

ATTITUDES, AWARENESS AND ACTIONS OF THE RESIDENTS OF THE  
HINKSON CREEK WATERSHED REGARDING WATER QUALITY AND  
ENVIRONMENTALISM

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ABSTRACT

This study explored the attitudes and opinions of 4,653 homeowners in the Hinkson Creek watershed regarding water quality and environmentalism in the watershed.

The Hinkson Creek flows north to south through Boone County and the city of Columbia (population 90,000) in central Missouri with a watershed that covers approximately 57,500 acres.

Eight focus groups were conducted with people living in rural, exurban, suburban and urban portions of the watershed. They revealed a high level of concern for the large amount of development occurring in Boone County and how it will affect streams.

A mail survey, designed from the information gained from the focus groups revealed that respondents know little about water quality in their area; whether Hinkson Creek was polluted, the largest contributors of water pollution to Hinkson Creek and they did not understand the term nonpoint source pollution. The information gained from this study can be used to develop educational programs.