
During the 2000 State Fair in Salem, Oregon, two Willamette River organizations joined forces to survey participants at the fair for their opinions regarding salmon and the current status of the river. Close to 1900 citizens completed the questionnaires, which were then broken down by question and age range. Questions included:

- What is the biggest water quality problem facing the Willamette River?
- Where do you get MOST OF YOUR information regarding environmental issues in Oregon?
- Which two of the following are the most compelling reason for YOU to become involved in protecting water quality, and fish and wildlife habitat in watersheds?

(In total 18 questions were asked.)

Critique

The majority of the participants had some level of college or had graduated from an institution of higher education. Females outnumbered males in filling out the survey, while the age range of 31-45 was predominant. One striking result of the survey showed that citizens are unaware of the time it will take to clean the Willamette River. Four hundred twenty six believed that it will take 1-10 years, 630 participants believed the river would be clean in 11-25 years. The minority of those polled believed that it would take more than 100 years to restore the salmon population and the Willamette watershed to its natural state.

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