

SURVEY RESULTS

Overall results are based on a total of 802 survey respondents from the upper White River basin which consists of 19 counties in Northwest Arkansas and Southwest Missouri.

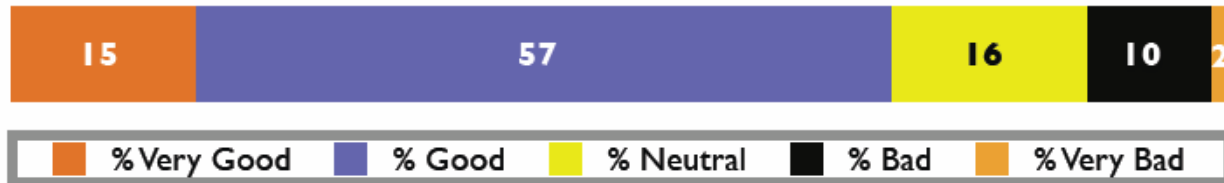
Survey results by geographic region:

**Southwest Missouri = 301 respondents (37.5%);
Northwest Arkansas = 301 respondents (37.5%);
Other Counties = 200 respondents (25%).**

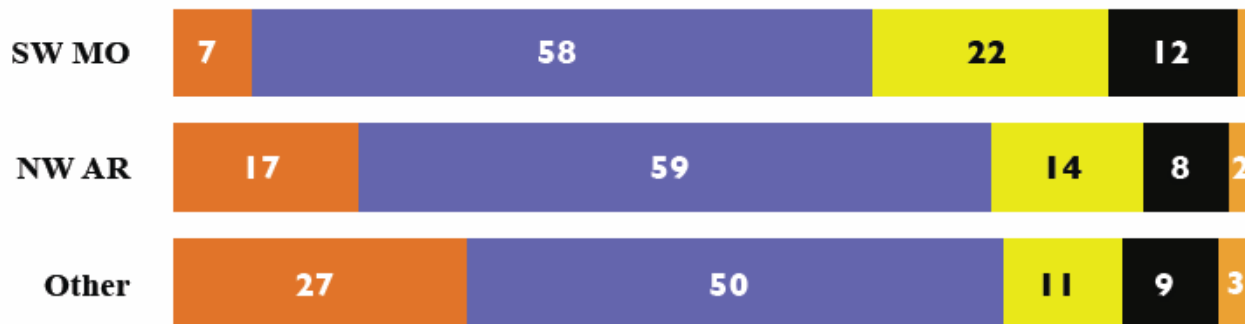
Overall Water Quality of Area Lakes and Rivers

Overall, 72% of respondents described the water quality of lakes and rivers in their area as either “very good” (15%) or “good” (57%), while 12% characterized the water quality as either “bad” (10%) or “very bad” (2%).

Overall Results



Results by Geographic Area



Southwest Missouri residents were less positive in their outlook regarding the water quality of area lakes and rivers compared to residents from northwest Arkansas and “other” counties within the upper White River basin region.

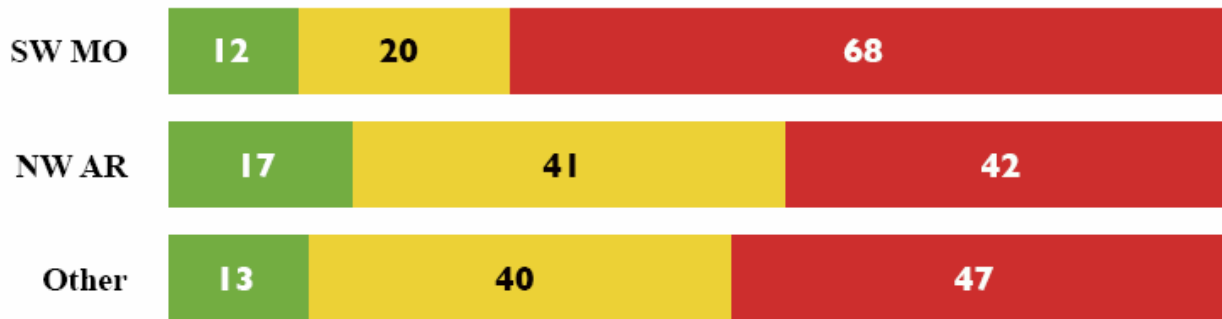
Water Quality of Area Lakes and Rivers Compared to 25 Years Ago

A majority of respondents (54%) believed the water quality of area lakes and rivers had become worse over the past 25 years, while 32% said it had stayed about the same and 14% thought it had improved.

Overall Results



Results by Geographic Area

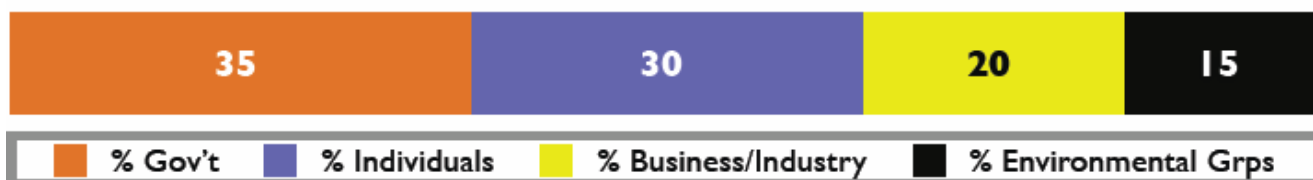


Perceptions of how water quality in area lakes and rivers has changed over the past 25 years differed significantly by geographic area. Specifically, 68% of southwest Missouri respondents said the water quality had become worse, compared to 42% of northwest Arkansas respondents and 47% of those from “other” counties.

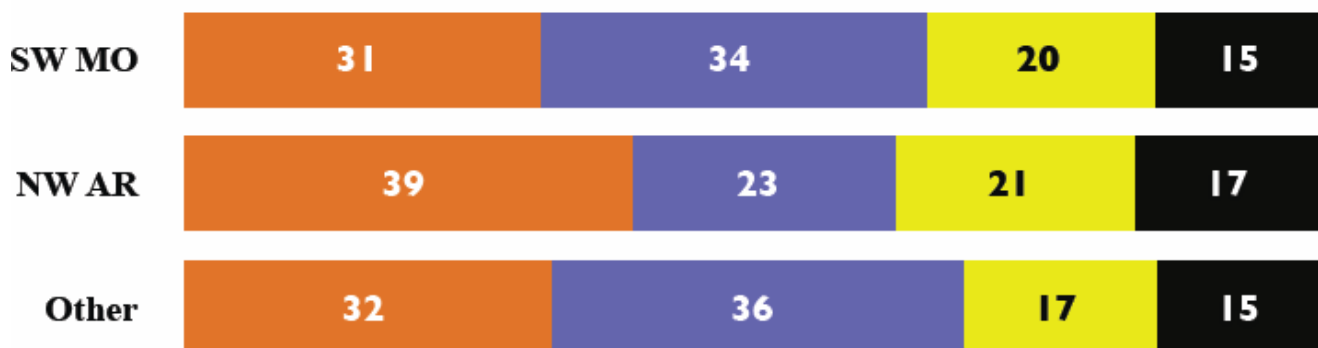
Group Most Responsible for Promoting Clean Water

When asked which group should be most responsible for promoting clean water in lakes and rivers, 35% identified government, followed by individuals (30%), business and industry (20%), and environmental groups (15%).

Overall Results



Results by Geographic Area



A plurality of northwest Arkansas residents (39%) believed government should be most responsible for promoting clean water, while a plurality of residents in southwest Missouri (34%) and “other” counties (36%) felt it was up to each individual to take the lead role.

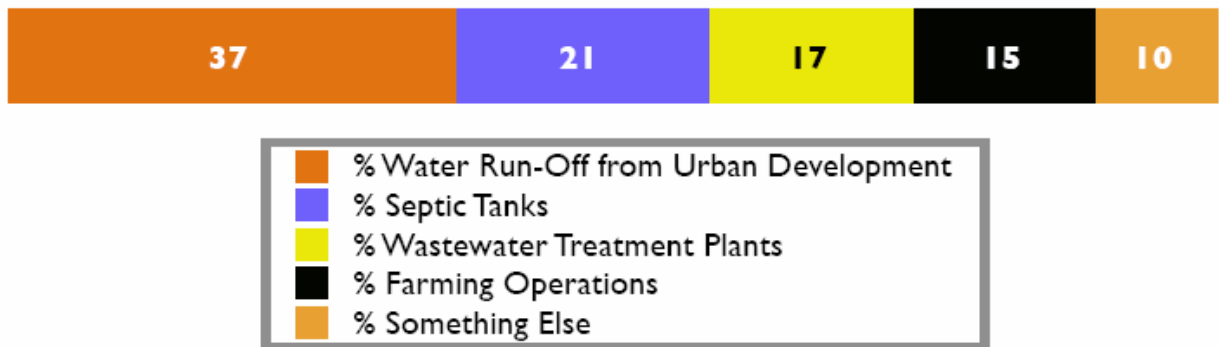
Key Demographic Findings (see page 28):

- Overall, younger respondents (18-39 years old) were more inclined to view government (45%) as the group most responsible for promoting clean water in lakes and rivers than any other demographic group. This was especially true among younger respondents residing in northwest Arkansas (54%).
- Those most likely to believe individual citizens should bear the primary responsibility on this issue were 60-69 years old (37%), less formally educated (36%), and long-time area residents (36%).
- Business and industry were most frequently identified by respondents 50-59 years old (26%) and college graduates (25%).
- Environmental groups were most commonly cited by older respondents (70+ years old) and those less formally educated (20% each).

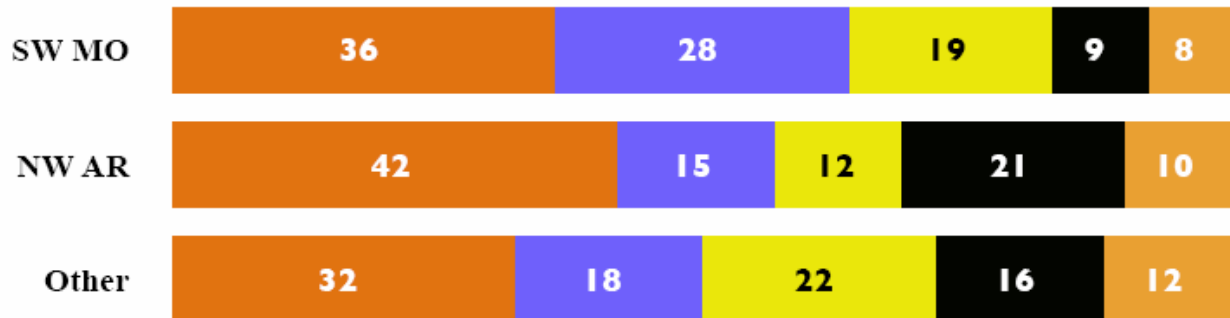
Greatest Threat to Water Quality in Area Lakes and Rivers

Water run-off from urban development was considered the greatest threat to water quality in area lakes and rivers by a plurality of respondents (37%). Septic tanks were mentioned by 21% of respondents, followed by wastewater treatment plants (17%), and farming operations (15%). Ten percent identified various other threats (see [Appendix A](#) on page 19 of this report).

Overall Results



Results by Geographic Area

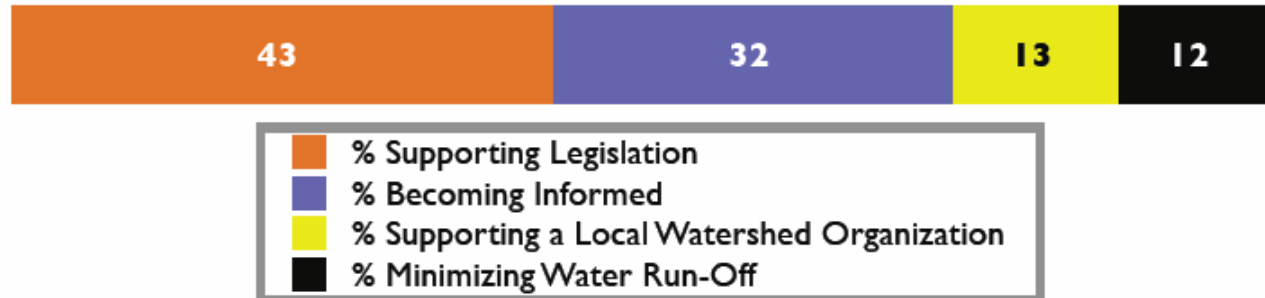


A plurality of respondents from each geographic area identified water run-off from urban development as the greatest threat to clean water. However, a relatively large percentage of residents from southwest Missouri (28%) mentioned septic tanks as the greatest threat and a sizeable percentage of northwest Arkansas residents (21%) singled out farming operations (poultry farms in particular).

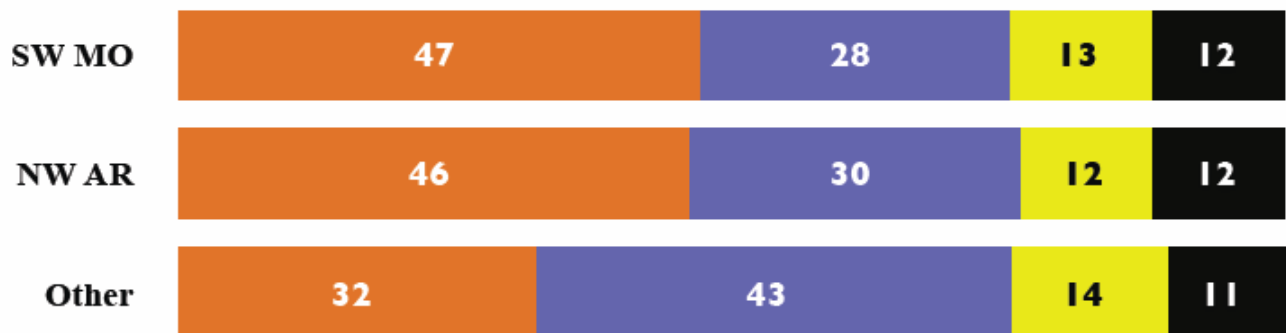
Most Effective Way to Help Promote Clean Water

When asked how a person could most effectively promote clean water in area lakes and rivers, 43% of respondents said “supporting legislation” and 32% mentioned “becoming informed” on this issue. Minimizing water run-off from one’s property and supporting local watershed organizations were viewed as less effective methods (each named by less than 15% of respondents). See [Appendix B](#) on page 20 for additional comments.

Overall Results



Results by Geographic Area



Residents of southwest Missouri and northwest Arkansas held nearly identical opinions on this question. In both regions, about 50% would look to legislation first as the most effective way to promote clean water, followed by individual efforts at becoming informed (about 30%) on this issue. In contrast, residents from “other” counties in the upper White River basin were more likely to mention “becoming self-informed” first (43%), followed by “legislation” (32%).

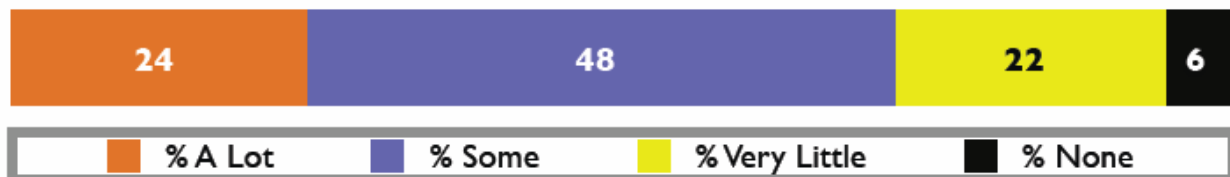
Key Demographic Findings (see page 28):

- Major differences of opinion on this issue occurred between males and females residing in “other” counties throughout the upper White River basin. Specifically, females were far more likely than males to emphasize “becoming self-informed” as the best means of promoting clean water (51% v. 33%, respectively), while males were more likely than females to say minimizing water run-off was most effective (20% v. 4%, respectively).

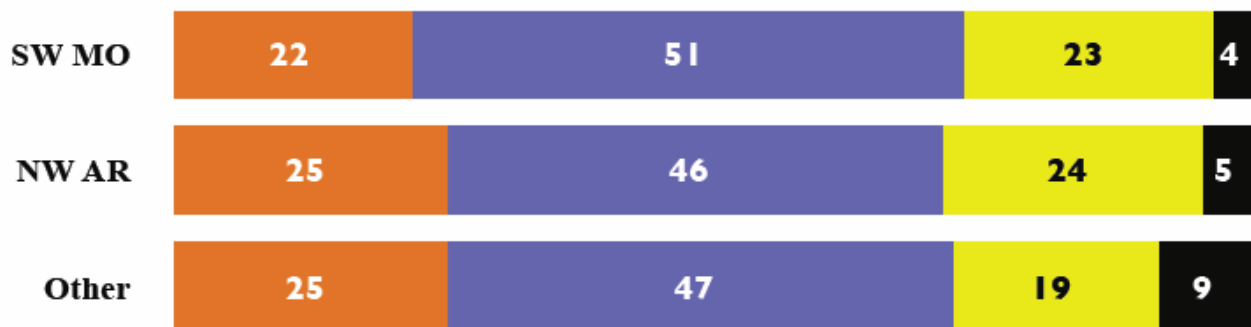
Perceived Impact of the “Green” Environmental Movement on Improving Water Quality

More than 70% of respondents thought the “green” environmental movement would have either “a lot” (24%) or “some” (48%) impact on improving water quality in the United States.

Overall Results



Results by Geographic Area



There were no statistically significant differences between the three geographic areas with respect to their perceived impact of the “green” environmental movement on improving water quality in the United States.

Key Demographic Findings (see page 28):

- Overall, females were more likely than males to believe the “green” environmental movement would have a positive impact on improving water quality in this country.

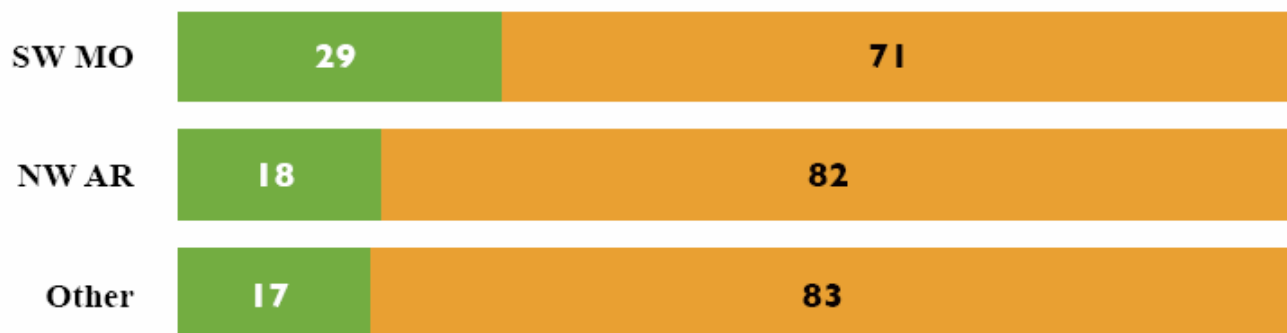
Ability to Name a Local or Regional Organization Working to Improve Water Quality in SW Missouri or NW Arkansas

Approximately 20% of respondents were able to name at least one local or regional organization working to improve water quality in southwest Missouri or northwest Arkansas. (See [Appendix C](#) on page 21 for a complete listing of respondents' unaided recall of those organizations.)

Overall Results



Results by Geographic Area



Southwest Missouri residents were more likely than those from northwest Arkansas or from “other” counties in the region to name at least one local or regional organization working to improve water quality in the area.

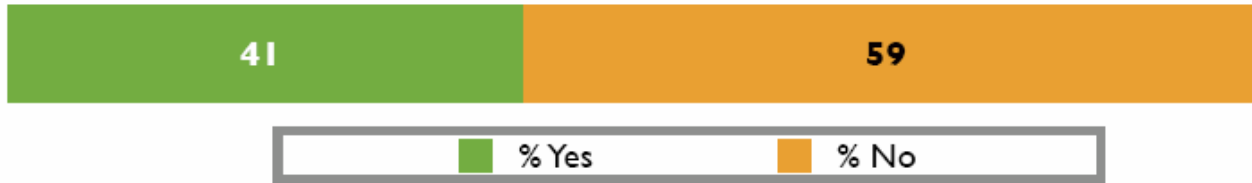
Key Demographic Findings (see page 28):

- Regardless of region, the ability to name a local or regional organization working to improve water quality in the upper White River basin region tended to increase with educational level, being male, and being between 50 and 59 years old.

Heard of the Upper White River Basin Foundation

About 40% of respondents had heard of the Upper White River Basin Foundation.

Overall Results



Results by Geographic Area



Just over 50% of residents from southwest Missouri (51%) had heard of the Upper White River Basin Foundation compared to 30% of those from northwest Arkansas and 42% from “other” counties throughout the upper White River basin.

Key Demographic Findings (see page 28):

- Familiarity with the Upper White River Basin Foundation increased significantly with years of residency.

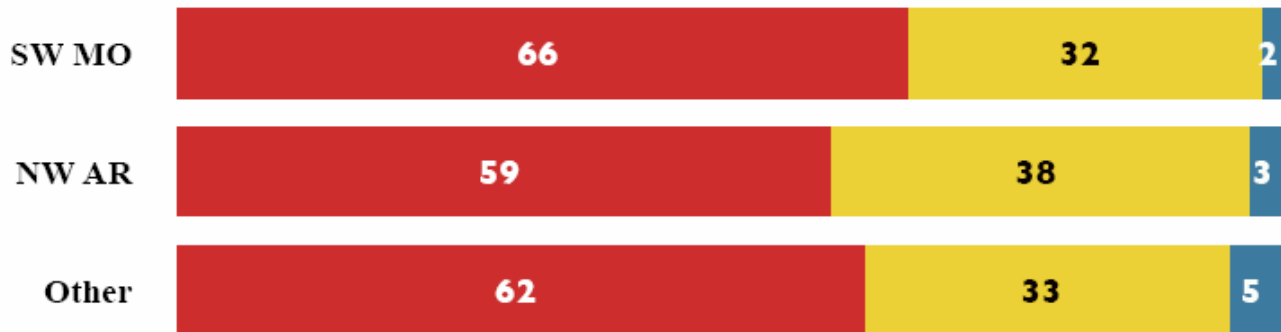
Level of Concern for Pollution in Area Lakes and Rivers

Just over 60% of respondents said pollution in area lakes and rivers was a “major” concern to them, while 34% said it was a “minor” concern.

Overall Results



Results by Geographic Area



There were no statistically significant differences between the three geographic areas and the level of concern for pollution in area lakes and rivers.

Key Demographic Findings (see page 28):

- Respondents most concerned about pollution in area lakes and rivers were apt to be older (at least 50 years old), female, and less formally educated.

Sources Used to Gather Information About Water Quality Issues

In an open-ended question, respondents were asked to identify sources they would access if needing information about water quality issues involving area lakes and rivers. While 20% could not think of any sources, a plurality (23%) said they would use the Internet, followed by the Conservation Department (7%). (See [Appendix D](#) on page 24 for a complete listing of respondent answers to this question.)

Overall Results

