

Appendix A: Transparency Details for Northern Wisconsin Drinking Water Poll

1. This project was sponsored by Northland College.
2. The Center for Rural Communities conducted the study on behalf of the sponsor.
3. The project was funded by a grant from the Otto-Bremer Foundation.
4. The questionnaire was conducted via telephone as a CATI survey. Please see Appendix B for the questionnaire.
5. The population under the study was residents of Ashland, Bayfield, Douglas, and Iron County in Wisconsin over the age of 18.
6. Both cell phones and land lines were included in the sampling frame. Both cell phone and landline phone numbers were limited by county residency within the four-county region. If households had both cell phone and landline numbers, only one number was selected before the sampling frame was produced.
7. The sample of names and phone numbers was purchased from ListGIANT, an online data broker.
8. For the cell phone sample, interviewers asked for the person listed with the phone number in the sample. If that person was unavailable, the interviewers asked for another member of the household 18 or older to take the survey. The interviews also asked respondents if they were driving and only interviewed those respondents who were not driving. For respondents who were driving, the interview was rescheduled for a later time.
9. For the landline sample, interviewers asked for the person listed with the phone number in the sample. If that person was unavailable, the interviewers asked for another member of the household 18 or older to take the survey.
10. The sample was randomly selected.
11. The total number of completed interviews is 640 (584 landline and 56 cell phone) with a cooperation rate of 28.4%. The margin of error is +/-3.8 at the 95% confidence level. The survey data were weighted to reflect US Census American Community Survey 5-year estimates (2010-2014) figures of gender and education across the four county area of northern Wisconsin.
12. The sample size and margin of error for reported subsets of the data are in Table 1 below.

Table 1. Sampling Error

Population (Household Four County Region)	Sample Size	Sampling Error (at 95% confidence level)
35,246	640	0.038

13. The survey was administered in English only by telephone between May 5th and June 2nd 2016.

Appendix B: Survey Instrument Programmed in Sawtooth WinCATI.

Q: 1

Hello, my name is [INTERVIEWER NAME]

I'm calling from the Center for Rural Communities at Northland College.

We are conducting a public opinion poll.

Hello, my name is [INTERVIEWER NAME]

I'm calling from the Center for Rural Communities at Northland College.

We called a few days ago to ask you some questions about your drinking water, and I'm calling today to complete the poll.

Q: 2

Is [INTERVIEWER READS NAME] available?

1 Yes

0 No

SKP I1A_AnyAdult 0

Q: 3

Hi [INTERVIEWER READS NAME OR IF IT IS A NEW PERSON ON THE PHONE ASK FOR THE PERSON'S NAME]

We are conducting a public opinion poll about the quality of your drinking water and we are hoping to get your opinion. This is not for marketing purposes, and we are not selling any products, we are conducting the poll to inform the public and policy makers about the opinions of people living in Ashland, Bayfield, Douglas, and Iron counties.

It takes between 7 to 10 minutes, are you willing to participate?

1 YES

0 NO

SKP InstQa 1

Q: 4

This poll will help inform policy makers on the preferences of people living in northern Wisconsin.

It will only take 7 to 10 minutes, would you consider participating?

1 Yes

0 No

SKP Refused 0

Q: 5

Great, thank you. I would like to confirm that you qualify.

Q: 6

Are you at least 18 years old?

1 Yes

0 No

SKP I2_Resident 1

Q: 7

Is there another person who is 18 or older at home?

1 Yes

0 No

SKP Participate 1

Q: 8

Is there anyone over 18 who lives there?

1 Yes

0 No

SKP NoAdult 0

Q: 9

Thank you, we will call back another time.

Q: 10

Are you a resident of Ashland, Bayfield, Douglas or Iron County? For our purposes, we consider you a resident if own property or if you live in Ashland, Bayfield, Douglas or Iron County for at least 6 months out of the year.

1 Yes

0 No

Q: 11

Which County are you a resident of?

1 Ashland

2 Bayfield

3 Douglas

4 Iron

Q: 12

We are including both cell phones and landlines in this study. Did I reach you on your cell phone?

1 Yes

0 No

IF (ANS = 0) SKIPTO Inst11

Q: 13

Are you driving?

1 Yes

0 No

IF (ANS = 0) SKIPTO Inst11

IF (ANS = 1) SKIPTO Inst10

Q: 14

Is there another time we could reach you today or this week?

1 Yes

0 No

IF (ANS = 0) SKP Refused

IF (ANS = 1) SKP Inst4_callback

Q: 15

Ok, thank you!

Your participation is completely voluntary, you may skip any question you don't want to answer, and you can end the survey at any time.

Your responses are completely confidential. Your name and phone number will not be recorded with your responses.

You can ask questions during the survey, and at the end of the survey I will provide you with a telephone number to call if you have questions.

Q: 16

In your home, what best describes the source of your tap water?

[Read List - for all questions on this survey, do not read "Unsure/Don't Know"]

1 City or town water

4 Tribal Water Utility

2 Private Well

3 Other (Please Specify)

8 Unsure/Don't Know

IF (ANS = 2) SKP O2_welltest

Q: 17

What is the source of your tap water? [Read List][Mark all that apply]

- 1 Ground water
- 2 Lake Superior
- 3 Local Lake
- 4 River
- 5 Other (Please Specify)
- 8 Unsure

If (O1_tap = 1|3|4) SKP O4_searchinfo

Q: 18

At your current residence, have you ever had your well water tested for contaminants?

- 1 Yes
- 0 No
- 8 Unsure

IF (ANS = 0) SKP O6_watertype

IF (ANS = 8) SKP O6_watertype

Q: 19

How often do you test your well water?

- 1 At least two times per year
- 2 Once per year
- 3 Less than once per year

If (O1_tap = 2) SKP O6_watertype

Q: 20

At your current residence, have you ever searched for information on your tap water quality?

- 1 Yes
- 0 No
- 8 Unsure

Q: 21

What types of water do you drink on a daily basis? You can choose more than one type.

[Read all] [Mark all that apply][Only include items consumed every day]

- 1 Tap water
- 2 Artesian Well water
- 3 Bottled water
- 4 Other (Please Specify)

Q: 22

Now I would like to ask your opinion about the role of the public sector in relation to drinking water.

There are a variety of agencies and entities in the public sector that provide services related to drinking water including: publicly owned utilities, tribal water utilities, local city or town officials, tribal governments, and state and federal agencies.

I will read you a list of statements about the role of these public sector entities.

Please tell me if you strongly agree, agree, are neutral, disagree, or strongly disagree that the public sector should be responsible for the following activities.

Q: 23

The public sector should be responsible for...protecting drinking water sources from pollution. Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree?

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 8 Unsure/ Don't Know

Q: 24

The public sector should be responsible for...Managing land use to minimize impact on water sources.

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 8 Unsure/ Don't Know

Q: 25

The public sector should be responsible for...Placing limits on the use of water to prevent depletion of drinking water sources.

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 8 Unsure/ Don't Know

Q: 26

The public sector should be responsible for...Protecting drinking water sources from acts and risks of terrorism.

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 8 Unsure/ Don't Know

Q: 27

The public sector should be responsible for...Ensuring water is safe to drink.

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 8 Unsure/ Don't Know

Q: 28

The public sector should be responsible for...Notifying the public of any changes in water quality or treatment methods.

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 8 Unsure/ Don't Know

Q: 29

The public sector should be responsible for...Guaranteeing access to safe drinking water regardless of someone's ability to pay.

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 8 Unsure/ Don't Know

Q: 30

We are also interested in understanding your opinion on the role of private entities in relation to drinking water.

By private entities we mean for-profit businesses or corporations. [if participant asks, co-ops are not included]

I will read you a list of statements, please tell me if you strongly agree, agree, are neutral, disagree or strongly disagree.

Q: 31

A private entity should be allowed to own and operate a water utility.

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 8 Unsure/ Don't Know

Q: 32

A private entity should be allowed to earn a profit from the supply of drinking water to households.

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 8 Unsure/ Don't Know

Q: 33

A private entity should be allowed to extract and sell water from Lake Superior or the aquifers, streams and rivers that feed it.

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 8 Unsure/ Don't Know

Q: 34

Now I am going to read you a list of qualities associated with privately-owned water utilities and publicly-owned water utilities.

Please tell me if you strongly agree, agree, are neutral, disagree or strongly disagree with the following statements.

Q: 35

Privately owned water utilities provide more efficient services than public utilities.

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 8 Unsure/ Don't Know

Q: 36

A privately owned water utility is more accountable to the people it serves than a publicly owned utility.

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 8 Unsure/ Don't Know

Q: 37

A privately owned water utility is more trustworthy than a publicly owned utility.

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 8 Unsure/ Don't Know

Q: 38

Privately owned water utilities are more transparent than publicly owned utilities.

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 8 Unsure/ Don't Know

If (O1_tap = 2) SKP Pays1

Q: 39

Over the last few years, local, state, and national officials have been in conversations about public water systems; that is, the public infrastructure that treats and delivers water for human consumption.

I will read you a list of common concerns related to public water systems.

Q: 40

When it comes to the public water system in your community, would you say you are very concerned, somewhat concerned, or not at all concerned...

about the age of your community's water system.

- 1 Very concerned
- 2 Somewhat concerned
- 3 Not at all concerned
- 8 Unsure/ Don't Know

Q: 41

When it comes to the public water system in your community, would you say you are very concerned, somewhat concerned, or not at all concerned...

...about the cost of repairing or upgrading your community's water system.

- 1 Very concerned
- 2 Somewhat concerned
- 3 Not at all concerned
- 8 Unsure/ Don't Know

Q: 42

When it comes to the public water system in your community, would you say you are very concerned, somewhat concerned, or not at all concerned...

...that your tap water is unsafe to drink

- 1 Very concerned
- 2 Somewhat concerned
- 3 Not at all concerned
- 8 Unsure/ Don't Know

Q: 43

When it comes to the public water system in your community, would you say you are very concerned, somewhat concerned, or not at all concerned...

...about your local leaders willingness to address any problems that might arise with your community's water system.

- 1 Very concerned
- 2 Somewhat concerned
- 3 Not at all concerned
- 8 Unsure/ Don't Know

Q: 44

If your community's public water infrastructure needs repair, the city should increase...

- 1 Water utility rates
- 2 Taxes
- 3 Both
- 4 Neither
- 8 Unsure/ Don't Know

Q: 45

We are almost done, I appreciate your time.

The next few questions are about your values related to drinking water.

Please tell me if you strongly agree, agree, are neutral, disagree or strongly disagree with the following statements.

Q: 46

Water is a human right, every person should have access to clean and safe drinking water.

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 8 Unsure/ Don't Know

Q: 47

We should protect and conserve water resources for future generations, even if that means we need to restrict our consumption or activities that harm the water.

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 8 Unsure/ Don't Know

Q: 48

To conclude, I have just a few more questions to ensure that our survey results are representative.

Q: 49

What is your gender? (Respondent will self-identify)

- 1 Male/Man
- 2 Female/Woman
- 3 Other/Does not identify

Q: 50

What year were you born?

Q: 51

Are you Hispanic or Latino/a?

- Yes
- No

Q: 52

What race or races do you best identify with?

MARK ALL THAT APPLY

LET RESPONDENTS SELF-IDENTIFY

IF CONFUSED, PROMPT WITH LIST

IF THEY ASK, THEY MAY CHOOSE MORE THAN ONE

IF THEY SAY MULTIRACIAL, ASK THEM IF THEY WOULD BE WILLING TO SPECIFY FROM THE LIST

- 1 White
- 2 Black/African American
- 3 Native American/American Indian
- 4 Alaskan Native
- 5 Asian
- 6 Native Hawaiian and Other Pacific Islander
- 7 Other (Please Specify)

Q: 53

What is your highest level of education?

LET RESPONDENT SELF IDENTIFY

- 1 Less than high school
- 2 Some high school, no diploma
- 3 High school graduate (includes equivalency)
- 4 Some college (no degree)
- 5 2-year degree
- 6 4-year degree
- 7 Graduate or professional degree

Q: 54

How many people live in your household? Include yourself in your response.

If (D1_gender = 1 & D6_hhold = 1) SKP D7_property

If (ANS = 1) SKP D6preg

Q: 55

How many people in your household are under the age of 18?

IF (ANS = 0) SKP D6preg

Q: 56

Are there any infants under the age of one in your household?

- 1 Yes
- 0 No

Q: 57

Is anyone currently pregnant in your household?

- 1 Yes
- 0 No

Q: 58

Do you own or rent your primary residence?

[If participant asks, a primary residence is a person's "main home" where they live in]

- 1 Own
- 2 Rent

Q: 59

What was your approximate household income before taxes last year?

LET RESPONDENT SELF IDENTIFY, BUT OFFER TO LIST THE RANGES IF NEEDED

- 1 Less than \$14,999
- 2 \$15,000 to \$24,999
- 3 \$25,000 to \$34,999
- 4 \$35,000 to \$49,999
- 5 \$50,000 to \$74,999
- 6 \$75,000 to \$99,999
- 7 \$100,000 or more
- 8 Unsure/ Don't Know

Q: 60

This is the end of the poll. Thank you so much for your participation.

Is there anything you would like to add?

Q: 61

Would you like to receive a postcard notification when the results are available?

- 1 Yes
- 0 No

Q: 62

Do you have any questions for me?

If you have any questions later, you can reach the Center for Rural Communities at 715-682-1282.

I hope you have a great day/evening!

Q: 63

Thank you for your time, have a great (day / evening). [INTERVIEWER HANGS UP]

Q: 64

I'm sorry but we need to speak with someone who is 18 or older. Thank you for your time!

Q: 65

Sorry but we are only including residents of Ashland, Bayfield, Douglas and Iron Counties in this study.

Thank you for your time, have a great (day / evening).