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Arnold Schwarzenegger
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A PROFILE OF LOS ANGELES COUNTY RESIDENTS WHO POLLUTE

Los Angeles County residents are...

- ☞ Overall, interested and concerned about neighborhood pollution and water quality
- ☞ Often unknowingly engaging in polluting behaviors
- ☞ Willing to change behaviors that contribute to storm water pollution if given a good reason and simple action steps
- ☞ Highly motivated by the human consequences of pollution – particularly the health and safety of children – and a sense of personal responsibility

To maximize campaign resources and potential reductions in storm water pollution, the State Water Resources Control Board's *Erase the Waste* campaign will focus on three primary audience groups that comprise Los Angeles County's "greatest polluters, most likely to change their polluting behaviors." Collectively, these residents make up approximately 72 percent of the LA County population, and represent all ethnicities, genders and levels of socio-economic status.

Neat Neighbors*

- ☞ Approximately 50 percent of Los Angeles County residents
- ☞ 4.5 million adults
- ☞ Middle to high income, home-owning, family-oriented professionals
- ☞ Avid recyclers, who want to keep their neighborhoods neat and clean
 - Hose off their driveways into the storm drains more than 200,000 times a month
 - Drop their cigarette butts on the ground nearly 375,000 times per month

Fix it Foul Ups*

- ☞ Approximately 13 percent of Los Angeles County residents
- ☞ 1.2 million adults
- ☞ Devoted do-it-yourselfers, responsible for a large amount of pollution mainly related to working on their cars, homes and gardens
 - Fail to recycle used motor oil and other car fluids more than 124,000 times a month
 - Spray yards with pesticides that wash into the storm drains nearly 100,000 times a month
 - Hose down their driveways into the street more 85,000 times a month

Rubbish Rebels*

- ☞ Approximately nine percent of Los Angeles County residents
- ☞ 405,000 adults
- ☞ Predominately single males in their teens and twenties
- ☞ This small group accounts for a largely disproportionate amount of pollution, mainly due to blatant polluting behaviors
 - Dump their ashtrays in the street more than 20,000 times per month, accounting for 42% of all ashtrays dumped in the streets
 - Throw litter from their cars nearly 575,000 times per month
 - Drop trash directly into the stormdrains more than 125,000 times per month

**These audiences were originally identified (and given their nicknames) in a landmark population segmentation study conducted by Pelegrin Research Group (Glendale, California, May 1997). Pollution volumetrics - quantifiable estimates of each audience's polluting behaviors per month – were also identified and tracked through evaluation studies from 1997-2001.*

California Environmental Protection Agency



**Erase the
waste**