

# 2015 Water Issues Public Opinion Poll

Prepared for  
**San Diego County Water Authority**  
April 2015



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- Questionnaire
- Detailed Tabular Results

## EXECUTIVE SUMMARY

Given the severity of drought conditions statewide, it comes as no surprise that the San Diego region's water supply is *the* top-of-mind issue for a large and increasing number of residents. According to this year's San Diego County Water Authority Public Opinion Poll of 1,000 adults countywide, one-third of respondents said without prompting that drought-related concerns trump all other issues – twice the level recorded just a year ago. More than eight-in-ten poll respondents (85%) agreed that the current water supply situation is very serious.

Awareness and concern about the drought has translated into a growing understanding of the value of water, support for the region's supply diversification strategy, and an appreciation for efforts to protect supplies through enforcement and water-use mandates. An overwhelming majority of residents – 88% – understand the connection between a robust economy and a reliable water supply, up from 84% last year. In addition, 86% of respondents agreed that a reliable water supply for this region is essential to their quality of life, including 65% who strongly agreed.

Nearly two-thirds of respondents supported mandatory water-use restrictions to combat the drought, while only about one-in-ten respondents disagreed with that strategy. In addition, 21% of respondents said increasing enforcement was the most important thing that water agencies should do to respond to continued dry conditions – by far the most commonly supported strategy. The poll also showed high levels of support for supplementing the local drinking water supply with advanced treated recycled water (73%) and high interest in replacing front-yard grass lawns with low-water-use landscapes (33% very willing and 42% may consider).

On the behavioral front, 81% of respondents reported taking some sort of conservation measure following the start of mandatory water-use restrictions in August 2014. However, self-reported participation in conservation practices such as restricting the length of showers or cleaning only full loads of dishes was about the same as last year. It's clear that there still is room for people to increase conservation: 54% of respondents said they could do more to save water at home. For the second year in a row, young adults were far more likely to say they could do more to save than older adults. As in 2014, more than 80% of respondents said water-use efficiency is a civic duty.

As for the cost of water, 67% of respondents felt water was an excellent or good value compared to other utilities, up from 56% a year ago and more than twice the number who said water is a poor value. In addition, respondents were twice as likely to support additional rate increases that would help ensure regional water supply reliability as they were to oppose such increases (44% versus 23%).

While public confidence in the reliability of current regional water supplies has weakened amid the drought, confidence in the long-term reliability of water supplies was about the same as last year. The poll also highlights a growing sense that the Water Authority's water supply diversification strategy is the correct path forward. Support for the Water Authority's diversification strategy increased to 84% from 79% in 2014.

These findings and many others related to water issues in San Diego County are presented in the attached report, which was supported by a Proposition 50 grant from the State of California's Department of Water Resources.

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## 1.0 INTRODUCTION AND METHODOLOGY

Probe Research Inc. was retained by the San Diego County Water Authority (Water Authority) to conduct a survey of a representative sampling of 1,000 San Diego County adults on a range of issues related to regional water supplies. This county-wide survey was designed and conducted by Probe Research in close consultation with representatives of the Water Authority.

The research findings collected via this survey and reported later in this document will assist the Water Authority on a variety of strategic information fronts. Topics explored include:

- ✓ Public views and behaviors on water scarcity and drought conditions
- ✓ Public views on water reliability and supply diversification strategy
- ✓ Public participation in selected water conservation activities
- ✓ Attitudes on water costs
- ✓ Preference for and recall of selected water conservation campaigns
- ✓ Public views on sources of water conservation and information on mandatory water-use restrictions

A representative sampling of 1,000 adults who have lived in San Diego County for at least one year completed the survey online (N=500) or via telephone (N=500), including 128 respondents who only used mobile phones. The two samples of completed surveys were then consolidated into a single data set which was then statistically weighted to reflect known age, gender and regional distribution attributes of San Diego County based on 2010 U.S. Census Data. All data analysis was performed using SPSS statistical analysis software.

The telephone portion of the survey was conducted by Flagship Research of San Diego. Flagship Research is a professional field research center that has conducted similar data collection services on a sub-contract basis for the Water Authority on multiple occasions. Flagship utilizes a state-of-the-art Computer Assisted Telephone Interviewing (CATI) system for its telephone interviews. Random Digit Dialing (RDD) telephone sample was provided to Flagship by Scientific Telephone Sampling (STS) of Foothill Ranch, Calif. The telephone survey was thoroughly pre-tested by Probe Research and Flagship Research. Five hundred live telephone interviews were conducted between March 16 and April 1, 2015, among a stratified sampling of residents (based on region, age and gender).

Five hundred online surveys were collected between March 17 and 30, 2015, via Survey Sampling International's (SSI) proprietary panel. SSI is one of North America's most established and reputable online panel providers. A stratified sampling frame based on region, age and gender was also used in the online version to ensure respondent representation across the county.

As an online survey is a sample of convenience - rather than a probability sample - no margin-of-error can be ascribed to the overall combined survey sample. However, comparisons of results across the two samples provide a high degree of confidence that this survey accurately reflects public opinion in San Diego County on water-related issues. A strict probability sample of 1,000 adults would have a margin of error of  $\pm 3.1$  percentage points, 19 times out of 20.

## 2.0 PROFILE OF RESPONDENTS

The table below reveals the socio-demographic makeup of respondents:

	TOTAL (n=1,000) (%)	AGE		
		18-34 (n=360) (%)	35-54 (n=360) (%)	55+ (n=280) (%)
<b>LENGTH OF RESIDENCE IN SAN DIEGO COUNTY:</b>				
1-5 years	13	22	9	8
6-10 years	12	16	13	6
10+ years	75	62	79	86
<b>GENDER:</b>				
Men	50	53	50	46
Women	50	47	50	54
<b>EDUCATION:</b>				
Grade/some high school	4	3	5	3
Completed high school	12	15	10	11
Some apprenticeship/trades	3	2	3	4
Journey-person certification	1	1	2	1
Some community college	17	23	15	13
Completed community college	8	9	8	8
Some university	12	13	10	12
Completed university	43	35	48	48
<b>HOUSEHOLD INCOME:</b>				
Less than \$25,000	15	15	13	17
\$25,000-\$49,999	22	28	17	23
\$50,000-\$74,999	23	30	19	19
\$75,000-\$99,999	16	12	20	15
\$100,000-\$149,999	15	9	19	17
\$150,000-\$249,999	8	6	11	5
\$250,000+	2	1	2	4
<b>HOME OWNERSHIP:</b>				
Own	57	36	67	69
Rent	41	60	32	30
Other	2	5	1	1
<b>PAY WATER BILL:</b>				
Self / household member	73	70	75	72
Landlord / other	27	30	25	28
<b>REGION:</b>				
East County	15	15	15	15
Metro	14	14	14	14
South Metro	23	23	23	23
North Coastal	16	16	16	16
North Island	18	18	18	18
South County	14	14	14	14
<b>ETHNICITY:</b>				
White (not Hispanic)	65	52	63	83
Hispanic / Latino	18	28	15	9
Asian-American / Pacific Islander	10	13	13	3
African-American / Black	5	5	7	3
Native American	2	2	2	2



## 2.1 Survey Sub-Populations

Survey cross-tabulations have been produced based on specific questions identified below. These categories appear as sub-populations, both in the data tables and throughout the report:

- ✓ **Years living in San Diego: (Based on Q.D: How long have you been a resident of San Diego County?):** This refers to respondents who have lived in the county from one to 10 years versus 10 years or more.
- ✓ **Pay Own Water Bill: (Based on Q.DS4: Does your household pay its own water bill, or does someone else, like your landlord or homeowner's association, pay the water bill?):** This represents the respondent or other member of the household who is responsible for paying the household water bill, versus a bill paid by landlord, homeowner's association or other entity.
- ✓ **System Reliability (Based on Q.8: A reliable water supply is one that can be depended upon to consistently provide enough water to meet the region's needs. Currently, how reliable do you think San Diego County's water supply is? Would you say it is):** Respondents are represented by those who feel their water is "very or somewhat reliable" versus those who feel this is "very or somewhat unreliable."
- ✓ **Familiar with Water Restrictions (Based on Q.17: Mandatory water-use restrictions are in effect across the San Diego region. Generally speaking, how familiar are you with restrictions in your community?):** This represents residents who say they are "very" or "somewhat" familiar versus those who are "not very or not at all" familiar with the restrictions.
- ✓ **Taken Action to Reduce Water Use (Based on Q.18: What specific actions – if any – have you taken to reduce your water use in response to mandatory water-use restrictions since the start of August 2014?):** This refers to those who have or have not implemented drought-related actions.
- ✓ **Could do more to conserve (Based on Q.23b: I could do more to conserve water at my home.):** This refers to those who "strongly" or "somewhat" agreed versus those who "strongly" or "somewhat" disagreed or were unsure that they could be doing more to conserve water.
- ✓ **Region:** "City" (Metro and South Metro) and "County" (East County, North Coastal, Inland, East and South County)
- ✓ **County (applicable zip codes):**
  - **"East County":** 91901, 91903, 91905, 91906, 91916, 91917, 91931, 91934, 91935, 91941, 91942, 91943, 91944, 91945, 91946, 91947, 91948, 91962, 91963, 91976, 91977, 91978, 91979, 91980, 91987, 91990, 92019, 92020, 92021, 92022, 92036, 92040, 92071, 92072, 92090
  - **"Metro":** 92037, 92038, 92039, 92092, 92093, 92111, 92117, 92119, 92121, 92122, 92123, 92124, 92126, 92131, 92132, 92142, 92145, 92160, 92161, 92168, 92169, 92171, 92177, 92190, 92191, 92192, 92193, 92194, 92196, 92197
  - **"South Metro":** 92101, 92102, 92103, 92104, 92105, 92106, 92107, 92108, 92109, 92110, 92112, 92113, 92114, 92115, 92116, 92118, 92120, 92133, 92134, 92135, 92137, 92138, 92139, 92140, 92147, 92149, 92150, 92152, 92158, 92159, 92162, 92163, 92164, 92165, 92166, 92167, 92170, 92174, 92175, 92176, 92178, 92182, 92184, 92186, 92187, 92195
  - **"North Coastal":** 92007, 92008, 92009, 92013, 92014, 92018, 92023, 92024, 92049, 92051, 92052, 92054, 92055, 92056, 92057, 92058, 92067, 92068, 92075, 92083, 92084, 92085, 92091, 92130
  - **"North Inland":** 92003, 92004, 92025, 92026, 92027, 92028, 92029, 92030, 92033, 92046, 92059, 92060, 92061, 92064, 92065, 92066, 92069, 92070, 92074, 92078, 92079, 92082, 92086, 92088, 92096, 92127, 92128, 92129, 92172, 92198, 92199
  - **"South County":** 91911, 91902, 91908, 91909, 91910, 91912, 91913, 91914, 91915, 91921, 91932, 91933, 91950, 92951, 92136, 92143, 92153, 92154, 92155, 92173, 92179

## 3.0 RESEARCH RESULTS

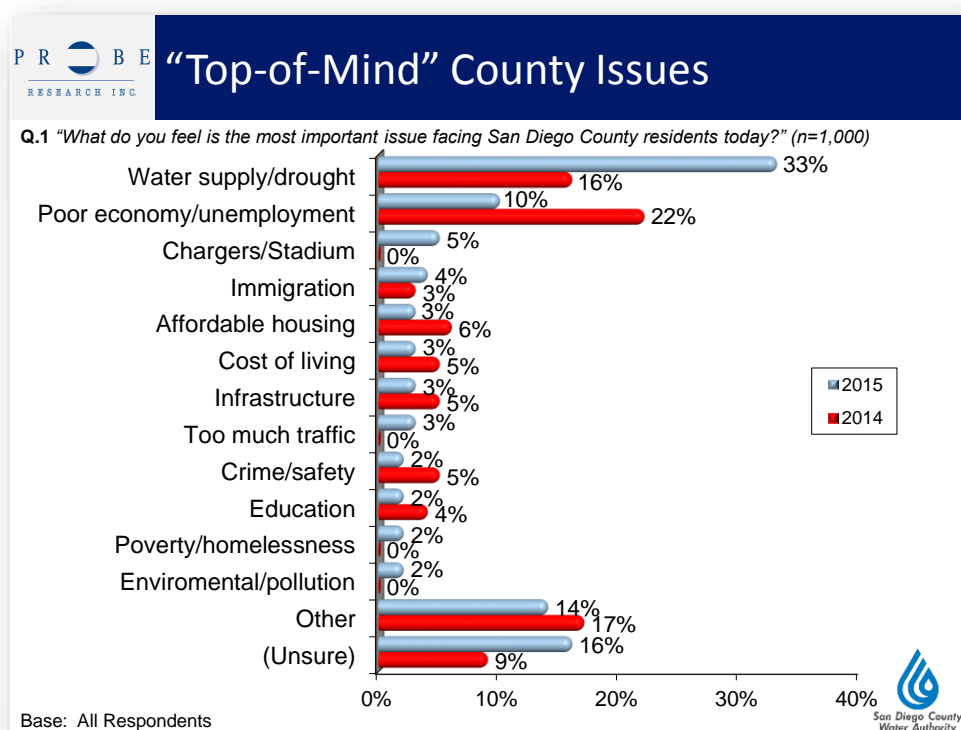
### 3.1 Issues in San Diego County

The following section examines “top-of-mind” concerns among residents of San Diego County.

#### 3.1.1 San Diego County Issues Agenda

Survey respondents were asked to indicate, in their own words, what they regard as the county’s most important issue at this time. Challenges to the region’s water supply ranks as the top county issue (33%), followed well behind by poor economy/unemployment (10%), and all other issues that were each mentioned by 5% or few of respondents.

Concern over the region’s water supply has more than doubled since 2014 (to 33% from 16% in 2014) and has surpassed all other issues as the main concern of the region’s residents.



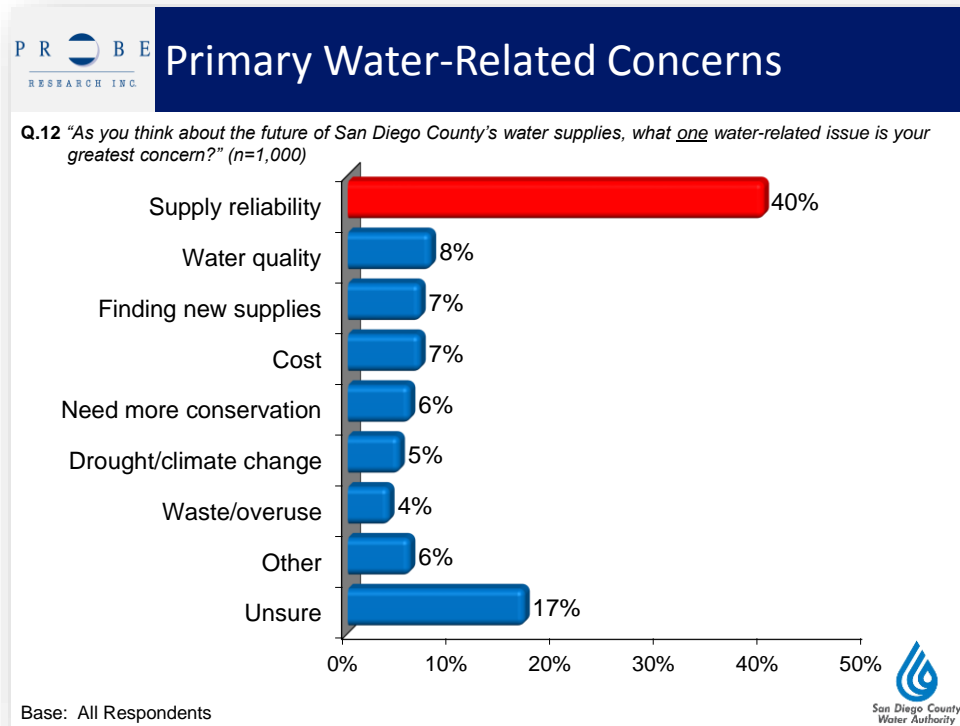
Those who were most likely to single out the *regional water supply* as the most important issue facing San Diego County included:

- Those from higher-income households (37% among those earning more than \$100,000/year, versus 19% among those earning less than \$25,000 annually).
- Respondents with higher levels of education (35% among those with who have a post-secondary degree versus 21% among those with high school or less education).
- Respondents who have taken action in their household(s) to reduce water use (36% versus 18% among those who have not taken any action).



### 3.1.2 Water-Related Concerns

By far the greatest concern regarding water-related issues among residents in the region is the *reliability* of their water supply (40%). This is followed by fewer than 10% who identified a variety of other issues, as noted in the chart below.



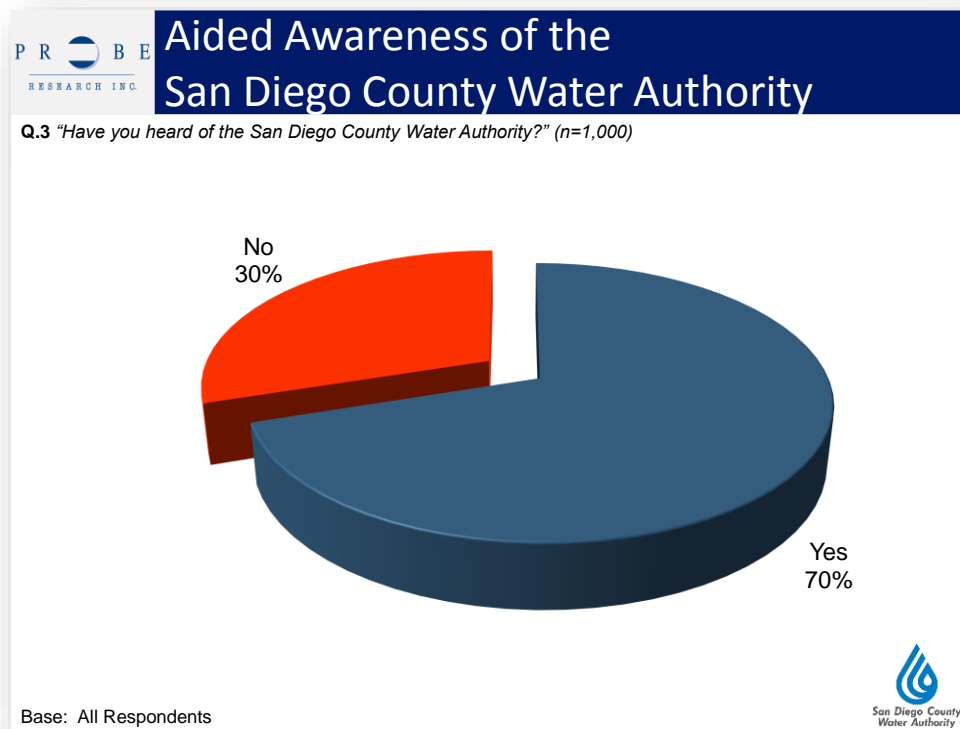
- Respondents who have made an effort to reduce their household water use were more than twice as likely to say that *supply reliability* is their greatest concern, compared to those who could not recall taking any actions to reduce their water use (45% versus 20%).

## 3.2 Public Awareness of and Satisfaction with San Diego County Water Authority

Familiarity with and approval of the San Diego County Water Authority is examined in this section of the report.

### 3.2.1 Aided Awareness of SDCWA

Seven-in-ten residents of San Diego County are aware of the Water Authority (70%), compared to three-in-ten who could not recall hearing about the agency (30%).

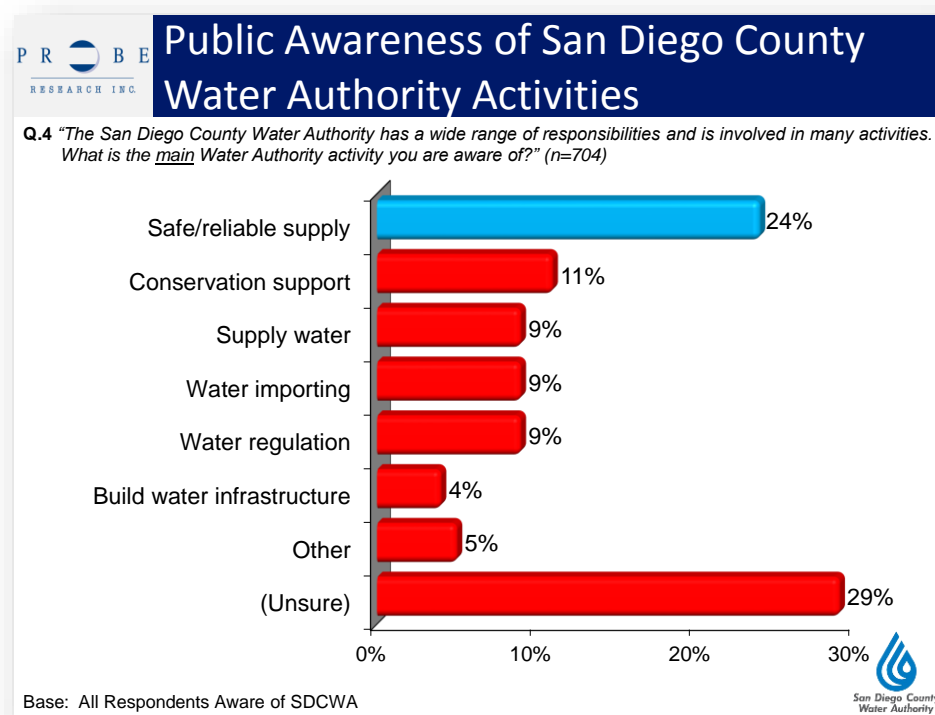


- Age, education and household income are all correlated to awareness of the San Diego County Water Authority:
  - Older citizens are far more aware of this organization than their younger counterparts (82% among those aged 55+ years versus 76% among those aged 35-54 years and only 55% among those younger than 35 years).
  - Those with higher levels of education are also most aware of the Water Authority (76% among those with a degree versus 68% among those with some post-secondary education and 56% among those with only high school education or less).
  - More than three-quarters of respondents from high-income households were aware of the Water Authority (78% versus 72% among those from households earning between \$50,000 and \$99,999 per year; 69% among those earning \$25,000 to \$49,000 per year; 53% among those earning less than \$25,000 per year).
- Home ownership also impacted the level of awareness. While 78% of those who own their homes had heard of the Water Authority, this falls to less than two-thirds among renters (62%).
- Nearly eight-in-ten white respondents were aware of the Water Authority, compared to only about half of Hispanic residents (78% versus 54%).

- Those who feel they could not be doing more to conserve water in their home were also more likely to have heard of the Water Authority, than those who feel they could be doing more (77% versus 65%).
- Those who were “very” familiar with the region’s water restrictions were more likely than others to have heard of the Water Authority (83% versus 70% overall) as were those who have taken action to reduce their water consumption (73% versus 60% among those who have not).

### 3.2.2 Public Awareness of Water Authority Activities

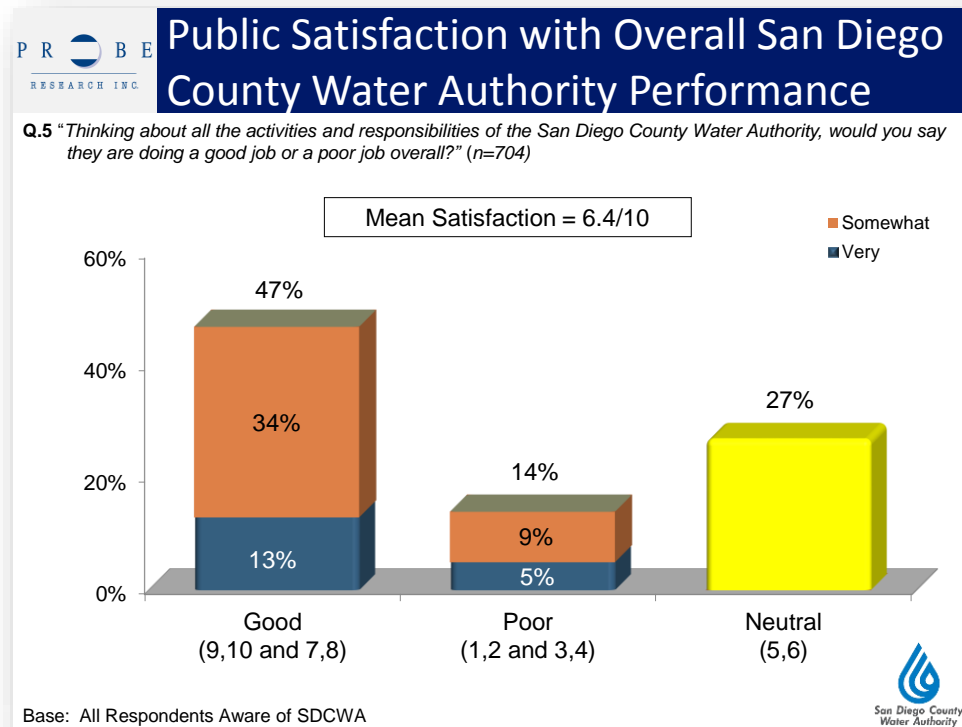
Respondents who were aware of the Water Authority were asked to identify the agency’s main activity. While 29% could not name any specific activity, one-quarter said this agency is responsible for *ensuring a safe and reliable water supply* (24%), followed by those who felt the main activity is offering water conservation programs (11%). There were several other activities identified by fewer than one-in-ten respondents as noted in the chart below.



- Respondents with higher levels of education were more likely than those with a high school education or less to report that the Water Authority’s main activity was *ensuring a safe and reliable water supply* (25% among those with a degree and 26% among those with some post-secondary education versus 13%).

### 3.2.3 Satisfaction with the Water Authority

Those who had heard of the Water Authority were asked how well they felt this organization was performing. Nearly one-half (47%) agreed the Water Authority was doing a *very good* job (13%, “9” and “10” on a 10-point scale) or a *good* job (34%, “7” and “8” on a 10-point scale). This compares to only 14% who said SDCWA was doing a *very poor* job (5%, “1” and “2”) or *somewhat poor* job (9%, “3” and “4”). Twenty-seven percent offered a more *neutral* assessment of the agency.



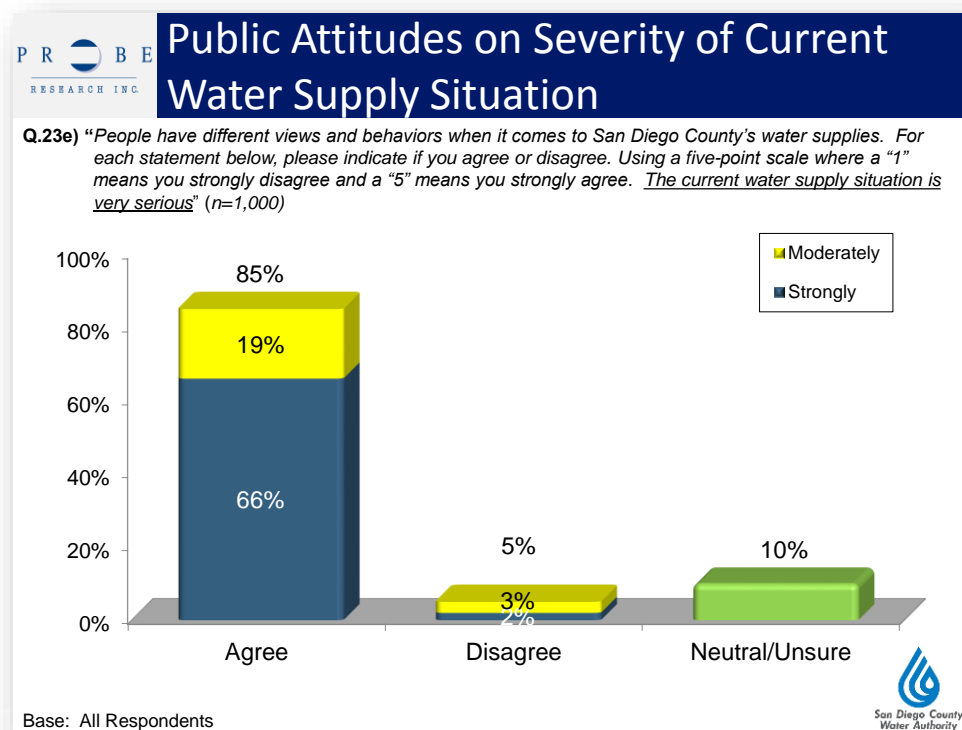
- Those who felt their water supply was reliable were nearly twice as likely to say the Water Authority was doing a good job, compared to those who do not feel confident in the reliability of their water supply (58% versus 31%).
- Four-in-ten residents who feel they could be doing more to conserve water in their homes felt the SDCWA was doing a good job (43% versus 26% among those who feel they are doing all they can to conserve water).

### 3.3 Public Views on the Drought and Mandatory Water Restrictions

The following section examines San Diego County residents' views regarding the current drought including attitudes about the severity of the drought and familiarity with water-use restrictions. Support for water agencies' actions to mandate water restrictions is also examined in-depth in this chapter of the report.

#### 3.3.1 Perceptions of Severity of Drought

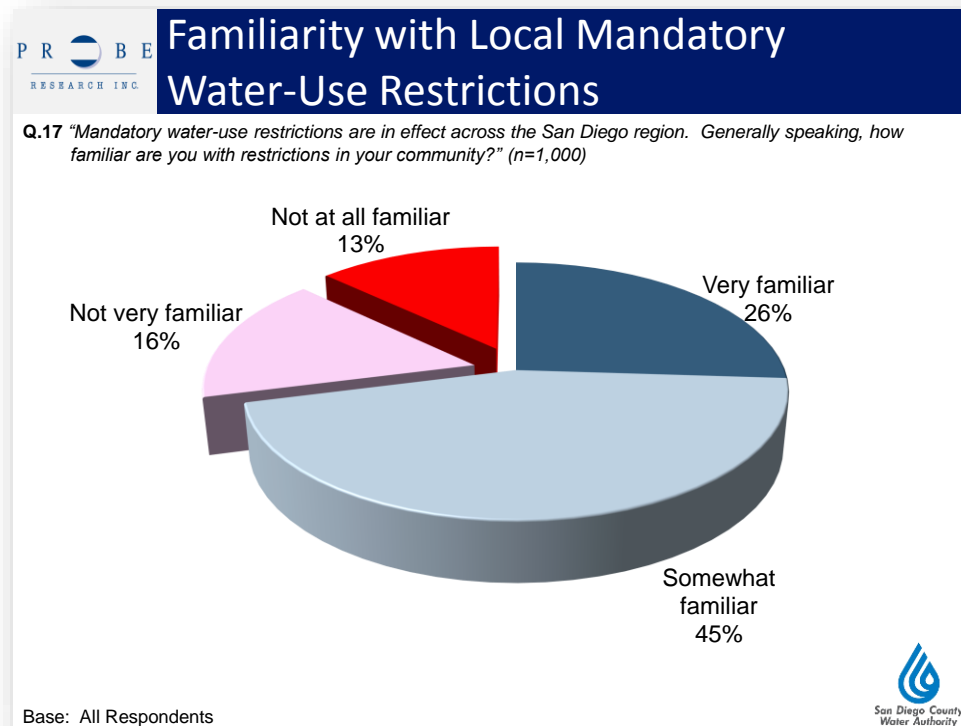
The severity of the current drought is not lost on San Diego County residents. Indeed, 85% agree with the statement, "*The current water supply situation is very serious*", including 66% who "strongly agree" with this statement and 19% who "moderately agree." This is in stark contrast to a very small number of residents who contest the severity of the water supply situation facing residents of this region (5% "disagree").



- While there was very little variation in responses across survey sub-populations, those who could not recall taking any action to reduce water usage were the least likely to agree with the severity of the current drought (69% "agree").

### 3.3.2 Familiarity with Water-Use Restrictions

More than seven-in-ten San Diego County residents reported familiarity with mandatory water-use restrictions in effect in their community (71%, including 26% “very familiar” and 45% “somewhat familiar”), compared to three-in-ten who are not familiar with these restrictions (29%).

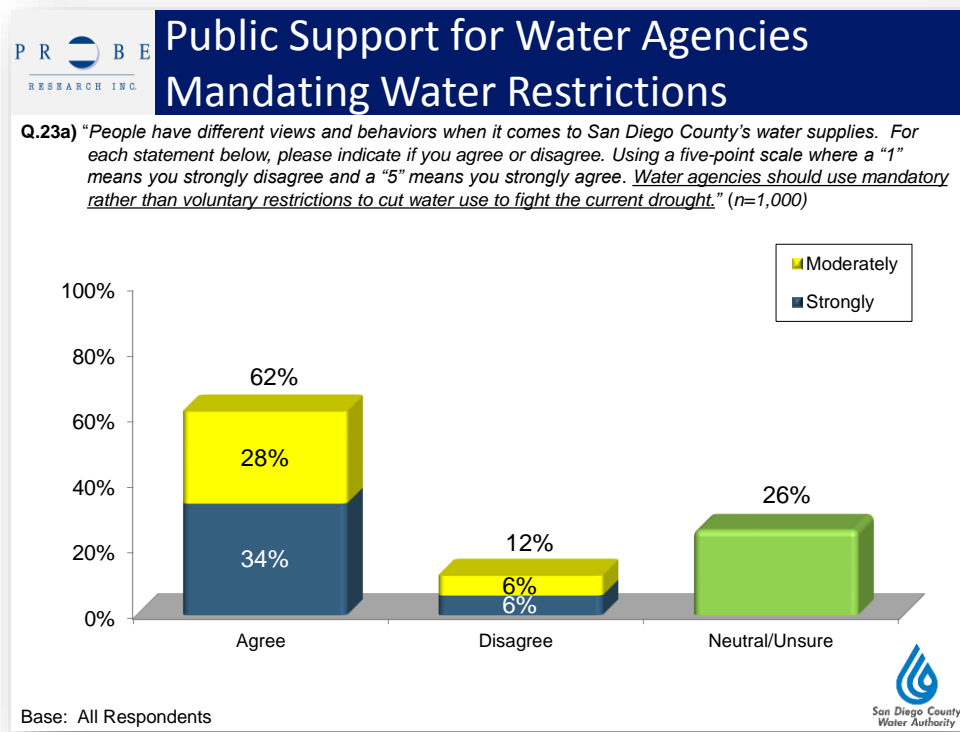


- Those who pay their own water bill were more familiar with the current water-use restrictions than were those who do not (76% versus 62%).
- Age, income and education are correlated to awareness of water-use restrictions:
  - Younger respondents were far less likely to be familiar with these restrictions than their middle-aged and older counterparts (63% versus 74% and 78% respectively).
  - Those with a high school education or less were far less likely than university or college graduates to be aware of these restrictions (61% versus 75%).
  - Low income households were also far less likely to report familiarity with restrictions in their community, compared to those from higher-income households (58% versus 77%).



### 3.3.3 Support for Mandatory Water Restrictions

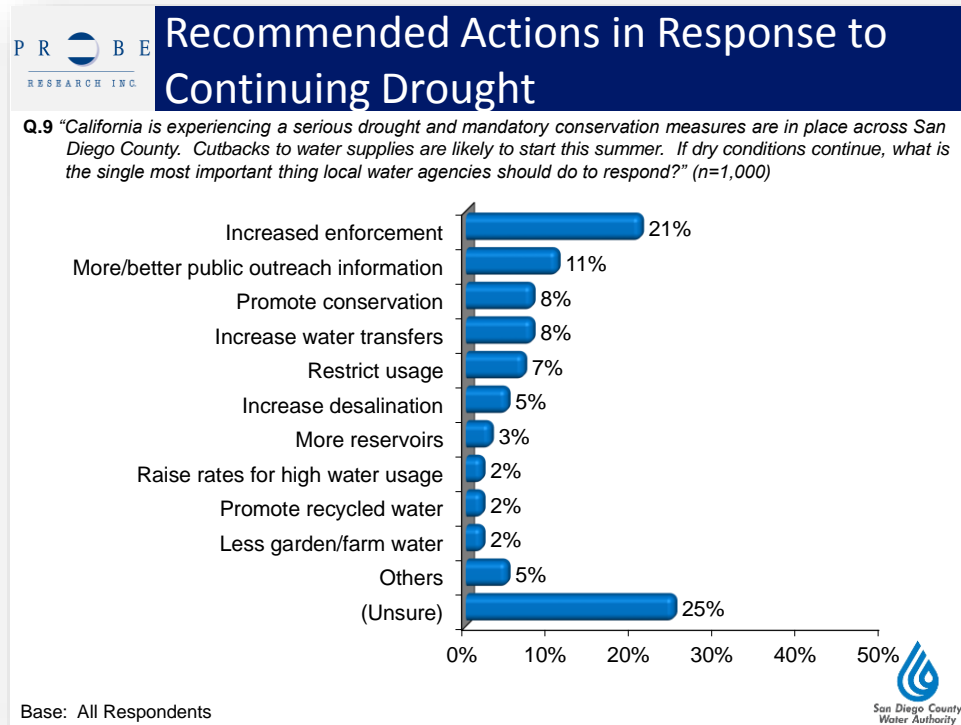
Nearly two-thirds of respondents support water agencies mandating water-use restrictions to cut water use, rather than leaving it up to residents to reduce water consumption voluntarily (62%, including 34% who strongly agree with mandates). While one-in-ten would not support water-use mandates by water agencies (12%), one-quarter had no strong opinion one way or the other (26%).



- Respondents from the North Inland region of the county were far more likely than those from the East County to support mandatory water-use restrictions (72% versus 53%).
- Support for water agencies requiring residents to reduce water use was also high among those who have already taken actions to reduce their water use compared to those who could not recall taking any water-reducing actions (65% versus 49% respectively).
- Seven-in-ten respondents who felt they could be doing more to conserve water agreed that agencies should mandate restrictions (70% versus 53% among those who felt they do enough to conserve water).

### 3.3.4 Recommended Actions in Response to Drought

San Diego County residents were asked to indicate the single most important action local water agencies should take to respond to the drought. One-in-five felt agencies should concentrate on *increasing enforcement* of mandatory conservation measures (21%). Only one-in-ten felt water agencies should be *providing more information* to the public (11%). There were several other actions mentioned by fewer than 10% of respondents each as shown in the chart below:



- One-quarter of middle-aged respondents (26% among those aged 35-54) felt local water agencies should concentrate on increasing *enforcement of the mandatory water restrictions* (compared to only 16% of younger respondents), as did a quarter of those who have taken some kind of actions in their household to reduce their water consumption (24%).
- Nineteen percent of Hispanic residents felt *more and better public outreach* would be important action areas for water agencies in light of the continuing drought conditions (versus 7% among those from other ethnic backgrounds).

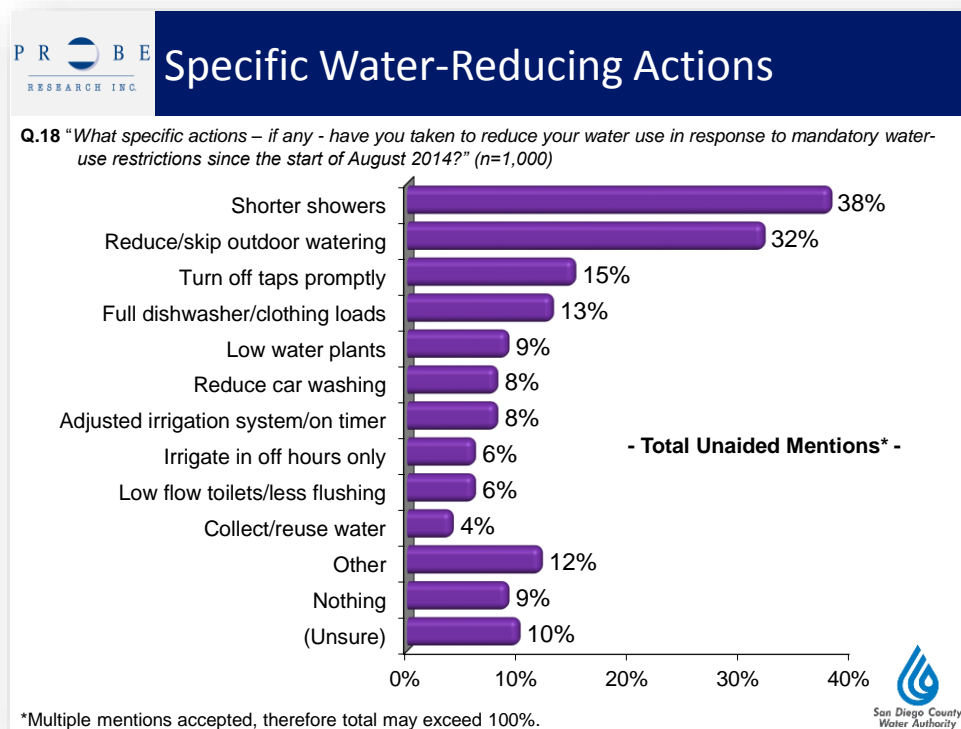
### 3.4 Selected Current and Potential Household Conservation Activities

This section of the report explores regional residential water conservation practices and attitudes toward water conservation, including the appeal of replacing grass lawns with artificial turf.

#### 3.4.1 Specific Water-Reducing Actions

Respondents were asked, on an unaided basis, to describe any actions they have taken to conserve water in response to mandatory water restrictions imposed in August 2014. The vast majority (81%) report taking some sort of action.

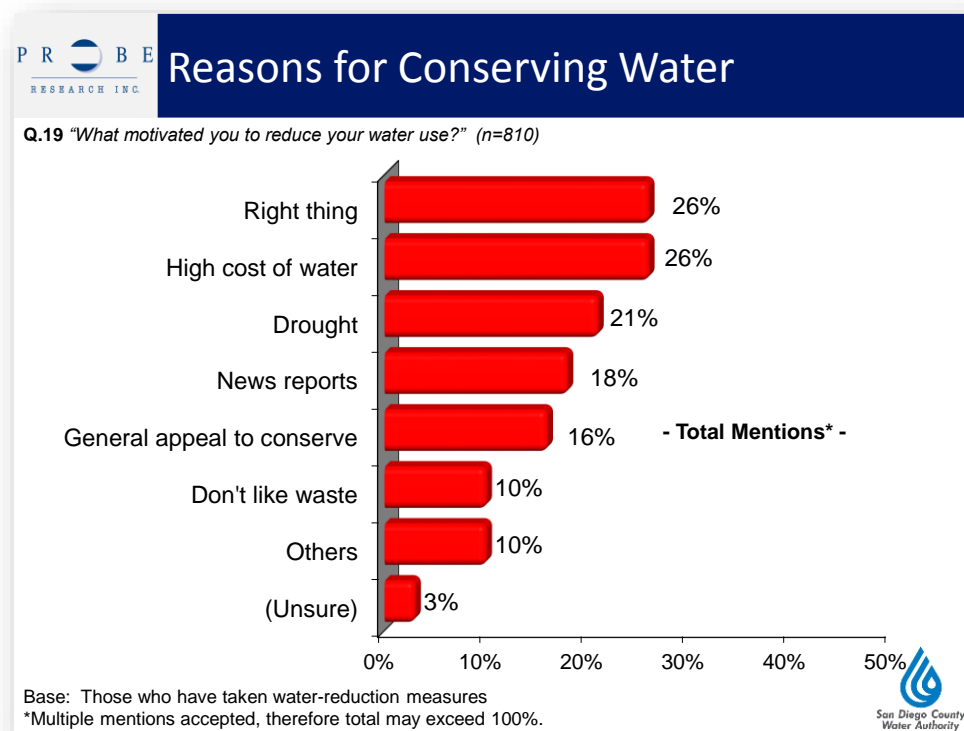
The most common steps taken include *reducing shower times* (38%) and *watering lawns and gardens less frequently* (32%). Other measures taken by smaller numbers of households include *turning off the tap* when partaking in grooming activities such as brushing teeth or shaving (15%) and only *running appliances when they have a full load* (13%). Solutions mentioned by fewer than one-in-ten respondents included *planting drought-resistant plants* (9%), *reducing the frequency of car washings* (8%) and *making irrigation system adjustments* (8%). Nine percent of those surveyed revealed they had taken no water-reducing actions during this period and 10% were unable or unwilling to describe specific things they have done to conserve water since the regulations took effect.



- Non-homeowners (47% versus 31% among owners) and respondents under 35 years of age (51%) were most likely to have *limited their shower times*.
- Middle-aged (39% between 35-54 years of age) and more affluent respondents (40% among those earning more than \$100,000) were more likely than those from other survey sub-groups to have cut back in the watering of their lawns and gardens.
- Women were more likely than men to report that they only *run appliances when they have a full load* of dishes or laundry (18% versus 11% respectively).

### 3.4.2 Rationale for Conserving Water

When respondents who had taken some form of water conservation measures were asked to explain their motivations behind these efforts, one-quarter (26%) volunteered that these reductions were simply the *right thing to do*. One-quarter of respondents (26%) said the high cost of water was a factor behind their water conservation actions. Slightly fewer pointed simply to the *drought* in general or to *news reports* (21% and 18% respectively) as reasons for their water-use reductions, while 16% said they were responding to general appeals to save water. One-in-ten county adults (10%) were simply averse to waste. One-in-ten county adults (10%) were simply averse to waste.

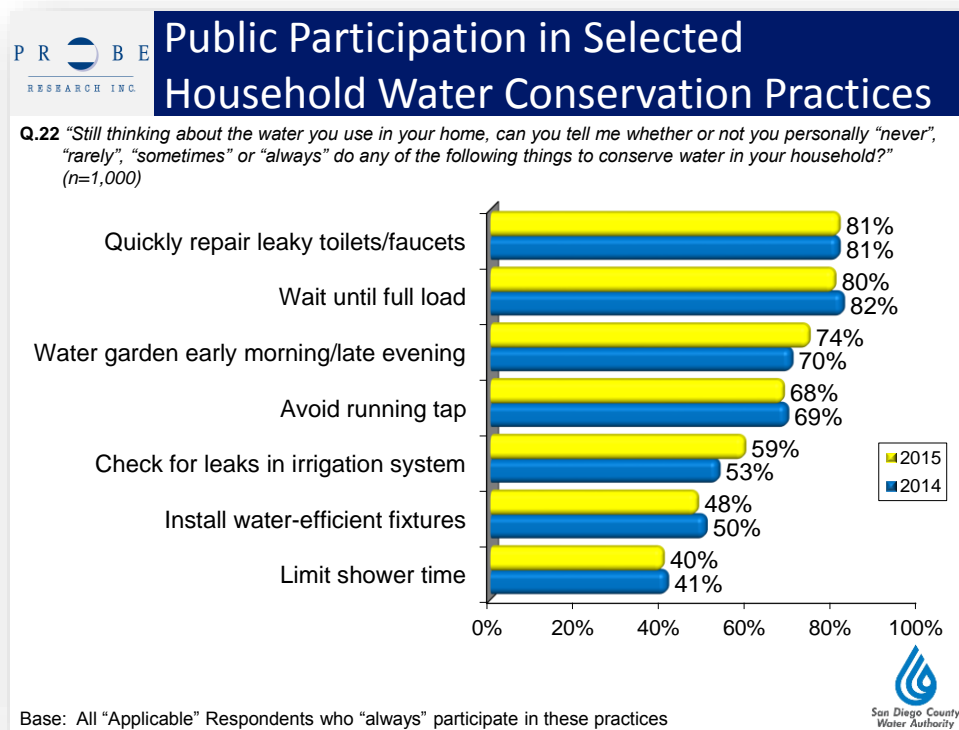


- There is little difference across survey sub-groups in terms of those cutting water use out of a sense of public duty. Those citing high water costs as a motive for their reduction most commonly included those living outside of the City of San Diego (29%), respondents over 55 years of age (32%) and those who own rather than rent their place of residence (31% versus 18% respectively).

### 3.4.3 Household Water Conservation Practices

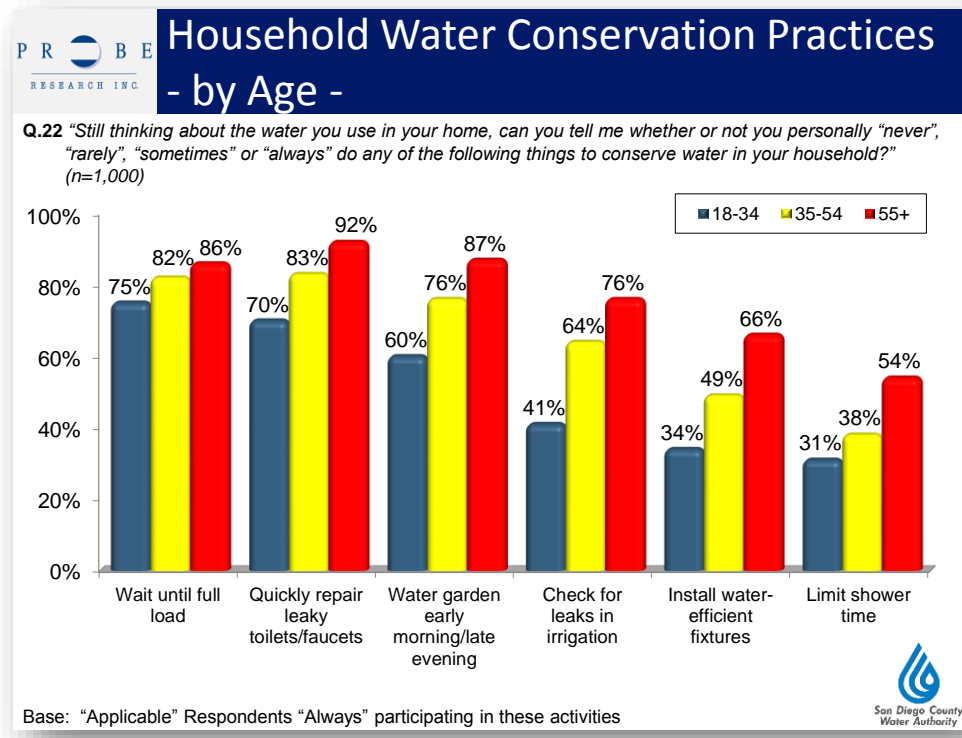
Most county residents report participation in some form of regular (or at least occasional) water conservation in their households. Only 5% had taken no actions to conserve water in and around their homes. Participation in these activities has remained largely unchanged since the 2014 survey.

When examining selected conservation practices among “applicable”<sup>1</sup> respondents, nearly all “always” wait until they have a full load before switching on the dishwasher or washing machine, and a similar proportion quickly repair leaky toilets or faucets (80% and 81% respectively). Large proportions of the population also only water lawns or gardens in the late evenings or early mornings (74%), followed closely by those who avoid running the tap while brushing their teeth, washing hands or shaving (68%). Around six-in-ten residents always check for/repair leaks in irrigation system (59%) and around one-half “always” install the latest water-efficient fixtures in their home, such as water-saving toilets and showerheads (48%). Forty percent consistently limit their shower time to five minutes or less.



<sup>1</sup> Respondents who report these activities were “not applicable” to their circumstances have been removed from the calculations, leaving only “Applicable” respondents. (i.e., Apartment dwellers generally excluded themselves from issues regarding yard maintenance.)

The correlation between age and household water conservation practices observed last year remains evident. The only activity where there is no significant difference between the age cohorts is for *avoiding running the tap*, which has been excluded from the chart below:



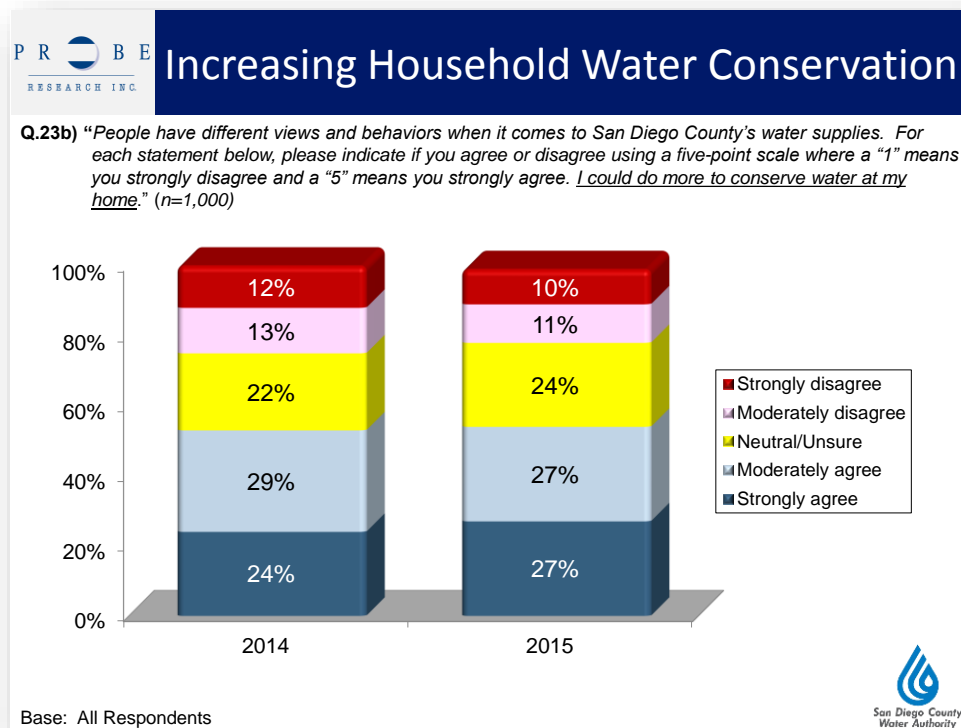
- *Waiting until having a full load before switching on the dishwasher or washing machine* was most frequently practiced by those who had lived in San Diego for more than a decade (83%), residents with higher levels of education (84%), those from higher income households (85%) and those most familiar with mandatory water restrictions (87%).
- Respondents who exclusively *water their gardens in the late evenings or early mornings* included those with higher levels of education and income (79% each), residents of Coastal neighborhoods (87%), white respondents (80% versus 65% among Hispanic respondents) long-term residents (76%) and women (78% versus 70% among men).
- Those most likely to report they always *avoid running the tap while brushing their teeth, washing their hands or shaving* included women (73% versus 63% for men), respondents from the Metro area (78% compared to 64% in East County) and long-term residents of San Diego County (70% among those living here for more than 10 years versus 62% among those living here for less than 10 years).



### 3.4.4 Untapped Water Conservation Capacity

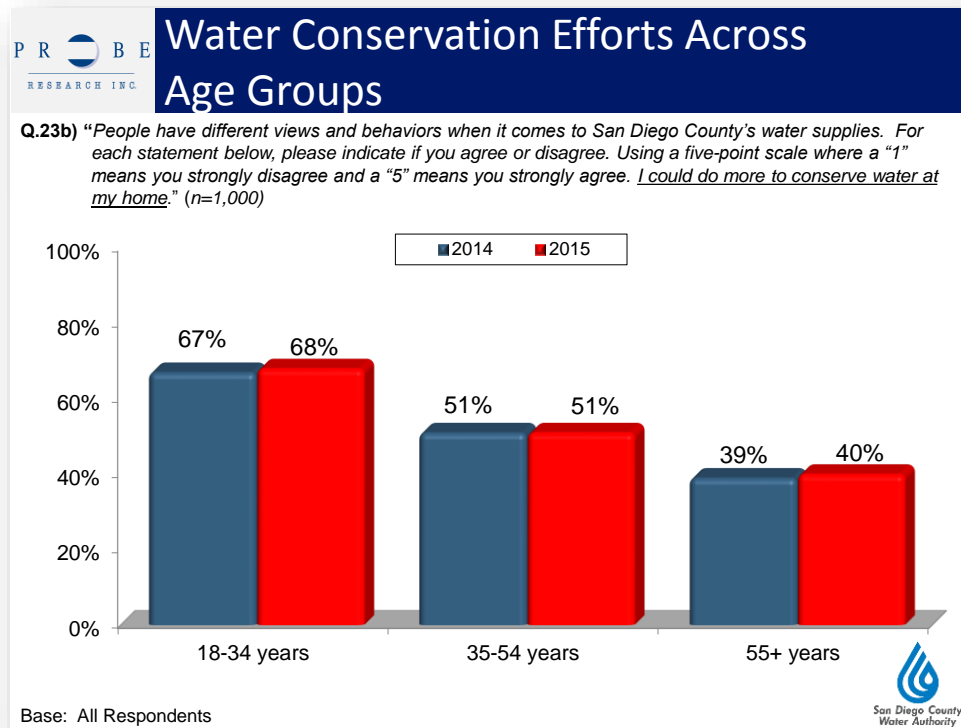
Survey respondents were asked whether or not they felt they were doing all they could to conserve water in their households.

As in 2014, about one-half of San Diego County residents agreed (54%) that they could be doing more to conserve water at home. Indeed, only one-in-five (21% *disagree*) felt that they could do little else to step-up their water-use reduction efforts.



- Respondents with lower levels of education were more likely than others to report they could be doing more to reduce their water consumption (63% among those with high school or less versus 60% among those with some post-secondary education and 48% of those who have graduated with a post-secondary education).
- Regionally, nearly two-thirds of those in Southern County agreed they could be doing more to conserve water at home (64%) a far greater response than those residing in the Coastal and East County regions (47% each).
- Seventy percent of Hispanic respondents agreed their efforts for conserving water at home could be improved (versus 47% among white respondents).

As noted above with respect to participation in common household water conservation practices, there was, for the second straight year, a significant age correlation when it came to a self-assessment of water conservation efforts. Younger residents consistently acknowledged there was room for improvement on their part at levels that were notably higher than older residents. These results by respondent age are shown below.

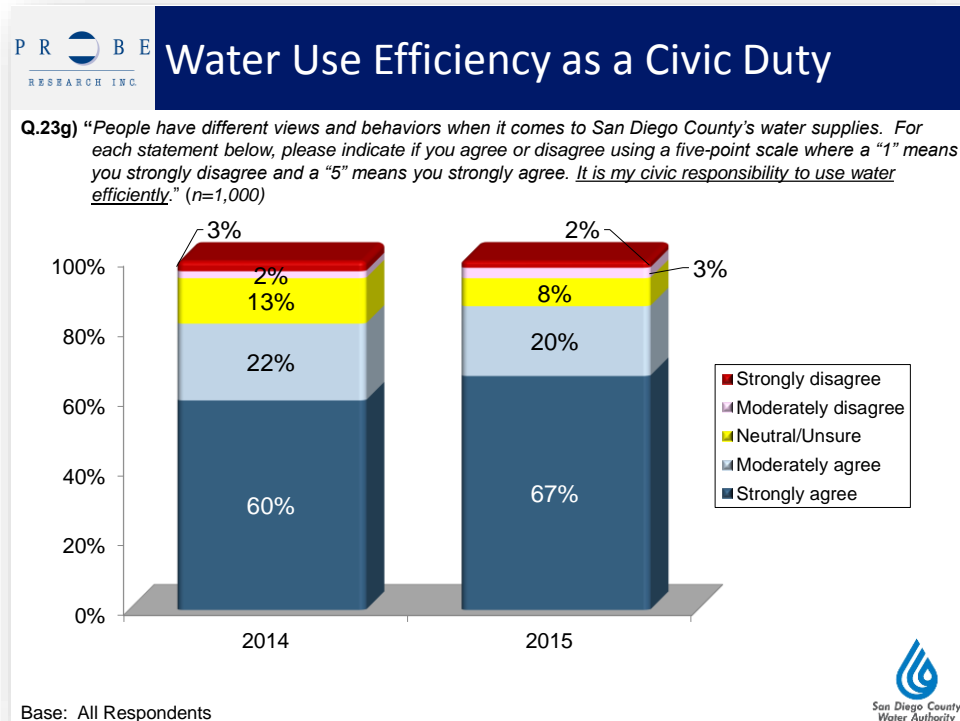


- Two-thirds of younger residents felt they could be doing more to conserve water in their homes (68%), compared to around one-half of adults between 35 and 54 years of age (51%). This acknowledgement that more could be done on the water-saving front declines even further when looking just at more mature county residents (only 40% of those aged 55+ felt they could be saving more water).

### 3.4.5 Water Conservation as a Civic Duty

San Diego County adults expressed a clear and growing sense of civic obligation when it comes to conserving water. Indeed, more than four-in-five residents agreed that it is their *civic responsibility to use water efficiently* (87%, including 67% who strongly agree), compared to only 5% who disagreed.

The proportion of county adults who now strongly agree that saving water is a civic duty has grown to 67%, up from 60% in 2014.

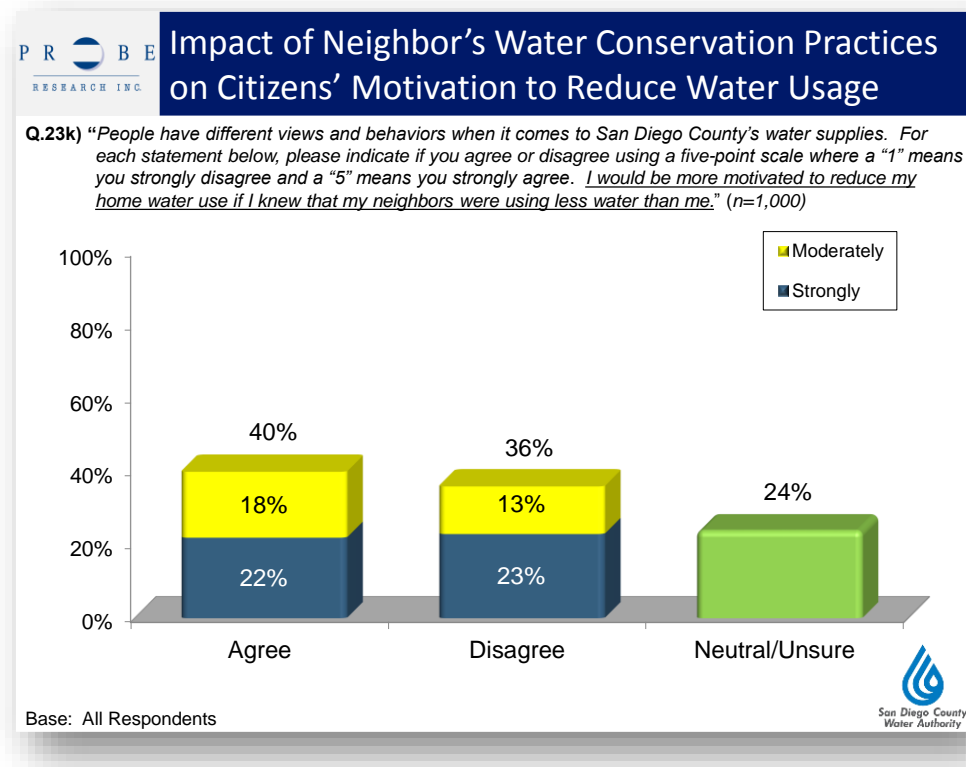


- Nine-in-ten older residents agreed that conserving water is a civic responsibility (90% among those aged 55+ years versus 83% among those between 35 and 54 years of age).
- Those who have taken action to reduce their water consumption because of the drought were significantly more likely to agree that water conservation is a clear civic duty (90% versus 68% among those who have not reduced their water usage).

### 3.4.6 Peer Influence and Water Conservation

As a new item in this year's survey, San Diego County adults were asked if they would be inclined to reduce their household water consumption if they were to learn that their neighbors were doing a better job conserving water.

A majority of respondents either felt their neighbors' water use would not affect their own water use (36%) or were neutral or undecided (24%). However 40% of respondents said that they could be encouraged to curtail their own household water use simply by learning that their neighbors were using less water.



Those most likely to feel that neighbors would influence their own water use most often included:

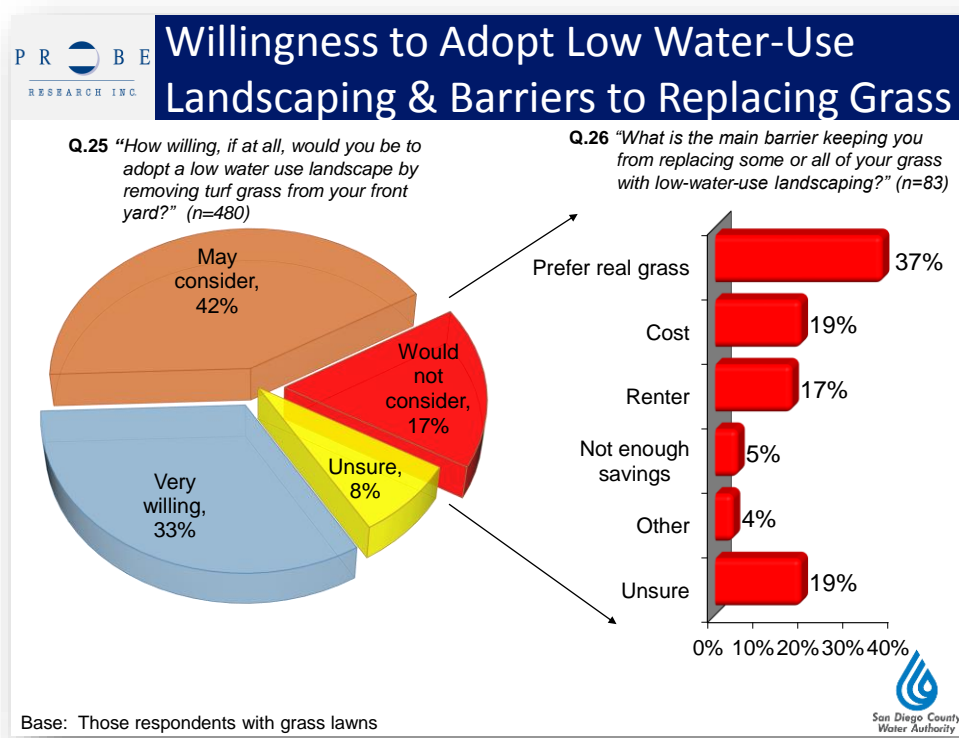
- Less affluent respondents (50% under \$25,000)
- Hispanic respondents (53%)
- Those with a high school education or less (49%)
- Younger residents (44% under 35 years)
- Those who have lived in the county for fewer than 10 years (46% versus only 39% among long-term residents)

### 3.4.7 Attitudes on Low-Water-Use Landscaping

Survey respondents with grass lawns were asked if they would be willing to consider adopting a low-water use landscape by removing turf grass from their front yards.

Overall, there is a high level of interest in this type of turf replacement program as fully one-in-three residents with grass lawns (33%) indicated they would be “very willing” to undertake this change to their household’s landscape. Importantly, an additional two-in-five residents (42%) indicated they would at least be willing to consider such a change, while 17% said they would not consider it.

When those who rejected the concept of replacing their lawns with a low-water-use landscape were asked to explain their reasons, a variety of explanations were offered. These included a general preference for grass lawns (37% total) and concern about the costs (19%). Seventeen percent said they are renters and are not in a position to authorize such a change.



- Higher levels of interest in turf grass replacement concept were most apparent among respondents living in the City of San Diego (38% versus 29% in the rest of the County), long-term residents (35% versus 24% among newer residents) and among those who are very familiar with recent mandatory water-use restrictions (40%).

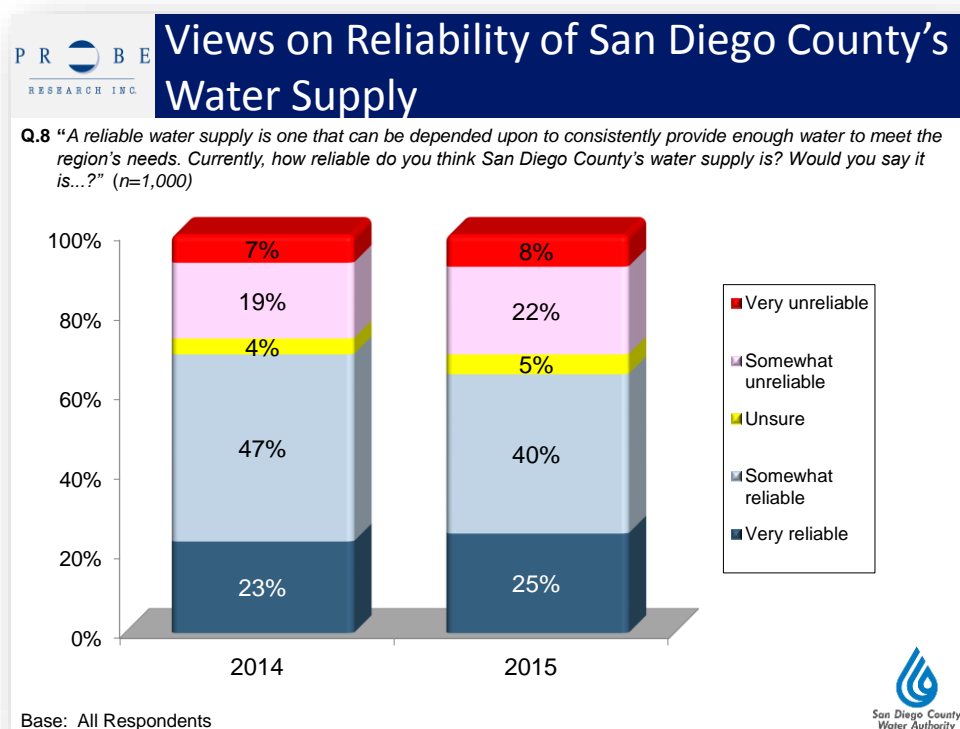
### 3.5 Public Views on Water Reliability

In this chapter, San Diego County residents offer their opinions on the reliability of their water supply and the impact water has on their quality of life and the economy. Respondents also share their views on efforts to diversify the region's water sources.

#### 3.5.1 Overall Views on Water Supply Reliability

When residents were asked to indicate how reliable they felt San Diego County's water supply is, two-thirds were confident that it is *reliable* (65% including 25% "very" and 40% "somewhat" reliable). This compares to 30% who do not feel the water supply is reliable (including 8% "very unreliable" and 22% "somewhat unreliable").

The perceived dependability of the county's water supply has declined slightly since this question was posed in 2014 (down by 5 percentage points from the 70% level recorded last year).



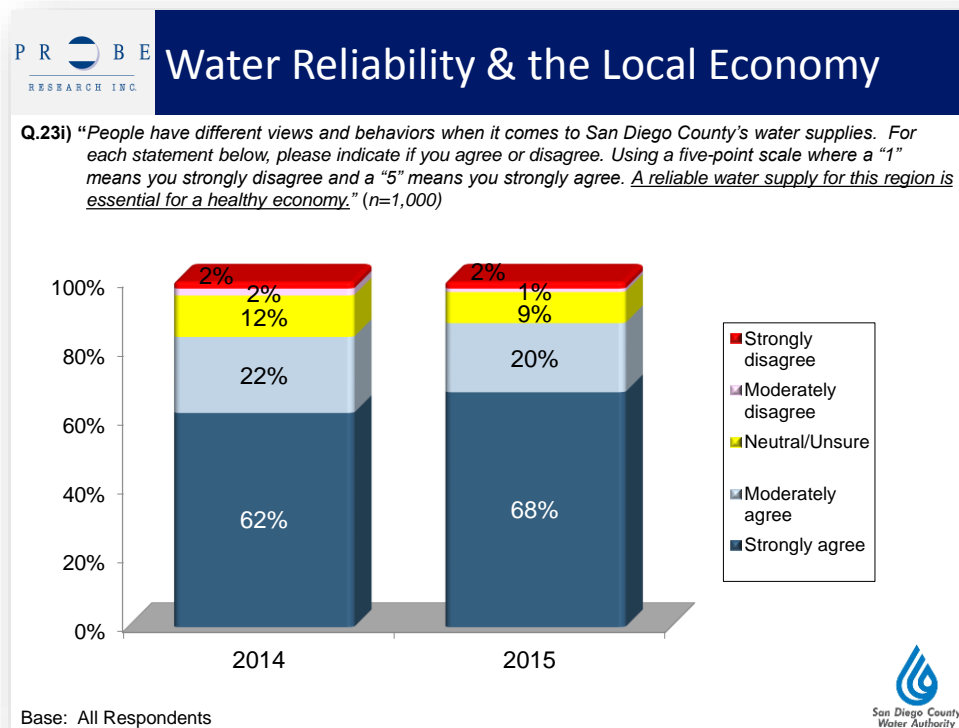
- Three-quarters of Hispanic respondents felt San Diego County's water supply was reliable, compared to two-thirds of white respondents who expressed this level of confidence (75% versus 62%).
- Those who feel they are doing enough to conserve water were also more likely to express confidence in the reliability of the county's water supply than those who feel they could be doing more (35% versus 26%).



### 3.5.2 Economic Importance of Water Supply Reliability

An overwhelming majority of county residents continue to make a strong connection between a robust economy and a reliable water supply. Indeed, almost nine-in-ten respondents agreed that a *reliable water supply is essential for a healthy economy* (88%, including 68% “strongly” agree).

This acknowledgment of the clear importance of the water supply on economic prosperity has increased by six percentage points since last year (up to 68% from 62%).

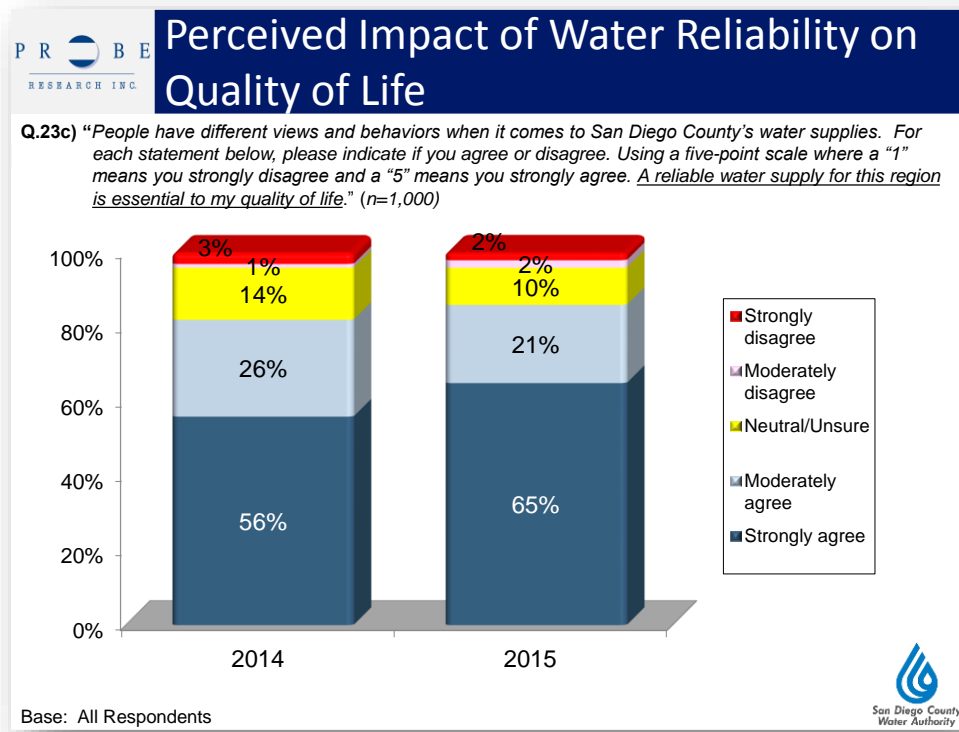


- The association between water supply reliability and economic health was positively correlated with respondents’ age, education level and annual household income. This means that the older, more educated and more affluent respondents are, the more likely they are to recognize this linkage.
- Respondents who have taken action to conserve water were also more likely to associate a healthy economy with a stable water supply (91% versus 76% among those who could not recall taking any action to conserve water due to the drought).

### 3.5.3 Water Supply Reliability and Quality of Life

Survey participants were asked to express their views on the extent to which a reliable water supply impacts their personal quality of life. Overall, 86% of respondents agreed *a reliable water supply for this region is essential to my quality of life*, including 65% who “strongly agree.” A mere 4% disagreed and 10% were unable to offer an opinion.

The number of respondents who now *strongly agree* that a steady supply of water is a requisite feature of their quality of life has increased by nine percentage points since last year (up to 65% from 56% last year).

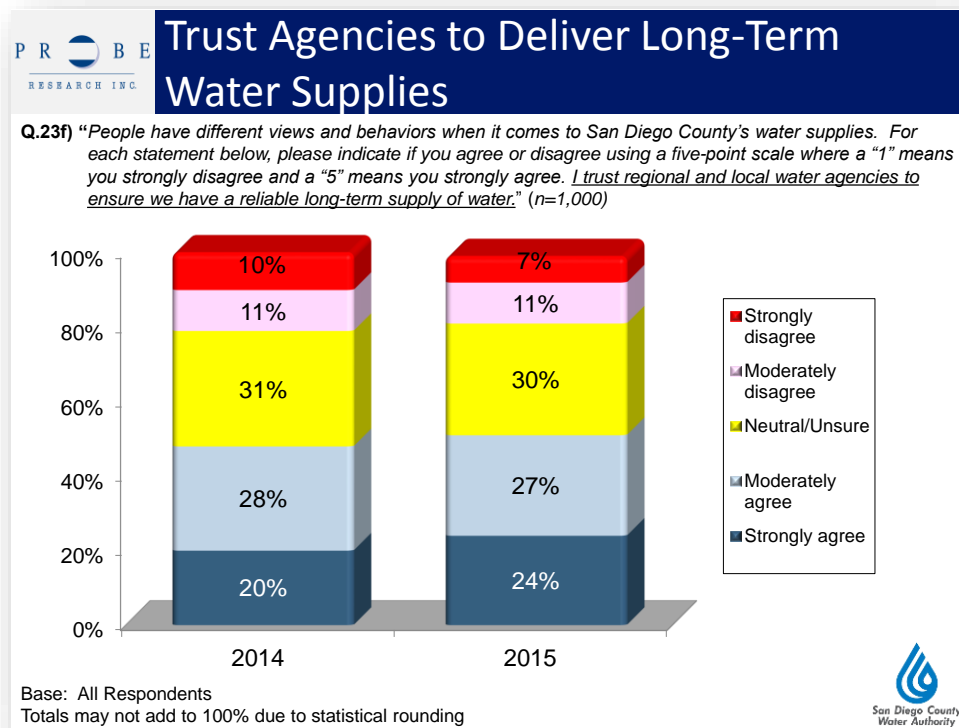


- Although there was a near-unanimous consensus regarding the linkage between water availability and quality of life across all regions of the county, those residing in the Coastal region were more likely than East County residents to acknowledge this relationship (93% versus 80%).
- Respondents who have taken action to conserve water were also more likely to agree that their quality of life depends on a stable water supply (89% versus 74% among those who could not recall taking any action due to the drought).

### 3.5.4 Trust in Long-Term Water Supplies

Respondents are far more likely to trust rather than distrust trust their local and regional water agencies to ensure a reliable long-term supply of water in the region, although many remain undecided on this question. One-half of respondents (51%) trust these agencies (including 24% “strongly”), while one-in-five lacked confidence in this regard (18%). Three-in-ten were unable or unwilling to offer an opinion (30%).

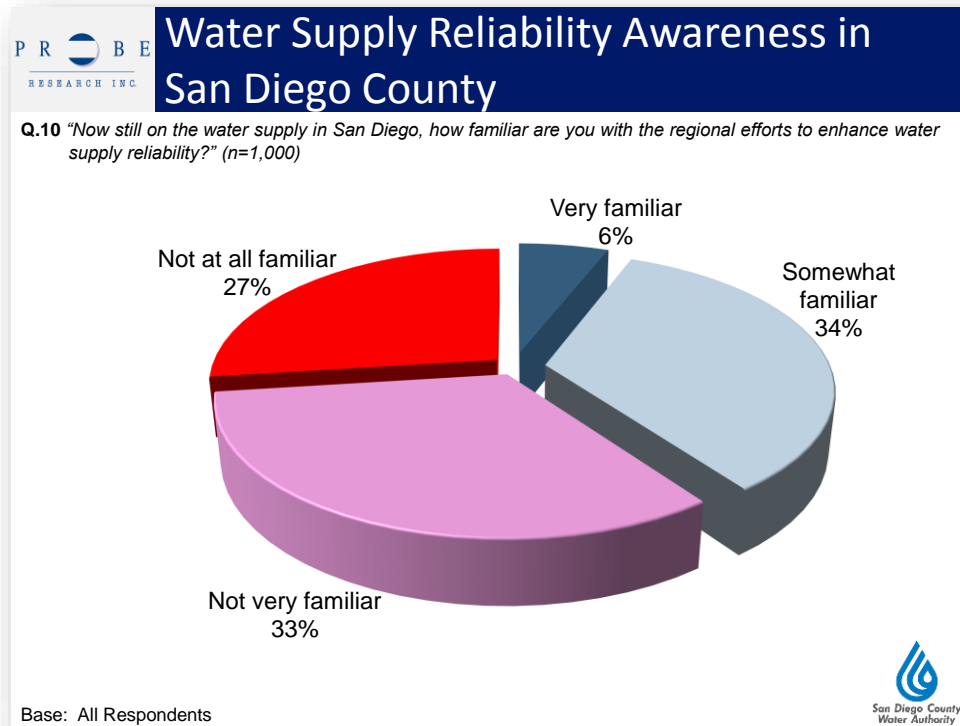
These results are highly consistent with the results of last year’s survey.



- Those who feel their current water supply is reliable were significantly more likely to trust water agencies to secure stable water supplies in the years ahead than those who feel the current supply is unreliable (59% versus 36%).
- Younger respondents were also more likely to trust water agencies than their older counterparts (58% among those aged 18-34 versus 45% among those over 55).
- Hispanic respondents were more likely than white respondents to express high levels of trust in their water agencies’ ability to ensure a reliable long-term supply of water (61% versus 49%).
- Those who feel they could be doing more to conserve water at home were more likely than those who feel they are doing enough to trust regional and local water agencies to deliver a reliable water supply in the future (59% versus 42%).

### 3.5.5 Familiarity with Regional Efforts to Enhance Water Supply Reliability

Two in five San Diego County respondents report awareness of efforts to ensure a reliable water supply for the region (40%, although only 6% were very familiar with these efforts). Sixty percent had little or no familiarity with efforts to enhance water reliability in the region.

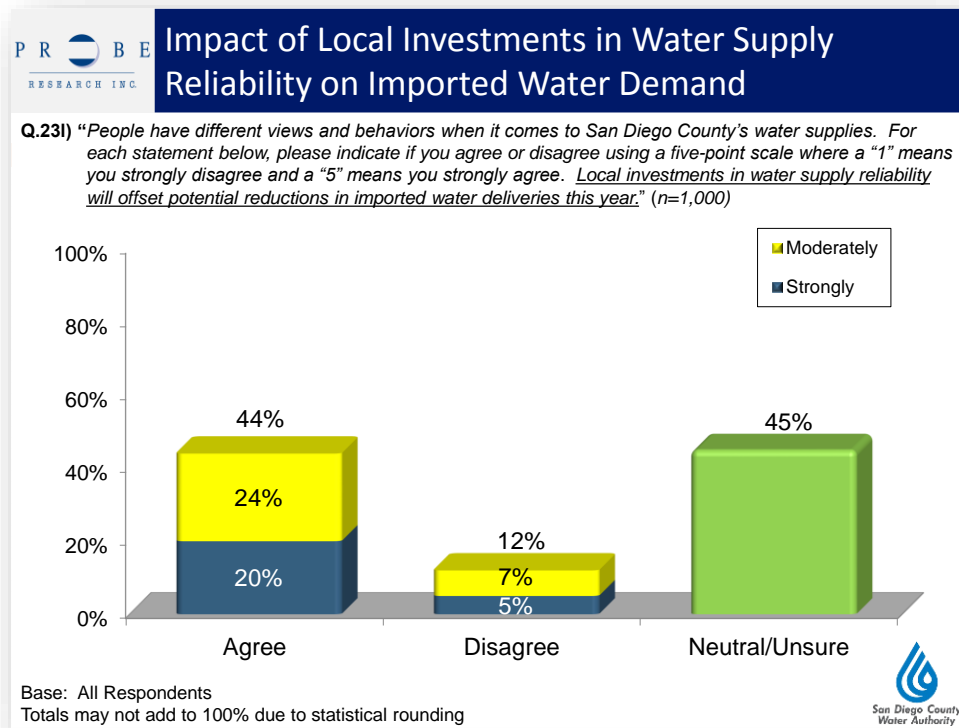


- Awareness of regional efforts to protect the county’s water supply was most apparent among men (45% versus 35% among women), homeowners (45% versus 35% among renters) and those highly familiar with water restrictions (57%).

### 3.5.6 Expectations Re: Impact of Local Investments on Imported Water

San Diego County adults were asked whether or not they believed that local investments in water supply reliability would reduce the impact of potential reductions in imported water supplies.

Overall, just less than one-half of those surveyed agreed that these regional investments provide that kind of benefit (44%) while only one-in-ten disagreed (12%). Importantly, 45% of respondents were uncertain about whether local investments would offset reductions in imported water deliveries.

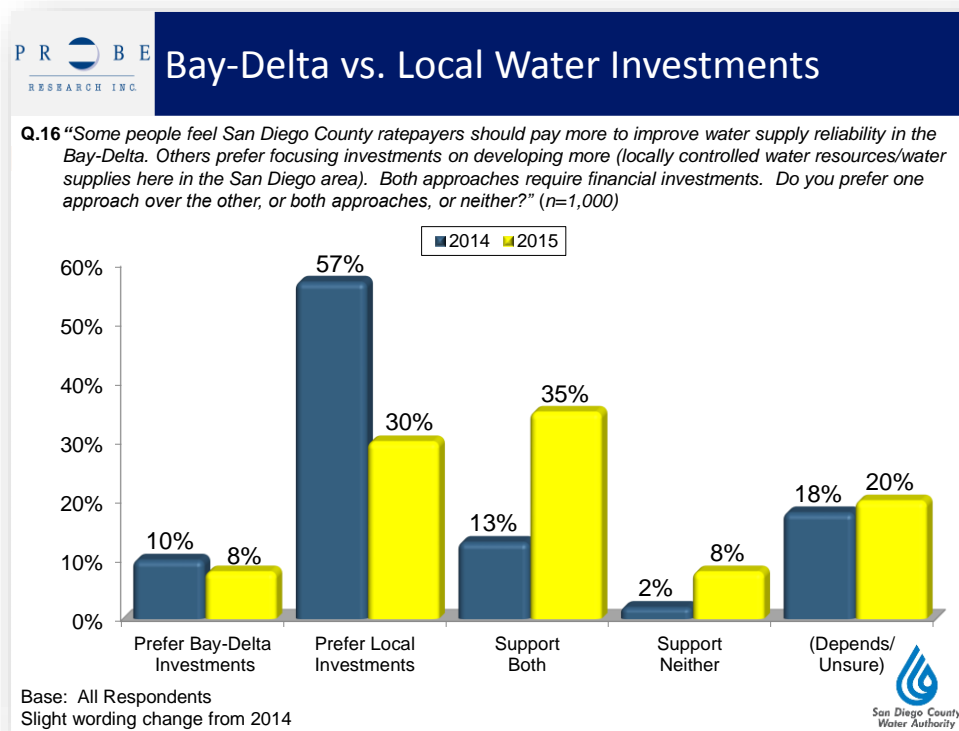


- More than one-half of those from households earning less than \$25,000 per year agreed with this notion that local investments would offset reductions in water imports this year (56% versus 41% among those from households that earn more than \$100,000 per year who agreed).
- Hispanic respondents (56% versus 39% among white respondents) and those who feel they could be doing more to conserve water (50% versus 36% among those who feel they could not be doing anything more) were more likely to agree that local investments in water supply reliability will offset potential reductions in imported water deliveries.

### 3.5.7 Views on the Bay-Delta

Although the number of residents who would opt to focus investments on improving water quality and reliability in California's Bay-Delta area remains small (8% this round compared with a similar 10% last year), there has been considerable change in the number of residents who favor an investment approach that is directed at both local projects *and* the Bay-Delta (35% in 2015 versus only 13% in 2014).

Slight changes in question wording this year included the provision of an explicit "both" option. This, along with the continuing drought, may account for the year-over-year change. The proportion of respondents who would urge for an exclusive focus on local water investments dropped significantly since last year (down to 30% today from 57% last year).



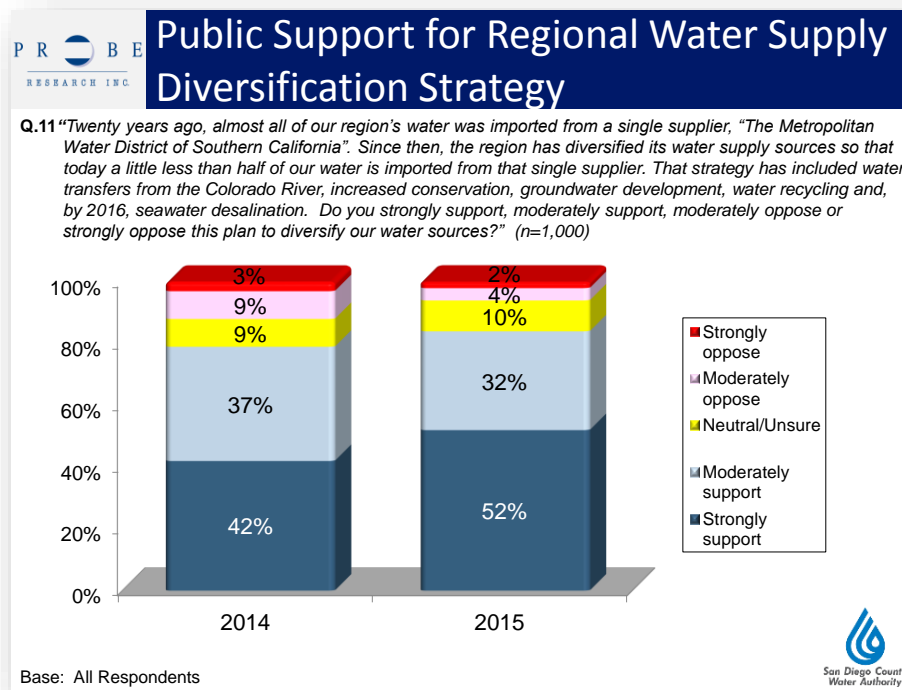
- Men are now among the strongest supporters of water infrastructure investments that include *both local and Bay-Delta* projects (40% versus 29% among women).
- Older respondents were more likely than younger and middle-aged cohorts to prefer *local investments* (37% versus 26% among those aged 18-34 and 27% aged 35-54 years) as were those with a post-secondary degree (35% versus 22% among those with high school education or less) and white respondents (33% versus 20% among Hispanic respondents).

### 3.6 Public Views on Water Supply Diversification

Respondents shared their views on efforts to diversify the region's water sources, including the use of advanced treated recycled water.

#### 3.6.1 Support for Diversification Strategy

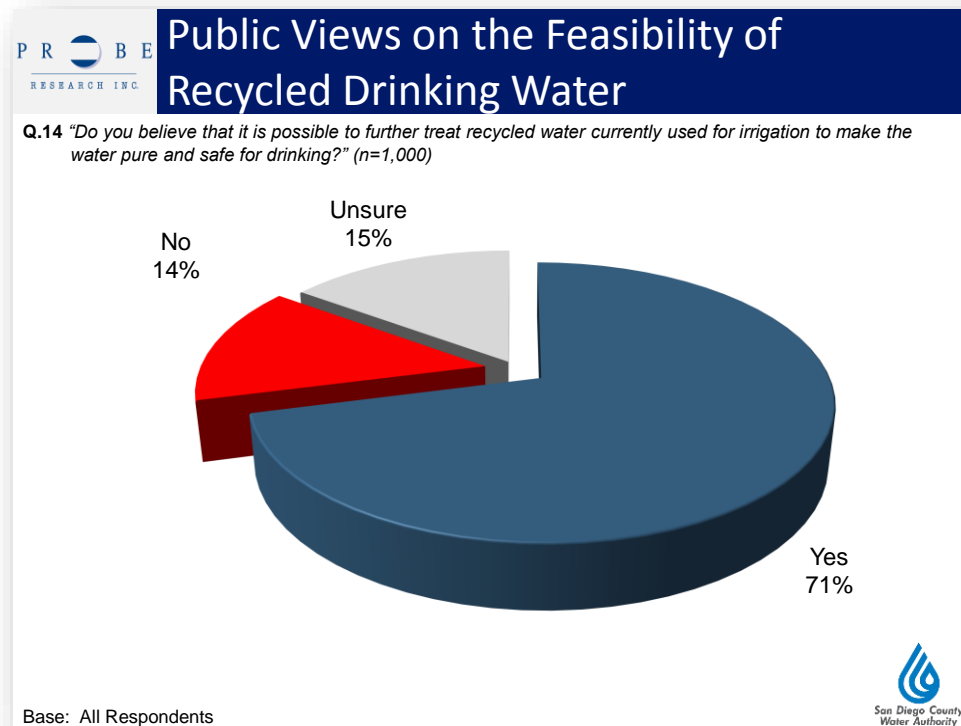
Residents continue to exhibit strong support for a diversified water supply strategy. When asked to indicate their level of support for a multi-source water supply plan, eight-in-ten backed this approach (84%, including 52% who "strongly support" it. Overall support is up from 79% in 2014). This compares to 6% who oppose this strategy, and 10% who were unable to offer an opinion. As the graph below shows, the proportion of San Diego County residents who strongly support a diversified approach has increased during the past 12 months (from 42% in 2014 to 52%).



- Nearly two-thirds of those in the Coastal area "strongly support" these efforts (64% versus 43% among residents in the South County).
- Older residents were more likely to strongly support diversifying water sources (61% among those 55 and older versus 54% among those aged 35-54 and 44% among 18-34 year olds).
- Those with a post-secondary degree were also more likely than those with lower levels of education to strongly support water supply diversification efforts (59% versus 49% among those with some post-secondary education and 42% among those with high school or less).
- Those who are very familiar with the water restrictions in San Diego County were far more likely than those who are less familiar to offer solid support for this initiative (67% versus 44% respectively).
- More than one-half of those who have taken steps to conserve water in response to drought were also in strong support of the diversification plan (58% versus 30% among those who could not recall taking any water conservation actions).
- Six-in-ten white respondents expressed strong support for water source diversification (61% versus 39% among Hispanic respondents).

### 3.6.2 Attitudes on Advanced Treated Recycled Water

This year, respondents were asked if they believed it was possible to further treat recycled water used for irrigation and use it as potable water. Seven-in-ten believed this purification process is possible (71%), compared to 14% who said it was not and a similar number who were unsure (15%).

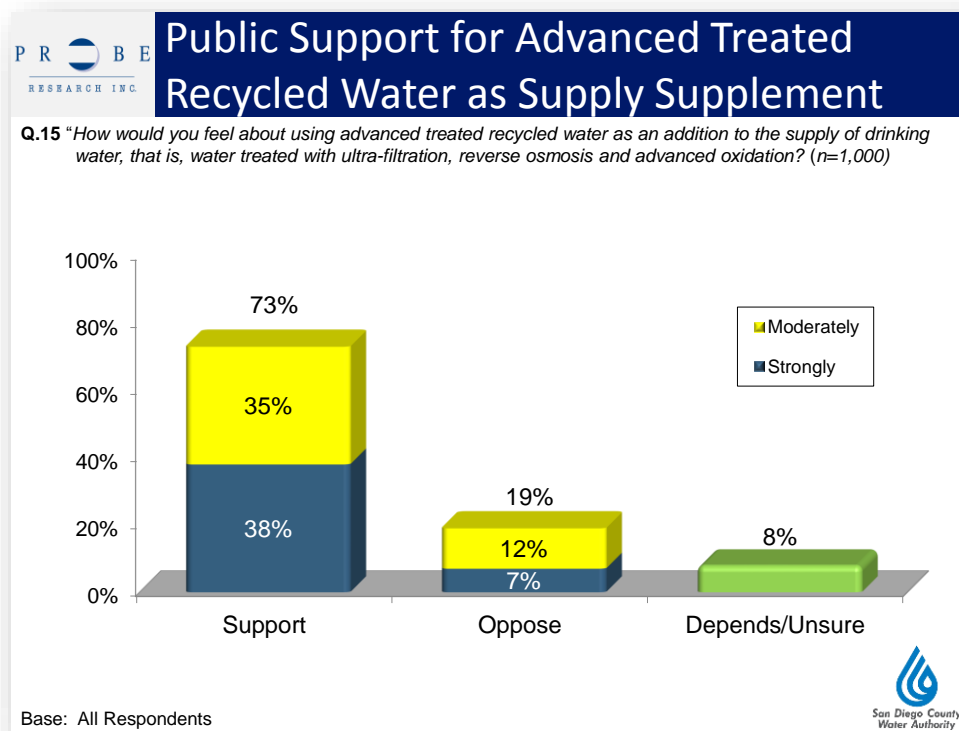


- Respondents aged 18-34 years were more likely than their middle-aged counterparts to believe further treatment of recycled water could make it safe to drink (78% versus 66% among those aged 35-54 years).
- The possibility of using recycled water for drinking water was also more possible among those very familiar with current water restrictions (75% versus 61% among those less familiar), among those who have taken steps to reduce their water use (74% versus 58% among those who could not recall taking any water-reducing actions) and among those who feel they could be doing more to conserve water in their home (75% versus 67% among those who feel they could not be doing anything more to reduce their water consumption).



### 3.6.3 Support for Use of Advanced Treated Recycled Water

When respondents were asked if they were in favor of using advanced treated recycled water as an addition to the existing supply of drinking water, three-quarters supported of this idea (73%, including 38% “strongly favor” and 35% “somewhat favor”). Around one-in-five opposed the concept of drinking advanced treated recycled water (19%, including 7% “strongly oppose”).



- Younger adults were more likely than middle-aged respondents to favor the addition of advanced treated recycled water to the drinking water supply (78% among those 18-34 versus 66% among those aged 35-54).
- Men were more in favor of this idea than women (79% versus 66% respectively).
- Those who have taken action to conserve of water were also more likely than those who could not recall taking any actions to reduce their water consumption to favor the use of advanced water purification to produce more drinking water for the region (76% versus 60% respectively).

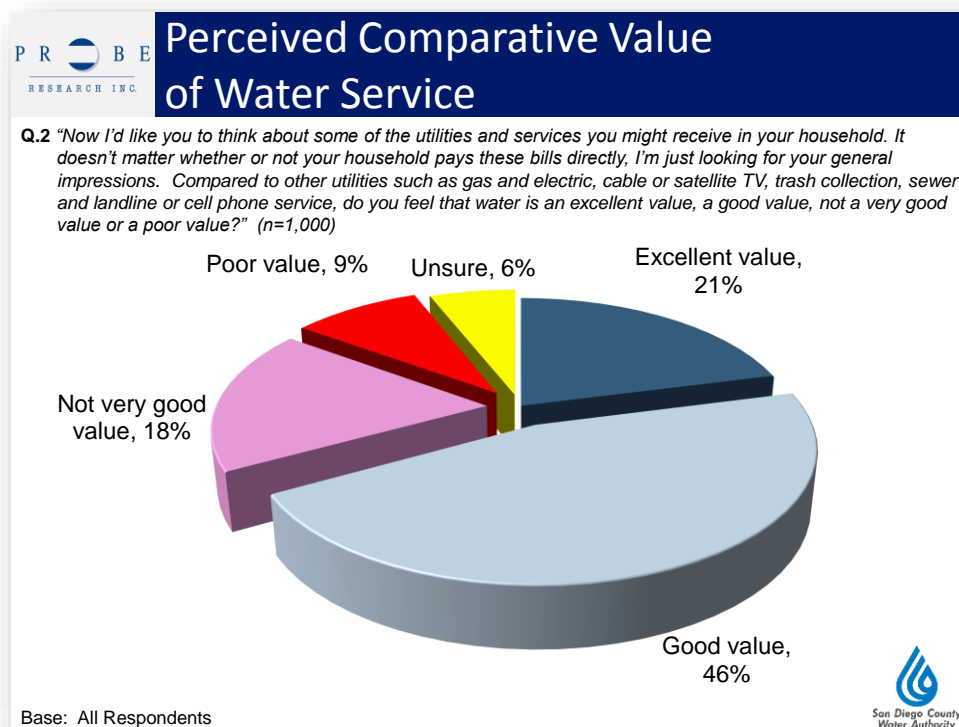
### 3.7 Public Attitudes on Water Costs

Residents of San Diego County weigh in on the financial aspects of their water supply and offer a comparative assessment of the value of their water in this chapter. Support for water rate increases is also examined in the context of statewide water supply challenges. Finally, support for maintaining San Diego County farmers' water rate program is examined below.

#### 3.7.1 Perceived Relative Value of Water

Respondents were asked to indicate the level of value they feel they receive for their water compared to other utilities or services.

Overall, two-thirds of residents felt they received *excellent/good* value for their water (67%), including 21% who consider their water to be *excellent* value. This compares to 27% who feel they receive *poor* value for their water, compared to other utilities (including 9% "poor" and 18% "not very good value").



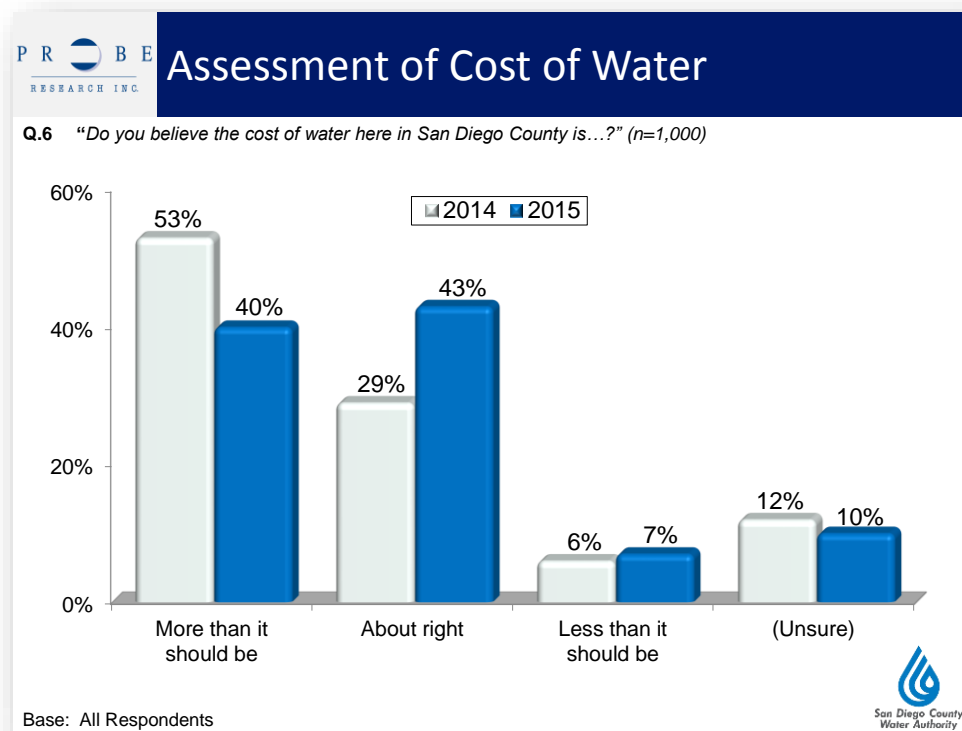
Those who feel they are receiving *excellent* or *good* value for their water include:

- Younger respondents (76% among those aged 18-34 versus 65% among those aged 35-54 and 58% among those aged 55+).
- Those with lower levels of education (79% among those with high school education or less versus 64% among university and college graduates).
- Those who feel the water system is reliable (74% versus 54% among those who feel it is unreliable).
- Hispanic respondents (81% versus 62% among white respondents).
- Those who feel they could be doing more to conserve water around their home (74% versus 58% who do not feel they could be conserving more water).

### 3.7.2 Perceptions of Water Costs

When respondents were asked whether they felt the cost of water in San Diego County was about right or more or less than it should be, more than four-in-ten felt these costs were about right (43%), with a similar number agreeing that it was *more than it should be* (40%). Seven percent felt the cost of their water was *less than it should be* and one-in-ten (10%) were unable or unwilling to respond.

There was a shift in perceptions over the past year. While more than one-half of respondents felt the cost of water was *more than it should be* in 2014 (53%), this number fell this year to 40%. Moreover, although only 29% felt water costs were *about right* in 2014, this figure rose to 43% who are satisfied with the cost of water this year.

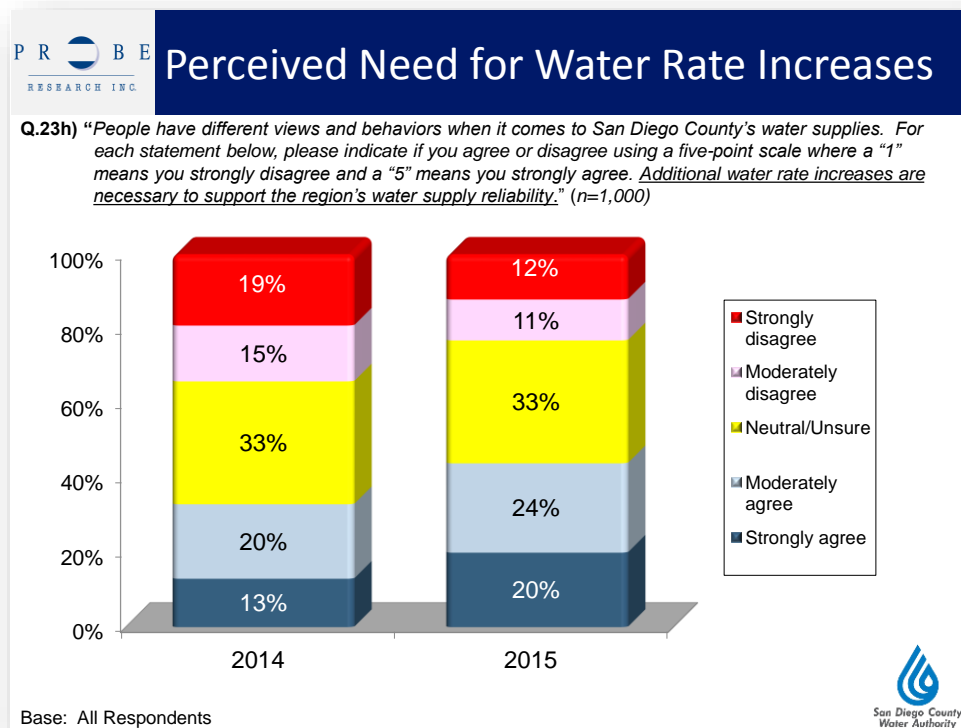


- Those who are responsible for paying their water bills tend to feel the cost of water is *more than it should be* (44% versus 32% respectively).
- Nearly one-half of older residents aged 55 years or older felt they were paying too much for their water, compared to respondents under the age of 35 (47% versus 33%).
- Those who are very familiar with the county's water restrictions were more likely than those who were less familiar to feel that the cost of water in San Diego County is *more than it should be* (54% versus 32%).
- More than four-in-five residents of San Diego County who said they could not do more to conserve water felt the cost of water in this region was *more than it should be* (45% versus 36% among those who feel they could be doing more to conserve water).

### 3.7.3 Support for Water Rate Increases

The survey also explored public support for additional rate increases to ensure water supply reliability.

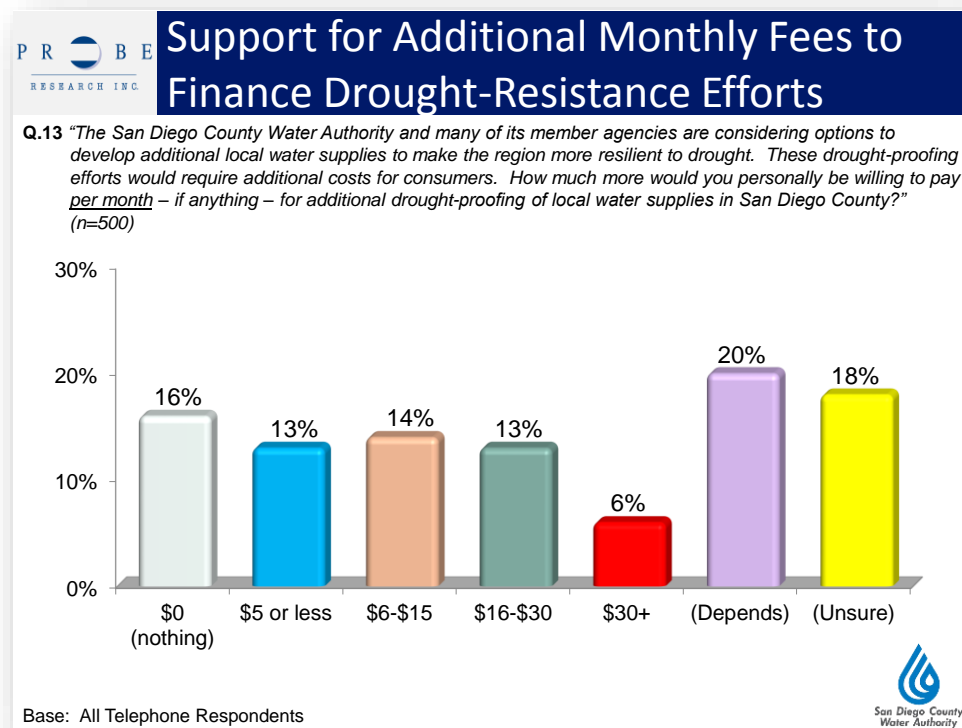
Overall, residents are twice as likely to support additional rate increases that would help ensure the region's water supply reliability as they are to oppose such an increase (44% versus 23%). This is in contrast to views held one year ago when one-third (33%) supported an increase and 34% opposed increases.



- Around one-half of respondents who do not pay their own water bill felt additional increases in water rates were warranted to ensure reliability (54% versus 41% among those who do pay their own water bill).
- Respondents aged 18-34 years were also more amenable to rate increases than older residents (53% versus 40% among those 35-54 years old and 36% among those 55 and older).
- Renters were more accepting of an increase in water rates than homeowners (51% versus 39%).
- Around one-half of Hispanic respondents felt additional water rates were necessary to support water reliability (53% versus 41% among white respondents).

### 3.7.4 Support for Additional Fees to Finance Drought Resistance Efforts

Telephone respondents<sup>2</sup> were asked how much they would be willing to pay per month to support efforts to address drought conditions in the region. Around one-half of respondents (54%) were either unwilling to pay anything extra (16%), felt the amount would depend on many factors (20%) or were unsure of the additional amount they would pay (18%). Of the remaining 46% who would consider paying an additional charge for drought-proofing efforts, the average monthly amount mentioned was \$12.97 in an unaided/open-ended question.



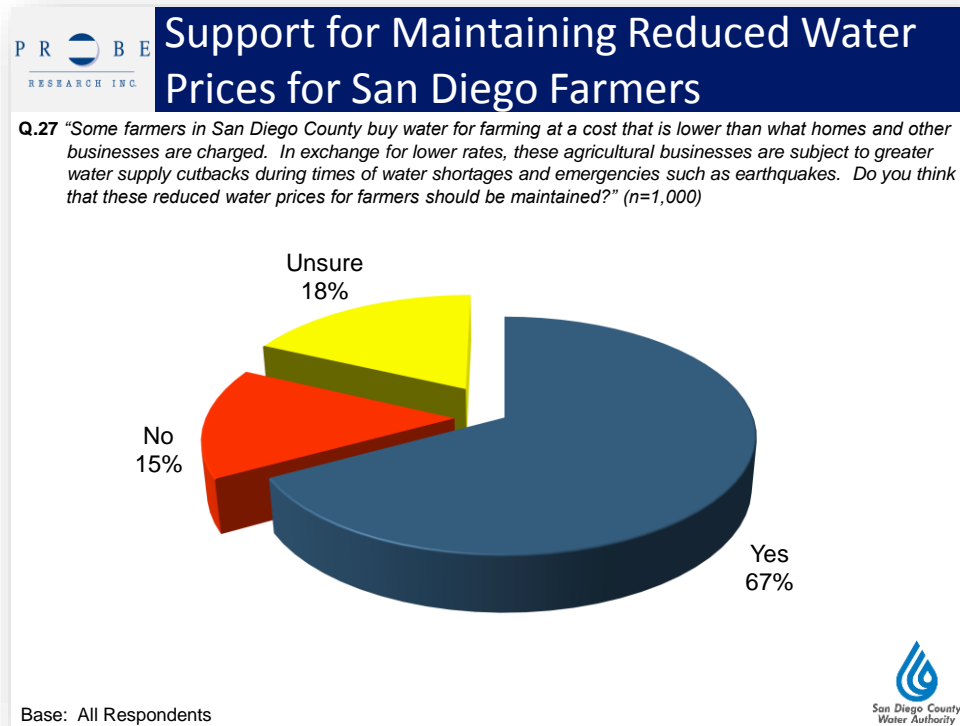
Those residents willing to pay the least, on average, for additional drought-proofing of local water supplies in the region included:

- Those who felt the water supply system in San Diego County was not reliable (\$10.44).
- Those with some degree of familiarity with the current water restrictions (\$10.76).

<sup>2</sup> This analysis is based on telephone respondents only because there appears to have been confusion among some online respondents that rendered those results unreliable.

### 3.7.5 Support for Maintaining San Diego County Farmers' Water Program

Participants were asked if they supported maintaining reduced water prices for farmers in exchange for lower water supply reliability. Two-thirds of respondents (67%) supported this arrangement compared to 15% who were opposed and a similar number who were unsure (18%).



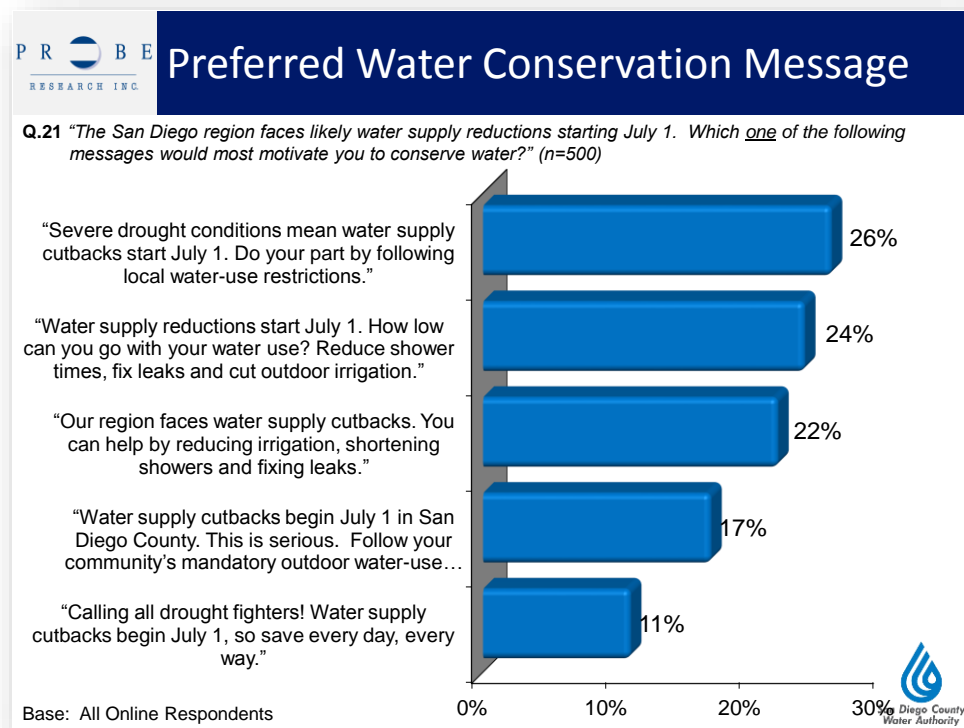
- Support for reduced water rates for San Diego County farmers was strongest among those familiar with current water restrictions (74% versus 61% among those less familiar).
- Those who have taken action to reduce their household water use also were more supportive of the farm water program than those who did not report taking any steps to reduce their water consumption (71% versus 48% respectively).

### 3.8 Preference for and Awareness of Water Conservation Campaigns

Online survey respondents (N=500) were asked to assess the effectiveness of five potential messages that may be used to communicate the importance of participation in water conservation practices. Also below, survey respondents were asked if they could recall each of four drought outreach campaign messages that had been used in the past year. This section also includes an assessment of communication sources for sharing drought or water conservation-related information.

#### 3.8.1 Preferred Water Conservation Message

Three messages designed to motivate greater water conservation efforts each received similar and strong levels of public support while two messages were less appealing. These appear in the graph below:



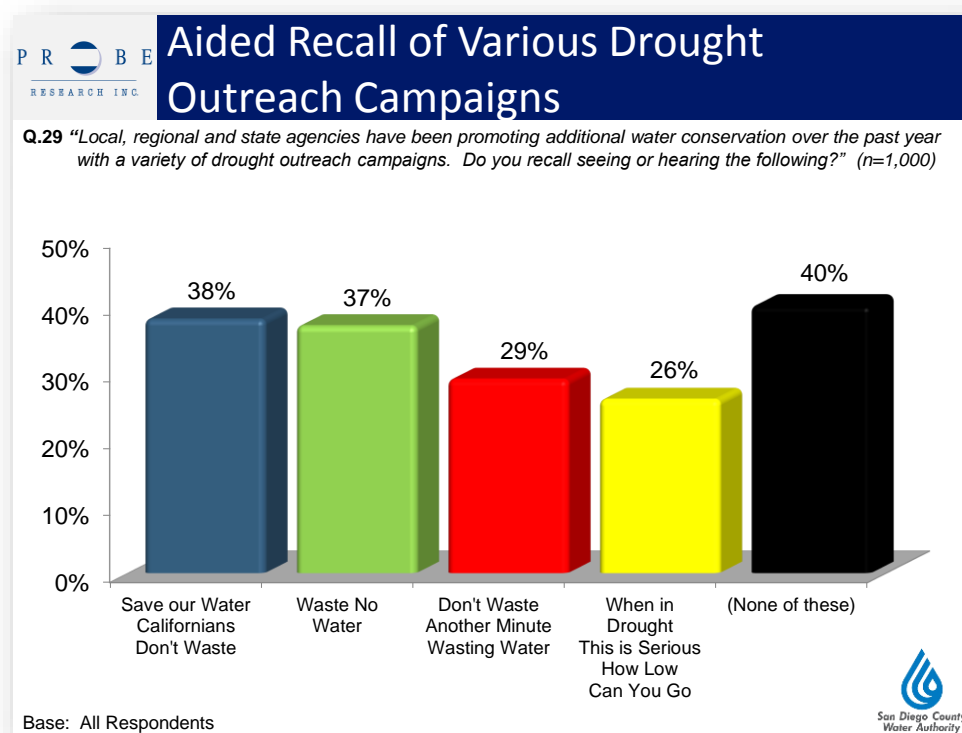
Views regarding these messages were consistent across demographic sub-groups.

### 3.8.2 Recall of Drought Outreach Campaigns

Survey respondents were presented with slogans or taglines for four drought outreach campaign messages that had been used during the past year. For each, respondents were asked whether or not they could recall seeing or hearing this message.

Two of these messages were recalled by more than one-in-three respondents each, while the two remaining messages achieved lower levels of public recall. In all cases, message recall was highly correlated with respondent age and level of educational attainment, with younger and relatively less-educated respondents being more likely to recall all campaign messages. Those who were most familiar with current water restrictions also tended to register slightly higher levels of recognition of each campaign tagline.

It is important to note that two-in-five adults in San Diego County (40%) were unable to recall any of these drought outreach campaigns.



- “Save our Water: Californians Don’t Waste” – This was one of the two most widely recalled drought campaign messages. Nearly two-in-five adult county residents (38%) could recall seeing or hearing this message.
- “Waste No Water” - This campaign message was familiar to 37% of residents. Residents of the City of San Diego were more likely than those in other parts of the county to recall this message (43% versus 34%).
- “Don’t Waste Another Minute Wasting Water” – Three-in-ten survey respondents (29%) recalled encountering this drought outreach campaign message.
- “When in Drought, This is Serious/ How Low Can you Go?” – One-quarter of those polled for this research (26%) could recall encountering this message.



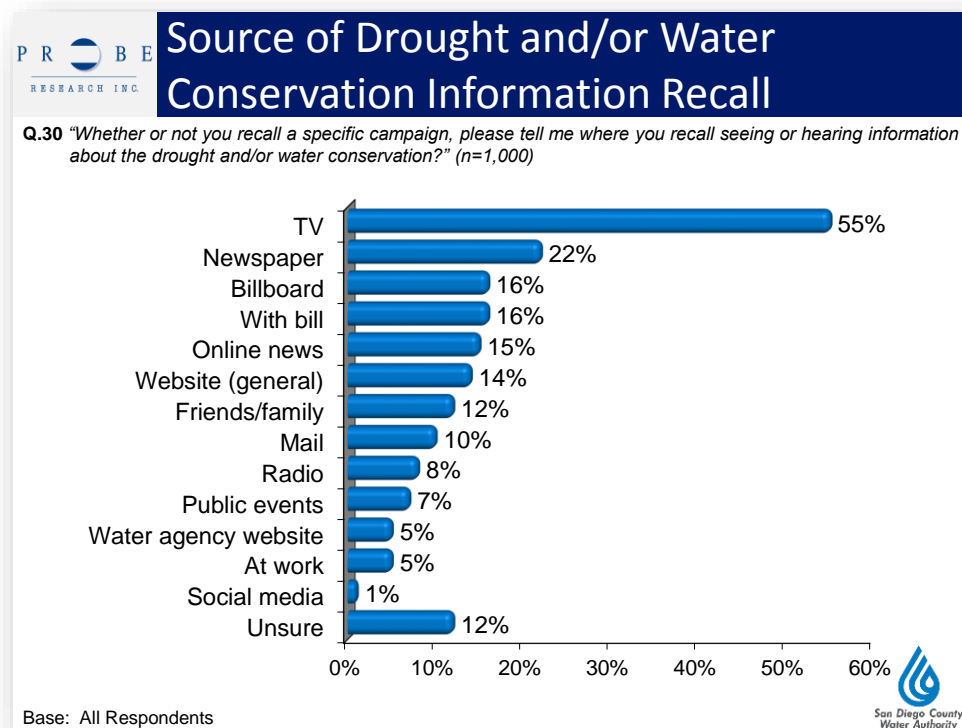
The following table provides an overview of awareness of each of these campaign slogans by age and educational attainment and ethnicity:

<b>Aided Recall of Various Drought Outreach Campaigns -By Age, Educational Attainment and Ethnicity-</b>			
	<b>AGE</b>		
	<b>18-34 (%)</b>	<b>35-54 (%)</b>	<b>55+ (%)</b>
Save our Water/Californians Don't Waste	46	36	30
Waste No Water	45	35	29
Don't Waste Another Minute Wasting Water	35	29	23
When in Drought / This is Serious/ How Low Can You Go?	31	26	18
(None of these)	34	39	50
	<b>EDUCATIONAL ATTAINMENT</b>		
	<b>High School or Less (%)</b>	<b>Some Post- Secondary (%)</b>	<b>Completed University/ College (%)</b>
Save our Water/Californians Don't Waste	54	43	30
Waste No Water	47	39	33
Don't Waste Another Minute Wasting Water	42	27	27
When in Drought / This is Serious/ How Low Can You Go?	33	27	22
(None of these)	24	39	46
	<b>ETHNIC BACKGROUND</b>		
	<b>Non-Hispanic White (%)</b>	<b>Hispanic/ Latino (%)</b>	<b>Other (%)</b>
Save our Water/Californians Don't Waste	33	52	45
Waste No Water	33	50	44
Don't Waste Another Minute Wasting Water	26	36	31
When in Drought / This is Serious/ How Low Can You Go?	24	32	27
(None of these)	44	30	38

### 3.8.3 Information Sources for Conservation Information

Regardless of whether or not respondents had heard of any of the drought outreach campaigns above, they were asked to identify any sources of information where they could recall receiving drought or water conservation-related information.

As the chart below illustrates, *television* continues to be the primary information source about the drought and/or water conservation. Overall, more than one-half of all county adults pointed to *TV* as a source of this type of information (55%). *Newspapers* were second on the list at 22%, followed by a cluster of other sources including *billboards* (16%), *water bill* (16%), *online news* (15%) and *other websites* (14%). *Conversations* with friends or family (12%), *mail* (10%) and *radio* (8%) were less-prominent information sources.



- Television and newspapers were especially common information sources encountered among residents aged 55 years and over (63%). Younger respondents, meanwhile, were much more likely to recall receiving this type of information online (19% and 21% respectively).

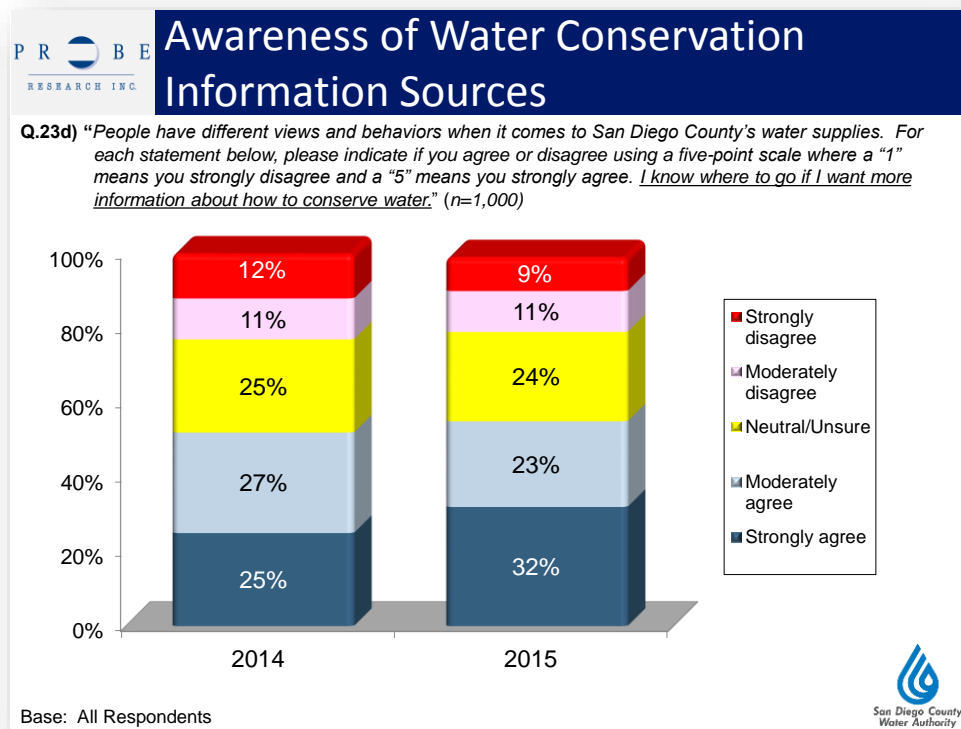
### 3.9 Communication Issues

This section examines the means by which San Diego County residents obtain information about water and water conservation and identifies their preferences for various water information sources.

#### 3.9.1 Awareness of Water Conservation Information Sources

San Diego County residents were asked if they would know where to go to find additional information about water conservation. As the following graph illustrates, more than one-half of those surveyed would know where to find this information (55%, including 32% who are very confident that they would know where to learn more about water conservation and 23% who are moderately confident in this respect). One in five respondents, on the other hand, are not confident that they would know where to learn more about water conservation (20%, including 9% who are very unfamiliar and 11% who are somewhat unfamiliar in this regard). One-in-four (24%) were neutral, unsure or did not respond.

These figures are very similar to last year.

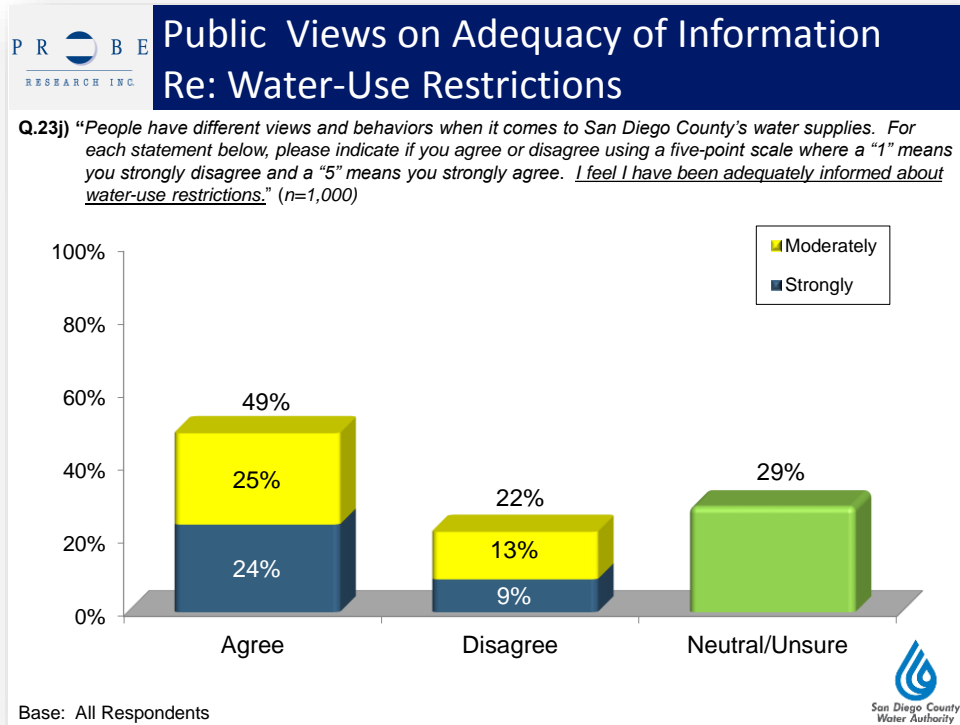


- Those who are well-informed about current mandatory water-use restrictions were far more likely than those from other survey sub-populations to express confidence that they would know where to look for details about water conservation (71% among those "very familiar" with the restrictions).
- Those who feel they could be doing more to conserve water around their home were more likely than those who feel they do enough to know where to look for conservation information (59% versus 50%).

### 3.9.2 Perceived Adequacy of Information Re: Water-Use Restrictions

Survey respondents were asked to assess the adequacy of the volume and/or content of information they have received with respect to current water-use restrictions.

Overall, one-half of county adults (49%, including 24% “strongly”) agree that they have been sufficiently apprised of water-use restrictions. Nearly one-quarter of those polled (22%) felt they had not received enough information about the mandatory conditions while 29% were unsure or neutral.



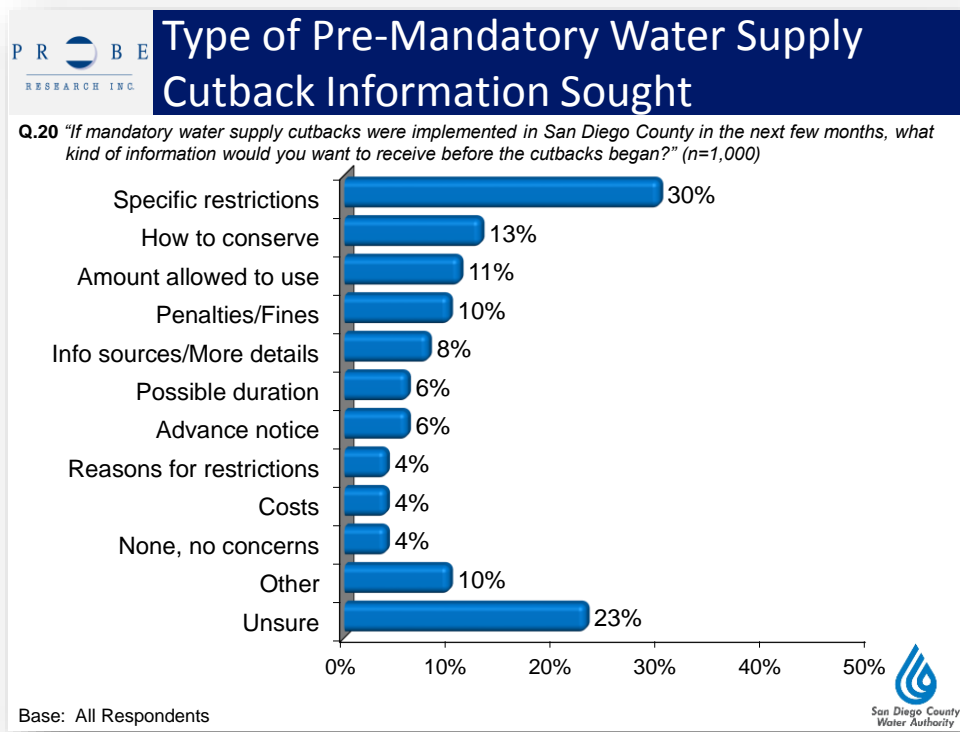
- Older respondents are more likely than their younger counterparts to feel they have been adequately informed about mandatory water-use restrictions (56% over 55 years agreed versus only 44% among those under 35 years of age).

### 3.9.3 Information Demand under Hypothetical Mandatory Water Cutback Scenario

Survey respondents were asked, on an unaided basis, to describe the type of information they would seek if there were a mandatory water supply cutback.

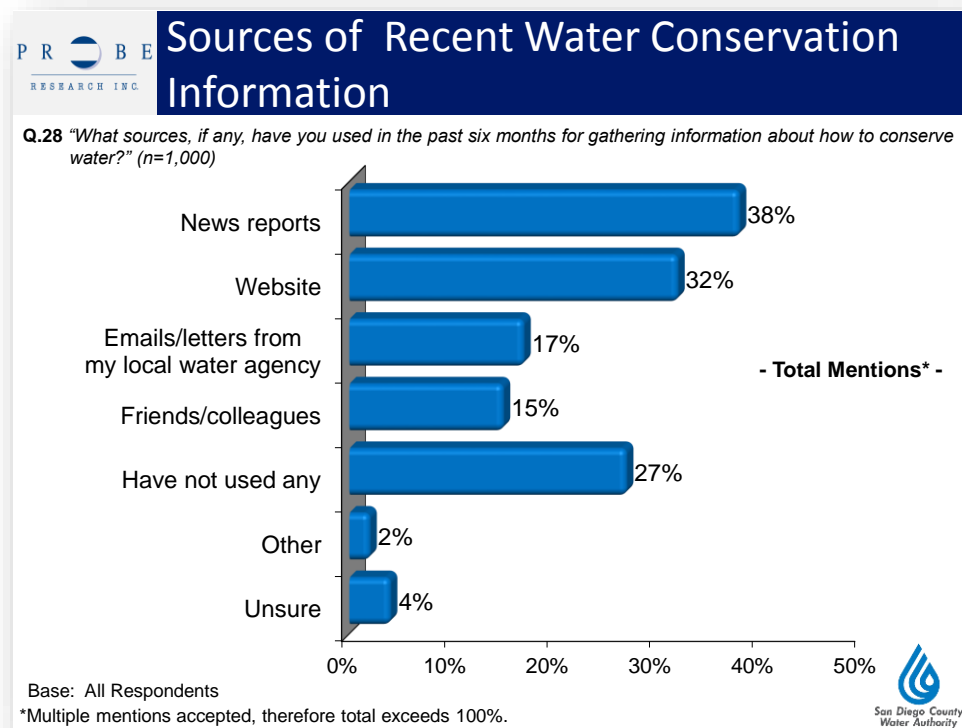
By far, the most frequently mentioned type of information sought involved details regarding the precise nature and specific requirements under these mandatory water reduction conditions. Overall, 30% wanted this type of information.

Other information sought included advice on water conservation (13%), details on specific household quotas (11%) or facts about penalties and fines for non-compliance (10%). A range of other responses mentioned by smaller numbers of respondents are itemized in the chart below.



### 3.9.4 Sources of Water Conservation Information

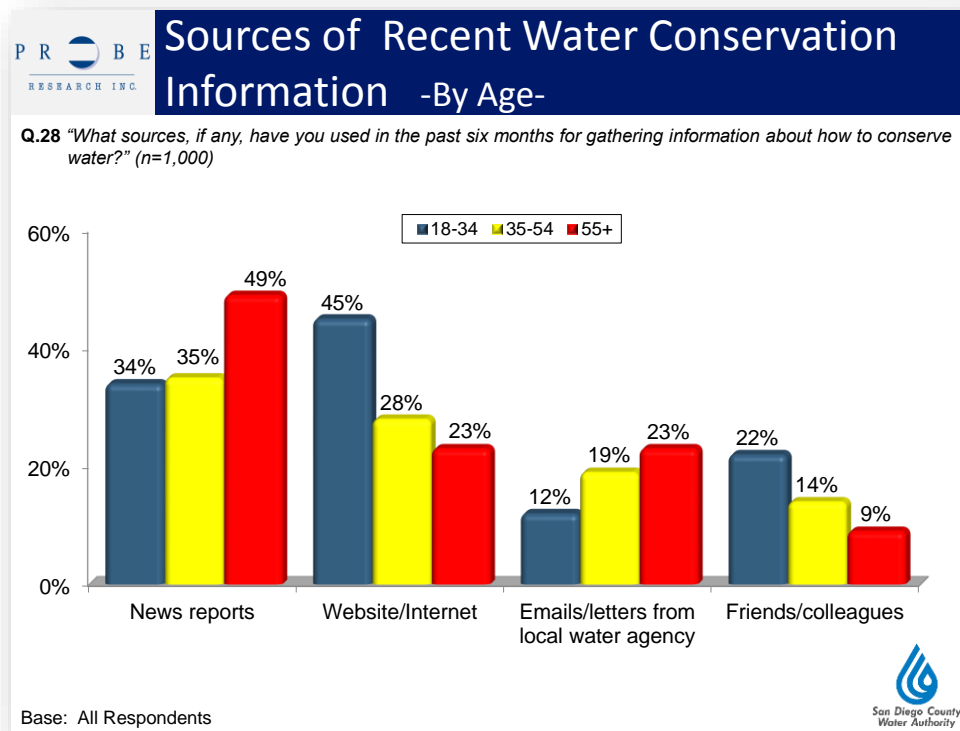
Respondents were asked to recall where they may have encountered recent water conservation or drought-related information. More than three-in-ten have gathered information about conserving water from *news reports* (38%) and from *websites* (32%) while far fewer have gained knowledge about water conservation from *emails or letters they have received from their local water agency* (17%) or from discussions with *friends and colleagues* (15%). Twenty-seven percent have not sought any information on this topic.



Differences among survey sub-populations in terms of their usage of news sources include:

- **News reports** – Use of this source was highest among those very familiar with water restrictions (51%) and those who have taken action to reduce their consumption of water (42%).
- **Emails/letters from local water agency** – One-third of those familiar with water restrictions acquired information from communications sent by their local water agency (34%) as did 21% of those who pay their water bill in person.
- Respondents who are less familiar with water restrictions were the most likely to not have accessed any information in the past six months on how to conserve water (40%).

The chart below reveals significant differences among the age groups in terms of preferred sources for gathering information about how to conserve water.



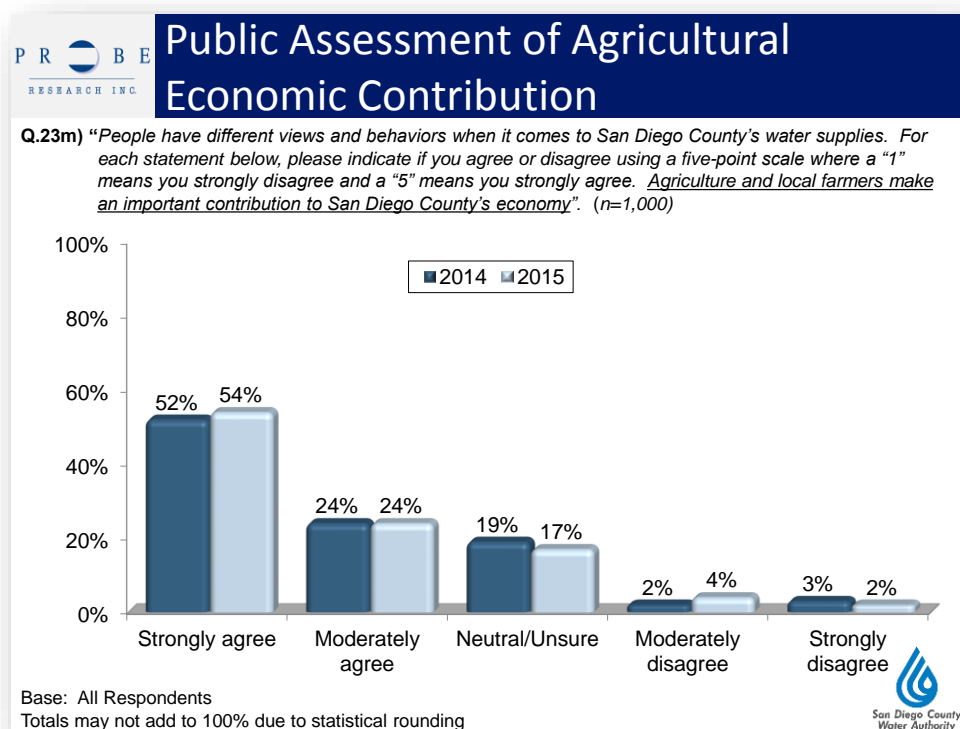
### 3.10 Other Findings

This final chapter of the report reveals residents' opinions on additional topics such as the impact of agriculture on the economy and awareness of the Water Authority's lawsuit against the Metropolitan Water District of Southern California.

#### 3.10.1 Agriculture's Contribution to the Economy

Respondents continue to acknowledge the important contribution that agriculture makes to the county's economy. Indeed, more than three-quarters of residents agree that local farmers provide a key input to the regional economy (54% "strongly" agree and 24% "moderately" agree). Very few disagreed (6%), while fewer than one-in-five were more neutral or unsure about whether agriculture was important to the economy (17%).

These figures remained virtually unchanged from last year.



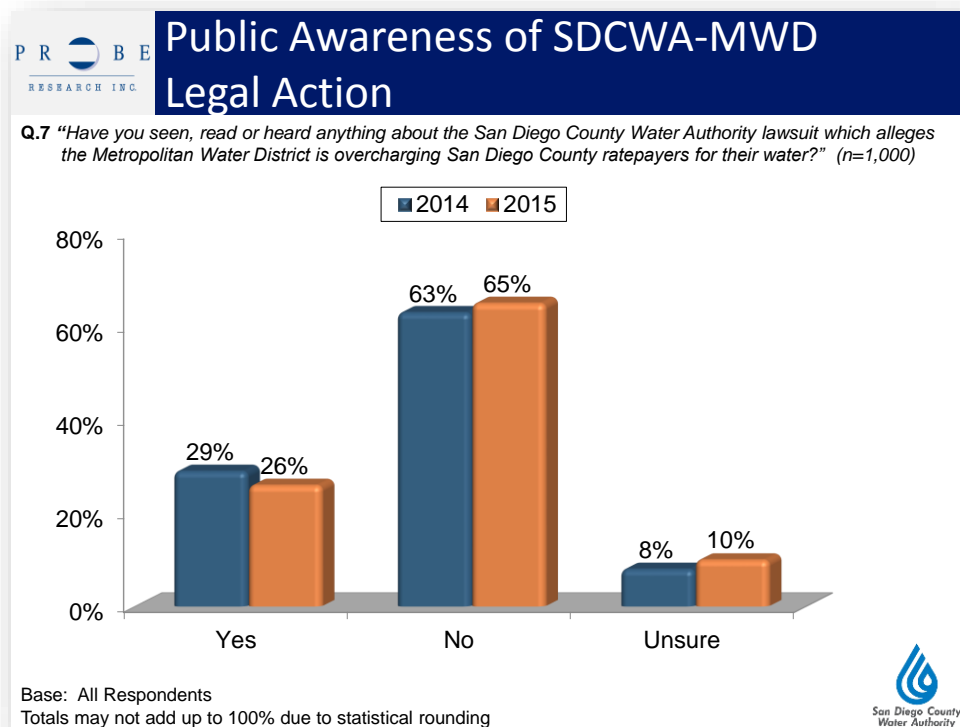
- Women (82% versus 74% for men), older residents (83%), those who have taken water conservation measures at home (81% versus only 66% among those who had not) and those very familiar with mandatory water restrictions (84%) were among those most likely to acknowledge the importance of agriculture for the regional economy.



### 3.10.2 Public Awareness of Water Authority's Rate Case Litigation

Around one-quarter of surveyed residents (26%) were aware of the Water Authority's lawsuit against illegal rates set by the Metropolitan Water District of Southern California.

This level of public awareness has remained virtually unchanged since last year, when 29% were familiar with this ongoing legal action.



Those most likely to indicate they were aware of the lawsuit included:

- Older residents (34% among those aged 55 years and older versus 23% among those under age 35).
- Homeowners (30% versus 21% among non-homeowners).
- Those highly familiar with current water restrictions (45%).
- Those who feel they could not do more to conserve water in their home (31%).

***APPENDIX A:***

*SURVEY INSTRUMENT*

**Probe Research, Inc.**  
**San Diego County Water Authority**  
**Final 2015 Survey**

**INTRO, SCREENER & PREAMBLE**

**Telephone:**

*Hello, this is \_\_\_\_\_ calling from Probe Research, a professional public opinion research company. Today we are talking to a random sample of San Diego County residents about some important issues in this region.*

*I hope you can spare about 10 minutes to share your views. Let me assure you that the information we collect is kept strictly confidential and none of the answers you provide will be attributed to you personally. We are not selling anything and no one will be re-contacting you without your permission after the survey is completed. Is now a good time to talk?*

**IF RESPONDENT ENQUIRES AS TO SURVEY TOPIC PLEASE RESPOND:**

*“The topic is an interesting one and you don’t need any special knowledge or qualifications to participate. We are just interested in your basic opinions and attitudes about some important local issues. The general topic will become clear right away, but we’d like everyone to participate before we reveal the main topic.”*

**(IF YES CONTINUE OTHERWISE ATTEMPT TO ARRANGE A CONVENIENT CALLBACK)**

**Online:**

*Welcome to the survey!*

*Probe Research is conducting a brief survey among a random sample of citizens in your area. The topic is an interesting one and you don’t need any special knowledge or qualifications to participate. We are just interested in your basic opinions and attitudes about some important local issues.*

*We hope you can spare about 10 minutes to share your views about some important issues in this region. Please be assured that the information we collect is kept strictly confidential and none of the answers you provide will be attributed to you personally. We are not selling anything and no one will be re-contacting you without your permission after the survey is completed.*

**Before we begin, just a little bit about yourself:**

A. Which age group best describes your age?

Under age 18 (ASK IF SOMEONE OVER 18 AVAILABLE AND PROCEED OR TERMINATE AND SCHEDULE A CALLBACK)

- 18-34
- 35-54
- 55+

**B. SAMP. TRACK SOURCE OF PHONE NUMBER BASED ON SAMPLE**

- Land .....1
- Cell .....2
- Prescreened .....3

- IF AGED 18-34 OR ON CELL: PROCEED WITH INTERVIEW
- IF AGED 35+ AND ON LANDLINE: “By any chance, is there anyone between 18 and 34 I could speak to or call back and ask for another time?”

IF YES: PROCEED WITH INTERVIEW OR SCHEDULE CALLBACK

IF NO, REQUEST INTERVIEW WITH PERSON ON PHONE

**C. IF PROBLEM WITH COMPREHENSION OR ACCENT INDICATION ASK: “Would you prefer we speak in English or Spanish?”**

- English.....1
- Spanish .....2

TRANSFER RESPONDENT TO SPANISH INTERVIEWER IF REQUESTED

**D. SEX. (RECORD GENDER BASED ON RESPONDENT’S VOICE – DO NOT ASK)**

- Male .....1
- Female .....2

**E. Before we begin could I please get your zip code? We need this information in order to make sure our survey represents people living in all areas of San Diego County.**

**(VALIDATE ZIPCODE – IF NOT IN LIST BELOW, THANK AND TERMINATE)**

**San Diego County:**

- East County: 91901 91903 91905 91906 91916 91917 91931 91934 91935 91941 91942 91943 91944 91945 91946 91947 91948 91962 91963 91976 91977 91978 91979 91980 91987 91990 92019 92020 92021 92022 92036 92040 92071 92072 92090
- Metro: 92037 92038 92039 92092 92093 92111 92117 92119 92121 92122 92123 92124 92126 92131 92132 92142 92145 92160 92161 92168 92169 92171 92177 92190 92191 92192 92193 92194 92196 92197

- South Metro: 92101 92102 92103 92104 92105 92106 92107 92108 92109 92110 92112 92113 92114 92115 92116 92118 92120 92133 92134 92135 92137 92138 92139 92140 92147 92149 92150 92152 92158 92159 92162 92163 92164 92165 92166 92167 92170 92174 92175 92176 92178 92182 92184 92186 92187 92195
- North Coastal: 92007 92008 92009 92013 92014 92018 92023 92024 92049 92051 92052 92054 92055 92056 92057 92058 92067 92068 92075 92083 92084 92085 92091 92130
- North Inland: 92003 92004 92025 92026 92027 92028 92029 92030 92033 92046 92059 92060 92061 92064 92065 92066 92069 92070 92074 92078 92079 92082 92086 92088 92096 92127 92128 92129 92172 92198 92199
- South County: 91911 91902 91908 91909 91910 91912 91913 91914 91915 91921 91932 91933 91950 92951 92136 92143 92153 92154 92155 92173 92179

F. "How long have you been a resident of San Diego County?"

# \_\_\_\_\_ years (IF LESS THAN ONE YEAR – THANK & TERMINATE)

1. I'd like to begin by asking you what you feel is the most important issue facing San Diego County residents today.

[DO NOT READ; PROBE FOR AND RECORD ONLY ONE ISSUE]

CRIME  
 ECONOMY/JOBS  
 EDUCATION QUALITY  
 EDUCATION COST  
 ENVIRONMENT/POLLUTION  
 GOVERNMENT MISMANAGEMENT  
 (GENERAL MENTION)  
 FINANCIAL PROBLEMS IN THE CITY OF  
 SD  
 FINANCIAL PROBLEMS IN STATE AND  
 OTHER LOCAL GOVERNMENTS  
 FEDERAL DEFICIT  
 MORTGAGE CRISIS/ HOME  
 FORECLOSURES  
 CREDIT MARKETS/DIFFICULTY  
 GETTING LOANS  
 GROWTH/DEVELOPMENT/SPRAWL  
 COST OF GASOLINE  
 ELECTRICITY AND HEATING  
 COST/SUPPLY  
 HOUSING AFFORDABILITY  
 COST OF LIVING (GENERALLY)  
 HIGH TAXES

WATER QUALITY  
 WATER SUPPLY/DROUGHT  
 WATER RATES/COST OF WATER  
 HOMELESS  
 IMMIGRATION ISSUES  
 INFRASTRUCTURE  
 TRAFFIC/TOO MANY CARS  
 FIRE DANGER  
 NEW AIRPORT  
 SEWAGE TREATMENT  
 TERRORISM  
 WARS (IRAQ, MIDEAST,  
 AFGHANISTAN/PAKISTAN)  
 HEALTH CARE  
 CHARGER STADIUM  
 MIDDLE EAST (GENERAL MENTION  
 APART FROM SPECIFIC WARS OR  
 TERRORISM)  
 PUBLIC TRANSPORTATION  
 OTHER, SPECIFY:

\_\_\_\_\_  
(DK/REF/NONE)

**UTILITIES & RATES**

2 Now I'd like you to think about some of the utilities and services you might receive in your household. It doesn't matter whether or not your household pays these bills directly; I'm just looking for your general impressions. Compared to other utilities such as gas and electric, cable or satellite TV, trash collection, sewer and landline or cell phone service, do you feel that water is an excellent value, a good value, not a very good value or a poor value?

- Excellent Value .....01
- Good Value .....02
- Not Very Good Value .....03
- Poor Value .....04
- (DK/NS).....99

3. Have you heard of the San Diego County Water Authority?

- Yes..... 1
- No ..... 2 (SKIP TO Q.6)
- (DK/NS)..... 9

4. The San Diego County Water Authority has a wide range of responsibilities and is involved in many activities. What is the main Water Authority activity, you are aware of? (DO NOT READ/ACCEPT ONLY ONE RESPONSE)

- Import water for the region .....01
- Ensure safe/reliable water supply .....02
- Provide water directly to my home or business .....03
- Build water infrastructure/projects .....04
- Diversify regional water supply.....05
- Building seawater desalination plant .....06
- Offer water conservation programs/resources.....07
- Others (specify) \_\_\_\_\_ .....97
- (DK/NS) .....99

5. And thinking about all of the activities and responsibilities of the San Diego County Water Authority, would you say they are doing a good job or a poor job overall. Let's use a 1 to 10 scale where a "1" means the water authority is doing a very poor job and a "10" means they are doing a very good job overall.

1	2	3	4	5	6	7	8	9	10	99
Very poor job									Very good job	(DK/NS)

6. Thinking specifically about water, do you believe the cost of water here in San Diego County is...?

- More than it should be .... 1
- About right ..... 2
- Less than it should be ..... 3
- (DK/NS) ..... 9

- 7. Have you seen, read or heard anything about the San Diego County Water Authority lawsuit that alleges the Metropolitan Water District of Southern California is overcharging San Diego County ratepayers for water?
  - Yes ..... 1
  - No..... 2
  - (DK/NS) ..... 9

**WATER RELIABILITY**

*These next questions are related to the water supply in San Diego County...*

- 8. A reliable water supply is one that can be depended upon to consistently provide enough water to meet the region’s needs. Currently, how reliable or unreliable do you think San Diego County’s water supply is? Would you say it is...?
  - Very reliable .....01
  - Somewhat reliable .....02
  - Somewhat unreliable.....03
  - Very unreliable .....04
  - (DK/NS).....99
  
- 9. California is experiencing a serious drought, and mandatory conservation measures are in place across San Diego County. Cutbacks to water supplies are likely to start this summer. If dry conditions continue, what is the single most important thing local water agencies should do to respond? (DO NOT READ -ACCEPT ONLY ONE RESPONSE)
  - More/better public ..... 01
  - Outreach & education ..... 02
  - Increased enforcement ..... 03
  - More seawater desalination ..... 04
  - More reservoirs/storage ..... 05
  - Encourage/promote/develop recycled water..... 06
  - More water transfers ..... 07
  - Other, specify: \_\_\_\_\_ 97
  - (DK/NS) ..... 99
  
- 10. Now still on the water supply in San Diego, how familiar would you say you are with the regional efforts to enhance water supply reliability? Are you...
  - Very familiar..... 01
  - Somewhat ..... 02
  - Not very familiar..... 03
  - Not at all familiar ..... 04
  - (DK/NS)..... 99

11. Twenty years ago, almost all of our region’s water was imported from a single supplier - the Metropolitan Water District of Southern California. Since then, the region has diversified its water supply sources so that today about half of our water is imported from that single supplier. That strategy has included water transfers from the Colorado River, increased conservation, groundwater development, water recycling and, by fall 2015, seawater desalination. Do you strongly support, moderately support, moderately oppose or strongly oppose this plan to diversify our water sources?

- Strongly Support ..... 01
- Moderately Support..... 02
- Moderately Oppose..... 03
- Strongly Oppose ..... 04
- (Depends on \$ amount etc.) ..... 05
- (DK/NS)..... 99

12. As you think about the future of San Diego County’s water supplies, what one water-related issue is your greatest concern (DO NOT READ – ACCEPT ONLY ONE)?

- Cost ..... 01
- Quality..... 02
- Supply reliability ..... 03
- Increasing conservation ..... 04
- Developing new supplies..... 05
- Other (specify)..... 06
- (DK/NS) ..... 99

13. The San Diego County Water Authority and many of its member agencies are considering options to develop additional local water supplies to make the region more resilient to drought. These drought-proofing efforts would require additional costs for consumers. How much more would you personally be willing to pay per month – if anything – for additional drought-proofing of local water supplies in San Diego County? (PROBE FOR MONTHLY AMOUNT IN DOLLARS)

- \$ \_\_\_\_\_
- \$0 – would not pay any more.....97
- (Depends) ..... 98
- (DK/NS) .....99

14. Do you believe that it is possible to further treat recycled water currently used for irrigation to make the water pure and safe for drinking?

- Yes..... 1
- No ..... 2
- (DK/NS)..... 9



15. How would you feel about using advanced treated recycled water as an addition to the supply of drinking water, that is, water treated with ultra-filtration, reverse osmosis and advanced oxidation?

- Strongly favor ..... 01
- Somewhat favor ..... 02
- Somewhat oppose ..... 03
- Strongly oppose ..... 04
- (DK/REF) ..... 99

**BAY DELTA**

*Now we are going to talk about water supplies that are imported to our region...*

16. The Bay-Delta in Northern California is an important water supply source for San Diego County. Some people feel San Diego County ratepayers should pay more to improve water supply reliability in the Bay-Delta. Others prefer focusing investments on developing more water supplies here in the San Diego area. Both approaches require financial investments. Do you prefer one approach over the other, or both approaches, or neither? (And is that strongly or moderately?)

- Strongly prefer Bay-Delta investments ..... 01
- Moderately prefer Bay-Delta investments..... 02
- Strongly prefer local investments ..... 03
- Moderately prefer local investments ..... 04
- Support both ..... 05
- Support neither ..... 06
- Depends on money, etc. .... 07
- (DK/NS) ..... 99

**WATER USE & CONSERVATION**

17. Mandatory water-use restrictions are in effect across the San Diego region. Generally speaking, how familiar are you with restrictions in your community? Would you say you are...(READ- RECORD)

- Very Familiar ..... 01
- Somewhat Familiar ..... 02
- Not Very Familiar ..... 03
- Not at all Familiar ..... 04
- (DK/NS) ..... 99

18. What specific actions – if any - have you taken to reduce your water use in response to mandatory water-use restrictions since the start of August 2014? (DO NOT READ – ACCEPT ALL MENTIONS)

- Adjust irrigation system and timers..... 01
- Use the landscape calculator to set a water-wise irrigation schedule 02
- Irrigate during evening/morning hours..... 03
- Reduce/skip watering..... 04
- Check soil moisture before watering ..... 05
- Replace unused grass with low-water plants..... 06
- Upgrade irrigation system with high-efficiency equipment ..... 07
- Purchase high-efficiency clothes washer..... 08
- Wash only full loads of clothes or dishes..... 09
- Take shorter showers..... 10
- Use a broom instead of a hose on paved areas ..... 11
- Fix indoor leaks (toilet, faucet, etc.)..... 12
- Fix outdoor leaks (sprinklers, spas, etc.) ..... 13
- Do not let water run..... 14
- Collect and reuse water ..... 15
- Replace grass with artificial/synthetic turf..... 16
- Schedule a water-use checkup/assessment..... 17
- Other (specify) \_\_\_\_\_ 97
- None ..... [Skip to 20]
- (DK/NS) ..... 99

19. What motivated you to reduce your water use? (DO NOT READ – ACCEPT ALL MENTIONS)

- High Water Costs/trying to save money ..... 01
- News reports about drought/water shortages..... 02
- Emails/letters from my local water agency ..... 03
- General appeals for water conservation..... 04
- It's the right thing to do..... 05
- Rebates/discounts on highly efficient products..... 06
- Talking with neighbors/coworkers..... 07
- Anticipating higher water rates in future  
and trying to be prepared..... 08
- Other (specify) \_\_\_\_\_ 97
- (DK/NS) ..... 99

20. If mandatory water supply cutbacks were implemented in San Diego County in the next few months, what kind of information would you want to receive before the cutbacks began? (DO NOT READ – ACCEPT ALL MENTIONS)

- How much water am I going to get..... 01
- What are the penalties for using more/not following restrictions...02
- How long will it last..... 03
- Will there be enough water to keep my landscaping alive ..... 04
- Where can I get help reducing my water use..... 05
- How do I reduce my water use..... 06
- What restrictions will I have to follow ..... 07
- How do I report water wasters..... 08
- Other (specify) \_\_\_\_\_ 97
- (DK/NS) ..... 99

**MESSAGE TESTING (ONLINE ONLY)**

The San Diego region faces likely water supply reductions starting July 1. Which one of the following messages would most motivate you to conserve water? (RANDOMIZE OPTIONS BELOW)

*“Water supply reductions start July 1. How low can you go with your water use? Reduce shower times, fix leaks and cut outdoor irrigation.”*

*“Water supply cutbacks begin July 1 in San Diego County. This is serious. Follow your community’s mandatory outdoor water-use restrictions.”*

*“Calling all drought fighters! Water supply cutbacks begin July 1, so save every day, every way.”*

*“Severe drought conditions mean water supply cutbacks start July 1. Do your part by following local water-use restrictions.”*

*“Our region faces water supply cutbacks. You can help by reducing irrigation, shortening showers and fixing leaks.”*

21. Thinking about the water you use in your home, can you tell me whether or not you personally “never”, “rarely”, “sometimes” or “always” do any of the following things to conserve water in your household? (RANDOMIZE a-g)

		Never	Rarely	Some times	Always	(Not Applicable)	(DK/NS)
a)	Avoid running the tap while brushing your teeth, washing your hands or shaving	1	2	3	4	5	9
b)	Wait until you have a full load before switching on the dishwasher or washing machine.	1	2	3	4	5	9
c)	Limit your shower time to 5 minutes or less	1	2	3	4	5	9
d)	Install the latest water-efficient fixtures in your home like a water-saving toilet or showerhead.	1	2	3	4	5	9
e)	Water your garden in the late evenings or early mornings only.	1	2	3	4	5	9
f)	Quickly repair any leaky toilets or faucets.	1	2	3	4	5	9
g)	Check for/repair leaks in irrigation system	1	2	3	4	5	9

**GENERAL ATTITUDES**

22. People have different views and behaviors when it comes to San Diego County’s water supplies. I’d like to read you a few statements and, for each one, I’d like you to tell me if you agree or disagree. Let’s use a five-point scale where a “1” means you strongly disagree and a “5” means you strongly agree. OK, the first one is... (READ – RANDOMIZE a-?).

STATEMENT	1	2	3	4	5	9
a) Water agencies should use mandatory rather than voluntary restrictions to cut water use to fight the current drought.						
b) I could do more to conserve water at my home.						
c) A reliable water supply for this region is essential to my quality of life.						
d) I know where to look if I want more information about how to conserve water.						
e) The current water supply situation is very serious.						
f) I trust water agencies to ensure we have a reliable long-term supply of water.						
g) It is my civic duty to use water efficiently.						
h) Additional water rate increases are necessary to support the region’s water supply reliability.						
i) A reliable water supply for this region is essential for a healthy economy.						
j) I feel I have been adequately informed about water-use restrictions.						
k) I would be more motivated to reduce my home water use if I knew that my neighbors were using less water than me.						
l) Local investments in water supply reliability will offset potential reductions in imported water deliveries this year.						
m) Agriculture and local farmers make an important contribution to San Diego County’s economy						

23. Does your home have a grass lawn that is not artificial turf?

- Yes..... 01 (Continue)
- No ..... 02 (SKIP TO Q.26)
- (DK/NS) ..... 09 (SKIP TO Q.26)

24. How willing, if at all, would you be to adopt a low water use landscape by removing turf grass from your front yard?

- Very willing..... 01 (SKIP TO Q.26)
- May consider..... 02 (SKIP TO Q.26)
- Would not consider ..... 03 (ASK NEXT Q.)
- (DK/NS) ..... 99 (SKIP TO Q.26)

25. What is the main barrier keeping you from replacing some or all of your grass with low-water-use landscaping?[DO NOT READ – ACCEPT ONLY ONE RESPONSE)

- Cost ..... 01
- Time..... 02
- Knowledge/expertise ..... 03
- I like the look of grass ..... 04
- I don't like the look of WaterSmart landscapes..... 05
- Doesn't save enough water to be worth the effort....06
- (I already have a low-water landscape) ..... 06
- Other (specify) \_\_\_\_\_ ..... 97
- (DK/NS) ..... 99

26. Some farmers in San Diego County buy water for farming at a cost that is lower than what homes and other businesses are charged. In exchange for lower rates, these agricultural businesses are subject to greater water supply cutbacks during times of water shortages and emergencies such as earthquakes. Do you think that these reduced water prices for farmers should be maintained?

- Yes..... 1
- No ..... 2
- (DK/NS)..... 9

**COMMUNICATIONS**

27. What sources, if any, have you used in the past six months for gathering information about how to conserve water? (DO NOT READ – ACCEPT ALL MENTIONS)

- News reports..... 01
- Emails/letters from my local water agency ..... 02
- Friends/colleagues ..... 03
- Website..... 04
- Other (specify) \_\_\_\_\_ ..... 97
- None/haven't looked ..... 98
- (DK/NS) ..... 99

28. Local, regional and state agencies have been promoting additional water conservation over the past year with a variety of drought outreach campaigns. Do you recall seeing or hearing...? (READ - RANDOMIZE)

		Yes	No	(DK/NS)
a)	When in Drought/This is Serious/How Low Can You Go?	1	2	9
b)	Waste No Water	1	2	9
c)	Save Our Water/Californians Don't Waste	1	2	9
d)	Don't Waste Another Minute Wasting Water	1	2	9

29. Whether or not you recall a specific campaign, please tell me where you recall seeing or hearing information about the drought and/or water conservation.(DO NOT READ – ACCEPT ALL MENTIONS)

Television.....	01
Newspaper.....	02
Online news sites.....	03
Outdoor advertising (billboards/transit shelter) .....	05
Website.....	06
Friends/family.....	07
My water agency website .....	08
With monthly bill.....	09
At work.....	10
At a public event .....	11
In the mail .....	12
Other (Specify) .....	97
(DK/NS) .....	99

**DEMOGRAPHICS**

DS1. Just before I let you go... What is the highest level of schooling you have obtained?  
(READ LIST. FOLLOW UP IF UNSURE WHETHER OR NOT RESPONDENT GRADUATED.)

- Grade school/some high school .....01
- Completed high school.....02
- Some Apprenticeship or Trades Training .....03
- Journey-Person certification .....04
- Some Community College.....05
- Completed Community College Education .....06
- Some University .....07
- Completed University degree .....08
- (Refused/NS) .....99

DS2. Do you own or rent your current place of residence?

- Own ..... 01
- Rent ..... 02
- Other (Such as public housing) ..... 03
- (DK/NS) ..... 99

DS3. What type of residence do you live in?

- Apartment ..... 01
- Condo/townhome ..... 02
- Duplex..... 03
- Mobile home ..... 04
- Single-family detached ..... 05
- Other (specify)\_\_\_\_\_ ..... 97
- (DK/REF) ..... 99

DS4. Does your household pay its own water bill, or does someone else, like your landlord or homeowner’s association, pay the water bill?

- Respondent/other member of household pays ..... 01
- Landlord/Homeowner’s Association/Other pays ..... 02
- Other: (Specify) \_\_\_\_\_ ..... 03
- (DK/REF) ..... 99

We have almost finished the survey....

DS5. Which of the following categories best describes your age? Is it....

- 18-24..... 01
- 25-34..... 02
- 35-54..... 03
- 55-64..... 04
- 65+..... 05
- (DK/REF) ..... 99

DS6. Which of the following best describes your ethnic or racial background... (READ, record)

- White, not of Hispanic origin..... 1
- Black, not of Hispanic origin ..... 2
- Hispanic or Latino ..... 3
- Asian or Pacific Islander..... 4
- Native American..... 5
- Another ethnic group? [SPECIFY:] \_\_\_\_\_
- (DK/REF) ..... 9999

DS7. Which of the following categories best describes your household income, that is from all persons in your household, before all taxes? Is it....

- under \$25,000..... 1
- \$25,000 - \$49,999 ..... 2
- \$50,000 - \$74,999 ..... 3
- \$75,000 - \$99,999 ..... 4
- \$100,000 - \$149,999 ..... 5
- \$150,000 - \$249,999 ..... 6
- \$250,000 and above ..... 7
- (DK/NS/REF) ..... 9

DS8. Would you be willing to be contacted in the future concerning further research conducted by Probe Research?

- Yes.....1 CONTINUE
- No .....2 CONCLUDE SURVEY
- (DK/NS) .....9 CONCLUDE SURVEY

DS9. Do you have an e-mail address we may contact you at to participate in further research?

- Yes.....1 CONTINUE
- (No/Don't have one/Won't provide it) .....2 GO TO DS9
- (DK/NS) .....9 GO TO DS9

DS10. May I please have your e-mail address? (READ BACK TO CONFIRM ACCURACY)

E-mail address: \_\_\_\_\_@\_\_\_\_\_.



**APPENDIX B:**

*DETAILED TABULAR RESULTS*

1. What do you feel is the most important issue facing San Diego County residents today?

BASE		TOTAL (1000)	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
			City (370)	County (630)	Metro (140)	S. Metro (230)	Coastal (160)	Inland (180)	East (150)	South (140)	10/less (252)	Over 10 (748)	Yes (701)	No (265)	
MOST IMPORTANT ISSUE	Water supply	Count	325	127	198	51	76	53	61	51	34	90	236	245	72
			33%	34%	31%	36%	33%	33%	34%	34%	24%	36%	32%	35%	27%
	Economy/ Jobs/ Income	Count	97	43	54	12	31	10	17	8	19	25	72	73	23
			10%	12%	9%	9%	13%	6%	9%	5%	14%	10%	10%	10%	9%
	Charger Stadium/ Chargers	Count	47	15	32	6	9	7	12	6	7	3	43	30	16
			5%	4%	5%	4%	4%	4%	7%	4%	5%	1%	6%	4%	6%
	Immigration issues/ racism	Count	39	15	24	6	9	9	3	8	4	7	32	27	12
			4%	4%	4%	4%	4%	5%	2%	6%	3%	3%	4%	4%	5%
	Housing affordability	Count	31	13	19	6	7	5	4	4	6	7	24	23	8
			3%	3%	3%	4%	3%	3%	2%	3%	5%	3%	3%	3%	3%
	Infrastructure	Count	31	9	22	3	6	6	5	8	2	3	28	25	6
			3%	2%	3%	2%	3%	4%	3%	5%	2%	1%	4%	4%	2%
	Water rates/ Cost of water	Count	28	3	25	1	2	9	7	4	5	10	18	23	5
			3%	1%	4%	0%	1%	5%	4%	3%	4%	4%	2%	3%	2%
	Cost of living (non-spec.)	Count	26	6	20	1	5	4	1	8	7	3	23	17	9
			3%	2%	3%	0%	2%	3%	0%	5%	5%	1%	3%	2%	4%
	Traffic/ Too many cars	Count	26	6	20	4	2	4	8	3	5	6	20	16	8
			3%	2%	3%	3%	1%	3%	5%	2%	3%	2%	3%	2%	3%
	Homelessness/ Poverty/ Hunger	Count	24	11	13	3	7	2	5	4	2	7	17	13	10
			2%	3%	2%	2%	3%	1%	3%	3%	2%	3%	2%	2%	4%
	Crime/ Policing	Count	23	11	11	3	9	2	2	4	3	7	16	15	7
			2%	3%	2%	2%	4%	2%	1%	3%	2%	3%	2%	2%	3%
	Growth/ development/ sprawl	Count	20	8	12	3	5	4	7	0		1	19	16	4
			2%	2%	2%	2%	2%	3%	4%	0%		0%	3%	2%	2%
	Environment/ Pollution	Count	17	7	10	2	5	6		4	1	4	13	12	5
			2%	2%	2%	2%	2%	4%		3%	0%	2%	2%	2%	2%
	Education quality	Count	17	8	9	3	5	2	1	1	6	6	11	10	6
			2%	2%	1%	2%	2%	1%	0%	0%	4%	2%	1%	1%	2%
	Gov mismanagement (general)	Count	14	9	5	4	5		2	2	2	4	10	10	4
			1%	2%	1%	3%	2%		1%	1%	1%	2%	1%	1%	1%
	High taxes	Count	10	4	6	3	1	1		3	1	1	9	10	
			1%	1%	1%	2%	1%	1%		2%	1%	0%	1%	1%	
	Water quality	Count	4		4			0	1	1	1		4	3	0
			0%		1%			0%	1%	1%	1%		0%	0%	0%
	Other mentions	Count	60	26	34	9	18	6	14	6	7	13	47	32	26
			6%	7%	5%	6%	8%	4%	8%	4%	5%	5%	6%	4%	10%
	(DK/Nothing in particular)	Count	161	49	112	20	29	29	31	25	27	56	105	101	42
			16%	13%	18%	14%	13%	18%	17%	17%	19%	22%	14%	14%	16%

1. What do you feel is the most important issue facing San Diego County residents today?

BASE		TOTAL (1000)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
			Male (500)	Female (500)	< 35 (360)	35-54 (360)	55 + (280)	HS/less (153)	Some PS (315)	Grad (520)	< \$25K (134)	\$25-49K (202)	\$50-99K (348)	\$100K + (220)	
MOST IMPORTANT ISSUE	Water supply	Count	325	154	171	130	105	90	32	108	182	26	66	120	82
			33%	31%	34%	36%	29%	32%	21%	34%	35%	19%	33%	35%	37%
	Economy/ Jobs/ Income	Count	97	44	53	36	33	28	18	36	43	14	17	39	21
			10%	9%	11%	10%	9%	10%	12%	11%	8%	11%	8%	11%	9%
	Charger Stadium/ Chargers	Count	47	34	12	13	21	12	5	20	22	2	11	18	14
			5%	7%	2%	4%	6%	4%	3%	6%	4%	1%	6%	5%	6%
	Immigration issues/ racism	Count	39	23	16	3	21	15	7	11	21	9	10	11	7
			4%	5%	3%	1%	6%	5%	5%	4%	4%	7%	5%	3%	3%
	Housing affordability	Count	31	17	15	7	12	12	10	3	19	5	9	9	6
			3%	3%	3%	2%	3%	4%	6%	1%	4%	4%	5%	3%	3%
	Infrastructure	Count	31	15	16	8	8	15	2	9	20	3	9	8	9
			3%	3%	3%	2%	2%	5%	2%	3%	4%	2%	4%	2%	4%
	Water rates/ Cost of water	Count	28	16	12	9	16	3	5	10	13	4	4	10	7
			3%	3%	2%	3%	4%	1%	3%	3%	2%	3%	2%	3%	3%
	Cost of living (non-spec.)	Count	26	10	16	10	12	5	8	9	9	4	8	6	6
			3%	2%	3%	3%	3%	2%	5%	3%	2%	3%	4%	2%	3%
	Traffic/ Too many cars	Count	26	14	11	10	9	6	3	6	17	2	4	11	6
			3%	3%	2%	3%	3%	2%	2%	2%	3%	1%	2%	3%	3%
	Homelessness/ Poverty/ Hunger	Count	24	5	19	8	9	7	6	7	11	8	8	5	2
			2%	1%	4%	2%	2%	2%	4%	2%	2%	6%	4%	2%	1%
	Crime/ Policing	Count	23	3	20	5	14	4	7	5	10	6	5	5	3
			2%	1%	4%	1%	4%	1%	5%	2%	2%	4%	2%	2%	2%
	Growth/ development/ sprawl	Count	20	5	15	5	5	10	2	6	12	4	4	7	5
			2%	1%	3%	1%	1%	4%	1%	2%	2%	3%	2%	2%	2%
	Environment/ Pollution	Count	17	14	3	10	1	6	3	8	7	4	3	5	4
			2%	3%	1%	3%	0%	2%	2%	2%	1%	3%	1%	2%	2%
	Education quality	Count	17	4	13	3	9	5	2	2	12		5	3	6
			2%	1%	3%	1%	3%	2%	1%	1%	2%		2%	1%	3%
	Gov mismanagement (general)	Count	14	10	5	1	4	9	2	3	9	3	2	4	3
			1%	2%	1%	0%	1%	3%	1%	1%	2%	2%	1%	1%	1%
	High taxes	Count	10	5	5	3	4	4	3	2	5		3	6	1
			1%	1%	1%	1%	1%	1%	2%	1%	1%		1%	2%	1%
	Water quality	Count	4	2	2	1		3	1	2	1		1	1	1
			0%	0%	0%	0%		1%	1%	1%	0%		0%	0%	1%
	Other mentions	Count	60	36	24	24	21	14	5	22	31	15	11	17	10
			6%	7%	5%	7%	6%	5%	3%	7%	6%	11%	6%	5%	5%
	(DK/Nothing in particular)	Count	161	87	74	76	54	31	31	45	77	27	23	61	26
			16%	17%	15%	21%	15%	11%	21%	14%	15%	20%	12%	18%	12%

1. What do you feel is the most important issue facing San Diego County residents today?

BASE	MOST IMPORTANT ISSUE	Count	TOTAL (1000)	HOME OWNERSHIP			ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
				Owner (550)	Other (422)		Non-Hispanic White (614)	Hispanic/ Latino (168)	Other (166)	Reliable (649)	Not reliable (302)	Very (260)	Some (453)	Less (287)	Yes (810)	Can't Recall (190)	Agree (539)	N/D (461)
	Water supply	Count	325	194	127		211	54	43	199	112	84	156	85	292	34	178	148
			33%	35%	30%		34%	32%	26%	31%	37%	32%	34%	30%	36%	18%	33%	32%
	Economy/ Jobs/ Income	Count	97	55	39		50	21	20	65	31	21	55	21	81	16	55	42
			10%	10%	9%		8%	13%	12%	10%	10%	8%	12%	7%	10%	9%	10%	9%
	Charger Stadium/ Chargers	Count	47	29	18		32	9	5	29	17	20	23	4	44	3	23	24
			5%	5%	4%		5%	5%	3%	5%	6%	8%	5%	1%	5%	1%	4%	5%
	Immigration issues/ racism	Count	39	23	15		25	3	8	30	8	13	14	12	31	8	19	20
			4%	4%	4%		4%	2%	5%	5%	3%	5%	3%	4%	4%	4%	3%	4%
	Housing affordability	Count	31	11	19		23	4	3	20	11	7	16	9	25	6	12	20
			3%	2%	5%		4%	2%	2%	3%	4%	3%	4%	3%	3%	3%	2%	4%
	Infrastructure	Count	31	18	13		24	4	3	21	10	17	12	2	28	3	12	19
			3%	3%	3%		4%	2%	2%	3%	3%	6%	3%	1%	3%	2%	2%	4%
	Water rates/ Cost of water	Count	28	20	8		11	7	10	26	2	10	10	9	27	2	16	12
			3%	4%	2%		2%	4%	6%	4%	1%	4%	2%	3%	3%	1%	3%	3%
	Cost of living (non-spec.)	Count	26	12	15		16	7	4	11	13	5	14	7	23	3	12	15
			3%	2%	3%		3%	4%	2%	2%	4%	2%	3%	2%	3%	2%	2%	3%
	Traffic/ Too many cars	Count	26	12	13		13	3	6	15	11	9	12	5	22	4	10	16
			3%	2%	3%		2%	2%	4%	2%	4%	3%	3%	2%	3%	2%	2%	3%
	Homelessness/ Poverty/ Hunger	Count	24	7	16		13	3	6	16	8	6	9	8	20	4	11	12
			2%	1%	4%		2%	2%	4%	2%	3%	2%	2%	3%	2%	2%	2%	3%
	Crime/ Policing	Count	23	11	11		9	7	6	14	6	10	8	5	21	2	14	9
			2%	2%	3%		1%	4%	3%	2%	2%	4%	2%	2%	3%	1%	3%	2%
	Growth/ development/ sprawl	Count	20	14	4		20			11	9	6	11	3	17	3	8	12
			2%	3%	1%		3%			2%	3%	2%	2%	1%	2%	1%	2%	3%
	Environment/ Pollution	Count	17	8	7		15	0		7	10	5	6	6	14	3	12	6
			2%	1%	2%		3%	0%		1%	3%	2%	1%	2%	2%	1%	2%	1%
	Education quality	Count	17	9	6		7	5	2	12	4	3	7	7	13	4	9	8
			2%	2%	1%		1%	3%	1%	2%	1%	1%	2%	2%	2%	2%	2%	2%
	Gov mismanagement (general)	Count	14	11	3		11	2	0	10	4	7	7		13	1	6	8
			1%	2%	1%		2%	1%	0%	2%	1%	3%	2%		2%	1%	1%	2%
	High taxes	Count	10	8	2		7	0	2	6	4	6	3	1	6	4	5	5
			1%	2%	0%		1%	0%	1%	1%	0%	2%	1%	1%	1%	2%	1%	1%
	Water quality	Count	4	2	1		2	1	1	3	0	1	1	1	3	0	3	0
			0%	0%	0%		0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%
	Other mentions	Count	60	33	27		38	11	7	42	14	14	26	19	49	11	39	21
			6%	6%	6%		6%	7%	4%	7%	5%	5%	6%	7%	6%	6%	7%	5%
	(DK/Nothing in particular)	Count	161	74	77		88	25	40	110	26	18	61	82	82	79	96	65
			16%	13%	18%		14%	15%	24%	17%	9%	7%	14%	28%	10%	42%	18%	14%

2. Compared to other utilities, do you feel that water is...?

			TOTAL (1000)	REGION		COUNTY					YEARS LIVING IN SD		PAY OWN WATER BILL		
				City (370)	County (630)	Metro (140)	S. Metro (230)	Coastal (160)	Inland (180)	East (150)	South (140)	10/less (252)	Over 10 (748)	Yes (701)	No (265)
WATER COST	Excellent value	Count	207	73	134	31	42	30	34	25	44	61	147	125	68
			21%	20%	21%	22%	18%	19%	19%	17%	32%	24%	20%	18%	26%
	Good value	Count	462	177	285	64	113	72	78	73	61	115	347	341	111
			46%	48%	45%	45%	49%	45%	43%	49%	44%	46%	46%	49%	42%
	Not very good value	Count	179	62	117	26	36	32	34	30	21	48	131	135	36
			18%	17%	19%	18%	16%	20%	19%	20%	15%	19%	18%	19%	14%
	Poor value	Count	92	39	53	15	23	17	23	9	4	18	74	75	16
		9%	10%	8%	11%	10%	11%	13%	6%	3%	7%	10%	11%	6%	
(DK/NS)	Count	60	20	40	4	15	8	10	12	10	11	49	25	33	
		6%	5%	6%	3%	7%	5%	6%	8%	7%	4%	7%	4%	13%	
Summary	Good		67%	68%	67%	68%	67%	64%	63%	66%	76%	70%	66%	67%	68%
	Poor		27%	27%	27%	29%	26%	31%	32%	26%	18%	26%	27%	30%	20%
	(DK)		6%	5%	6%	3%	7%	5%	6%	8%	7%	4%	7%	4%	13%

2. Compared to other utilities, do you feel that water is...?

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
BASE			(1000)	Male (500)	Female (500)	< 35 (360)	35-54 (360)	55 + (280)	HS/less (153)	Some PS (315)	Grad (520)	< \$25K (134)	\$25-49K (202)	\$50-99K (348)	\$100K + (220)
WATER COST	Excellent value	Count	207	103	105	85	68	54	59	50	97	46	50	45	43
			21%	21%	21%	24%	19%	19%	39%	16%	19%	34%	25%	13%	19%
	Good value	Count	462	246	216	190	165	107	62	160	236	54	82	184	102
			46%	49%	43%	53%	46%	38%	40%	51%	45%	41%	41%	53%	47%
	Not very good value	Count	179	85	94	50	69	60	17	59	99	15	36	65	45
			18%	17%	19%	14%	19%	21%	11%	19%	19%	11%	18%	19%	20%
	Poor value	Count	92	41	51	20	35	37	10	24	57	6	19	37	23
			9%	8%	10%	5%	10%	13%	6%	8%	11%	4%	9%	11%	11%
	(DK/NS)	Count	60	26	34	15	23	22	5	22	30	13	15	16	6
			6%	5%	7%	4%	6%	8%	3%	7%	6%	9%	7%	5%	3%
Summary	Good		67%	70%	64%	76%	65%	58%	79%	67%	64%	75%	66%	66%	66%
	Poor		27%	25%	29%	20%	29%	35%	17%	26%	30%	16%	27%	29%	31%
	(DK)		6%	5%	7%	4%	6%	8%	3%	7%	6%	9%	7%	5%	3%

2. Compared to other utilities, do you feel that water is...?

			HOME OWNERSHIP			ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
			TOTAL	Owner	Other	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Very	Some	Less	Yes	Can't Recall	Agree	N/D
			(1000)	(550)	(422)	(614)	(168)	(166)	(649)	(302)	(260)	(453)	(287)	(810)	(190)	(539)	(461)
BASE																	
WATER COST	Excellent value	Count	207	95	107	99	62	35	151	49	49	94	64	178	29	138	69
			21%	17%	25%	16%	37%	21%	23%	16%	19%	21%	22%	22%	15%	26%	15%
	Good value	Count	462	259	191	280	74	83	328	116	107	217	138	375	86	263	199
			46%	47%	45%	46%	44%	50%	51%	38%	41%	48%	48%	46%	45%	49%	43%
	Not very good value	Count	179	114	60	129	19	22	90	81	53	80	46	138	41	69	110
			18%	21%	14%	21%	11%	13%	14%	27%	20%	18%	16%	17%	22%	13%	24%
	Poor value	Count	92	55	34	65	7	15	44	45	37	38	17	75	17	37	55
		9%	10%	8%	11%	4%	9%	7%	15%	14%	8%	6%	9%	9%	7%	12%	
(DK/NS)	Count	60	28	31	40	6	11	36	11	15	23	22	44	16	32	28	
		6%	5%	7%	7%	4%	7%	6%	4%	6%	5%	8%	5%	8%	6%	6%	
Summary	Good		67%	64%	70%	62%	81%	71%	74%	54%	60%	69%	70%	68%	61%	74%	58%
	Poor		27%	31%	22%	32%	15%	22%	21%	42%	34%	26%	22%	26%	31%	20%	36%
	(DK)		6%	5%	7%	7%	4%	7%	6%	4%	6%	5%	8%	5%	8%	6%	6%

**3. Have you heard of the San Diego County Water Authority?**

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
				(1000)	City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes
BASE			(370)	(630)	(140)	(230)	(160)	(180)	(150)	(140)	(252)	(748)	(701)	(265)	
HEARD OF SDCWA	Yes	Count	704	272	432	98	173	112	125	107	89	156	547	502	184
			70%	73%	69%	70%	75%	70%	70%	71%	63%	62%	73%	72%	70%
	No	Count	296	98	198	42	57	48	55	43	51	96	200	200	80
			30%	27%	31%	30%	25%	30%	30%	29%	37%	38%	27%	28%	30%



**3. Have you heard of the San Diego County Water Authority?**

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
			(1000)	Male (500)	Female (500)	< 35 (360)	35-54 (360)	55 + (280)	HS/less (153)	Some PS (315)	Grad (520)	< \$25K (134)	\$25-49K (202)	\$50-99K (348)	\$100K + (220)
BASE			704	362	341	199	274	230	86	214	397	71	139	249	171
HEARD OF SDCWA	Yes	Count	704	362	341	199	274	230	86	214	397	71	139	249	171
			70%	72%	68%	55%	76%	82%	56%	68%	76%	53%	69%	72%	78%
	No	Count	296	138	159	161	86	50	67	102	122	62	63	99	49
			30%	28%	32%	45%	24%	18%	44%	32%	24%	47%	31%	28%	22%

3. Have you heard of the San Diego County Water Authority?

			HOME OWNERSHIP			ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
BASE			TOTAL	Owner	Other	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Very	Some	Less	Yes	Can't Recall	Agree	N/D
			(1000)	(550)	(422)	(614)	(168)	(166)	(649)	(302)	(260)	(453)	(287)	(810)	(190)	(539)	(461)
HEARD OF SDCWA	Yes	Count	704	428	263	477	90	95	452	232	216	332	156	589	114	350	353
			70%	78%	62%	78%	54%	57%	70%	77%	83%	73%	54%	73%	60%	65%	77%
	No	Count	296	122	159	137	78	71	197	70	44	121	131	220	76	189	107
			30%	22%	38%	22%	46%	43%	30%	23%	17%	27%	46%	27%	40%	35%	23%

4. What is the main Water Authority activity that you are aware of?

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No
BASE: HEARD OF SDCWA			(704)	(272)	(432)	(98)	(173)	(112)	(125)	(107)	(89)	(156)	(547)	(502)	(184)
SDCWA MAIN ACTIVITY	Ensure safe/ reliable water supply	Count	167	66	100	16	51	24	29	23	25	39	128	118	47
			24%	24%	23%	16%	29%	21%	23%	21%	28%	25%	23%	24%	25%
	Offer water conservation programs/ resources	Count	80	28	53	11	16	15	16	10	12	15	65	56	23
			11%	10%	12%	12%	9%	13%	13%	9%	13%	10%	12%	11%	12%
	Provide water directly to my home or business	Count	65	24	41	16	8	8	6	12	15	16	49	54	10
			9%	9%	10%	16%	5%	7%	5%	11%	17%	10%	9%	11%	5%
	Import water for the region	Count	61	28	33	11	17	8	11	11	3	8	53	47	12
			9%	10%	8%	11%	10%	7%	9%	10%	4%	5%	10%	9%	6%
	Regulations/ usage/ control	Count	60	21	39	6	15	16	9	5	8	14	46	48	12
			9%	8%	9%	7%	9%	14%	7%	5%	10%	9%	8%	10%	6%
	Build water infrastructure/ projects	Count	28	10	18	5	4	7	4	3	4	2	26	17	9
			4%	4%	4%	6%	2%	6%	3%	3%	4%	1%	5%	3%	5%
	Billing/ cost of water	Count	23	7	16	2	5	5	4	4	3		23	19	4
			3%	3%	4%	2%	3%	4%	3%	4%	3%		4%	4%	2%
	Building seawater desalination plant	Count	9	4	5		4	0	2	2	1	4	6	6	3
		1%	1%	1%		2%	0%	2%	2%	1%	2%	1%	1%	2%	
Diversify regional water supply	Count	7		7			5		2		5	3	1	6	
		1%		2%			5%		2%		3%	1%	0%	3%	
(DK/NS)	Count	204	83	121	30	53	24	44	34	18	54	149	134	60	
		29%	31%	28%	31%	31%	22%	35%	32%	21%	35%	27%	27%	33%	

4. What is the main Water Authority activity that you are aware of?

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
BASE: HEARD OF SDCWA				(704)	Male (362)	Female (341)	< 35 (199)	35-54 (274)	55 + (230)	HS/less (86)	Some PS (214)	Grad (397)	< \$25K (71)	\$25-49K (139)	\$50-99K (249)
SDCWA MAIN ACTIVITY	Ensure safe/ reliable water supply	Count	167	89	78	49	64	54	11	56	99	21	29	64	42
			24%	25%	23%	24%	24%	23%	13%	26%	25%	29%	21%	26%	25%
	Offer water conservation programs/ resources	Count	80	38	42	25	29	26	14	28	37	6	19	21	22
			11%	11%	12%	13%	11%	11%	17%	13%	9%	9%	13%	9%	13%
	Provide water directly to my home or business	Count	65	42	23	12	36	18	10	19	35	6	11	20	22
			9%	12%	7%	6%	13%	8%	12%	9%	9%	9%	8%	8%	13%
	Import water for the region	Count	61	39	22	11	15	35	3	16	42	5	8	24	15
			9%	11%	7%	5%	5%	15%	3%	8%	11%	7%	6%	10%	9%
	Regulations/ usage/ control	Count	60	27	33	24	22	15	9	17	34	5	15	24	10
			9%	7%	10%	12%	8%	6%	10%	8%	8%	6%	11%	10%	6%
	Build water infrastructure/ projects	Count	28	14	13	6	9	12	3	8	15	3	2	12	9
			4%	4%	4%	3%	3%	5%	4%	4%	4%	5%	1%	5%	5%
	Billing/ cost of water	Count	23	10	12	3	13	7	1	4	18	1	6	7	6
			3%	3%	4%	2%	5%	3%	1%	2%	4%	2%	4%	3%	3%
Building seawater desalination plant	Count	9	5	4	2	4	3	0	1	8	1	3	1	4	
		1%	1%	1%	1%	2%	1%	0%	0%	2%	1%	2%	0%	2%	
Diversify regional water supply	Count	7	0	7	7		0		2	5	1		2		
		1%	0%	2%	3%		0%		1%	1%	1%		1%		
(DK/NS)	Count	204	97	107	61	81	61	34	61	105	23	46	74	40	
		29%	27%	31%	31%	30%	26%	39%	29%	26%	32%	33%	30%	23%	

4. What is the main Water Authority activity that you are aware of?

			TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
				Owner	Other	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Very	Some	Less	Yes	Can't Recall	Agree	N/D
BASE: HEARD OF SDCWA			(704)	(428)	(263)	(477)	(90)	(95)	(452)	(232)	(216)	(332)	(156)	(589)	(114)	(350)	(353)
SDCWA MAIN ACTIVITY	Ensure safe/ reliable water supply	Count	167	95	68	116	22	23	112	54	39	94	34	148	19	90	77
			24%	22%	26%	24%	24%	24%	25%	23%	18%	28%	22%	25%	17%	26%	22%
	Offer water conservation programs/ resources	Count	80	50	28	44	17	12	60	18	27	39	14	73	8	40	40
			11%	12%	10%	9%	19%	12%	13%	8%	13%	12%	9%	12%	7%	11%	11%
	Provide water directly to my home or business	Count	65	43	21	49	4	8	48	17	19	32	13	61	4	35	30
			9%	10%	8%	10%	5%	9%	11%	7%	9%	10%	9%	10%	4%	10%	9%
	Import water for the region	Count	61	42	18	45	7	5	42	18	26	23	12	57	4	24	37
			9%	10%	7%	9%	8%	5%	9%	8%	12%	7%	8%	10%	4%	7%	10%
	Regulations/ usage/ control	Count	60	38	23	40	13	3	33	23	21	31	8	52	8	41	19
			9%	9%	9%	8%	15%	4%	7%	10%	10%	9%	5%	9%	7%	12%	5%
	Build water infrastructure/ projects	Count	28	16	9	17	1	7	14	13	15	7	5	25	3	12	16
			4%	4%	4%	3%	1%	7%	3%	6%	7%	2%	3%	4%	2%	3%	4%
	Billing/ cost of water	Count	23	16	7	16	4		14	9	12	7	4	17	6	8	15
			3%	4%	3%	3%	4%		3%	4%	5%	2%	3%	3%	6%	2%	4%
	Building seawater desalination plant	Count	9	6	3	8	0	1	4	5	2	7	0	8	1	3	6
			1%	1%	1%	2%	0%	1%	1%	2%	1%	2%	0%	1%	1%	1%	2%
	Diversify regional water supply	Count	7	1	6	1	1	1	7	0	1	7		7		7	1
			1%	0%	2%	0%	1%	1%	2%	0%	0%	2%		1%		2%	0%
(DK/NS)	Count	204	120	80	140	21	35	118	74	54	86	65	143	61	92	112	
		29%	28%	30%	29%	23%	37%	26%	32%	25%	26%	41%	24%	53%	26%	32%	

5. How good of a job would you say the San Diego County Water Authority is doing overall?

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
			City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No	
BASE: HEARD OF SDCWA		(704)	(272)	(432)	(98)	(173)	(112)	(125)	(107)	(89)	(156)	(547)	(502)	(184)	
SDCWA DOING	10 - Very good job	Count	48	20	29	5	14	13	5	5	6	12	37	33	15
			7%	7%	7%	6%	8%	12%	4%	5%	6%	8%	7%	7%	8%
	9 -	Count	40	17	23	4	13	6	5	5	8	12	28	28	11
			6%	6%	5%	4%	8%	6%	4%	4%	9%	8%	5%	6%	6%
	8 -	Count	137	51	86	18	33	18	29	18	21	39	98	101	36
			19%	19%	20%	19%	19%	16%	23%	17%	24%	25%	18%	20%	19%
	7 -	Count	105	42	63	19	23	14	14	16	20	20	85	75	29
			15%	15%	15%	20%	13%	12%	11%	15%	22%	13%	16%	15%	16%
	6 -	Count	86	34	52	13	21	9	16	15	12	20	66	63	19
			12%	13%	12%	13%	12%	8%	13%	14%	13%	13%	12%	13%	10%
	5 -	Count	102	47	54	13	35	22	13	11	7	28	73	68	30
			14%	17%	13%	13%	20%	20%	11%	11%	8%	18%	13%	13%	16%
	4 -	Count	36	13	23	6	8	3	11	7	2	7	29	27	9
			5%	5%	5%	6%	4%	3%	8%	7%	2%	4%	5%	5%	5%
	3 -	Count	24	4	20	2	2	3	4	10	3	2	22	19	4
			3%	2%	5%	3%	1%	3%	3%	9%	4%	1%	4%	4%	2%
	2 -	Count	21	10	11	5	5	5	3	2	1	7	15	13	8
		3%	4%	3%	5%	3%	4%	3%	2%	1%	4%	3%	3%	4%	
1 - Very poor job	Count	17	4	14	1	3	4	6	3		0	17	15	2	
		2%	1%	3%	1%	1%	4%	5%	3%		0%	3%	3%	1%	
(DK/NS)	Count	87	29	57	12	17	13	19	16	9	10	77	60	22	
		12%	11%	13%	12%	10%	12%	15%	15%	10%	6%	14%	12%	12%	
Summary	Very good	13%	14%	12%	9%	16%	18%	7%	9%	15%	15%	12%	12%	14%	
	Good	34%	34%	35%	38%	32%	28%	35%	32%	46%	38%	33%	35%	35%	
	Neutral	27%	30%	25%	26%	32%	28%	23%	25%	21%	31%	26%	26%	26%	
	Poor	9%	6%	10%	8%	5%	5%	12%	16%	6%	6%	9%	9%	7%	
	Very poor	5%	5%	6%	6%	4%	8%	8%	5%	1%	4%	6%	5%	5%	
	(DK)	12%	11%	13%	12%	10%	12%	15%	15%	10%	6%	14%	12%	12%	
MEAN (out of 10)		6.4	6.5	6.4	6.4	6.6	6.4	6.1	6.1	7.0	6.7	6.4	6.4	6.6	

5. How good of a job would you say the San Diego County Water Authority is doing overall?

		TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
			Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +	
BASE: HEARD OF SDCWA		(704)	(362)	(341)	(199)	(274)	(230)	(86)	(214)	(397)	(71)	(139)	(249)	(171)	
SDCWA DOING	10 - Very good job	Count	48	25	23	10	23	16	12	16	20	7	14	14	12
			7%	7%	7%	5%	8%	7%	13%	8%	5%	10%	10%	6%	7%
	9 -	Count	40	23	18	13	14	13	3	15	23	8	10	14	6
			6%	6%	5%	7%	5%	6%	4%	7%	6%	11%	7%	6%	3%
	8 -	Count	137	64	73	45	52	40	16	35	84	12	30	50	34
			19%	18%	21%	23%	19%	17%	19%	16%	21%	16%	22%	20%	20%
	7 -	Count	105	59	46	39	30	36	12	40	53	10	29	35	24
			15%	16%	13%	19%	11%	16%	14%	19%	13%	14%	21%	14%	14%
	6 -	Count	86	50	36	27	35	24	12	26	47	9	14	31	22
			12%	14%	11%	14%	13%	10%	14%	12%	12%	12%	10%	12%	13%
	5 -	Count	102	54	47	25	36	40	11	28	61	12	17	34	30
			14%	15%	14%	12%	13%	18%	13%	13%	15%	17%	12%	14%	17%
	4 -	Count	36	23	13	11	12	13	3	9	23	2	3	20	8
			5%	6%	4%	6%	4%	6%	4%	4%	6%	3%	3%	8%	5%
	3 -	Count	24	13	12	4	9	11	4	7	13	3	3	10	4
			3%	3%	3%	2%	3%	5%	4%	3%	3%	4%	2%	4%	2%
	2 -	Count	21	5	16	7	10	3	3	3	14	2		6	7
		3%	1%	5%	4%	4%	2%	4%	1%	4%	2%		2%	4%	
1 - Very poor job	Count	17	11	6	1	11	5	4	4	9		6	6	2	
		2%	3%	2%	1%	4%	2%	5%	2%	2%		5%	2%	1%	
(DK/NS)	Count	87	36	51	17	41	29	5	31	50	8	12	29	23	
		12%	10%	15%	9%	15%	12%	6%	14%	12%	11%	8%	11%	14%	
Summary	Very good	13%	13%	12%	12%	14%	12%	17%	14%	11%	20%	17%	11%	10%	
	Good	34%	34%	35%	42%	30%	33%	33%	35%	35%	31%	43%	34%	34%	
	Neutral	27%	29%	24%	26%	26%	28%	27%	25%	27%	29%	22%	26%	30%	
	Poor	9%	10%	7%	8%	8%	10%	8%	8%	9%	6%	4%	12%	7%	
	Very poor	5%	4%	7%	4%	8%	4%	8%	3%	6%	2%	5%	5%	5%	
	(DK)	12%	10%	15%	9%	15%	12%	6%	14%	12%	11%	8%	11%	14%	
MEAN (out of 10)		6.4	6.4	6.5	6.6	6.4	6.4	6.5	6.7	6.3	6.8	6.9	6.3	6.4	

5. How good of a job would you say the San Diego County Water Authority is doing overall?

			TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
				Owner	Other	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Very	Some	Less	Yes	Can't Recall	Agree	N/D
BASE: HEARD OF SDCWA			(704)	(428)	(263)	(477)	(90)	(95)	(452)	(232)	(216)	(332)	(156)	(589)	(114)	(350)	(353)
SDCWA DOING	10 - Very good job	Count	48	26	22	31	6	10	42	7	23	16	10	40	9	30	19
			7%	6%	8%	7%	6%	10%	9%	3%	10%	5%	6%	7%	8%	9%	5%
	9 -	Count	40	25	15	20	9	10	33	7	8	22	10	35	5	21	20
			6%	6%	6%	4%	10%	10%	7%	3%	4%	7%	6%	6%	4%	6%	6%
	8 -	Count	137	87	49	99	17	16	99	38	37	69	31	115	22	77	60
			19%	20%	19%	21%	19%	17%	22%	16%	17%	21%	20%	20%	19%	22%	17%
	7 -	Count	105	52	51	69	22	10	86	19	31	54	21	94	11	72	33
			15%	12%	19%	14%	24%	10%	19%	8%	14%	16%	13%	16%	10%	21%	9%
	6 -	Count	86	57	27	57	12	10	57	27	21	49	16	72	14	41	45
			12%	13%	10%	12%	13%	11%	13%	12%	10%	15%	10%	12%	12%	12%	13%
	5 -	Count	102	60	40	72	12	12	49	50	25	51	26	89	13	37	65
			14%	14%	15%	15%	13%	13%	11%	22%	11%	15%	17%	15%	11%	11%	18%
	4 -	Count	36	19	17	33	2		16	19	16	12	8	30	6	13	23
			5%	4%	7%	7%	2%		4%	8%	7%	3%	5%	5%	5%	4%	6%
	3 -	Count	24	18	6	17	2	3	8	15	11	6	7	21	3	10	14
			3%	4%	2%	4%	2%	3%	2%	6%	5%	2%	5%	4%	3%	3%	4%
	2 -	Count	21	12	9	11	2	2	10	10	9	10	3	16	6	9	13
		3%	3%	3%	2%	3%	2%	2%	4%	4%	3%	2%	3%	5%	3%	4%	
1 - Very poor job	Count	17	13	4	12		5	8	8	12	4	2	11	6	4	13	
		2%	3%	1%	3%		5%	2%	4%	5%	1%	1%	2%	5%	1%	4%	
(DK/NS)	Count	87	59	24	55	7	18	43	31	25	39	22	66	20	36	50	
		12%	14%	9%	12%	8%	19%	10%	13%	12%	12%	14%	11%	18%	10%	14%	
Summary	Very good		13%	12%	14%	11%	16%	20%	17%	6%	14%	12%	13%	13%	12%	14%	11%
	Good		34%	33%	38%	35%	43%	27%	41%	25%	31%	37%	33%	35%	29%	43%	26%
	Neutral		27%	27%	25%	27%	26%	24%	23%	34%	21%	30%	27%	27%	23%	22%	31%
	Poor		9%	9%	9%	11%	4%	3%	5%	15%	12%	5%	10%	9%	8%	7%	10%
	Very poor		5%	6%	5%	5%	3%	7%	4%	8%	10%	4%	3%	5%	10%	4%	7%
	(DK)		12%	14%	9%	12%	8%	19%	10%	13%	12%	12%	14%	11%	18%	10%	14%
MEAN (out of 10)			6.4	6.4	6.6	6.4	6.9	6.7	6.9	5.6	6.2	6.6	6.5	6.5	6.2	6.8	6.1



6. Do you believe the cost of water here in San Diego County is more than it should be, less than it should be, or about right?

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
				(1000)	City (370)	County (630)	Metro (140)	S. Metro (230)	Coastal (160)	Inland (180)	East (150)	South (140)	10/less (252)	Over 10 (748)	Yes (701)
COST OF WATER IN SD COUNTY	About right	Count	431	162	269	57	105	58	82	63	66	112	319	303	113
			43%	44%	43%	40%	46%	36%	46%	42%	47%	44%	43%	43%	43%
	More than it should be	Count	401	144	256	63	82	60	73	68	55	87	314	311	85
			40%	39%	41%	45%	35%	37%	40%	46%	40%	35%	42%	44%	32%
	Less than it should be	Count	69	26	43	9	17	20	11	6	7	24	45	46	18
			7%	7%	7%	7%	7%	12%	6%	4%	5%	10%	6%	7%	7%
	(DK/NS)	Count	99	37	62	11	26	23	14	13	12	29	70	41	49
		10%	10%	10%	8%	11%	14%	8%	9%	8%	11%	9%	6%	18%	

6. Do you believe the cost of water here in San Diego County is more than it should be, less than it should be, or about right?

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				(1000)	Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K
BASE			(1000)	(500)	(500)	(360)	(360)	(280)	(153)	(315)	(520)	(134)	(202)	(348)	(220)
COST OF WATER IN SD COUNTY	About right	Count	431	222	209	172	153	107	79	127	222	59	68	163	97
			43%	44%	42%	48%	42%	38%	52%	40%	43%	44%	34%	47%	44%
	More than it should be	Count	401	189	212	118	151	132	51	132	212	42	101	134	90
			40%	38%	42%	33%	42%	47%	33%	42%	41%	31%	50%	39%	41%
	Less than it should be	Count	69	44	25	29	23	17	6	20	41	7	16	20	19
			7%	9%	5%	8%	6%	6%	4%	6%	8%	5%	8%	6%	9%
	(DK/NS)	Count	99	45	54	42	33	24	17	36	45	26	17	30	14
			10%	9%	11%	12%	9%	9%	11%	12%	9%	20%	8%	9%	7%

6. Do you believe the cost of water here in San Diego County is more than it should be, less than it should be, or about right?

			TOTAL (1000)	HOME OWNERSHIP		ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
				Owner (550)	Other (422)	Non-Hispanic White (614)	Hispanic/Latino (168)	Other (166)	Reliable (649)	Not reliable (302)	Very (260)	Some (453)	Less (287)	Yes (810)	Can't Recall (190)	Agree (539)	N/D (461)
BASE																	
COST OF WATER IN SD COUNTY	About right	Count	431	233	186	258	78	73	315	106	82	220	129	344	87	254	177
			43%	42%	44%	42%	46%	44%	49%	35%	31%	49%	45%	42%	46%	47%	38%
	More than it should be	Count	401	238	150	255	62	61	238	147	140	169	91	334	67	193	207
			40%	43%	36%	41%	37%	37%	37%	49%	54%	37%	32%	41%	35%	36%	45%
	Less than it should be	Count	69	43	24	44	8	14	36	30	17	31	21	54	15	36	33
		7%	8%	6%	7%	5%	8%	6%	10%	6%	7%	7%	7%	8%	7%	7%	
(DK/NS)	Count	99	36	62	57	21	18	60	17	21	32	46	78	21	56	43	
		10%	7%	15%	9%	12%	11%	9%	6%	8%	7%	16%	10%	11%	10%	9%	

7. Have you seen, read or heard anything about the SDCWA lawsuit that alleges the Metropolitan Water District of Souther California is overcharging San Diego County ratepayers for water?

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
				(1000)	City (370)	County (630)	Metro (140)	S. Metro (230)	Coastal (160)	Inland (180)	East (150)	South (140)	10/less (252)	Over 10 (748)	Yes (701)
BASE AWARE OF SDCWA LAWSUIT	Yes	Count	258	110	148	41	69	44	49	29	26	55	202	198	55
			26%	30%	23%	29%	30%	27%	27%	19%	19%	22%	27%	28%	21%
	No	Count	646	227	419	85	141	106	106	99	107	172	474	436	185
			65%	61%	67%	61%	61%	66%	59%	66%	77%	68%	63%	62%	70%
	(DK/NS)	Count	96	33	63	14	20	11	25	22	6	25	72	67	25
			10%	9%	10%	10%	9%	7%	14%	14%	4%	10%	10%	10%	10%

7. Have you seen, read or heard anything about the SDCWA lawsuit that alleges the Metropolitan Water District of Souther California is overcharging San Diego County ratepayers for water?

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
BASE			(1000)	Male (500)	Female (500)	< 35 (360)	35-54 (360)	55 + (280)	HS/less (153)	Some PS (315)	Grad (520)	< \$25K (134)	\$25-49K (202)	\$50-99K (348)	\$100K + (220)
AWARE OF SDCWA LAWSUIT	Yes	Count	258	142	116	81	81	96	27	73	155	23	54	92	61
			26%	28%	23%	23%	22%	34%	17%	23%	30%	17%	27%	26%	28%
	No	Count	646	315	331	254	246	146	112	214	315	95	128	227	137
			65%	63%	66%	70%	68%	52%	73%	68%	61%	71%	63%	65%	62%
	(DK/NS)	Count	96	44	53	25	33	38	14	29	50	15	20	28	22
		10%	9%	11%	7%	9%	14%	9%	9%	10%	11%	10%	8%	10%	

7. Have you seen, read or heard anything about the SDCWA lawsuit that alleges the Metropolitan Water District of Southern California is overcharging San Diego County ratepayers for water?

			TOTAL (1000)	HOME OWNERSHIP		ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
				Owner (550)	Other (422)	Non-Hispanic White (614)	Hispanic/Latino (168)	Other (166)	Reliable (649)	Not reliable (302)	Very (260)	Some (453)	Less (287)	Yes (810)	Can't Recall (190)	Agree (539)	N/D (461)
AWARE OF SDCWA LAWSUIT	Yes	Count	258	163	90	170	39	34	161	89	118	96	44	218	39	116	142
			26%	30%	21%	28%	23%	21%	25%	29%	45%	21%	15%	27%	21%	22%	31%
	No	Count	646	326	299	382	118	115	427	187	119	315	212	527	119	371	275
			65%	59%	71%	62%	70%	70%	66%	62%	46%	70%	74%	65%	62%	69%	60%
	(DK/NS)	Count	96	61	34	61	12	16	62	26	24	42	30	64	32	52	44
			10%	11%	8%	10%	7%	10%	9%	8%	9%	9%	11%	8%	17%	10%	10%

8. How reliable do you think San Diego County's water supply is?

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
				(1000)	City (370)	County (630)	Metro (140)	S. Metro (230)	Coastal (160)	Inland (180)	East (150)	South (140)	10/less (252)	Over 10 (748)	Yes (701)
BASE															
SD WATER SUPPLY	Very reliable	Count	252	100	152	34	66	37	45	33	38	76	176	152	89
			25%	27%	24%	24%	29%	23%	25%	22%	27%	30%	24%	22%	34%
	Somewhat reliable	Count	397	148	249	68	80	62	65	68	54	102	295	294	99
			40%	40%	40%	48%	35%	39%	36%	45%	38%	40%	39%	42%	37%
	Somewhat unreliable	Count	223	71	152	22	50	36	40	36	39	49	174	171	45
			22%	19%	24%	15%	22%	22%	22%	24%	28%	20%	23%	24%	17%
Very unreliable	Count	79	33	46	9	24	13	22	7	4	15	64	57	21	
		8%	9%	7%	6%	11%	8%	12%	5%	3%	6%	9%	8%	8%	
(DK/NS)	Count	49	18	32	8	10	12	8	6	5	11	39	27	11	
		5%	5%	5%	5%	4%	8%	5%	4%	4%	4%	5%	4%	4%	
Summary	Reliable		65%	67%	64%	73%	63%	62%	61%	67%	65%	70%	63%	64%	71%
	Unreliable		30%	28%	31%	22%	32%	30%	34%	29%	31%	25%	32%	33%	25%
	(DK)		5%	5%	5%	5%	4%	8%	5%	4%	4%	4%	5%	4%	4%

8. How reliable do you think San Diego County's water supply is?

			TOTAL (1000)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male (500)	Female (500)	< 35 (360)	35-54 (360)	55 + (280)	HS/less (153)	Some PS (315)	Grad (520)	< \$25K (134)	\$25-49K (202)	\$50-99K (348)	\$100K + (220)
BASE															
SD WATER SUPPLY	Very reliable	Count	252	135	117	92	87	73	49	74	128	30	57	79	60
			25%	27%	23%	25%	24%	26%	32%	24%	25%	23%	28%	23%	27%
	Somewhat reliable	Count	397	204	192	141	145	111	63	122	211	60	86	137	74
			40%	41%	38%	39%	40%	39%	41%	39%	41%	45%	43%	39%	34%
	Somewhat unreliable	Count	223	105	118	83	80	60	26	70	123	17	40	91	59
			22%	21%	24%	23%	22%	21%	17%	22%	24%	13%	20%	26%	27%
	Very unreliable	Count	79	41	38	24	27	28	12	27	39	16	11	26	19
		8%	8%	8%	7%	7%	10%	8%	9%	7%	12%	5%	8%	9%	
(DK/NS)	Count	49	15	35	19	21	9	3	22	18	11	7	14	8	
		5%	3%	7%	5%	6%	3%	2%	7%	4%	8%	4%	4%	4%	
Summary	Reliable		65%	68%	62%	65%	65%	66%	73%	62%	65%	67%	71%	62%	61%
	Unreliable		30%	29%	31%	30%	30%	31%	25%	31%	31%	25%	25%	34%	35%
	(DK)		5%	3%	7%	5%	6%	3%	2%	7%	4%	8%	4%	4%	4%



8. How reliable do you think San Diego County's water supply is?

			TOTAL (1000)	HOME OWNERSHIP		ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
				Owner (550)	Other (422)	Non-Hispanic White (614)	Hispanic/Latino (168)	Other (166)	Reliable (649)	Not reliable (302)	Very (260)	Some (453)	Less (287)	Yes (810)	Can't Recall (190)	Agree (539)	N/D (461)
BASE																	
SD WATER SUPPLY	Very reliable	Count	252	134	114	149	57	39	252		67	112	73	207	45	142	110
			25%	24%	27%	24%	34%	23%	39%		26%	25%	25%	26%	24%	26%	24%
	Somewhat reliable	Count	397	223	163	229	69	73	397		96	196	105	321	76	226	171
			40%	40%	39%	37%	41%	44%	61%		37%	43%	37%	40%	40%	42%	37%
	Somewhat unreliable	Count	223	131	82	149	28	34		223	60	100	63	178	45	108	115
			22%	24%	19%	24%	17%	21%		74%	23%	22%	22%	22%	24%	20%	25%
	Very unreliable	Count	79	42	35	57	8	10		79	30	30	18	69	10	34	44
		8%	8%	8%	9%	5%	6%		26%	12%	7%	6%	8%	5%	6%	10%	
(DK/NS)	Count	49	20	28	30	6	10			7	14	28	35	15	29	20	
		5%	4%	7%	5%	4%	6%			3%	3%	10%	4%	8%	5%	4%	
Summary	Reliable		65%	65%	66%	62%	75%	67%	100%		63%	68%	62%	65%	63%	68%	61%
	Unreliable		30%	32%	28%	34%	22%	26%		100%	35%	29%	28%	30%	29%	26%	35%
	(DK)		5%	4%	7%	5%	4%	6%			3%	3%	10%	4%	8%	5%	4%

9. If dry conditions continue, what is the single most important thing local water agencies should do to respond?

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
			(1000)	City (370)	County (630)	Metro (140)	S. Metro (230)	Coastal (160)	Inland (180)	East (150)	South (140)	10/less (252)	Over 10 (748)	Yes (701)	No (265)
MOST IMPORTANT RESPONSE TO DROUGHT	Increased enforcement	Count	212	84	128	29	55	35	32	31	31	57	155	144	65
			21%	23%	20%	21%	24%	22%	18%	20%	22%	23%	21%	21%	25%
	More/ better public outreach & education	Count	113	44	69	11	33	19	20	16	14	29	84	66	46
			11%	12%	11%	8%	14%	12%	11%	11%	10%	11%	11%	9%	18%
	More water transfers	Count	81	30	51	19	11	12	15	13	11	24	57	64	13
			8%	8%	8%	13%	5%	8%	8%	8%	8%	10%	8%	9%	5%
	Promote conservation/ Conserve	Count	80	40	40	14	26	7	13	10	10	17	63	60	18
			8%	11%	6%	10%	11%	5%	7%	6%	7%	7%	8%	9%	7%
	Restrict usage/ limit usage	Count	71	27	44	12	15	9	12	11	12	16	55	56	15
			7%	7%	7%	8%	7%	6%	6%	7%	9%	6%	7%	8%	6%
	More seawater desalination	Count	55	16	39	6	10	17	9	8	4	11	44	45	10
			5%	4%	6%	4%	4%	11%	5%	6%	3%	4%	6%	6%	4%
	More reservoirs/ storage	Count	32	8	25	3	5	5	9	7	4	8	24	18	11
			3%	2%	4%	2%	2%	3%	5%	5%	3%	3%	3%	3%	4%
	Encourage/ promote/ develop recycled water	Count	24	8	16	1	7	2	4	4	5	6	18	16	7
			2%	2%	3%	1%	3%	1%	2%	3%	4%	2%	2%	2%	3%
	Less water for agricultural/ gardening use	Count	16	6	10	1	5	8	1	1		5	11	9	7
			2%	1%	2%	0%	2%	5%	1%	1%		2%	1%	1%	3%
	Higher rates	Count	15	2	13	1	2	4	4	3	2	5	10	15	1
			2%	1%	2%	0%	1%	2%	2%	2%	1%	2%	1%	2%	0%
Provide water/ ensure water is available	Count	14	4	10	3	2	2	3	1	4	3	12	12	2	
		1%	1%	2%	2%	1%	1%	2%	1%	3%	1%	2%	2%	1%	
Restrict development	Count	11	2	10	1	1	4	1	3	1		11	10		
		1%	0%	2%	0%	0%	3%	1%	2%	1%		2%	1%		
Other mentions	Count	28	14	14	8	6	1	5	5	2	2	25	24	4	
		3%	4%	2%	6%	2%	1%	3%	3%	2%	1%	3%	3%	2%	
(DK/NS)	Count	247	86	161	32	54	34	51	36	40	69	179	163	64	
		25%	23%	26%	23%	24%	22%	28%	24%	28%	27%	24%	23%	24%	

9. If dry conditions continue, what is the single most important thing local water agencies should do to respond?

		TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
			(1000)	Male (500)	Female (500)	< 35 (360)	35-54 (360)	55 + (280)	HS/less (153)	Some PS (315)	Grad (520)	< \$25K (134)	\$25-49K (202)	\$50-99K (348)	\$100K + (220)
BASE MOST IMPORTANT RESPONSE TO DROUGHT	Increased enforcement	Count	212	109	103	58	94	60	27	63	120	21	36	83	49
			21%	22%	21%	16%	26%	21%	18%	20%	23%	15%	18%	24%	22%
	More/ better public outreach & education	Count	113	57	55	42	42	29	17	34	61	22	17	37	25
			11%	11%	11%	12%	12%	10%	11%	11%	12%	17%	8%	11%	11%
	More water transfers	Count	81	52	29	31	31	19	13	18	49	6	19	31	23
			8%	10%	6%	9%	9%	7%	9%	6%	9%	4%	9%	9%	10%
	Promote conservation/ Conserve	Count	80	41	38	30	23	27	19	15	46	14	17	29	18
			8%	8%	8%	8%	7%	9%	13%	5%	9%	11%	8%	8%	8%
	Restrict usage/ limit usage	Count	71	35	36	26	18	27	8	21	40	7	23	26	8
			7%	7%	7%	7%	5%	10%	5%	7%	8%	5%	12%	8%	4%
	More seawater desalination	Count	55	34	21	19	17	19	4	20	31	2	9	24	13
			5%	7%	4%	5%	5%	7%	3%	6%	6%	1%	5%	7%	6%
	More reservoirs/ storage	Count	32	18	14	10	14	8	7	7	18	5	4	7	11
			3%	4%	3%	3%	4%	3%	4%	2%	4%	4%	2%	2%	5%
	Encourage/ promote/ develop recycled water	Count	24	10	15	10	8	7	3	11	10	5	4	6	7
			2%	2%	3%	3%	2%	2%	2%	3%	2%	4%	2%	2%	3%
	Less water for agricultural/ gardening use	Count	16	7	9	10	3	3	3	5	8	2	5	7	1
			2%	1%	2%	3%	1%	1%	2%	1%	2%	1%	3%	2%	0%
	Higher rates	Count	15	10	5	10	4	2	2	5	8		4	4	7
			2%	2%	1%	3%	1%	1%	1%	2%	2%		2%	1%	3%
Provide water/ ensure water is available	Count	14	3	12	7	3	4	1	6	7	4	2	3	5	
		1%	1%	2%	2%	1%	2%	1%	2%	1%	3%	1%	1%	2%	
Restrict development	Count	11	7	4	1	4	7		3	8	1	1	1	3	
		1%	1%	1%	0%	1%	2%		1%	2%	0%	1%	0%	2%	
Other mentions	Count	28	15	12	10	9	8	7	9	11	2	6	12	6	
		3%	3%	2%	3%	3%	3%	5%	3%	2%	1%	3%	4%	3%	
(DK/NS)	Count	247	102	146	96	91	61	41	98	102	44	53	78	43	
		25%	20%	29%	27%	25%	22%	27%	31%	20%	33%	26%	22%	20%	

9. If dry conditions continue, what is the single most important thing local water agencies should do to respond?

		TOTAL (1000)	HOME OWNERSHIP			ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
			Owner (550)	Other (422)		Non-Hispanic White (614)	Hispanic/ Latino (168)	Other (166)	Reliable (649)	Not reliable (302)	Very (260)	Some (453)	Less (287)	Yes (810)	Can't Recall (190)	Agree (539)	N/D (461)
BASE																	
MOST IMPORTANT RESPONSE TO DROUGHT	Increased enforcement	Count	212	131	81	138	32	33	146	63	59	111	42	194	18	121	91
			21%	24%	19%	23%	19%	20%	22%	21%	23%	25%	15%	24%	10%	22%	20%
	More/ better public outreach & education	Count	113	53	59	63	32	12	85	22	22	47	44	104	8	65	48
			11%	10%	14%	10%	19%	7%	13%	7%	8%	10%	15%	13%	4%	12%	10%
	More water transfers	Count	81	49	32	52	6	22	46	29	32	34	14	71	10	41	40
			8%	9%	8%	8%	3%	13%	7%	10%	12%	7%	5%	9%	5%	8%	9%
	Promote conservation/ Conserve	Count	80	37	43	45	14	15	51	28	23	40	16	68	11	51	29
			8%	7%	10%	7%	9%	9%	8%	9%	9%	9%	6%	8%	6%	9%	6%
	Restrict usage/ limit usage	Count	71	39	31	47	11	11	37	30	24	30	17	61	10	42	29
			7%	7%	7%	8%	6%	7%	6%	10%	9%	7%	6%	8%	5%	8%	6%
	More seawater desalination	Count	55	34	18	42	3	6	25	29	18	22	15	44	11	22	33
			5%	6%	4%	7%	2%	4%	4%	10%	7%	5%	5%	5%	6%	4%	7%
	More reservoirs/ storage	Count	32	21	9	18	7	6	26	7	7	14	11	29	3	19	14
			3%	4%	2%	3%	4%	4%	4%	2%	3%	3%	4%	4%	2%	3%	3%
	Encourage/ promote/ develop recycled water	Count	24	13	11	16	6	1	19	5	4	12	9	23	2	13	11
			2%	2%	3%	3%	4%	1%	3%	2%	1%	3%	3%	3%	1%	2%	2%
	Less water for agricultural/ gardening use	Count	16	9	7	12	3		14	2	8	7	1	15	1	4	12
		2%	2%	2%	2%	2%		2%	1%	3%	2%	0%	2%	0%	1%	3%	
Higher rates	Count	15	11	4	7	5	2	6	9	1	9	5	12	4	6	9	
		2%	2%	1%	1%	3%	1%	1%	3%	0%	2%	2%	1%	2%	1%	2%	
Provide water/ ensure water is available	Count	14	8	5	7		8	8	6	5	5	4	7	7	6	8	
		1%	1%	1%	1%		5%	1%	2%	2%	1%	1%	1%	4%	1%	2%	
Restrict development	Count	11	9	3	8			8	3	6	4	0	10	1	2	10	
		1%	2%	1%	1%			1%	1%	2%	1%	0%	1%	1%	0%	2%	
Other mentions	Count	28	16	12	16	7		17	9	9	16	2	22	6	12	16	
		3%	3%	3%	3%	4%		3%	3%	4%	4%	1%	3%	3%	2%	3%	
(DK/NS)	Count	247	121	108	141	43	49	161	60	41	100	107	150	98	136	111	
		25%	22%	26%	23%	25%	30%	25%	20%	16%	22%	37%	18%	51%	25%	24%	

10. How familiar are you with the regional efforts to enhance water supply reliability?

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
			City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No	
BASE		(1000)	(370)	(630)	(140)	(230)	(160)	(180)	(150)	(140)	(252)	(748)	(701)	(265)	
EFFORTS TO ENHANCE WATER SUPPLY RELIABILITY	Very familiar	Count	64	28	36	12	16	14	9	6	7	15	49	47	14
			6%	8%	6%	9%	7%	9%	5%	4%	5%	6%	7%	7%	5%
	Somewhat familiar	Count	336	134	202	46	88	52	59	48	43	87	249	256	77
			34%	36%	32%	33%	38%	32%	33%	32%	31%	34%	33%	36%	29%
	Not very familiar	Count	329	114	215	46	68	56	56	55	48	78	252	229	93
			33%	31%	34%	33%	30%	35%	31%	37%	34%	31%	34%	33%	35%
	Not at all familiar	Count	271	94	177	36	58	38	57	41	41	73	198	170	81
		27%	25%	28%	26%	25%	24%	32%	27%	29%	29%	26%	24%	30%	
Summary	Familiar		40%	44%	38%	41%	45%	41%	37%	36%	36%	40%	40%	43%	34%
	Unfamiliar		60%	56%	62%	59%	55%	59%	63%	64%	64%	60%	60%	57%	66%

10. How familiar are you with the regional efforts to enhance water supply reliability?

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				(1000)	Male (500)	Female (500)	< 35 (360)	35-54 (360)	55 + (280)	HS/less (153)	Some PS (315)	Grad (520)	< \$25K (134)	\$25-49K (202)	\$50-99K (348)
BASE			(1000)	(500)	(500)	(360)	(360)	(280)	(153)	(315)	(520)	(134)	(202)	(348)	(220)
EFFORTS TO ENHANCE WATER SUPPLY RELIABILITY	Very familiar	Count	64	38	26	23	23	18	13	14	37	11	9	27	12
			6%	8%	5%	7%	6%	6%	8%	4%	7%	8%	4%	8%	5%
	Somewhat familiar	Count	336	186	149	122	118	96	43	112	179	38	68	118	83
			34%	37%	30%	34%	33%	34%	28%	35%	34%	29%	34%	34%	38%
	Not very familiar	Count	329	167	162	112	117	100	36	95	196	34	70	122	70
			33%	33%	32%	31%	33%	36%	24%	30%	38%	25%	35%	35%	32%
	Not at all familiar	Count	271	109	162	103	102	66	61	95	108	51	54	81	56
			27%	22%	32%	29%	28%	23%	40%	30%	21%	38%	27%	23%	25%
Summary	Familiar		40%	45%	35%	40%	39%	41%	36%	40%	42%	37%	38%	42%	43%
	Unfamiliar		60%	55%	65%	60%	61%	59%	64%	60%	58%	63%	62%	58%	57%

10. How familiar are you with the regional efforts to enhance water supply reliability?

			TOTAL (1000)	HOME OWNERSHIP		ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
				Owner (550)	Other (422)	Non-Hispanic White (614)	Hispanic/Latino (168)	Other (166)	Reliable (649)	Not reliable (302)	Very (260)	Some (453)	Less (287)	Yes (810)	Can't Recall (190)	Agree (539)	N/D (461)
BASE																	
EFFORTS TO ENHANCE WATER SUPPLY RELIABILITY	Very familiar	Count	64	40	24	41	10	11	44	20	45	16	3	56	8	31	34
			6%	7%	6%	7%	6%	7%	7%	7%	17%	4%	1%	7%	4%	6%	7%
	Somewhat familiar	Count	336	205	125	207	57	50	230	104	104	176	56	282	53	178	158
			34%	37%	30%	34%	34%	30%	35%	35%	40%	39%	20%	35%	28%	33%	34%
	Not very familiar	Count	329	185	134	216	55	40	209	110	66	176	87	277	53	166	163
		33%	34%	32%	35%	32%	24%	32%	36%	25%	39%	30%	34%	28%	31%	35%	
	Not at all familiar	Count	271	120	140	149	47	65	167	68	46	85	140	195	76	165	106
			27%	22%	33%	24%	28%	39%	26%	22%	18%	19%	49%	24%	40%	31%	23%
Summary	Familiar		40%	45%	35%	40%	40%	37%	42%	41%	57%	42%	21%	42%	32%	39%	42%
	Unfamiliar		60%	55%	65%	60%	60%	63%	58%	59%	43%	58%	79%	58%	68%	61%	58%

11. How much do you support or oppose the plan to diversify water sources, including water transfers from the Colorado River, increased conservation, groundwater development, water recycling and, by Fall 2015, seawater desalination?

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
			(1000)	City (370)	County (630)	Metro (140)	S. Metro (230)	Coastal (160)	Inland (180)	East (150)	South (140)	10/less (252)	Over 10 (748)	Yes (701)	No (265)
BASE	Strongly support	Count	524	200	324	77	122	102	82	80	60	128	396	377	136
			52%	54%	51%	55%	53%	64%	46%	53%	43%	51%	53%	54%	51%
	Moderately support	Count	322	114	208	46	68	37	70	51	51	83	238	230	79
			32%	31%	33%	33%	30%	23%	39%	34%	36%	33%	32%	33%	30%
	Moderately oppose	Count	40	11	30	4	7	7	7	4	11	12	28	26	11
			4%	3%	5%	3%	3%	4%	4%	3%	8%	5%	4%	4%	4%
	Strongly oppose	Count	16	5	11		5	2	5	3	1	1	15	12	3
			2%	1%	2%		2%	1%	3%	2%	1%	1%	2%	2%	1%
(Depends)	Count	30	12	19	5	7	4	6	4	5	10	21	23	7	
		3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	2%	
(DK/NS)	Count	68	29	39	9	20	8	10	9	13	17	51	34	29	
		7%	8%	6%	6%	9%	5%	6%	6%	9%	7%	7%	5%	11%	
Summary	Support		85%	85%	84%	88%	83%	87%	84%	87%	79%	84%	85%	87%	81%
	Oppose		6%	4%	6%	3%	5%	6%	7%	4%	9%	6%	6%	5%	5%
	(DK/Depends)		10%	11%	9%	9%	12%	8%	9%	9%	12%	11%	10%	8%	14%



**11. How much do you support or oppose the plan to diversify water sources, including water transfers from the Colorado River, increased conservation, groundwater development, water recycling and, by Fall 2015, seawater desalination?**

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
BASE			(1000)	Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +
			(500)	(500)	(360)	(360)	(280)	(153)	(315)	(520)	(134)	(202)	(348)	(220)	
DIVERSIFYING WATER SOURCES	Strongly support	Count	524	279	244	157	194	172	64	153	306	67	96	180	136
			52%	56%	49%	44%	54%	61%	42%	49%	59%	50%	47%	52%	62%
	Moderately support	Count	322	162	160	149	101	71	55	111	150	37	71	123	56
			32%	32%	32%	42%	28%	25%	36%	35%	29%	28%	35%	35%	25%
	Moderately oppose	Count	40	18	22	17	11	12	7	11	20	5	8	14	9
			4%	4%	4%	5%	3%	4%	5%	4%	4%	4%	4%	4%	4%
	Strongly oppose	Count	16	5	11	5	8	3	1	6	8	3	5	6	1
			2%	1%	2%	1%	2%	1%	1%	2%	2%	3%	3%	2%	0%
	(Depends)	Count	30	13	17	10	14	6	8	10	11	7	4	8	6
			3%	3%	3%	3%	4%	2%	5%	3%	2%	5%	2%	2%	3%
(DK/NS)	Count	68	22	46	21	31	15	17	24	25	14	18	17	12	
		7%	4%	9%	6%	9%	5%	11%	8%	5%	10%	9%	5%	5%	
Summary	Support		85%	88%	81%	85%	82%	87%	78%	84%	88%	78%	82%	87%	87%
	Oppose		6%	5%	7%	6%	5%	5%	5%	5%	5%	7%	7%	6%	4%
	(DK/Depends)		10%	7%	13%	9%	13%	8%	16%	11%	7%	15%	11%	7%	8%

11. How much do you support or oppose the plan to diversify water sources, including water transfers from the Colorado River, increased conservation, groundwater development, water recycling and, by Fall 2015, seawater desalination?

			TOTAL (1000)	HOME OWNERSHIP			ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
				Owner (550)	Other (422)	Non-Hispanic White (614)	Hispanic/Latino (168)	Other (166)	Reliable (649)	Not reliable (302)	Very (260)	Some (453)	Less (287)	Yes (810)	Can't Recall (190)	Agree (539)	N/D (461)	
BASE		Count	524	318	198	372	66	64	341	166	175	222	126	467	57	268	255	
DIVERSIFYING WATER SOURCES	Strongly support		52%	58%	47%	61%	39%	38%	53%	55%	67%	49%	44%	58%	30%	50%	55%	
		Count	322	166	145	165	72	68	223	83	51	176	95	236	85	194	128	
			32%	30%	34%	27%	43%	41%	34%	28%	20%	39%	33%	29%	45%	36%	28%	
	Moderately support	Count	40	19	18	24	6	9	25	15	7	16	17	29	11	20	20	
			4%	4%	4%	4%	3%	6%	4%	5%	3%	4%	6%	4%	6%	4%	4%	
	Strongly oppose	Count	16	8	8	6	4	5	8	8	7	4	4	11	5	6	10	
			2%	2%	2%	1%	3%	3%	1%	3%	3%	1%	1%	1%	2%	1%	2%	
	(Depends)	Count	30	17	12	12	11	4	17	12	9	12	9	22	8	13	18	
		3%	3%	3%	2%	7%	3%	3%	4%	4%	3%	3%	3%	4%	2%	4%		
(DK/NS)	Count	68	21	42	36	10	16	35	18	11	21	36	43	25	38	30		
		7%	4%	10%	6%	6%	9%	5%	6%	4%	5%	13%	5%	13%	7%	6%		
Summary	Support		85%	88%	81%	87%	82%	79%	87%	83%	87%	88%	77%	87%	75%	86%	83%	
	Oppose		6%	5%	6%	5%	6%	9%	5%	8%	5%	5%	7%	5%	8%	5%	7%	
	(DK/Depends)		10%	7%	13%	8%	12%	12%	8%	10%	8%	7%	16%	8%	17%	9%	10%	

12. As you think about the future of San Diego County's water supplies, what one water-related issue is your greatest concern?

		TOTAL (1000)	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
			City (370)	County (630)	Metro (140)	S. Metro (230)	Coastal (160)	Inland (180)	East (150)	South (140)	10/less (252)	Over 10 (748)	Yes (701)	No (265)	
BASE															
GREATEST CONCERN	Supply reliability	Count	401	135	266	54	81	68	82	64	53	99	301	278	108
			40%	36%	42%	39%	35%	42%	45%	42%	38%	39%	40%	40%	41%
	Quality	Count	84	41	43	12	29	12	7	15	10	14	70	48	34
			8%	11%	7%	9%	13%	7%	4%	10%	7%	6%	9%	7%	13%
	Developing new supplies	Count	74	28	46	8	21	12	9	10	15	13	61	59	16
			7%	8%	7%	5%	9%	7%	5%	6%	11%	5%	8%	8%	6%
	Cost	Count	69	21	48	10	12	17	12	8	11	19	50	59	8
			7%	6%	8%	7%	5%	11%	7%	6%	8%	8%	7%	8%	3%
	Increasing conservation	Count	63	27	36	9	18	4	13	9	10	13	51	41	22
			6%	7%	6%	6%	8%	2%	7%	6%	7%	5%	7%	6%	8%
	Drought/ weather/ climate	Count	45	19	26	8	11	8	5	7	6	11	35	26	18
			5%	5%	4%	6%	5%	5%	3%	5%	4%	4%	5%	4%	7%
	Waste/ overuse	Count	37	14	23	5	9	9	6	7	1	6	31	24	12
			4%	4%	4%	3%	4%	6%	4%	5%	0%	2%	4%	3%	5%
Agriculture needs	Count	30	15	15	2	13	2	6	4	3	8	22	17	12	
		3%	4%	2%	2%	6%	1%	3%	3%	2%	3%	3%	2%	5%	
New developments/ Growth	Count	20	6	13	4	3	2	5	5	1	4	16	20		
		2%	2%	2%	3%	1%	1%	3%	3%	1%	2%	2%	3%		
Infrastructure problems	Count	11	3	8	1	2		4	2	2	2	9	10	2	
		1%	1%	1%	1%	1%		2%	1%	2%	1%	1%	1%	1%	
(DK/NS)	Count	166	60	106	28	32	27	31	20	28	63	103	120	32	
		17%	16%	17%	20%	14%	17%	17%	13%	20%	25%	14%	17%	12%	

12. As you think about the future of San Diego County's water supplies, what one water-related issue is your greatest concern?

BASE		TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
			(1000)	Male (500)	Female (500)	< 35 (360)	35-54 (360)	55 + (280)	HS/less (153)	Some PS (315)	Grad (520)	< \$25K (134)	\$25-49K (202)	\$50-99K (348)	\$100K + (220)
GREATEST CONCERN	Supply reliability	Count	401	189	212	148	142	110	52	118	227	53	70	140	98
			40%	38%	42%	41%	39%	39%	34%	38%	44%	40%	35%	40%	45%
	Quality	Count	84	36	48	22	34	27	16	26	42	15	19	31	12
			8%	7%	10%	6%	10%	10%	10%	8%	8%	11%	10%	9%	5%
	Developing new supplies	Count	74	45	29	20	30	24	12	21	39	7	20	22	21
			7%	9%	6%	6%	8%	9%	8%	7%	7%	5%	10%	6%	10%
	Cost	Count	69	41	28	26	20	23	11	26	32	6	14	18	24
			7%	8%	6%	7%	6%	8%	7%	8%	6%	4%	7%	5%	11%
	Increasing conservation	Count	63	36	27	23	23	18	12	23	28	10	16	19	14
			6%	7%	5%	6%	6%	6%	8%	7%	5%	8%	8%	5%	6%
	Drought/ weather/ climate	Count	45	13	32	16	17	12	6	14	25	9	12	15	9
			5%	3%	6%	4%	5%	4%	4%	5%	5%	6%	6%	4%	4%
	Waste/ overuse	Count	37	18	19	13	14	9	5	9	22	2	9	18	3
			4%	4%	4%	4%	4%	3%	3%	3%	4%	1%	5%	5%	1%
	Agriculture needs	Count	30	12	18	19	6	4	4	12	14	5	8	10	4
			3%	2%	4%	5%	2%	1%	2%	4%	3%	4%	4%	3%	2%
	New developments/ Growth	Count	20	12	8	5	4	11	2	5	12	2	4	6	5
			2%	2%	2%	1%	1%	4%	1%	2%	2%	2%	2%	2%	2%
Infrastructure problems	Count	11	8	3	2	4	5	1	3	7		1	5	5	
		1%	2%	1%	1%	1%	2%	1%	1%	1%		0%	1%	2%	
(DK/NS)	Count	166	89	77	65	66	35	32	56	72	25	28	65	25	
		17%	18%	15%	18%	18%	12%	21%	18%	14%	19%	14%	19%	11%	

12. As you think about the future of San Diego County's water supplies, what one water-related issue is your greatest concern?

		TOTAL (1000)	HOME OWNERSHIP		ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"		
			Owner (550)	Other (422)	Non-Hispanic White (614)	Hispanic/Latino (168)	Other (166)	Reliable (649)	Not reliable (302)	Very (260)	Some (453)	Less (287)	Yes (810)	Can't Recall (190)	Agree (539)	N/D (461)	
BASE																	
GREATEST CONCERN	Supply reliability	Count	401	224	172	242	71	64	252	124	109	184	107	362	39	201	200
			40%	41%	41%	39%	42%	39%	39%	41%	42%	41%	37%	45%	20%	37%	43%
	Quality	Count	84	36	46	54	9	19	55	27	19	31	34	69	15	51	33
			8%	7%	11%	9%	6%	11%	9%	9%	7%	7%	12%	9%	8%	10%	7%
	Developing new supplies	Count	74	45	27	51	7	11	44	28	19	41	15	64	10	43	32
			7%	8%	6%	8%	4%	6%	7%	9%	7%	9%	5%	8%	5%	8%	7%
	Cost	Count	69	48	21	48	12	7	51	18	25	32	12	61	9	32	37
			7%	9%	5%	8%	7%	4%	8%	6%	10%	7%	4%	8%	4%	6%	8%
	Increasing conservation	Count	63	37	26	35	16	10	46	16	21	21	22	56	7	42	21
			6%	7%	6%	6%	10%	6%	7%	5%	8%	5%	8%	7%	4%	8%	5%
	Drought/ weather/ climate	Count	45	18	27	29	3	11	29	15	8	24	13	37	9	26	19
			5%	3%	6%	5%	2%	7%	4%	5%	3%	5%	5%	5%	4%	5%	4%
	Waste/ overuse	Count	37	15	19	18	11	7	24	11	11	16	10	31	6	22	15
			4%	3%	4%	3%	7%	4%	4%	4%	4%	4%	3%	4%	3%	4%	3%
	Agriculture needs	Count	30	13	17	19	8	2	23	5	7	19	4	26	4	17	13
			3%	2%	4%	3%	5%	1%	4%	2%	3%	4%	1%	3%	2%	3%	3%
New developments/ Growth	Count	20	16	3	19			9	11	7	8	4	16	4	4	15	
		2%	3%	1%	3%			1%	3%	3%	2%	1%	2%	2%	1%	3%	
Infrastructure problems	Count	11	8	3	5		5	8	3	4	2	5	8	4	8	3	
		1%	1%	1%	1%		3%	1%	1%	1%	0%	2%	1%	2%	2%	1%	
(DK/NS)	Count	166	91	61	93	30	31	107	42	30	76	60	80	86	93	73	
		17%	16%	14%	15%	18%	19%	17%	14%	12%	17%	21%	10%	45%	17%	16%	

13. How much more would you personally be willing to pay per month, if anything, for additional drought-proofing of local water supplies in San Diego County?

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
			City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No	
BASE: PHONE SURVEY		(500)	(185)	(315)	(70)	(115)	(80)	(90)	(75)	(70)	(125)	(375)	(338)	(144)	
PAY PER MONTH FOR DROUGHT-PROOFING	\$0 (Nothing)	Count	80	33	47	14	19	5	15	16	11	8	72	67	12
			16%	18%	15%	20%	16%	7%	17%	21%	15%	6%	19%	20%	8%
	\$5 or less	Count	66	19	47	3	16	13	14	11	10	21	45	43	18
			13%	10%	15%	4%	14%	16%	15%	14%	14%	17%	12%	13%	13%
	\$6 to \$15	Count	68	32	36	20	12	6	10	10	10	17	51	45	22
			14%	18%	11%	29%	11%	8%	11%	13%	14%	14%	14%	13%	15%
	\$16 to \$30	Count	63	26	37	12	14	8	7	12	10	14	49	49	14
			13%	14%	12%	17%	13%	10%	7%	16%	15%	12%	13%	15%	10%
	Over \$30	Count	31	15	17	4	10	3	8	4	2	8	23	20	12
			6%	8%	5%	6%	9%	4%	8%	5%	3%	7%	6%	6%	8%
(Depends)	Count	99	27	72	5	22	26	18	12	16	29	70	65	30	
		20%	15%	23%	7%	19%	33%	20%	15%	23%	23%	19%	19%	21%	
(DK/NS)	Count	92	33	59	12	21	18	19	11	11	28	64	49	36	
		18%	18%	19%	17%	19%	22%	21%	15%	16%	22%	17%	14%	25%	
	Mean	\$12.97	\$14.63	\$11.85	\$14.69	\$14.58	\$12.36	\$12.38	\$11.32	\$11.40	\$14.20	\$12.62	\$12.28	\$15.87	
	Median	\$10.00	\$10.00	\$5.00	\$10.00	\$10.00	\$5.60	\$2.00	\$5.42	\$10.00	\$10.00	\$10.00	\$8.00	\$10.00	

13. How much more would you personally be willing to pay per month, if anything, for additional drought-proofing of local water supplies in San Diego County?

		TOTAL (500)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
			Male (250)	Female (250)	< 35 (180)	35-54 (180)	55 + (140)	HS/less (81)	Some PS (168)	Grad (247)	< \$25K (66)	\$25-49K (98)	\$50-99K (163)	\$100K + (116)
BASE: PHONE SURVEY														
PAY PER MONTH FOR DROUGHT-PROOFING	\$0 (Nothing)	Count	45	35	19	32	29	14	27	38	9	19	25	19
			16%	14%	10%	18%	21%	18%	16%	15%	14%	20%	15%	16%
	\$5 or less	Count	66	44	22	30	25	11	14	20	31	7	11	21
			13%	18%	9%	17%	14%	8%	17%	12%	13%	10%	11%	13%
	\$6 to \$15	Count	68	32	36	36	20	12	9	22	36	9	11	30
			14%	13%	14%	20%	11%	9%	11%	13%	15%	13%	12%	19%
	\$16 to \$30	Count	63	31	33	22	30	12	9	23	31	7	10	24
			13%	12%	13%	12%	16%	8%	11%	14%	13%	11%	10%	15%
	Over \$30	Count	31	16	15	6	17	8	8	6	18	7	6	7
			6%	6%	6%	3%	10%	6%	9%	4%	7%	10%	6%	4%
(Depends)	Count	99	47	52	21	42	36	10	34	55	11	19	35	
		20%	19%	21%	12%	23%	26%	12%	20%	22%	17%	20%	22%	
(DK/NS)	Count	92	35	57	46	14	32	18	36	38	16	22	21	
		18%	14%	23%	26%	8%	23%	22%	21%	15%	24%	22%	13%	
	Mean	\$12.97	\$11.67	\$14.52	\$11.34	\$15.18	\$11.73	\$14.72	\$11.68	\$13.39	\$17.13	\$11.77	\$12.15	
	Median	\$10.00	\$5.00	\$10.00	\$10.00	\$10.00	\$5.00	\$5.00	\$10.00	\$10.00	\$10.00	\$5.00	\$10.00	

13. How much more would you personally be willing to pay per month, if anything, for additional drought-proofing of local water supplies in San Diego County?

		TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"		
			Owner	Other	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Very	Some	Less	Yes	Can't Recall	Agree	N/D	
BASE: PHONE SURVEY		(500)	(281)	(210)	(296)	(94)	(82)	(356)	(122)	(136)	(218)	(146)	(454)	(46)	(274)	(226)	
PAY PER MONTH FOR DROUGHT-PROOFING	\$0 (Nothing)	Count	80	51	29	49	14	13	52	27	30	29	21	72	8	39	41
			16%	18%	14%	17%	15%	16%	15%	22%	22%	13%	14%	16%	17%	14%	18%
	\$5 or less	Count	66	29	37	33	14	16	45	20	11	38	17	63	2	37	29
			13%	10%	17%	11%	15%	19%	13%	17%	8%	17%	12%	14%	5%	14%	13%
	\$6 to \$15	Count	68	31	32	33	17	14	53	11	12	30	26	62	6	47	21
			14%	11%	15%	11%	18%	17%	15%	9%	9%	14%	18%	14%	14%	17%	9%
	\$16 to \$30	Count	63	43	20	39	11	12	47	14	17	27	19	58	6	35	28
			13%	15%	10%	13%	11%	15%	13%	11%	12%	13%	13%	13%	13%	13%	13%
	Over \$30	Count	31	17	15	20	5	7	25	6	10	8	13	27	4	20	12
			6%	6%	7%	7%	5%	9%	7%	5%	8%	3%	9%	6%	9%	7%	5%
	(Depends)	Count	99	67	29	70	13	12	66	29	31	44	23	89	10	45	54
			20%	24%	14%	24%	14%	14%	18%	24%	23%	20%	16%	20%	22%	16%	24%
(DK/NS)	Count	92	44	48	52	20	9	68	15	25	41	26	83	10	51	41	
		18%	15%	23%	18%	22%	11%	19%	13%	18%	19%	18%	18%	21%	19%	18%	
	Mean	\$12.97	\$13.11	\$12.97	\$13.63	\$11.83	\$13.36	\$13.74	\$10.44	\$13.84	\$10.76	\$15.28	\$12.74	\$15.39	\$13.85	\$11.78	
	Median	\$10.00	\$10.00	\$8.57	\$10.00	\$10.00	\$10.00	\$10.00	\$5.00	\$5.00	\$5.00	\$10.00	\$10.00	\$15.00	\$10.00	\$5.00	



14. Do you believe that it is possible to further treat recycled water currently used for irrigation to make the water pure and safe for drinking?

			TOTAL	REGION		COUNTY					YEARS LIVING IN SD		PAY OWN WATER BILL		
				(1000)	City (370)	County (630)	Metro (140)	S. Metro (230)	Coastal (160)	Inland (180)	East (150)	South (140)	10/less (252)	Over 10 (748)	Yes (701)
POSSIBLE TO FURTHER TREAT RECYCLED WATER	Yes	Count	714	271	443	94	177	117	124	97	105	188	525	507	186
			71%	73%	70%	67%	77%	73%	69%	65%	75%	75%	70%	72%	70%
	No	Count	137	46	91	22	24	18	30	25	17	23	113	96	38
			14%	12%	14%	16%	11%	11%	17%	17%	12%	9%	15%	14%	14%
	(DK/NS)	Count	150	53	97	24	29	25	26	28	18	40	109	98	41
		15%	14%	15%	17%	12%	15%	15%	19%	13%	16%	15%	14%	16%	

14. Do you believe that it is possible to further treat recycled water currently used for irrigation to make the water pure and safe for drinking?

			TOTAL (1000)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male (500)	Female (500)	< 35 (360)	35-54 (360)	55 + (280)	HS/less (153)	Some PS (315)	Grad (520)	< \$25K (134)	\$25-49K (202)	\$50-99K (348)	\$100K + (220)
BASE			714	377	337	281	238	195	109	225	374	90	145	251	158
POSSIBLE TO FURTHER TREAT RECYCLED WATER	Yes	Count	714	377	337	281	238	195	109	225	374	90	145	251	158
			71%	75%	67%	78%	66%	70%	71%	71%	72%	68%	72%	72%	72%
	No	Count	137	59	78	34	56	47	19	50	67	23	35	45	19
			14%	12%	16%	9%	16%	17%	12%	16%	13%	17%	17%	13%	9%
	(DK/NS)	Count	150	65	85	46	66	38	25	41	79	20	22	52	43
			15%	13%	17%	13%	18%	14%	16%	13%	15%	15%	11%	15%	19%

14. Do you believe that it is possible to further treat recycled water currently used for irrigation to make the water pure and safe for drinking?

			TOTAL	HOME OWNERSHIP			ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
				(1000)	Owner (550)	Other (422)	Non-Hispanic White (614)	Hispanic/Latino (168)	Other (166)	Reliable (649)	Not reliable (302)	Very (260)	Some (453)	Less (287)	Yes (810)	Can't Recall (190)	Agree (539)	N/D (461)
BASE			714	390	306	429	128	117	483	202	195	345	174	603	111	406	307	
POSSIBLE TO FURTHER TREAT RECYCLED WATER	Yes	Count	71%	71%	73%	70%	76%	71%	74%	67%	75%	76%	61%	74%	58%	75%	67%	
	No	Count	14%	14%	12%	14%	15%	13%	12%	18%	16%	11%	16%	13%	17%	12%	16%	
	(DK/NS)	Count	15%	81	63	99	15	27	88	45	23	60	67	102	47	71	79	
			15%	15%	15%	16%	9%	16%	14%	15%	9%	13%	23%	13%	25%	13%	17%	

15. How would you feel about using advanced treated recycled water as an addition to the supply of drinking water?

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
			City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No	
BASE		(1000)	(370)	(630)	(140)	(230)	(160)	(180)	(150)	(140)	(252)	(748)	(701)	(265)	
USE ADVANCED TREATED FOR DRINKING WATER	Strongly favor	Count	376	141	234	52	90	61	73	45	55	96	280	263	98
			38%	38%	37%	37%	39%	38%	41%	30%	39%	38%	37%	38%	37%
	Somewhat favor	Count	354	127	227	49	77	64	52	61	50	104	250	260	88
			35%	34%	36%	35%	34%	40%	29%	41%	36%	41%	33%	37%	33%
	Somewhat oppose	Count	119	43	76	17	26	11	26	18	22	27	92	83	34
			12%	12%	12%	12%	11%	7%	15%	12%	16%	11%	12%	12%	13%
	Strongly oppose	Count	72	22	50	10	13	12	17	15	6	8	64	54	18
		7%	6%	8%	7%	6%	8%	9%	10%	4%	3%	9%	8%	7%	
(DK/NS)	Count	79	37	43	12	24	11	12	12	7	17	62	42	27	
		8%	10%	7%	9%	11%	7%	7%	8%	5%	7%	8%	6%	10%	
Summary	Favor	73%	73%	73%	72%	73%	78%	69%	70%	75%	79%	71%	75%	70%	
	Oppose	19%	18%	20%	19%	17%	14%	24%	21%	20%	14%	21%	19%	20%	
	(DK)	8%	10%	7%	9%	11%	7%	7%	8%	5%	7%	8%	6%	10%	

15. How would you feel about using advanced treated recycled water as an addition to the supply of drinking water?

		TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
			(1000)	Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +
BASE		(1000)	(500)	(500)	(360)	(360)	(280)	(153)	(315)	(520)	(134)	(202)	(348)	(220)	
USE ADVANCED TREATED FOR DRINKING WATER	Strongly favor	Count	376	216	160	146	118	111	50	120	202	48	69	134	96
			38%	43%	32%	41%	33%	40%	33%	38%	39%	36%	34%	39%	44%
	Somewhat favor	Count	354	181	172	136	121	97	57	95	200	38	71	131	74
			35%	36%	34%	38%	34%	35%	38%	30%	38%	28%	35%	38%	34%
	Somewhat oppose	Count	119	48	71	46	48	26	21	40	56	21	30	40	21
			12%	10%	14%	13%	13%	9%	14%	13%	11%	15%	15%	11%	10%
	Strongly oppose	Count	72	31	41	9	34	29	11	28	33	13	17	25	7
			7%	6%	8%	3%	9%	10%	7%	9%	6%	10%	8%	7%	3%
	(DK/NS)	Count	79	25	55	23	39	17	14	31	29	14	14	18	22
			8%	5%	11%	6%	11%	6%	9%	10%	5%	10%	7%	5%	10%
Summary	Favor		73%	79%	66%	78%	66%	74%	70%	68%	77%	65%	70%	76%	77%
	Oppose		19%	16%	23%	15%	23%	19%	21%	22%	17%	25%	23%	18%	13%
	(DK)		8%	5%	11%	6%	11%	6%	9%	10%	5%	10%	7%	5%	10%

15. How would you feel about using advanced treated recycled water as an addition to the supply of drinking water?

			TOTAL (1000)	HOME OWNERSHIP			ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
				Owner (550)	Other (422)	165	Non-Hispanic White (614)	Hispanic/Latino (168)	Other (166)	Reliable (649)	Not reliable (302)	Very (260)	Some (453)	Less (287)	Yes (810)	Can't Recall (190)	Agree (539)	N/D (461)
BASE		Count	376	205	165	245	65	52	265	99	114	164	97	324	51	222	153	
	Strongly favor		38%	37%	39%	40%	38%	31%	41%	33%	44%	36%	34%	40%	27%	41%	33%	
USE ADVANCED TREATED FOR DRINKING WATER	Somewhat favor	Count	354	205	136	219	57	57	236	108	78	190	85	291	63	196	158	
			35%	37%	32%	36%	34%	34%	36%	36%	30%	42%	30%	36%	33%	36%	34%	
	Somewhat oppose	Count	119	59	59	57	28	29	66	47	29	47	44	86	33	55	64	
			12%	11%	14%	9%	17%	17%	10%	15%	11%	10%	15%	11%	17%	10%	14%	
	Strongly oppose	Count	72	43	28	51	9	10	46	24	30	26	16	60	12	33	39	
			7%	8%	7%	8%	5%	6%	7%	8%	11%	6%	6%	7%	6%	6%	9%	
(DK/NS)	Count	79	38	34	42	10	19	35	24	9	25	45	48	32	33	46		
			8%	7%	8%	7%	6%	11%	5%	8%	4%	6%	16%	6%	17%	6%	10%	
Summary	Favor		73%	75%	71%	76%	72%	66%	77%	69%	74%	78%	64%	76%	60%	77%	68%	
	Oppose		19%	19%	21%	17%	22%	23%	17%	23%	22%	16%	21%	18%	23%	16%	22%	
	(DK)		8%	7%	8%	7%	6%	11%	5%	8%	4%	6%	16%	6%	17%	6%	10%	

**16. Some people feel San Diego County ratepayers should pay more to improve water supply reliability in the Bay-Delta. Others prefer focusing investments on developing more water supplies here in the San Diego area. Which approach do you prefer?**

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No
BASE			(1000)	(370)	(630)	(140)	(230)	(160)	(180)	(150)	(140)	(252)	(748)	(701)	(265)
PREFERRED APPROACH	Strongly prefer Bay-Delta investments	Count	30	12	18	3	10	6	1	7	3	13	17	25	6
			3%	3%	3%	2%	4%	4%	1%	4%	2%	5%	2%	3%	2%
	Moderately prefer Bay-Delta investments	Count	51	23	28	9	14		8	8	12	13	38	43	8
			5%	6%	4%	7%	6%		4%	5%	8%	5%	5%	6%	3%
	Strongly prefer local investments	Count	186	77	109	34	42	29	29	26	25	39	147	144	39
			19%	21%	17%	24%	18%	18%	16%	17%	18%	16%	20%	21%	15%
	Moderately prefer local investments	Count	110	41	69	15	26	12	25	17	15	39	71	79	24
			11%	11%	11%	11%	11%	7%	14%	12%	10%	16%	9%	11%	9%
	Support both	Count	346	116	230	33	83	62	64	58	46	93	253	234	108
			35%	31%	37%	24%	36%	39%	36%	39%	33%	37%	34%	33%	41%
	Support neither	Count	83	30	53	20	10	13	14	11	16	9	74	64	20
			8%	8%	8%	15%	4%	8%	8%	7%	11%	4%	10%	9%	7%
Depends on money, etc.	Count	77	27	49	9	18	13	15	11	11	11	66	53	23	
		8%	7%	8%	7%	8%	8%	8%	7%	8%	4%	9%	8%	9%	
(DK/NS)	Count	117	44	73	16	28	25	24	13	12	35	82	60	38	
		12%	12%	12%	11%	12%	16%	13%	8%	8%	14%	11%	9%	14%	
Summary	Prefer local	30%	32%	28%	35%	30%	26%	30%	29%	28%	31%	29%	32%	24%	
	(Both/ Neither/ DK/ Depends)	62%	59%	64%	56%	60%	70%	65%	61%	61%	59%	63%	59%	71%	
	Prefer Bay-Delta	8%	10%	7%	8%	10%	4%	5%	10%	11%	10%	7%	10%	5%	

**16. Some people feel San Diego County ratepayers should pay more to improve water supply reliability in the Bay-Delta. Others prefer focusing investments on developing more water supplies here in the San Diego area. Which approach do you prefer?**

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
			(1000)	Male (500)	Female (500)	< 35 (360)	35-54 (360)	55 + (280)	HS/less (153)	Some PS (315)	Grad (520)	< \$25K (134)	\$25-49K (202)	\$50-99K (348)	\$100K + (220)
BASE PREFERRED APPROACH	Strongly prefer Bay-Delta investments	Count	30	13	17	9	13	7	4	14	12	6	8	9	7
			3%	3%	3%	3%	4%	3%	3%	4%	2%	4%	4%	3%	3%
	Moderately prefer Bay-Delta investments	Count	51	35	16	29	16	6	14	16	21	9	11	24	8
			5%	7%	3%	8%	4%	2%	9%	5%	4%	6%	5%	7%	3%
	Strongly prefer local investments	Count	186	95	91	51	63	72	23	48	115	21	29	68	49
			19%	19%	18%	14%	18%	26%	15%	15%	22%	16%	15%	20%	22%
	Moderately prefer local investments	Count	110	45	65	43	35	32	10	33	66	13	24	35	27
			11%	9%	13%	12%	10%	11%	7%	11%	13%	10%	12%	10%	12%
	Support both	Count	346	200	146	140	125	81	54	114	174	47	61	130	77
			35%	40%	29%	39%	35%	29%	36%	36%	33%	35%	30%	37%	35%
Support neither	Count	83	41	42	23	40	20	19	23	41	10	27	29	10	
		8%	8%	8%	6%	11%	7%	13%	7%	8%	7%	14%	8%	5%	
Depends on money, etc.	Count	77	31	45	30	31	15	12	26	38	10	20	24	14	
		8%	6%	9%	8%	9%	5%	8%	8%	7%	7%	10%	7%	7%	
(DK/NS)	Count	117	39	78	34	37	46	16	41	54	19	21	28	28	
		12%	8%	16%	10%	10%	16%	10%	13%	10%	14%	10%	8%	13%	
Summary	Prefer local		30%	28%	31%	26%	27%	37%	22%	26%	35%	26%	27%	30%	34%
	(Both/ Neither/ DK/ Depends)		62%	62%	62%	63%	65%	58%	66%	65%	59%	64%	64%	61%	59%
	Prefer Bay-Delta		8%	10%	7%	11%	8%	5%	12%	9%	6%	11%	9%	9%	7%



**16. Some people feel San Diego County ratepayers should pay more to improve water supply reliability in the Bay-Delta. Others prefer focusing investments on developing more water supplies here in the San Diego area. Which approach do you prefer?**

			TOTAL (1000)	HOME OWNERSHIP			ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
				Owner (550)	Other (422)	Non-Hispanic White (614)	Hispanic/Latino (168)	Other (166)	Reliable (649)	Not reliable (302)	Very (260)	Some (453)	Less (287)	Yes (810)	Can't Recall (190)	Agree (539)	N/D (461)	
BASE	Strongly prefer Bay-Delta investments	Count	30	16	13	17	4	8	22	8	10	9	10	21	9	23	7	
			3%	3%	3%	3%	2%	5%	3%	3%	4%	2%	4%	3%	5%	4%	2%	
	Moderately prefer Bay-Delta investments	Count	51	26	23	21	12	14	36	15	15	25	11	34	17	33	18	
			5%	5%	6%	3%	7%	8%	6%	5%	6%	6%	4%	4%	9%	6%	4%	
	Strongly prefer local investments	Count	186	115	69	130	23	21	118	68	58	90	38	155	30	96	90	
			19%	21%	16%	21%	14%	13%	18%	22%	22%	20%	13%	19%	16%	18%	19%	
	Moderately prefer local investments	Count	110	62	45	71	10	24	68	37	23	62	25	91	19	63	47	
			11%	11%	11%	12%	6%	14%	10%	12%	9%	14%	9%	11%	10%	12%	10%	
	Support both	Count	346	183	156	215	71	46	243	93	92	163	91	304	42	181	165	
			35%	33%	37%	35%	42%	28%	37%	31%	36%	36%	32%	38%	22%	34%	36%	
Support neither	Count	83	49	35	43	16	23	63	17	22	31	30	73	10	45	39		
		8%	9%	8%	7%	10%	14%	10%	6%	8%	7%	11%	9%	5%	8%	8%		
Depends on money, etc.	Count	77	40	34	43	19	10	45	30	17	36	23	54	23	44	32		
		8%	7%	8%	7%	11%	6%	7%	10%	7%	8%	8%	7%	12%	8%	7%		
(DK/NS)	Count	117	60	47	73	13	20	54	35	22	37	58	77	40	53	63		
		12%	11%	11%	12%	8%	12%	8%	11%	8%	8%	20%	10%	21%	10%	14%		
Summary	Prefer local		30%	32%	27%	33%	20%	27%	29%	35%	31%	34%	22%	30%	26%	30%	30%	
	(Both/ Neither/ DK/ Depends)		62%	60%	64%	61%	71%	60%	62%	58%	59%	59%	70%	63%	60%	60%	65%	
	Prefer Bay-Delta		8%	8%	9%	6%	9%	13%	9%	8%	10%	8%	8%	7%	14%	10%	5%	

17. Mandatory water-use restrictions are in effect across the San Diego region. Generally speaking, how familiar are you with restrictions in your community?

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No
BASE			(1000)	(370)	(630)	(140)	(230)	(160)	(180)	(150)	(140)	(252)	(748)	(701)	(265)
RESTRICTIONS IN COMMUNITY	Very familiar	Count	260	85	175	44	41	52	64	34	25	55	205	208	50
			26%	23%	28%	31%	18%	32%	36%	23%	18%	22%	27%	30%	19%
	Somewhat familiar	Count	453	181	272	57	124	71	69	64	69	120	333	327	115
			45%	49%	43%	40%	54%	44%	38%	43%	49%	48%	45%	47%	43%
	Not very familiar	Count	158	61	97	23	38	15	25	30	26	35	123	104	51
			16%	16%	15%	16%	17%	10%	14%	20%	19%	14%	16%	15%	19%
	Not at all familiar	Count	129	43	86	17	26	23	22	21	20	42	87	63	49
			13%	12%	14%	12%	11%	14%	12%	14%	14%	17%	12%	9%	19%
Summary	Familiar		71%	72%	71%	72%	72%	76%	74%	66%	67%	69%	72%	76%	62%
	Unfamiliar		29%	28%	29%	28%	28%	24%	26%	34%	33%	31%	28%	24%	38%

17. Mandatory water-use restrictions are in effect across the San Diego region. Generally speaking, how familiar are you with restrictions in your community?

			TOTAL (1000)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male (500)	Female (500)	< 35 (360)	35-54 (360)	55 + (280)	HS/less (153)	Some PS (315)	Grad (520)	< \$25K (134)	\$25-49K (202)	\$50-99K (348)	\$100K + (220)
BASE			260	123	137	65	91	105	27	73	156	24	42	95	70
RESTRICTIONS IN COMMUNITY	Very familiar	Count	260	123	137	65	91	105	27	73	156	24	42	95	70
			26%	25%	27%	18%	25%	37%	18%	23%	30%	18%	21%	27%	32%
	Somewhat familiar	Count	453	240	213	162	177	114	66	153	233	54	100	157	100
			45%	48%	43%	45%	49%	41%	43%	49%	45%	40%	49%	45%	45%
	Not very familiar	Count	158	82	76	74	50	34	28	43	86	25	33	57	34
			16%	16%	15%	21%	14%	12%	19%	14%	16%	19%	16%	16%	15%
Not at all familiar	Count	129	55	74	60	42	27	31	47	45	31	27	39	17	
		13%	11%	15%	17%	12%	10%	21%	15%	9%	23%	13%	11%	8%	
Summary	Familiar		71%	73%	70%	63%	74%	78%	61%	72%	75%	58%	70%	73%	77%
	Unfamiliar		29%	27%	30%	37%	26%	22%	39%	28%	25%	42%	30%	27%	23%

17. Mandatory water-use restrictions are in effect across the San Diego region. Generally speaking, how familiar are you with restrictions in your community?

			TOTAL (1000)	HOME OWNERSHIP		ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
				Owner (550)	Other (422)	Non-Hispanic White (614)	Hispanic/Latino (168)	Other (166)	Reliable (649)	Not reliable (302)	Very (260)	Some (453)	Less (287)	Yes (810)	Can't Recall (190)	Agree (539)	N/D (461)
BASE																	
RESTRICTIONS IN COMMUNITY	Very familiar	Count	260	189	69	179	34	32	163	90	260			238	22	106	155
			26%	34%	16%	29%	20%	19%	25%	30%	100%			29%	12%	20%	34%
	Somewhat familiar	Count	453	246	196	285	82	63	308	130		453		383	70	261	192
			45%	45%	46%	46%	48%	38%	48%	43%		100%		47%	37%	48%	42%
	Not very familiar	Count	158	72	82	93	30	27	96	58			158	113	45	93	64
		16%	13%	19%	15%	18%	16%	15%	19%			55%	14%	24%	17%	14%	
Not at all familiar	Count	129	43	75	56	23	44	82	23			129	77	53	79	50	
		13%	8%	18%	9%	14%	26%	13%	8%			45%	9%	28%	15%	11%	
Summary	Familiar		71%	79%	63%	76%	69%	57%	73%	73%	100%	100%		77%	49%	68%	75%
	Unfamiliar		29%	21%	37%	24%	31%	43%	27%	27%			100%	23%	51%	32%	25%

18. What specific actions, if any, have you taken to reduce your water use in response to mandatory water-use restrictions since the start of August 2014?

BASE		TOTAL (1000)	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
			City (370)	County (630)	Metro (140)	S. Metro (230)	Coastal (160)	Inland (180)	East (150)	South (140)	10/less (252)	Over 10 (748)	Yes (701)	No (265)	
ACTIONS TAKEN TO REDUCE WATER USE	Take shorter showers/ fewer showers/ baths	Cases	375	143	232	53	91	66	66	58	43	100	275	251	111
			38%	39%	37%	38%	39%	41%	37%	39%	31%	40%	37%	36%	42%
	Reduce/ skip watering	Cases	320	106	214	39	67	59	60	54	41	62	259	265	54
			32%	29%	34%	28%	29%	37%	33%	36%	29%	24%	35%	38%	21%
	Do not let water run	Cases	147	66	81	18	48	25	11	19	26	37	110	74	66
			15%	18%	13%	13%	21%	16%	6%	13%	18%	15%	15%	11%	25%
	Wash only full loads of clothes or dishes	Cases	129	47	82	23	24	10	26	21	25	32	97	80	42
			13%	13%	13%	16%	10%	6%	14%	14%	18%	13%	13%	11%	16%
	Replace unused grass with low-water plants	Cases	87	26	60	16	11	18	22	13	8	16	71	70	14
			9%	7%	10%	11%	5%	11%	12%	9%	6%	6%	9%	10%	5%
	Reduce car washing	Cases	82	30	52	10	20	11	15	16	10	25	57	61	16
			8%	8%	8%	7%	9%	7%	9%	11%	7%	10%	8%	9%	6%
	Adjust irrigation system and timers	Cases	77	30	47	17	13	14	10	11	12	19	58	64	13
			8%	8%	7%	12%	6%	8%	6%	7%	9%	8%	8%	9%	5%
	Irrigate during evening/morning hours	Cases	60	28	32	11	17	4	16	7	5	12	48	43	16
			6%	8%	5%	8%	7%	2%	9%	5%	4%	5%	6%	6%	6%
	Use low water toilet/ flush less	Cases	57	23	34	5	18	11	2	7	14	6	51	39	17
			6%	6%	5%	4%	8%	7%	1%	5%	10%	2%	7%	6%	6%
	Collect and reuse water	Cases	44	13	31	5	8	10	8	9	3	14	30	33	6
			4%	3%	5%	4%	3%	7%	5%	6%	2%	6%	4%	5%	2%
	Use the landscape calculator to set a water-wise irrigation	Cases	27	13	14	7	6	5	2	2	6	5	22	21	6
			3%	3%	2%	5%	3%	3%	1%	2%	4%	2%	3%	3%	2%
	Fix indoor leaks	Cases	23	8	15	1	6	1	5	2	8	4	19	16	6
			2%	2%	2%	1%	3%	1%	3%	1%	5%	2%	3%	2%	2%
	Replace grass with artificial/ synthetic turf	Cases	17	6	10	1	5	4	4	2	1	2	15	15	2
			2%	2%	2%	1%	2%	2%	2%	1%	1%	1%	2%	2%	1%
	Upgrade irrigation system with high-efficiency	Cases	16	2	15	1	1	8	2	3	2	5	11	13	3
			2%	0%	2%	0%	0%	5%	1%	2%	1%	2%	2%	2%	1%
	Purchase high-efficiency clothes washer	Cases	11	5	7	1	4		3	2	2	0	11	10	1
			1%	1%	1%	1%	2%		1%	2%	1%	0%	1%	1%	1%
	Other mentions	Cases	19	5	14	3	2	6	1	1	5	9	10	14	5
			2%	1%	2%	2%	1%	4%	1%	1%	4%	4%	1%	2%	2%
	(Nothing)	Cases	94	34	59	11	23	12	17	17	13	33	61	56	35
			9%	9%	9%	8%	10%	8%	9%	11%	9%	13%	8%	8%	13%
	(DK/NS)	Cases	96	38	58	18	20	14	17	9	17	28	68	66	19
			10%	10%	9%	13%	9%	9%	10%	6%	12%	11%	9%	9%	7%

18. What specific actions, if any, have you taken to reduce your water use in response to mandatory water-use restrictions since the start of August 2014?

BASE			TOTAL (1000)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male (500)	Female (500)	< 35 (360)	35-54 (360)	55 + (280)	HS/less (153)	Some PS (315)	Grad (520)	< \$25K (134)	\$25-49K (202)	\$50-99K (348)	\$100K + (220)
ACTIONS TAKEN TO REDUCE WATER USE	Take shorter showers/ fewer showers/ baths	Cases	375	177	198	184	106	85	62	98	212	57	84	133	72
			38%	35%	40%	51%	29%	30%	41%	31%	41%	43%	42%	38%	33%
	Reduce/ skip watering	Cases	320	159	161	78	140	102	38	109	170	29	59	112	89
			32%	32%	32%	22%	39%	36%	25%	35%	33%	22%	29%	32%	40%
	Do not let water run	Cases	147	55	92	57	49	41	30	53	63	24	38	45	21
			15%	11%	18%	16%	14%	15%	20%	17%	12%	18%	19%	13%	10%
	Wash only full loads of clothes or dishes	Cases	129	49	80	42	46	41	21	41	65	23	32	47	12
			13%	10%	16%	12%	13%	15%	14%	13%	13%	17%	16%	13%	5%
	Replace unused grass with low-water plants	Cases	87	34	52	29	26	32	6	24	57	5	12	34	24
			9%	7%	10%	8%	7%	11%	4%	8%	11%	4%	6%	10%	11%
	Reduce car washing	Cases	82	46	36	41	25	17	11	27	44	11	16	29	22
			8%	9%	7%	11%	7%	6%	7%	9%	8%	8%	8%	8%	10%
	Adjust irrigation system and timers	Cases	77	37	40	20	30	28	6	24	48	2	12	22	29
			8%	7%	8%	5%	8%	10%	4%	8%	9%	2%	6%	6%	13%
	Irrigate during evening/morning hours	Cases	60	35	25	24	20	16	11	18	30	3	13	18	17
			6%	7%	5%	7%	6%	6%	8%	6%	6%	2%	6%	5%	8%
	Use low water toilet/ flush less	Cases	57	33	25	11	28	18	8	17	32	6	10	24	15
			6%	7%	5%	3%	8%	6%	5%	5%	6%	5%	5%	7%	7%
	Collect and reuse water	Cases	44	17	27	14	11	18	4	12	28	8	4	12	13
			4%	3%	5%	4%	3%	6%	3%	4%	5%	6%	2%	4%	6%
	Use the landscape calculator to set a	Cases	27	17	10	9	13	6	5	6	17	2	5	9	7
			3%	3%	2%	2%	4%	2%	3%	2%	3%	2%	3%	2%	3%
	Fix indoor leaks	Cases	23	16	7	7	7	9	7	5	11	5	1	11	3
			2%	3%	1%	2%	2%	3%	4%	2%	2%	4%	1%	3%	1%
	Replace grass with artificial/ synthetic turf	Cases	17	9	7	1	8	8	4	6	7	2	2	6	6
			2%	2%	1%	0%	2%	3%	2%	2%	1%	1%	1%	2%	3%
	Upgrade irrigation system with high-efficiency	Cases	16	9	7	4	8	4	3	2	11	1	2	3	9
			2%	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	4%
	Purchase high-efficiency clothes washer	Cases	11	5	6	1	5	5	1	5	6	1	1	5	3
			1%	1%	1%	0%	1%	2%	1%	2%	1%	1%	0%	1%	1%
	Other mentions	Cases	19	8	11	3	11	4	3	4	12		7	6	5
			2%	2%	2%	1%	3%	2%	2%	1%	2%		3%	2%	2%
	(Nothing)	Cases	94	54	40	38	32	24	16	29	48	12	23	31	22
			9%	11%	8%	11%	9%	9%	11%	9%	9%	9%	12%	9%	10%
	(DK/NS)	Cases	96	54	42	41	37	18	18	32	40	15	22	36	12
			10%	11%	8%	11%	10%	6%	12%	10%	8%	11%	11%	10%	5%

18. What specific actions, if any, have you taken to reduce your water use in response to mandatory water-use restrictions since the start of August 2014?

BASE		TOTAL (1000)	HOME OWNERSHIP		ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"		
			Owner (550)	Other (422)	Non-Hispanic White (614)	Hispanic/ Latino (168)	Other (166)	Reliable (649)	Not reliable (302)	Very (260)	Some (453)	Less (287)	Yes (810)	Can't Recall (190)	Agree (539)	N/D (461)	
ACTIONS TAKEN TO REDUCE WATER USE	Take shorter showers/ fewer showers/ baths	Cases	375	171	197	236	67	59	226	123	83	187	105	375		214	162
			38%	31%	47%	38%	40%	36%	35%	41%	32%	41%	37%	46%		40%	35%
	Reduce/ skip watering	Cases	320	224	92	217	45	44	198	111	105	164	52	320		158	162
			32%	41%	22%	35%	27%	27%	31%	37%	40%	36%	18%	40%		29%	35%
	Do not let water run	Cases	147	60	85	91	20	27	89	49	27	73	47	147		92	55
			15%	11%	20%	15%	12%	16%	14%	16%	11%	16%	16%	18%		17%	12%
	Wash only full loads of clothes or dishes	Cases	129	65	62	85	19	20	86	38	29	68	32	129		79	50
			13%	12%	15%	14%	11%	12%	13%	13%	11%	15%	11%	16%		15%	11%
	Replace unused grass with low-water plants	Cases	87	60	25	59	15	6	56	27	39	33	14	87		29	58
			9%	11%	6%	10%	9%	4%	9%	9%	15%	7%	5%	11%		5%	13%
	Reduce car washing	Cases	82	42	39	38	27	14	59	21	16	47	18	82		42	40
			8%	8%	9%	6%	16%	8%	9%	7%	6%	10%	6%	10%		8%	9%
	Adjust irrigation system and timers	Cases	77	51	26	49	11	9	60	17	32	39	6	77		46	32
			8%	9%	6%	8%	6%	6%	9%	6%	12%	9%	2%	10%		8%	7%
	Irrigate during evening/morning hours	Cases	60	35	25	36	7	15	45	16	18	31	12	60		27	33
			6%	6%	6%	6%	4%	9%	7%	5%	7%	7%	4%	7%		5%	7%
	Use low water toilet/ flush less	Cases	57	31	26	41	5	8	31	25	9	36	12	57		32	25
			6%	6%	6%	7%	3%	5%	5%	8%	3%	8%	4%	7%		6%	5%
	Collect and reuse water	Cases	44	27	16	29	7	6	33	8	12	24	8	44		24	20
			4%	5%	4%	5%	4%	4%	5%	2%	5%	5%	3%	5%		4%	4%
	Use the landscape calculator to set a	Cases	27	20	7	18	5	4	24	3	8	14	5	27		16	11
			3%	4%	2%	3%	3%	3%	4%	1%	3%	3%	2%	3%		3%	2%
	Fix indoor leaks	Cases	23	14	8	13	6	4	12	11	6	13	5	23		13	11
			2%	3%	2%	2%	3%	2%	2%	4%	2%	3%	2%	3%		2%	2%
	Replace grass with artificial/ synthetic turf	Cases	17	13	4	14	2		9	5	7	8	2	17		4	12
			2%	2%	1%	2%	1%		1%	2%	3%	2%	1%	2%		1%	3%
	Upgrade irrigation system with high-efficiency	Cases	16	13	3	13	3		10	4	7	5	4	16		7	10
			2%	2%	1%	2%	2%		2%	1%	3%	1%	2%	2%		1%	2%
	Purchase high-efficiency clothes washer	Cases	11	9	3	5	3	2	6	4	8	3	1	11		5	6
			1%	2%	1%	1%	2%	1%	1%	1%	3%	1%	0%	1%		1%	1%
	Other mentions	Cases	19	13	5	9	5	5	17	2	10	6	3	19		12	7
			2%	2%	1%	2%	3%	3%	3%	1%	4%	1%	1%	2%		2%	1%
	(Nothing)	Cases	94	40	49	58	8	25	63	28	7	29	57		94	43	51
			9%	7%	12%	9%	5%	15%	10%	9%	3%	6%	20%		49%	8%	11%
	(DK/NS)	Cases	96	45	42	46	19	21	58	27	15	41	40		96	59	37
			10%	8%	10%	8%	11%	12%	9%	9%	6%	9%	14%		51%	11%	8%

19. What motivated you to reduce your water use?

			TOTAL (810)	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
				City (297)	County (512)	Metro (111)	S. Metro (187)	Coastal (133)	Inland (146)	East (124)	South (109)	10/less (191)	Over 10 (619)	Yes (579)	No (210)	
BASE: TAKEN ACTIONS																
MOTIVATION TO REDUCE WATER USE	It's the right thing to do	Cases	214	80	134	29	51	26	55	33	20	58	156	137	71	
			26%	27%	26%	26%	27%	20%	38%	27%	18%	30%	25%	24%	34%	
	High water costs/ Trying to save money	Cases	209	62	146	32	30	36	43	33	35	41	167	181	24	
			26%	21%	29%	29%	16%	27%	29%	26%	32%	22%	27%	31%	11%	
	Drought/ water shortages (non-spec.)	Cases	168	76	92	23	53	21	26	24	21	30	138	128	38	
			21%	26%	18%	21%	28%	16%	18%	19%	19%	16%	22%	22%	18%	
	News reports about drought/ water shortages	Cases	146	48	98	12	36	33	24	21	20	41	105	92	47	
			18%	16%	19%	11%	19%	25%	16%	17%	18%	21%	17%	16%	22%	
	General appeals for water conservation	Cases	128	44	84	16	28	24	13	26	22	26	102	90	36	
			16%	15%	16%	14%	15%	18%	9%	21%	20%	14%	16%	16%	17%	
	Conservation/ Don't like to waste	Cases	82	38	44	17	21	16	10	9	9	14	68	54	27	
			10%	13%	9%	16%	11%	12%	7%	7%	8%	7%	11%	9%	13%	
	Prepare for the future	Cases	27	15	12	6	9	2	1	4	6	5	22	17	10	
			3%	5%	2%	6%	5%	1%	1%	3%	5%	3%	4%	3%	5%	
	Fines/ enforcement	Cases	26	9	17	2	7	3	3	5	6	9	17	19	7	
			3%	3%	3%	2%	4%	2%	2%	4%	5%	5%	3%	3%	3%	
	Talking with neighbors/ coworkers	Cases	13	9	5	3	6	0	3	1		2	11	4	10	
			2%	3%	1%	3%	3%	0%	2%	1%		1%	2%	1%	5%	
Always have/ habit	Cases	12	4	8	0	4	1	2	4	1	0	11	8	4		
		1%	1%	2%	0%	2%	1%	1%	3%	1%	0%	2%	1%	2%		
Anticipating higher water rates in future	Cases	11	7	4	4	3	1	0		3	3	8	11	0		
		1%	2%	1%	3%	2%	1%	0%		2%	2%	1%	2%	0%		
Other mentions	Cases	2	1	1	0	0				1		2	1	0		
		0%	0%	0%	0%	0%				1%		0%	0%	0%		
(DK/NS)	Cases	24	8	15	3	5	1	4	6	3	8	16	19	3		
		3%	3%	3%	3%	3%	1%	3%	5%	3%	4%	3%	3%	1%		



19. What motivated you to reduce your water use?

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +
BASE: TAKEN ACTIONS			(810)	(392)	(418)	(281)	(291)	(238)	(118)	(254)	(432)	(106)	(157)	(281)	(186)
MOTIVATION TO REDUCE WATER USE	It's the right thing to do	Cases	214	106	108	84	72	58	30	64	121	27	27	88	49
			26%	27%	26%	30%	25%	24%	25%	25%	28%	26%	17%	31%	27%
	High water costs/ Trying to save money	Cases	209	100	108	48	84	76	22	57	127	15	43	70	52
			26%	26%	26%	17%	29%	32%	19%	23%	29%	14%	27%	25%	28%
	Drought/ water shortages (non-spec.)	Cases	168	74	94	49	66	53	22	46	101	22	23	71	36
			21%	19%	22%	18%	23%	22%	18%	18%	23%	20%	15%	25%	19%
	News reports about drought/ water shortages	Cases	146	65	80	51	48	46	29	40	74	29	27	43	32
			18%	17%	19%	18%	17%	19%	25%	16%	17%	27%	17%	15%	17%
	General appeals for water conservation	Cases	128	73	55	47	49	32	18	48	61	11	33	39	33
			16%	19%	13%	17%	17%	13%	15%	19%	14%	11%	21%	14%	18%
	Conservation/ Don't like to waste	Cases	82	36	46	29	28	25	13	21	48	15	22	22	19
			10%	9%	11%	11%	10%	10%	11%	8%	11%	14%	14%	8%	10%
	Prepare for the future	Cases	27	14	14	9	10	8	8	8	11	8	6	6	7
			3%	3%	3%	3%	3%	3%	7%	3%	3%	7%	4%	2%	4%
	Fines/ enforcement	Cases	26	10	16	1	16	10	4	8	14	2	7	13	4
			3%	2%	4%	0%	5%	4%	3%	3%	3%	2%	4%	4%	2%
	Talking with neighbors/ coworkers	Cases	13	7	6	4	6	4	2	7	4	4	2	2	5
			2%	2%	1%	1%	2%	1%	2%	3%	1%	4%	2%	1%	2%
	Always have/ habit	Cases	12	2	10	4	2	6	3	2	6	3	4	3	2
			1%	1%	2%	1%	1%	3%	3%	1%	1%	3%	3%	1%	1%
Anticipating higher water rates in future	Cases	11	7	4	3	4	4	7	2	1	1	6	1	2	
		1%	2%	1%	1%	1%	2%	6%	1%	0%	0%	4%	1%	1%	
Other mentions	Cases	2	1	0	1		1	0	1	0	0			1	
		0%	0%	0%	0%		0%	0%	0%	0%	0%			1%	
(DK/NS)	Cases	24	16	7	12	6	5	5	10	7	6	6	7	2	
		3%	4%	2%	4%	2%	2%	4%	4%	2%	6%	4%	3%	1%	

19. What motivated you to reduce your water use?

			TOTAL (810)	HOME OWNERSHIP		ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE			"I Could Do More To Conserve"
				Owner (465)	Other (331)	Non-Hispanic White (509)	Hispanic/Latino (141)	Other (121)	Reliable (529)	Not reliable (246)	Very (238)	Some (383)	Less (190)	Yes (810)	Agree (437)	N/D (373)	
BASE: TAKEN ACTIONS																	
MOTIVATION TO REDUCE WATER USE	It's the right thing to do	Cases	214	118	95	135	42	27	146	57	64	96	54	214	118	96	
			26%	25%	29%	27%	30%	23%	28%	23%	27%	25%	28%	26%	27%	26%	
	High water costs/ Trying to save money	Cases	209	146	60	135	32	33	132	73	73	105	31	209	101	108	
			26%	31%	18%	26%	23%	27%	25%	30%	31%	27%	16%	26%	23%	29%	
	Drought/ water shortages (non-spec.)	Cases	168	92	73	109	18	32	95	66	51	83	35	168	90	78	
			21%	20%	22%	21%	13%	27%	18%	27%	21%	22%	18%	21%	21%	21%	
	News reports about drought/ water shortages	Cases	146	77	67	90	29	20	99	39	36	64	46	146	89	56	
			18%	17%	20%	18%	20%	16%	19%	16%	15%	17%	24%	18%	20%	15%	
	General appeals for water conservation	Cases	128	78	47	82	25	16	91	33	41	61	25	128	69	59	
			16%	17%	14%	16%	18%	13%	17%	13%	17%	16%	13%	16%	16%	16%	
	Conservation/ Don't like to waste	Cases	82	40	42	50	14	15	44	34	23	45	14	82	45	37	
			10%	9%	13%	10%	10%	12%	8%	14%	10%	12%	7%	10%	10%	10%	
	Prepare for the future	Cases	27	14	13	16	7	3	17	10	5	18	4	27	17	11	
			3%	3%	4%	3%	5%	3%	3%	4%	2%	5%	2%	3%	4%	3%	
	Fines/ enforcement	Cases	26	17	9	16	4	4	15	11	12	10	5	26	10	16	
			3%	4%	3%	3%	3%	3%	3%	5%	5%	3%	2%	3%	2%	4%	
	Talking with neighbors/ coworkers	Cases	13	5	8	9	5		11	2	5	4	4	13	9	4	
		2%	1%	3%	2%	3%		2%	1%	2%	1%	2%	2%	2%	1%		
Always have/ habit	Cases	12	7	5	9	2		6	5	2	7	3	12	2	10		
		1%	1%	2%	2%	2%		1%	2%	1%	2%	2%	1%	0%	3%		
Anticipating higher water rates in future	Cases	11	7	4	4	4	3	8	2	3	4	4	11	8	3		
		1%	1%	1%	1%	3%	3%	2%	1%	1%	1%	2%	1%	2%	1%		
Other mentions	Cases	2	0	1	1	0		2		1	1		2	1	0		
		0%	0%	0%	0%	0%		0%		0%	0%		0%	0%	0%		
(DK/NS)	Cases	24	10	9	12	5	3	12	8	6	8	9	24	13	10		
		3%	2%	3%	2%	3%	2%	2%	3%	3%	2%	5%	3%	3%	3%		

20. If mandatory water supply cutbacks were implemented in San Diego County in the next few months, what kind of information would you want to receive before the cutbacks begin?

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
			(1000)	City (370)	County (630)	Metro (140)	S. Metro (230)	Coastal (160)	Inland (180)	East (150)	South (140)	10/less (252)	Over 10 (748)	Yes (701)	No (265)
BASE															
INFO WANTED BEFORE CUTBACKS BEGIN	What restrictions will I have to follow?	Cases	302	110	192	39	71	49	49	51	43	78	224	223	75
			30%	30%	30%	28%	31%	31%	27%	34%	31%	31%	30%	32%	28%
	Ways to conserve/ How do I reduce my water use?	Cases	128	47	81	19	28	21	22	19	19	17	111	92	34
			13%	13%	13%	13%	12%	13%	12%	13%	13%	7%	15%	13%	13%
	How much water am I going to get?	Cases	110	49	62	21	28	15	14	21	12	29	81	77	28
			11%	13%	10%	15%	12%	9%	8%	14%	9%	11%	11%	11%	11%
	What are the penalties?/ Enforcement/ fines	Cases	101	34	67	14	21	12	18	17	20	19	82	71	27
			10%	9%	11%	10%	9%	8%	10%	11%	15%	8%	11%	10%	10%
	Methods for receiving information	Cases	81	30	51	10	20	8	12	16	15	24	57	55	26
			8%	8%	8%	7%	9%	5%	7%	11%	11%	10%	8%	8%	10%
	As much detail as possible	Cases	62	26	36	13	13	11	12	3	9	15	47	38	19
			6%	7%	6%	9%	6%	7%	7%	2%	7%	6%	6%	5%	7%
	How long will it last?	Cases	59	30	29	11	19	3	8	10	8	15	44	34	23
			6%	8%	5%	8%	8%	2%	4%	6%	6%	6%	6%	5%	9%
	Advanced notice/ warnings	Cases	59	23	36	11	13	18	7	8	3	25	34	37	17
			6%	6%	6%	8%	5%	11%	4%	5%	2%	10%	5%	5%	7%
	Rationale for restrictions	Cases	43	18	25	4	14	3	10	5	6	13	29	27	15
			4%	5%	4%	3%	6%	2%	6%	4%	4%	5%	4%	4%	6%
	Costs	Cases	41	11	30	2	9	7	10	7	5	7	34	34	4
			4%	3%	5%	1%	4%	4%	6%	5%	4%	3%	5%	5%	2%
	Expected results	Cases	26	13	13	6	7		7	5	1	12	14	17	9
			3%	4%	2%	4%	3%		4%	3%	1%	5%	2%	2%	3%
	What SDCWA is doing to ensure water availability	Cases	23	9	14	4	5	4	4	4	3	6	17	20	3
			2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	3%	1%
	Where can I get help reducing my water use?	Cases	21	3	17	2	1	7	3	4	4	6	15	18	3
			2%	1%	3%	1%	1%	4%	2%	2%	3%	2%	2%	3%	1%
	Water usage/ measurement	Cases	18	6	11	3	3	2	8	2		3	14	13	5
			2%	2%	2%	2%	2%	1%	4%	1%		1%	2%	2%	2%
	Other mentions	Cases	12	6	6	2	4	4	2	0		3	9	11	1
			1%	2%	1%	1%	2%	3%	1%	0%		1%	1%	2%	1%
(DK/NS)		Cases	234	83	151	29	54	40	46	32	33	59	175	161	60
			23%	22%	24%	20%	24%	25%	25%	22%	24%	23%	23%	23%	23%

20. If mandatory water supply cutbacks were implemented in San Diego County in the next few months, what kind of information would you want to receive before the cutbacks begin?

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				(1000)	Male (500)	Female (500)	< 35 (360)	35-54 (360)	55 + (280)	HS/less (153)	Some PS (315)	Grad (520)	< \$25K (134)	\$25-49K (202)	\$50-99K (348)
BASE		Cases	302	168	134	100	114	88	43	100	158	40	52	113	69
			30%	34%	27%	28%	32%	31%	28%	32%	30%	30%	26%	33%	31%
INFO WANTED BEFORE CUTBACKS BEGIN	What restrictions will I have to follow?	Cases	128	62	67	39	56	33	27	34	68	17	20	41	33
			13%	12%	13%	11%	16%	12%	18%	11%	13%	13%	10%	12%	15%
	Ways to conserve/ How do I reduce my water use?	Cases	110	59	52	38	41	31	21	35	52	12	21	38	30
			11%	12%	10%	11%	12%	11%	14%	11%	10%	9%	10%	11%	13%
	How much water am I going to get?	Cases	101	54	47	34	38	29	11	38	51	12	27	35	21
			10%	11%	9%	9%	11%	10%	8%	12%	10%	9%	13%	10%	10%
	What are the penalties?/ Enforcement/ fines	Cases	81	30	52	23	30	28	11	25	46	9	15	33	22
			8%	6%	10%	6%	8%	10%	7%	8%	9%	7%	7%	10%	10%
	Methods for receiving information	Cases	62	27	35	32	16	14	12	22	29	8	22	18	11
			6%	5%	7%	9%	4%	5%	8%	7%	6%	6%	11%	5%	5%
	As much detail as possible	Cases	59	23	36	19	21	19	13	16	30	12	15	17	10
			6%	5%	7%	5%	6%	7%	9%	5%	6%	9%	7%	5%	5%
	How long will it last?	Cases	59	28	32	20	22	17	2	11	46	4	11	27	8
			6%	6%	6%	6%	6%	6%	2%	3%	9%	3%	5%	8%	4%
	Advanced notice/ warnings	Cases	43	19	23	29	5	9	5	12	25	5	17	12	7
			4%	4%	5%	8%	1%	3%	3%	4%	5%	4%	8%	3%	3%
	Rationale for restrictions	Cases	41	30	11	19	11	11	12	12	17	6	11	11	10
			4%	6%	2%	5%	3%	4%	8%	4%	3%	4%	5%	3%	5%
	Costs	Cases	26	8	18	18	3	4	2	7	16	1	10	11	2
			3%	2%	4%	5%	1%	2%	2%	2%	3%	1%	5%	3%	1%
	Expected results	Cases	23	8	15	8	4	11	2	8	14	2	3	9	6
			2%	2%	3%	2%	1%	4%	1%	3%	3%	2%	1%	3%	3%
	What SDCWA is doing to ensure water availability	Cases	21	13	8	8	7	6	0	10	10	1	0	9	5
			2%	3%	2%	2%	2%	2%	0%	3%	2%	1%	0%	2%	2%
	Where can I get help reducing my water use?	Cases	18	12	6	7	5	6	1	2	14	1	4	9	4
			2%	2%	1%	2%	1%	2%	1%	1%	3%	1%	2%	3%	2%
	Water usage/ measurement	Cases	12	8	4	8	4	1	1	5	6	3	4	4	
			1%	2%	1%	2%	1%	0%	1%	1%	1%	3%	2%	1%	
	Other mentions	Cases	234	120	114	90	81	63	42	78	104	32	47	82	45
			23%	24%	23%	25%	22%	22%	28%	25%	20%	24%	23%	24%	20%
	(DK/NS)	Cases													

20. If mandatory water supply cutbacks were implemented in San Diego County in the next few months, what kind of information would you want to receive before the cutbacks begin?

		TOTAL (1000)	HOME OWNERSHIP		ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"		
			Owner (550)	Other (422)	Non-Hispanic White (614)	Hispanic/Latino (168)	Other (166)	Reliable (649)	Not reliable (302)	Very (260)	Some (453)	Less (287)	Yes (810)	Can't Recall (190)	Agree (539)	N/D (461)	
BASE																	
INFO WANTED BEFORE CUTBACKS BEGIN	What restrictions will I have to follow?	Cases	302	177	121	205	51	34	194	99	89	140	73	276	26	157	145
			30%	32%	29%	33%	30%	20%	30%	33%	34%	31%	25%	34%	14%	29%	31%
	Ways to conserve/ How do I reduce my water use?	Cases	128	72	55	77	21	23	90	33	33	56	40	111	17	71	57
			13%	13%	13%	13%	13%	14%	14%	11%	13%	12%	14%	14%	9%	13%	12%
	How much water am I going to get?	Cases	110	72	39	78	17	10	85	23	33	54	23	102	8	61	49
			11%	13%	9%	13%	10%	6%	13%	8%	13%	12%	8%	13%	4%	11%	11%
	What are the penalties?/ Enforcement/ fines	Cases	101	57	42	63	18	16	72	25	24	51	26	92	9	61	40
			10%	10%	10%	10%	10%	9%	11%	8%	9%	11%	9%	11%	5%	11%	9%
	Methods for receiving information	Cases	81	50	30	60	6	12	46	31	19	38	24	69	13	45	37
			8%	9%	7%	10%	4%	7%	7%	10%	7%	8%	8%	8%	7%	8%	8%
	As much detail as possible	Cases	62	28	34	40	9	12	35	22	20	27	15	58	4	27	35
			6%	5%	8%	7%	5%	7%	5%	7%	8%	6%	5%	7%	2%	5%	8%
	How long will it last?	Cases	59	31	28	35	15	8	42	15	18	28	14	57	3	37	22
			6%	6%	7%	6%	9%	5%	6%	5%	7%	6%	5%	7%	1%	7%	5%
	Advanced notice/ warnings	Cases	59	21	36	28	10	13	44	16	14	32	13	55	5	34	25
			6%	4%	8%	4%	6%	8%	7%	5%	6%	7%	5%	7%	3%	6%	5%
	Rationale for restrictions	Cases	43	16	27	29	9	3	25	18	9	20	13	36	7	30	13
			4%	3%	6%	5%	5%	2%	4%	6%	3%	4%	5%	4%	3%	5%	3%
	Costs	Cases	41	21	17	21	7	10	26	15	11	18	11	34	7	26	15
			4%	4%	4%	3%	4%	6%	4%	5%	4%	4%	4%	4%	4%	5%	3%
Expected results	Cases	26	7	19	13	5	6	17	9	6	12	7	21	5	16	10	
		3%	1%	4%	2%	3%	3%	3%	3%	2%	3%	2%	3%	3%	3%	2%	
What SDCWA is doing to ensure water availability	Cases	23	14	10	19	0	3	12	10	8	10	6	21	3	7	16	
		2%	2%	2%	3%	0%	2%	2%	3%	3%	2%	2%	3%	1%	1%	3%	
Where can I get help reducing my water use?	Cases	21	12	5	14	2	3	16	4	1	15	5	19	2	14	7	
		2%	2%	1%	2%	1%	2%	2%	1%	0%	3%	2%	2%	1%	3%	2%	
Water usage/ measurement	Cases	18	9	8	13	2	2	9	9	4	9	4	15	2	9	9	
		2%	2%	2%	2%	1%	1%	1%	3%	2%	2%	1%	2%	1%	2%	2%	
Other mentions	Cases	12	7	4	3	5	4	4	8	6	4	2	12		3	9	
		1%	1%	1%	1%	3%	2%	1%	3%	2%	1%	1%	2%		1%	2%	
(DK/NS)	Cases	234	125	94	133	38	49	146	64	47	100	87	125	109	116	118	
		23%	23%	22%	22%	23%	30%	23%	21%	18%	22%	30%	15%	57%	21%	26%	

21. Which one of the following messages would most motivate you to conserve water?

			TOTAL	REGION		COUNTY					YEARS LIVING IN SD		PAY OWN WATER BILL			
				(500)	City (185)	County (315)	Metro (70)	S. Metro (115)	Coastal (80)	Inland (90)	East (75)	South (70)	10/less (127)	Over 10 (373)	Yes (363)	No (120)
BASE: ONLINE SURVEY																
MOST MOTIVATIONAL TO CONSERVE WATER	"Do your part..."	Count	129	42	87	18	24	22	26	18	21	27	102	94	27	
			26%	23%	28%	26%	21%	28%	29%	23%	30%	21%	27%	26%	23%	
	"How low can you go with your water use?"	Count	119	50	69	18	32	19	22	18	11	31	88	85	31	
			24%	27%	22%	26%	28%	24%	24%	24%	16%	25%	24%	24%	25%	
	"You can help..."	Count	112	45	66	17	28	18	16	16	21	12	30	81	80	30
			22%	25%	21%	25%	25%	22%	18%	28%	17%	24%	22%	22%	25%	
	"This is serious"	Count	84	26	58	10	16	16	17	17	15	11	21	63	59	23
			17%	14%	18%	14%	14%	19%	18%	19%	16%	16%	17%	16%	19%	
	"Calling all drought fighters!"	Count	56	22	35	7	14	6	10	4	15	18	39	45	9	
			11%	12%	11%	10%	12%	7%	11%	6%	21%	14%	10%	12%	8%	

21. Which one of the following messages would most motivate you to conserve water?

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
BASE: ONLINE SURVEY			(500)	Male (250)	Female (250)	< 35 (180)	35-54 (180)	55 + (140)	HS/less (72)	Some PS (147)	Grad (272)	< \$25K (67)	\$25-49K (104)	\$50-99K (185)	\$100K + (104)	
MOST MOTIVATIONAL TO CONSERVE WATER	"Do your part..."	Count	129	71	58	44	54	31	23	39	67	23	26	36	33	
			26%	28%	23%	24%	30%	22%	32%	26%	25%	34%	25%	19%	31%	
	"How low can you go with your water use?"	Count	119	53	66	56	34	28	14	14	40	63	10	30	50	24
			24%	21%	27%	31%	19%	20%	20%	28%	23%	15%	29%	27%	23%	
	"You can help..."	Count	112	59	52	29	48	34	14	14	25	69	13	21	46	21
			22%	24%	21%	16%	27%	24%	20%	17%	25%	19%	20%	25%	20%	
	"This is serious"	Count	84	42	42	35	20	29	9	9	26	46	9	14	34	19
			17%	17%	17%	19%	11%	21%	13%	18%	17%	14%	14%	18%	18%	
	"Calling all drought fighters!"	Count	56	25	31	16	23	18	11	11	16	27	12	13	19	8
			11%	10%	12%	9%	13%	13%	16%	11%	10%	18%	13%	10%	7%	

21. Which one of the following messages would most motivate you to conserve water?

		TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"		
			Owner (269)	Other (213)	Non-Hispanic White (318)	Hispanic/Latino (74)	Other (84)	Reliable (293)	Not reliable (179)	Very (124)	Some (235)	Less (141)	Yes (356)	Can't Recall (144)	Agree (265)	N/D (235)	
BASE: ONLINE SURVEY		(500)															
MOST MOTIVATIONAL TO CONSERVE WATER	"Do your part..."	Count	129	70	53	73	27	20	82	40	35	61	33	94	35	66	63
			26%	26%	25%	23%	37%	24%	28%	22%	29%	26%	23%	26%	24%	25%	27%
	"How low can you go with your water use?"	Count	119	66	51	81	13	23	75	40	30	56	33	89	30	67	52
			24%	25%	24%	25%	17%	27%	26%	22%	24%	24%	23%	25%	21%	25%	22%
	"You can help..."	Count	112	65	43	74	10	20	65	39	32	46	34	78	34	58	53
			22%	24%	20%	23%	14%	24%	22%	22%	26%	20%	24%	22%	24%	22%	23%
"This is serious"	Count	84	38	41	55	13	11	39	40	14	44	25	58	26	39	45	
			17%	14%	19%	17%	18%	14%	13%	23%	11%	19%	18%	16%	18%	15%	19%
"Calling all drought fighters!"	Count	56	30	24	34	11	10	31	20	13	27	17	37	19	35	21	
			11%	11%	11%	11%	15%	12%	11%	11%	10%	12%	12%	10%	13%	13%	9%



22. How often do you do the following things to conserve water in your household?

BASE		TOTAL (1000)	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
			City (370)	County (630)	Metro (140)	S. Metro (230)	Coastal (160)	Inland (180)	East (150)	South (140)	10/less (252)	Over 10 (748)	Yes (701)	No (265)	
			Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	
AVOID RUNNING TAP	Always	Count	678	258	420	106	151	109	120	95	97	154	524	484	174
			68%	70%	67%	76%	66%	68%	67%	63%	69%	61%	70%	69%	66%
	Sometimes	Count	223	76	147	24	52	39	41	36	31	63	160	152	63
			22%	21%	23%	17%	23%	24%	23%	24%	22%	25%	21%	22%	24%
	Rarely	Count	33	11	22	3	8	7	5	5	4	13	19	21	11
			3%	3%	3%	2%	4%	5%	3%	3%	3%	5%	3%	3%	4%
	Never	Count	48	15	34	3	11	5	12	8	8	14	35	31	12
		5%	4%	5%	2%	5%	3%	7%	5%	6%	6%	5%	5%	4%	5%
(Not applicable)	Count	9	8	1	3	4	0			1		5	4	7	2
		1%	2%	0%	2%	2%	0%			1%		2%	1%	1%	1%
(DK/NS)	Count	10	3	7		3			2	4		3	6	5	3
		1%	1%	1%		1%			1%	3%		1%	1%	1%	1%
WAIT FOR FULL LOAD	Always	Count	737	278	459	109	168	118	138	110	93	165	572	537	180
			74%	75%	73%	78%	73%	73%	77%	73%	67%	65%	76%	77%	68%
	Sometimes	Count	122	47	74	16	31	23	16	16	19	45	77	83	28
			12%	13%	12%	11%	14%	15%	9%	11%	13%	18%	10%	12%	11%
	Rarely	Count	20	8	13	5	2	1	4	1	7	9	11	14	4
			2%	2%	2%	4%	1%	1%	2%	0%	5%	3%	2%	2%	2%
	Never	Count	18	5	14	1	3	0	4	6	4	2	16	14	4
		2%	1%	2%	1%	1%	0%	2%	4%	3%	1%	2%	2%	1%	
(Not applicable)	Count	85	29	56	8	21	11	14	14	16	24	61	45	39	
		8%	8%	9%	6%	9%	7%	8%	9%	12%	9%	8%	6%	15%	
(DK/NS)	Count	18	3	15		3		6	4	4	1	8	10	8	9
		2%	1%	2%		1%		4%	2%	3%	0%	3%	1%	1%	4%
LIMIT SHOWER TIME	Always	Count	392	140	253	49	91	58	75	58	61	89	303	285	99
			39%	38%	40%	35%	40%	36%	41%	39%	44%	35%	41%	41%	37%
	Sometimes	Count	392	154	238	61	93	66	63	56	53	103	288	263	112
			39%	42%	38%	44%	40%	41%	35%	37%	38%	41%	39%	37%	42%
	Rarely	Count	103	41	62	17	24	15	20	13	14	29	74	80	23
			10%	11%	10%	12%	11%	10%	11%	9%	10%	12%	10%	11%	9%
	Never	Count	86	25	62	10	15	17	18	17	10	24	63	58	22
		9%	7%	10%	7%	6%	10%	10%	11%	7%	9%	8%	8%	8%	
(Not applicable)	Count	12	6	6	3	3	1	2	1	2	2	10	8	4	
		1%	2%	1%	2%	1%	1%	1%	0%	2%	1%	1%	1%	2%	
(DK/NS)	Count	14	4	10		4		3	2	5		5	9	9	4
		1%	1%	2%		2%		2%	1%	3%		2%	1%	1%	2%
INSTALL H2O-EFFICIENT FIXTURES	Always	Count	434	161	273	68	93	74	85	66	48	88	346	330	98
			43%	43%	43%	49%	40%	46%	47%	44%	35%	35%	46%	47%	37%
	Sometimes	Count	244	94	151	39	55	41	38	33	39	58	186	184	52
			24%	25%	24%	28%	24%	26%	21%	22%	28%	23%	25%	26%	20%
	Rarely	Count	90	32	58	11	21	12	16	16	13	26	64	64	24
			9%	9%	9%	8%	9%	8%	9%	10%	10%	10%	9%	9%	9%
	Never	Count	106	29	78	4	25	16	16	19	27	40	66	59	35
		11%	8%	12%	3%	11%	10%	9%	12%	19%	16%	9%	8%	13%	
(Not applicable)	Count	105	49	55	16	33	16	19	12	8	33	72	52	49	
		10%	13%	9%	12%	14%	10%	11%	8%	6%	13%	10%	7%	19%	

(cont.)

22. How often do you do the following things to conserve water in your household?

		Count	TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No
INSTALL H2O-EFFICIENT	(DK/NS)	Count	21	5	16	2	3	1	4	5	4	7	14	13	6
			2%	1%	2%	1%	1%	1%	2%	4%	3%	3%	2%	2%	2%
WATER GARDEN LATE EVENING/EARLY MORNING	Always	Count	564	195	370	86	109	120	111	73	66	124	441	448	103
			56%	53%	59%	61%	47%	75%	62%	49%	47%	49%	59%	64%	39%
	Sometimes	Count	111	32	79	9	24	14	15	21	29	28	83	85	17
			11%	9%	12%	6%	10%	9%	8%	14%	21%	11%	11%	12%	7%
	Rarely	Count	27	13	14	7	6		2	4	7	13	14	17	10
			3%	4%	2%	5%	3%		1%	3%	5%	5%	2%	2%	4%
	Never	Count	49	18	30	5	13	4	9	9	8	19	30	29	15
			5%	5%	5%	4%	6%	2%	5%	6%	6%	7%	4%	4%	6%
	(Not applicable)	Count	233	105	128	31	74	23	36	39	30	64	168	113	114
			23%	28%	20%	22%	32%	14%	20%	26%	21%	26%	22%	16%	43%
(DK/NS)	Count	17	6	10	2	4		6	4		5	12	9	5	
		2%	2%	2%	1%	2%		3%	3%		2%	2%	1%	2%	
QUICKLY REPAIR LEAKS	Always	Count	761	281	479	113	169	126	132	117	104	182	579	552	195
			76%	76%	76%	80%	73%	79%	73%	78%	75%	72%	77%	79%	74%
	Sometimes	Count	104	42	63	15	27	18	14	14	17	33	71	72	24
			10%	11%	10%	11%	12%	11%	8%	9%	12%	13%	10%	10%	9%
	Rarely	Count	35	12	23	6	6	5	3	3	13	12	24	29	4
			4%	3%	4%	4%	2%	3%	2%	2%	9%	5%	3%	4%	1%
	Never	Count	30	8	22	1	7	5	10	5	2	8	21	15	11
			3%	2%	3%	0%	3%	3%	6%	3%	2%	3%	3%	2%	4%
	(Not applicable)	Count	57	23	34	5	18	7	16	7	4	14	43	27	26
			6%	6%	5%	4%	8%	5%	9%	4%	3%	6%	6%	4%	10%
(DK/NS)	Count	13	4	9	1	3		4	4	1	3	10	7	5	
		1%	1%	1%	0%	1%		2%	3%	0%	1%	1%	1%	2%	
CHECK FOR/REPAIR IRRIGATION LEAKS	Always	Count	459	156	303	68	88	89	91	56	67	102	357	360	91
			46%	42%	48%	49%	38%	55%	50%	37%	48%	40%	48%	51%	34%
	Sometimes	Count	176	68	108	27	41	26	33	21	27	48	127	137	29
			18%	18%	17%	19%	18%	16%	19%	14%	20%	19%	17%	20%	11%
	Rarely	Count	57	20	37	3	17	7	10	7	13	23	34	42	13
			6%	5%	6%	2%	7%	4%	6%	5%	9%	9%	5%	6%	5%
	Never	Count	77	22	55	3	20	14	14	13	14	22	55	38	28
			8%	6%	9%	2%	9%	9%	8%	9%	10%	9%	7%	5%	10%
	(Not applicable)	Count	218	98	120	37	61	25	28	49	19	54	164	116	100
			22%	26%	19%	26%	26%	16%	16%	33%	13%	21%	22%	17%	38%
(DK/NS)	Count	13	6	8	2	3		3	5		3	10	8	4	
		1%	2%	1%	2%	1%		2%	3%		1%	1%	1%	2%	

22. How often do you do the following things to conserve water in your household?

		TOTAL (1000)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
			Male (500)	Female (500)	< 35 (360)	35-54 (360)	55 + (280)	HS/less (153)	Some PS (315)	Grad (520)	< \$25K (134)	\$25-49K (202)	\$50-99K (348)	\$100K + (220)	
BASE AVOID RUNNING TAP	Always	Count	678	313	365	244	231	203	110	216	347	96	133	232	153
			68%	63%	73%	68%	64%	73%	72%	69%	67%	72%	66%	67%	69%
	Sometimes	Count	223	126	97	78	94	50	26	70	123	21	47	88	45
			22%	25%	19%	22%	26%	18%	17%	22%	24%	16%	23%	25%	21%
	Rarely	Count	33	19	14	10	9	13	4	12	16	3	9	9	9
			3%	4%	3%	3%	2%	5%	3%	4%	3%	2%	4%	3%	4%
	Never	Count	48	30	18	17	20	12	12	10	26	11	4	14	12
		5%	6%	4%	5%	5%	4%	8%	3%	5%	9%	2%	4%	6%	
(Not applicable)	Count	9	6	3	3	4	1	1	2	6	1	3	3	1	
		1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	2%	1%	1%	
(DK/NS)	Count	10	6	4	7	2			4	2	1	5	1		
		1%	1%	1%	2%	1%			1%	0%	1%	3%	0%		
WAIT FOR FULL LOAD	Always	Count	737	344	392	242	274	221	102	226	403	77	138	268	180
			74%	69%	78%	67%	76%	79%	67%	72%	78%	57%	68%	77%	82%
	Sometimes	Count	122	74	47	50	42	29	20	47	52	16	26	43	28
			12%	15%	9%	14%	12%	10%	13%	15%	10%	12%	13%	12%	13%
	Rarely	Count	20	10	11	12	6	2	5	5	10	6	3	9	1
			2%	2%	2%	3%	2%	1%	4%	1%	2%	5%	2%	3%	1%
	Never	Count	18	12	6	8	6	4	6	8	4	5	7	5	
		2%	2%	1%	2%	2%	1%	4%	3%	1%	3%	3%	2%		
(Not applicable)	Count	85	50	35	36	26	23	19	25	41	28	22	18	10	
		8%	10%	7%	10%	7%	8%	13%	8%	8%	21%	11%	5%	4%	
(DK/NS)	Count	18	10	9	12	6	1		5	10	2	5	3	2	
		2%	2%	2%	3%	2%	0%		1%	2%	2%	3%	1%	1%	
LIMIT SHOWER TIME	Always	Count	392	217	175	110	135	147	57	104	228	52	91	131	78
			39%	43%	35%	31%	37%	53%	38%	33%	44%	39%	45%	38%	35%
	Sometimes	Count	392	187	205	156	141	95	60	127	200	45	71	138	100
			39%	37%	41%	43%	39%	34%	39%	40%	39%	33%	35%	40%	46%
	Rarely	Count	103	51	52	49	39	15	16	40	46	14	19	37	26
			10%	10%	10%	14%	11%	5%	11%	13%	9%	10%	9%	11%	12%
	Never	Count	86	32	54	36	35	16	16	36	35	15	12	36	16
		9%	6%	11%	10%	10%	6%	10%	11%	7%	11%	6%	10%	7%	
(Not applicable)	Count	12	5	7	2	4	6	3	4	5	5	3	3		
		1%	1%	1%	0%	1%	2%	2%	1%	1%	4%	2%	1%		
(DK/NS)	Count	14	8	6	7	6	1	1	4	6	3	5	3		
		1%	2%	1%	2%	2%	0%	0%	1%	1%	2%	3%	1%		
INSTALL H2O-EFFECIENT FIXTURES	Always	Count	434	211	223	109	163	162	63	139	230	56	84	155	97
			43%	42%	45%	30%	45%	58%	41%	44%	44%	42%	42%	45%	44%
	Sometimes	Count	244	135	109	82	110	52	33	80	128	25	37	95	70
			24%	27%	22%	23%	31%	19%	21%	25%	25%	18%	18%	27%	32%
	Rarely	Count	90	56	34	54	24	12	10	27	52	11	21	31	18
			9%	11%	7%	15%	7%	4%	6%	9%	10%	8%	10%	9%	8%
	Never	Count	106	46	61	64	29	13	26	33	47	18	19	32	22
		11%	9%	12%	18%	8%	5%	17%	11%	9%	13%	9%	9%	10%	
(Not applicable)	Count	105	43	62	41	29	34	18	29	56	23	32	28	11	
		10%	9%	12%	11%	8%	12%	12%	9%	11%	17%	16%	8%	5%	

(cont.)

22. How often do you do the following things to conserve water in your household?

		TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
			Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +	
INSTALL H2O-EFFICIENT	(DK/NS)	Count	21	10	11	9	5	6	3	7	7	2	9	6	2
			2%	2%	2%	3%	1%	2%	2%	2%	1%	1%	5%	2%	1%
WATER GARDEN LATE EVENING/ EARLY MORNING	Always	Count	564	273	291	163	217	185	70	170	319	61	89	199	151
			56%	55%	58%	45%	60%	66%	46%	54%	61%	45%	44%	57%	69%
	Sometimes	Count	111	66	45	53	39	19	26	32	50	11	23	45	24
			11%	13%	9%	15%	11%	7%	17%	10%	10%	9%	11%	13%	11%
	Rarely	Count	27	13	14	15	8	5	8	7	12	5	8	7	4
			3%	3%	3%	4%	2%	2%	5%	2%	2%	4%	4%	2%	2%
	Never	Count	49	31	18	29	15	4	14	21	14	11	17	9	8
			5%	6%	4%	8%	4%	2%	9%	7%	3%	9%	8%	3%	4%
	(Not applicable)	Count	233	108	125	90	76	67	34	79	118	44	60	83	28
			23%	22%	25%	25%	21%	24%	23%	25%	23%	33%	30%	24%	13%
	(DK/NS)	Count	17	9	8	10	6	0	0	5	7	1	5	4	3
			2%	2%	2%	3%	2%	0%	0%	2%	1%	1%	3%	1%	1%
QUICKLY REPAIR LEAKS	Always	Count	761	367	394	236	281	244	106	235	416	90	156	262	187
			76%	73%	79%	66%	78%	87%	69%	74%	80%	67%	78%	75%	85%
	Sometimes	Count	104	66	38	57	36	11	13	32	57	10	23	38	20
			10%	13%	8%	16%	10%	4%	8%	10%	11%	8%	12%	11%	9%
	Rarely	Count	35	21	14	18	11	6	12	10	13	5	10	12	3
			4%	4%	3%	5%	3%	2%	8%	3%	3%	4%	5%	3%	1%
	Never	Count	30	18	12	20	9	1	11	10	9	14	2	9	3
			3%	4%	2%	5%	2%	0%	7%	3%	2%	11%	1%	3%	1%
	(Not applicable)	Count	57	22	35	21	20	15	9	22	24	12	4	24	7
			6%	4%	7%	6%	6%	5%	6%	7%	5%	9%	2%	7%	3%
	(DK/NS)	Count	13	6	7	9	2	2	1	6	2	2	6	2	1
			1%	1%	1%	2%	1%	1%	1%	2%	0%	1%	3%	1%	0%
CHECK FOR/ REPAIR IRRIGATION LEAKS	Always	Count	459	231	228	119	184	156	70	144	242	54	83	154	121
			46%	46%	46%	33%	51%	56%	46%	46%	46%	41%	41%	44%	55%
	Sometimes	Count	176	97	79	71	73	32	23	49	100	14	26	69	48
			18%	19%	16%	20%	20%	11%	15%	16%	19%	10%	13%	20%	22%
	Rarely	Count	57	32	25	35	14	7	9	23	25	8	11	28	8
			6%	6%	5%	10%	4%	3%	6%	7%	5%	6%	5%	8%	4%
	Never	Count	77	37	40	56	13	8	15	28	33	16	17	21	13
			8%	7%	8%	16%	4%	3%	10%	9%	6%	12%	8%	6%	6%
	(Not applicable)	Count	218	96	122	71	72	75	34	68	116	40	58	75	28
			22%	19%	24%	20%	20%	27%	23%	21%	22%	30%	29%	22%	13%
	(DK/NS)	Count	13	7	6	7	4	2	1	4	5	1	7	1	2
			1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	3%	0%	1%

22. How often do you do the following things to conserve water in your household?

BASE			TOTAL (1000)	HOME OWNERSHIP			ETHNIC BACKGROUND			SYSTEM RELIABILITY			FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
				Owner (550)	Other (422)		Non-Hispanic White (614)	Hispanic/ Latino (168)	Other (166)	Reliable (649)	Not reliable (302)		Very (260)	Some (453)	Less (287)	Yes (810)	Can't Recall (190)	Agree (539)	N/D (461)
AVOID RUNNING TAP	Always	Count	678	384	281	421	121	104	428	218	181	300	197	574	103	362	316		
			68%	70%	66%	69%	72%	62%	66%	72%	70%	66%	69%	71%	54%	67%	69%		
	Sometimes	Count	223	120	94	142	28	38	155	63	56	115	51	170	53	114	109		
			22%	22%	22%	23%	17%	23%	24%	21%	22%	25%	18%	21%	28%	21%	24%		
	Rarely	Count	33	21	10	16	8	7	25	7	9	12	12	22	11	25	7		
			3%	4%	2%	3%	5%	4%	4%	2%	4%	3%	4%	3%	6%	5%	2%		
	Never	Count	48	18	27	24	9	12	29	14	11	18	19	33	15	29	20		
			5%	3%	6%	4%	5%	7%	4%	5%	4%	4%	7%	4%	8%	5%	4%		
	(Not applicable)	Count	9	5	4	6	1	2	9			7	2	8	1	5	4		
			1%	1%	1%	1%	1%	1%	1%			1%	1%	1%	1%	1%	1%		
(DK/NS)	Count	10	2	7	4	1	4	2		2	1	6	2	7	5	5			
		1%	0%	2%	1%	1%	2%	0%		1%	0%	2%	0%	4%	1%	1%			
WAIT FOR FULL LOAD	Always	Count	737	434	285	481	107	113	470	232	211	345	180	645	92	380	357		
			74%	79%	67%	78%	64%	68%	72%	77%	81%	76%	63%	80%	48%	70%	77%		
	Sometimes	Count	122	70	45	74	18	22	79	37	26	50	46	78	44	70	51		
			12%	13%	11%	12%	11%	13%	12%	12%	10%	11%	16%	10%	23%	13%	11%		
	Rarely	Count	20	11	8	13	4	2	13	6	3	6	11	9	11	13	7		
			2%	2%	2%	2%	2%	1%	2%	2%	1%	1%	4%	1%	6%	2%	2%		
	Never	Count	18	7	11	6	7	5	15	3	1	9	8	10	9	11	7		
			2%	1%	3%	1%	4%	3%	2%	1%	1%	2%	3%	1%	4%	2%	2%		
	(Not applicable)	Count	85	22	62	34	31	17	60	24	17	36	32	61	24	56	29		
			8%	4%	15%	6%	18%	11%	9%	8%	6%	8%	11%	8%	12%	10%	6%		
(DK/NS)	Count	18	6	12	6	2	6	11		2	7	9	7	11	10	9			
		2%	1%	3%	1%	1%	4%	2%		1%	2%	3%	1%	6%	2%	2%			
LIMIT SHOWER TIME	Always	Count	392	232	152	239	74	59	256	119	130	170	92	339	54	187	206		
			39%	42%	36%	39%	44%	35%	39%	40%	50%	38%	32%	42%	28%	35%	45%		
	Sometimes	Count	392	206	173	244	58	68	247	130	77	197	119	323	68	224	167		
			39%	37%	41%	40%	35%	41%	38%	43%	29%	43%	41%	40%	36%	42%	36%		
	Rarely	Count	103	56	42	57	19	19	74	26	23	48	32	65	39	69	34		
			10%	10%	10%	9%	11%	11%	11%	9%	9%	11%	11%	8%	20%	13%	7%		
	Never	Count	86	44	42	58	14	12	61	20	27	31	29	68	18	46	40		
			9%	8%	10%	9%	9%	8%	9%	7%	10%	7%	10%	8%	9%	9%	9%		
	(Not applicable)	Count	12	6	4	8	1	3	7	5	2	2	8	10	2	7	5		
			1%	1%	1%	1%	1%	2%	1%	2%	1%	0%	3%	1%	1%	1%	1%		
(DK/NS)	Count	14	6	9	8	1	6	5	1	2	5	7	5	9	6	8			
		1%	1%	2%	1%	1%	3%	1%	0%	1%	1%	2%	1%	5%	1%	2%			
INSTALL H2O-EFFICIENT FIXTURES	Always	Count	434	275	151	274	75	65	283	129	159	187	88	372	62	203	232		
			43%	50%	36%	45%	44%	39%	44%	43%	61%	41%	31%	46%	33%	38%	50%		
	Sometimes	Count	244	162	70	153	36	41	164	73	48	135	62	197	47	140	104		
			24%	30%	16%	25%	21%	25%	25%	24%	18%	30%	22%	24%	25%	26%	23%		
	Rarely	Count	90	40	47	55	17	17	53	37	13	40	38	71	19	60	30		
			9%	7%	11%	9%	10%	10%	8%	12%	5%	9%	13%	9%	10%	11%	7%		
	Never	Count	106	39	68	54	29	16	78	23	18	47	42	84	23	73	33		
			11%	7%	16%	9%	17%	10%	12%	8%	7%	10%	15%	10%	12%	14%	7%		
	(Not applicable)	Count	105	25	76	66	11	21	61	37	19	41	44	78	27	53	51		
			10%	5%	18%	11%	7%	13%	9%	12%	7%	9%	15%	10%	14%	10%	11%		
(DK/NS)	Count	21	9	11	11	1	6	10	2	3	4	13	9	12	10	10			
		2%	2%	3%	2%	1%	4%	2%	1%	1%	1%	5%	1%	6%	2%	2%			
WATER GARDEN LATE EVENING/ EARLY MORNING	Always	Count	564	375	179	375	91	69	363	180	197	246	121	502	62	281	283		
			56%	68%	42%	61%	54%	41%	56%	60%	76%	54%	42%	62%	33%	52%	62%		
Sometimes	Count	111	68	38	56	29	16	77	32	19	61	31	76	35	63	48			
		11%	12%	9%	9%	17%	9%	12%	10%	7%	13%	11%	9%	18%	12%	10%			

(cont.)

22. How often do you do the following things to conserve water in your household?

		TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"		
			Owner	Other	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Very	Some	Less	Yes	Can't Recall	Agree	N/D	
WATER GARDEN LATE EVENING/ EARLY MORNING	Rarely	Count	27	12	14	13	5	8	24	3	7	12	9	14	13	18	9
			3%	2%	3%	2%	3%	5%	4%	1%	3%	3%	3%	2%	7%	3%	2%
	Never	Count	49	13	34	15	14	19	37	11	5	19	25	38	11	32	16
			5%	2%	8%	2%	8%	11%	6%	4%	2%	4%	9%	5%	6%	6%	4%
	(Not applicable)	Count	233	76	147	145	29	50	143	75	31	111	91	171	62	137	95
			23%	14%	35%	24%	17%	30%	22%	25%	12%	25%	32%	21%	33%	25%	21%
(DK/NS)	Count	17	6	10	9	1	5	5	2	2	4	10	9	7	8	9	
		2%	1%	2%	2%	1%	3%	1%	1%	1%	1%	4%	1%	4%	1%	2%	
QUICKLY REPAIR LEAKS	Always	Count	761	442	301	478	126	118	504	225	227	341	193	643	117	381	379
			76%	80%	71%	78%	75%	71%	78%	75%	87%	75%	67%	79%	62%	71%	82%
	Sometimes	Count	104	55	40	61	15	18	59	44	9	64	32	76	28	73	31
			10%	10%	10%	10%	9%	11%	9%	15%	3%	14%	11%	9%	15%	14%	7%
	Rarely	Count	35	25	11	17	6	12	25	10	8	17	10	22	13	20	16
			4%	4%	3%	3%	3%	7%	4%	3%	3%	4%	4%	3%	7%	4%	3%
	Never	Count	30	5	25	9	16	4	20	5	5	6	19	25	5	23	7
			3%	1%	6%	2%	10%	3%	3%	2%	2%	1%	7%	3%	2%	4%	2%
	(Not applicable)	Count	57	19	36	41	5	9	38	14	9	24	24	38	18	36	21
			6%	3%	9%	7%	3%	5%	6%	5%	3%	5%	8%	5%	10%	7%	5%
(DK/NS)	Count	13	4	9	7	1	5	3	2	3	1	9	4	9	6	7	
		1%	1%	2%	1%	1%	3%	1%	1%	1%	0%	3%	0%	5%	1%	1%	
CHECK FOR/ REPAIR IRRIGATION LEAKS	Always	Count	459	301	146	279	83	71	291	153	163	184	111	397	62	226	233
			46%	55%	34%	46%	49%	43%	45%	51%	63%	41%	39%	49%	33%	42%	51%
	Sometimes	Count	176	114	55	108	24	33	112	59	35	108	32	137	38	94	81
			18%	21%	13%	18%	14%	20%	17%	19%	14%	24%	11%	17%	20%	17%	18%
	Rarely	Count	57	26	29	36	9	11	41	16	8	30	18	43	13	39	18
			6%	5%	7%	6%	5%	6%	6%	5%	3%	7%	6%	5%	7%	7%	4%
	Never	Count	77	20	52	29	22	18	61	10	7	30	39	64	13	60	17
			8%	4%	12%	5%	13%	11%	9%	3%	3%	7%	14%	8%	7%	11%	4%
	(Not applicable)	Count	218	84	131	153	30	29	141	63	43	98	77	162	56	115	103
			22%	15%	31%	25%	18%	18%	22%	21%	17%	22%	27%	20%	29%	21%	22%
(DK/NS)	Count	13	4	9	8	1	4	3	1	3	2	9	5	8	6	8	
		1%	1%	2%	1%	1%	2%	1%	0%	1%	0%	3%	1%	4%	1%	2%	

**22. How often do you do the following things to conserve water in your household?  
\*\* THOSE APPLICABLE \*\***

	TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
		City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No
BASE	(943)	(347)	(596)	(135)	(212)	(153)	(164)	(143)	(136)	(238)	(705)	(674)	(238)
QUICKLY REPAIR LEAKS													
Always	81%	81%	80%	83%	80%	82%	80%	82%	77%	76%	82%	82%	82%
Sometimes	11%	12%	10%	11%	13%	11%	9%	10%	12%	14%	10%	11%	10%
Rarely/ Never	7%	6%	8%	5%	6%	6%	8%	5%	11%	8%	6%	6%	6%
(DK/NS)	1%	1%	2%	0%	2%		3%	3%	0%	1%	1%	1%	2%
BASE	(915)	(341)	(574)	(132)	(209)	(149)	(166)	(136)	(124)	(229)	(686)	(656)	(226)
WAIT FOR FULL LOAD													
Always	80%	82%	80%	83%	81%	79%	83%	80%	75%	72%	83%	82%	80%
Sometimes	13%	14%	13%	12%	15%	16%	9%	12%	15%	20%	11%	13%	13%
Rarely/ Never	4%	4%	5%	5%	3%	1%	5%	5%	9%	5%	4%	4%	4%
(DK/NS)	2%	1%	3%		2%	4%	2%	3%	0%	4%	1%	1%	4%
BASE	(767)	(265)	(502)	(109)	(156)	(137)	(144)	(111)	(110)	(188)	(580)	(589)	(150)
WATER GARDEN LATE EVENING/ EARLY MORNING													
Always	74%	74%	74%	79%	70%	87%	77%	66%	60%	66%	76%	76%	69%
Sometimes	14%	12%	16%	8%	15%	10%	10%	19%	27%	15%	14%	14%	12%
Rarely/ Never	10%	12%	9%	11%	13%	3%	8%	12%	14%	17%	8%	8%	17%
(DK/NS)	2%	2%	2%	2%	3%		4%	4%		2%	2%	2%	3%
BASE	(991)	(362)	(629)	(137)	(226)	(160)	(180)	(149)	(140)	(247)	(744)	(694)	(263)
AVOID RUNNING TAP													
Always	68%	71%	67%	78%	67%	68%	67%	64%	69%	62%	70%	70%	66%
Sometimes	22%	21%	23%	18%	23%	24%	23%	24%	22%	26%	21%	22%	24%
Rarely/ Never	8%	7%	9%	4%	9%	8%	9%	9%	9%	11%	7%	8%	9%
(DK/NS)	1%	1%	1%		1%		1%	3%		1%	1%	1%	1%
BASE	(782)	(272)	(510)	(103)	(169)	(135)	(152)	(101)	(121)	(198)	(584)	(585)	(165)
CHECK FOR/ REPAIR IRRIGATION LEAKS													
Always	59%	57%	59%	66%	52%	66%	60%	55%	55%	51%	61%	61%	55%
Sometimes	22%	25%	21%	26%	24%	19%	22%	21%	23%	24%	22%	23%	17%
Rarely/ Never	17%	16%	18%	6%	22%	15%	16%	20%	22%	23%	15%	14%	25%
(DK/NS)	2%	2%	2%	2%	2%		2%	4%		2%	2%	1%	2%
BASE	(895)	(321)	(575)	(124)	(197)	(144)	(161)	(138)	(132)	(219)	(676)	(650)	(215)
INSTALL H2O-EFFECIENT FIXTURES													
Always	48%	50%	48%	55%	47%	51%	53%	48%	37%	40%	51%	51%	46%
Sometimes	27%	29%	26%	32%	28%	28%	24%	24%	29%	26%	28%	28%	24%
Rarely/ Never	22%	19%	24%	12%	23%	20%	20%	25%	30%	30%	19%	19%	28%
(DK/NS)	2%	2%	3%	1%	2%	1%	3%	4%	3%	3%	2%	2%	3%
BASE	(988)	(364)	(624)	(137)	(227)	(159)	(178)	(149)	(138)	(250)	(738)	(694)	(260)
LIMIT SHOWER TIME													
Always	40%	38%	41%	36%	40%	37%	42%	39%	45%	36%	41%	41%	38%
Sometimes	40%	42%	38%	45%	41%	41%	35%	37%	39%	41%	39%	38%	43%
Rarely/ Never	19%	18%	20%	20%	17%	20%	21%	20%	17%	21%	19%	20%	17%
(DK/NS)	1%	1%	2%		2%	2%	1%	3%		2%	1%	1%	2%

**22. How often do you do the following things to conserve water in your household?  
\*\* THOSE APPLICABLE \*\***

		TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
			Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +
BASE		(943)	(478)	(465)	(339)	(340)	(265)	(143)	(293)	(496)	(121)	(198)	(323)	(213)
QUICKLY REPAIR LEAKS	Always	81%	77%	85%	70%	83%	92%	74%	80%	84%	74%	79%	81%	88%
	Sometimes	11%	14%	8%	17%	11%	4%	9%	11%	11%	8%	12%	12%	9%
	Rarely/ Never	7%	8%	6%	11%	6%	3%	16%	7%	4%	16%	6%	7%	3%
	(DK/NS)	1%	1%	2%	3%	1%	1%	1%	2%	0%	1%	3%	1%	0%
BASE		(915)	(450)	(465)	(324)	(334)	(257)	(133)	(290)	(479)	(106)	(179)	(330)	(210)
WAIT FOR FULL LOAD	Always	80%	77%	84%	75%	82%	86%	76%	78%	84%	72%	77%	81%	85%
	Sometimes	13%	16%	10%	16%	13%	11%	15%	16%	11%	16%	14%	13%	13%
	Rarely/ Never	4%	5%	4%	6%	4%	2%	9%	4%	3%	10%	6%	5%	1%
	(DK/NS)	2%	2%	2%	4%	2%	0%		2%	2%	2%	3%	1%	1%
BASE		(767)	(392)	(375)	(270)	(284)	(213)	(118)	(236)	(402)	(90)	(142)	(264)	(192)
WATER GARDEN LATE EVENING/ EARLY MORNING	Always	74%	70%	78%	60%	76%	87%	59%	72%	79%	68%	63%	75%	79%
	Sometimes	14%	17%	12%	20%	14%	9%	22%	13%	13%	13%	16%	17%	13%
	Rarely/ Never	10%	11%	8%	16%	8%	4%	18%	12%	6%	18%	18%	6%	6%
	(DK/NS)	2%	2%	2%	4%	2%	0%	0%	2%	2%	1%	4%	2%	2%
BASE		(991)	(494)	(497)	(357)	(356)	(279)	(152)	(313)	(514)	(132)	(198)	(344)	(219)
AVOID RUNNING TAP	Always	68%	63%	73%	68%	65%	73%	73%	69%	68%	72%	67%	67%	70%
	Sometimes	22%	26%	19%	22%	27%	18%	17%	22%	24%	16%	24%	26%	21%
	Rarely/ Never	8%	10%	6%	8%	8%	9%	10%	7%	8%	11%	7%	7%	10%
	(DK/NS)	1%	1%	1%	2%	1%			1%	0%	1%	3%	0%	0%
BASE		(782)	(404)	(378)	(289)	(288)	(205)	(118)	(248)	(404)	(93)	(144)	(273)	(192)
CHECK FOR/ REPAIR IRRIGATION LEAKS	Always	59%	57%	60%	41%	64%	76%	59%	58%	60%	58%	58%	57%	63%
	Sometimes	22%	24%	21%	25%	25%	15%	20%	20%	25%	15%	18%	25%	25%
	Rarely/ Never	17%	17%	17%	32%	10%	7%	20%	20%	14%	26%	19%	18%	11%
	(DK/NS)	2%	2%	2%	3%	1%	1%	1%	2%	1%	1%	5%	0%	1%
BASE		(895)	(457)	(438)	(319)	(331)	(246)	(135)	(286)	(464)	(111)	(170)	(319)	(209)
INSTALL H2O-EFFECIENT FIXTURES	Always	48%	46%	51%	34%	49%	66%	47%	49%	49%	50%	50%	49%	47%
	Sometimes	27%	29%	25%	26%	33%	21%	24%	28%	28%	22%	22%	30%	33%
	Rarely/ Never	22%	22%	22%	37%	16%	10%	26%	21%	21%	26%	23%	20%	19%
	(DK/NS)	2%	2%	3%	3%	1%	3%	2%	2%	1%	1%	5%	2%	1%
BASE		(988)	(495)	(493)	(358)	(356)	(274)	(150)	(311)	(515)	(128)	(199)	(345)	(220)
LIMIT SHOWER TIME	Always	40%	44%	36%	31%	38%	54%	38%	33%	44%	41%	46%	38%	35%
	Sometimes	40%	38%	42%	43%	40%	35%	40%	41%	39%	35%	36%	40%	46%
	Rarely/ Never	19%	17%	22%	24%	21%	11%	21%	24%	16%	22%	16%	21%	19%
	(DK/NS)	1%	2%	1%	2%	2%	0%	1%	1%	1%	2%	3%	1%	



22. How often do you do the following things to conserve water in your household?  
 \*\* THOSE APPLICABLE \*\*

		TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
			Owner	Other	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Very	Some	Less	Yes	Can't Recall	Agree	N/D
BASE		(943)	(531)	(386)	(572)	(164)	(157)	(611)	(287)	(251)	(428)	(263)	(771)	(172)	(503)	(440)
QUICKLY REPAIR LEAKS	Always	81%	83%	78%	84%	77%	75%	82%	78%	90%	80%	73%	83%	68%	76%	86%
	Sometimes	11%	10%	10%	11%	9%	11%	10%	15%	3%	15%	12%	10%	16%	15%	7%
	Rarely/ Never	7%	6%	9%	5%	13%	10%	7%	5%	5%	5%	11%	6%	10%	8%	5%
	(DK/NS)	1%	1%	2%	1%	1%	3%	1%	1%	1%	0%	4%	1%	5%	1%	2%
BASE		(915)	(528)	(360)	(580)	(138)	(149)	(589)	(277)	(244)	(416)	(255)	(749)	(166)	(484)	(431)
WAIT FOR FULL LOAD	Always	80%	82%	79%	83%	78%	76%	80%	84%	87%	83%	71%	86%	55%	79%	83%
	Sometimes	13%	13%	12%	13%	13%	15%	13%	13%	10%	12%	18%	10%	26%	15%	12%
	Rarely/ Never	4%	3%	5%	3%	8%	5%	5%	3%	2%	4%	8%	2%	12%	5%	3%
	(DK/NS)	2%	1%	3%	1%	1%	4%	2%	2%	1%	2%	4%	1%	7%	2%	2%
BASE		(767)	(474)	(275)	(469)	(139)	(116)	(506)	(227)	(229)	(342)	(196)	(639)	(128)	(402)	(365)
WATER GARDEN LATE EVENING/ EARLY MORNING	Always	74%	79%	65%	80%	65%	59%	72%	79%	86%	72%	62%	79%	49%	70%	78%
	Sometimes	14%	14%	14%	12%	21%	14%	15%	14%	8%	18%	16%	12%	27%	16%	13%
	Rarely/ Never	10%	5%	17%	6%	13%	23%	12%	6%	5%	9%	17%	8%	18%	13%	7%
	(DK/NS)	2%	1%	4%	2%	1%	4%	1%	1%	1%	1%	5%	1%	6%	2%	2%
BASE		(991)	(545)	(418)	(608)	(167)	(164)	(640)	(302)	(260)	(446)	(285)	(802)	(189)	(534)	(457)
AVOID RUNNING TAP	Always	68%	70%	67%	69%	73%	63%	67%	72%	70%	67%	69%	72%	55%	68%	69%
	Sometimes	22%	22%	22%	23%	17%	23%	24%	21%	22%	26%	18%	21%	28%	21%	24%
	Rarely/ Never	8%	7%	9%	7%	10%	11%	9%	7%	8%	7%	11%	7%	14%	10%	6%
	(DK/NS)	1%	0%	2%	1%	1%	2%	0%	0%	1%	0%	2%	0%	4%	1%	1%
BASE		(782)	(466)	(291)	(460)	(139)	(137)	(508)	(239)	(217)	(354)	(210)	(647)	(134)	(424)	(357)
CHECK FOR/ REPAIR IRRIGATION LEAKS	Always	59%	65%	50%	61%	60%	52%	57%	64%	75%	52%	53%	61%	46%	53%	65%
	Sometimes	22%	25%	19%	23%	17%	24%	22%	25%	16%	31%	15%	21%	28%	22%	23%
	Rarely/ Never	17%	10%	28%	14%	23%	21%	20%	11%	7%	17%	28%	17%	19%	23%	10%
	(DK/NS)	2%	1%	3%	2%	1%	3%	1%	0%	1%	1%	4%	1%	6%	1%	2%
BASE		(895)	(525)	(346)	(548)	(157)	(145)	(588)	(264)	(241)	(411)	(243)	(732)	(163)	(486)	(410)
INSTALL H2O-EFFECIENT FIXTURES	Always	48%	52%	44%	50%	48%	45%	48%	49%	66%	45%	36%	51%	38%	42%	57%
	Sometimes	27%	31%	20%	28%	23%	28%	28%	28%	20%	33%	26%	27%	29%	29%	25%
	Rarely/ Never	22%	15%	33%	20%	29%	23%	22%	22%	13%	21%	33%	21%	26%	27%	16%
	(DK/NS)	2%	2%	3%	2%	1%	4%	2%	1%	1%	1%	6%	1%	7%	2%	3%
BASE		(988)	(544)	(418)	(606)	(167)	(163)	(642)	(297)	(259)	(451)	(279)	(800)	(188)	(533)	(456)
LIMIT SHOWER TIME	Always	40%	43%	36%	39%	44%	36%	40%	40%	50%	38%	33%	42%	29%	35%	45%
	Sometimes	40%	38%	41%	40%	35%	41%	38%	44%	30%	44%	43%	40%	36%	42%	37%
	Rarely/ Never	19%	18%	20%	19%	20%	19%	21%	16%	19%	18%	22%	17%	30%	22%	16%
	(DK/NS)	1%	1%	2%	1%	1%	3%	1%	0%	1%	1%	3%	1%	5%	1%	2%

**22. How often do you do the following things to conserve water in your household?  
 \*\* PROPORTION OF APPLICABLE ACTIONS DONE ALWAYS \*\***

			TOTAL	REGION		COUNTY					YEARS LIVING IN SD		PAY OWN WATER BILL			
				(1000)	City (370)	County (630)	Metro (140)	S. Metro (230)	Coastal (160)	Inland (180)	East (150)	South (140)	10/less (252)	Over 10 (748)	Yes (701)	No (265)
BASE																
DO ALWAYS	None	Count	47	16	31	4	12	3	9	11	8	11	36	28	13	
			5%	4%	5%	3%	5%	2%	5%	7%	6%	4%	5%	4%	5%	
	1% to 25%	Count	44	11	33	4	7	13	5	7	9	18	26	26	18	
			4%	3%	5%	3%	3%	8%	3%	4%	6%	7%	3%	4%	7%	
	26% to 50%	Count	221	87	134	26	61	26	40	29	38	72	149	144	59	
			22%	23%	21%	19%	26%	16%	22%	20%	27%	28%	20%	21%	22%	
	51% to 75%	Count	335	123	212	52	71	57	59	53	42	85	249	245	86	
			33%	33%	34%	37%	31%	36%	33%	36%	30%	34%	33%	35%	33%	
	76% to 99%	Count	184	69	115	32	37	32	34	31	18	34	149	140	43	
			18%	19%	18%	23%	16%	20%	19%	21%	13%	14%	20%	20%	16%	
All of them	Count	170	64	106	22	42	29	33	19	25	32	138	119	46		
		17%	17%	17%	16%	18%	18%	18%	13%	18%	13%	18%	17%	17%		
MEAN (%)			63.9	64.5	63.5	67.3	62.7	66.2	65.0	62.3	59.8	57.9	65.9	65.7	62.2	

**22. How often do you do the following things to conserve water in your household?  
 \*\* PROPORTION OF APPLICABLE ACTIONS DONE ALWAYS \*\***

			GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
BASE			TOTAL	Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +
			(1000)	(500)	(500)	(360)	(360)	(280)	(153)	(315)	(520)	(134)	(202)	(348)	(220)
DO ALWAYS	None	Count	47	29	18	27	15	5	7	19	16	9	16	13	4
			5%	6%	4%	8%	4%	2%	5%	6%	3%	6%	8%	4%	2%
	1% to 25%	Count	44	26	18	29	10	5	6	17	20	7	7	15	4
			4%	5%	4%	8%	3%	2%	4%	6%	4%	5%	4%	4%	2%
	26% to 50%	Count	221	122	98	109	80	32	43	70	106	39	46	76	47
			22%	24%	20%	30%	22%	11%	28%	22%	20%	29%	23%	22%	22%
	51% to 75%	Count	335	159	176	118	128	89	46	104	182	31	60	133	86
			33%	32%	35%	33%	36%	32%	30%	33%	35%	23%	30%	38%	39%
76% to 99%	Count	184	82	102	39	75	70	23	52	107	20	33	55	49	
		18%	16%	20%	11%	21%	25%	15%	17%	21%	15%	16%	16%	22%	
All of them	Count	170	82	87	38	53	79	27	53	89	30	39	56	29	
		17%	16%	17%	11%	15%	28%	18%	17%	17%	22%	19%	16%	13%	
MEAN (%)			63.9	61.4	66.4	54.4	64.5	75.3	62.0	61.9	66.3	62.3	62.2	63.9	66.3

22. How often do you do the following things to conserve water in your household?  
**\*\* PROPORTION OF APPLICABLE ACTIONS DONE ALWAYS \*\***

			TOTAL (1000)	HOME OWNERSHIP		ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
				Owner (550)	Other (422)	Non-Hispanic White (614)	Hispanic/Latino (168)	Other (166)	Reliable (649)	Not reliable (302)	Very (260)	Some (453)	Less (287)	Yes (810)	Can't Recall (190)	Agree (539)	N/D (461)
BASE																	
DO ALWAYS	None	Count	47	16	27	17	10	16	21	18	2	18	26	22	25	23	24
			5%	3%	6%	3%	6%	10%	3%	6%	1%	4%	9%	3%	13%	4%	5%
	1% to 25%	Count	44	19	24	23	10	6	32	12	6	23	16	22	22	32	12
			4%	3%	6%	4%	6%	3%	5%	4%	2%	5%	5%	3%	12%	6%	3%
	26% to 50%	Count	221	104	110	137	33	43	157	54	24	113	83	161	60	156	65
			22%	19%	26%	22%	19%	26%	24%	18%	9%	25%	29%	20%	31%	29%	14%
	51% to 75%	Count	335	187	135	206	60	55	226	100	99	154	81	285	50	174	160
			33%	34%	32%	34%	35%	33%	35%	33%	38%	34%	28%	35%	26%	32%	35%
76% to 99%	Count	184	119	63	123	25	24	113	58	64	76	44	172	12	73	111	
		18%	22%	15%	20%	15%	15%	17%	19%	25%	17%	15%	21%	6%	13%	24%	
All of them	Count	170	105	64	107	32	22	101	60	64	68	38	149	21	81	88	
		17%	19%	15%	18%	19%	13%	16%	20%	25%	15%	13%	18%	11%	15%	19%	
MEAN (%)			63.9	67.6	59.9	66.0	63.4	57.5	63.2	66.1	74.5	62.1	57.0	67.5	48.6	59.8	68.6

23. How much do you agree with each of the following views and behaviors when it comes to San Diego County's water supplies?

			TOTAL (1000)	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
				City (370)	County (630)	Metro (140)	S. Metro (230)	Coastal (160)	Inland (180)	East (150)	South (140)	10/less (252)	Over 10 (748)	Yes (701)	No (265)	
BASE	Reliable water supply is essential for healthy economy	Strongly agree	Count	684	270	414	103	167	118	122	87	87	163	522	476	189
				68%	73%	66%	74%	73%	74%	68%	58%	62%	64%	70%	68%	72%
	Moderately agree	Count	197	61	136	22	39	30	41	29	35	56	141	146	48	
			20%	17%	22%	16%	17%	19%	23%	19%	25%	22%	19%	21%	18%	
	Neutral/Neither	Count	73	23	50	9	14	5	10	24	10	18	55	55	15	
			7%	6%	8%	6%	6%	3%	6%	16%	7%	7%	7%	8%	6%	
	Somewhat disagree	Count	14	5	8	1	5		1	5	2	3	10	10	2	
			1%	1%	1%	0%	2%		1%	3%	2%	1%	1%	1%	1%	
Strongly disagree	Count	13	2	11	2			6	0	3	1	7	6	2		
		1%	0%	2%	1%			4%	0%	2%	1%	3%	1%	1%		
(DK/NS)	Count	19	9	11	3	5		5	2	4	6	14	8	8		
		2%	2%	2%	2%	2%		3%	1%	3%	2%	2%	1%	3%		
Reliable water supply essential to quality of life	Strongly agree	Count	648	256	392	99	157	120	101	85	86	157	491	447	184	
			65%	69%	62%	71%	68%	75%	56%	56%	61%	62%	66%	64%	70%	
	Moderately agree	Count	210	65	145	21	44	29	53	35	28	63	148	158	45	
			21%	18%	23%	15%	19%	18%	30%	24%	20%	25%	20%	22%	17%	
	Neutral/Neither	Count	84	29	55	9	20	5	14	18	17	19	65	59	20	
			8%	8%	9%	7%	9%	3%	8%	12%	12%	8%	9%	8%	7%	
	Somewhat disagree	Count	19	7	13	4	3	3	3	4	3	4	15	16	2	
			2%	2%	2%	3%	1%	2%	2%	3%	2%	2%	2%	2%	1%	
Strongly disagree	Count	17	6	10	3	3	2	3	5	1	4	13	11	6		
		2%	2%	2%	2%	1%	1%	1%	3%	1%	1%	2%	2%	2%		
(DK/NS)	Count	22	7	15	3	4	1	5	3	5	5	17	11	8		
		2%	2%	2%	2%	2%	0%	3%	2%	4%	2%	2%	2%	3%		
It is my civic responsibility to use water efficiently	Strongly agree	Count	666	256	409	92	164	113	124	87	87	165	501	462	185	
			67%	69%	65%	66%	71%	70%	69%	58%	62%	65%	67%	66%	70%	
	Moderately agree	Count	191	69	122	31	38	34	39	23	27	50	141	136	51	
			19%	19%	19%	22%	17%	21%	22%	15%	19%	20%	19%	19%	19%	
	Neutral/Neither	Count	82	30	52	11	19	8	10	25	9	23	59	60	16	
			8%	8%	8%	8%	8%	5%	5%	17%	7%	9%	8%	9%	6%	
	Somewhat disagree	Count	20	5	15	4	1	1	4	6	4	2	18	18	1	
			2%	1%	2%	3%	1%	0%	2%	4%	3%	1%	2%	3%	0%	
Strongly disagree	Count	26	4	21	2	3	5	2	7	7	9	16	18	7		
		3%	1%	3%	1%	1%	3%	1%	5%	5%	4%	2%	3%	3%		
(DK/NS)	Count	16	5	10	1	4		1	2	7	3	13	7	5		
		2%	1%	2%	1%	2%		1%	1%	5%	1%	2%	1%	2%		
Water supply situation is very serious	Strongly agree	Count	661	252	408	89	164	118	123	82	85	156	505	448	198	
			66%	68%	65%	63%	71%	74%	68%	55%	61%	62%	67%	64%	75%	
	Moderately agree	Count	189	70	119	34	36	18	32	38	31	57	132	149	35	
			19%	19%	19%	24%	16%	11%	18%	26%	22%	23%	18%	21%	13%	
Neutral/Neither	Count	84	30	53	14	16	10	13	18	12	18	65	64	16		
		8%	8%	8%	10%	7%	6%	7%	12%	9%	7%	9%	9%	6%		

(cont.)

23. How much do you agree with each of the following views and behaviors when it comes to San Diego County's water supplies?

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
		Count		City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No
Water supply situation is very serious	Somewhat disagree	Count	28	8	20	1	7	5	6	4	4	11	16	19	3
			3%	2%	3%	1%	3%	3%	4%	3%	3%	4%	2%	3%	1%
	Strongly disagree	Count	16	3	13		3	4		6	3	6	10	11	5
			2%	1%	2%		1%	3%		4%	2%	2%	1%	2%	2%
(DK/NS)	Count	23	6	17	2	5	5	6	1	5	4	19	11	7	
		2%	2%	3%	1%	2%	3%	3%	1%	4%	2%	2%	2%	3%	
Ag/ local farmers make important contribution to local economy	Strongly agree	Count	540	201	339	76	125	97	94	74	73	134	406	368	155
			54%	54%	54%	54%	54%	61%	52%	50%	52%	53%	54%	52%	58%
	Moderately agree	Count	241	100	142	37	63	31	48	33	29	65	177	177	61
			24%	27%	23%	26%	27%	19%	27%	22%	21%	26%	24%	25%	23%
	Neutral/ Neither	Count	129	43	86	16	27	16	25	27	19	33	97	90	34
			13%	12%	14%	11%	12%	10%	14%	18%	13%	13%	13%	13%	13%
	Somewhat disagree	Count	36	12	24	6	6	4	5	6	10	9	28	31	4
		4%	3%	4%	4%	3%	2%	3%	4%	7%	4%	4%	4%	2%	
Strongly disagree	Count	17	3	14		3	7		5	2	3	14	13	3	
		2%	1%	2%		1%	4%		3%	2%	1%	2%	2%	1%	
(DK/NS)	Count	36	12	24	5	6	5	8	4	6	9	28	23	8	
		4%	3%	4%	4%	3%	3%	5%	3%	4%	3%	4%	3%	3%	
Agencies should use mandatory restrictions to fight drought	Strongly agree	Count	339	125	214	41	84	59	59	47	48	92	248	236	99
			34%	34%	34%	29%	37%	37%	33%	32%	35%	36%	33%	34%	38%
	Moderately agree	Count	282	110	172	42	68	38	70	32	32	80	202	194	78
			28%	30%	27%	30%	30%	24%	39%	22%	23%	32%	27%	28%	30%
	Neutral/ Neither	Count	217	80	137	33	47	35	26	41	35	48	169	161	47
			22%	21%	22%	23%	20%	22%	15%	28%	25%	19%	23%	23%	18%
	Somewhat disagree	Count	63	26	37	13	13	2	10	15	10	14	49	49	12
		6%	7%	6%	9%	6%	1%	5%	10%	7%	5%	7%	7%	5%	
Strongly disagree	Count	62	16	45	7	9	19	7	11	9	12	50	40	18	
		6%	4%	7%	5%	4%	12%	4%	7%	6%	5%	7%	6%	7%	
(DK/NS)	Count	37	13	24	5	9	8	8	2	6	7	30	21	10	
		4%	4%	4%	3%	4%	5%	4%	2%	4%	3%	4%	3%	4%	
Know where to look if want more info on conserving water	Strongly agree	Count	320	116	204	48	67	60	61	48	35	80	240	223	85
			32%	31%	32%	35%	29%	37%	34%	32%	25%	32%	32%	32%	32%
	Moderately agree	Count	229	74	155	22	52	35	50	29	41	62	167	168	56
			23%	20%	25%	16%	23%	22%	28%	19%	29%	24%	22%	24%	21%
	Neutral/ Neither	Count	210	87	122	34	53	37	26	28	31	57	153	155	49
			21%	24%	19%	24%	23%	23%	15%	19%	22%	23%	20%	22%	19%
	Somewhat disagree	Count	114	50	64	24	27	10	20	20	13	27	87	84	28
		11%	14%	10%	17%	12%	6%	11%	13%	9%	11%	12%	12%	11%	
Strongly disagree	Count	94	29	65	9	20	15	17	20	14	16	78	51	38	
		9%	8%	10%	6%	9%	9%	9%	13%	10%	6%	10%	7%	14%	
(DK/NS)	Count	34	13	20	3	10	3	7	4	6	11	23	20	7	
		3%	4%	3%	2%	4%	2%	4%	3%	5%	4%	3%	3%	3%	
Could do more to conserve	Strongly agree	Count	271	107	164	42	65	37	49	30	48	82	190	180	82
			27%	29%	26%	30%	28%	23%	27%	20%	35%	32%	25%	26%	31%

(cont.)

23. How much do you agree with each of the following views and behaviors when it comes to San Diego County's water supplies?

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
		Count		City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No
Could do more to conserve water at home	Moderately agree	Count	268	102	166	34	68	39	46	40	41	64	204	189	68
			27%	28%	26%	24%	30%	24%	26%	27%	29%	25%	27%	27%	26%
	Neutral/Neither	Count	236	81	156	29	52	41	45	43	26	61	175	171	61
			24%	22%	25%	21%	23%	26%	25%	28%	19%	24%	23%	24%	23%
	Somewhat disagree	Count	109	38	71	19	19	22	25	16	9	24	85	89	19
			11%	10%	11%	14%	8%	14%	14%	10%	6%	10%	11%	13%	7%
Strongly disagree	Count	97	35	62	14	21	19	12	19	12	15	82	64	30	
		10%	9%	10%	10%	9%	12%	7%	13%	8%	6%	11%	9%	11%	
(DK/NS)	Count	19	8	11	2	5	2	3	2	4	6	12	8	5	
		2%	2%	2%	2%	2%	1%	2%	1%	3%	2%	2%	1%	2%	
Trust regional/local agencies to ensure reliable long-term supply of water	Strongly agree	Count	240	91	149	35	55	46	51	22	30	73	166	159	73
			24%	25%	24%	25%	24%	29%	28%	15%	21%	29%	22%	23%	28%
	Moderately agree	Count	273	109	163	37	73	41	49	39	34	67	205	182	85
			27%	30%	26%	26%	32%	25%	27%	26%	24%	27%	27%	26%	32%
	Neutral/Neither	Count	274	99	175	40	59	33	42	59	42	67	207	205	56
			27%	27%	28%	29%	26%	20%	23%	39%	30%	27%	28%	29%	21%
Somewhat disagree	Count	110	37	72	16	21	24	19	12	18	26	83	85	24	
		11%	10%	11%	11%	9%	15%	10%	8%	13%	10%	11%	12%	9%	
Strongly disagree	Count	70	19	51	7	12	13	15	14	9	9	61	53	17	
		7%	5%	8%	5%	5%	8%	8%	9%	6%	4%	8%	8%	6%	
(DK/NS)	Count	34	14	20	5	9	3	5	4	8	9	25	19	9	
		3%	4%	3%	3%	4%	2%	3%	3%	6%	4%	3%	3%	4%	
Have been adequately informed about water-use restrictions	Strongly agree	Count	239	85	154	29	56	50	53	25	26	56	183	162	73
			24%	23%	25%	21%	24%	31%	29%	17%	19%	22%	24%	23%	28%
	Moderately agree	Count	248	102	146	44	57	45	40	35	26	61	187	182	60
			25%	28%	23%	32%	25%	28%	22%	24%	19%	24%	25%	26%	23%
	Neutral/Neither	Count	272	109	163	39	70	26	45	47	45	63	210	211	54
			27%	29%	26%	28%	30%	16%	25%	31%	32%	25%	28%	30%	20%
Somewhat disagree	Count	131	44	87	20	24	23	22	22	19	41	90	87	41	
		13%	12%	14%	14%	10%	14%	12%	15%	14%	16%	12%	12%	16%	
Strongly disagree	Count	87	23	64	7	16	15	16	16	17	28	59	49	28	
		9%	6%	10%	5%	7%	9%	9%	11%	12%	11%	8%	7%	11%	
(DK/NS)	Count	23	7	16	1	6	1	4	4	7	4	19	10	8	
		2%	2%	3%	1%	3%	1%	2%	3%	5%	2%	3%	1%	3%	
Local investments will offset reductions in imported water this year	Strongly agree	Count	200	81	119	28	54	34	32	22	30	51	149	128	69
			20%	22%	19%	20%	23%	21%	18%	15%	22%	20%	20%	18%	26%
	Moderately agree	Count	238	80	158	26	53	39	49	33	38	66	172	175	58
			24%	22%	25%	19%	23%	24%	27%	22%	27%	26%	23%	25%	22%
	Neutral/Neither	Count	298	107	191	48	59	52	47	50	42	81	217	220	66
			30%	29%	30%	34%	26%	32%	26%	33%	30%	32%	29%	31%	25%
Somewhat disagree	Count	70	27	43	10	17	7	15	13	7	10	60	47	21	
		7%	7%	7%	7%	7%	4%	8%	9%	5%	4%	8%	7%	8%	
Strongly disagree	Count	46	13	33	5	8	7	9	12	6	7	39	34	11	
		5%	3%	5%	3%	4%	4%	5%	8%	4%	3%	5%	5%	4%	

(cont.)

23. How much do you agree with each of the following views and behaviors when it comes to San Diego County's water supplies?

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
		Count		City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No
Local investments	(DK/NS)	Count	148	62	86	23	39	21	28	20	17	38	111	98	38
			15%	17%	14%	16%	17%	13%	16%	13%	12%	15%	15%	14%	15%
Additional water rate increases necessary to support reliability	Strongly agree	Count	197	81	116	26	55	37	32	18	29	58	139	134	58
			20%	22%	18%	19%	24%	23%	18%	12%	21%	23%	19%	19%	22%
	Moderately agree	Count	239	88	151	33	55	36	46	31	38	72	167	152	83
			24%	24%	24%	23%	24%	23%	26%	20%	27%	29%	22%	22%	31%
	Neutral/Neither	Count	278	104	174	43	61	40	48	49	37	68	210	207	59
			28%	28%	28%	30%	27%	25%	27%	33%	26%	27%	28%	29%	22%
	Somewhat disagree	Count	112	32	81	15	17	26	20	23	12	26	86	91	20
			11%	9%	13%	11%	7%	16%	11%	16%	8%	10%	12%	13%	8%
Strongly disagree	Count	119	43	76	15	28	14	25	21	15	17	102	85	29	
		12%	12%	12%	11%	12%	9%	14%	14%	11%	7%	14%	12%	11%	
(DK/NS)	Count	54	22	32	8	14	7	9	7	9	11	43	33	15	
		5%	6%	5%	6%	6%	4%	5%	5%	6%	5%	6%	5%	6%	
Would be more motivated to reduce if knew neighbors using less than me	Strongly agree	Count	222	92	129	34	58	29	40	23	39	61	160	157	61
			22%	25%	21%	25%	25%	18%	22%	15%	28%	24%	21%	22%	23%
	Moderately agree	Count	184	65	119	24	40	25	37	31	27	54	130	138	45
			18%	17%	19%	17%	17%	16%	21%	20%	19%	21%	17%	20%	17%
	Neutral/Neither	Count	204	78	126	26	52	36	29	35	26	51	153	146	46
			20%	21%	20%	18%	23%	23%	16%	23%	19%	20%	20%	21%	17%
	Somewhat disagree	Count	127	38	89	15	23	21	24	24	20	21	106	95	30
			13%	10%	14%	11%	10%	13%	14%	16%	14%	8%	14%	14%	12%
Strongly disagree	Count	231	85	146	38	47	46	43	33	24	56	175	152	69	
		23%	23%	23%	27%	20%	29%	24%	22%	17%	22%	23%	22%	26%	
(DK/NS)	Count	32	12	20	2	10	3	7	5	5	8	24	12	12	
		3%	3%	3%	2%	4%	2%	4%	4%	4%	3%	3%	2%	5%	



23. How much do you agree with each of the following views and behaviors when it comes to San Diego County's water supplies?

			TOTAL (1000)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male (500)	Female (500)	< 35 (360)	35-54 (360)	55 + (280)	HS/less (153)	Some PS (315)	Grad (520)	< \$25K (134)	\$25-49K (202)	\$50-99K (348)	\$100K + (220)
<b>BASE</b>															
Reliable water supply is essential for healthy economy	Strongly agree	Count	684	337	347	223	244	216	99	200	381	80	139	242	157
			68%	67%	69%	62%	68%	77%	65%	64%	73%	60%	69%	70%	71%
	Moderately agree	Count	197	98	99	84	72	40	27	75	95	31	32	69	45
			20%	20%	20%	23%	20%	14%	18%	24%	18%	23%	16%	20%	20%
	Neutral/Neither	Count	73	46	27	30	29	14	18	22	30	15	17	25	13
			7%	9%	5%	8%	8%	5%	12%	7%	6%	11%	9%	7%	6%
	Somewhat disagree	Count	14	8	6	8	4	2	2	3	6		7	5	1
		1%	2%	1%	2%	1%	1%	2%	1%	1%		4%	1%	1%	
Strongly disagree	Count	13	1	12	7	2	4	2	6	5	6	1	4	2	
		1%	0%	2%	2%	1%	1%	2%	2%	1%	5%	0%	1%	1%	
(DK/NS)	Count	19	10	10	9	7	3	4	9	4	2	6	3	2	
		2%	2%	2%	2%	2%	1%	3%	3%	1%	2%	3%	1%	1%	
Reliable water supply essential to quality of life	Strongly agree	Count	648	311	337	219	234	195	98	212	334	92	130	220	145
			65%	62%	67%	61%	65%	70%	65%	67%	64%	69%	64%	63%	66%
	Moderately agree	Count	210	111	100	87	70	53	31	58	121	20	37	82	50
			21%	22%	20%	24%	20%	19%	20%	18%	23%	15%	18%	24%	23%
	Neutral/Neither	Count	84	48	36	26	41	17	14	25	44	14	17	30	17
			8%	10%	7%	7%	11%	6%	9%	8%	8%	11%	8%	9%	8%
	Somewhat disagree	Count	19	16	3	12	3	4	1	7	7	2	7	6	1
		2%	3%	1%	3%	1%	1%	1%	2%	1%	1%	4%	2%	0%	
Strongly disagree	Count	17	6	11	5	6	6	3	5	9	2	4	6	4	
		2%	1%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	
(DK/NS)	Count	22	9	13	11	5	5	5	8	6	4	7	3	3	
		2%	2%	3%	3%	2%	2%	3%	2%	1%	3%	3%	1%	2%	
It is my civic responsibility to use water efficiently	Strongly agree	Count	666	303	363	236	225	205	97	205	360	84	141	232	151
			67%	61%	73%	66%	62%	73%	63%	65%	69%	63%	70%	67%	69%
	Moderately agree	Count	191	114	77	69	75	47	32	58	101	24	26	75	44
			19%	23%	15%	19%	21%	17%	21%	18%	19%	18%	13%	22%	20%
	Neutral/Neither	Count	82	49	33	33	37	12	12	30	37	18	18	25	13
			8%	10%	7%	9%	10%	4%	8%	9%	7%	14%	9%	7%	6%
	Somewhat disagree	Count	20	10	10	8	5	7	2	8	7	3	6	6	6
		2%	2%	2%	2%	1%	3%	1%	3%	1%	2%	3%	2%	3%	
Strongly disagree	Count	26	16	9	6	13	7	8	8	10	4	7	7	4	
		3%	3%	2%	2%	4%	2%	5%	2%	2%	3%	3%	2%	2%	
(DK/NS)	Count	16	8	8	8	5	2	2	6	5	1	4	4	3	
		2%	2%	2%	2%	2%	1%	1%	2%	1%	1%	2%	1%	1%	
Water supply situation is very serious	Strongly agree	Count	661	307	354	209	248	204	99	207	351	96	130	229	144
			66%	61%	71%	58%	69%	73%	65%	66%	68%	71%	64%	66%	66%
	Moderately agree	Count	189	94	95	88	56	45	27	58	104	19	36	69	48
			19%	19%	19%	24%	16%	16%	18%	18%	20%	14%	18%	20%	22%
Neutral/Neither	Count	84	58	26	32	34	18	12	25	42	14	18	28	13	
		8%	12%	5%	9%	9%	7%	8%	8%	8%	10%	9%	8%	6%	
Somewhat disagree	Count	28	18	9	16	4	7	6	11	10	0	9	7	10	
		3%	4%	2%	4%	1%	3%	4%	3%	2%	0%	5%	2%	5%	

(cont.)

23. How much do you agree with each of the following views and behaviors when it comes to San Diego County's water supplies?

		TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
			Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +	
Water supply situation is very serious	Strongly disagree	Count	16	12	4	6	8	3	6	4	5	1	4	8	
			2%	2%	1%	2%	2%	1%	4%	1%	1%	1%	2%	2%	
	(DK/NS)	Count	23	11	12	10	10	3	3	11	7	3	5	6	5
			2%	2%	2%	3%	3%	1%	2%	3%	1%	2%	2%	2%	2%
Ag/ local farmers make important contribution to local economy	Strongly agree	Count	540	240	300	179	191	170	80	169	287	73	114	193	105
			54%	48%	60%	50%	53%	61%	53%	54%	55%	55%	56%	55%	48%
	Moderately agree	Count	241	129	112	88	92	61	34	75	131	28	41	78	74
			24%	26%	22%	24%	26%	22%	22%	24%	25%	21%	20%	22%	33%
	Neutral/ Neither	Count	129	82	47	56	46	27	23	40	62	24	31	38	27
			13%	16%	9%	16%	13%	10%	15%	13%	12%	18%	16%	11%	12%
	Somewhat disagree	Count	36	27	10	17	8	11	7	11	17	3	6	20	6
			4%	5%	2%	5%	2%	4%	4%	4%	3%	2%	3%	6%	3%
Strongly disagree	Count	17	8	9	3	9	5	3	3	10	2	1	7	5	
		2%	2%	2%	1%	3%	2%	2%	1%	2%	1%	1%	2%	2%	
(DK/NS)	Count	36	14	22	17	13	6	5	17	12	4	9	12	4	
		4%	3%	4%	5%	4%	2%	3%	5%	2%	3%	4%	3%	2%	
Agencies should use mandatory restrictions to fight drought	Strongly agree	Count	339	150	189	118	118	104	59	110	170	51	72	116	70
			34%	30%	38%	33%	33%	37%	38%	35%	33%	38%	36%	33%	32%
	Moderately agree	Count	282	156	126	108	108	66	35	81	164	31	50	115	62
			28%	31%	25%	30%	30%	24%	23%	26%	32%	23%	25%	33%	28%
	Neutral/ Neither	Count	217	105	112	74	85	58	42	69	104	32	46	76	42
			22%	21%	22%	20%	24%	21%	28%	22%	20%	24%	23%	22%	19%
	Somewhat disagree	Count	63	36	27	25	22	16	7	22	31	4	14	20	21
		6%	7%	5%	7%	6%	6%	5%	7%	6%	3%	7%	6%	10%	
Strongly disagree	Count	62	36	25	24	15	23	5	20	36	6	14	15	16	
		6%	7%	5%	7%	4%	8%	3%	6%	7%	4%	7%	4%	7%	
(DK/NS)	Count	37	16	21	12	13	12	5	15	14	9	7	5	10	
		4%	3%	4%	3%	4%	4%	3%	5%	3%	7%	3%	2%	4%	
Know where to look if want more info on conserving water	Strongly agree	Count	320	138	182	100	119	100	45	98	173	30	78	102	73
			32%	28%	36%	28%	33%	36%	30%	31%	33%	23%	39%	29%	33%
	Moderately agree	Count	229	127	102	89	79	61	25	81	122	30	29	100	54
			23%	25%	20%	25%	22%	22%	17%	26%	23%	22%	14%	29%	25%
	Neutral/ Neither	Count	210	113	96	75	73	62	25	57	126	26	43	76	44
			21%	23%	19%	21%	20%	22%	17%	18%	24%	20%	21%	22%	20%
	Somewhat disagree	Count	114	61	53	50	37	27	26	37	48	13	22	38	27
		11%	12%	11%	14%	10%	10%	17%	12%	9%	10%	11%	11%	12%	
Strongly disagree	Count	94	43	52	35	37	23	25	30	39	30	22	22	15	
		9%	9%	10%	10%	10%	8%	16%	10%	7%	22%	11%	6%	7%	
(DK/NS)	Count	34	18	15	12	15	7	6	13	11	4	7	9	7	
		3%	4%	3%	3%	4%	2%	4%	4%	2%	3%	4%	3%	3%	
Could do more to conserve water at home	Strongly agree	Count	271	125	147	129	91	51	66	84	121	47	65	87	50
			27%	25%	29%	36%	25%	18%	43%	27%	23%	35%	32%	25%	23%
	Moderately agree	Count	268	139	129	115	93	60	30	104	130	41	51	90	64
			27%	28%	26%	32%	26%	21%	20%	33%	25%	31%	25%	26%	29%
Neutral/ Neither	Count	236	125	112	67	96	74	32	61	142	26	36	85	62	
		24%	25%	22%	19%	27%	26%	21%	19%	27%	20%	18%	24%	28%	

(cont.)

23. How much do you agree with each of the following views and behaviors when it comes to San Diego County's water supplies?

		TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
			Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +	
Could do more to conserve water at home	Somewhat disagree	Count	109	62	47	29	40	40	10	32	65	5	22	47	24
			11%	12%	9%	8%	11%	14%	7%	10%	12%	4%	11%	14%	11%
	Strongly disagree	Count	97	38	58	13	33	51	13	28	55	13	21	35	16
			10%	8%	12%	4%	9%	18%	9%	9%	11%	10%	11%	10%	7%
(DK/NS)	Count	19	11	8	7	8	4	2	7	7	1	6	3	4	
		2%	2%	2%	2%	2%	1%	1%	2%	1%	1%	3%	1%	2%	
Trust regional/local agencies to ensure reliable long-term supply of water	Strongly agree	Count	240	118	121	97	80	63	40	76	121	34	54	70	50
			24%	24%	24%	27%	22%	22%	26%	24%	23%	25%	27%	20%	23%
	Moderately agree	Count	273	143	129	110	99	64	42	81	149	39	59	95	61
			27%	29%	26%	31%	27%	23%	27%	26%	29%	29%	29%	27%	28%
	Neutral/Neither	Count	274	134	140	96	102	76	35	87	147	33	57	92	66
			27%	27%	28%	27%	28%	27%	23%	27%	28%	25%	28%	26%	30%
	Somewhat disagree	Count	110	59	51	33	41	36	15	33	61	14	15	53	23
			11%	12%	10%	9%	11%	13%	10%	11%	12%	10%	7%	15%	10%
Strongly disagree	Count	70	32	38	13	27	30	16	20	35	8	12	26	15	
		7%	6%	8%	4%	8%	11%	10%	6%	7%	6%	6%	8%	7%	
(DK/NS)	Count	34	13	21	10	12	12	5	18	6	6	5	11	5	
		3%	3%	4%	3%	3%	4%	4%	6%	1%	4%	3%	3%	2%	
Have been adequately informed about water-use restrictions	Strongly agree	Count	239	101	139	68	84	88	42	72	122	43	49	76	46
			24%	20%	28%	19%	23%	31%	27%	23%	24%	32%	24%	22%	21%
	Moderately agree	Count	248	130	117	91	89	68	31	79	138	28	46	79	66
			25%	26%	23%	25%	25%	24%	20%	25%	26%	21%	23%	23%	30%
	Neutral/Neither	Count	272	137	135	113	90	68	40	89	139	28	60	109	53
			27%	27%	27%	32%	25%	24%	26%	28%	27%	21%	30%	31%	24%
	Somewhat disagree	Count	131	74	57	45	55	31	20	38	71	13	26	55	29
		13%	15%	11%	12%	15%	11%	13%	12%	14%	10%	13%	16%	13%	
Strongly disagree	Count	87	48	39	33	34	20	15	27	44	18	16	20	24	
		9%	10%	8%	9%	9%	7%	10%	8%	8%	14%	8%	6%	11%	
(DK/NS)	Count	23	10	13	11	9	4	5	10	5	3	6	9	1	
		2%	2%	3%	3%	2%	1%	3%	3%	1%	2%	3%	3%	1%	
Local investments will offset reductions in imported water this year	Strongly agree	Count	200	94	106	72	68	60	41	61	96	37	40	61	42
			20%	19%	21%	20%	19%	21%	27%	19%	19%	28%	20%	18%	19%
	Moderately agree	Count	238	128	110	99	86	52	28	75	134	38	41	90	48
			24%	26%	22%	28%	24%	19%	18%	24%	26%	28%	20%	26%	22%
	Neutral/Neither	Count	298	153	145	113	108	76	43	95	156	30	65	110	69
			30%	31%	29%	31%	30%	27%	28%	30%	30%	23%	32%	32%	31%
	Somewhat disagree	Count	70	43	27	27	27	16	12	23	32	5	19	21	19
		7%	9%	5%	7%	7%	6%	8%	7%	6%	4%	9%	6%	9%	
Strongly disagree	Count	46	24	22	6	21	19	7	13	26	6	8	15	12	
		5%	5%	4%	2%	6%	7%	5%	4%	5%	4%	4%	4%	6%	
(DK/NS)	Count	148	58	90	43	49	56	20	48	74	18	29	50	30	
		15%	12%	18%	12%	14%	20%	13%	15%	14%	13%	15%	14%	14%	
Additional water rate increases necessary to support	Strongly agree	Count	197	108	89	82	63	53	32	59	105	23	52	62	45
			20%	22%	18%	23%	17%	19%	21%	19%	20%	18%	26%	18%	20%
	Moderately agree	Count	239	135	104	109	81	49	30	76	131	38	41	99	47
	24%	27%	21%	30%	22%	18%	20%	24%	25%	29%	20%	28%	22%		

(cont.)

23. How much do you agree with each of the following views and behaviors when it comes to San Diego County's water supplies?

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
		Count		Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +
Additional water rate increases necessary to support reliability	Neutral/ Neither	Count	278	128	150	98	103	77	43	95	134	41	56	90	64
			28%	26%	30%	27%	29%	27%	28%	30%	26%	31%	28%	26%	29%
	Somewhat disagree	Count	112	50	62	28	49	35	19	33	59	6	24	42	27
			11%	10%	12%	8%	14%	12%	13%	11%	11%	4%	12%	12%	13%
	Strongly disagree	Count	119	57	62	26	45	48	22	33	63	18	20	40	22
			12%	11%	12%	7%	13%	17%	15%	10%	12%	13%	10%	11%	10%
(DK/NS)	Count	54	22	32	17	19	18	6	18	27	8	9	16	13	
		5%	4%	6%	5%	5%	7%	4%	6%	5%	6%	4%	5%	6%	
Would be more motivated to reduce if knew neighbors using less than me	Strongly agree	Count	222	91	131	80	80	61	48	75	98	38	48	76	39
			22%	18%	26%	22%	22%	22%	31%	24%	19%	28%	24%	22%	18%
	Moderately agree	Count	184	121	63	80	62	42	28	54	102	29	34	79	35
			18%	24%	13%	22%	17%	15%	18%	17%	20%	22%	17%	23%	16%
	Neutral/ Neither	Count	204	107	97	78	62	64	25	60	115	26	43	63	51
			20%	21%	19%	22%	17%	23%	16%	19%	22%	20%	21%	18%	23%
	Somewhat disagree	Count	127	61	66	33	53	41	15	42	69	13	21	42	37
			13%	12%	13%	9%	15%	15%	10%	13%	13%	10%	10%	12%	17%
	Strongly disagree	Count	231	105	126	79	92	61	33	73	123	21	49	82	52
			23%	21%	25%	22%	25%	22%	22%	23%	24%	16%	24%	23%	24%
(DK/NS)	Count	32	14	18	10	11	11	4	11	12	7	7	6	6	
		3%	3%	4%	3%	3%	4%	3%	4%	2%	5%	3%	2%	3%	

23. How much do you agree with each of the following views and behaviors when it comes to San Diego County's water supplies?

		TOTAL (1000)	HOME OWNERSHIP			ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
			Owner (550)	Other (422)		Non-Hispanic White (614)	Hispanic/Latino (168)	Other (166)	Reliable (649)	Not reliable (302)	Very (260)	Some (453)	Less (287)	Yes (810)	Can't Recall (190)	Agree (539)	N/D (461)
Reliable water supply is essential for healthy economy	Strongly agree	Count	684	379	288	441	97	107	441	215	217	291	176	581	103	372	312
			68%	69%	68%	72%	58%	65%	68%	71%	83%	64%	61%	72%	54%	69%	68%
	Moderately agree	Count	197	113	79	108	42	39	141	50	22	117	58	155	42	122	75
			20%	21%	19%	18%	25%	24%	22%	17%	9%	26%	20%	19%	22%	23%	16%
	Neutral/Neither	Count	73	40	32	42	17	12	42	27	13	31	29	51	22	27	46
			7%	7%	8%	7%	10%	7%	6%	9%	5%	7%	10%	6%	11%	5%	10%
	Somewhat disagree	Count	14	4	7	5	4	3	9	4	4	3	7	6	7	7	7
		1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	3%	1%	4%	1%	1%	
Strongly disagree	Count	13	5	7	10	2	1	6	3	3	4	6	12	1	7	6	
		1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	
(DK/NS)	Count	19	9	7	8	6	3	10	3	0	7	12	5	15	4	16	
		2%	2%	2%	1%	4%	2%	2%	1%	0%	1%	4%	1%	8%	1%	3%	
Reliable water supply essential to quality of life	Strongly agree	Count	648	357	276	408	108	95	440	177	195	279	174	555	93	363	285
			65%	65%	65%	66%	64%	57%	68%	59%	75%	62%	61%	69%	49%	67%	62%
	Moderately agree	Count	210	120	85	132	35	38	134	72	45	114	51	163	47	115	96
			21%	22%	20%	22%	21%	23%	21%	24%	17%	25%	18%	20%	25%	21%	21%
	Neutral/Neither	Count	84	45	36	44	15	19	46	36	11	38	34	58	26	37	47
			8%	8%	8%	7%	9%	11%	7%	12%	4%	8%	12%	7%	14%	7%	10%
	Somewhat disagree	Count	19	7	11	9	4	6	6	6	3	3	13	13	6	13	7
		2%	1%	3%	2%	2%	4%	1%	2%	1%	1%	4%	2%	3%	2%	1%	
Strongly disagree	Count	17	11	6	9	2	5	12	5	5	8	3	14	3	6	11	
		2%	2%	1%	1%	1%	3%	2%	2%	2%	2%	1%	2%	1%	1%	2%	
(DK/NS)	Count	22	10	8	11	5	4	11	5	1	10	11	6	16	6	15	
		2%	2%	2%	2%	3%	2%	2%	2%	0%	2%	4%	1%	8%	1%	3%	
It is my civic responsibility to use water efficiently	Strongly agree	Count	666	373	276	412	120	104	430	203	196	286	184	584	82	378	288
			67%	68%	65%	67%	71%	63%	66%	67%	75%	63%	64%	72%	43%	70%	62%
	Moderately agree	Count	191	98	92	128	22	31	130	57	35	102	54	144	47	107	84
			19%	18%	22%	21%	13%	18%	20%	19%	13%	22%	19%	18%	25%	20%	18%
	Neutral/Neither	Count	82	47	29	40	15	21	50	28	15	40	27	48	34	35	47
			8%	9%	7%	7%	9%	12%	8%	9%	6%	9%	10%	6%	18%	7%	10%
	Somewhat disagree	Count	20	11	9	13	2	5	11	7	7	6	7	17	3	9	11
		2%	2%	2%	2%	1%	3%	2%	2%	3%	1%	2%	2%	1%	2%	2%	
Strongly disagree	Count	26	13	11	13	6	4	20	4	7	13	5	15	10	7	18	
		3%	2%	3%	2%	3%	3%	3%	1%	3%	3%	2%	2%	5%	1%	4%	
(DK/NS)	Count	16	7	5	7	4	2	9	2	0	5	10	2	14	2	13	
		2%	1%	1%	1%	2%	1%	1%	1%	0%	1%	3%	0%	7%	0%	3%	
Water supply situation is very serious	Strongly agree	Count	661	366	283	433	102	97	417	215	201	287	172	572	88	377	284
			66%	66%	67%	71%	61%	58%	64%	71%	77%	63%	60%	71%	46%	70%	62%
	Moderately agree	Count	189	104	78	105	33	39	133	49	29	101	59	146	43	105	85
			19%	19%	18%	17%	19%	23%	20%	16%	11%	22%	21%	18%	23%	19%	18%
	Neutral/Neither	Count	84	47	34	43	21	15	55	23	18	37	29	56	28	35	49
			8%	9%	8%	7%	13%	9%	8%	8%	7%	8%	10%	7%	15%	6%	11%
	Somewhat disagree	Count	28	11	13	13	2	10	22	6	6	12	9	12	15	12	15
		3%	2%	3%	2%	1%	6%	3%	2%	2%	3%	3%	2%	8%	2%	3%	
Strongly disagree	Count	16	9	7	8	5	3	12	4	5	8	3	13	3	6	10	
		2%	2%	2%	1%	3%	2%	2%	1%	2%	2%	1%	2%	1%	1%	2%	
(DK/NS)	Count	23	13	7	12	6	2	10	5	2	8	14	10	13	5	18	
		2%	2%	2%	2%	3%	1%	2%	2%	1%	2%	5%	1%	7%	1%	4%	
Ag/ local farmers make	Strongly agree	Count	540	295	233	336	95	82	357	154	174	223	143	465	75	295	245
			54%	54%	55%	55%	56%	50%	55%	51%	67%	49%	50%	57%	39%	55%	53%

(cont.)

23. How much do you agree with each of the following views and behaviors when it comes to San Diego County's water supplies?

		TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"		
			Owner	Other	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Very	Some	Less	Yes	Can't Recall	Agree	N/D	
Ag/ local farmers make important contribution to local economy	Moderately agree	Count	241	138	99	150	37	48	175	59	46	128	67	191	50	144	97
			24%	25%	23%	24%	22%	29%	27%	20%	18%	28%	24%	24%	26%	27%	21%
	Neutral/ Neither	Count	129	65	59	75	23	22	73	51	18	58	54	96	33	66	64
			13%	12%	14%	12%	14%	14%	11%	17%	7%	13%	19%	12%	17%	12%	14%
	Somewhat disagree	Count	36	24	11	21	7	5	16	21	9	18	9	23	13	16	21
			4%	4%	3%	3%	4%	3%	2%	7%	3%	4%	3%	3%	7%	3%	4%
Strongly disagree	Count	17	12	5	12	2	3	9	8	7	10	1	15	2	3	14	
		2%	2%	1%	2%	1%	2%	1%	3%	3%	2%	0%	2%	1%	1%	3%	
	(DK/NS)	Count	36	15	16	19	5	6	20	9	7	17	12	19	17	16	20
		4%	3%	4%	3%	3%	4%	3%	3%	3%	3%	4%	4%	2%	9%	3%	4%
	Agencies should use mandatory restrictions to fight drought	Count	339	177	157	204	68	54	207	114	113	129	97	295	44	212	127
		34%	32%	37%	33%	41%	32%	38%	43%	28%	34%	36%	23%	36%	23%	39%	28%
Moderately agree	Count	282	161	114	169	44	51	194	81	63	145	73	233	49	163	119	
		28%	29%	27%	28%	26%	31%	30%	27%	24%	32%	26%	29%	26%	30%	26%	
	Neutral/ Neither	Count	217	122	87	134	33	41	142	65	42	108	66	174	43	97	119
		22%	22%	21%	22%	20%	25%	22%	21%	16%	24%	23%	21%	23%	18%	26%	
	Somewhat disagree	Count	63	36	25	43	7	8	42	18	16	25	23	45	18	28	35
		6%	7%	6%	7%	4%	5%	6%	6%	6%	6%	6%	8%	6%	9%	5%	8%
Strongly disagree	Count	62	37	23	40	11	7	44	14	22	30	9	45	17	24	37	
		6%	7%	5%	7%	6%	4%	7%	5%	8%	7%	3%	6%	9%	4%	8%	
	(DK/NS)	Count	37	16	16	23	4	5	19	11	4	15	18	18	19	14	23
		4%	3%	4%	4%	3%	3%	4%	4%	1%	3%	6%	2%	10%	3%	5%	
	Know where to look if want more info on conserving water	Count	320	179	134	212	39	46	202	101	127	117	76	275	45	178	142
		32%	32%	32%	35%	23%	28%	31%	33%	49%	26%	26%	34%	24%	33%	31%	
Moderately agree	Count	229	134	92	142	42	37	150	70	58	129	42	190	39	138	90	
		23%	24%	22%	23%	25%	23%	23%	23%	22%	29%	15%	23%	21%	26%	20%	
	Neutral/ Neither	Count	210	123	78	126	38	37	139	65	36	107	66	169	41	102	108
		21%	22%	18%	21%	22%	22%	21%	22%	14%	24%	23%	21%	21%	19%	23%	
	Somewhat disagree	Count	114	66	47	65	22	21	75	35	21	47	46	83	31	64	50
		11%	12%	11%	11%	13%	13%	12%	12%	8%	10%	16%	10%	16%	12%	11%	
Strongly disagree	Count	94	32	59	55	23	15	64	22	15	39	40	79	15	47	47	
		9%	6%	14%	9%	14%	9%	10%	7%	6%	9%	14%	10%	8%	9%	10%	
	(DK/NS)	Count	34	16	13	14	5	10	19	8	3	13	17	16	9	24	
		3%	3%	3%	2%	3%	6%	3%	3%	3%	1%	3%	6%	2%	10%	2%	5%
	Could do more to conserve water at home	Count	271	119	139	117	64	71	193	66	60	116	96	224	48	271	
		27%	22%	33%	19%	38%	43%	30%	22%	23%	26%	33%	28%	25%	50%		
Moderately agree	Count	268	145	120	169	53	37	175	76	46	145	77	214	54	268		
		27%	26%	28%	27%	32%	22%	27%	25%	18%	32%	27%	26%	28%	50%		
	Neutral/ Neither	Count	236	142	91	161	27	38	152	79	68	104	64	191	45		236
		24%	26%	22%	26%	16%	23%	26%	26%	26%	23%	22%	24%	24%		51%	
	Somewhat disagree	Count	109	73	34	89	10	4	68	37	46	44	19	91	18		109
		11%	13%	8%	15%	6%	2%	11%	12%	18%	10%	7%	11%	10%		24%	
Strongly disagree	Count	97	61	34	70	10	12	52	39	39	38	20	86	11		97	
		10%	11%	8%	11%	6%	7%	8%	13%	15%	8%	7%	11%	6%		21%	
	(DK/NS)	Count	19	11	4	7	4	5	9	4	2	6	11	4		19	
		2%	2%	1%	1%	3%	2%	1%	1%	1%	1%	4%	1%	7%		4%	
	Trust regional/ local agencies to ensure reliable long-term supply of water	Count	240	117	120	137	52	38	173	55	70	106	63	197	43	145	95
		24%	21%	28%	22%	31%	23%	27%	18%	27%	23%	22%	24%	22%	27%	21%	
Moderately agree	Count	273	145	120	161	50	51	212	53	63	125	85	224	49	176	97	
		27%	26%	28%	26%	30%	31%	33%	17%	24%	28%	30%	28%	26%	33%	21%	
	Neutral/ Neither	Count	274	164	107	173	39	52	167	90	66	127	80	232	43	138	136
	27%	30%	25%	28%	23%	32%	26%	30%	26%	28%	28%	29%	29%	22%	26%	29%	

(cont.)

23. How much do you agree with each of the following views and behaviors when it comes to San Diego County's water supplies?

			TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
				Owner	Other	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Very	Some	Less	Yes	Can't Recall	Agree	N/D
Trust regional/local agencies to ensure reliable long-term supply of water	Somewhat disagree	Count	110	68	36	75	11	12	51	55	24	50	35	87	22	46	64
			11%	12%	9%	12%	7%	8%	8%	18%	9%	11%	12%	11%	12%	9%	14%
	Strongly disagree	Count	70	40	28	49	8	7	28	40	32	29	10	55	16	21	49
			7%	7%	7%	8%	5%	4%	4%	13%	12%	6%	3%	7%	8%	4%	11%
(DK/NS)	Count	34	17	12	18	7	5	17	9	4	16	14	16	18	14	20	
		3%	3%	3%	3%	4%	3%	3%	3%	2%	3%	5%	2%	10%	3%	4%	
Have been adequately informed about water-use restrictions	Strongly agree	Count	239	137	98	139	46	35	156	72	122	72	45	202	37	130	109
			24%	25%	23%	23%	27%	21%	24%	24%	47%	16%	16%	25%	19%	24%	24%
	Moderately agree	Count	248	145	95	159	38	41	170	65	71	134	43	206	41	127	121
			25%	26%	23%	26%	23%	25%	26%	22%	27%	30%	15%	25%	22%	24%	26%
	Neutral/Neither	Count	272	154	110	166	50	49	175	88	41	148	83	225	47	152	120
			27%	28%	26%	27%	30%	29%	27%	29%	16%	33%	29%	28%	25%	28%	26%
	Somewhat disagree	Count	131	70	61	83	16	22	87	41	10	61	59	105	26	78	53
			13%	13%	14%	14%	10%	13%	13%	14%	4%	14%	21%	13%	14%	14%	11%
	Strongly disagree	Count	87	34	49	52	15	17	49	32	14	28	44	62	24	47	40
			9%	6%	12%	8%	9%	10%	8%	11%	5%	6%	15%	8%	13%	9%	9%
(DK/NS)	Count	23	11	10	14	3	2	11	4	1	9	13	9	14	5	18	
		2%	2%	2%	2%	2%	1%	2%	1%	1%	2%	4%	1%	7%	1%	4%	
Local investments will offset reductions in imported water this year	Strongly agree	Count	200	101	96	108	41	39	137	56	67	77	57	166	34	132	68
			20%	18%	23%	18%	24%	23%	21%	18%	26%	17%	20%	21%	18%	25%	15%
	Moderately agree	Count	238	131	101	134	54	41	166	69	53	110	75	193	45	139	99
			24%	24%	24%	22%	32%	25%	26%	23%	21%	24%	26%	24%	24%	26%	22%
	Neutral/Neither	Count	298	164	124	195	43	43	185	93	58	148	92	242	56	157	140
			30%	30%	29%	32%	25%	26%	28%	31%	22%	33%	32%	30%	30%	29%	30%
	Somewhat disagree	Count	70	35	34	42	13	12	42	26	21	30	18	63	7	29	41
			7%	6%	8%	7%	8%	7%	7%	9%	8%	7%	6%	8%	4%	5%	9%
	Strongly disagree	Count	46	32	13	30	5	10	28	18	22	20	4	41	5	19	27
			5%	6%	3%	5%	3%	6%	4%	6%	8%	4%	1%	5%	3%	3%	6%
(DK/NS)	Count	148	88	53	105	12	22	92	40	39	68	41	105	43	63	85	
		15%	16%	13%	17%	7%	13%	14%	13%	15%	15%	14%	13%	23%	12%	18%	
Additional water rate increases necessary to support reliability	Strongly agree	Count	197	91	106	119	33	35	122	64	57	86	55	167	30	137	61
			20%	17%	25%	19%	19%	21%	19%	21%	22%	19%	19%	21%	16%	25%	13%
	Moderately agree	Count	239	124	107	135	56	41	169	62	43	113	84	195	44	154	85
			24%	23%	25%	22%	33%	25%	26%	21%	16%	25%	29%	24%	23%	29%	19%
	Neutral/Neither	Count	278	154	117	172	46	44	184	81	69	127	81	230	47	132	146
			28%	28%	28%	28%	27%	27%	28%	27%	27%	28%	28%	28%	25%	24%	32%
	Somewhat disagree	Count	112	77	34	77	11	19	70	41	33	54	25	91	21	52	60
			11%	14%	8%	13%	6%	12%	11%	14%	13%	12%	9%	11%	11%	10%	13%
	Strongly disagree	Count	119	71	41	74	17	18	72	41	49	50	21	96	23	44	76
			12%	13%	10%	12%	10%	11%	11%	13%	19%	11%	7%	12%	12%	8%	16%
(DK/NS)	Count	54	33	17	36	5	8	32	13	10	24	21	30	24	21	34	
		5%	6%	4%	6%	3%	5%	4%	5%	4%	5%	7%	4%	13%	4%	7%	
Would be more motivated to reduce if knew neighbors using less than me	Strongly agree	Count	222	121	97	107	60	42	156	56	67	89	65	184	37	157	64
			22%	22%	23%	17%	36%	25%	24%	19%	26%	20%	23%	23%	20%	29%	14%
	Moderately agree	Count	184	100	82	113	29	35	117	61	33	97	54	144	41	120	64
			18%	18%	20%	18%	17%	21%	18%	20%	13%	21%	19%	18%	21%	22%	14%
	Neutral/Neither	Count	204	113	83	122	36	37	117	75	50	96	59	158	46	100	104
			20%	21%	20%	20%	21%	22%	18%	25%	19%	21%	20%	19%	24%	19%	23%
	Somewhat disagree	Count	127	77	47	96	11	14	84	41	35	52	40	107	20	54	72
			13%	14%	11%	16%	6%	9%	13%	14%	14%	11%	14%	13%	11%	10%	16%

(cont.)

23. How much do you agree with each of the following views and behaviors when it comes to San Diego County's water supplies?

			TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
		Count		Owner	Other	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Very	Some	Less	Yes	Can't Recall	Agree	N/D
Would be more motivated to reduce if knew neighbors	Strongly disagree	Count	231	123	101	160	28	31	156	62	72	108	51	205	27	98	134
			23%	22%	24%	26%	17%	19%	24%	20%	28%	24%	18%	25%	14%	18%	29%
	(DK/NS)	Count	32	16	12	15	5	7	18	7	3	11	18	13	19	10	22
			3%	3%	3%	2%	3%	4%	3%	2%	1%	2%	6%	2%	10%	2%	5%



**23. How much do you agree with each of the following views and behaviors when it comes to San Diego County's water supplies?  
\*\* SUMMARY TABLE \*\***

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
			City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No
BASE		(1000)	(370)	(630)	(140)	(230)	(160)	(180)	(150)	(140)	(252)	(748)	(701)	(265)
Reliable water supply is essential for healthy economy	Agree	88%	90%	87%	90%	89%	93%	91%	77%	87%	87%	89%	89%	90%
	Neutral/DK	9%	9%	10%	9%	9%	3%	8%	17%	10%	9%	9%	9%	9%
	Disagree	3%	2%	3%	2%	2%	4%	1%	5%	3%	4%	2%	2%	2%
Reliable water supply essential to quality of life	Agree	86%	87%	85%	86%	87%	93%	86%	80%	81%	87%	85%	86%	87%
	Neutral/DK	11%	10%	11%	9%	10%	4%	11%	14%	16%	10%	11%	10%	10%
	Disagree	4%	4%	4%	5%	2%	3%	3%	6%	3%	3%	4%	4%	3%
It is my civic responsibility to use water efficiently	Agree	86%	88%	84%	88%	88%	91%	90%	73%	81%	85%	86%	85%	89%
	Neutral/DK	10%	10%	10%	8%	10%	5%	6%	18%	12%	10%	10%	10%	8%
	Disagree	5%	3%	6%	4%	2%	4%	3%	9%	8%	5%	5%	5%	3%
Water supply situation is very serious	Agree	85%	87%	84%	88%	87%	85%	86%	80%	83%	84%	85%	85%	88%
	Neutral/DK	11%	10%	11%	11%	9%	9%	10%	13%	12%	9%	11%	11%	9%
	Disagree	4%	3%	5%	1%	4%	6%	4%	7%	5%	7%	4%	4%	3%
Ag/ local farmers make important contribution to local economy	Agree	78%	81%	76%	81%	81%	80%	79%	72%	73%	79%	78%	78%	82%
	Neutral/DK	17%	15%	18%	15%	15%	13%	18%	21%	18%	16%	17%	16%	16%
	Disagree	5%	4%	6%	4%	4%	7%	3%	7%	9%	5%	6%	6%	3%
Agencies should use mandatory restrictions to fight drought	Agree	62%	64%	61%	59%	66%	60%	72%	53%	57%	68%	60%	61%	67%
	Neutral/DK	25%	25%	26%	27%	24%	26%	19%	29%	29%	22%	27%	26%	22%
	Disagree	12%	11%	13%	14%	10%	14%	9%	18%	13%	10%	13%	13%	11%
Know where to look if want more info on conserving water	Agree	55%	51%	57%	50%	52%	59%	61%	51%	55%	56%	54%	56%	54%
	Neutral/DK	24%	27%	23%	27%	28%	25%	18%	22%	26%	27%	23%	25%	22%
	Disagree	21%	22%	20%	23%	20%	16%	20%	27%	19%	17%	22%	19%	25%
Could do more to conserve water at home	Agree	54%	56%	52%	54%	58%	47%	53%	47%	64%	58%	53%	53%	57%
	Neutral/DK	25%	24%	26%	22%	25%	27%	27%	30%	22%	27%	25%	26%	25%
	Disagree	21%	20%	21%	23%	17%	26%	20%	23%	14%	15%	22%	22%	19%
Trust regional/ local agencies to ensure reliable long-term supply of water	Agree	51%	54%	49%	52%	56%	54%	56%	41%	46%	56%	50%	48%	60%
	Neutral/DK	31%	31%	31%	32%	30%	22%	26%	42%	35%	30%	31%	32%	25%
	Disagree	18%	15%	20%	16%	14%	23%	19%	18%	19%	14%	19%	20%	15%
Have been adequately informed about water-use restrictions	Agree	49%	50%	48%	52%	49%	59%	52%	40%	37%	46%	49%	49%	50%
	Neutral/DK	30%	31%	29%	28%	33%	17%	27%	34%	37%	27%	31%	32%	23%
	Disagree	22%	18%	24%	19%	18%	24%	21%	26%	25%	27%	20%	19%	26%
Local investments will offset reductions in imported water this year	Agree	44%	44%	44%	39%	47%	46%	45%	37%	49%	47%	43%	43%	48%
	Neutral/DK	45%	46%	44%	51%	43%	46%	42%	47%	42%	47%	44%	45%	40%
	Disagree	12%	11%	12%	11%	11%	9%	13%	17%	9%	7%	13%	12%	12%
Additional water rate increases necessary to support reliability	Agree	44%	46%	42%	42%	48%	46%	43%	33%	48%	51%	41%	41%	54%
	Neutral/DK	33%	34%	33%	36%	33%	29%	32%	38%	33%	31%	34%	34%	28%
	Disagree	23%	20%	25%	22%	19%	25%	25%	30%	19%	17%	25%	25%	19%
Would be more motivated to reduce if knew neighbors using less than me	Agree	41%	42%	39%	42%	43%	33%	42%	35%	47%	46%	39%	42%	40%
	Neutral/DK	24%	24%	23%	20%	27%	24%	20%	27%	22%	24%	24%	23%	22%
	Disagree	36%	33%	37%	38%	30%	42%	38%	38%	31%	31%	38%	35%	38%

**23. How much do you agree with each of the following views and behaviors when it comes to San Diego County's water supplies?  
\*\* SUMMARY TABLE \*\***

		GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
		TOTAL (1000)	Male (500)	Female (500)	< 35 (360)	35-54 (360)	55 + (280)	HS/less (153)	Some PS (315)	Grad (520)	< \$25K (134)	\$25-49K (202)	\$50-99K (348)	\$100K + (220)
Reliable water supply is essential for healthy economy	Agree	88%	87%	89%	85%	88%	92%	82%	87%	92%	83%	85%	89%	92%
	Neutral/DK	9%	11%	7%	11%	10%	6%	14%	10%	6%	13%	11%	8%	7%
	Disagree	3%	2%	3%	4%	2%	2%	3%	3%	2%	5%	4%	2%	1%
Reliable water supply essential to quality of life	Agree	86%	84%	87%	85%	84%	89%	85%	86%	87%	84%	83%	87%	89%
	Neutral/DK	11%	11%	10%	10%	13%	8%	12%	10%	10%	13%	12%	10%	9%
	Disagree	4%	4%	3%	5%	3%	3%	3%	4%	3%	3%	6%	4%	2%
It is my civic responsibility to use water efficiently	Agree	86%	83%	88%	85%	83%	90%	84%	84%	89%	80%	83%	88%	89%
	Neutral/DK	10%	11%	8%	11%	12%	5%	10%	11%	8%	15%	11%	8%	7%
	Disagree	5%	5%	4%	4%	5%	5%	6%	5%	3%	5%	6%	4%	4%
Water supply situation is very serious	Agree	85%	80%	90%	82%	84%	89%	83%	84%	88%	86%	83%	86%	88%
	Neutral/DK	11%	14%	8%	11%	12%	8%	10%	11%	9%	13%	11%	10%	8%
	Disagree	4%	6%	3%	6%	3%	3%	8%	5%	3%	1%	7%	4%	5%
Ag/ local farmers make important contribution to local economy	Agree	78%	74%	82%	74%	79%	83%	75%	77%	80%	76%	77%	78%	81%
	Neutral/DK	17%	19%	14%	20%	17%	12%	18%	18%	14%	21%	20%	14%	14%
	Disagree	5%	7%	4%	6%	5%	6%	7%	5%	5%	4%	4%	8%	5%
Agencies should use mandatory restrictions to fight drought	Agree	62%	61%	63%	63%	63%	61%	61%	60%	64%	62%	60%	67%	60%
	Neutral/DK	25%	24%	27%	24%	27%	25%	31%	26%	23%	31%	26%	23%	23%
	Disagree	12%	15%	10%	14%	10%	14%	8%	13%	13%	7%	13%	10%	17%
Know where to look if want more info on conserving water	Agree	55%	53%	57%	53%	55%	58%	46%	57%	57%	45%	53%	58%	58%
	Neutral/DK	24%	26%	22%	24%	24%	25%	21%	22%	26%	23%	25%	25%	23%
	Disagree	21%	21%	21%	23%	21%	18%	33%	21%	17%	32%	22%	17%	19%
Could do more to conserve water at home	Agree	54%	53%	55%	68%	51%	40%	63%	60%	48%	66%	58%	51%	52%
	Neutral/DK	25%	27%	24%	21%	29%	28%	22%	21%	29%	20%	21%	25%	30%
	Disagree	21%	20%	21%	11%	20%	33%	15%	19%	23%	14%	21%	24%	18%
Trust regional/ local agencies to ensure reliable long-term supply of water	Agree	51%	52%	50%	58%	50%	45%	53%	50%	52%	55%	56%	48%	51%
	Neutral/DK	31%	29%	32%	30%	32%	31%	26%	33%	30%	29%	31%	30%	32%
	Disagree	18%	18%	18%	13%	19%	23%	20%	17%	18%	17%	13%	23%	17%
Have been adequately informed about water-use restrictions	Agree	49%	46%	51%	44%	48%	56%	47%	48%	50%	53%	47%	45%	51%
	Neutral/DK	30%	29%	30%	34%	28%	26%	29%	31%	28%	23%	32%	34%	25%
	Disagree	22%	24%	19%	22%	25%	18%	23%	21%	22%	24%	21%	21%	24%
Local investments will offset reductions in imported water this year	Agree	44%	44%	43%	48%	43%	40%	45%	43%	44%	56%	40%	43%	41%
	Neutral/DK	45%	42%	47%	43%	44%	47%	42%	45%	44%	36%	47%	46%	45%
	Disagree	12%	13%	10%	9%	13%	13%	13%	11%	11%	8%	14%	10%	14%
Additional water rate increases necessary to support reliability	Agree	44%	49%	39%	53%	40%	36%	41%	43%	45%	46%	46%	46%	42%
	Neutral/DK	33%	30%	36%	32%	34%	34%	32%	36%	31%	36%	32%	30%	35%
	Disagree	23%	21%	25%	15%	26%	30%	27%	21%	24%	17%	22%	23%	23%
Would be more motivated to reduce if knew neighbors using less than me	Agree	41%	42%	39%	44%	40%	37%	49%	41%	39%	50%	41%	45%	34%
	Neutral/DK	24%	24%	23%	25%	20%	27%	19%	23%	25%	25%	24%	20%	26%
	Disagree	36%	33%	38%	31%	40%	36%	32%	36%	37%	26%	35%	36%	40%

23. How much do you agree with each of the following views and behaviors when it comes to San Diego County's water supplies?  
 \*\* SUMMARY TABLE \*\*

		HOME OWNERSHIP			ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
		TOTAL	Owner	Other	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Very	Some	Less	Yes	Can't Recall	Agree	N/D
		(1000)	(550)	(422)	(614)	(168)	(166)	(649)	(302)	(260)	(453)	(287)	(810)	(190)	(539)	(461)
Reliable water supply is essential for healthy economy	Agree	88%	90%	87%	89%	83%	88%	90%	88%	92%	81%	91%	76%	92%	84%	
	Neutral/DK	9%	9%	9%	8%	14%	9%	8%	10%	5%	8%	7%	19%	6%	13%	
	Disagree	3%	2%	3%	2%	3%	3%	2%	2%	3%	1%	2%	4%	3%	3%	
Reliable water supply essential to quality of life	Agree	86%	87%	86%	88%	85%	80%	88%	83%	92%	87%	89%	74%	88%	83%	
	Neutral/DK	11%	11%	10%	9%	11%	13%	9%	14%	5%	11%	8%	22%	8%	14%	
	Disagree	4%	3%	4%	3%	4%	7%	3%	4%	3%	3%	3%	5%	3%	4%	
It is my civic responsibility to use water efficiently	Agree	86%	86%	87%	88%	84%	81%	86%	86%	89%	86%	90%	68%	90%	81%	
	Neutral/DK	10%	10%	8%	8%	11%	14%	9%	10%	6%	10%	6%	25%	7%	13%	
	Disagree	5%	4%	5%	4%	5%	5%	5%	4%	6%	4%	4%	7%	3%	6%	
Water supply situation is very serious	Agree	85%	85%	86%	88%	80%	82%	85%	88%	88%	86%	89%	69%	89%	80%	
	Neutral/DK	11%	11%	10%	9%	16%	10%	10%	9%	7%	10%	8%	21%	7%	15%	
	Disagree	4%	4%	5%	3%	4%	8%	5%	3%	4%	4%	3%	9%	3%	6%	
Ag/ local farmers make important contribution to local economy	Agree	78%	79%	78%	79%	78%	78%	82%	71%	84%	77%	81%	66%	81%	74%	
	Neutral/DK	17%	15%	18%	15%	17%	17%	14%	20%	9%	16%	14%	26%	15%	18%	
	Disagree	5%	7%	4%	5%	5%	5%	4%	10%	6%	6%	5%	8%	4%	8%	
Agencies should use mandatory restrictions to fight drought	Agree	62%	62%	64%	61%	67%	63%	62%	65%	68%	61%	65%	49%	70%	53%	
	Neutral/DK	25%	25%	25%	26%	22%	27%	25%	25%	18%	27%	24%	33%	21%	31%	
	Disagree	12%	13%	11%	14%	11%	9%	13%	11%	14%	12%	11%	18%	10%	16%	
Know where to look if want more info on conserving water	Agree	55%	57%	53%	58%	48%	50%	54%	57%	71%	54%	41%	44%	59%	50%	
	Neutral/DK	24%	25%	21%	23%	25%	28%	24%	24%	15%	27%	29%	31%	21%	29%	
	Disagree	21%	18%	25%	20%	27%	22%	21%	19%	14%	19%	20%	25%	21%	21%	
Could do more to conserve water at home	Agree	54%	48%	61%	47%	70%	65%	57%	47%	41%	58%	54%	54%	100%		
	Neutral/DK	25%	28%	23%	27%	18%	26%	25%	27%	27%	24%	24%	31%		55%	
	Disagree	21%	24%	16%	26%	12%	10%	19%	25%	33%	18%	22%	15%		45%	
Trust regional/ local agencies to ensure reliable long-term supply of water	Agree	51%	48%	57%	49%	61%	54%	59%	36%	51%	51%	52%	48%	59%	42%	
	Neutral/DK	31%	33%	28%	31%	27%	34%	28%	33%	27%	32%	31%	32%	28%	34%	
	Disagree	18%	20%	15%	20%	12%	12%	12%	31%	22%	17%	18%	20%	12%	25%	
Have been adequately informed about water-use restrictions	Agree	49%	51%	46%	49%	50%	46%	50%	45%	74%	45%	31%	41%	48%	50%	
	Neutral/DK	30%	30%	28%	29%	32%	31%	29%	31%	16%	35%	29%	32%	29%	30%	
	Disagree	22%	19%	26%	22%	19%	23%	21%	24%	9%	20%	21%	27%	23%	20%	
Local investments will offset reductions in imported water this year	Agree	44%	42%	47%	39%	56%	48%	47%	41%	46%	41%	44%	42%	50%	36%	
	Neutral/DK	45%	46%	42%	49%	32%	39%	43%	44%	37%	48%	43%	52%	41%	49%	
	Disagree	12%	12%	11%	12%	11%	13%	11%	15%	17%	11%	8%	6%	9%	15%	
Additional water rate increases necessary to support reliability	Agree	44%	39%	51%	41%	53%	46%	45%	42%	38%	44%	48%	39%	54%	32%	
	Neutral/DK	33%	34%	32%	34%	31%	32%	33%	31%	30%	33%	32%	38%	28%	39%	
	Disagree	23%	27%	18%	25%	17%	23%	22%	27%	31%	23%	23%	23%	18%	29%	
Would be more motivated to reduce if knew neighbors using less than me	Agree	41%	46%	42%	36%	53%	46%	42%	39%	38%	41%	41%	41%	51%	28%	
	Neutral/DK	24%	23%	23%	22%	24%	26%	21%	27%	20%	24%	21%	34%	20%	27%	
	Disagree	36%	36%	35%	42%	23%	27%	37%	34%	41%	35%	38%	25%	28%	45%	

**24. Does your home have a grass lawn that is not artificial turf?  
 25. How willing would you be to adopt a low water use landscape by removing turf grass from your front yard?  
 26. What is the main barrier keeping you from replacing some or all of your grass with low-water-use landscaping?**

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No
BASE			(1000)	(370)	(630)	(140)	(230)	(160)	(180)	(150)	(140)	(252)	(748)	(701)	(265)
HOME HAVE REAL GRASS LAWN	Yes	Count	480	173	307	70	103	94	82	67	65	118	363	398	69
			48%	47%	49%	50%	45%	59%	45%	44%	47%	47%	48%	57%	26%
	No	Count	492	192	300	70	122	59	93	83	65	123	369	290	181
			49%	52%	48%	50%	53%	37%	52%	55%	46%	49%	49%	41%	68%
(DK/NS)	Count	27	4	23		4	7	5	0	10	11	16	13	14	
		3%	1%	4%		2%	5%	3%	0%	7%	4%	2%	2%	5%	
BASE: HAVE REAL GRASS			(480)	(173)	(307)	(70)	(103)	(94)	(82)	(67)	(65)	(118)	(363)	(398)	(69)
ADOPT LOW WATER USE LANDSCAPE	Very willing	Count	157	66	91	30	36	20	26	19	25	29	128	125	30
			33%	38%	29%	42%	35%	22%	32%	29%	38%	24%	35%	31%	43%
	May consider	Count	202	63	139	27	36	41	39	30	29	66	137	179	19
			42%	36%	45%	38%	35%	44%	47%	45%	45%	56%	38%	45%	27%
Would not consider	Count	83	25	58	7	18	23	12	13	10	17	66	71	11	
		17%	14%	19%	10%	17%	25%	15%	19%	16%	14%	18%	18%	16%	
(DK/NS)	Count	39	20	19	7	13	9	5	5	1	7	32	23	10	
		8%	11%	6%	9%	13%	9%	6%	7%	2%	6%	9%	6%	14%	
BASE: NOT CONSIDER			(83)	(25)	(58)	(7)	(18)	(23)	(12)	(13)	(10)	(17)	(66)	(71)	(11)
MAIN BARRIER	Prefer natural grass/ landscape (general)	Count	21	7	14	2	5	3	4	3	4		21	21	
			26%	28%	25%	31%	27%	15%	33%	27%	34%		32%	30%	
	Cost	Count	16	6	10	0	6	4	3		3	5	11	15	0
			19%	25%	16%	7%	32%	18%	21%		27%	30%	16%	21%	4%
	Rent/ HOA	Count	14	3	11	1	2	4	2	4	1	5	9	8	5
			17%	12%	18%	15%	11%	16%	16%	29%	13%	28%	14%	12%	41%
	Like the look of grass	Count	9	3	6	1	2	3		3	1	0	9	9	0
			11%	13%	10%	15%	12%	12%		20%	5%	2%	13%	12%	4%
	Does not save enough water to be worth the effort	Count	4	1	3		1	3					4	4	
			5%	6%	5%		8%	13%					7%	6%	
	Already have low-water landscape	Count	2		2				2				2	2	
			3%		4%				20%				4%	3%	
Knowledge/ expertise	Count	1		1						1		1	1		
		1%		1%						5%		1%	1%		
(DK/NS)	Count	16	4	12	2	2	6	1	3	2	7	9	10	6	
		19%	16%	20%	32%	10%	25%	10%	24%	16%	40%	13%	14%	50%	

**24. Does your home have a grass lawn that is not artificial turf?  
 25. How willing would you be to adopt a low water use landscape by removing turf grass from your front yard?  
 26. What is the main barrier keeping you from replacing some or all of your grass with low-water-use landscaping?**

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
			(1000)	Male (500)	Female (500)	< 35 (360)	35-54 (360)	55 + (280)	HS/less (153)	Some PS (315)	Grad (520)	< \$25K (134)	\$25-49K (202)	\$50-99K (348)	\$100K + (220)
BASE															
HOME HAVE REAL GRASS LAWN	Yes	Count	480	238	242	158	186	137	62	150	262	40	85	162	144
			48%	48%	48%	44%	52%	49%	40%	47%	50%	30%	42%	47%	65%
	No	Count	492	249	244	195	162	136	82	159	245	86	111	179	75
			49%	50%	49%	54%	45%	48%	54%	51%	47%	64%	55%	51%	34%
(DK/NS)	Count	27	13	14	7	12	8	8	6	13	8	5	6	2	
		3%	3%	3%	2%	3%	3%	6%	2%	2%	6%	3%	2%	1%	
BASE: HAVE REAL GRASS			(480)	(238)	(242)	(158)	(186)	(137)	(62)	(150)	(262)	(40)	(85)	(162)	(144)
ADOPT LOW WATER USE LANDSCAPE	Very willing	Count	157	75	82	51	60	45	16	52	87	9	32	62	40
			33%	31%	34%	32%	33%	33%	26%	35%	33%	22%	37%	38%	28%
	May consider	Count	202	106	96	70	81	52	28	60	110	9	32	69	68
			42%	44%	40%	44%	44%	38%	46%	40%	42%	22%	38%	43%	47%
Would not consider	Count	83	42	41	24	32	27	7	27	48	12	14	27	25	
		17%	18%	17%	15%	17%	20%	12%	18%	18%	30%	16%	16%	18%	
(DK/NS)	Count	39	16	23	13	13	13	10	11	17	10	7	4	10	
		8%	7%	10%	8%	7%	10%	16%	7%	7%	26%	9%	3%	7%	
BASE: NOT CONSIDER			(83)	(42)	(41)	(24)	(32)	(27)	(7)	(27)	(48)	(12)	(14)	(27)	(25)
MAIN BARRIER	Prefer natural grass/ landscape (general)	Count	21	9	12	8	5	8	1	11	9	2	2	8	8
			26%	22%	30%	35%	16%	29%	17%	41%	19%	19%	13%	30%	30%
	Cost	Count	16	8	7	6	4	5	3	5	8	4	3	5	2
			19%	20%	18%	26%	12%	20%	40%	20%	16%	36%	24%	20%	9%
	Rent/ HOA	Count	14	4	10	7	3	4	3	3	8	2	3	6	1
			17%	10%	24%	30%	8%	15%	36%	10%	16%	17%	24%	22%	4%
	Like the look of grass	Count	9	7	2	1	4	3		2	7		1	4	3
			11%	18%	4%	5%	14%	13%		6%	16%		10%	13%	13%
	Does not save enough water to be worth the effort	Count	4		4		4	1			4				4
			5%		11%		11%	4%			9%				18%
	Already have low-water landscape	Count	2	2			2	1			2		2		
			3%	6%			5%	3%			5%		12%		
Knowledge/ expertise	Count	1		1			1		1					1	
		1%		1%			2%		2%					2%	
(DK/NS)	Count	16	11	5	1	11	4	1	6	9	3	2	4	6	
		19%	25%	12%	5%	34%	14%	7%	21%	20%	28%	18%	15%	23%	

24. Does your home have a grass lawn that is not artificial turf?  
 25. How willing would you be to adopt a low water use landscape by removing turf grass from your front yard?  
 26. What is the main barrier keeping you from replacing some or all of your grass with low-water-use landscaping?

			TOTAL (1000)	HOME OWNERSHIP			ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
				Owner (550)	Other (422)	Non-Hispanic White (614)	Hispanic/Latino (168)	Other (166)	Reliable (649)	Not reliable (302)	Very (260)	Some (453)	Less (287)	Yes (810)	Can't Recall (190)	Agree (539)	N/D (461)	
BASE			480	327	139	303	63	85	299	162	159	206	116	412	69	244	237	
HOME HAVE REAL GRASS LAWN	Yes	Count	48%	60%	33%	49%	38%	51%	46%	54%	61%	45%	40%	51%	36%	45%	51%	
	No	Count	49%	39%	63%	49%	57%	45%	50%	39%	50%	57%	46%	62%	51%	47%		
	(DK/NS)	Count	27	8	18	8	9	6	24	4	0	19	8	24	3	20	7	
			3%	2%	4%	1%	5%	3%	4%	1%	0%	4%	3%	3%	2%	4%	2%	
BASE: HAVE REAL GRASS			(480)	(327)	(139)	(303)	(63)	(85)	(299)	(162)	(159)	(206)	(116)	(412)	(69)	(244)	(237)	
ADOPT LOW WATER USE LANDSCAPE	Very willing	Count	157	106	49	101	22	22	94	54	64	65	28	136	20	79	77	
			33%	32%	35%	33%	35%	26%	31%	33%	40%	31%	24%	33%	29%	33%	33%	
	May consider	Count	202	150	43	125	28	39	134	65	63	93	46	174	29	105	97	
			42%	46%	31%	41%	44%	46%	45%	40%	39%	45%	40%	42%	42%	43%	41%	
	Would not consider	Count	83	51	30	53	9	17	50	32	27	33	23	73	10	37	46	
		17%	16%	21%	18%	15%	20%	17%	20%	17%	16%	20%	18%	14%	15%	19%		
(DK/NS)	Count	39	20	17	24	4	6	21	11	5	15	18	29	10	22	17		
		8%	6%	12%	8%	7%	7%	7%	7%	3%	7%	16%	7%	15%	9%	7%		
BASE: NOT CONSIDER			(83)	(51)	(30)	(53)	(9)	(17)	(50)	(32)	(27)	(33)	(23)	(73)	(10)	(37)	(46)	
MAIN BARRIER	Prefer natural grass/landscape (general)	Count	21	17	3	13	5	3	12	10	10	9	2	18	3	10	11	
			26%	33%	11%	25%	49%	20%	23%	30%	36%	29%	9%	25%	32%	27%	24%	
	Cost	Count	16	11	5	10	5		8	8	4	5	6	15	0	11	5	
			19%	21%	17%	19%	51%		16%	24%	16%	15%	27%	21%	5%	28%	11%	
	Rent/ HOA	Count	14	3	10	10		3	7	7	4	7	2	12	2	3	10	
			17%	6%	33%	18%		19%	13%	22%	16%	23%	9%	16%	22%	9%	22%	
	Like the look of grass	Count	9	7	2	7		2	6	2	5	3	1	8	1	1	9	
			11%	15%	5%	12%		11%	13%	7%	18%	8%	6%	12%	6%	1%	19%	
	Does not save enough water to be worth the effort	Count	4	4		4			4		1	0	3	4		1	3	
			5%	9%		8%			9%		5%	1%	11%	6%		4%	7%	
	Already have low-water landscape	Count	2	2		1		2		2	2	1		2	1	1	2	
			3%	5%		1%		9%		7%	6%	2%		2%	8%	2%	4%	
	Knowledge/ expertise	Count	1	1				1	1			1		1			1	
		1%	1%				3%	1%			2%		1%			1%		
(DK/NS)	Count	16	5	10	9		6	12	3	1	6	9	13	3	10	5		
		19%	10%	35%	17%		37%	25%	10%	2%	19%	39%	18%	27%	27%	12%		

27. Do you think that reduced water rates for farmers should be maintained?

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
				(1000)	City (370)	County (630)	Metro (140)	S. Metro (230)	Coastal (160)	Inland (180)	East (150)	South (140)	10/less (252)	Over 10 (748)	Yes (701)
BASE			668	239	429	94	145	113	106	110	100	179	489	476	179
MAINTAIN REDUCED PRICES FOR FARMERS	Yes	Count	67%	65%	68%	67%	63%	70%	59%	73%	72%	71%	65%	68%	68%
	No	Count	149	56	93	19	37	24	30	20	18	38	111	109	35
			15%	15%	15%	13%	16%	15%	17%	13%	13%	15%	15%	16%	13%
	(DK/NS)	Count	183	75	108	27	48	23	43	20	21	36	147	117	51
		18%	20%	17%	19%	21%	15%	24%	13%	15%	14%	20%	17%	19%	

27. Do you think that reduced water rates for farmers should be maintained?

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				(1000)	Male (500)	Female (500)	< 35 (360)	35-54 (360)	55 + (280)	HS/less (153)	Some PS (315)	Grad (520)	< \$25K (134)	\$25-49K (202)	\$50-99K (348)
BASE			668	318	351	235	241	192	100	223	339	87	146	241	136
MAINTAIN REDUCED PRICES FOR FARMERS	Yes	Count	668	318	351	235	241	192	100	223	339	87	146	241	136
			67%	64%	70%	65%	67%	69%	66%	71%	65%	65%	72%	69%	62%
	No	Count	149	95	54	67	47	34	25	49	73	14	28	52	34
			15%	19%	11%	19%	13%	12%	17%	16%	14%	11%	14%	15%	15%
	(DK/NS)	Count	183	88	95	58	72	53	27	43	107	32	28	55	50
		18%	18%	19%	16%	20%	19%	18%	14%	21%	24%	14%	16%	23%	



27. Do you think that reduced water rates for farmers should be maintained?

			TOTAL	HOME OWNERSHIP			ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
				(1000)	Owner (550)	Other (422)	Non-Hispanic White (614)	Hispanic/Latino (168)	Other (166)	Reliable (649)	Not reliable (302)	Very (260)	Some (453)	Less (287)	Yes (810)	Can't Recall (190)	Agree (539)	N/D (461)
MAINTAIN REDUCED PRICES FOR FARMERS	Yes	Count	668	373	280	414	121	105	445	202	192	301	174	577	91	365	303	
			67%	68%	66%	67%	72%	63%	69%	67%	74%	67%	61%	71%	48%	68%	66%	
	No	Count	149	80	68	90	22	23	94	49	39	66	43	113	36	83	66	
			15%	15%	16%	15%	13%	14%	14%	16%	15%	15%	15%	14%	19%	15%	14%	
(DK/NS)	Count	183	97	75	110	25	38	110	50	29	85	69	120	63	91	92		
			18%	18%	18%	18%	15%	23%	17%	17%	11%	19%	24%	15%	33%	17%	20%	

28. What sources, if any, have you used in the past six months for gathering information about how to conserve water?

		TOTAL (1000)	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
			City (370)	County (630)	Metro (140)	S. Metro (230)	Coastal (160)	Inland (180)	East (150)	South (140)	10/less (252)	Over 10 (748)	Yes (701)	No (265)	
BASE															
SOURCES USED	News reports	Cases	385	138	247	45	93	68	72	50	57	80	305	280	101
			38%	37%	39%	32%	41%	42%	40%	34%	41%	32%	41%	40%	38%
	Website/ Internet	Cases	323	114	209	44	70	61	61	50	38	91	232	235	84
			32%	31%	33%	32%	30%	38%	34%	33%	27%	36%	31%	33%	32%
	Emails/ letters from local water agency	Cases	174	51	122	18	34	37	29	20	36	38	136	145	23
			17%	14%	19%	13%	15%	23%	16%	14%	26%	15%	18%	21%	9%
	Friends/ colleagues	Cases	153	47	106	19	28	25	40	15	25	54	99	105	43
			15%	13%	17%	14%	12%	16%	22%	10%	18%	21%	13%	15%	16%
	Other mentions	Cases	24	12	12	5	8	3	3	4	2	4	20	16	8
			2%	3%	2%	3%	3%	2%	2%	2%	1%	2%	3%	2%	3%
(None/ Have not looked)	Cases	265	98	167	42	56	38	53	45	31	58	207	182	71	
		27%	27%	26%	30%	24%	23%	29%	30%	22%	23%	28%	26%	27%	
(DK/NS)	Cases	42	18	24	3	15	3	7	10	4	10	32	19	15	
		4%	5%	4%	2%	7%	2%	4%	7%	3%	4%	4%	3%	5%	

28. What sources, if any, have you used in the past six months for gathering information about how to conserve water?

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				(1000)	Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K
			(500)	(500)	(360)	(360)	(280)	(153)	(315)	(520)	(134)	(202)	(348)	(220)	
BASE			385	211	174	121	127	137	59	118	205	56	66	144	88
SOURCES USED	News reports	Cases	385	211	174	121	127	137	59	118	205	56	66	144	88
			38%	42%	35%	34%	35%	49%	39%	38%	40%	42%	33%	41%	40%
	Website/ Internet	Cases	323	180	142	160	99	63	36	103	181	26	70	123	69
			32%	36%	28%	45%	28%	23%	24%	33%	35%	19%	35%	35%	32%
	Emails/ letters from local water agency	Cases	174	79	95	42	67	64	19	45	109	15	24	74	42
			17%	16%	19%	12%	19%	23%	12%	14%	21%	11%	12%	21%	19%
	Friends/ colleagues	Cases	153	81	72	78	49	25	18	51	84	24	22	53	38
			15%	16%	14%	22%	14%	9%	12%	16%	16%	18%	11%	15%	17%
	Other mentions	Cases	24	10	15	10	9	6	5	11	9	8	2	5	8
			2%	2%	3%	3%	2%	2%	3%	3%	2%	6%	1%	1%	3%
	(None/ Have not looked)	Cases	265	121	144	85	101	79	47	88	129	42	54	96	58
			27%	24%	29%	24%	28%	28%	31%	28%	25%	31%	27%	27%	27%
	(DK/NS)	Cases	42	18	23	20	14	7	11	13	10	7	14	7	6
			4%	4%	5%	6%	4%	3%	7%	4%	2%	5%	7%	2%	3%

28. What sources, if any, have you used in the past six months for gathering information about how to conserve water?

		TOTAL (1000)	HOME OWNERSHIP			ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
			Owner (550)	Other (422)		Non-Hispanic White (614)	Hispanic/ Latino (168)	Other (166)	Reliable (649)	Not reliable (302)	Very (260)	Some (453)	Less (287)	Yes (810)	Can't Recall (190)	Agree (539)	N/D (461)
BASE																	
SOURCES USED	News reports	Cases	385	233	145	240	64	58	242	133	132	178	75	340	45	198	187
			38%	42%	34%	39%	38%	35%	37%	44%	51%	39%	26%	42%	24%	37%	41%
	Website/ Internet	Cases	323	172	140	189	59	58	213	104	103	146	74	271	52	178	145
			32%	31%	33%	31%	35%	35%	33%	35%	40%	32%	26%	33%	27%	33%	31%
	Emails/ letters from local water agency	Cases	174	125	46	116	22	29	108	63	87	71	16	153	21	78	96
			17%	23%	11%	19%	13%	17%	17%	21%	34%	16%	5%	19%	11%	14%	21%
	Friends/ colleagues	Cases	153	72	78	86	32	24	90	60	48	76	30	128	25	98	55
			15%	13%	19%	14%	19%	15%	14%	20%	18%	17%	10%	16%	13%	18%	12%
	Other mentions	Cases	24	15	9	15	8	1	15	9	12	11	2	24		14	10
			2%	3%	2%	3%	5%	1%	2%	3%	4%	2%	1%	3%		3%	2%
(None/ Have not looked)	Cases	265	131	127	184	39	32	180	66	38	113	114	202	63	146	119	
		27%	24%	30%	30%	23%	19%	28%	22%	15%	25%	40%	25%	33%	27%	26%	
(DK/NS)	Cases	42	12	25	16	7	15	21	9	3	15	23	15	26	21	21	
		4%	2%	6%	3%	4%	9%	3%	3%	1%	3%	8%	2%	14%	4%	4%	

29. Do you recall seeing or hearing any of the following drought outreach campaigns over the past year?

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No
BASE			(1000)	(370)	(630)	(140)	(230)	(160)	(180)	(150)	(140)	(252)	(748)	(701)	(265)
RECALL	Save Our Water/ Californians Don't Waste	Cases	383	148	236	52	95	61	60	51	64	90	293	270	102
			38%	40%	37%	37%	41%	38%	33%	34%	46%	36%	39%	39%	39%
	Waste No Water	Cases	373	158	215	57	100	58	59	43	56	98	275	271	94
			37%	43%	34%	41%	44%	36%	33%	29%	40%	39%	37%	39%	36%
	Don't Waste Another Minute Wasting Water	Cases	294	113	181	45	68	46	51	36	47	74	220	212	72
			29%	31%	29%	32%	30%	29%	28%	24%	34%	29%	29%	30%	27%
	When In Drought/ This Is Serious/ How Low Can You Go?	Cases	256	92	163	27	66	42	42	38	42	59	197	181	65
			26%	25%	26%	19%	29%	26%	23%	25%	30%	23%	26%	26%	24%
	(None of these)	Cases	404	138	267	56	82	72	80	69	45	105	300	272	114
			40%	37%	42%	40%	36%	45%	44%	46%	32%	42%	40%	39%	43%

29. Do you recall seeing or hearing any of the following drought outreach campaigns over the past year?

			TOTAL (1000)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male (500)	Female (500)	< 35 (360)	35-54 (360)	55 + (280)	HS/less (153)	Some PS (315)	Grad (520)	< \$25K (134)	\$25-49K (202)	\$50-99K (348)	\$100K + (220)
BASE			383	181	202	167	131	85	83	137	157	59	104	114	67
RECALL	Save Our Water/ Californians Don't Waste	Cases	38%	36%	40%	46%	36%	30%	54%	43%	30%	44%	52%	33%	30%
	Waste No Water	Cases	37%	37%	38%	45%	35%	29%	47%	39%	33%	44%	43%	37%	31%
	Don't Waste Another Minute Wasting Water	Cases	29%	30%	29%	35%	29%	23%	42%	27%	27%	33%	31%	28%	26%
	When In Drought/ This Is Serious/ How Low Can You Go?	Cases	25%	26%	27%	31%	26%	18%	33%	27%	22%	29%	31%	25%	21%
	(None of these)	Cases	40%	42%	38%	34%	39%	50%	24%	39%	46%	34%	33%	45%	45%

29. Do you recall seeing or hearing any of the following drought outreach campaigns over the past year?

		TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"		
			(1000)	Owner (550)	Other (422)	Non-Hispanic White (614)	Hispanic/ Latino (168)	Other (166)	Reliable (649)	Not reliable (302)	Very (260)	Some (453)	Less (287)	Yes (810)	Can't Recall (190)	Agree (539)	N/D (461)
BASE																	
RECALL	Save Our Water/ Californians Don't Waste	Cases	383	197	173	203	88	74	256	116	105	181	97	319	64	228	155
			38%	36%	41%	33%	52%	45%	39%	39%	40%	40%	34%	39%	34%	42%	34%
	Waste No Water	Cases	373	198	168	201	85	73	250	112	109	184	80	313	60	211	162
			37%	36%	40%	33%	50%	44%	38%	37%	42%	41%	28%	39%	32%	39%	35%
	Don't Waste Another Minute	Cases	294	163	123	162	61	52	204	82	82	143	69	238	56	160	134
	Wasting Water		29%	30%	29%	26%	36%	31%	31%	27%	32%	31%	24%	29%	30%	30%	29%
When In Drought/ This Is Serious/ How Low Can You Go?	Cases	256	138	113	145	54	45	167	80	84	118	54	204	51	142	114	
		26%	25%	27%	24%	32%	27%	26%	26%	32%	26%	19%	25%	27%	26%	25%	
(None of these)	Cases	404	222	170	268	51	63	246	125	84	179	141	312	92	208	196	
		40%	40%	40%	44%	30%	38%	38%	41%	32%	40%	49%	39%	49%	39%	43%	

30. Whether or not you recall a specific campaign, where do you recall seeing or hearing information about the drought and/or water conservation?

			TOTAL (1000)	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
				City (370)	County (630)	Metro (140)	S. Metro (230)	Coastal (160)	Inland (180)	East (150)	South (140)	10/less (252)	Over 10 (748)	Yes (701)	No (265)	
BASE																
RECALL	Television	Cases	546	196	350	73	123	90	94	85	81	126	421	396	143	
			55%	53%	56%	52%	53%	56%	52%	56%	58%	50%	56%	56%	54%	
	Newspaper	Cases	224	82	142	35	47	48	43	26	25	41	183	164	54	
			22%	22%	22%	25%	21%	30%	24%	17%	18%	16%	24%	23%	21%	
	Outdoor advertising	Cases	164	76	88	35	41	15	32	19	23	40	124	110	47	
			16%	21%	14%	25%	18%	9%	18%	13%	17%	16%	17%	16%	18%	
	With monthly bill	Cases	162	52	110	22	30	34	29	19	27	35	127	146	14	
			16%	14%	17%	16%	13%	22%	16%	13%	20%	14%	17%	21%	5%	
	Online news sites	Cases	154	56	99	19	36	29	38	19	12	39	115	113	41	
			15%	15%	16%	14%	16%	18%	21%	13%	9%	16%	15%	16%	15%	
	Website	Cases	135	46	89	20	26	26	33	19	12	33	102	94	39	
			13%	12%	14%	14%	11%	16%	18%	13%	9%	13%	14%	13%	15%	
	Friends/ Family	Cases	119	45	73	13	33	19	21	22	12	41	78	74	39	
			12%	12%	12%	9%	14%	12%	11%	15%	8%	16%	10%	11%	15%	
	In the mail	Cases	98	34	64	11	23	19	21	12	13	25	73	74	20	
			10%	9%	10%	8%	10%	12%	11%	8%	9%	10%	10%	11%	8%	
	Radio	Cases	82	37	45	19	18	8	12	14	11	26	56	55	26	
			8%	10%	7%	13%	8%	5%	7%	9%	8%	10%	7%	8%	10%	
	At public event	Cases	68	29	39	5	23	10	12	9	7	16	52	44	22	
			7%	8%	6%	4%	10%	6%	7%	6%	5%	6%	7%	6%	8%	
	Water agency website	Cases	48	19	28	9	11	8	10	7	4	16	32	43	5	
			5%	5%	4%	6%	5%	5%	5%	5%	3%	6%	4%	6%	2%	
	At work	Cases	46	18	28	5	13	9	6	4	9	17	30	36	10	
			5%	5%	5%	4%	5%	6%	4%	3%	6%	7%	4%	5%	4%	
	Social media	Cases	12	3	10		3		2	6	2		12	10	2	
			1%	1%	2%		1%		1%	4%	2%		2%	1%	1%	
	(DK/NS)	Cases	112	36	75	15	21	18	23	17	18	32	79	72	23	
			11%	10%	12%	11%	9%	11%	13%	11%	13%	13%	11%	10%	9%	



30. Whether or not you recall a specific campaign, where do you recall seeing or hearing information about the drought and/or water conservation?

			TOTAL (1000)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male (500)	Female (500)	< 35 (360)	35-54 (360)	55 + (280)	HS/less (153)	Some PS (315)	Grad (520)	< \$25K (134)	\$25-49K (202)	\$50-99K (348)	\$100K + (220)
BASE															
RECALL	Television	Cases	546	266	280	185	185	176	85	180	280	78	108	196	107
			55%	53%	56%	51%	51%	63%	56%	57%	54%	59%	53%	57%	48%
	Newspaper	Cases	224	127	96	65	57	101	28	59	135	26	40	76	52
			22%	25%	19%	18%	16%	36%	19%	19%	26%	20%	20%	22%	24%
	Outdoor advertising	Cases	164	87	77	81	52	31	28	48	88	29	35	47	40
			16%	17%	15%	22%	14%	11%	18%	15%	17%	22%	17%	14%	18%
	With monthly bill	Cases	162	79	83	34	60	68	17	43	100	11	28	66	41
			16%	16%	17%	9%	17%	24%	11%	14%	19%	8%	14%	19%	19%
	Online news sites	Cases	154	96	58	68	57	30	14	44	95	18	36	56	35
			15%	19%	12%	19%	16%	11%	9%	14%	18%	13%	18%	16%	16%
	Website	Cases	135	77	58	76	37	22	12	44	77	13	21	58	24
			13%	15%	12%	21%	10%	8%	8%	14%	15%	10%	11%	17%	11%
	Friends/ Family	Cases	119	64	55	55	34	29	17	38	64	25	16	39	27
			12%	13%	11%	15%	10%	10%	11%	12%	12%	19%	8%	11%	12%
	In the mail	Cases	98	42	56	36	30	32	11	30	57	5	22	41	21
			10%	8%	11%	10%	8%	11%	7%	9%	11%	4%	11%	12%	10%
	Radio	Cases	82	40	41	35	32	15	5	27	48	4	19	30	25
			8%	8%	8%	10%	9%	5%	3%	9%	9%	3%	9%	9%	11%
	At public event	Cases	68	36	32	32	19	17	14	20	33	13	17	19	12
			7%	7%	6%	9%	5%	6%	9%	6%	6%	9%	8%	6%	6%
	Water agency website	Cases	48	22	26	14	19	14	3	11	34	3	6	24	6
			5%	4%	5%	4%	5%	5%	2%	3%	7%	2%	3%	7%	3%
	At work	Cases	46	24	22	18	22	7	4	16	26	7	9	17	9
			5%	5%	4%	5%	6%	2%	3%	5%	5%	5%	4%	5%	4%
	Social media	Cases	12	5	7	7	4	1	2	4	7	1	2	7	3
			1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%
	(DK/NS)	Cases	112	57	55	38	50	24	21	31	52	16	19	35	27
			11%	11%	11%	11%	14%	9%	14%	10%	10%	12%	9%	10%	12%

30. Whether or not you recall a specific campaign, where do you recall seeing or hearing information about the drought and/or water conservation?

		TOTAL (1000)	HOME OWNERSHIP			ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
			Owner (550)	Other (422)		Non-Hispanic White (614)	Hispanic/Latino (168)	Other (166)	Reliable (649)	Not reliable (302)	Very (260)	Some (453)	Less (287)	Yes (810)	Can't Recall (190)	Agree (539)	N/D (461)
BASE																	
RECALL	Television	Cases	546	315	219	339	101	80	345	182	167	255	124	472	75	288	259
			55%	57%	52%	55%	60%	48%	53%	60%	64%	56%	43%	58%	39%	53%	56%
	Newspaper	Cases	224	142	77	154	25	29	138	78	86	101	37	198	26	112	112
			22%	26%	18%	25%	15%	18%	21%	26%	33%	22%	13%	24%	14%	21%	24%
	Outdoor advertising	Cases	164	77	82	83	31	40	117	43	36	82	46	139	25	101	63
			16%	14%	19%	14%	19%	24%	18%	14%	14%	18%	16%	17%	13%	19%	14%
	With monthly bill	Cases	162	119	40	103	23	20	100	58	70	76	15	144	18	76	86
			16%	22%	10%	17%	14%	12%	15%	19%	27%	17%	5%	18%	10%	14%	19%
	Online news sites	Cases	154	80	71	102	26	21	98	51	49	71	34	123	31	86	69
			15%	15%	17%	17%	16%	13%	15%	17%	19%	16%	12%	15%	16%	16%	15%
	Website	Cases	135	59	70	80	25	22	83	48	41	59	35	117	18	76	59
			13%	11%	17%	13%	15%	13%	13%	16%	16%	13%	12%	14%	10%	14%	13%
	Friends/ Family	Cases	119	51	63	73	22	19	74	41	27	57	35	102	16	75	44
			12%	9%	15%	12%	13%	11%	11%	13%	10%	13%	12%	13%	9%	14%	10%
	In the mail	Cases	98	61	36	62	14	16	66	30	36	52	10	91	7	58	40
			10%	11%	9%	10%	8%	9%	10%	10%	14%	12%	3%	11%	4%	11%	9%
	Radio	Cases	82	49	32	59	14	7	52	30	26	39	17	78	4	45	37
			8%	9%	8%	10%	8%	4%	8%	10%	10%	9%	6%	10%	2%	8%	8%
	At public event	Cases	68	30	36	37	17	11	37	30	17	34	16	61	7	41	27
			7%	5%	9%	6%	10%	6%	6%	10%	7%	8%	6%	8%	3%	8%	6%
	Water agency website	Cases	48	33	14	28	7	10	29	17	26	14	7	39	8	22	25
			5%	6%	3%	5%	4%	6%	5%	6%	10%	3%	2%	5%	4%	4%	5%
	At work	Cases	46	30	15	21	11	14	28	18	14	24	9	33	13	34	13
			5%	5%	4%	3%	7%	8%	4%	6%	5%	5%	3%	4%	7%	6%	3%
	Social media	Cases	12	9	3	10	1	1	7	5	3	7	2	11	1	10	3
			1%	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%
	(DK/NS)	Cases	112	55	49	69	13	23	70	22	14	37	61	61	51	63	49
			11%	10%	12%	11%	8%	14%	11%	7%	5%	8%	21%	8%	27%	12%	11%

## RESPONDENT DEMOGRAPHICS

	TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
		City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No	
BASE	(1000)	(370)	(630)	(140)	(230)	(160)	(180)	(150)	(140)	(252)	(748)	(701)	(265)	
REGION														
	15%		24%					100%			9%	17%	16%	13%
	14%	38%		100%							15%	13%	16%	11%
	23%	62%			100%						25%	22%	17%	41%
	16%		25%			100%					22%	14%	17%	12%
	18%		29%				100%				15%	19%	19%	14%
	14%		22%						100%		12%	15%	16%	9%
RESIDENT														
	13%	18%	11%	19%	17%	18%	9%	5%	11%		53%		11%	18%
	12%	10%	13%	9%	11%	18%	13%	10%	10%		47%		11%	10%
	75%	72%	76%	72%	72%	65%	78%	84%	79%			100%	77%	72%
GENDER														
	50%	50%	50%	50%	50%	50%	50%	50%	50%		53%	49%	52%	44%
	50%	50%	50%	50%	50%	50%	50%	50%	50%		47%	51%	48%	56%
AGE														
	36%	36%	36%	36%	36%	36%	36%	36%	36%		54%	30%	34%	38%
	36%	36%	36%	36%	36%	36%	36%	36%	36%		30%	38%	38%	33%
	28%	28%	28%	28%	28%	28%	28%	28%	28%		15%	32%	28%	29%

## RESPONDENT DEMOGRAPHICS

		TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
			Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +
BASE		(1000)	(500)	(500)	(360)	(360)	(280)	(153)	(315)	(520)	(134)	(202)	(348)	(220)
REGION	East County	15%	15%	15%	15%	15%	15%	19%	15%	13%	12%	21%	16%	12%
	Metro	14%	14%	14%	14%	14%	14%	11%	11%	17%	6%	18%	12%	19%
	South Metro	23%	23%	23%	23%	23%	23%	26%	23%	22%	29%	25%	23%	19%
	North Coastal	16%	16%	16%	16%	16%	16%	10%	15%	19%	18%	9%	14%	20%
	North Inland	18%	18%	18%	18%	18%	18%	14%	18%	19%	15%	10%	19%	22%
	South County	14%	14%	14%	14%	14%	14%	21%	18%	9%	20%	17%	15%	9%
RESIDENT	1 to 5 years	13%	12%	15%	22%	9%	8%	9%	12%	15%	15%	11%	14%	10%
	6 to 10 years	12%	14%	9%	16%	13%	6%	8%	12%	13%	11%	13%	11%	14%
	Over 10 years	75%	73%	76%	62%	79%	86%	83%	76%	72%	74%	76%	76%	76%
GENDER	Male	50%	100%		53%	50%	46%	45%	48%	53%	36%	48%	53%	57%
	Female	50%		100%	47%	50%	54%	55%	52%	47%	64%	52%	47%	43%
AGE	18 to 34	36%	38%	34%	100%			40%	43%	30%	37%	46%	40%	24%
	35 to 54	36%	36%	36%		100%		35%	32%	39%	32%	27%	36%	47%
	55 or older	28%	26%	30%			100%	25%	25%	31%	31%	27%	24%	29%

**RESPONDENT DEMOGRAPHICS**

BASE	TOTAL (1000)	HOME OWNERSHIP		ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"		
		Owner (550)	Other (422)	Non-Hispanic White (614)	Hispanic/Latino (168)	Other (166)	Reliable (649)	Not reliable (302)	Very (260)	Some (453)	Less (287)	Yes (810)	Can't Recall (190)	Agree (539)	N/D (461)	
REGION																
	East County	15%	14%	17%	11%	14%	16%	14%	13%	14%	18%	15%	14%	13%	17%	
	Metro	14%	11%	15%	4%	21%	16%	10%	17%	12%	14%	14%	15%	14%	14%	
	South Metro	23%	31%	23%	28%	22%	22%	25%	16%	27%	23%	23%	23%	25%	21%	
	North Coastal	16%	14%	19%	10%	10%	15%	16%	20%	16%	13%	16%	14%	14%	18%	
	North Inland	18%	16%	18%	15%	20%	17%	21%	25%	15%	16%	18%	18%	18%	19%	
	South County	14%	14%	8%	31%	14%	14%	14%	10%	15%	16%	14%	16%	17%	11%	
RESIDENT																
	1 to 5 years	13%	18%	13%	10%	16%	16%	9%	11%	14%	14%	12%	18%	16%	10%	
	6 to 10 years	12%	11%	12%	11%	12%	11%	12%	10%	12%	12%	11%	14%	11%	13%	
	Over 10 years	75%	71%	75%	79%	72%	73%	79%	79%	73%	73%	76%	68%	73%	77%	
GENDER																
	Male	50%	49%	50%	50%	47%	52%	48%	47%	53%	48%	48%	57%	49%	51%	
	Female	50%	51%	50%	50%	53%	48%	52%	53%	47%	52%	52%	43%	51%	49%	
AGE																
	18 to 34	36%	53%	29%	57%	41%	36%	36%	25%	36%	47%	35%	42%	45%	25%	
	35 to 54	36%	27%	35%	30%	46%	36%	35%	35%	39%	32%	36%	36%	34%	38%	
	55 or older	28%	20%	35%	13%	13%	28%	29%	40%	25%	21%	29%	22%	21%	37%	

RESPONDENT DEMOGRAPHICS

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
			City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No
BASE		(987)	(366)	(621)	(139)	(227)	(160)	(177)	(146)	(138)	(250)	(738)	(697)	(263)
EDUCATION	Some high school or less	4%	4%	3%	1%	6%		3%	3%	6%	2%	4%	2%	8%
	Completed high school	12%	11%	12%	11%	12%	9%	8%	17%	16%	8%	13%	12%	12%
	Some apprenticeship/	3%	2%	4%	2%	1%	1%	4%	4%	5%	4%	3%	3%	3%
	Journey-Person certification	1%	1%	1%	2%	1%	2%	0%	3%		1%	1%	1%	1%
	Some community college	17%	16%	19%	13%	17%	16%	16%	16%	28%	14%	19%	16%	20%
	Completed community college	8%	9%	8%	9%	9%	10%	8%	9%	5%	9%	8%	8%	11%
	Some university	12%	12%	11%	10%	13%	13%	12%	12%	8%	13%	11%	12%	11%
Completed university degree	43%	46%	42%	52%	42%	49%	48%	36%	30%	48%	41%	47%	34%	
BASE		(972)	(361)	(611)	(136)	(226)	(158)	(177)	(146)	(131)	(244)	(728)	(684)	(262)
HOME OWNERSHIP	Own	57%	50%	60%	65%	41%	64%	62%	60%	54%	50%	59%	71%	21%
	Rent	41%	50%	37%	35%	58%	33%	34%	37%	44%	47%	40%	28%	79%
	Other	2%	0%	3%		1%	4%	3%	3%	1%	4%	1%	1%	0%
BASE		(985)	(365)	(620)	(138)	(226)	(157)	(177)	(147)	(139)	(249)	(736)	(695)	(264)
TYPE OF RESIDENCE	Apartment	20%	29%	15%	16%	36%	11%	15%	20%	17%	27%	18%	10%	48%
	Condo/ Townhouse	17%	19%	16%	24%	16%	19%	18%	14%	13%	20%	16%	12%	32%
	Duplex	4%	4%	3%	1%	6%	3%	1%	3%	7%	5%	3%	3%	5%
	Mobile home	3%	1%	4%	1%	1%	2%	2%	8%	5%	4%	3%	3%	3%
	Single-family detached	56%	47%	61%	57%	41%	65%	64%	55%	59%	45%	59%	72%	12%
BASE		(966)	(365)	(601)	(138)	(227)	(152)	(169)	(146)	(133)	(234)	(732)	(701)	(265)
WATER BILL PAYER	Household	73%	62%	79%	79%	52%	79%	78%	77%	82%	68%	74%	100%	
	Other	27%	38%	21%	21%	48%	21%	22%	23%	18%	32%	26%		100%
BASE		(948)	(354)	(594)	(132)	(223)	(152)	(171)	(145)	(126)	(238)	(710)	(667)	(254)
BACKGROUND	White	65%	65%	65%	68%	62%	78%	66%	71%	40%	66%	64%	67%	61%
	Hispanic/ Latino	18%	15%	19%	6%	21%	11%	15%	13%	42%	15%	19%	16%	22%
	Asian/ Pacific Islander	10%	11%	10%	21%	6%	9%	14%	6%	10%	14%	9%	10%	8%
	Black	5%	7%	4%	2%	10%	2%	2%	8%	6%	4%	6%	5%	8%
	Native American	2%	1%	2%	3%	0%			3%	1%	3%	1%	2%	2%
BASE		(903)	(342)	(561)	(130)	(212)	(135)	(156)	(138)	(132)	(222)	(681)	(640)	(241)
HOUSEHOLD INCOME	Under \$25,000	15%	14%	15%	6%	18%	18%	13%	12%	20%	16%	15%	9%	29%
	\$25,000 to \$49,999	22%	25%	21%	28%	23%	14%	13%	30%	26%	22%	22%	19%	34%
	\$50,000 to \$74,999	23%	23%	23%	21%	24%	22%	23%	22%	25%	25%	22%	25%	18%
	\$75,000 to \$99,999	16%	14%	17%	13%	14%	15%	20%	18%	14%	13%	16%	17%	11%
	\$100,000 to \$149,999	15%	14%	15%	20%	11%	16%	20%	12%	12%	15%	15%	18%	8%
	\$150,000 to \$249,999	8%	8%	8%	10%	6%	10%	11%	6%	2%	8%	8%	10%	1%
	\$250,000 or more	2%	3%	2%	2%	3%	5%	0%	1%		2%	2%	3%	

## RESPONDENT DEMOGRAPHICS

		TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
			Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +
BASE		(987)	(494)	(494)	(354)	(357)	(277)	(153)	(315)	(520)	(133)	(198)	(346)	(219)
EDUCATION	Some high school or less	4%	3%	4%	3%	5%	3%	23%			16%	3%	0%	
	Completed high school	12%	11%	13%	15%	10%	11%	77%			21%	18%	11%	3%
	Some apprenticeship/	3%	2%	4%	2%	3%	4%		9%		5%	2%	3%	1%
	Journey-Person certification	1%	1%	1%	1%	2%	1%			2%	1%	1%	1%	1%
	Some community college	17%	17%	18%	23%	15%	13%		55%		23%	24%	19%	10%
	Completed community college	8%	6%	11%	9%	8%	8%			16%	6%	11%	9%	8%
	Some university	12%	11%	12%	13%	10%	12%		36%		10%	10%	12%	14%
Completed university degree	43%	48%	38%	35%	48%	48%			82%	17%	31%	45%	63%	
BASE		(972)	(484)	(488)	(346)	(351)	(275)	(149)	(309)	(508)	(130)	(200)	(339)	(219)
HOME OWNERSHIP	Own	57%	58%	55%	36%	67%	69%	36%	52%	66%	20%	37%	62%	82%
	Rent	41%	40%	43%	60%	32%	30%	63%	44%	33%	75%	60%	38%	14%
	Other	2%	2%	2%	5%	1%	1%	2%	4%	1%	5%	3%	0%	3%
BASE		(985)	(489)	(495)	(349)	(359)	(277)	(151)	(312)	(516)	(133)	(201)	(344)	(218)
TYPE OF RESIDENCE	Apartment	20%	21%	20%	29%	15%	16%	35%	19%	16%	50%	27%	16%	8%
	Condo/ Townhouse	17%	15%	19%	19%	18%	14%	12%	16%	20%	9%	25%	21%	10%
	Duplex	4%	4%	3%	3%	3%	5%	5%	5%	2%	6%	6%	3%	1%
	Mobile home	3%	3%	3%	2%	3%	5%	6%	5%	1%	11%	3%	3%	
	Single-family detached	56%	57%	54%	46%	61%	62%	41%	55%	61%	25%	39%	58%	81%
BASE		(966)	(484)	(481)	(339)	(352)	(275)	(147)	(304)	(510)	(124)	(200)	(344)	(214)
WATER BILL PAYER	Household	73%	76%	69%	70%	75%	72%	64%	71%	76%	44%	59%	80%	90%
	Other	27%	24%	31%	30%	25%	28%	36%	29%	24%	56%	41%	20%	10%
BASE		(948)	(471)	(478)	(344)	(344)	(260)	(144)	(303)	(493)	(130)	(195)	(332)	(217)
BACKGROUND	White	65%	66%	64%	52%	63%	83%	50%	62%	71%	43%	60%	67%	77%
	Hispanic/ Latino	18%	18%	18%	28%	15%	9%	34%	20%	12%	38%	23%	14%	8%
	Asian/ Pacific Islander	10%	10%	10%	13%	13%	3%	6%	9%	12%	8%	9%	11%	10%
	Black	5%	4%	7%	5%	7%	3%	5%	8%	4%	8%	5%	6%	4%
	Native American	2%	2%	1%	2%	2%	2%	5%	1%	1%	2%	3%	1%	1%
BASE		(903)	(456)	(447)	(333)	(328)	(242)	(136)	(297)	(464)	(134)	(202)	(348)	(220)
HOUSEHOLD INCOME	Under \$25,000	15%	11%	19%	15%	13%	17%	37%	17%	7%	100%			
	\$25,000 to \$49,999	22%	21%	24%	28%	17%	23%	31%	24%	18%		100%		
	\$50,000 to \$74,999	23%	25%	21%	30%	19%	19%	20%	25%	23%			60%	
	\$75,000 to \$99,999	16%	16%	15%	12%	20%	15%	8%	14%	18%			40%	
	\$100,000 to \$149,999	15%	15%	15%	9%	19%	17%	3%	13%	19%				61%
	\$150,000 to \$249,999	8%	9%	6%	6%	11%	5%		4%	12%				31%
	\$250,000 or more	2%	4%	0%	1%	2%	4%	2%	1%	3%				8%

RESPONDENT DEMOGRAPHICS

	TOTAL	HOME OWNERSHIP			ETHNIC BACKGROUND			SYSTEM RELIABILITY		FAMILIAR WITH H2O RESTRICTIONS			TAKEN ACTION TO REDUCE H2O USE		"I Could Do More To Conserve"	
		Owner	Other		Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Very	Some	Less	Yes	Can't Recall	Agree	N/D
BASE	(987)	(548)	(417)		(609)	(167)	(164)	(647)	(297)	(256)	(452)	(280)	(804)	(183)	(535)	(453)
EDUCATION																
Some high school or less	4%	1%	6%		1%	13%	3%	4%	2%	1%	3%	6%	4%	1%	5%	2%
Completed high school	12%	9%	17%		11%	16%	11%	13%	11%	9%	11%	16%	11%	18%	13%	10%
Some apprenticeship/ trades	3%	3%	3%		3%	4%	4%	3%	3%	3%	3%	2%	3%	3%	3%	3%
Journey-Person certification	1%	1%	1%		2%		1%	1%	2%	3%	1%	0%	1%	1%	1%	2%
Some community college	17%	14%	21%		16%	25%	17%	17%	18%	15%	19%	17%	16%	22%	20%	15%
Completed community college	8%	7%	9%		8%	7%	9%	8%	8%	11%	7%	9%	8%	8%	7%	10%
Some university	12%	12%	12%		13%	7%	12%	11%	12%	10%	11%	13%	12%	9%	12%	11%
Completed university degree	43%	52%	31%		47%	27%	43%	43%	45%	48%	44%	38%	44%	39%	39%	48%
BASE	(972)	(550)	(422)		(609)	(167)	(159)	(634)	(291)	(258)	(442)	(272)	(796)	(176)	(522)	(450)
HOME OWNERSHIP																
Own	57%	100%			63%	39%	51%	56%	60%	73%	56%	42%	58%	48%	50%	64%
Rent	41%		95%		36%	60%	43%	42%	39%	27%	43%	54%	40%	49%	46%	36%
Other	2%		5%		1%	1%	6%	2%	1%	2%	4%	2%	2%	2%	3%	1%
BASE	(985)	(545)	(421)		(609)	(167)	(162)	(644)	(295)	(258)	(453)	(273)	(804)	(181)	(531)	(454)
TYPE OF RESIDENCE																
Apartment	20%	1%	46%		18%	31%	23%	21%	19%	14%	18%	31%	18%	30%	24%	16%
Condo/ Townhouse	17%	17%	18%		17%	12%	20%	18%	15%	13%	17%	21%	16%	21%	17%	18%
Duplex	4%	2%	6%		3%	7%	3%	4%	3%	2%	5%	3%	3%	5%	4%	3%
Mobile home	3%	4%	2%		3%	5%	1%	3%	3%	2%	4%	3%	3%	1%	4%	2%
Single-family detached	56%	76%	28%		59%	44%	53%	54%	60%	69%	56%	42%	59%	43%	51%	61%
BASE	(966)	(541)	(405)		(600)	(165)	(157)	(634)	(294)	(257)	(442)	(267)	(789)	(177)	(519)	(447)
WATER BILL PAYER																
Household	73%	90%	49%		74%	66%	73%	70%	78%	81%	74%	62%	73%	69%	71%	74%
Other	27%	10%	51%		26%	34%	27%	30%	22%	19%	26%	38%	27%	31%	29%	26%
BASE	(948)	(528)	(406)		(614)	(168)	(166)	(615)	(286)	(245)	(430)	(274)	(771)	(177)	(511)	(437)
BACKGROUND																
White	65%	72%	56%	100%				61%	72%	73%	66%	55%	66%	59%	56%	75%
Hispanic/ Latino	18%	12%	25%			100%		20%	25%	14%	19%	19%	18%	15%	23%	12%
Asian/ Pacific Islander	10%	10%	10%				59%	11%	9%	5%	9%	17%	8%	19%	12%	8%
Black	5%	4%	7%				31%	5%	6%	5%	4%	7%	5%	6%	6%	4%
Native American	2%	2%	2%				10%	2%	1%	2%	1%	2%	2%	1%	2%	1%
BASE	(903)	(489)	(399)		(563)	(158)	(152)	(583)	(280)	(231)	(410)	(262)	(729)	(174)	(496)	(407)
HOUSEHOLD INCOME																
Under \$25,000	15%	5%	26%		10%	32%	15%	15%	12%	10%	13%	21%	15%	16%	18%	11%
\$25,000 to \$49,999	22%	15%	32%		21%	28%	22%	25%	18%	18%	24%	23%	22%	26%	23%	21%
\$50,000 to \$74,999	23%	24%	21%		24%	14%	29%	20%	28%	24%	22%	24%	22%	25%	22%	25%
\$75,000 to \$99,999	16%	19%	11%		16%	16%	12%	17%	14%	18%	16%	13%	16%	14%	14%	17%
\$100,000 to \$149,999	15%	22%	6%		18%	8%	11%	13%	18%	18%	13%	14%	15%	16%	14%	16%
\$150,000 to \$249,999	8%	11%	3%		9%	1%	10%	8%	7%	9%	9%	4%	9%	3%	8%	7%
\$250,000 or more	2%	4%			3%	1%	1%	2%	3%	3%	2%	1%	2%	1%	2%	3%