



**Executive Summary**  
**Results for the 2013 Carolina Clear Stormwater Survey**  
**Pickens/Anderson**

**Overview of Research Effort**

In Spring 2013, Carolina Clear of the Clemson University Restoration Institute contracted with researchers from George Mason University (Dr. James Witte) and Clemson University (Dr. Catherine Mobley) to conduct a telephone survey of residents of Pickens and Anderson counties in South Carolina. The main goal of the survey was to obtain information about residents’ attitudes, knowledge, behaviors, and intentions as they relate to the environment. As this is the first time that the survey data were collected in this area of South Carolina, these initial results represent a baseline for measuring the success of future environmental and stormwater education efforts.

The survey was conducted from in Fall 2013 and Spring 2014. Data were collected from 366 residents from the following 13 zip code areas in Pickens and Anderson counties:

29630	29633	29641	29667	29685
29631	29634	29642	29671	
29632	29640	29657	29682	

The resulting data were weighted to be more statistically representative of the broader population. The weighted results are presented below.

**Main Findings**

Survey results reveal a complex picture of the environmental views of Pickens and Anderson county residents. The summary below presents some of the main research findings.

- **Residents are concerned about water quality.** Slightly more than 2/3 or respondents (67%) indicated they were “very concerned” and nearly one-fourth (24.0%) indicated they were “somewhat concerned” about pollution and the environmental quality of local streams and waterways. Only slightly more than 8% of respondents indicated they were “not very” or “not at all” concerned about pollution and water quality in local streams and waterways.
- **Nearly all residents surveyed felt that clean water is important to South Carolina’s economy and tourism.** Slightly more than 90% of respondents indicated that clean water is “very important” and nearly 8.7% indicated clean water is “somewhat important” to the state’s economy and tourism.
- **Residents have a good level of understanding about the various causes of poor water quality.** When asked about the impact of humans on the environment, 68.5% of respondents



indicated that what people do on the land affects the quality of their local streams and waterways “a great deal”; an additional 24.6% indicated that such activities impact water quality “somewhat.”

Approximately 78.3% “strongly agreed” or “agreed” that pet waste is a source of bacteria pollution in local waterways; 13.0% of respondents indicated they did not know if this was the case.

Regarding beliefs about the treatment of stormwater, nearly three-fourths of respondents (74.9%) did not believe that stormwater was treated before reaching lakes, rivers and streams. Only 17.7% of respondents indicated that they believed stormwater was treated.

- **Fewer than 30% of respondents chose the correct definition of the term “watershed.”** Only 28.9% of respondents selected the correct definition of the term “watershed.” Nearly 41% of respondents selected the incorrect definition of “reservoir that serves as a municipal water source.” This confusion may stem from the use of the term “watershed” that is used to describe an Upstate reservoir that serves as a major fresh water source for a segment of the population in the Upstate.
- **Results indicate respondents are engaging in actions that positively impact water quality (or, are avoiding actions that negatively impact water quality). However, there is room for improvement.** Nearly 37% of respondents who indicated they owned a pet said they “always” cleaned up after their dog, while nearly 30% of respondents indicated they “never” cleaned up after their pet. Nearly all of the respondents (97.8%) indicated they “never” disposed of oil, paint or chemicals down storm drains.
- **Respondents use a variety of sources of information to learn about local and regional news.** In 2013, the most popular source of local/regional news was “TV-evening news” with 75.3% of respondents indicating this source as one of their top three sources, followed by “TV-morning news (62.4% of respondents indicating this as one of their top three sources of local and regional news). The Internet was the third most frequently mentioned source of information (45.9%).