

Quick Summary

We received a total of 114 responses

- 72.8 percent were female
- 46.5 percent were ages 41-64
- 51.8 percent remembered most of the actions they pledged to do
- 51.8 percent strongly agree that they were already committed to protecting their watershed prior to taking the pledge
- 42.7 percent somewhat agreed that the pledge had an impact on how they care for their watershed
- 36 percent somewhat agreed that the wristband served as a reminder
- 54.1 percent strongly agreed that they would have followed through on their pledge without the wristband
- 57.7 percent strongly agreed that the Watershed Pledge is an effective way to encourage people to take care of their watershed

Top five pre-pledge behaviors

- 89.1 percent - Never dump toxic materials
- 86.4 percent - Turn off faucet while brushing teeth
- 80.9 percent - Check car for leaks and maintain with tune-ups
- 76.4 percent - Fix leaks
- 75.5 percent - Use water-efficient showerheads

Top five pledged behaviors

- 91.2 percent - Turn off faucet while brushing teeth
- 84.3 percent - Never dump toxic materials
- 79.4 percent - Use water-efficient showerheads
- 76.5 percent - Fix leaks
- 75.5 percent - Check car for leaks and maintain with tune-ups

Top five post-pledge behaviors followed through with

- 87 percent - Turn off faucet while brushing teeth (benefit "easy")
- 86 percent - Never dump toxic materials (benefit "help the environment")
- 79 percent - Check the car for leaks and maintain with tune-ups (benefit "help the environment")
- 77 percent - Fix leaks (benefit "help the environment")
- 75 percent - Use water-efficient showerheads (benefit "help environment")
- 75 percent - Encourage others to take the pledge (benefit "help environment")

Top five post-pledge behaviors not followed through with

- 37 percent - Take part in an event that benefits the environment (barrier "need more information")
- 30 percent - Use water-efficient toilets (barrier "too expensive")
- 25 percent - Use water-efficient faucets (barrier "too expensive")
- 18 percent - Use water-efficient showerheads (barriers "don't know how" and "too expensive")
- 17 percent - Encourage others to take the pledge (barrier "forgot")