**Q.14 The Aquifer is entirely underground, so there are no places where the Aquifer is an exposed body of water.**

About one-third (35%) claimed this was true. Half (51%) believed it was false.

High school graduates were somewhat more likely than average to respond affirmatively while college graduates were significantly more likely than average to claim the statement was false.

**Q.15 The volume and flow of the Aquifer are more than adequate to meet or exceed our communities' needs for at least the next hundred years.**

Twenty-eight percent (28%) believed the statement to be true.

Responses spanned all tested subsets fairly evenly.

**Q.16 The Aquifer is the sole source of drinking water for most people in my county.**

Eighty-three percent (83%) claimed it was true. This received the highest percentage of true responses of all tested statements.

Participants under the age of thirty-five were significantly less likely than average to respond affirmatively.

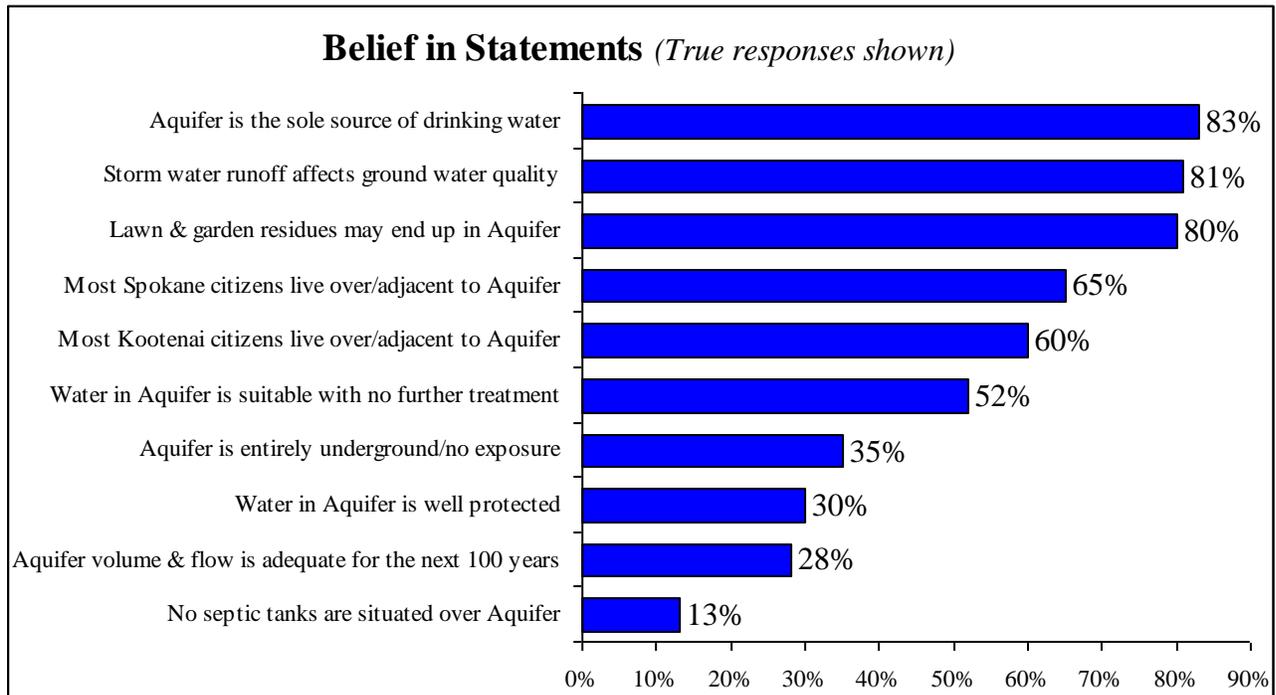
Subsets more likely than average to claim the statement was true included: Those residing in the area between thirty-six and fifty years, males, and participants claiming their residence was over the Aquifer.

**Q.17 Residue from lawn and garden products from lawns and landscapes may eventually end up in the Aquifer.**

Four-in-five (80%) believed this statement was true.

There were no discernible correlations between responses to this question and other survey variables.

The graph below shows the percentage of ‘true’ responses for each tested statement.



### Q.18 – Q.21 Series

I will now read a list of statements and after I read each one, please indicate your level of agreement or disagreement by choosing a number on a five-point scale, with one meaning strongly disagree and five meaning strongly agree.

- **Septic systems have the potential to contaminate the Aquifer.**
- **The water in the Aquifer is currently clean and pure.**
- **Protecting the Aquifer is one of the most important issues in our area.**
- **I am concerned about transportation of hazardous materials over the Aquifer**

All 500 respondents were asked this series of questions in a randomized order. To develop a mean (average) score the following values were assigned: Strongly disagree (1), somewhat disagree (2), neutral (3), somewhat agree (4), and strongly agree (5).

The table below shows the mean (average) scores for each tested statement.

Statement	Mean
Protecting the Aquifer is one of the most important issues in our area.	4.48
Septic systems have the potential to contaminate the Aquifer.	3.69
The water in the Aquifer is currently clean and pure.	3.59
I am concerned about transportation of hazardous materials over the Aquifer.	2.38

**Q.18 Septic systems have the potential to contaminate the Aquifer.**

The mean (average) score was 3.69 of a possible 5.00 (meaning strongly agree). This showed the second highest of all tested statements.

Those with dependent children between the age of thirteen and twenty showed slightly higher than average scores.

Those with septic service at their home showed significantly lower than average scores.

**Q.19 The water in the Aquifer is currently clean and pure.**

The average score was 3.59 of a possible 5.00. This ranked third highest of all tested statements.

Those residing in the area for fifty-one or more years showed significantly higher scores than did their counterparts residing in the area for a lesser period of time.

Participants under the age of thirty-five showed significantly lower than average scores.

Renters showed significantly lower scores than did homeowners.

**Q.20 Protecting the Aquifer is one of the most important issues in our area.**

The mean (average) score was 4.48 of a possible 5.00. This showed the highest agreement of all tested statements.

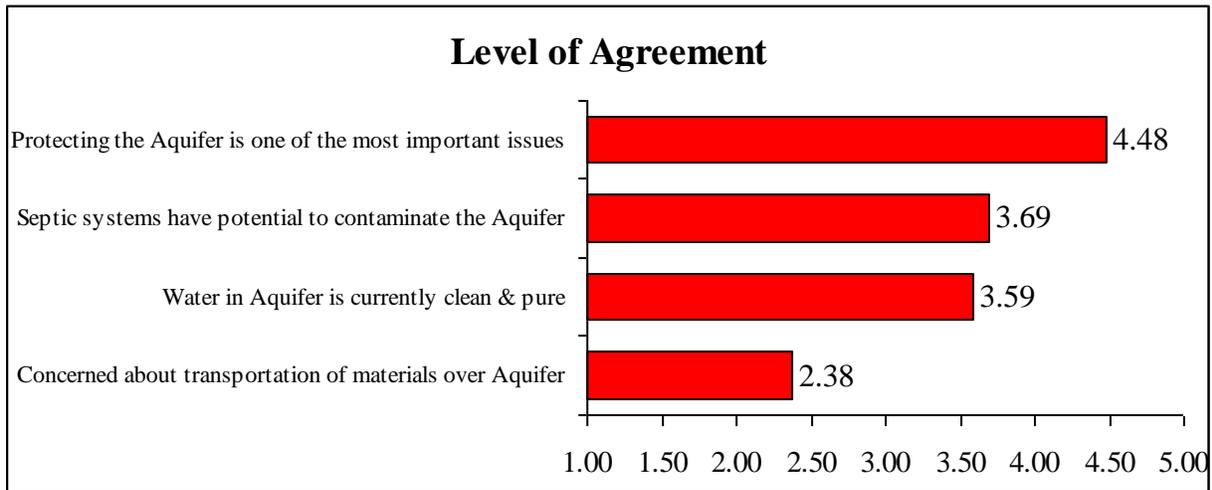
Respondents under the age of thirty-five and those with children under the age of twelve showed lower than average scores.

**Q.21 I am concerned about transportation of hazardous materials over the Aquifer.**

The average score was 2.38 of a possible 5.00. This ranked the lowest in agreement of all tested statements.

Those with septic service at their home showed agreement scores that were somewhat higher than average.

The graph below shows the mean (average) agreement scores for each tested statement.



**Q.22 To the best of your knowledge is your primary residence directly over the Aquifer, or not?**

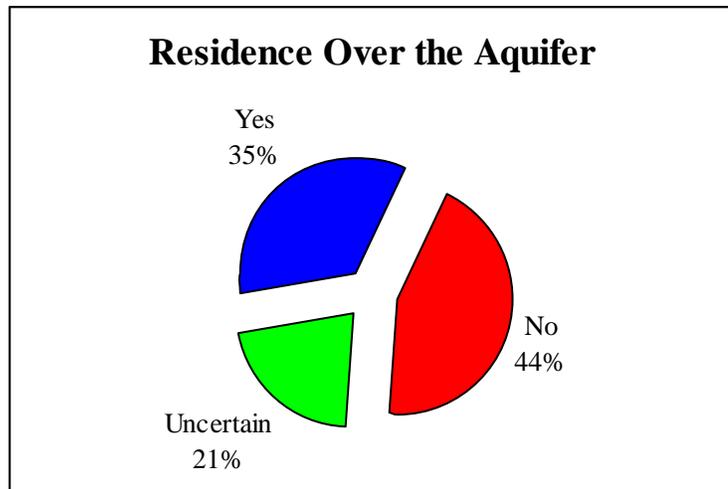
*This question was asked of all 500 respondents.*

Thirty-five percent (35%) claimed their primary residence was located directly over the Aquifer. Twenty-one percent (21%) were uncertain.

The graph to the right shows the distribution of responses.

Those residing in the area less than ten years were significantly less likely to respond affirmatively, while those in the area thirty-six to fifty years were somewhat more likely to claim their home was over the Aquifer.

Males were significantly more likely to respond affirmatively than were females.



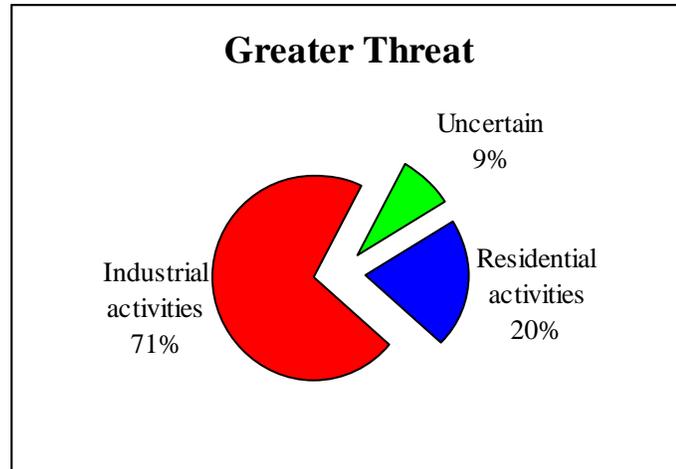
**Q.23 Which of the following is a greater threat to the Aquifer: Residential activities or industrial activities?**

*This question was asked of all 500 respondents in a randomized manner.*

Seventy-one percent (71%) believed industrial activities were a greater threat to the Aquifer, while one-in-five (20%) believed residential activities were a greater threat.

The graph to the right shows the distribution of responses.

Responses spanned all tested subsets fairly evenly.



**Q.24 – Q.30 Series**

**I will read a list of Aquifer protection activities and after I read each one, please indicate how important you think it is, using a five-point scale, with one meaning not at all important and five meaning very important.**

- **Providing information and educating the public about the Aquifer**
- **Testing and monitoring water quality at various wells along the Aquifer**
- **Conducting scientific studies and making recommendations regarding Aquifer protection practices**
- **Promoting replacement of septic tanks with sewers**
- **Providing direction regarding handling of hazardous materials over the Aquifer**
- **Promoting the proper handling of storm water runoff**
- **Assisting businesses in proper disposal of hazardous materials over the Aquifer**

*This series of questions was asked in a randomized order of all 500 respondents. To develop a mean (average) score the following values were assigned: Not at all important (1), somewhat unimportant (2), neutral (3), somewhat important (4), and very important (5).*

The table below shows the mean (average) scores for each tested statement.

<b>Aquifer Protection Activities (paraphrased)</b>	<b>Mean</b>
Testing and monitoring water quality at various wells along the Aquifer	4.64
Providing direction regarding handling of hazardous materials over the Aquifer	4.55
Assisting businesses in proper disposal of hazardous materials over the Aquifer	4.55
Providing information and educating the public about the Aquifer	4.51
Conducting studies and making recommendations for protection	4.29
Promoting replacement of septic tanks with sewers	4.08
Promoting the proper handling of storm water runoff	4.04

#### **Q.24 Providing information and educating the public about the Aquifer**

The mean (average) score was 4.51 of a possible 5.00 (meaning very important).

Subsets showing higher than average scores included: Those residing in the area between thirty-six and fifty years and females.

#### **Q.25 Testing and monitoring water quality at various wells along the Aquifer**

The average score was 4.64 of a possible 5.00. This ranked highest of all tested statements.

Participants with less than a high school diploma showed scores that were significantly higher than average.

#### **Q.26 Conducting scientific studies and making recommendations regarding Aquifer protection practices**

The mean (average) score was 4.29 of a possible 5.00.

There were no noteworthy correlations between responses to this question and variables tested.

#### **Q.27 Promoting replacement of septic tanks with sewers**

The mean (average) score was 4.08 of a possible 5.00.

Participants showing lower than average scores included: Kootenai County residents, those with dependent children under the age of twelve, and respondents under the age of thirty-five.

#### **Q.28 Providing direction regarding handling of hazardous materials over the Aquifer**

The average score was 4.55 of a possible 5.00.

Subsets with higher than average scores included: Females and those with less than a high school diploma.

Males and those with dependent children under the age of twelve showed somewhat lower than average scores.

#### **Q.29 Promoting the proper handling of storm water runoff**

The mean (average) score was 4.04 of a possible 5.00. This ranked lowest of all tested statements.

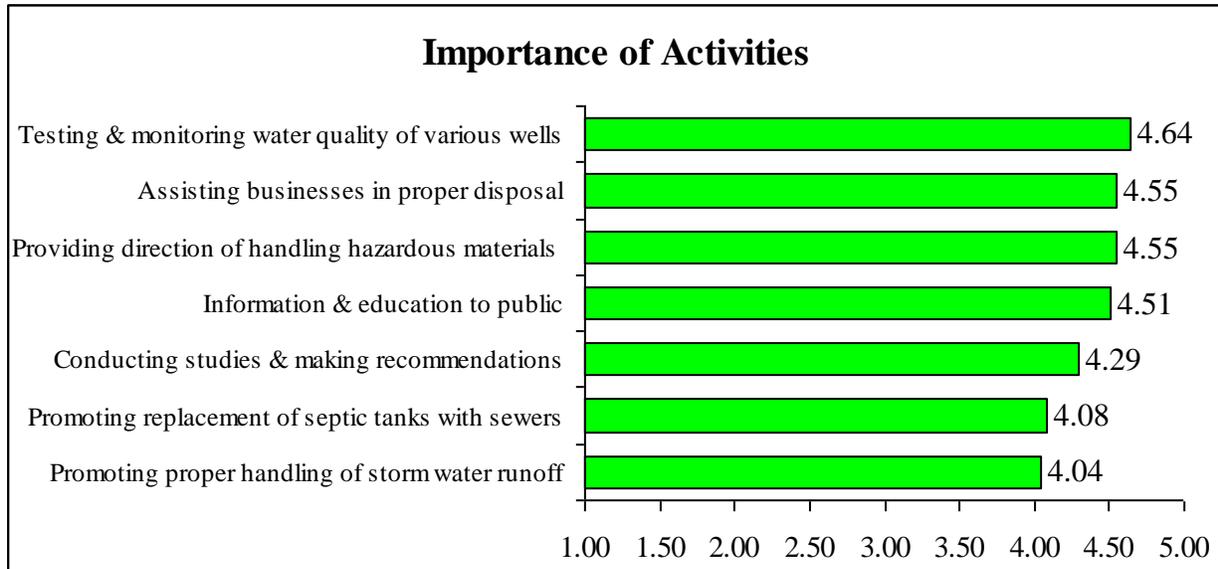
Respondents with lower than average scores included: Males, those in the eighteen to thirty-four age subset, and those residing over the Aquifer.

### Q.30 Assisting businesses in proper disposal of hazardous materials over the Aquifer

The average score was 4.55 of a possible 5.00.

Those living in the area fifty-one or more years, females, and those with less than a high school diploma showed higher than average scores.

The graph below shows the mean (average) scores for each tested statement.



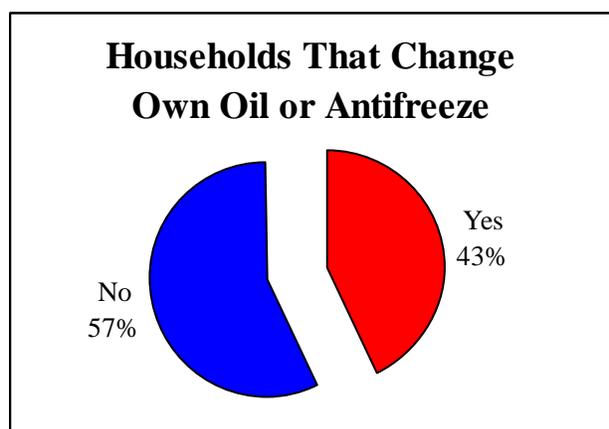
### Q.31 Do any members of your household change their own antifreeze or motor oil?

*This question was asked of all 500 respondents.*

Forty-three percent (43%) had household members who changed their own antifreeze or motor oil.

The graph to the right shows the distribution of responses.

Subsets more likely than average to respond affirmatively included: Those with children under the age of twelve, those in the eighteen to thirty-four age subset, and participants with septic systems at their home.



**Q.32 How do your household members typically dispose of used motor oil or used antifreeze?**

*This question was asked in an unaided manner of 214 respondents whose household changed their own antifreeze or motor oil in Q.31. Multiple responses were allowed.*

Seventy-nine percent (79%) disposed of motor oil or used antifreeze at a transfer station. Seven percent (7%) took the waste to an auto shop.

There were no noteworthy correlations between responses to this question and other tested variables.

**Q.33 To the best of your knowledge, does your county provide places where households can take pollutants like motor oil, antifreeze, and paint and dispose of them at no charge or not?**

*This question was asked of all 500 respondents.*

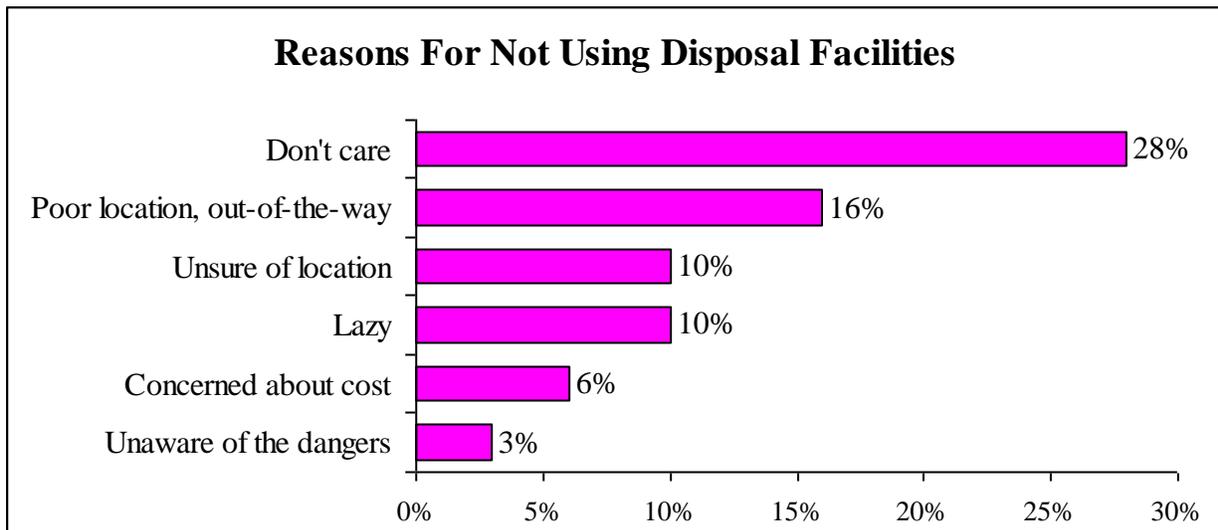
Eighty-one percent (81%) claimed awareness of disposal locations. Twelve percent (12%) were uncertain.

Those in the area for fewer than ten years were somewhat less likely than average to respond affirmatively, and somewhat more likely to indicate uncertainty.

**Q.33A For what reasons would these disposal facilities not be used?**

*All 500 respondents were asked this unaided question. Multiple responses were allowed.*

Twenty-eight percent (28%) did not care about the disposal facilities. Sixteen percent (16%) mentioned a poor location. The graph below shows the distribution of responses.



College graduates were more likely than average to cite poor location and laziness.

Respondents with some college education were more likely than average to be uncertain.

**Q.33B What would make disposal of household contaminants easier for you?**

*All 500 respondents were asked this unaided question. Multiple responses were allowed.*

A contaminant pick-up service was mentioned by forty-two percent (42%). Seventeen percent (17%) mentioned more convenient locations.

Seventeen percent (17%) said nothing would make disposal easier for them. Fifteen percent (15%) were uncertain.

There were no significant correlations with this question and the tested subsets.

**Q.34 Do you recall seeing or hearing any news stories, public service announcements, messages, or other advertisements about the Aquifer?**

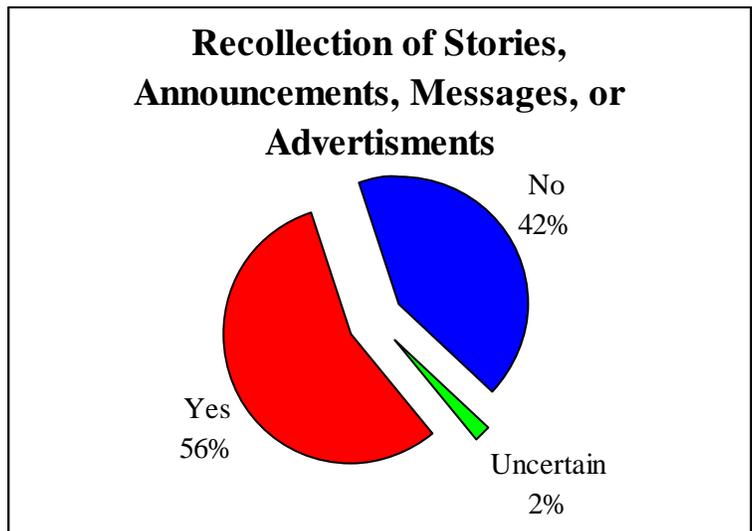
*This question was asked of all 500 respondents.*

Over half (56%) claimed awareness of news stories, ads, or messages about the Aquifer.

The graph to the right shows the distribution of responses.

College graduates were more likely than average to claim awareness.

Subsets less likely than average to claim awareness included: Those living in the area for less than ten years, respondents under the age of thirty-five, participants with less than a high school education, and renters.

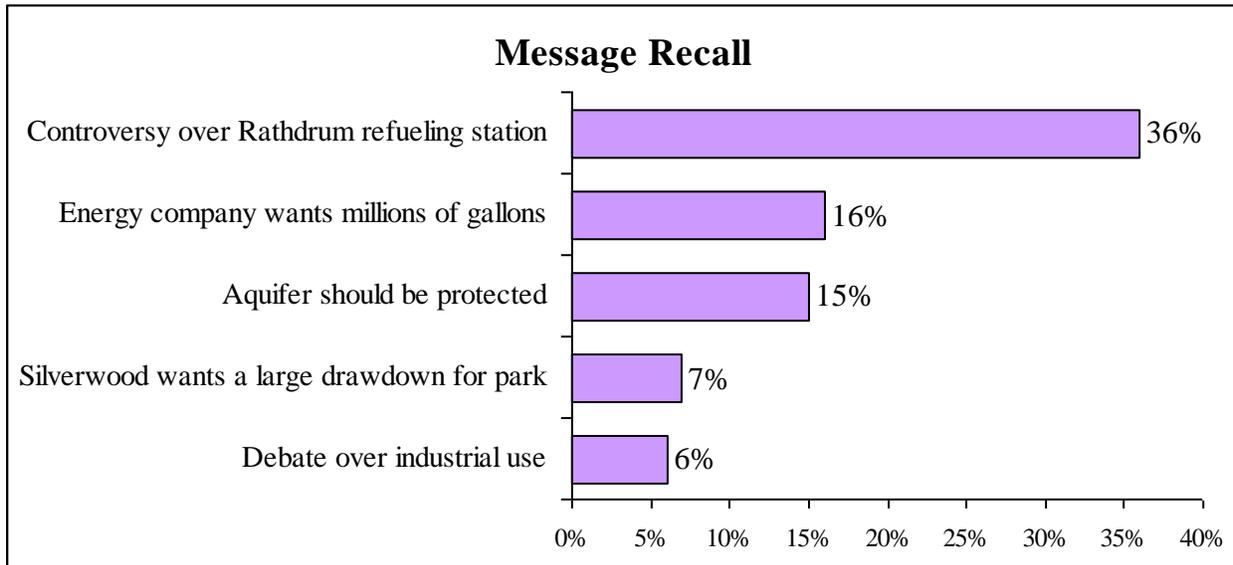


**Q.35 What do you recall?**

*This question was asked of 280 respondents claiming recollection of ads or messages about the Aquifer in Q.34. This question was asked in an open-ended format, with responses captured verbatim. Responses were then coded for ease of interpretation. Complete verbatim responses can be found under separate cover and are recommended reading.*

Thirty-six percent (36%) recalled the controversy over the refueling station in Rathdrum.

The graph below shows the distribution of responses.



Those between the ages of fifty-five and sixty-four and respondents with a high school education were more likely than average to recall the Rathdrum refueling station controversy.

Kootenai County respondents were more likely than average to recall an energy company wanting to take millions of gallons from the Aquifer.

### Q.36 – Q.39 Series

**Please tell me whether or not you recall any of the following television ads:**

- **A thirsty man walking in the desert and arriving at a stand that sells drinking water?**
- **A grandfather is showing his son a glass of water in a glass case in a museum, while gangsters are plotting to break in and steal it?**
- **A 1940's black and white newsreel about disposing of household contaminants?**
- **A man changing his oil and offering a drinking glass full of oil to his daughter?**

*All 500 respondents were asked this series of questions in a randomized order.*

The table below shows the 'yes' responses for each of the tested television ads.

<b>Advertisements</b> ( <i>paraphrased</i> )	<b>Yes</b>
A man changing his oil and offering a drinking glass full of oil to his daughter	33%
A thirsty man walking in the desert and arriving at a stand that sells drinking water	26%
A grandfather is showing his son a glass of water in a glass case in a museum	18%
A 1940's black and white newsreel about disposing of household contaminants	16%

**Q.36 A thirsty man walking in the desert and arriving at a stand that sells drinking water?**

One-fourth (26%) claimed to recall the ad.

There were no significant correlations.

**Q.37 A grandfather is showing his son a glass of water in a glass case in a museum, while gangsters are plotting to break in and steal it?**

Eighteen percent (18%) claimed to recollect the television ad.

Those with children between the ages of thirteen to twenty and respondents with a septic system in their home were less likely than average to recall the ad.

**Q.38 A 1940's black and white newsreel about disposing of household contaminants?**

This ad was recalled by sixteen percent (16%). This received the fewest mentions of all tested advertisements.

Renters and those over the age of sixty-four were less likely than average to recall the ad.

**Q.39 A man changing his oil and offering a drinking glass full of oil to his daughter?**

One-third (33%) claimed to recall the ad. This received the highest recollection of all tested ads.

High school graduates and those without Internet access were more likely than average to recall the television ad.

College graduates were less likely than average to recall the ad.

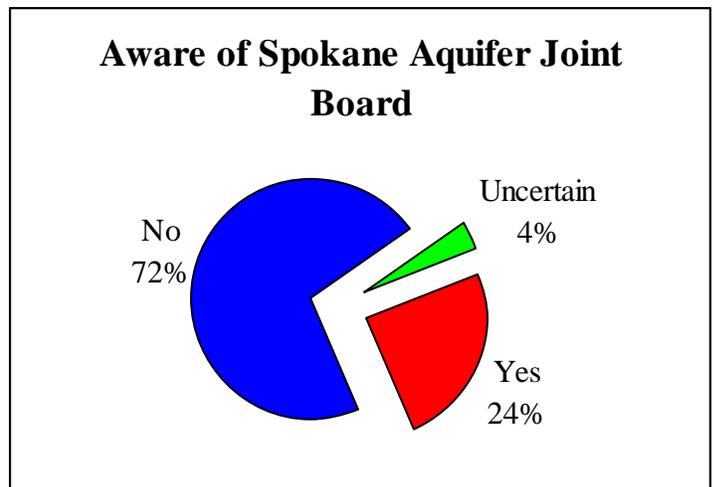
**Q.40 Have you heard of an organization called The Spokane Aquifer Joint Board or SAJB?**

*This question was asked of all 500 respondents.*

One-fourth (24%) claimed to have heard of SAJB.

The graph to the right shows the distribution of responses.

Those from Kootenai County and respondents with less than a high school education showed lower than average awareness of SAJB.



**Q.41 On another subject, do you have access to the Internet?**

*All 500 respondents were asked this question.*

Seventy-three percent (73%) claimed to have Internet access.

Subsets indicating higher than average Internet access included: Those residing in the area for less than ten years, respondents with children between the ages of thirteen and twenty, those under the age of fifty-five, college graduates, and employed respondents.

Subsets with lower than average Internet access included: Respondents residing in the area for more than fifty years, respondents without children, those over the age of sixty-four, those with less than some college education, unemployed respondents, and renters.

**Q.41A Have you ever visited the [spokaneaquifer.org](http://spokaneaquifer.org) website?**

*This question was asked of the 364 respondents who had Internet access in Q.41.*

Two percent (2%) of those with Internet access claimed to have visited the SAJB website.

None of the respondents residing in the area for more than fifty years and with Internet access claimed to have visited the SAJB website.

**Q.42 Is your primary residence served by a sewer or does it use a septic tank?**

*This question was asked of all 500 respondents.*

Seventy percent (70%) of the respondents were served by a sewer.

Two percent (2%) of the respondents were uncertain whether or not their residence was served by a sewer or a septic tank.

Renters were more likely than average to be served by a sewer system.

**Q.43 Are you employed outside the home?**

*All 500 respondents were asked this question.*

Fifty-seven percent (57%) claimed to be employed outside the home.

Subsets showing higher than average employment included: Respondents with children, those under the age of fifty-five, college graduates, those with Internet access, and respondents unaware of the Aquifer.

**Q.44 To the best of your knowledge is your primary place of employment situated directly over the Aquifer or not?**

*This question was asked of the 286 respondents employed outside the home in Q.43.*

Forty percent (40%) claimed their place of employment was directly over the Aquifer. One-third (33%) claimed their place of employment was not directly over the Aquifer, while four percent (4%) claimed their place of employment was mobile.

Twenty-three percent (23%) were uncertain.

Males were more likely than average to claim their primary place of employment was over the Aquifer.

**Q.45 Is your primary place of employment served by a sewer or does it use a septic tank?**

*This question was asked of the 275 respondents employed outside the home at a fixed location.*

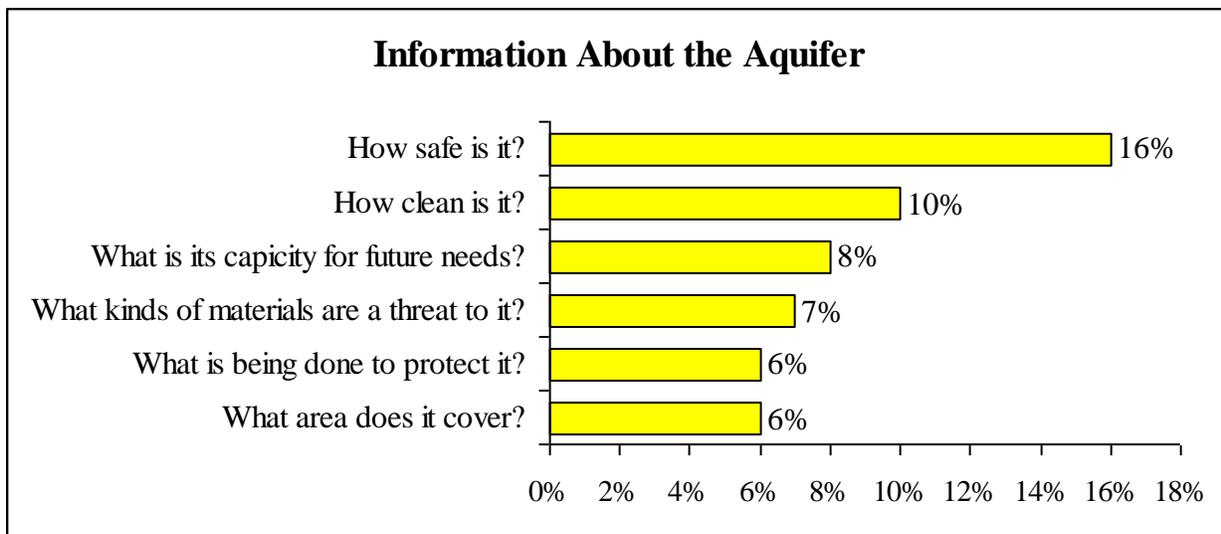
Eighty percent (80%) claimed their place of employment was served by a sewer.

There were no significant correlations.

**Q.46 What would you like to know about the Aquifer?**

*This unaided question was asked of all 500 respondents. Multiple responses were allowed.*

Sixteen percent (16%) wanted to know how safe the Aquifer was. The graph below shows the distribution of inquiries about the Aquifer.



Responses spanned the tested subsets fairly evenly.

## **Demographic Variables**

- The typical respondent had lived in the area for 27.17 years. The median (the point at which half lived more or less in the area) was slightly lower at 24.00 years.
- Twenty-one percent (21%) had children in the household between the ages of thirteen and twenty. Twenty-seven percent (27%) had children under the age of thirteen.
- The average age was 50.37 years. The median (the point at which half were older or younger) was nearly identical at 50.00.
- The typical respondent had 14.37 years of formal education.
- Seventy-nine percent (79%) owned or were buying their current residence.
- Fifty-one percent (51%) were female.