



Alachua County Scoop the Poop Campaign

Final Report, September 2009

Introduction

The Alachua County Scoop the Poop Campaign was funded by the Gainesville Clean Water Partnership (Alachua County Public Works Department, City of Gainesville Public Works, and the Florida Department of Transportation) and was designed and implemented by the Alachua County Environmental Protection Department (ACEPD). The goal of the 2009 campaign was to motivate citizens to scoop, bag, and trash pet wastes at home and around the community. The ultimate goal is for this behavior to become the social norm, so that citizens will sustain this behavior and reduce the fecal coliform levels in Gainesville's urban creeks.

Many of the Gainesville urban creeks are on the Florida Department of Environmental Protection's Impaired Waters list, and Total Maximum Daily Loads (TMDL) have been set to reduce the fecal coliform levels. Common sources of this fecal pollution includes: leaky wastewater infrastructure, failing septic systems, urban campers, pet wastes, and wildlife. Sources such as wildlife are almost impossible to control, while faulty wastewater infrastructure and septic systems can be difficult to locate and expensive to repair. Pet waste is a source that can be significantly reduced by modifying the behavior of pet owners.

The environmental community has recently embraced social marketing in their public outreach campaigns. Social marketing is the use of traditional marketing techniques to influence specific behaviors to benefit society. ACEPD researched pet waste social marketing programs implemented in other regions including: Sohomish County, WA; Austin, TX; and Tampa Bay, FL. To conserve limited funds, ACEPD assumed that the benefits and barriers of picking up pet wastes identified by past studies would be similar to those in Alachua County.

Methods

ACEPD contracted with Group Five and Associates and adopted the tagline of Scoop it, Bag it, Trash it,. This message clearly and directly outlines the desired behavior promoted by the campaign. Group Five designed a logo, two posters, a pledge, and a pamphlet and produced two fifteen second commercials.

To address the barrier of not having bags available while walking dogs, bag dispensers for leashes were purchased. Tiny key chain flashlights were purchased to address the barrier of not being able to see pet wastes at night, which was identified by Sohomish County. Magnets were distributed to serve as a

prompt, reminding citizen of the desired behavior. The Scoop it, Bag it, Trash it logo and the Alachua County website address were on all of the promotional materials. A pet waste page addressing the common myths about pet waste was created on the Alachua County website (www.AlachuaCountyWater.org).

Promotional items were given away at public outreach events and were instrumental in getting citizens to visit the Scoop the Poop booth at community events. Citizens appreciated the items and several reported that they would give the bag dispensers to neighbors that were not picking up after their dogs. This social diffusion and peer pressure is essential to creating social norms. Citizens that were not interested in the items often said that they lived in rural areas and do not need to clean up after their pets. As far as stormwater pollution is concerned, it is not essential that these rural residents remove pet waste from their yards.

Two posters (Figure 1) were designed that were each very similar to one of the two commercials. The first features a dog longingly looking at a toilet with the text, “Dogs Can’t Flush” over the image. The picture and theme were borrowed, with permission, from the Sohomish County campaign because it was the citizens’ favorite in market tests. The second theme reinforces one of the commonly cited benefits of scooping poop: if you scoop, you won’t step in it later. This “stink foot” commercial highlighted this point as a little girl jumped across the screen shouting for her mommy after stepping in some pet waste that was not scooped. The corresponding poster has an image of a boot with dog waste on it with a caption reading, “This footwear is never in fashion.”



Figure 1: Two posters were created and distributed to veterinarian offices and to citizens.

The commercial was shown on television stations in the Gainesville area, for a combined total of roughly 1,446 showings. The “Stink Foot” commercial was also aired at the two largest

movie theaters in Gainesville before every movie shown between July 3, 2009 and July 30, 2009 for a total of 3,360 viewings. The commercials were only 15 seconds each and were simple and to the point. The commercials won the 2009 People's Choice Awards at the National Nonpoint and Stormwater Outreach Conference in Portland, OR.

ACEPD recognized that the messenger can be just as important as the message and that citizens are more likely to clean up after their pets if encouraged to do so by professionals that they trust for information regarding their pets. ACEPD attended an Alachua County Veterinarian Association meeting to explain the campaign and to ask for assistance. Following this meeting, staff visited all of the local practices to drop off pamphlets, magnets, and posters. Most offices were supportive of the campaign and accepted the promotional materials. ACEPD staff will keep these offices stocked with Scoop the Poop materials, while supplies last. Local adoption centers were another valuable partner for getting the message out. Dog adoption agencies put the bag containers and pamphlets in their adoption packets that go home with new dog owners. This is a perfect partnership, as it is easiest to get people to adopt new behaviors while they are already changing their habits.

Another partner potential is apartment complex managers, as they often struggle with pet waste issues at the properties they manage. A mailing with an explanation letter, a sample poster and pamphlet, information on ordering pet waste disposal stations and bag containers for leashes (potential promotional item for the complexes) was sent out to 258 Gainesville apartment complexes. Only 10 complexes contacted ACEPD for additional pamphlets and posters to distribute to their residents. However, at the Apartment Complex Trade Association meeting one manager told staff that she received the mailing and then used the information to purchase disposal stations for her property. Without considerable follow up efforts, it is difficult to measure the effectiveness of this mailing.

Results

To measure the effectiveness of the Scoop the Poop campaign a telephone survey was conducted by the University of Florida Bureau of Business and Economic Research to determine the self reported behaviors and attitudes of participants before and after the campaign was launched (Appendix 1). Prior to the release of any of the campaign materials, telephone surveys were completed by 185 dog owners with Gainesville mailing addresses between February 11, 2009 and March 12, 2009. After most of the major campaign elements were conducted, 112 of these same dog owners completed the follow up interview between June 29, 2009 and August 13, 2009. The "Stink Foot" commercial was still airing in the movie theaters during the post campaign survey, so the messages may have been fresher in the minds of movie goers that were included in the survey.

. The following trends were identified in the surveys:

- 33% of the pre-campaign respondents reported never getting rid of their dogs' wastes compared to 27% in the post-campaign survey.
- Of the respondents that get rid of their dog's waste, 48% of the pre-campaign and 57% of the post-campaign reported putting the waste in the trash.

- There was a 9% increase in participants reporting that they disposed of dog waste in the trash in the post-campaign survey compared to the pre-campaign.
- 77% of pre-campaign respondents had heard that it is important to pick up dog wastes. This increased by 8% to 85% in the post-campaign survey.
- In the pre-campaign survey the top two reasons for cleaning up dog wastes were “not wanting to step in it” and “because it is the right thing to do”, each representing 28% of respondents.
- 39% of the post-campaign survey respondents recalled the Scoop the Poop campaign. Of these respondents, 21% cited learning about the campaign from the television and 10% heard about it from their veterinarian.
- 10% of the post-campaign respondents that recalled the campaign reported changing their behavior as a result of it.

Future Efforts

The survey results indicate that the campaign was successful in increasing the number of people disposing of dog waste in the trash can. Respondents recalled the campaign, and the television commercials and veterinarian offices seemed to be good outlets for the campaign. The barrier of the negative perception of pet waste in landfills still exists. When asked if it is worse to put dog waste in a plastic bag in the landfill compared to leaving it on the ground, 28% of the pre-campaign and 22% of the post-campaign respondents strongly agreed with this statement. This barrier should be specifically addressed in future efforts.

To maintain positive behavior change and to continue the process of social diffusion, elements of this campaign should be continued. ACEPD staff should look for opportunities to strengthen the relationship with the veterinarians and continue to keep their offices stocked with pamphlets, at the very least. The television commercials were effective in getting the message out and should be re-aired for short periods of time over the next couple of years. It is less expensive to air the commercials at the movie theaters, but this media outlet was not thoroughly evaluated in the survey so there is no data on the effectiveness of this method for this campaign.

The relationship with Apartment Complexes should be explored in future efforts, as they often have high concentrations of pets and young residents that may be more willing to adopt the desired behavior. Several survey respondents reported hearing that it is important to clean up after pets from their homeowners associations. ACEPD staff could work with these organizations to increase their effectiveness in getting the message out.

Appendix 1
Alachua County Pet Waste Perception Survey
Pet Waste Survey

Goals:

- Establish a public knowledge benchmark of Alachua County Pet Waste Disposal

Survey Summary:

189 completed surveys

1459 total records in the random sample

Time 1 Data collection:

Start: February 11, 2009

End: March 12, 2009

Call back survey dates:

August 1, 2009

August 13, 2009

Q2: How many dogs live in this home?

	Time1			Time2	
	# of dogs	Freq. %		# of dogs	Freq. %
1	92	50 %	1	53	47 %
2	54	29 %	2	39	35 %
3	18	9.5 %	3	12	11 %
4	10	5.5 %	4	1	1 %
5	7	4 %	5	4	3.5 %
6	3	1.5 %	6	3	2.5 %
13	1	.5 %			

Q3: How often do you get rid of the dog's waste?

- 1 Never
- 2 Every time they produce waste
- 3 Daily
- 4 Several times per week
- 5 Once a week
- 6 Every other week
- 7 Monthly
- 8 A few times a year
- 9 Once a year
- 10 Other (specify_____)
- 8 Don't Know
- 9 Refused

	Time1			Time2	
	Freq.	%		Freq.	%
Never	62	33.5 %	Never	30	27 %
Every time	19	10 %	Every time	8	7 %
Daily	32	17.5 %	Daily	21	19 %
Several times/wk	19	10 %	Several times/wk	12	11 %
Once a/wk	21	11.5 %	Once a/wk	23	20.5 %
Every other /wk	7	4 %	Every other /wk	4	3.5 %
Monthly	8	4.5 %	Monthly	7	6 %
Few times a year	7	4 %	Few times a year	1	1 %
Once a year	2	1	Once a year	0	0
Other	3	1.5 %	Other	5	4.5 %
Don't know	3	1.5 %	Don't know	0	0 %
Refused	2	1 %	Refused	1	1 %

Q4: Generally speaking, how do you get rid of the dog's waste?

- 1 Throw it in the trash
- 2 Leave it on the grass
- 3 Bury it underground
- 4 Flush down the toilet
- 5 Put in home composting
- 6 Put in flower beds
- 7 Hose into the ground
- 8 Other (specify_____)
- 8 Don't Know
- 9 Refused

	Time1			Time2		
	Freq.	%		Freq.	%	
Throw in trash	59	43.5 %		Throw in trash	47	57 %
Leave on grass	15	11 %		Leave on grass	3	4 %
Bury underground	12	9 %		Bury underground	8	10 %
Flush down toilet	5	3.5 %		Flush down toilet	1	1 %
Put in compost	12	9 %		Put in compost	7	9 %
Put in flower bed	9	6.5 %		Put in flower bed	4	5 %
Hose into ground	10	7.5 %		Hose into ground	0	0 %
Other	14	10 %		Other	11	13 %
Don't Know	0	0 %		Don't Know	0	0 %
Refused	0	0 %		Refused	1	1 %

Q5: Why do you dispose of the dog's waste? (check all that apply)

It is the right thing to do

I don't want to step in it

It smells bad

It is bad for the environment

My kids can get sick from it

My dog can get sick from it

It is the law

I don't want my neighbors to see me leaving it on the ground

My friends and/or family do it

Other (specify _____)

Don't Know

Refused

	Time1			Time2	
	Freq.	%		Freq.	%
Right thing to do	61	45 %	Right thing to do	37	45 %
Don't want to step in it	85	62.5 %	Don't want to step in it	50	61 %
Smells bad	58	42.5 %	Smells bad	38	46 %
Bad for environment	33	24 %	Bad for environment	25	31 %
Kids can get sick	30	22 %	Kids can get sick	18	22 %
Dog can get sick	38	28 %	Dog can get sick	21	26 %
It's the law	29	21 %	It's the law	20	25 %
Don't want neighbors see	34	25 %	Don't want neighbors see	25	31 %
Friends and family do it	24	17.5 %	Friends and family do it	18	22 %
Other	19	14 %	Other	32	32 %
Don't Know	3	2 %	Don't Know	0	0 %
Refused	0	0 %	Refused	0	0 %

Q5A: Out of the choices you selected, which is the number one reason (for disposing the dog's waste)?

- 1 It is the right thing to do
- 2 I don't want to step in it
- 3 It smells bad
- 4 It is bad for the environment
- 5 My kids can get sick from it
- 6 My dog can get sick from it
- 7 It is the law
- 8 I don't want my neighbors to see me leaving it on the ground
- 9 My friends and/or family do it
- 10 Other (specify _____)
- 8 Don't Know
- 9 Refused

	Time1			Time2	
	Freq.	%		Freq.	%
Right thing to do	24	34.5 %	Right thing to do	37	45 %
Don't want to step in it	16	23 %	Don't want to step in it	50	61 %
Smells bad	4	6 %	Smells bad	38	46 %
Bad for environment	4	6 %	Bad for environment	25	31 %
Kids can get sick	4	6 %	Kids can get sick	18	22 %
Dog can get sick	5	7 %	Dog can get sick	21	26 %
It's the law	2	3 %	It's the law	20	25 %
Don't want neighbors see	1	1.5 %	Don't want neighbors see	25	31 %
Friends and family do it	1	1.5 %	Friends and family do it	18	22 %
Other	5	7 %	Other	32	32 %
Don't Know	2	3 %	Don't Know	0	0 %
Refused	1	1.5 %	Refused	0	0 %

Q6A: I am going to read you a set of statements. Please rate each one on a scale of 1 to 10 where 1 is strongly DISAGREE and 10 is strongly AGREE.

Dogs can get sick from dog waste left on the ground?

	Time1			Time2	
	Freq.	%		Freq.	%
1	11	6 %	1	6	5 %
2	9	5 %	2	4	4.5 %
3	11	6 %	3	5	4.5 %
4	9	5 %	4	5	4 %
5	38	20.5 %	5	32	28.5 %
6	11	6 %	6	7	6 %
7	12	6.5 %	7	6	5 %
8	20	10.5 %	8	5	4.5 %
9	5	2.5 %	9	5	4.5 %
10	46	25 %	10	33	29.5 %
Don't Know	12	6.5 %	Don't Know	4	4 %
Refused	1	.5 %	Refused	0	0 %

Q6B: (I am going to read you a set of statements. Please rate each one on a scale of 1 to 10 where 1 is strongly DISAGREE and 10 is strongly AGREE.)

Dog waste can serve as a fertilizer.

	Time1			Time2	
	Freq.	%		Freq.	%
1	31	17 %	1	25	22 %
2	10	5.5 %	2	10	9 %
3	12	6.5 %	3	5	4.5 %
4	5	2.5 %	4	2	2 %
5	29	15.5 %	5	27	24 %
6	12	6.5 %	6	6	5 %
7	10	5.5 %	7	7	6 %
8	18	10 %	8	7	6 %
9	5	2.5 %	9	4	3.5 %
10	44	24 %	10	18	16 %
Don't Know	8	4 %	Don't Know	1	1 %
Refused	1	.5 %	Refused	0	0 %

Q6C: I am going to read you a set of statements. Please rate each one on a scale of 1 to 10 where 1 is strongly DISAGREE and 10 is strongly AGREE.

Dog waste can harm local water bodies.

	Time1			Time2	
	Freq.	%		Freq.	%
1	16	8.5 %	1	6	5 %
2	9	5 %	2	3	3 %
3	8	4.5 %	3	5	4.5 %
4	5	2.5 %	4	4	3.5 %
5	28	15 %	5	19	17 %
6	9	5 %	6	4	3.5 %
7	13	7 %	7	7	6 %
8	25	13.5 %	8	15	13 %
9	5	2.5 %	9	5	4.5 %
10	58	31.5 %	10	38	34 %
Don't Know	7	4 %	Don't Know	4	4 %
Refused	2	1 %	Refused	2	2 %

Q6D: I am going to read you a set of statements. Please rate each one on a scale of 1 to 10 where 1 is strongly DISAGREE and 10 is strongly AGREE.

Humans can get sick from dog waste.

	Time1			Time2	
	Freq.	%		Freq.	%
1	10	5.5 %		1	2 %
2	7	4 %		2	2.5 %
3	8	4 %		3	3.5 %
4	3	1.5 %		4	2.5 %
5	27	14.5 %		5	19.5 %
6	7	4 %		6	4.5 %
7	12	6.5 %		7	2.5 %
8	22	12 %		8	16 %
9	10	5.5 %		9	6 %
10	74	40 %		10	37.5 %
Don't Know	5	2.5 %		Don't Know	3 %
Refused	0	0 %		Refused	0 %

Q6E: I am going to read you a set of statements. Please rate each one on a scale of 1 to 10 where 1 is strongly DISAGREE and 10 is strongly AGREE.

Putting dog waste in plastic bags to put in landfills is worse for the environment then leaving it on the ground.

	Time1			Time2	
	Freq.	%		Freq.	%
1	23	12.5 %		1	17 %
2	4	2 %		2	4.5 %
3	6	3.25 %		3	6 %
4	8	4.5 %		4	2.5 %
5	30	16 %		5	19.5 %
6	6	3.25 %		6	3.5 %
7	10	5.5 %		7	7 %
8	24	13 %		8	12.5 %
9	7	4 %		9	2 %
10	52	28 %		10	21.5 %
Don't Know	15	8 %		Don't Know	3 %
Refused	0	0 %		Refused	1 %

Q7: Have you heard that it is important to pick up your pet's waste?

- 1 Yes
- 2 No
- 8 Don't Know
- 9 Refused

	Time1			Time2	
	Freq.	%		Freq.	%
Yes	142	77 %	Yes	95	85 %
No	41	22 %	No	17	15 %
Don't Know	1	.5 %	Don't Know	0	0 %
Refused	1	.5 %	Refused	0	0 %

NewQ8: Why do you dispose of the dog's waste? (check all that apply)
 *DO NOT READ LIST (Time2 only)

- Television
- Radio
- Newspaper
- Flyer/Poster
- Word-of-Mouth (from friends or family)
- Heard it from my veterinarian
- Websites
- Signs
- Info booth
- Heard it from my Apartment complex (Time2 only)
- Other (specify _____)
- Don't know
- Refused

	Time1			Time2	
	Freq.	%		Freq.	%
Television	21	15 %	Television	19	20 %
Radio	7	5 %	Radio	1	1 %
Newspaper	17	12 %	Newspaper	8	8.5 %
Flyer	5	3.5 %	Flyer/Poster	2	2 %
Word-of-Mouth	53	37.5 %	Word-of-Mouth	18	19 %
Heard from veterinarian	21	15 %	Heard from veterinarian	2	2 %
Websites	5	3.5 %	Websites	0	0 %
Signs	23	16 %	Signs	4	4 %
Info booth	7	5 %	Info booth	1	1 %
			Heard from Apt complex	3	3 %
Other	49	34.5 %	Other	46	48 %
Don't Know	8	5.5 %	Don't Know	9	9 %
Refused	0	0 %	Refused	0	0 %

Q8A: Do you recall being exposed to Alachua County's Scoop the Poop campaign?

- 1 Yes
- 2 NO
- 8 Don't Know
- 9 Refused

	Time2 (only)	
	Freq.	%
Yes	32	39 %
No	50	61 %
Don't Know	0	0 %
Refused	0	0 %

Q8B: How did you hear this message? (check all that apply)

*DO NOT READ LIST

- Television
- Radio
- Newspaper
- Flyer/Poster
- Word-of-Mouth (from friends or family)
- Heard it from my veterinarian
- Websites
- Signs
- Info booth
- Heard it from my Apartment complex
- Other (specify _____)
- Don't know
- Refused

	Time2 (only)	
	Freq.	%
Television	12	37.5 %
Radio	4	12.5 %
Newspaper	2	6 %
Flyer/Poster	6	19 %
Word-of-Mouth	2	6 %
Heard from my veterinarian	6	19 %
Websites	2	6 %
Signs	1	3 %
Info booth	4	12.5 %
Heard from Apt complex	5	15.5 %
Other	0	0 %
Don't Know	14	44 %
Refused	0	0 %

Q8C: Have you changed how you dispose of your pet's waste since you heard about this campaign?

- 1 Yes
- 2 NO
- 8 Don't Know
- 9 Refused

Time2 CB only

	Frequency	Percent
Yes	3	10 %
No	27	90 %
Don't Know	0	0 %
Refused	0	0 %

PLACE: What kind of housing unit do you live in?

- 1 Building with 2-4 apartments or condos
- 2 Building with 5 or more apartments or condos
- 3 Mobile home on less than one acre
- 4 A house on less than one acre
- 5 Mobile home on one acre or greater
- 6 A house on one acre or greater
- 7 Hotel/motel
- 8 Van/RV
- 9 Boat
- 10 Other (specify _____)
- 8 Don't Know
- 9 Refused

Time1

Time2

	Time1			Time2	
	Freq.	%		Freq.	%
Building w/2-4 apts	9	9.5 %	Building w/2-4 apts	2	2 %
Building w/5+ apts	4	4 %	Building w/5+ apts	5	4.5 %
Mobile on less than acre	4	4 %	Mobile on less than acre	5	4.5 %
House on less than acre	46	47.5 %	House on less than acre	74	66 %
Mobile on more than acre	5	5 %	Mobile on more than acre	3	2.5 %
House on more than acre	26	27 %	House on more than acre	20	18 %
Hotel/motel	0	0 %	Hotel/motel	0	0 %
Van/RV	0	0 %	Van/RV	0	0 %
Boat	0	0 %	Boat	0	0 %
Other	0	0 %	Other	3	2.5 %
Don't know	2	2 %	Don't know	0	0 %
Refused	1	1 %	Refused	0	0 %

Q9: Are you currently married, separated, divorced, widowed or have you never been married?

- 1 Now married
- 2 Now widowed
- 3 Never married
- 4 Divorced or separated
- 8 Don't Know
- 9 Refused

	Time1			Time2	
	Freq.	%		Freq.	%
Married	95	51.5 %	Married	63	56 %
Widowed	12	6.5 %	Widowed	9	8 %
Never married	44	24 %	Never married	24	21.5 %
Divorced/separated	30	16 %	Divorced/separated	14	12.5 %
Don't Know	2	1 %	Don't Know	1	1 %
Refused	2	1 %	Refused	1	1 %

Q10: Are you of Spanish or Hispanic origin?

- 1 Yes
- 2 No
- 8 Don't Know
- 9 Refused

	Time1			Time2	
	Freq.	%		Freq.	%
Yes	9	5 %	Yes	3	2.5 %
No	172	93 %	No	108	96.5 %
Don't Know	2	1 %	Don't Know	0	0 %
Refused	2	1 %	Refused	1	1 %

Q11: What race do you consider yourself?

- 1 White (Caucasian)
- 2 Black (African-American)
- 3 Asian or Pacific Islander
- 4 American Indian or Alaska native
- 5 Other (specify, _____ include multi-racial or mixed)
- 8 Don't Know
- 9 Refused

	Time1			Time2	
	Freq.	%		Freq.	%
White	150	81 %	White	99	88.5 %
Black	7	4 %	Black	2	2 %
Asian	1	.5 %	Asian	1	1 %
American Indian	2	1 %	American Indian	0	0 %
Other	16	8.5 %	Other	6	5 %
Don't Know	2	1 %	Don't Know	0	0 %
Refused	7	4 %	Refused	4	3.5 %

Q12: What is the highest grade of school or year in college you yourself completed?

- 0 None.....
- 1 Elementary
- 2 Elementary
- 3 Elementary
- 4 Elementary
- 5 Elementary
- 6 Elementary
- 7 Elementary
- 8 Elementary
- 9 High School
- 10 High School
- 11 High School
- 12 High School
- 13 College
- 14 College
- 15 College
- 16 College
- 17 Some Graduate School
- 18 Graduate/Prof. Degree
- 8 Don't know
- 9 Refused

Time1

	Freq.	%
0 None	0	0 %
1 Elementary	0	0 %
2 Elementary	0	0 %
3 Elementary	1	.5 %
4 Elementary	0	0 %
5 Elementary	0	0 %
6 Elementary	0	0 %
7 Elementary	0	0 %
8 Elementary	0	0 %
9 High School	0	0 %
10 High School	0	0 %

	Freq.	%
11 High School	2	1 %
12 High School	29	15.5 %
13 College	14	7.5 %
14 College	28	15 %
15 College	11	6 %
16 College	46	25 %
17 Some Grad	7	4 %
18 Grad/Prof	46	25 %
-8 Don't know	0	0 %
-9 Refused	1	.5 %

Time2

	Freq.	%
0 None	0	0 %
1 Elementary	0	0 %
2 Elementary	2	2 %
3 Elementary	0	0 %
4 Elementary	1	1 %
5 Elementary	0	0 %
6 Elementary	0	0 %
7 Elementary	0	0 %
8 Elementary	0	0 %
9 High School	0	0 %
10 High School	0	0 %

	Freq.	%
11 High School	0	0 %
12 High School	12	11 %
13 College	6	5 %
14 College	17	15 %
15 College	2	2 %
16 College	31	27.5 %
17 Some Grad	5	4.5 %
18 Grad/Prof	32	28.5 %
-8 Don't know	0	0 %
-9 Refused	4	3.5 %

Q13: Now consider your family's household income from all sources. As I read a list, please stop me when I get to the income level that best describes your household income in (Before Taxes)

- 1 less than \$10,000
- 2 \$10,000 to \$19,999
- 3 \$20,000 to \$29,999
- 4 \$30,000 to \$39,999
- 5 \$40,000 to \$49,999
- 6 \$50,000 to \$59,999
- 7 \$60,000 to \$79,999
- 8 \$80,000 to \$99,999
- 9 \$100,000 to \$150,000
- 10 Over \$150,000
- 8 Don't Know
- 9 Refused

	Time1			Time2	
	Freq.	%		Freq.	%
1 Less than \$10,000	8	4 %	1 Less than \$10,000	2	2 %
2 \$10,000 to \$19,999	15	8 %	2 \$10,000 to \$19,999	3	2.5 %
3 \$20,000 to \$29,999	9	5 %	3 \$20,000 to \$29,999	4	3.5 %
4 \$30,000 to \$39,999	20	11 %	4 \$30,000 to \$39,999	3	2.5 %
5 \$40,000 to \$49,999	22	12 %	5 \$40,000 to \$49,999	22	19.5 %
6 \$50,000 to \$59,999	17	9 %	6 \$50,000 to \$59,999	5	4.5 %
7 \$60,000 to \$79,999	10	5.5 %	7 \$60,000 to \$79,999	3	2.5 %
8 \$80,000 to \$99,999	19	10.5 %	8 \$80,000 to \$99,999	18	16 %
9 \$100,000 to \$150,000	18	10 %	9 \$100,000 to \$150,000	7	6 %
10 Over \$150,000	14	7.5 %	10 Over \$150,000	42	37.5 %
-8 Don't Know	8	1.5 %	-8 Don't Know	3	3 %
-9 Refused	30	16 %	-9 Refused	0	0 %