San Diego County Water Authority: 2011 Public Opinion Poll Report

Prepared for

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Table of Contents

Executive Summary

The San Diego County Water Authority has conducted a public opinion survey within its service area in San Diego County in order to measure the region's opinion regarding various water related issues. Rea & Parker Research was selected to be the lead consultant for this 2011 Public Opinion Poll. Rea & Parker Research also conducted surveys for the Water Authority in 2000, 2003, 2004, 2005, 2006, 2008, and 2009 This 2011 study has established the following as its primary objectives:

- Identify the level of public concern about cost of water and rising rates
- Assess the tolerance for additional rate increases to support reliability projects
- Identify major drivers for recent reductions in water use
- Determine factors that might increase the likelihood for regional water use to "rebound"
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This continuity of survey administration greatly facilitates the tracking of responses from year-to-year, including the consistency of wording and interviewing that adds to the statistical reliability of such comparisons.

The survey was conducted by a random telephone sample of 821 respondents, which equates to a margin of error +/-3.4 percent @ 95 percent confidence. The sample included 68 residents who were only cell phone users (do not use land-line telephone) and 403 residents of the City of San Diego. These subgroups (City of San Diego residents and cell phone only users) were appropriately weighted in accordance with their actual population size within the Water Authority's service area so that the results of the entire service area would be proportionately reported. All participants were at least 18 years old and had lived in San Diego County at least one year.

Respondents are predominantly White (53 percent), with 30 percent Hispanic/Latino, 6 percent African-American/Black, 7 percent Asian/Pacific Islander, and 4 percent American Indian/Native American and Mixed Ethnicities. Residents earn a median household income of $57,400 per year (19 percent earning $100,000 or more and 22 percent earning under $25,000). They have a median age of 49 years and have lived in the County for a median of 21 years.

Among respondents, 43 percent possess a Bachelor's Degree or more, with 29 percent having a High School education or less. The zip codes most represented in the survey are as follows – each with 3 percent of the respondents: 91910, 91911, 92026, 92105, 92114, 92129, and 92154. Home ownership percentage is 64 percent, with a mean of 3.13 persons per household.

Survey Findings

The 2011 Public Opinion Poll focused on five essential topics. It sought to identify and analyze, in particular,

- the level of public concern about cost of water and rising rates
- tolerance for additional rate increases to support reliability projects
- drivers for recent reductions in water use
- likelihood for regional water use to "rebound"
- progress toward Strategic Plan objectives

As such, this report has been divided into six essential information components as follows:

- Opinions about Local Issues
- Value and Cost of Water
- Water Reliability, Diversification, and Rate Tolerance
- Attitudes about Water Conservation,
- Opinions about the Use of Recycled Water
- Attitudes about the Local Agricultural Industry and Water

Opinions about Local Issues

- Residents identified the most important issues is San Diego County as the Economy and Jobs (30 percent), Financial Problems in Government including high taxes (19 percent), and the Quality and Cost of Education (10 percent), followed by Gasoline Prices (7 percent), and Water Supply and Quality (6 percent). The high level of concern regarding the condition of the economy, found in the 2009 survey, is repeated in the current survey. These top two issues are not surprising since, during this past year, there has been considerable, sustained attention devoted to the fiscal stress of local and state governments as well as the problems in the economy as a whole.
- The current survey also demonstrates that residents are more concerned about the cost and quality of education as well as gasoline prices than were the respondents in the 2009 survey.
- In the current survey, Water Supply and Quality lost the level of importance it had achieved in 2008 (19 percent) and in 2009 (18 percent) falling to its current level of 6 percent.
- Surveys conducted from 2000 to 2004 indicated that the most important issues were growth, traffic, and housing affordability. These issues have taken a back seat to more pressing economic concerns.

Value and Cost of Water

- Water is seen as a relatively good value for the amount of money paid compared to other utilities such as trash collection and gas and electric.
- Among all respondents 26 percent view gas and electric as the best value among utilities, with water second at 24 percent. However, when those who do not directly pay their own water bills are excluded, this reverses to 26 percent water as the best value and gas and electric second at 21 percent.
- Over one-half of the residents (55 percent) feel that the cost of water is too expensive.
- Over three fifths are either very concerned or somewhat concerned about the increasing price of water – a concern that grows out of the belief that the price of water is high.
- In order to minimize this high cost, residents are willing to consider replacing their lawn area with low water plants (29 percent) and collecting water from showers and reusing the grey water for other household uses (19 percent).

Water Reliability, Diversification, and Rate Tolerance

Water Reliability

- Among residents of the Water Authority service area, more than three-fourths find that the current supply of water is either very reliable or somewhat reliable. This positive attitude regarding water supply reliability represents a clear increase from the results of the 2009 survey where 65 percent of the residents found the water supply to be very reliable or somewhat reliable.
- This confidence in the water supply is further confirmed by the growing percentage of residents who feel that water supply reliability is improving—from 6 percent in 2009 to 20 percent in the current survey.
- Residents indicate that the most critical thing they can do to ensure a safe and reliable water supply for San Diego County residents and businesses is "voluntary conservation" (17 percent), followed by water recycling (15 percent), and water desalination (13 percent).
- Together, voluntary and mandatory conservation total 27 percent—an increase from 24 percent in 2009 and from 13 percent in 2005 and 2006.
- Recycled water has returned to prominence as a critical issue during the current survey period. While still a critical issue, desalinated water has declined in relative importance from a high in 2006 of 27 percent to 13 percent in the current survey..

Diversification Plan and Rate Tolerance

- Four-fifths of the residents are in support of the San Diego County Water Authority's Diversification Plan that is intended to ensure the reliability of the County's water supply
- Residents indicate that seawater desalination (28 percent) and recycled water (25 percent) are the two most important parts of the Plan.
- There is a near equal split in opinion about the necessity of water rate increases that may be necessary to pay for projects that are designed to improve water supply reliability. Nearly one-half of respondents (49 percent) feel that water rates are too high and doubt that all the water projects are necessary, while 40 percent feel that increases in water rates are necessary to maintain reliability of the water supply.
- As such, over 40 percent of residents are willing to pay more per month for the Plan that is intended to ensure the reliability of the County's water supply. The median increase that respondents are willing to pay is $10 per month, which is the same as in 2006 and 2003.

Water Conservation

Water Use in Past Year

- Water conservation is a significant component in San Diego County's water supply plans. About one-third of respondents reported that their household water

usage has decreased during the past year largely as a result of less outdoor watering (25 percent) and taking shorter showers (22 percent).

- Among those who reduced their water usage, about one-third were motivated to do so because it is "the right thing to do" and another one–third did so for cost and household budgetary reasons.
- The vast majority of those who have decreased their water usage in the past year (87 percent) indicated that their reduced water usage is permanent.
- Requests made by water agencies to residents in an effort to motivate them to conserve water have been successful – over one-half of respondents indicate that these requests have positively influenced them.
- Seven in ten respondents think that using tiered water rates as a means to convince people to use water wisely is appropriate.

Water Use in the Future

- If current water restrictions are lifted, over four fifths of all respondents would continue to comply with these restrictions primarily because they feel it is a reasonable and proper ethic (39 percent of all respondents).
- It is most encouraging that when water agencies no longer take an active role in restricting water use, all respondents indicate that they are not likely to increase their water use to a great extent (22 percent). On the other hand, a less cool and less wet year would lead to more than half (52 percent) of the respondents returning to a higher usage compared to the previous year.

Water Conservation as a Civic Responsibility

- Although still quite substantial, public support for conservation has slightly declined since the previous survey. Compared to the 2009 survey, water conservation has fallen from being viewed as an equal civic responsibility to preventing litter and pollution to now being a somewhat less important civic responsibility at present. Water conservation has, however, retained the same relative position in importance as in 2009 against jury duty, voting, and recycling used materials.

Opinions about the Use of Recycled Water

- About two-thirds of respondents believe that it is possible to further treat water used for irrigation to make the water pure and safe for drinking – a substantial increase over the 2009 survey response of just over one-half.
- Nearly one half of the respondents (48 percent) think that drinking water already contains recycled water – a 13 percent increase among those who had this opinion in 2009. Similar to the 2009 results, respondents indicated that they thought that drinking water already contains recycled water because they heard news stories, the smell and taste of the water is bad, or they can see recycling plants and assume that they are being used for drinking water.
- About two-thirds of respondents either strongly favor or somewhat favor advanced treated recycled water as an addition to the supply of drinking water – a slight increase over the level of support provided in the 2009 survey. Interest in

using such advanced techniques to produce drinking water by recycling waste water has increased substantially since 2005.

- It is noteworthy that that over one-half of those who were originally not strongly in favor of using recycled water for drinking purposes would find it acceptable as a drinking water supply supplement if it received advanced treatment and if certain other safety measures were assured. This is an increase of about 10 percent over the approximately 40 percent who changed their mind in 2009 as a result of these additional considerations.

Attitudes about the Local Agricultural Industry and Water

- San Diego County residents have shown substantial support for their agricultural community – over four-fifths feel that local farmers and agriculture are very important to the local economy.
- Residents further feel that reduced water rates for the agricultural industry should be maintained.

Introduction and Methodology

The San Diego County Water Authority has, over the years, conducted a public opinion survey within its service area in San Diego County in order to measure public opinion regarding water issues. Rea & Parker Research was selected to be the lead consultant for this 2011 Public Opinion Poll. Rea & Parker Research, in association with Flagship Research, also conducted public opinion polls for the Water Authority in 2000, 2003, 2004, 2005, 2006, and 2009 and two water conservation surveys in 2008 to test the effectiveness of conservation messages. This continuity of survey administration greatly facilitates the tracking of responses from year-to-year, including the consistency of wording and interviewing that adds to the statistical reliability of such comparisons.

The primary objectives of the 2011 research are as follows:

- Identify the level of public concern about cost of water and rising rates
- Assess the tolerance for additional rate increases to support reliability projects
- Identify major drivers for recent reductions in water use
- Determine factors that might increase the likelihood for regional water use to "rebound"
- Evaluate progress made toward Strategic Plan objectives

As such, this report has been divided into six essential information components as follows:

- Opinions about Local Issues
- Value and Cost of Water
- Water Reliability, Diversification, and Rate Tolerance
- Attitudes about Water Conservation,
- Opinions about the Use of Recycled Water
- Attitudes about the Local Agricultural Industry and Water Use

Sample

The 2011 Public Opinion Poll was conducted during late March and early April, 2011 by a random telephone sample of 821 respondents located within the Water Authority's service area. The random sample was selected by random digit dialing from the zip codes contained within the San Diego County Water Authority service area. This sample yields a margin of error of +/- 3.4 percent @ 95 percent confidence. The sample includes 403 City of San Diego resident households who were asked certain questions that pertain only to these residents. Also, the sample includes 68 residents who are only cell phone users (do not use land-line telephone). These subgroups (City of San Diego residents and cell phone only users) were appropriately weighted in accordance with their actual population size within the

Water Authority's service area so that the results of the entire service area would be proportionately reported. All participants were at least 18 years old and had lived in San Diego County at least one year.

The margin of error for this survey represents the widest interval that occurs when the survey question represents an approximate 50%-50% proportion of the sample. When it is not 50 percent-50 percent, the interval is somewhat smaller. For example, in the survey findings that follow, 70 percent of respondent households believe that using tiered water rates as a means to convince people to use water wisely is appropriate. This means that there is a 95 percent chance that the true proportion of the total population of the Water Authority's service area who believe tiered water rates are appropriate is between 66.6 percent and 73.4 percent (70 percent +/- 3.4 percent).

Table 1 shows the disposition of telephone calls made to potential and actual respondents The Cooperation Rate (Complete/Known Eligibles + Proportionate Share of Refusals) for the survey was 79.6 percent. . Mean survey administration time was 22 minutes per respondent.

Table 1 San Diego County Water Authority 2011 Public Opinion Poll Telephone Call Disposition Report	
Unknown Eligibility	
No Answer	**2857**
Busy	**402**
Answering Machine	**2550**
Call Back	**354**
Language Barrier	**212**
Refusal	**857**
Total Unknown	**7232**
Ineligible	
NQ Age-Zip Code-Residence	**41**
Disconnect	**1820**
Business/Fax	**656**
Total Ineligible	**2517**
Eligible	
Complete	**821**
Total Eligible	**821**
Cooperation Rate: Complete/(Eligible + (Refusals (Eligible/Eligible + Ineligible)))	**79.6%**

Survey Instrument

The survey instrument contained 46 questions, including 63 individual survey items (variables). The survey instrument was administered in both English and Spanish. A copy of the survey is attached in the Appendix. A total of 139 respondents (17.0 percent) elected to respond in Spanish. The number of respondents who wished to take the survey in Spanish in the current survey is considerably higher than in prior survey periods, which ranged between 2 percent and 11 percent.

Respondent Characteristics

Table 2 presents certain demographic characteristics of the survey respondents and also provides the 2009, 2008, 2006, and 2005 characteristics for comparative purposes. In 2011, respondents are predominantly White (53 percent), with 30 percent Hispanic/Latino, 6 percent African-American/Black, 7 percent Asian/Pacific Islander, and 4 percent American Indian/Native American and Mixed Ethnicities. Residents earn a median household income of $57,400 per year (19 percent earning $100,000 or more and 22 percent earning under $25,000). They have a median age of 49 years and have lived in the County for a median of 21 years. Among respondents, 43 percent possess a Bachelor's Degree or more, with 29 percent having a High School education or less. The zip codes most represented in the survey are as follows – each with 3 percent of the respondents: 91910, 91911, 92026, 92105, 92114, 92129, and 92154.

Home ownership percentage is 64 percent, with a mean of 3.13 persons per household. Among White respondents, 75 percent are homeowners; Asians are 76 percent homeowners (which continues to increase from past surveys). Black/African-American homeowners have increased slightly from to 41 percent (from 37 percent in 2009) and Hispanics/Latinos have declined to 43 percent (from 51 percent in 2009).

Other differences between the current 2011 survey respondents and the respondents from previous years are as follows:

- The 2011 survey respondents have completed more higher education than respondents in 2009 but substantially less than in 2005.
- The 2011 respondents are less represented by Whites and more represented by Hispanics/Latinos than the respondents in past surveys, representing the increasing size of the Hispanic/Latino population and a greater willingness to participate. The 2011 percentage of Hispanic/Latino participants is much more in line with current County estimates than would have been a continuation of past percentages.
- The percentage of homeowners (64 percent) is generally lower than in past years—reflecting the growth in Hispanic/Latino participation and current home ownership/foreclosure problems. Yet, a larger proportion of households pay their own water bill (76 percent) than in the past instead of having it paid by a landlord or homeowners association, for example.

- The number of persons per household has increased to above 3 persons, which is consistent with SANDAG data.

Table 2 San Diego County Water Authority Survey Respondent Characteristics					
Demographic Characteristic	**2011 (weighted)**	**2009**	**2008**	**2006**	**2005**
Gender					
Male	**42%**	**47%**	**44%**	**46%**	**50%**
Female	**58%**	**53%**	**56%**	**54%**	**50%**
Median Age (Years)	**49**	**53**	**51**	**49**	**48**
Median Number of Years Lived in Community	**21**	**29**	**27**	**20**	**23**
Highest Grade/Level of School Completed					
High School or Less	**29%**	**29%**		**21%**	**14%**
Some College	**28%**	**27%**		**27%**	**35%**
Bachelor's Degree	**26%**	**31%**		**35%**	**25%**
Some Graduate School	**17%**	**13%**		**17%**	**26%**
Ethnicity					
White	**53%**	**74%**	**65%**	**67%**	**76%**
Latino/Hispanic	**30%**	**13%**	**22%**	**21%**	**11%**
Asian/Pacific Islander	**7%**	**5%**	**6%**	**6%**	**6%**
African-American/Black	**6%**	**6%**	**5%**	**5%**	**5%**
Native American/Mixed	**4%**	**2%**	**2%**	**1%**	**2%**
Median Household Income	**$57,400**	**$63,100**	**$59,400**	**$61,100**	**$63,600**
Home Ownership Percentage	**64%**	**70%**	**67%**	**64%**	**71%**
Type of Housing					
Single Family Detached	**64%**	**71%**			
Condominium	**13%**	**11%**			
Apartment	**18%**	**15%**			
Mobile Home	**4%**	**3%**			
Mean Number of Persons per Household	**3.13**	**2.76**		**2.99**	**2.84**
Pay Own Water Bill	**76%**	**70%**		**64%**	**69%**
Preferred Language--Spanish	**17%**	**4%**	**8%**	**11%**	**2%**

Survey Findings

Each section of the report will begin with a very brief abstract, or summary of highlights within the ensuing section, in order to orient the reader to what is to follow. Charts have been prepared for each section that depict the survey results for the 2011 survey and for the 2009, 2008, 2006, 2005, 2004, 2003, and/or 2000 surveys where questions have been repeated and can be directly compared. Each section will include a discussion of the findings from the 2011 survey, with key comparisons drawn regarding results from prior years. Detailed statistical frequency distributions and a full listing of verbatim open-ended responses are contained in the Appendix along with the survey instrument for reference..

Lastly, subgroup analyses for different age groups, various levels of education, gender, home ownership/rental status, household size, residential tenure in the community, different income categories, cell phone only/land line users, and water bill payers/non-payers and ethnicity of residents of the service area will be presented in a succinct, bulleted format when statistical significance and relevance warrants such treatment.

Opinions about Local Issues

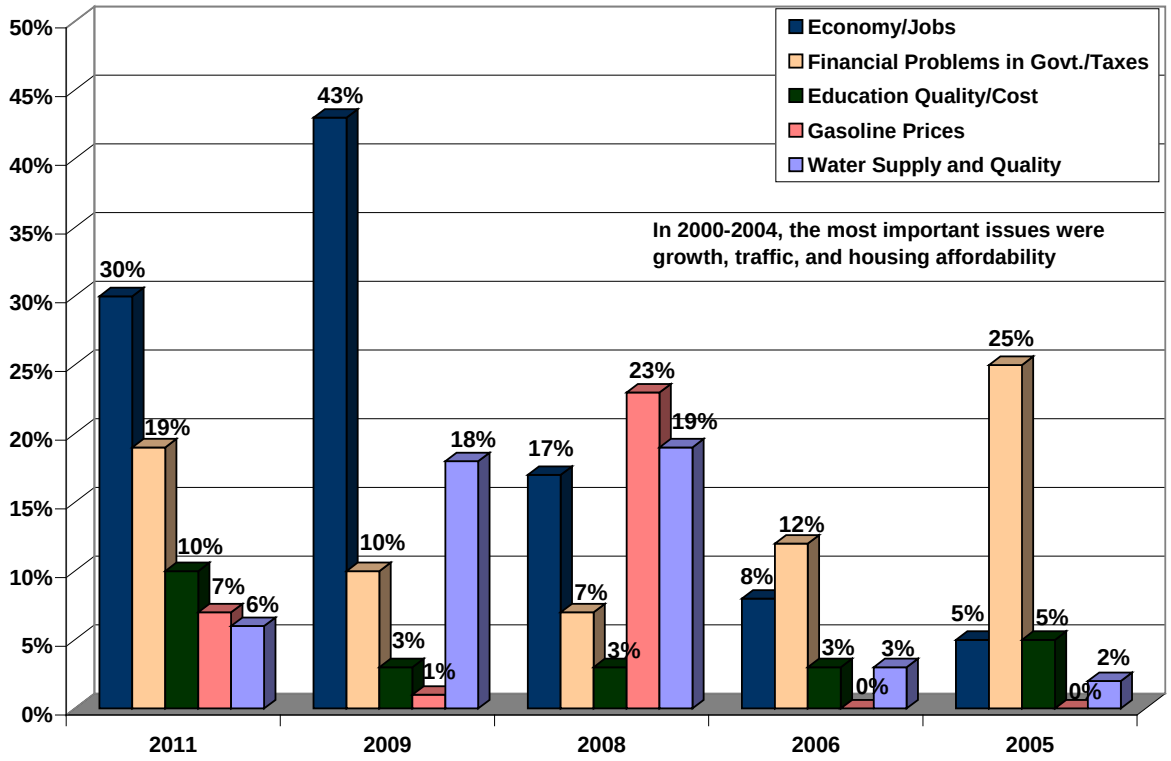
SUMMARY: Residents identified the most important issues is San Diego County as the Economy and Jobs (30 percent), Financial Problems in Government including high taxes (19 percent), and the Quality and Cost of Education (10 percent), followed by Gasoline Prices (7 percent), and Water Supply and Quality (6 percent). The high level of concern regarding the condition of the economy, found in the 2009 survey, is repeated in the current survey. The first two ranked issues are not surprising since, during this past year, there has been considerable, sustained attention devoted to the fiscal stress of local and state governments as well as the economy as a whole. In the current survey, Water Supply and Quality lost the level of importance it had achieved in 2008 (19 percent) and in 2009 (18 percent) falling to its current level of 6 percent.

Chart 1 shows that the most important current issues identified by residents of San Diego County are the Economy and Jobs (30 percent), Financial Problems in Government including high taxes (19 percent), and the Quality and Cost of Education (10 percent), followed by Gasoline Prices (7 percent), and Water Supply and Quality (6 percent). The high level of concern regarding the condition of the economy, found in the 2009 survey, is repeated in the current survey. This concern, however, is shared with the issue of government financial problems. This is not surprising since, during this past year, there has been considerable attention devoted to the fiscal stress of local and state governments as well as problems in the economy as a whole. Such concern about the fiscal health of local government was also expressed by residents in the 2005 and 2006 surveys - 25 percent and 12 percent respectively.

The current survey also demonstrates that residents are more concerned about the cost and quality of education as well as gasoline prices than were the respondents in the 2009 survey. Gasoline prices (23 percent) were a major concern of the residents in the 2008 survey. In the current survey, Water Supply and Quality lost the level of importance it had achieved in 2008 (19 percent) and in 2009 (18 percent) falling to its current level of 6 percent.

Surveys conducted from 2000 to 2004 indicated that the most important issues were growth, traffic, and housing affordability. Other responses that did not receive enough mention to merit an individual listing in the chart can be viewed in the Appendix, where the full listing of responses is displayed.

Chart 1
Most Important Issues Facing San Diego County Residents



Value and Cost of Water

Summary: **Among all respondents 26 percent view gas and electric as the best value among utilities, with water second at 24 percent. However, when those who do not directly pay their own water bill are excluded, this reverses to 26 percent water as the best value and gas and electric second at 21 percent. Over one-half of the residents feel that the cost of water is too expensive. Over three-fifths are either very concerned or somewhat concerned about the increasing price of water, and in order to minimize future increases, many respondents indicated a willingness to consider replacing their lawns with low-water plants and to also consider collection and reuse of grey water.**

Relative Value of Water and Other Utilities: Residents were asked their opinion regarding the utility that provides them with the best value for the money paid. **Chart 2** shows the survey results for all Water Authority service area respondents. Water is seen as a relatively good value for the amount of money paid in comparison to other utilities , including trash collection, gas and electric service, phone service, and cable TV service, among others. Among all respondents, 26 percent viewed gas and electric service as the best value, followed by water at 24 percent. Among all respondents, except those who do not pay their own water bill (**Chart 3),** water was rated the best value by 26 percent of respondents with gas and electric next at 21 percent.

Chart 2
Best Value Among Utilities
(All Respondents)

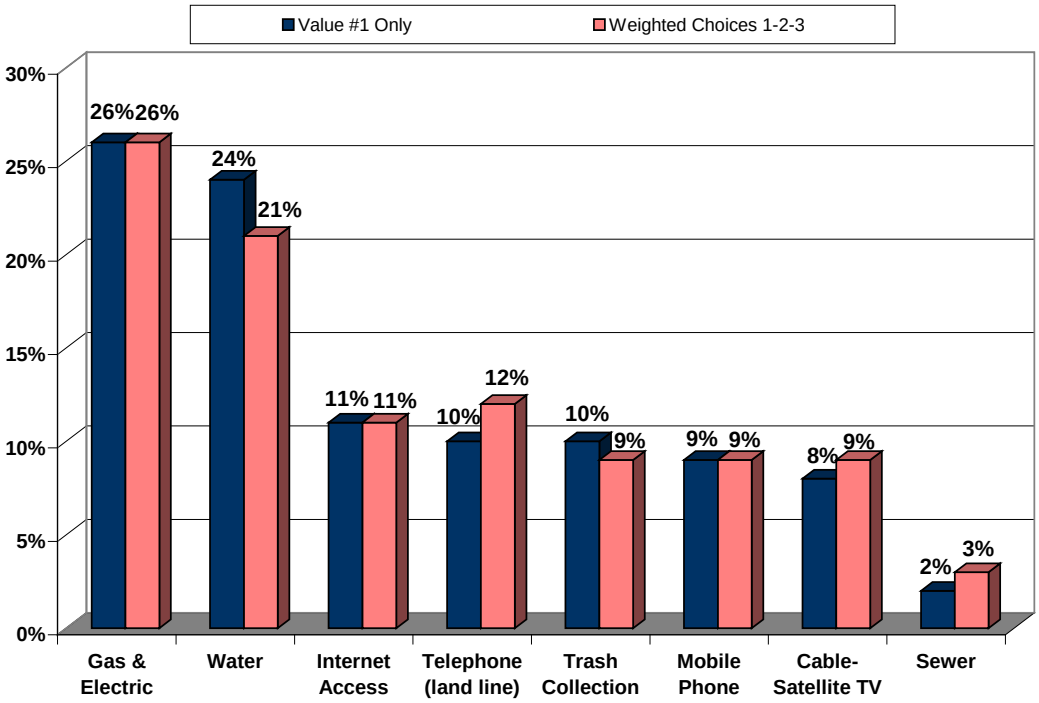


Chart 3
Best Value Among Utilities
(excluding those who do not pay water bills--but including City of San Diego residents)

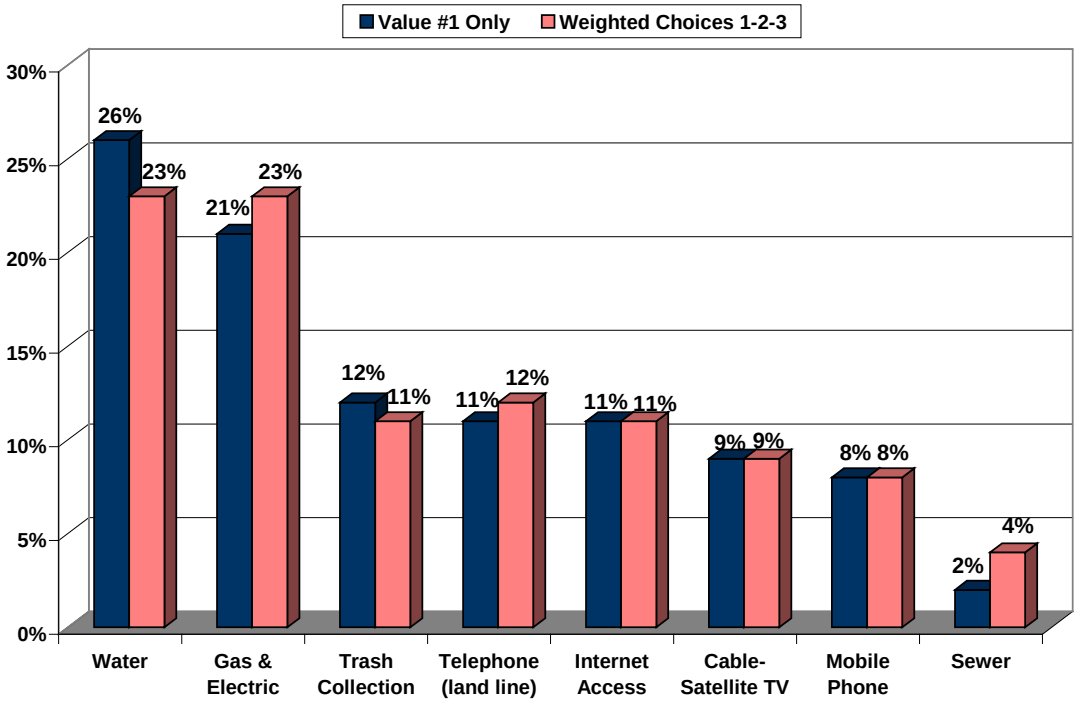
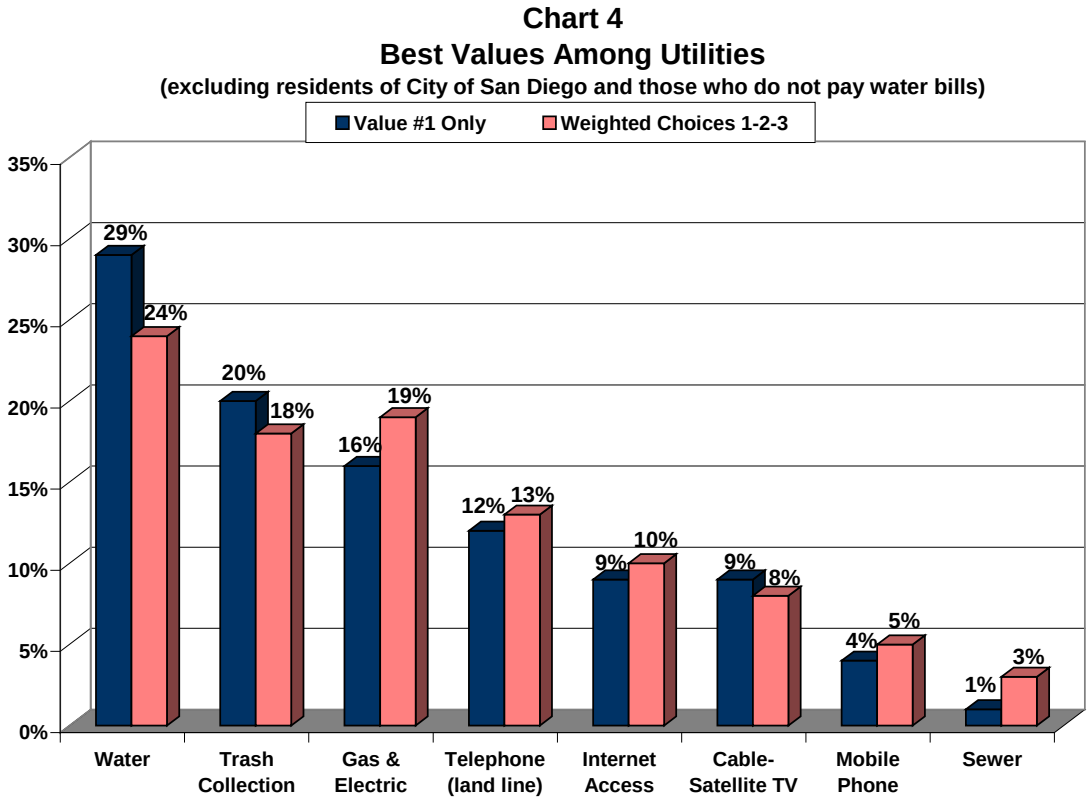


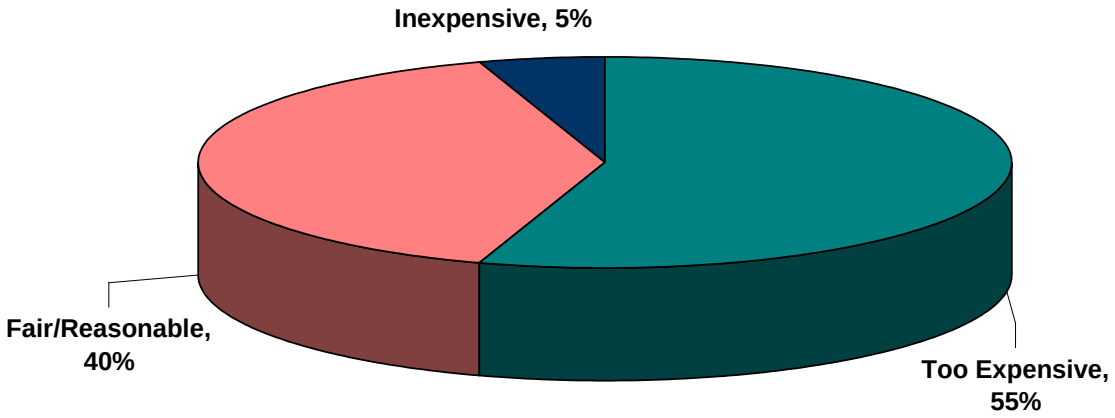
Chart 4 records survey results for all County respondents excluding San Diego City residents as well as those who do not pay their own water bill. San Diego City residents were excluded from this chart because these City residents do not pay directly for trash collection and their exclusion from the analysis provides a picture of the relative value of the various utilities among those respondents who pay for both water and trash service. **Chart 4** shows that, under these assumptions, service area residents rate trash collection as the second best utility value (20 percent) and gas and electric as third (16 percent). It is noteworthy that water remains as the best value for the amount of money paid (29 percent)

It should be noted that **Charts 2 to 4** show two percentages for each utility -- one percentage represents the utility of first choice among the respondents and the second percentage represents a composite weighting that takes the first, second, and third rankings for each utility into account. For example, in **Chart 4**, it is shown that residents rated water (29 percent first choice; 24 percent weighted choice) as the utility with the best value for the amount of money paid; trash collection (20 percent first choice; 18 percent weighted choice) as the second best value, and gas and electric (16 percent first choice; 19 percent weighted choice) as the third best value**.**



Cost of Water: Chart 5 demonstrates that, despite its high degree of valuation, more than one-half (55 percent) of respondents feel that the cost of water is too expensive and another 40 percent feel that the cost is fair and reasonable. **Chart 6** reports the level of resident concern regarding the prospect of continued increases in water rates. This concern was measured on a 5-point scale, where 1 = not at all concerned to 5 = very concerned. Over three fifths (61 percent) recorded ratings of very concerned (48 percent) and somewhat concerned (13 percent). The mean rating is 3.8 which is indicative of a higher level of concern and this is consistent with the relatively high percentage of respondents who feel the cost of water is too expensive.

Chart 5
Opinion on Current Cost of Water

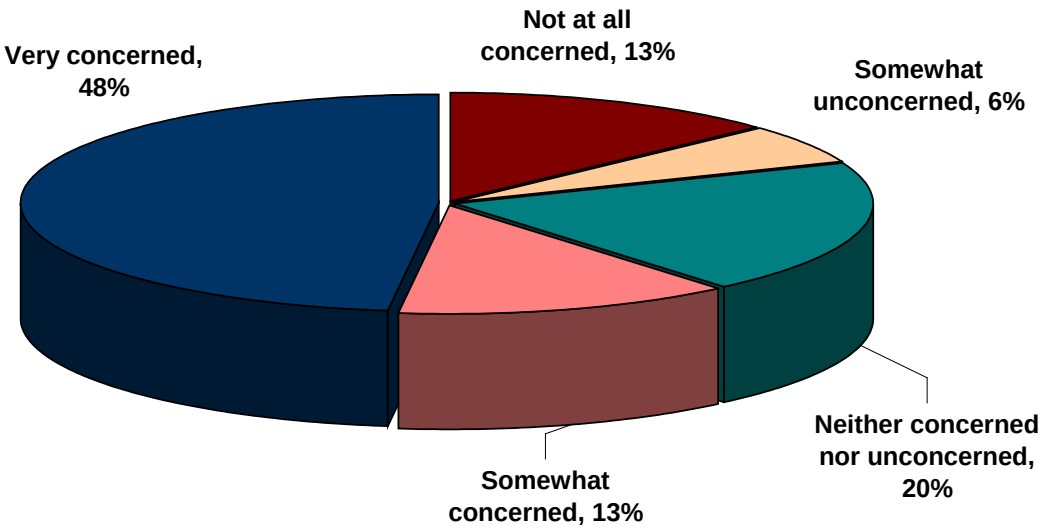


The following subgroups believe that the cost of water is too expensive:

- Residents with less education (Bachelor's degree or less – 54 percent as opposed to those with at least one year of graduate work or more education --32 percent).
- Hispanics (58 percent), African-Americans (53 percent), and Whites (51 percent) versus Asians (33 percent).
- Residents of mobile homes (56 percent) and single family homes (54 percent) as opposed to residents of apartments (46 percent) and condominiums (45 percent).
- Spanish speaking respondents (68 percent) versus English speaking residents (47 percent).
- Household members who pay their own water bill (57 percent) as opposed to the residents whose landlord pays the water bill (35 percent).

- Longer term residents of San Diego County (16 or more years – 54 percent versus 15 years or less (46 percent).
- Older residents (55 years of age and over – 57 percent as opposed to under 55 years of age – 46 percent).

Chart 6
Concern About Continued Increases in Water Rates
(scale 1 = not at all concerned..5 = very concerned--mean = 3.76)



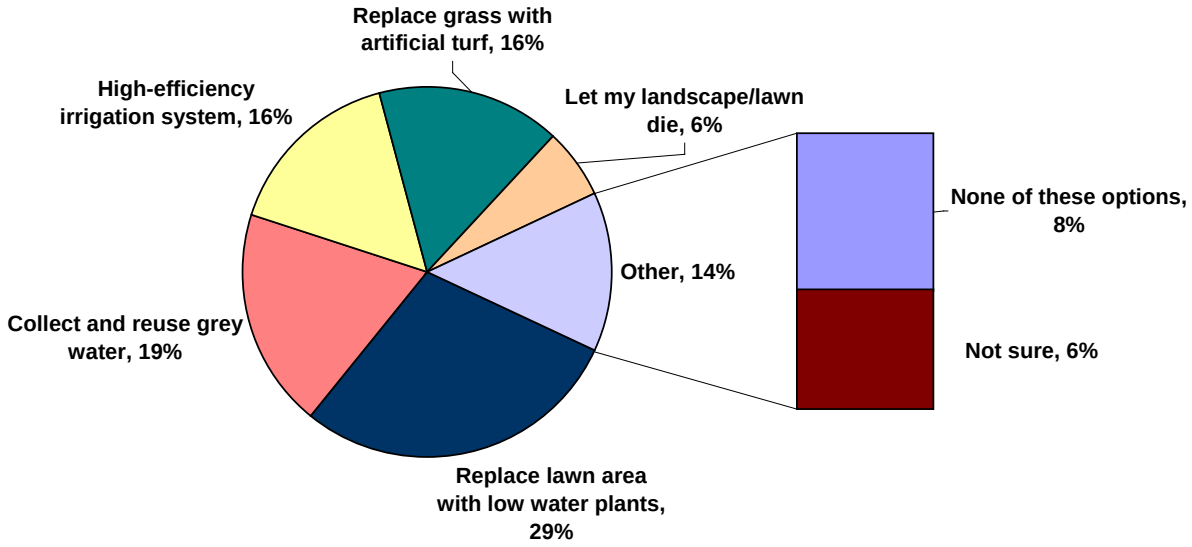
The following groups differ regarding their level of concern about the prospect of continued increases in water rates. The differences are expressed in terms of mean scores that are based on a scale of 1 to 5, where 1 = not at all concerned, 2 = somewhat unconcerned, 3 = neither concerned nor unconcerned, 4 = somewhat concerned, and 5 = very concerned.

- Older residents are more concerned about water rate increases than are younger residents (75 years of age and over – mean of 4.06 versus 18-24 – mean of 3.44; 25-34 – mean of 3.60; and 35-44 – mean of 3.65).
- Residents with a higher level of education are more concerned about water rate increases than those with a lesser level of education (Bachelor's degree – mean of 3.82 and 1 year of college or more – mean of 3.95 versus high school education or less – mean of 3.51).
- Asians (mean of 4.16), African-Americans (mean of 3.98), and Whites (mean of 3.83) are more concerned about water rate increases than are Latinos (3.46).
- English speaking residents (mean of 3.88) are more concerned about water rate increases than are Spanish speaking residents (mean of 3.18).
- Smaller household sizes are more concerned about water rate increases than are larger households (2 persons per household – mean of 3.95 and 3 person households – mean of 3.88 versus 5 person households – mean of 3.42).

- Long term residents of the County are more concerned about water rate increases than are shorter term residents (more than 40 years --- mean of 3.98 versus 16-25 years – mean of 3.56).
- Homeowners (mean of 3.86) are more concerned about rate increases than are renters (mean of 3.59).

In order to minimize increases in water rates, 29 percent indicated that they were willing to replace their lawn area with low water plants; another 19 percent were willing to collect grey water from showers and reuse the water for other household uses. Beyond these two actions, residents expressed further interest in high-efficiency irrigation systems and replacing grass with artificial turf (16 percent each) (**Chart 7**).

Chart 7
Willingness to Undertake the Following in Order to Minimize Increases in Water Rates



The following subgroups are more likely to replace their lawn area with low water plants as the one thing they would do in order to minimize increases in water rates.

- Residents with less education as opposed to those with more education (Bachelor's degree or less – 30 percent versus 1 year of college or more – 22 percent).
- Latinos and White residents (30 percent each) versus African-Americans (20 percent) and Asians (16 percent).
- Females (34 percent) versus males (22 percent).
- Spanish speaking residents (37 percent) versus English speaking residents (27 percent).

The following subgroups are more likely to collect water from other household uses and reuse the water as the one thing they would do in order to minimize increases in water rates:

- Asian residents (29 percent) versus African-Americans (12 percent).
- Residents of mobile homes (27 percent) versus residents of condominiums (21 percent) and single family homes (18 percent).
- Spanish speaking residents (26 percent) versus English speaking residents (18 percent).
- Longer term residents of the County as opposed to shorter term residents (40 years and under – 21 percent versus more than 40 years – 14 percent).

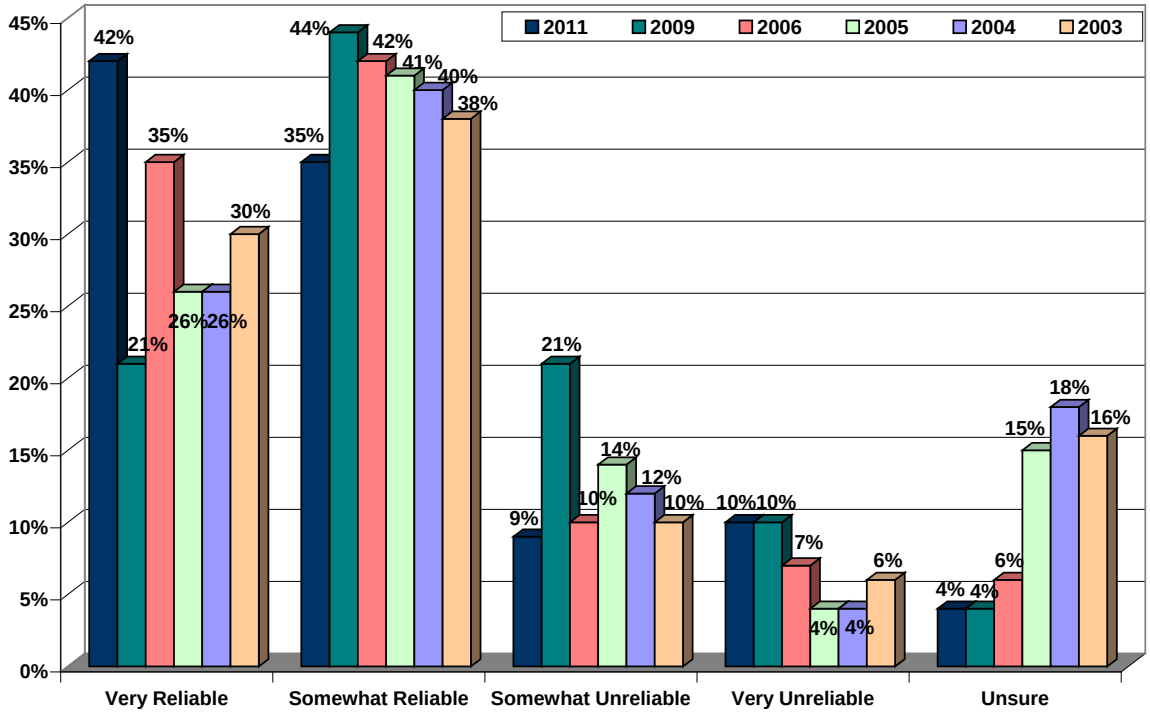
Water Reliability, Diversification and Rate Tolerance

SUMMARY: Among residents of the Water Authority service area, more than three-fourths find that the current supply of water is either very reliable or somewhat reliable. This positive attitude toward water supply reliability represents a clear rebound from the results of the 2009 survey where less than two-thirds found the water supply to be very reliable or somewhat reliable. This confidence in the water supply is further confirmed by the growing percentage of residents who feel that water supply reliability is improving. Residents indicate that the most critical thing they can do to ensure a safe and reliable water supply for San Diego County residents and businesses is "voluntary conservation," followed by water recycling and water desalination.

Four-fifths of the residents are in support of the San Diego County Water Authority's Diversification Plan that is intended to ensure the reliability of the County's water supply. Residents indicate that seawater desalination and recycled water are the two most important parts of the Plan. There is a near equal split in opinion about the necessity of water rate increases to pay for projects designed to improve water supply reliability. Nearly one-half of respondents (49 percent) feel that water rates are too high and doubt that these water projects are necessary, while 40 percent feel that increases in water rates are necessary to maintain reliability of the water supply. As such, over 40 percent of residents are willing to pay more per month for the Plan. The median increase that respondents are willing to pay is $10 per month, which is the same as in 2006 and 2003.

Water Reliability: Chart 8 shows that among residents of the Water Authority service area, more than three fourths (77 percent) find that the current supply of water is either very reliable (42 percent) or somewhat reliable (35 percent). Under one-fifth (19 percent) find the water supply to be very or somewhat unreliable and 4 percent are unsure about water reliability. This positive attitude toward water supply reliability represents a clear rebound from the results of the 2009 survey where 65 percent of the residents found the water supply to be very reliable or somewhat reliable. Moreover, the current survey shows that a smaller percentage of respondents find the water supply to be unreliable – a 12 percent drop from the 31 percent recorded in 2009. This change in attitude from 2009 to 2011 follows a previous pattern of sustained confidence in the County's water supply from 2003 to 2006 when approximately two-thirds of the residents found the water supply to be reliable.

Chart 8
Reliability of Water Supply in San Diego County



The following groups differ regarding how reliable they think the San Diego County water supply is. The differences are expressed in terms of mean scores that are based on a scale of 1 to 4 where 1 = very reliable, 2 = somewhat reliable, 3 = somewhat unreliable, and 4 = very unreliable.

- Larger households of 5 persons (mean of 1.56) regard the San Diego County water supply as more reliable than do households of 2 (mean of 1.92), 3 (mean of 1.88), and 4 (mean of 1.89).
- Residents who have lived in San Diego County for 5 years or less (mean of 1.73) regard the San Diego County water supply as more reliable than do longer term residents who have lived in the County for 6 – 15 years (mean = 1.96).

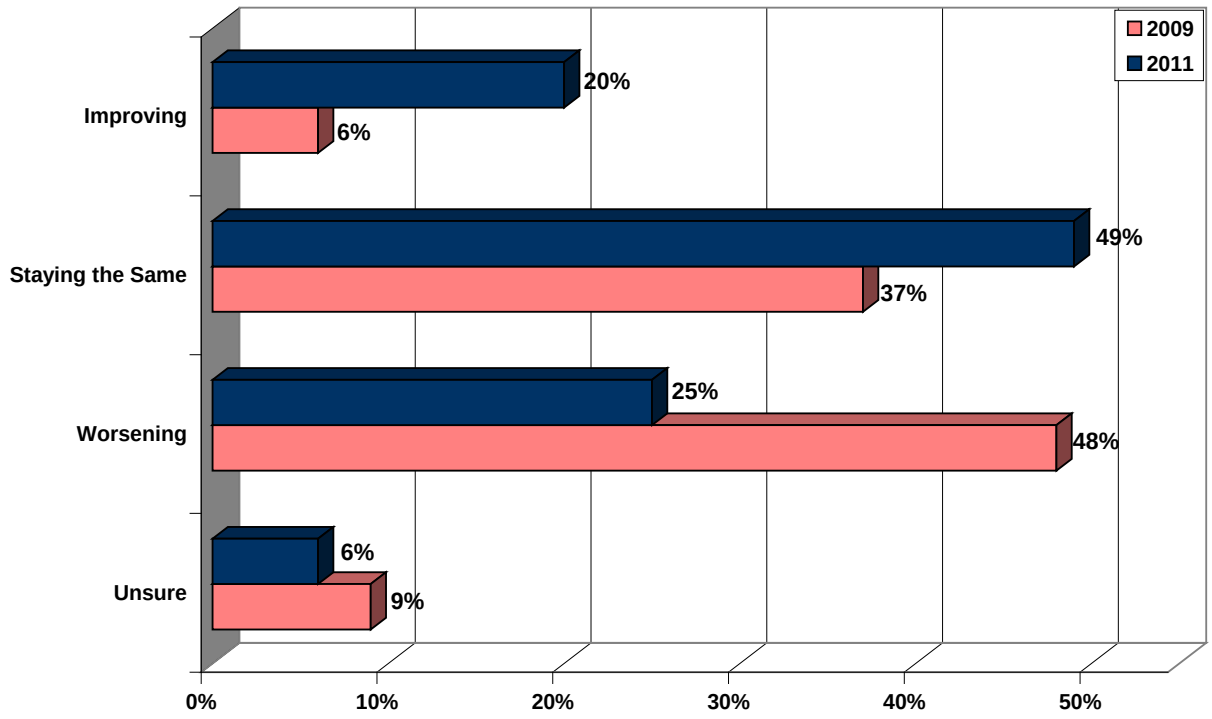
Chart 9 corroborates the increasing confidence in the water supply. One-fifth (20 percent) of residents feel that water supply reliability is improving – an increase of 14 percent from the 6 percent level recorded in 2009. Further, 25 percent believe that the reliability of the water supply is worsening – a dramatic improvement from the 2009 survey where nearly one-half (48 percent) expressed this attitude.

The following groups are less sure that reliability is improving:

- Higher income residents tend to think the reliability of the water supply is worsening more so than do somewhat lower income residents ($100,000 or more—36 percent versus under $100,000 – 21 percent).

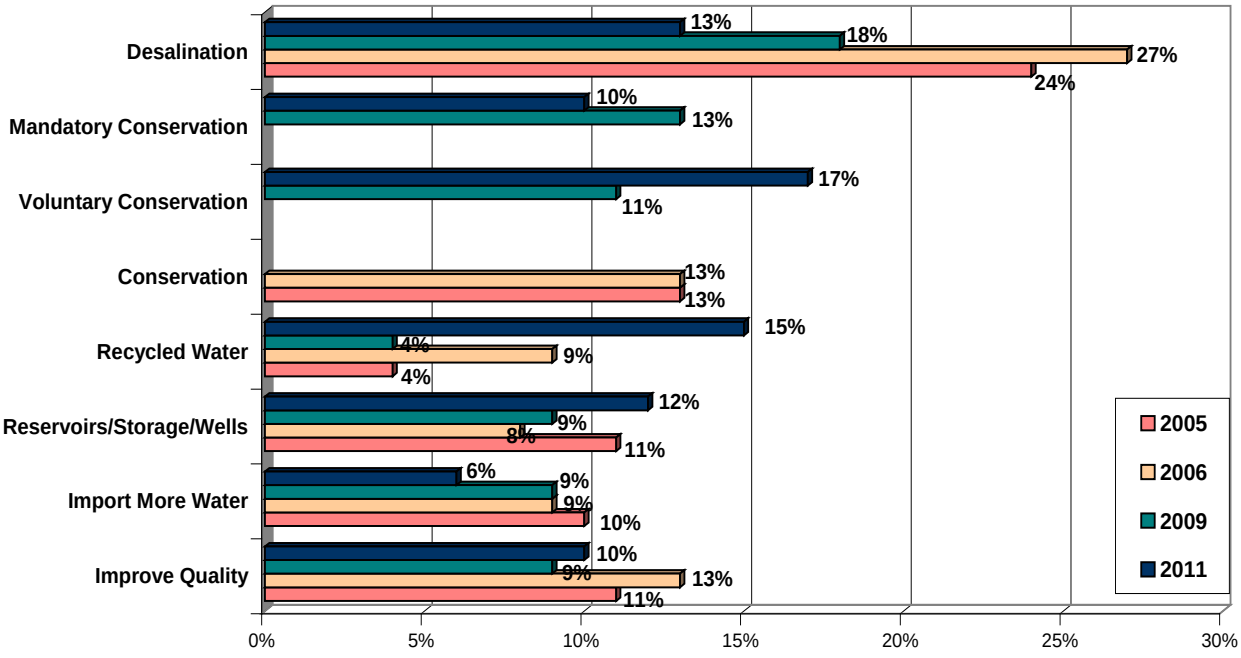
- Residents who pay their own household water bill tend to think the reliability of the water supply is worsening more so than do residents whose water bill is paid by a landlord or homeowners association (owner pays bill – 27 percent; landlord pays bill – 17 percent).

Chart 9
Water Supply Reliability Improving/Worsening



When respondents were asked what they think is the most critical thing that can be done to ensure a safe and reliable water supply for San Diego County residents and businesses, 17 percent indicated "voluntary conservation." This response was followed by "recycled water" (15 percent) and "seawater desalination" (13 percent). The importance of voluntary conservation has increased by 6 percent from the 2009 survey where 11 percent recorded this as a critical way to ensure a safe and reliable water supply. Together, voluntary and mandatory conservation total 27 percent—an increase from 24 percent in 2009 and from 13 percent in 2005 and 2006. Recycled water has returned to prominence as a critical issue during the current survey period, exceeding the level of importance expressed in the previous three survey periods – 2005, 2006, and 2009. While still remaining a critical issue, desalinated water has consistently declined in relative importance from a high in 2006 of 27 percent to the current 2011 survey percentage of 13 percent (**Chart 10**).

Chart 10
Most Critical Thing that Can be Done to Ensure Safe and Reliable Water Supply for San Diego County
(among those who did not reply "unsure")



The following subgroups are more likely to think that voluntary conservation is the single most critical thing that can be done to ensure a safe and reliable water supply for San Diego County residents and businesses:

- Residents of mobile homes (42 percent) versus residents of condominiums (22 percent), apartments (15 percent), and single family homes (14 percent).
- Spanish speaking residents (26 percent) versus English speaking residents (14 percent).
- Residents with less education (high school or less – 22 percent) versus 1 year of college or more – 14 percent.
- African-Americans (24 percent) versus Whites (13 percent).

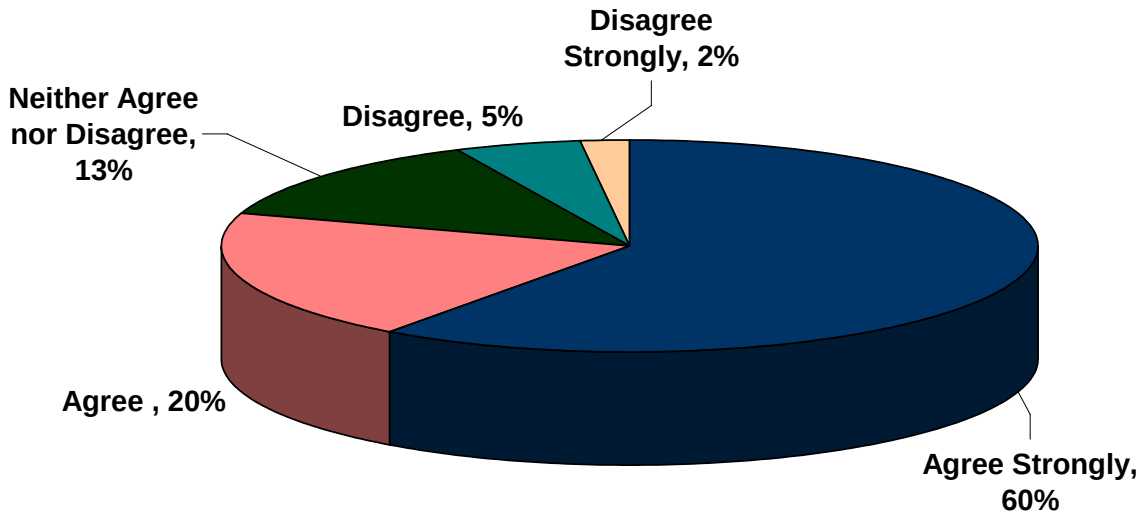
The following subgroups are more likely to think that water recycling is the single most critical thing that can be done to ensure a safe and reliable water supply for San Diego County residents and businesses:

- Spanish speaking residents (30 percent) versus English speaking residents (12 percent).
- Residents with more education as opposed to those with less education (more than high school – 30 percent versus high school or less – 21 percent).
- Latinos (26 percent) versus Whites and Asians (12 percent each), and African-Americans (8 percent).

- Residents of apartments (27 percent) versus residents of condominiums and single family homes (13 percent each).
- Residents whose landlord pays the water bill (21 percent) versus residents who pay their own water bill (14 percent).
- Land line telephone users (17 percent) versus cell phone only users (11 percent).

Diversification Plan and Rate Tolerance: **Chart 11** shows that four-fifths (80 percent) of residents are in support of the San Diego County Water Authority's Diversification Plan with ratings of strongly agree (60 percent) and agree (20 percent). The mean rating of 1.69 (based on a scale of 1 to 5, where 1 = strongly agree and 5 = strongly disagree) underscores this high level of support for the Diversification Plan. Residents indicate that the most important part of the Diversification Plan is seawater desalination (28 percent) followed by recycled water (25 percent) **(Chart 12).**

Chart 11
Opinion about Diversification Plan
(scale: 1= Agree Strongly..5= Disgaree Strongly---mean = 1.69)

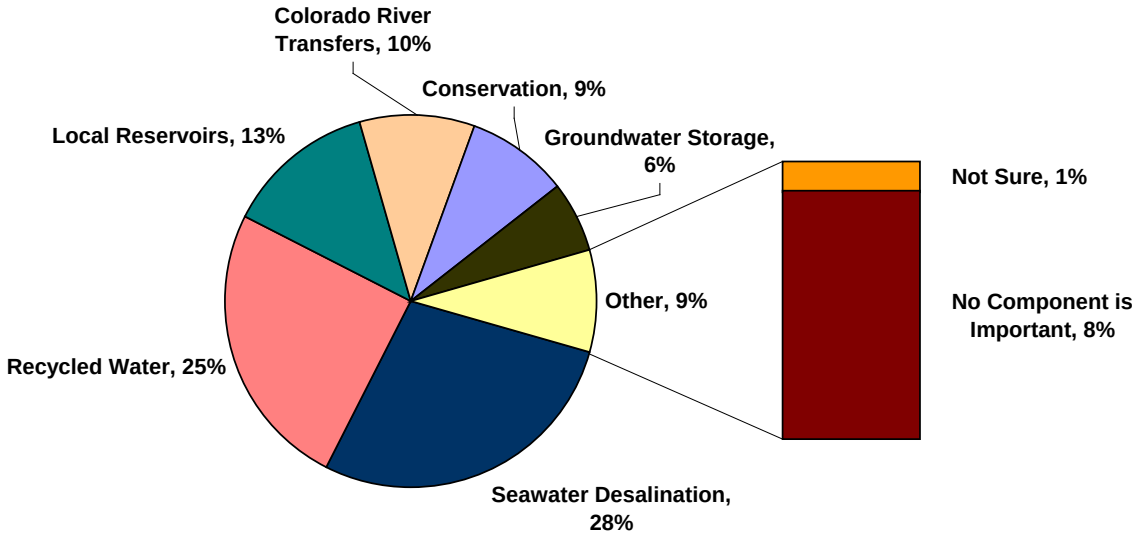


In 2003, 77 percent of respondents agreed strongly with increased reliability through diversification and 17 percent agreed somewhat for a total of 94 percent agreement.

The following groups differ regarding their opinion about the Water Authority's Diversification Plan. The differences are expressed in terms of mean scores that are based on a scale of 1 to 5, where 1 = agree strongly, 2 = agree, 3 = neither agree nor disagree, 4 = disagree, and 5 = disagree strongly.

- Older residents are more likely to agree with the Diversification Plan than are younger residents (45 – 54 years of age – mean of 1.62; 55-64 and 65-74 years of age – both with means of 1.61 versus 18-24 years of age – mean of 2.01).
- Males (mean of 1.58) are more likely to agree with the Diversification Plan than are females (mean of 1.77).
- Smaller household sizes tend to agree with the Diversification Plan more so than do larger household sizes (2 persons per household – mean of 1.56 versus 5 persons per household – mean of 1.85 and 6 or more persons per household – mean of 1.97).
- Longer-term County residents are more likely to agree with the Diversification Plan than are shorter term County residents (more than 40 years – mean of 1.55 versus 6-15 years – mean of 1.83).

Chart 12
Most Important Component of Diversification Plan



The following subgroups are more likely to believe that seawater desalination is the most important part of the diversification plan:

- Senior residents as opposed to younger residents (65 years of age and over – 36 percent versus 64 years of age and under – 25 percent).
- Residents with more education as opposed to those with less education (1 year of college or more – 31 percent versus high school or less – 17 percent).
- White residents (35 percent) versus Latino (13 percent) and African-American residents (8 percent).
- Males (34 percent) versus females (22 percent).
- Higher income residents as opposed to lower income residents ($100,000 or more – 43 percent versus under $100,000 – 28 percent).
- English speaking residents (30 percent) versus Spanish speaking residents (20 percent).

The following subgroups are more likely to believe that recycled water is the most important part of the Diversification Plan:

- Residents with less education as opposed to those with more education (high school or less – 38 percent versus 1 year of college or more – 19 percent).
- Latino residents (40 percent) versus Asians (22 percent), Whites (20 percent), and African-Americans (16 percent).
- Residents of apartments (37 percent) and mobile homes (33 percent) versus residents of single family homes (23 percent) and condominiums (21 percent).
- Lower income residents as opposed to higher income residents (under $100,000 – 22 percent versus $100,000 and over – 13 percent).
- Spanish speaking residents (53 percent) versus English speaking residents (20 percent).
- Renters (33 percent) versus homeowners (21 percent).

Chart 13 shows that among the 43 percent of residents who are willing to pay more per month for diversification and ultimately water supply reliability, 31 percent of them (13 percent of the total population) are willing to pay an additional $6 to $10 per month and 21 percent (9 percent of the total population) are willing to pay an additional $11 to $20 per month. The median increase that respondents indicate a willingness to pay is $10 per month. This is precisely the same as indicated by respondents to the 2003 and 2006 surveys; however, the mean amounts differ, with 2011 displaying a mean of $35 per month (due to a number of large users willing to pay quite a bit more) and 2006 and 2003 having means of $17 and $19, respectively.

- Larger household sizes are willing to pay more than smaller household sizes to support diversification (5 persons per household – mean monthly addition of $55.23 versus 2 persons per household – mean monthly addition of $21.01).

In 2006, respondents were asked to choose for which one of the following would they be most willing to pay additional sums each month: desalination, water recycling, conservation incentives, or importing more water. Among the respondents, 72 percent selected one of these four options--13 percent indicated that they would choose none of these and 15 percent were unsure. The question in 2003 that was more similar to the 2011 question than was the 2006 question found 52 percent willing to pay more.

Chart 13
Willingness to Pay More per Month for Diversification Plan
(mean = $35----------median = $10)

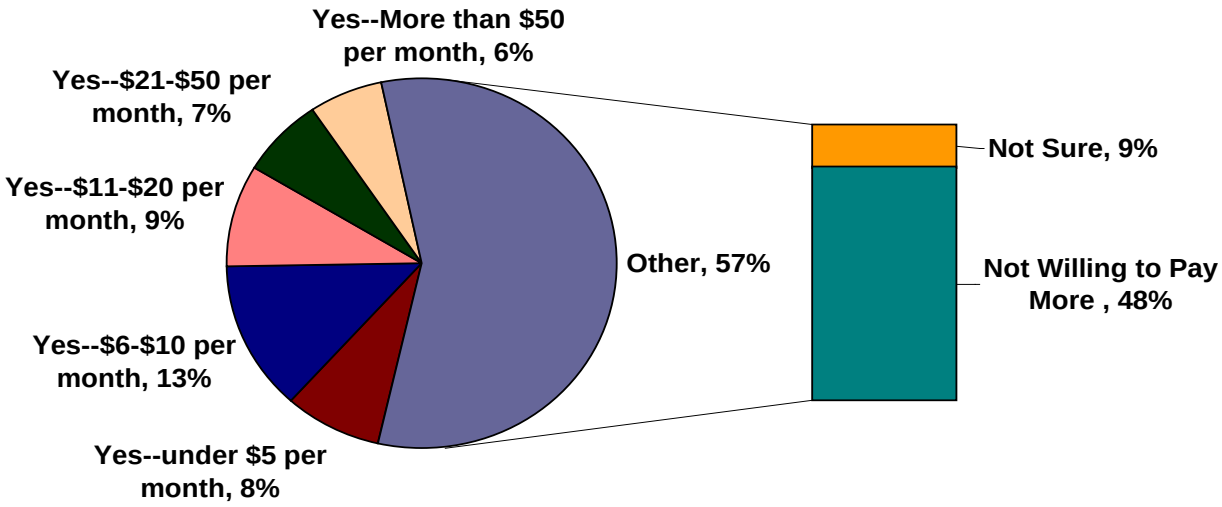
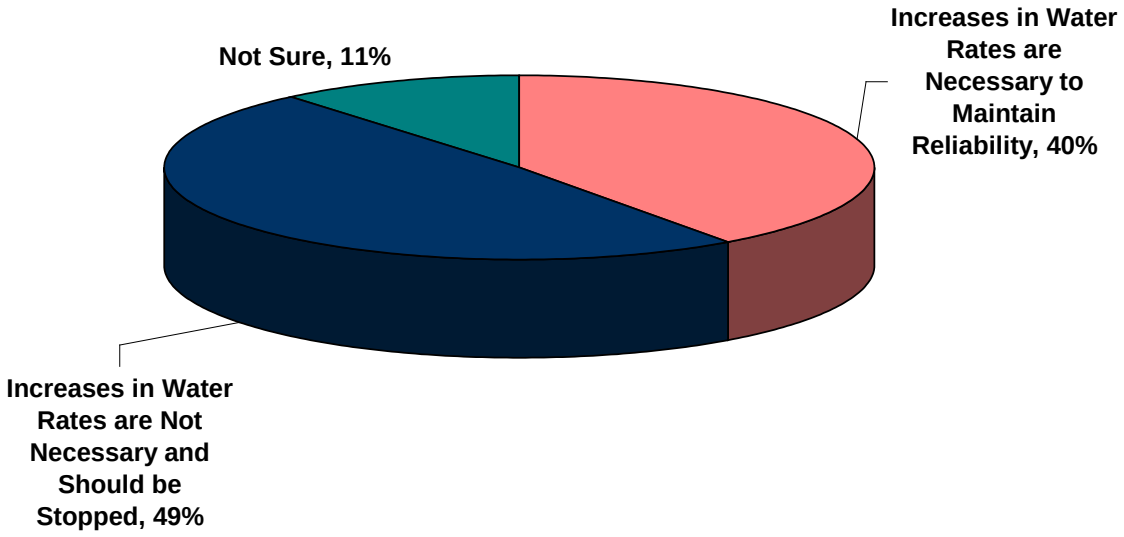


Chart 14 shows that there is a near equal split in opinion about the necessity of water rate increases to pay for projects designed to improve water supply reliability. Two arguments were put forth to survey respondents—one was that "Mr. Smith says that increases in water rates are necessary to maintain reliability of the water supply" and the other was that "Ms. Jones says that increasing water rates are not necessary and should be stopped." Nearly one-half of respondents (49 percent) feel that water rates are too high and doubt that these water projects are necessary (Ms. Jones' argument), while 40 percent feel that increases in water rates are necessary to maintain reliability of the water supply (Mr. Smith's argument).

- Residents with less education (high school or less – 63 percent) are more likely to oppose water rate increases than are residents with a higher level of education (1 year of college or more – 42 percent).
- Residents who prefer to communicate in Spanish (72 percent) are more likely to oppose water rate increases than those who prefer English (44 percent).
- Individuals who rent their home tend to oppose water rate increases more so than do those who own their homes (rent – 58 percent versus own – 46 percent

Chart 14
Increase Water Rates to Pay for Projects to Improve Reliability?
(among those who pay their own bills)



Attitudes about Water Conservation

SUMMARY: Water conservation is a significant component in San Diego County's water supply plans. About one-third of respondents reported that their household water usage has decreased during the past year largely as a result of less outdoor watering and taking shorter showers. Among those who reduced their water usage, about one-third were motivated to do so for financial reasons and another one–third felt it is the "right thing to do". The vast majority—almost 90 percent—indicated that their reduced water usage is permanent.

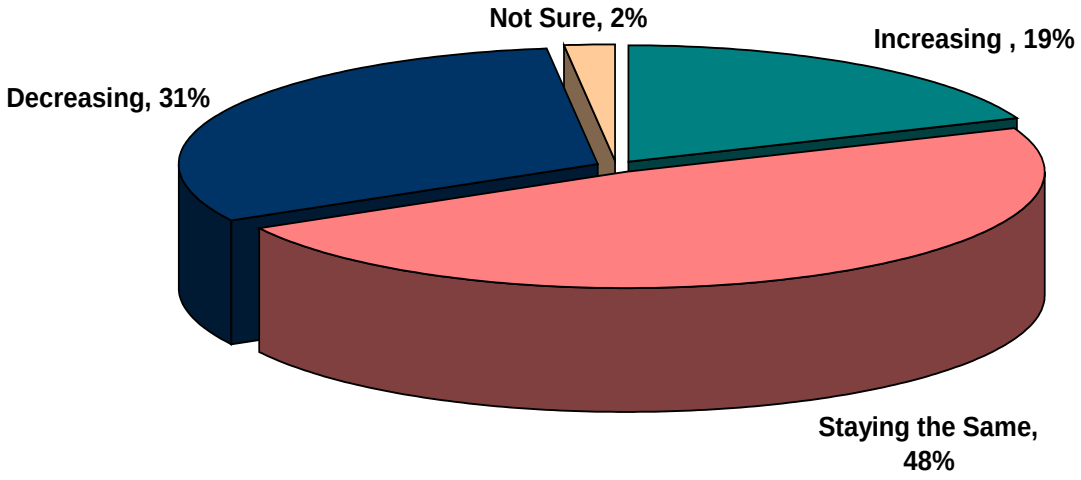
It is most encouraging that when water agencies no longer take an active role in restricting water use, respondents who have reduced their water usage during the past year indicate that they are not likely to increase their water use (22 percent). On the other hand, a less cool and less wet year would lead to more than half (52 percent) of those who have reduced their water use during the past year returning to higher usage. Among all respondents, whether they have reduced their use in past year or not, if water restrictions are lifted, over four-fifths would continue to comply with these restrictions primarily because they feel it is a reasonable and proper ethic or for budgetary and cost control reasons.

Requests made by water agencies to residents in an effort to motivate them to conserve water have been successful – over one-half of respondents indicate that these requests have positively influenced them. Seven in ten respondents think that using tiered water rates as a means to convince people to use water wisely is appropriate.

Although still quite substantial, public support for conservation has slightly declined since the previous survey. Compared to the 2009 survey, water conservation has fallen from being viewed as an equal civic responsibility to preventing litter and pollution to now being a somewhat less important civic responsibility at present. Water conservation has, however, retained the same relative position in importance as in 2009 against jury duty, voting, and recycling used materials.

Water Use in the Past Year: **Chart 15** shows that nearly one-third of respondents (31 percent) indicated that their household water usage has decreased over the past year. Among those who indicated that their household water usage has decreased, one fourth (25 percent) indicated that they did less watering outdoors--either watering for a shorter period of time or watering fewer days per week. Another 22 percent indicated that a shorter shower was the major step they took to reduce their water usage during the past six months. The 2009 survey data are not directly comparable to the current survey data because, in 2009, respondents were permitted more than one response to this question. However, in 2009, respondents also rated less outdoor watering (24 percent) and shorter showers (34 percent) quite high in terms of major steps undertaken to reduce water use (**Chart 16).**

Chart 15
Water Use Increasing or Decreasing Past Year



The following subgroups are more likely to indicate that their household water use has decreased over the past year:

- Whites (34 percent) and Hispanics (32 percent) versus African-Americans (8 percent).
- Residents of mobile homes (39 percent) and single family homes (33 percent) versus residents of condominiums (25 percent).
- Residents with higher income levels as opposed to those with lower income levels ($100,000 or more – 57 percent versus under $100,000 – 28 percent).
- Spanish speaking residents (25 percent) versus English speaking residents (18 percent).
- Smaller households as opposed to larger households (1-2 person households—38 percent versus 3or more person households—26 percent).
- Residents who pay their own water bills (34 percent) versus residents whose landlords or homeowners association pays the water bill.
- Residents who use land line telephones indicate that their household use of water has been increasing more so that those who use only cell phones (land lines 25 percent increase versus cell phones 17 percent).

Chart 16
Major Step by Household to Reduce Water Use in Past 6 Months
(among 31 percent of households that indicated decreasing water usage)

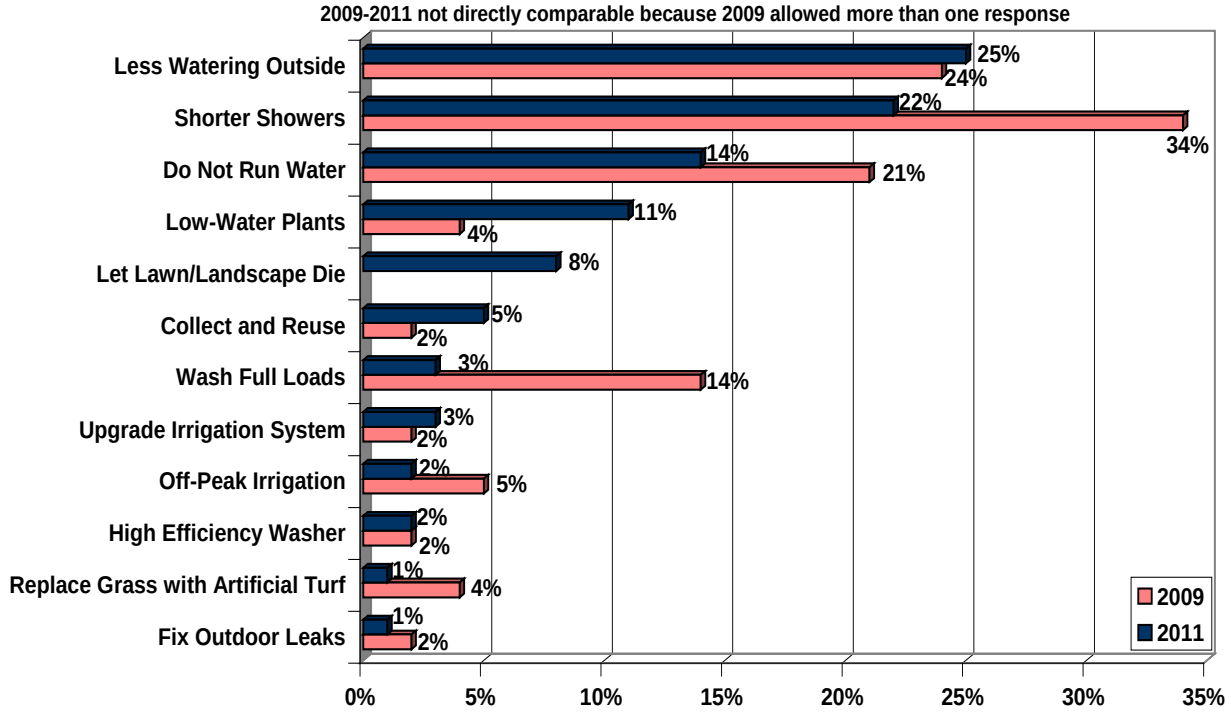
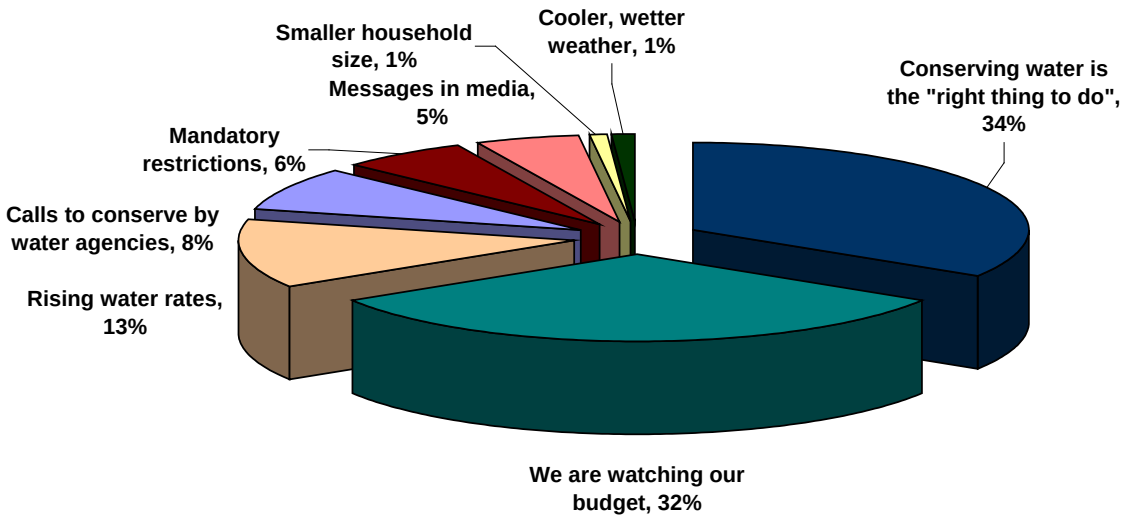


Chart 17 indicates that among those who indicated that their household water usage has declined, more than one-third feel that reducing water usage is the "right thing to do," and nearly one-third (32 percent) were motivated to reduce water usage through their interest in saving money. Among those who indicated that their household water usage has declined, a very large majority (87 percent) think that their reduced use of water is permanent (**Chart 18**).

Primary Motivation for Water Use Reduction
(among 31 percent of households that have reduced water use in past year)



The following subgroups are motivated to reduce their household water usage because they want to "do the right thing."

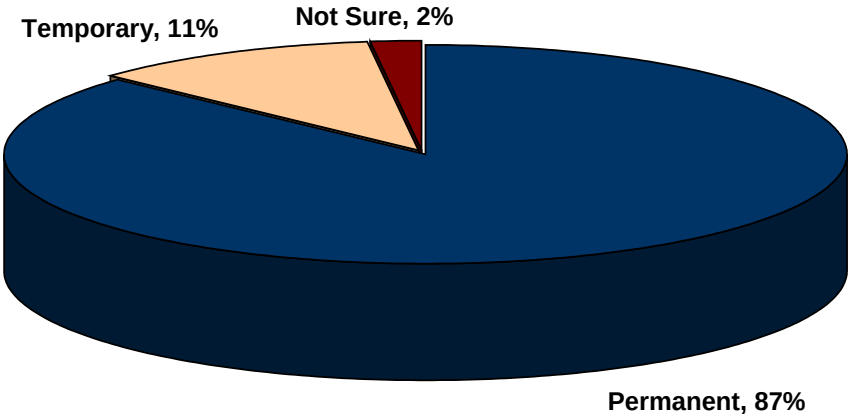
- Residents whose landlord pays their water bill (56 percent) versus residents who pay their own water bill (27 percent).
- Cell phone only users (36 percent) versus land line telephone users (30 percent).

The following subgroups are particularly motivated to reduce their household water usage because they are trying to save money:

- Residents with less education as opposed to those with more education (high school or less – 47 percent versus 1 year of college or more – 28 percent).
- Latinos (45 percent) versus Whites (30 percent), African-Americans (25 percent), and Asians (15 percent).
- Spanish speaking residents (57 percent) versus English speaking residents (26 percent).

- Residents who pay their own water bill (36 percent) versus residents whose landlord pays their water bill (8 percent).
- Longer term residents of the County as opposed to shorter term residents (16 or more years – 40 percent versus 15 years or less – 19 percent).
- Cell phone only users (36 percent) versus land line telephone users (31 percent).

Chart 18
Is Reduced Use Permanent?
(among 31 percent of households that indicate reduced water usage in past year)



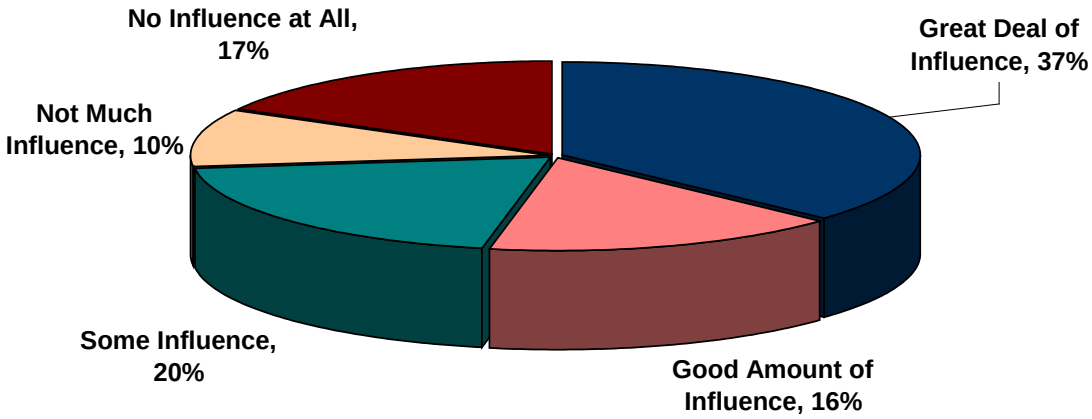
The following subgroups think that their reduced use of water is permanent rather than temporary.

- Residents with more education as opposed to those with less education (1 year of college or more – 91 percent versus high school or less – 75 percent).
- Residents of mobile homes (100 percent), condominiums (93 percent), and single family homes (89 percent) versus residents of apartments (72 percent).
- English speaking residents (91 percent) versus Spanish speaking residents (70 percent).
- Homeowners (91 percent) versus renters (79 percent).

Chart 19 reports the impact that, among all respondents, requests for increased voluntary conservation made by water agencies have on residents' water use. Over one-half of respondents (53 percent) indicate that these requests have a great deal of influence (37 percent) or a good amount of influence (16 percent). On a scale of 1 to 5, where 1 = a great deal of influence and 5 = no influence at all, the mean rating measuring the impact of these calls is 2.5, indicating that these call messages are working relatively well.

Chart 20 shows that seven in ten respondents (70 percent) think that agencies' use of tiered water rates as a means to convince people to use water wisely is appropriate.

Chart 19
Influence of Requests for Voluntary Conservation from Water Agencies
(Scale: 1 = Great Deal of Influence..5 = No Influence at All--mean = 2.54)



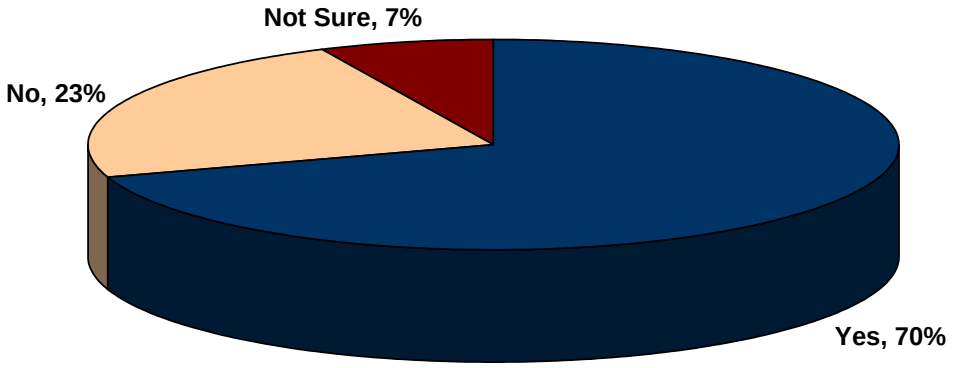
The following groups differ with regard to the impact they feel water agencies have in motivating people to pursue voluntary conservation. The differences are expressed in terms of mean scores that are based on a scale of 1 to 5, where 1 = a great deal of influence, 2 = a good amount of influence, 3 = some influence, 4 = not much influence, and 5 = no influence at all.

- Younger residents feel that the water agency calls have less influence to motivate conservation than indicated by do older residents (45- 54 years of age – mean of 1.91 and 55-64 years of age – mean of 2.08 versus 65-74 years of age – mean of 2.84).
- Residents with a higher level of education are more influenced by water agency calls than are residents with a lower level of education (1 year of college – mean of 2.37 versus bachelor's degree – mean of 2.72).
- Latinos (mean of 2.24) are more influenced by agency calls for conservation than are African-Americans (2.92) and Whites (2.69).
- Females (2.32) are more influenced by agency calls for conservation than are males (2.84).
- Spanish speaking residents (2.03) are more influenced by water agency calls than are English speaking residents (2.64).
- Larger household sizes tend to be influenced by agency calls more so than smaller household sizes (6 or more persons per household – mean of 1.94 versus 1-to-3 person

households -- mean of 2.75 for both 1 and 3 person households and 2 person households – mean of 2.56).

- Homeowners (mean of 2.44) are more likely to be influenced by agency calls than are renters (2.70).

Chart 20
Appropriateness of Tiered Water Rates to Encourage Using Water Wisely

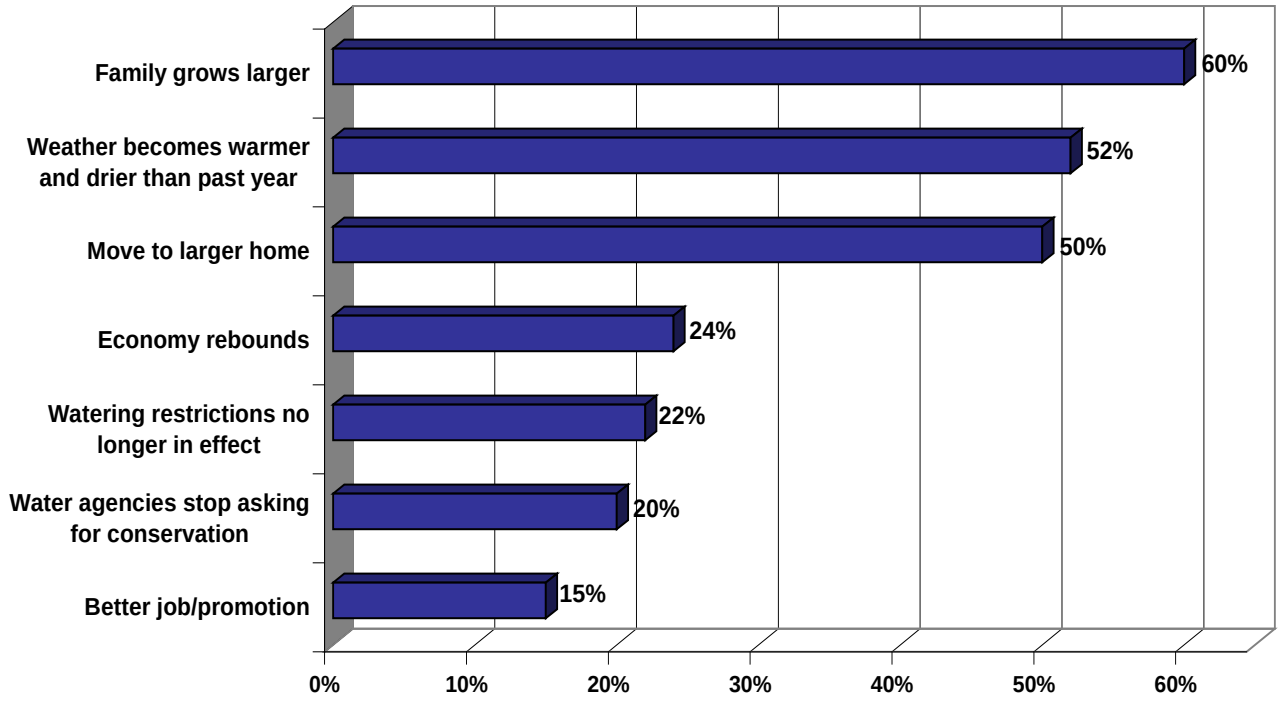


The following subgroups tend to favor using tiered water rates as a means of convincing people to use water wisely.

- Residents with less education are more likely to favor tiered water rates than are residents with higher levels of education (high school education or less – 74 percent versus one year of college or more – 68 percent).
- African-Americans and Asians (both 80 percent) favor tiered water rates more so than do Whites (68 percent).
- Residents of apartments (79 percent) as well as residents of mobile homes and condominiums (both 78 percent) tend to favor tiered water rates more so than do residents of single family homes (65 percent).
- Residents whose water bill is paid by the landlord (77 percent) tend to favor tiered water rates more so than do those who pay their own water bill (68 percent).

Water Use in the Future: Respondents were asked to indicate if they will or might increase their water usage if various conditions and situations were to prevail. Among the findings reported in **Chart 21**, it is most encouraging that when water agencies no longer take an active role in restricting water use, respondents indicate, to a great extent, that they are not likely to increase their water usage (22 percent). Similarly, when water agencies stop asking for residents to practice conservation there is no surge in water use expected (20 percent). On the other hand, a less cool and less wet year would lead to more than one half (52 percent) of the respondents returning to higher usage. Understandably, as family size grows larger, respondents indicate that they will increase water usage (60 percent) and, similarly, respondents are likely to increase water use when they move to a larger home (50 percent). When the economy rebounds (24 percent) or the respondent obtains a better job or a job promotion (15 percent), residents indicate that they are not likely to increase their water usage.

Chart 21
Conditions Under Which Respondents Would Increase Water Use



The following subgroups are more inclined to increase their water usage when the weather becomes warmer and drier:

- Younger residents as opposed to older residents (34 years of age and under – 65 percent versus 35 years of age and older – 49 percent).
- Asians (69 percent) versus whites 47 (percent).
- Residents of mobile homes (69 percent) and apartments (59 percent) versus residents of single family homes (49 percent) and condominiums (50 percent).
- Larger household sizes versus smaller household sizes (3 or more persons per household – 58 percent versus 1 and 2 persons per household – 45 percent).

The following subgroups are more likely to increase their water usage when the economy rebounds:

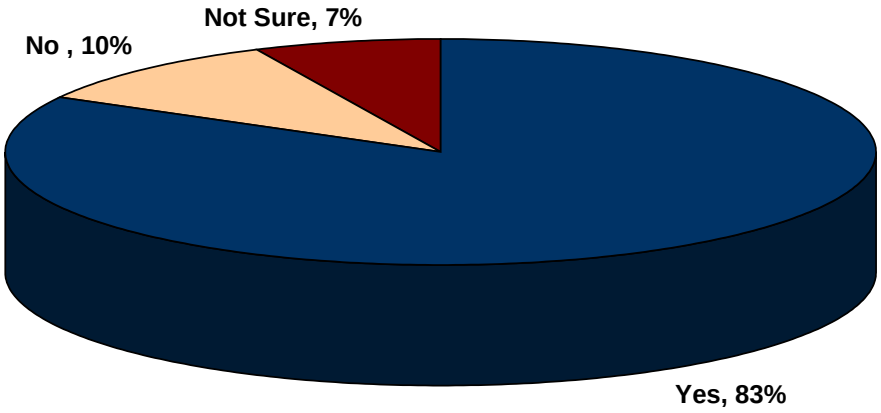
- Younger residents as opposed to older residents (54 years of age and younger – 28 percent versus 55 years of age and over – 18 percent).
- Residents with less education as opposed to residents with more education (less than a bachelor's degree – 31 percent versus bachelor's degree or more education – 15 percent).
- Latino residents (39 percent) versus White residents (15 percent).
- Residents of apartments (39 percent) versus residents of mobile homes (19 percent), single family homes (20 percent), and condominiums (24 percent).
- Spanish speaking residents (47 percent) versus English speaking residents (20 percent).
- Larger households as opposed to smaller households (3 or more persons per household – 30 percent versus 1 and 2 persons per household – 17 percent).
- Residents whose landlord pays their water bill (30 percent) versus residents who pay their own water bill (23 percent).
- Shorter term residents of the County as opposed to longer term residents (25 years and under – 30 percent versus 26 years and over – 18 percent).
- Renters (31 percent) versus homeowners (21 percent).
- Cell phone only users (32 percent) versus land line telephone users (22 percent).
- Residents whose household water use has been increasing during the past year (42 percent) versus those whose water use has been decreasing (17 percent).

These same groups—younger residents, less educated residents, Latinos, Spanish language residents, larger households, apartment dwellers, and cell phone only users show up repeatedly as being the groups that will increase usage when their family grows in size, when they move into a larger home, when they get a better job, when water restrictions are lifted, and when water agencies stop asking them to conserve.

According to **Chart 22**, if mandatory water restrictions are lifted, over four-fifths (83 percent) of all survey respondents (whether or not they have reduced their usage in the past year) would continue to comply with these restrictions, and 7 percent are unsure. The main reasons cited by respondents for continuing to comply with water restrictions once they have been lifted are presented in **Chart 23**. The dominant response is that saving and conserving water is a reasonable and proper ethic (47 percent of the 83 percent so inclined = 39 percent of all respondents. The second highest response is that residents have

learned to live with less water (22 percent of 83 percent = 18 percent of all respondents). **Chart 24** shows that there are two main reasons why residents will not continue to observe restrictions once they are lifted. These residents indicate that they need more water for their landscape, lawn, and garden (21 percent) and they provide the rationale that if restrictions are not mandatory, then conservation must not be necessary (also 21 percent).

Chart 22
Continue to Observe Restrictions Even if Lifted?
(all respondents)



The following groups are more likely to continue to comply with water restrictions even after restrictions are lifted.

- Females (87 percent) are more likely to continue their compliance with water restrictions than are males (79 percent).
- Renters (88 percent) are more likely to continue their compliance with water restrictions than are homeowners (81 percent).
- Cell phone-only users (92 percent) versus land line telephone users (81 percent).

Chart 23
Reasons for Continuing to Conserve after Restrictions Lifted
(among 83 percent who indicated that they would continue to observe restrictions)

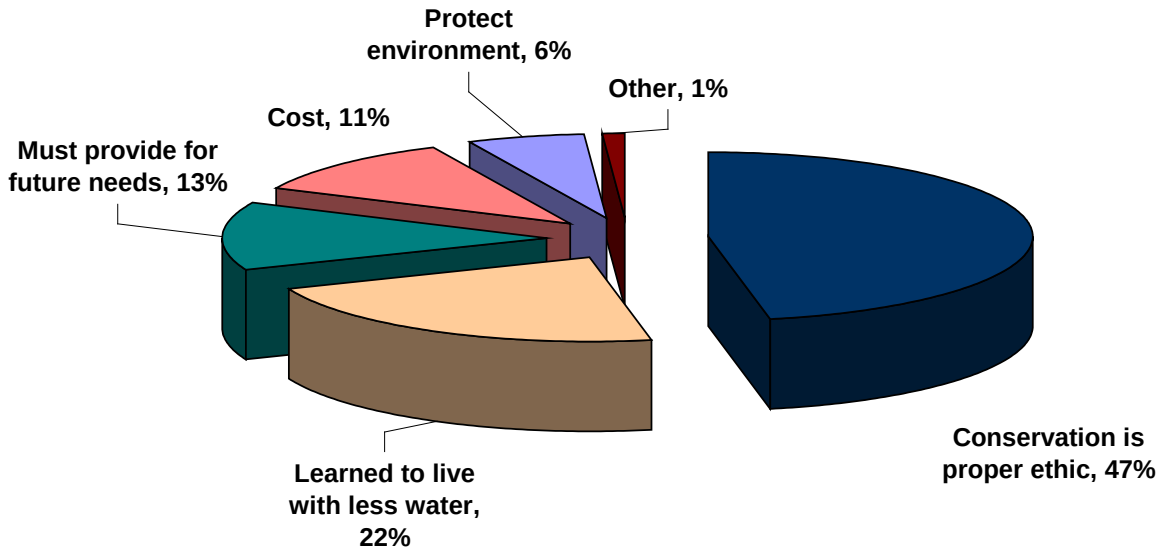


Chart 24
Reasons to Not Continue Observing Restrictions
(among 10 percent who indicated that they will not continue)

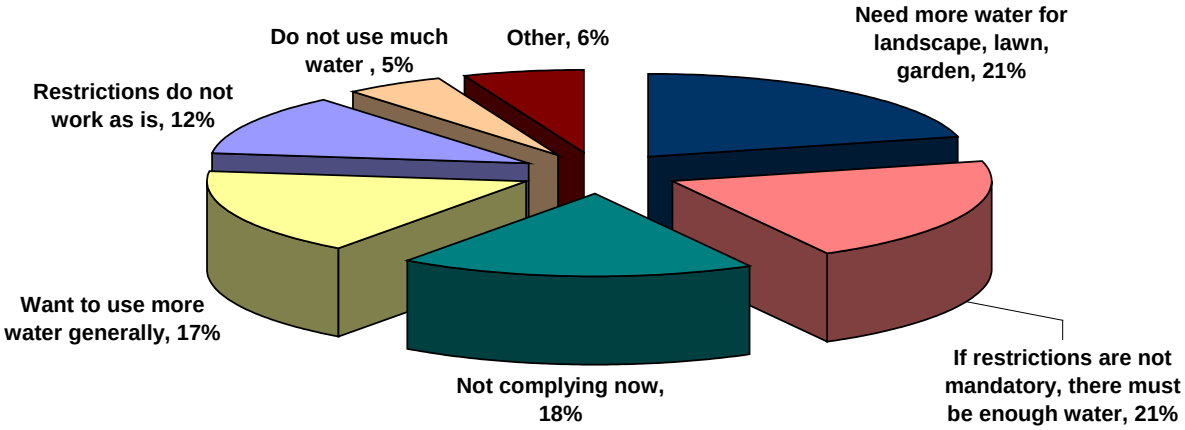
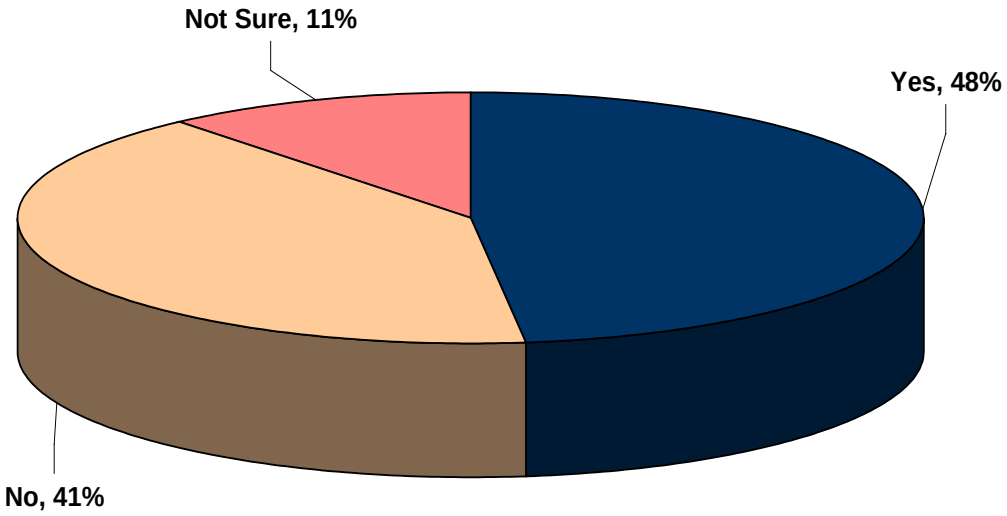


Chart 25 shows that nearly one-half (48 percent) of respondents think that water use restrictions should be made permanent in San Diego County regardless of the current year's water supply conditions; 41 percent do not think restrictions should be made permanent and 11 percent are unsure.

The following subgroups think that water use restrictions should be made permanent in San Diego County regardless of the current years' water supply conditions:

- Residents with less education as opposed to those with a higher level of education (high school or less – 60 percent versus one year of college or more – 44 percent).
- Latinos (62 percent) and Asians (61 percent) versus Whites (39 percent).
- Females (53 percent) versus males (42 percent).
- Lower income residents as opposed to higher income residents (under $25,000 – 63 percent versus $25,000 and above – 43 percent).
- Spanish speaking residents (77 percent) versus English speaking residents (43 percent).
- Shorter term residents of the County as opposed to longer term residents (25 years and under – 53 percent versus residents of 26 or more years –42 percent).

Chart 25
Support for Making Water Use Restrictions Permanent



Water Conservation as a Civic Responsibility: Charts 26 through 29 show the extent to which respondents feel that certain activities are regarded as their civic responsibility. They further indicate whether these activities are more or less of a civic responsibility than is conserving water. It is noteworthy that, among the civic activities mentioned, the one that has the highest indication of being a civic responsibility is recycling used materials (85 percent) (**Chart 29**). Respondents accorded serving on a jury the lowest level of civic responsibility (62 percent) **Chart 27**). Public support for conservation has slightly declined since the previous survey. Compared to the 2009 survey, water conservation is still viewed as more of a civic responsibility than serving on a jury (**Chart 27)** and still about equal to recycling used materials (**Chart 29)**. On the other hand, water conservation has fallen from being viewed as an equal civic responsibility to preventing litter and pollution to now being a less important responsibility (**Chart 28**). Voting in public elections continues to be regarded as more of a civic responsibility than water conservation (**Chart 26**).

The following subgroup feels that voting in public elections is less of a civic responsibility than conserving water:

- Spanish speaking residents (55 percent) versus English speaking residents (26 percent).

The following subgroup feels that serving on a jury is less of a civic responsibility than conserving water:

- Younger residents as opposed to older residents (44 years of age and under – 64 percent versus 45 years of age and over – 46 percent).

The following subgroups are somewhat more inclined to feel that preventing pollution and not littering is less of a civic responsibility than conserving water:

- Older residents as opposed to younger residents (45 years of age and over—28 percent versus 44 years of age and under – 19 percent).
- Whites (28 percent) and African-Americans (27 percent) versus Latinos (20 percent) and Asians (18 percent).
- Smaller household sizes as opposed to larger household sizes (1, 2, and 3 persons per household – 27 percent) versus 4 or more persons per household – 20 percent).
- Residents with less education as opposed to those with more education (Bachelor's degree and less – 36 percent versus 1 year of graduate work and more – 29 percent).

Chart 26
Is Voting in Public Elections a Civic Responsibility and How Does It Compare to Water Conservation?

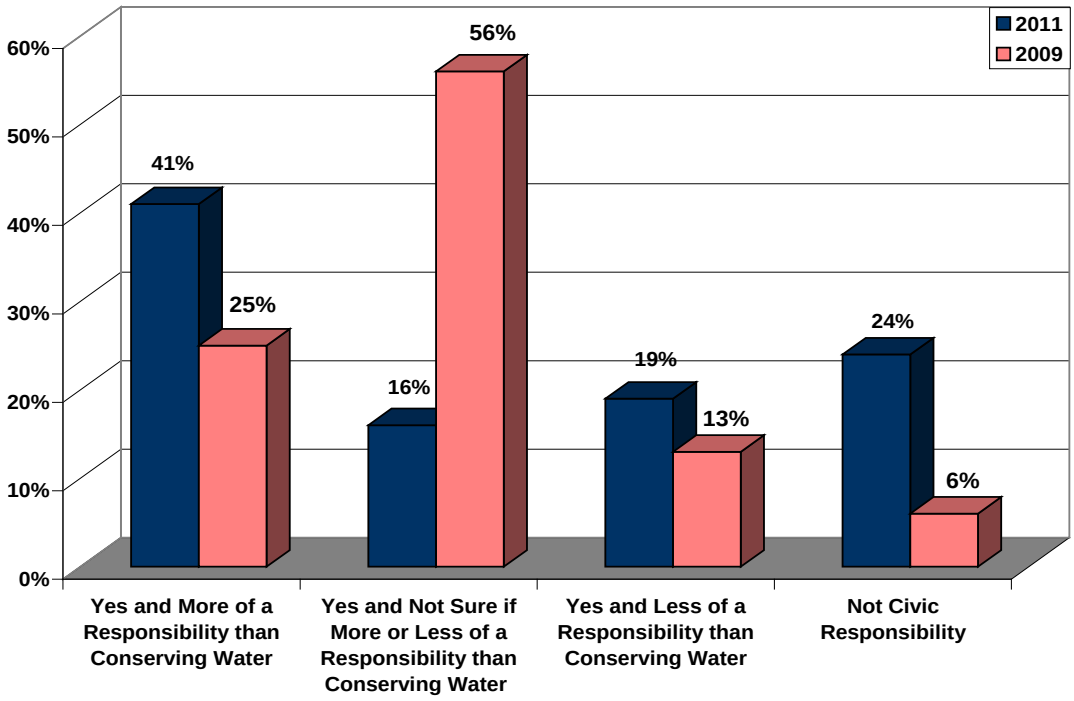


Chart 27
Is Serving on a Jury a Civic Responsibility and How Does It Compare to Water Conservation?

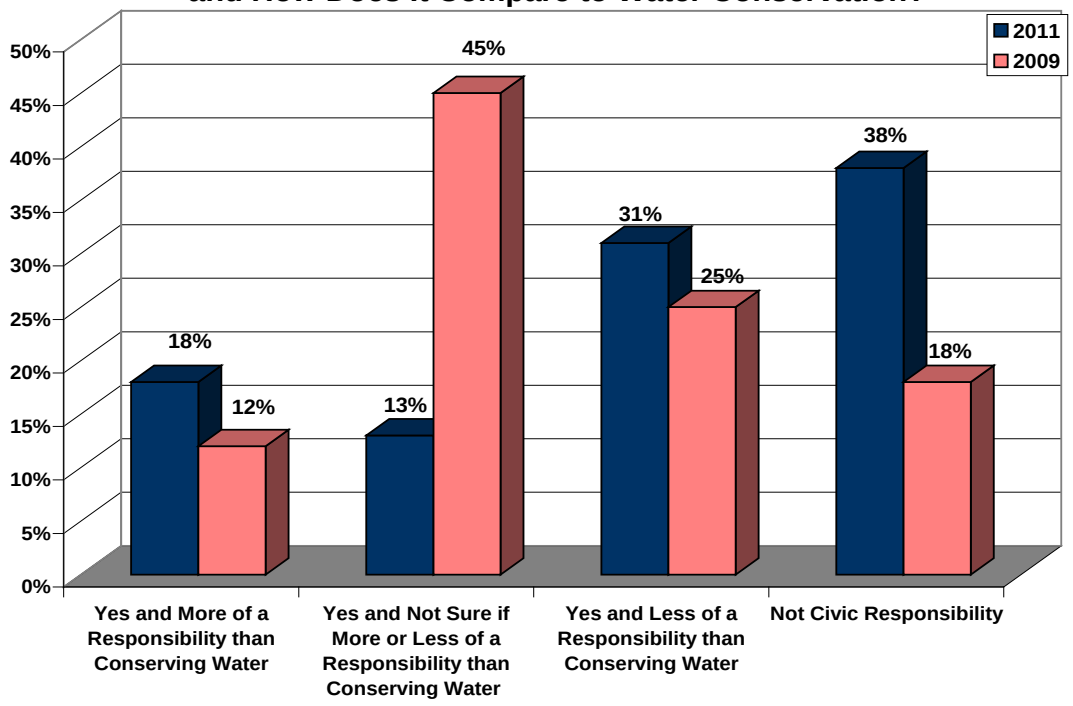


Chart 28
Is Preventing Pollution and Not Litering a Civic Responsibility and How Do They Compare to Water Conservation?

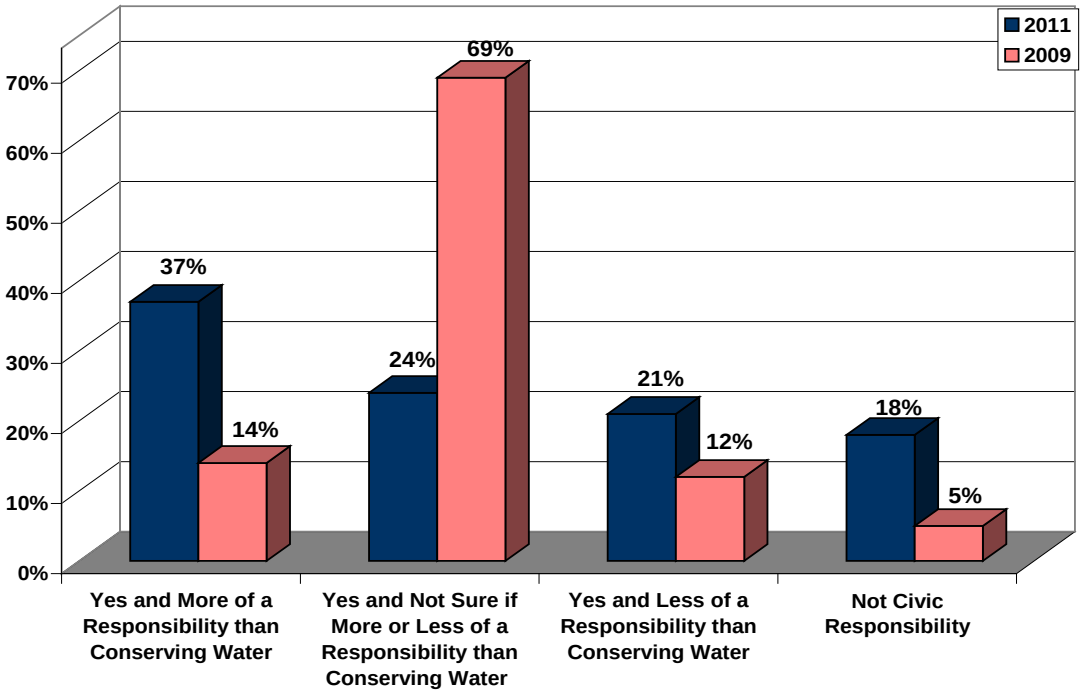
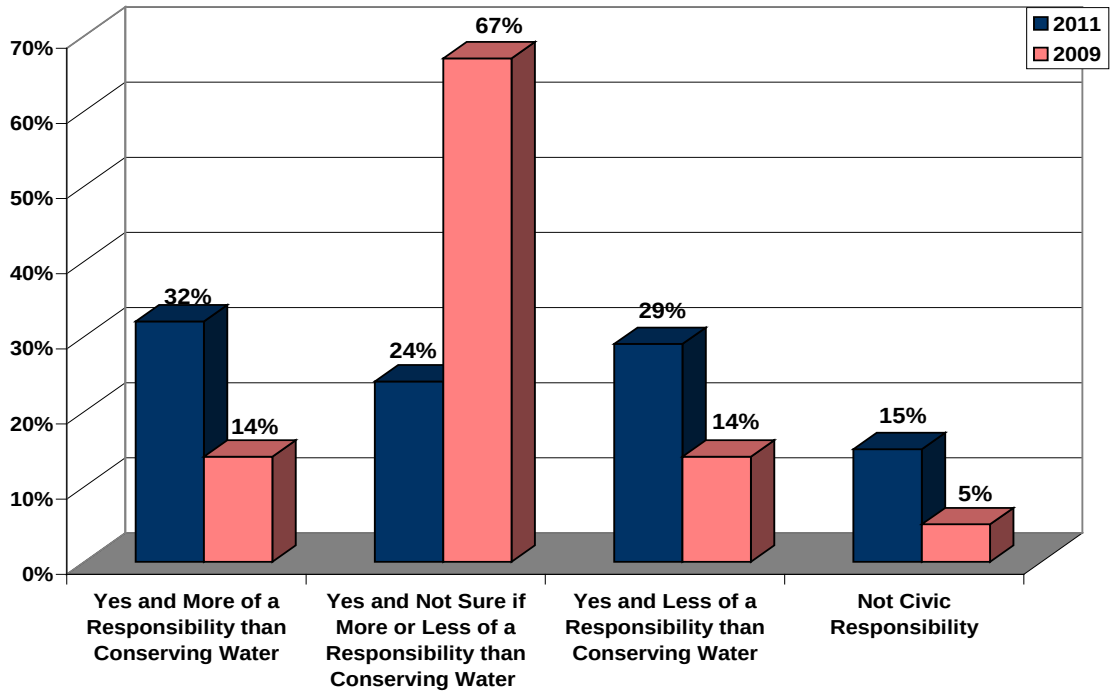


Chart 29
Is Recycling Used Materials a Civic Responsibility and How Does It Compare to Water Conservation

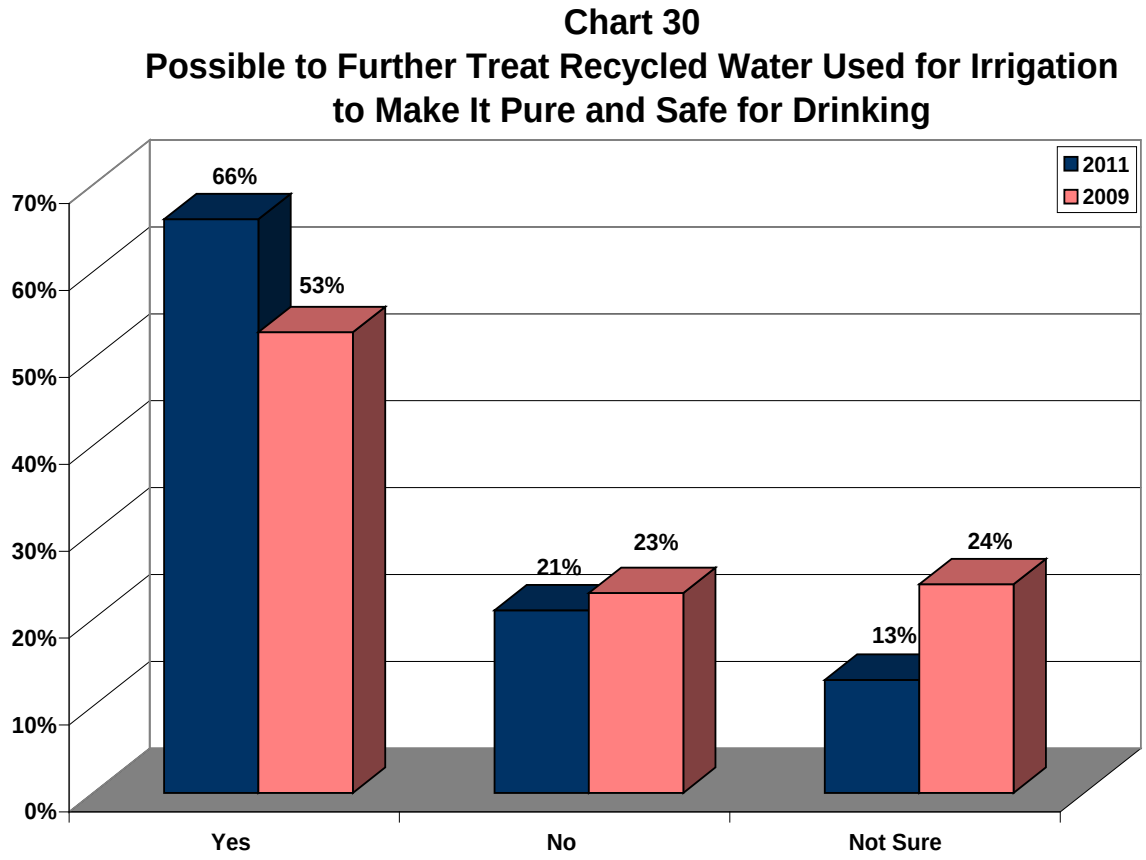


Recycled Water

SUMMARY: About two-thirds of respondents believe that it is possible to further treat water used for irrigation to make the water pure and safe for drinking – a substantial increase over the 2009 survey response of just over one-half. About two-thirds of respondents either strongly favor or somewhat favor advanced treated recycled water as an addition to the supply of drinking water – a slight increase over the level of support provided in the 2009 survey. Interest in using such advanced techniques has increased substantially since 2005.

It is noteworthy that that over one-half of those who were originally not strongly in favor of using recycled water for drinking purposes would find it acceptable if it received advanced treatment and if certain other safety measures assured. This is an increase of about 10 percent over the approximately 40 percent who similarly changed their mind in 2009 as a result of this additional information.

Chart 30 shows that nearly two-thirds (66 percent) of respondents believe that it is possible to further treat recycled water used for irrigation to make the water pure and safe for drinking. This represents a substantial increase over the 2009 survey finding where just over one-half (53 percent) felt that it is possible to further treat recycled water for drinking purposes.

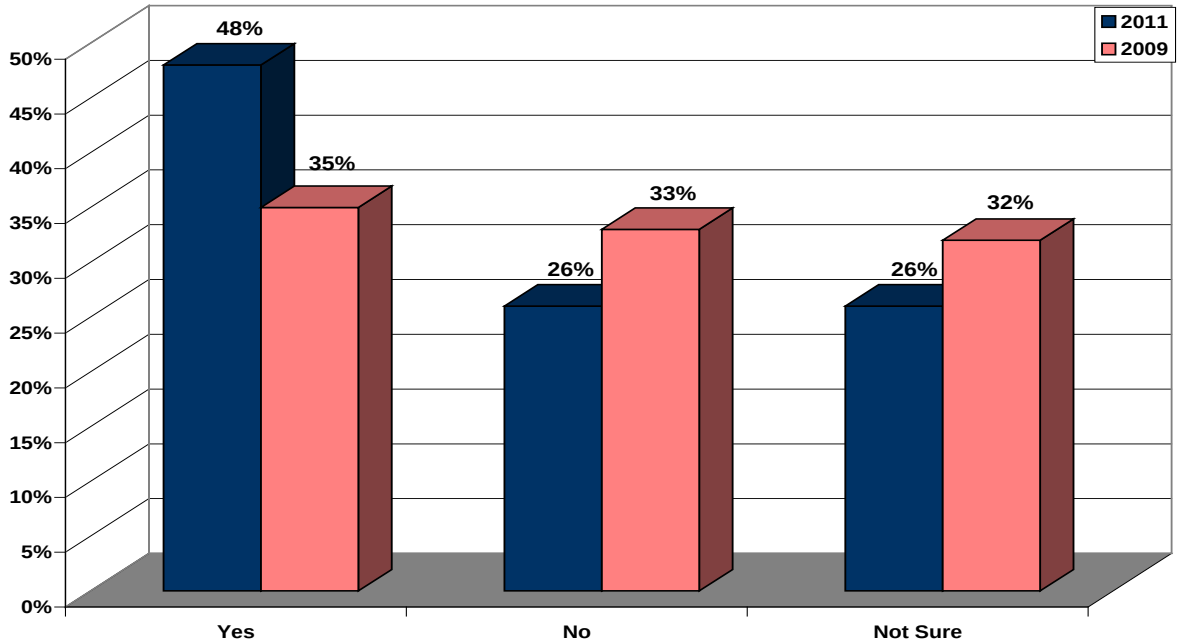


The following groups tend to believe more strongly that it is possible to further treat recycled water used for irrigation to make water pure and safe for drinking:

- Residents with a higher level of education (at least one year of college – 68 percent versus high school or less – 60 percent).
- Asians (74 percent) and Whites (68 percent) versus African-Americans (54 percent).
- Males (74 percent) versus females (61 percent).
- Smaller households as opposed to larger households (1, 2, and 3 person households – 70 percent versus households of 4 or more – 61 percent).
- Residents whose landlord pays the water bill (72 percent) versus homeowners who pay their own water bill (65 percent).

Chart 31 indicates that just under one-half of the respondents (48 percent) believe that drinking water already contains recycled water. This reflects a 13 percent increase over 2009 when 35 percent of the respondents were under this impression. Among the 48 percent of respondents who think that drinking water contains recycled water, three primary reasons are provided to explain why they feel this way. Respondents hear that water is recycled from news stories (19 percent), water tastes and smells bad (15 percent), and respondents see signs, recycling plants and know that such technology is available—the combination of which leads them to believe that it is being implemented already (14 percent). In 2009, respondents also indicated that news stories (16 percent) and water tasting and smelling bad (22 percent) were the main reasons why they believed that drinking water already contained recycled water (**Chart 32**).

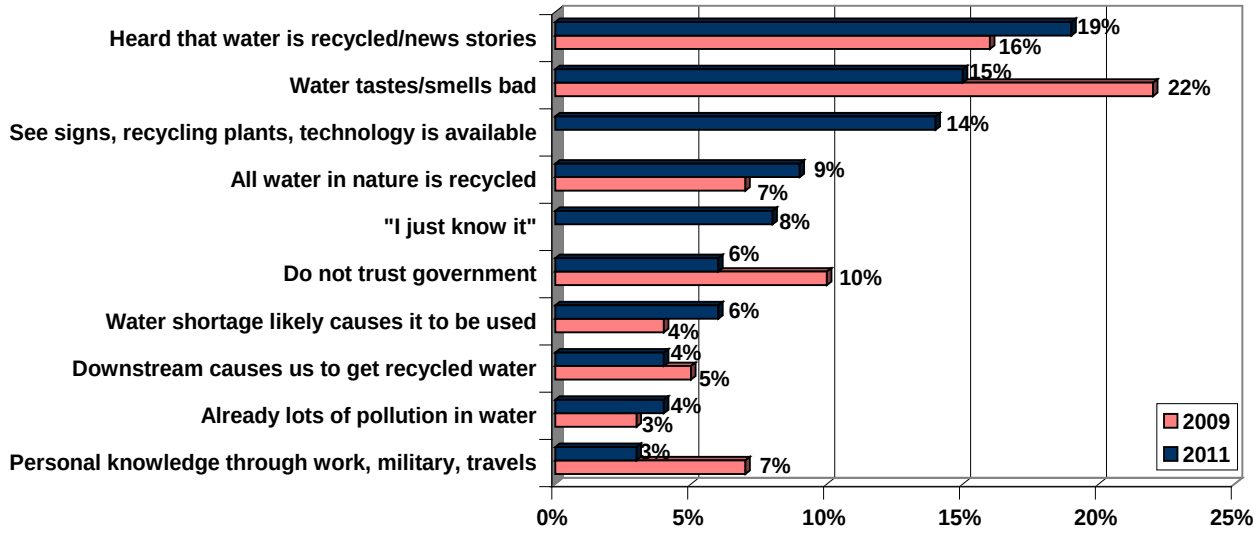
Chart 31
Believe that Drinking Water Already Contains Recycled Water?



The following groups tend to think that drinking water already contains recycled water;

- Younger residents as opposed to older residents (24 years of age and under – 75 percent versus 25 years of age and older – 48 percent).
- Residents with less education as opposed to those with a higher level of education (high school or less – 57 percent versus one year of college or more – 47 percent).
- African-Americans (62 percent) and Latinos (59 percent) versus Whites (41 percent).
- Spanish speaking residents (59 percent) versus English speaking residents (48 percent).
- Larger households as opposed to smaller households (3 or more persons per household – 57 percent versus 1 and 2 person households – 42 percent).
- Residents whose landlord pays the water bill (55 percent) versus residents who pay their own water bill (49 percent).
- Cell phone users (59 percent) versus land line users (47 percent).

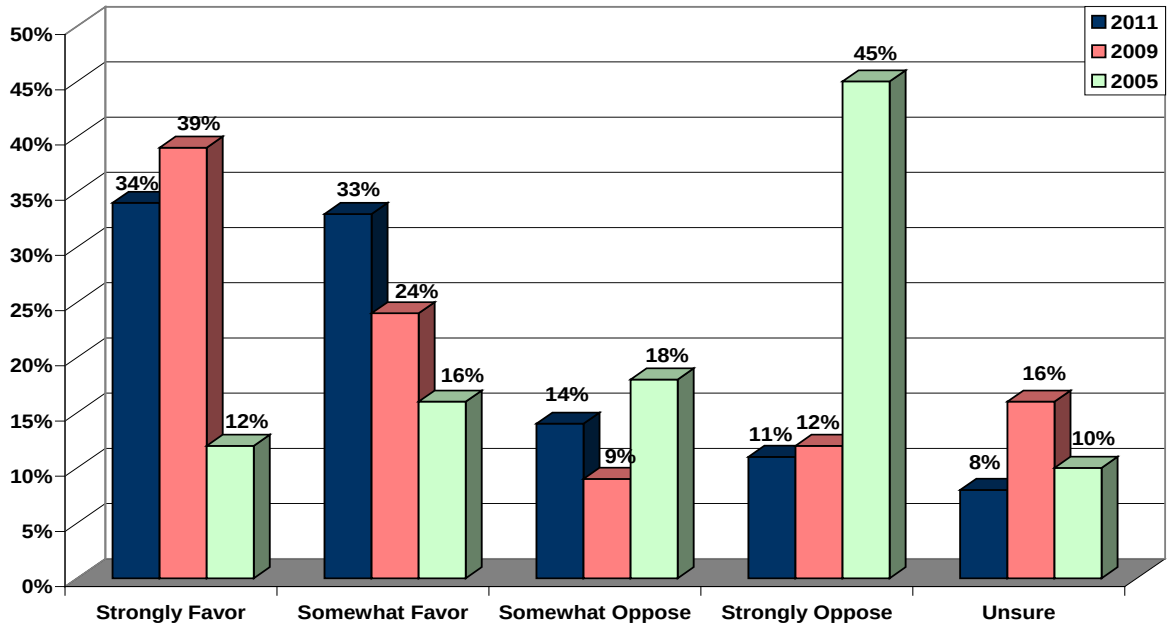
Chart 32
Reasons for Belief that Drinking Water Already Contains Recycled Water
(among 48 percent who think that drinking water contains recycyled water)



Respondents were asked whether or not they would favor using advanced treated recycled water as an addition to the supply of drinking water and that such advanced techniques include ultra-filtration, reverse osmosis, and advanced oxidation. (Explanations of these processes were provided upon request). **Chart 33** indicates that two-thirds (67 percent) of the respondents either strongly favor (34 percent) or somewhat favor (33 percent) advanced treated recycled water as an addition to the supply of drinking water. It is important to note that this represents a slight increase in support for advanced treatment over the 2009

survey where 65 percent of the respondents either strongly favored or somewhat favored advanced treated recycled water. It is also noteworthy that interest in using such advanced techniques has increased substantially since the 2005 survey when only 28 percent either strongly favored or somewhat favored such advanced treatment of recycled water. In 2005, over three-fifths (63 percent) of the respondents either strongly opposed or somewhat opposed the use of advanced treated recycled water for drinking purposes.

Chart 33
Opinion About Using Advanced Treated Recycled Water as an Addition to Drinking Water Supply
(scale 1 = Strongly Favor..5 = Strongly Oppose--mean = 2.04)



The following groups differ regarding their opinion about using advanced techniques to treat recycled water so that it can serve as an addition to the drinking water supply. The differences are expressed in terms of mean scores that are based on a scale, where 1 = strongly favor, 2 = somewhat favor, 3 = somewhat oppose, and 4 = strongly oppose.

- Younger residents are more in favor of advanced water recycling techniques than are older residents (25-34 years of age – mean of 1.92 and 35-44 years of age – mean of 1.96) versus 45-54 – mean of 2.19).
- Residents with more education tend to favor this application of advanced recycling techniques more so than do residents with less education (Bachelor's degree – mean of 1.95 and 1 year of college -- mean of 1.94 versus high school or less – mean of 2.24).
- Asians (mean of 1.63), Latinos (mean of 1.97), and Whites (mean of 2.07) are more inclined to favor advanced recycling techniques than are African-Americans (mean of 2.73).
- Spanish speaking residents (mean of 1.84) tend to favor advanced recycling techniques more so than do English speaking respondents (mean of 2.08).

Respondents, who did not already **strongly favor** the use of recycled water as an addition to the drinking water supply, were asked if they would accept recycled water for drinking purposes if it were subject to such advanced treatment and if they learned the following facts about recycled water (**Charts 34 - 36).** The percentages reflect only those customers who formerly did not strongly favor the use of recycled water as an addition to the drinking supply but who changed their minds upon learning that:

- California drinking water standards are very strict and recycled drinking water would exceed those standards (56 percent); This represents a substantial increase from the results of the 2009 survey where an affirmative response of 44 percent was recorded (**Chart 34**).
- Recycled drinking water is used in other U.S. communities (50 percent); again, this represents a large (14 percent) increase over the 2009 survey result (**Chart 35).**
- Recycled drinking water could supply up to 10 percent of local supply (51 percent--only 39 percent were influenced by this statement in 2009--**Chart 36**).

These findings show that over one-half of those who were originally not strongly in favor of using recycled water for drinking purposes would find it acceptable if it received advanced treatment and if certain other safety measures were assured. This is an increase of about 10 percent over the approximately 40 percent who changed their mind in 2009.

Chart 34
Likelihood of Accepting Recycled Water to Supplement Drinking Water if Respondent Learned of Very Strict California Drinking Water Standards
(asked of 66 percent who were somewhat or less in favor of using recycled water for drinking)

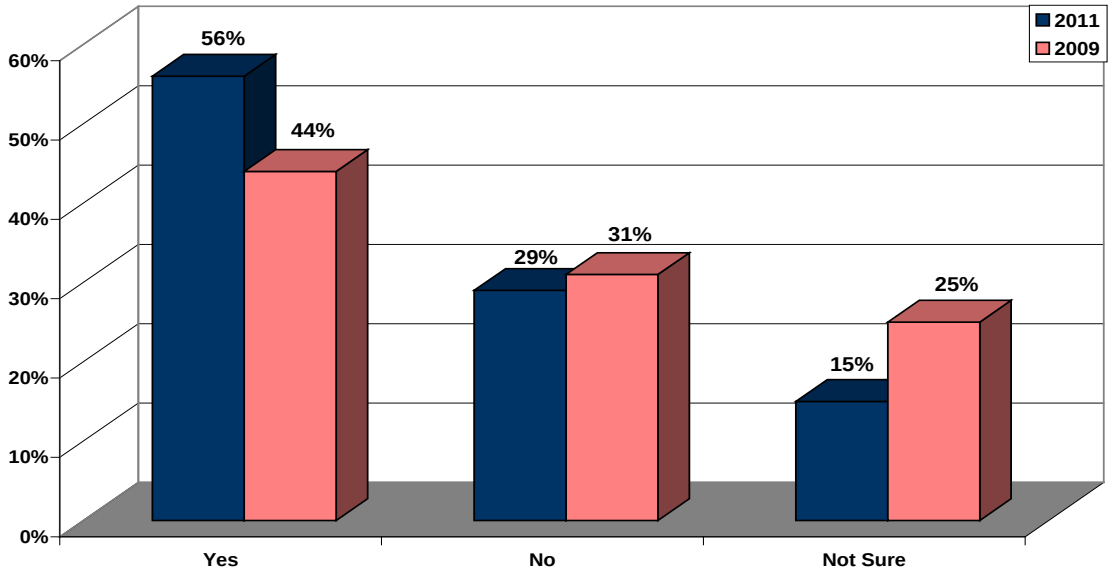


Chart 35
Likelihood of Accepting Recycled Water to Supplement Drinking Water if Respondent Learned that Other Communites Use Recycled Water as a Supplement
(asked of 66 percent who were somewhat or less in favor of using recycled water for drinking)

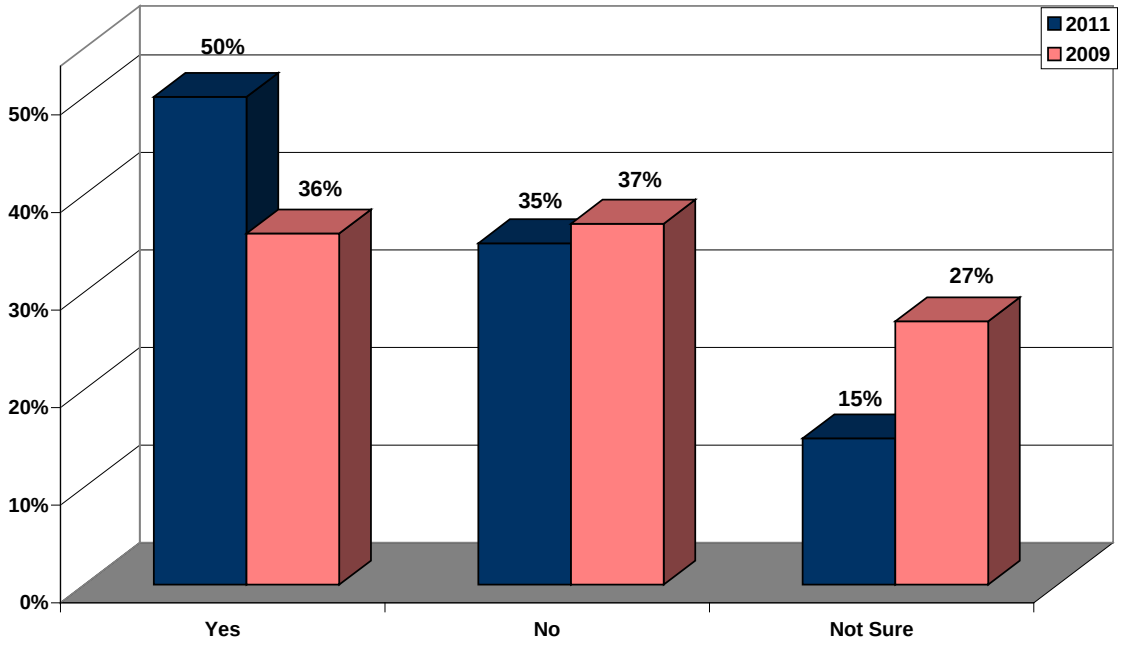


Chart 36
Likelihood of Accepting Recycled Water to Supplement Drinking Water if Respondent Learned that Recycled Water Could Supply up to 10 Percent of Local Drinking Water
(asked of 66 percent who were somewhat or less in favor of using recycled water for drinking)

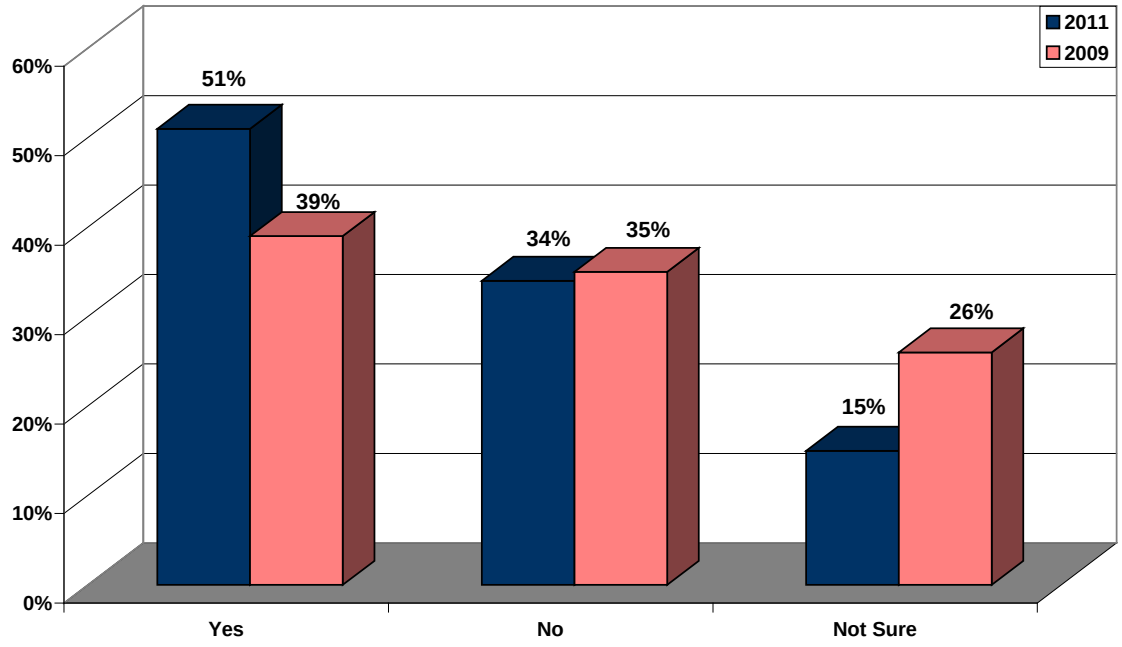


Table 3 shows that movement toward being more in favor of the use of recycled water for drinking water purposes differs, as would be expected, depending upon the degree to which the respondent was initially opposed or in favor of using recycled water for this purpose in the first place. Omitting all of those who were strongly in favor to begin with, it can be seen that the more in favor a respondent was initially, the easier it is for this information to sway his or her opinion. Among those who were previously somewhat in favor of recycled water being added to the drinking water supply, 70-76 percent are influenced by this information to be more in favor of this use of recycled water. Similar to the findings in 2009, 30-53 percent of those who are somewhat opposed can be positively influenced to accept recycled water for drinking purposes. It is striking that 30–38 percent of those formerly strongly opposed are so moved in contrast to only 9-15 percent in 2009.

Table 3
Shift in Opinion Using Recycled Water
(Percentages Represent Respondents Now Likely to Accept Recycled Water for Drinking Water Purposes)

	Formerly Somewhat in Favor	Formerly Somewhat Opposed	Formerly Strongly Opposed	Don't Know/ Unsure
California drinking water standards are very strict and recycled drinking water would exceed those standards	**76%**	**53%**	**38%**	**36%**
Recycled drinking water is used in other U.S. communities	**71%**	**40%**	**30%**	**28%**
Recycled drinking water could supply up to 10 percent of local supply	**70%**	**42%**	**38%**	**32%**

The following groups are especially influenced by the knowledge that California's drinking water standards are among the strictest in the nation:

- Residents whose landlord pays the water bill (66 percent) versus residents who pay their own water bill (59 percent).
- Cell phone users (78 percent) versus land line telephone users (54 percent).

The following groups are especially influenced by the knowledge that recycled water is currently used to supplement drinking water in other U.S. communities:

- Younger residents as opposed to older residents (34 years and under – 71 percent versus 35 years of age and over – 48 percent).
- Asians (60 percent) and Whites (57 percent) versus African-Americans (32 percent).
- Residents of condominiums (60 percent) and residents of single family homes and apartments (53 percent each) versus residents of mobile homes (32 percent).
- Cell phone users (63 percent) versus land line telephone users (49 percent).

The following subgroups are especially influenced by the knowledge that recycled water could supply as much as 10 percent of our local drinking water supplies:

- Lowest income residents as opposed to all other income groups (under $25,000 -- 74 percent versus $25,000 and over – 56 percent).
- Smaller households as opposed to larger households (1, 2, and 3 persons per households – 58 percent versus 4 persons per household or more – 49 percent).
- Residents whose landlord pays the water bill (61 percent) versus residents who pay their own water bill (53 percent).
- Cell phone users (66 percent) versus land line telephone users (51 percent).

Attitudes about the Local Agricultural Industry and Water

SUMMARY: San Diego County residents have shown substantial support for their agricultural community – over four-fifths feel that local farmers and agriculture are very important to the local economy. They further feel that reduced water rates for the agricultural industry should be maintained.

Chart 37 shows that over four fifths (81 percent) of respondents feel that local farmers and agriculture are very important to the local economy. On a scale of 1 to 5, where 1 = very important and 5 = not important at all, the mean importance rating is 1.37. This represents a substantial indication of the region's support for its agricultural community.

This positive attitude toward farmers and agriculture is further corroborated in **Chart 38** which shows that 87 percent of respondents feel that reduced water prices for farmers and agriculture should be maintained.

The following groups are more likely to think that reduced water prices for farmers should be maintained:

- Those with one year of college or more (90 percent) favor the maintenance of reduced water prices for farmers more than do those with a high school education or less (80 percent).
- African-Americans/Blacks (94 percent) and Whites (90 percent) favor the maintenance of reduced water prices for farmers more than do Latinos (82 percent) and Asians (80 percent).
- Middle and higher income residents who earn $50,000 or more (93 percent) are more likely to favor the maintenance of reduced prices for farmers than residents who earn under $50,000 (84 percent).
- Those who prefer to respond to the survey in English are more likely to favor the maintenance of reduced water prices for farmers than are those who prefer Spanish (English speaking – 89 percent; Spanish speaking – 77 percent).

- Smaller households of 1, 2, and 3 persons (91 percent) are more likely to favor the maintenance of reduced water prices for farmers than are larger households of 4 or more person (81 percent).

The following groups differ regarding how important they think farmers and agriculture are to the San Diego economy. The differences are expressed in terms of mean scores that are based on a scale where 1 = very important to 5 = not important at all.

- Older residents regard farmers and agriculture as being more important to the San Diego economy than do younger residents (35 – 44 years of age – 1.31; 18-24 years of age – 1.64).
- Latinos (mean of 1.28) regard farmers and agriculture as being more important to the San Diego economy than do Whites (mean of 1.43).
- Females (mean of 1.30) attach more importance to farmers and agriculture than to males (mean of 1.48).
- Larger households of 6 or more persons tend to regard farmers and agriculture as being more important to the San Diego economy (mean of 1.14) than do somewhat smaller households of 4 persons (mean of 1.45) or 5 persons (mean of 1.53).

Chart 37
Importance of Local Farmers and Agriculture to San Diego Economy
(scale: 1 = Very important..5 = Not at all important--mean = 1.37)

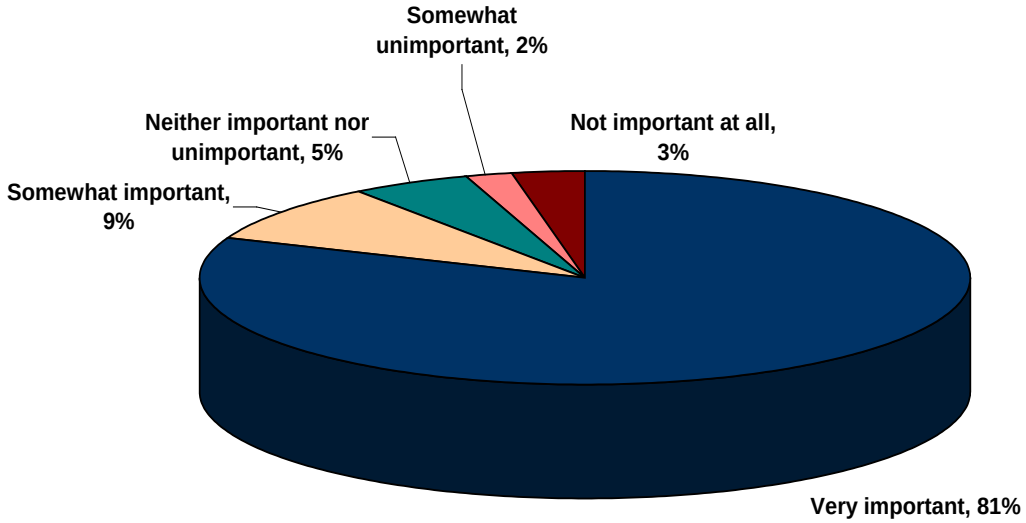
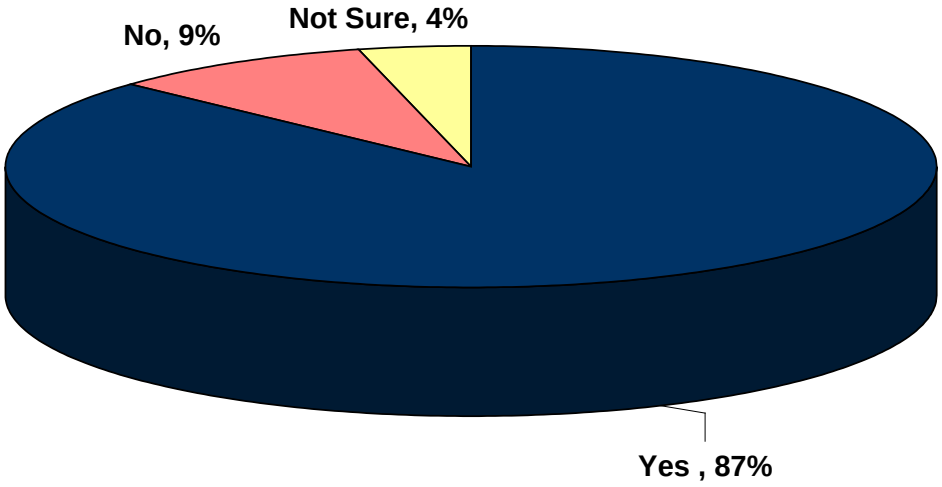


Chart 38
Maintain Reduced Water Rates for Farmers and Agriculture



APPENDIX

SDCWA Public Opinion Survey

(March 2011)

INT. Hello, my name is _____. I'm calling from _____on behalf of a research team made up of professors at San Diego State University. We're conducting a study about some issues that concern San Diego County residents, and we're interested in your opinions. Are you at least 18 years of age or older?

TOP. **[ONLY IF ASKED WHAT SURVEY FOR/ABOUT; OR WHO'S SPONSORING IT:]** To avoid biasing the interview, we'd prefer to tell you the name of the sponsor until after a few questions if you still cannot tell. Would that be OK? **[IF YES, CODE *"TOP"=1*; IF NOT ACCEPTABLE:] AFTER Q2c------**This project is sponsored by the San Diego County Water Authority, and it is about issues related to the County water supply. **[IF ANY TOPIC/SPONSOR INFORMATION GIVEN TO RESPONDENT, CODE *"TOP"=2*]**

ZIP. We're interested in speaking with residents of different areas. Could you please tell me your zip code? **[IF NOT WITHIN SAN DIEGO COUNTY, OR IF IN AN EXCLUDED ZIP CODE, THANK AND TERMINATE]**

_____ ZIP CODE

99999 - DK/REF **----------> RECORD FROM SAMPLE**

SD. How long have you lived in San Diego County?

_____ YEARS

0 - LESS THAN ONE YEAR **----------> *"NQR-SD"***

97 - DK BUT CONFIRMED AT LEAST ONE YEAR

99 - REF **----------> *"NQR-SD"***

SEX. **[RECORD GENDER OF RESPONDENT:]** 1 - MALE 2 - FEMALE

- - - - - - - - - - - - - - - - QUALIFIED RESPONDENT: QUOTAS CHECKED; DATA SAVED - - - - - - - - - - - - - - - -

LP. **[IF INDICATED BY ACCENT:]** Would you prefer that we speak in English or Spanish?

1 - ENGLISH

2 - SPANISH **------> USE SPANISH VERSION**

IC. Let me assure you this phone number was generated randomly, so no names or addresses are associated with the telephone numbers, and all responses are completely anonymous. Your participation is voluntary, and the questions should only take about 10 minutes.

To ensure that my work is done honestly and correctly, this call may be monitored by my supervisor. **[IF ASKED ABOUT MONITORING:]** My supervisor randomly listens to interviews to make sure we're reading the questions exactly as written and not influencing answers in any way.

Local Issues

Q1. To start off with, what do you feel is the most important issue facing San Diego County residents today? **[DO NOT READ; PROBE FOR AND RECORD ONLY ONE ISSUE]**

1 - CRIME

2 - ECONOMY/JOBS

3 – EDUCATION QUALITY

4-- EDUCATION COST

5 –ENVIRONMENT/POLLUTION

6 -GOVERNMENT MISMANAGEMENT (GENERAL MENTION)

7 –FINANCIAL PROBLEMS IN THE CITY OF SD

8 - FINANCIAL PROBLEMS IN STATE AND OTHER LOCAL GOVERNMENTS

9—FEDERAL DEFICIT

10 —MORTGAGE CRISIS/ HOME FORECLOSURES

11—CREDIT MARKETS/DIFFICULTY GETTING LOANS

12 - GROWTH/DEVELOPMENT/SPRAWL

13 - COST OF GASOLINE

14 – ELECTRICITY AND HEATING COST/SUPPLY

15 - HOUSING AFFORDABILITY

16 – COST OF LIVING (GENERALLY)

17 - HIGH TAXES

18 - WATER QUALITY

19 - WATER SUPPLY

20 – WATER RATES/COST OF WATER

21 - HOMELESS

22 - IMMIGRATION ISSUES

23 - TRAFFIC

24—FIRE DANGER

25—NEW AIRPORT

26—INFRASTRUCTURE

27 - SEWAGE TREATMENT

28– TERRORISM

29 – WARS (IRAQ, MIDEAST, AFGHANISTAN/PAKISTAN)

30 – HEALTH CARE

31 – CHARGER STADIUM

32 – MIDDLE EAST

50 - OTHER, SPECIFY: _____

99 - DK/REF/NONE

Utilities

Q2a-c. I am going to mention eight utilities **[FOR CITY RESIDENTS—7 UTILITIES]** that serve the needs of residents and businesses in the region. Considering only those utilities that you pay for, which would you say is the best value for the amount of money that you pay. Which ones are second and third? **[ROTATE LIST]**

	MOST (2a)	SECOND (2b)	THIRD (2c)
a. Trash collection **[NOT ASK CITY**]	1	1	1
b. Water	2	2	2
c. Sewer	3	3	3
d. Telephone (land line)	4	4	4
e. Mobile Phone	5	5	5
f. Cable or Satellite TV	6	6	6
g. Internet access	7	7	7
h. Gas & Electric	8	8	8

Water Reliability

Q3. These next questions are related to the water supply in San Diego County. 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...*** [REVERSE 1 through 4 ONLY]**

1 - very reliable,

2 - somewhat reliable,

3 - somewhat unreliable,

4 - very unreliable,

5 - or are you not sure? [INCLUDES DK/REF]

Q4. Do you think the reliability of the water supply in San Diego County is

1. improving,
2. worsening
3. remaining the same
4. not sure/DK

Q5. Do you believe the cost of water is**: [ROTATE]**

1. Too expensive
2. Fair/reasonable
3. Inexpensive
9. DK/REF

Q6. What do you think is the single most critical thing that can be done to ensure a safe and reliable water supply for San Diego County residents and businesses? **[DO NOT READ; PROBE AND RECORD ONE MAIN SUGGESTION]**

1 - SEAWATER DESALINATION

2 - IMPORT MORE WATER

3 - MORE RESERVOIRS/STORAGE

4 - RECYCLED WATER

5 – MANDATORY CONSERVATION

[MAKE RESPONDENT INDICATE MANDATORY OR VOLUNTARY

6—VOLUNTARY CONSERVATION

7 - PUBLIC EDUCATION

8 - MORE RESEARCH **[PROBE AND TRY TO PLACE IN OTHER CATEGORY]**

9 – DIVERSIFY

10 - IMPROVE QUALITY

11—ENSURE ADEQUATE SUPPLY **[PROBE AND TRY TO PLACE IN OTHER CATEGORY**

12—CONTROL GROWTH

13—IMPROVE INFRASTRUCTURE

14—CHANGE LEADERSHIP OF CITY/COUNTY/SDCWA/OTHER WATER AGENCIES

20 - OTHER, SPECIFY: _____

99 - DK/REF

Diversification Plan

. **READ to ALL**: Twenty years ago, almost all of our water supply was imported from a single supplier. A plan was developed to diversify our water supplies. Today, a little less than one-half of our water in San Diego County is imported from that single supplier. Over the next decade, the plan is to further diversify our water supply and rely on that water supplier even less. **[If asked who the single supplier is, say "The Metropolitan Water District of Southern California"]**

Q7 I am now going to mention some of these other water supplies that have been or may be developed as part of the plan to diversify. Please tell us what you think is the most important part of this diversification plan. Would you say that the most important part is…….

[ROTATE]

1. seawater desalination?

2. Colorado River transfers that are purchased from the Imperial Valley?

3. saving water in underground ponds known as aquifers?

4. recycled water?

5. additional conservation?

6. rainfall captured in local reservoirs?

8. **NONE [DO NOT READ]**

9. DK/REF [DO NOT READ]

Q8. On a scale of 1-5, where 1 is agree strongly and 5 is disagree strongly, how do you rate your opinion of this plan to use all of the things mentioned to diversify our water sources ?

1 2 3 4 5

[DO NOT READ—DK/REF = 9]

Q9. Does your household pay its own water bill, or does someone else, like your landlord of homeowner's association, pay the water bill?

1. Respondent/other member of household pays
2. Landlord/Homeowner's Association/Other pays **[GO TO Q12]**
3. DK/REF **[DO NOT READ – ONLY IF VOLUNTEERED] [GO TO Q12]**

Q10. Over the past few years, water rates have increased to the point where the average household now pays approximately $70 per month for water. Most of this increase has been the result of increased charges from that main supplier discussed above. Would you be willing to pay more per month now, as an addition to your water bill, to support diversification of the water supply and longer term reliability?

1. Yes **(GO TO Q10a)**
2. No **(GO TO 11)**
3. DK/REF **(GO TO 11)**

Q10a—How much more would you be willing to pay each month to support these diversification efforts? _____ **9999 =DK/REF**

[If Q10a = 9999, Go TO Q10b—OTHERWISE, GO TO Q11]

Q10b. [IF Q10a = 9999] Do you think that you might be willing to pay….

1. $20 or more per month
2. $10-$19
3. $5-$9
9. **DK/REF**

Q11. Now I'm going to read you the perspectives of two different people. Mr. Smith says that increased water rates have paid for projects that have vastly improved the region's water supply reliability and lessened the chances of water supply shortages.

Ms. Jones says that water rates are way too high, and doubts that all of those water projects are necessary.

Considering the two different viewpoints, which would you say you most agree with?

1. Mr. Smith who says increases in water rates are necessary to maintain reliability of the water supply

or

2. Ms. Jones who says increased water rates are not necessary and should be stopped.

9. DK/REF

Water Conservation

Q12: During the past year, would you say your household's water usage has been...***** **[REVERSE 1 - 3 ONLY]**

1 - increasing, **[GO TO Q12d-j]**

2 - staying about the same, **[GO TO Q12d-j]**

3 - decreasing, **[GO TO Q12a]**

9 – **DK/REF [DO NOT READ**] **[GO TO Q12d-j]**

Q12a. [IF Q12=3] What specific major step **has your household taken in the past six months** to reduce your water usage?

_____99-DK/REF

[DO NOT READ----------CODE USING FOLLOWING SCHEMA:]

1 – OUTDOOR WATER LESS TIME

2 - USE THE **WATERING** CALCULATOR **FOUND ON THE DISTRICT'S WEBSITE OR AT WWW.BEWATERWISE.COM** TO SET A WATER-WISE IRRIGATION SCHEDULE

3 - IRRIGATE EARLIER IN THE MORNING OR LATER AT NIGHT

4—LET MY LANDSCAPE/LAWN DIE

5 - OUTDOOR WATERING FEWER DAYS DAY PER WEEK

6 - CHECK THE SOIL'S MOISTURE LEVEL BEFORE WATERING

7 - REPLACE UNUSED TURF WITH LOW-WATER PLANTS

8 - UPGRADE IRRIGATION SYSTEM TO INCLUDE NEW, HIGH-EFFICIENCY EQUIPMENT

9 – PURCHASE A HIGH EFFFICENCY CLOTHES WASHER

10 – WASH ONLY FULL LOADS OF CLOTHES OR DISHES

11 – TAKE SHORTER SHOWERS

12 – USE A BROOM INSTEAD OF A HOSE ON PAVED AREAS

13 – FIX INDOOR LEAKS (TOILET, FAUCET, ETC.)

14 – FIX OUTDOOR LEAKS (SPRINKLERS, SPAS, ETC.)

15-- DO NOT LET WATER RUN
16 – COLLECT AND REUSE
17 – REPLACE GRASS WITH ARTIFICIAL/SYNTHETIC TURF
20 – OTHER, SPECIFY___

_____

99—DK/REF

Q12b. **[IF Q12 = 3]** What one thing most motivated your household to reduce your water usage? **DO NOT READ**

1—WE ARE WATCHING OUR BUDGET/TRYING TO SAVE MONEY

2—CALLS TO CONSERVE BY WATER AGENCIES

3- MESSAGES IN THE MEDIA

4—CONSERVING WATER IS THE "RIGHT" THING TO DO

5—RISING WATER RATES

6—COOLER, WETTER WEATHER

7—MANDATORY WATERING RESTRICTIONS

15 - OTHER, SPECIFY_____

99 – DK/REF/NOTHING

Q12c. Do you think that your reduced use of water is permanent or temporary?

1. Permanent
2. Temporary
3. DK/REF

Q12d-j. Do you think that your water usage [IF Q12 = 1 "will increase further if or when….." If Q12 = 2 or 9 or Q12c = 1 or 3—"might increase further if or when….."] or Q12c = 2—"will increase further if or when….."

		(1)	**(2)**	**(9)**
		Yes	**No**	**DK/REF**
d.	the weather becomes warmer and drier than it was this past year?			
e.	the economy rebounds?			
f.	your family grows in size?			
g.	you get a better job or promotion?			
h.	watering restrictions are no longer in effect?			
i.	you move to a larger home?			
j.	water agencies stop asking us to conserve?			

Q13. Over the past couple of years. Some water agencies have adopted multi-tier water rates that charge those water users who use a lot of water significantly higher rates than those who use less water. Do you think using these tiered water rates as a means to convince people to use water wisely is appropriate?

1. Yes
2. No
9. DK/REF

Q14. During times of water supply shortages, water agencies ask the public to voluntarily increase their conservation and cut back on their water use. What impact do these calls for increased voluntary conservation have on your water use? On a scale of 1-5, with 1 being a great deal of influence, and 5 being no influence at all, how much influence do these calls for conservation by water agencies have on your water use?

1 2 3 4 5

[DK/REF—DO NOT READ]

Q15. When water shortages are particularly severe, many water agencies take an additional step and impose mandatory water use restrictions. When supply conditions improve, these mandatory water restrictions are lifted. If these restrictions are lifted, will you continue to follow them on a voluntary basis?"

1. Yes **(GO TO Q15a)**
2. No **(GO TO Q15b)**
9. DK/REF **(GO TO Q16)**

15a.Why do you think you will continue to comply with these restrictions when they are not mandatory?

_____

15b. Why do you think that you will not likely continue to comply with these restrictions when they are no longer mandatory?

_____

Q16. Do you think that water use restrictions should be made permanent in San Diego County regardless of the current year's water supply conditions?

1. Yes
2. No
9. DK/REF

Q17a1-2---Q17d1-2. Do you regard any of the following activities as your civic responsibility as a resident of San Diego County? **Ask the More or Less question if 17a-d = 1**

	Q17a1-d1	**[IF Q17a1-d1 = 1]** **Q17a2-d2**
	Yes = 1 No = 2 DK/REF = 9	More or less of a responsibility than conserving water More= 1 Less =2 DK/REF = 9
ROTATE		
Q17a1-2. voting in public elections		
Q17b1-2. serving on a jury		
Q17c1-2. preventing pollution/not littering		
Q17d1-2. recycling used materials		

Recycled Water

Q18. Do you believe that it is possible to further treat recycled water used for irrigation to make the water pure and safe for drinking?

1. Yes
2. No
3. DK/REF **[DO NOT READ]**

Q19. Do you think that our drinking water already contains recycled water?

1. Yes
2. No **[GO TO Q20]**
3. DK/REF **–[DO NOT VOLUNTEER] –[GO TO Q20]**

Q19a. [**IF Q19=1]** What is it that makes you think that recycled water is already a part of the drinking water supply?

99= DK/REF

Q20. 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?

1. strongly favor **[Go TO Q22]**
2. somewhat favor
3. somewhat oppose
4. strongly oppose

9. DK/REF [DO NOT VOLUNTEER]

[IF ASKED WHAT THESE PROCESSES ARE, ASK WHICH ONE THEY MOST WANT MOST TO HEAR ABOUT AND READ THAT ONE ONLY—HERE IS INFO THAT CAN BE PROVIDED]

RECYCLE INFO. [RECORD REQUESTED PROCESS FOR INFORMATION]_____

1. **Ultra-filtration**: Like hollow straws with holes in the sides, this process filters out particles larger than one thousandth the diameter of a human hair. This is the process that is used to make baby food, purify medicines, and fruit juices.
2. **Reverse Osmosis**: Water is directed under high pressure through thin membranes. This is the same technology that is used by bottled water companies and ocean water desalination facilities.
3. **Advanced Oxidation**: Ultraviolet light is similar to concentrated sunlight, UV light breaks apart remaining contaminants, and hydrogen peroxide oxidizes the remaining contaminants

Q21a-c. Would you be likely to accept the addition of advanced treated recycled water to supplement the sources of our drinking water if you learned that…….

	Yes	No	DK/REF
a. California's drinking water standards are among the most strict in the nation, and advanced treated recycled water in the region would comply with those standards?	1	2	9
b. recycled water is currently used to supplement drinking water in other U.S. communities?	1	2	9
c. recycled water could supply as much as 10% of our local drinking water supplies?	1	2	9

[NON-CITY RESIDENTS-GO TO Q24]

Q22. [CITY ONLY] Have you heard about the City of San Diego Water Purification Demonstration Project?

1. Yes [**Go to Q22a**]
2. No (includes DK/REF) **[Go to Q23**]

Q22a. What have you heard about the Water Purification Demonstration Project?

_____

(DO NOT READ: RECORD 1 RESPONSE)

1. RECYCLED WATER FOR HOME AND DRINKING USE [**MUST GET DISTINCTION BETWEEN 1 AND 2]**
2. RECYCLED WATER FOR NON-DRINKING USE
9. OTHER _____

Q23. **[CITY ONLY**] For your information, the Water Purification Demonstration Project tests a three-step process where used water is taken as it leaves homes in San Diego; it is then cleaned and stored in local reservoirs along with imported water. All water in the reservoir will be cleaned again before it becomes tap water. Do you _____ the Water Purification Demonstration Project

1.strongly favor

2.somewhat favor

3.somewhat oppose, or

4.strongly oppose

Water Rates

Q24. How concerned are you about the prospect of continued increases in water rates? **[use a scale of 1 to 5, where 1 = not at all concerned and 5 = very concerned].**

1 2 3 4 5

9=DK/REF [DO NOT READ]

Q25. From among the following, what would you be willing to do in order to minimize increases in water rates? **(Select one—ROTATE 1-5)**

1. Let my landscape/lawn die
2. Replace lawn area with low water plants

3. Upgrade irrigation system to include new, high-efficiency equipment

4. Collect water from showers, for example, and reuse it for other household purposes

5. Replace grass with artificial/synthetic turf

8. NONE [DO NOT READ]

9. DK/REF [D0 NOT READ]

AGRICULTURE

Q26. How important do you think local farmers and agriculture are to the San Diego economy **[Use a scale of 1 to 5, where 1 = very important and 5 = not important at all].**

1 2 3 4 5

DK/REF = 9

Q27. Some farmers in San Diego County are provided water for agricultural purposes at a cost that is about 10 percent lower than what homes and other businesses are charged.

In exchange for these lower rates, these agricultural businesses receive greater supply cutbacks in water during times of water shortages and during emergencies such as earthquakes. Do you think that these reduced water prices for farmers should be maintained?

1. Yes
2. No
3. DK/REF **[DO NOT READ]**

DEMOGRAPHICS

TEN. In closing, the following questions are for comparison purposes only.
Is your residence owned by someone in your household, or is it rented?

1 - OWN

2 - RENT/OTHER STATUS

9 - DK/REF---**[DO NOT READ—ONLY IF VOLUNTEERED]**

HOU. How would you describe your housing type?

1 – single family home

2 - condominium

3 - apartment

4 - mobile home

9 – other _____

PEP. Including yourself, how many people live in your household?

_____ PEOPLE

99 - DK/REF

EDU. What is the highest grade or year of school that you have completed and received credit for...

1 - high school or less,

2 - at least one year of college, trade or vocational school,

3 - graduated college with a bachelor's degree, or

4 - at least one year of graduate work beyond a bachelor's degree?

9 - DK/REF---**[DO NOT READ—ONLY IF VOLUNTEERED]**

AGE. Please tell me when I mention the category that contains your age...

1 - 18 to 24,

2 - 25 to 34,

3 - 35 to 44,

4 - 45 to 54,

5 - 55 to 64

6 - 65 to 74

7 - 75 and over

9 - DK/REF---**[DO NOT READ—ONLY IF VOLUNTEERED]**

ETH. Which of the following best describes your ethnic or racial background...

1 - white, not of Hispanic origin;

2 - black, not of Hispanic origin;

3 - Hispanic or Latino;

4 - Asian or Pacific Islander;

5 - Native American; or

6 - another ethnic group? [SPECIFY:] _____

9 - DK/REF---**[DO NOT READ—ONLY IF VOLUNTEERED]**

INC. Now, we don't want to know your exact income, but just roughly, could you tell me if your annual household income before taxes is...

1 - under $25,000,

2 - $25,000 up to but not including $50,000,

3 - $50,000 up to (but not including) $75,000,

4 - $75,000 up to (but not including) $100,000

5 - $100,000 up to (but not including) $150,000

6 - $150,000 up to (but not including) $250,000

7-- $250,000 and above?

9 - DK/REF--- **[DO NOT READ—ONLY IF VOLUNTEERD**

Frequencies

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 24	46	5.6	5.8	5.8
	25 to 34	122	14.9	15.4	21.2
	35 to 44	170	20.7	21.4	42.7
	45 to 54	157	19.2	19.8	62.5
	55 to 64	139	17.0	17.6	80.1
	65 to 74	90	11.0	11.3	91.4
	75 and over	68	8.3	8.6	100.0
	Total	792	96.8	100.0	
Missing	Refused	26	3.2		
Total		818	100.0		

area					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	90227	1	.1	.1	.1
	91902	3	.3	.3	.4
	91906	1	.1	.1	.5
	91907	1	.1	.1	.6
	91910	23	2.8	2.8	3.4
	91911	30	3.7	3.7	7.1
	91912	1	.1	.1	7.2

	91913	5	.6	.6	7.9
	91914	2	.2	.2	8.1
	91915	3	.4	.4	8.5
	91932	4	.5	.5	9.0
	91935	3	.4	.4	9.4
	91941	16	1.9	1.9	11.4
	91942	12	1.4	1.4	12.8
	91945	6	.7	.7	13.5
	91950	15	1.8	1.8	15.3
	91962	1	.1	.1	15.4
	91977	30	3.7	3.7	19.1
	92003	2	.2	.2	19.3
	92004	2	.2	.2	19.5
	92007	7	.8	.8	20.3
	92008	8	.9	.9	21.3
	92009	7	.8	.8	22.1
	92010	3	.4	.4	22.5
	92011	4	.5	.5	23.1
	92014	1	.1	.1	23.2
	92019	15	1.9	1.9	25.0
	92020	16	2.0	2.0	27.0
	92021	15	1.8	1.8	28.8
	92025	16	2.0	2.0	30.8
	92026	28	3.4	3.4	34.2

	92027	10	1.3	1.3	35.4
	92028	12	1.5	1.5	36.9
	92029	9	1.1	1.1	38.0
	92036	3	.4	.4	38.5
	92037	4	.5	.5	38.9
	92040	17	2.1	2.1	41.0
	92051	1	.1	.1	41.1
	92054	12	1.5	1.5	42.6
	92056	14	1.7	1.7	44.2
	92057	4	.5	.5	44.8
	92058	4	.5	.5	45.3
	92060	1	.1	.1	45.4
	92064	8	.9	.9	46.3
	92065	6	.7	.7	47.1
	92069	3	.4	.4	47.5
	92070	1	.1	.1	47.6
	92071	24	2.9	2.9	50.5
	92075	2	.2	.2	50.7
	92078	14	1.7	1.7	52.3
	92081	4	.5	.5	52.9
	92082	6	.7	.7	53.6
	92083	6	.7	.7	54.3
	92084	5	.6	.6	55.0
	92087	1	.1	.1	55.1

	92101	11	1.4	1.4	56.5
	92102	13	1.6	1.6	58.1
	92103	10	1.2	1.2	59.3
	92104	14	1.7	1.7	61.0
	92105	23	2.8	2.8	63.7
	92106	8	1.0	1.0	64.8
	92107	12	1.5	1.5	66.3
	92108	5	.6	.6	66.9
	92109	5	.7	.7	67.5
	92110	13	1.6	1.6	69.2
	92111	15	1.8	1.8	71.0
	92113	14	1.8	1.8	72.7
	92114	21	2.5	2.5	75.2
	92115	16	2.0	2.0	77.2
	92116	16	2.0	2.0	79.3
	92117	10	1.2	1.2	80.5
	92118	3	.4	.4	80.9
	92119	9	1.1	1.1	82.0
	92120	10	1.3	1.3	83.2
	92121	2	.2	.2	83.4
	92122	11	1.4	1.4	84.8
	92123	10	1.2	1.2	86.0
	92124	9	1.1	1.1	87.2
	92126	12	1.5	1.5	88.7

	92127	8	1.0	1.0	89.7
	92128	15	1.8	1.8	91.6
	92129	18	2.2	2.2	93.8
	92130	5	.7	.7	94.4
	92131	8	.9	.9	95.4
	92139	8	.9	.9	96.3
	92154	17	2.1	2.1	98.4
	92173	7	.9	.9	99.3
	92563	5	.6	.6	99.9
	92780	1	.1	.1	100.0
	Total	818	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or less	235	28.7	29.3	29.3
	At least one year of college, trade or vocational school	221	27.0	27.5	56.8
	Graduated college with Bachelor's degree	211	25.8	26.4	83.2
	At least one year of graduate work beyond a bachelor's degree	135	16.5	16.8	100.0
	Total	801	97.9	100.0	
Missing	Refused	17	2.1		
Total		818	100.0		

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White, not of Hispanic origin	422	51.6	53.5	53.5
	Black, not of Hispanic origin	50	6.1	6.3	59.8
	Hispanic or Latino	234	28.6	29.6	89.4
	Asian or Pacific Islander	54	6.6	6.8	96.2
	Native American	18	2.2	2.3	98.5
	Other	12	1.5	1.5	100.0
	Total	790	96.5	100.0	
Missing	Refused	28	3.5		
Total		818	100.0		

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	339	41.5	41.5	41.5
	Female	479	58.5	58.5	100.0
	Total	818	100.0	100.0	

Housing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single family home	523	63.9	64.3	64.3
	Condominium	107	13.1	13.2	77.5
	Apartment	149	18.3	18.4	95.9
	Mobile home	27	3.3	3.3	99.2
	Other	7	.8	.8	100.0

	Total	813	99.4	100.0	
Missing	Refused	5	.6		
Total		818	100.0		

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under $25,000	138	16.9	21.8	21.8
	$25,000 up to $50,000	146	17.8	22.9	44.7
	$50,000 up to $75,000	115	14.1	18.1	62.8
	$75,000 up to $100,000	115	14.0	18.0	80.9
	$100,000 up to $150,000	72	8.8	11.4	92.2
	$150,000 up to $250,000	31	3.8	4.9	97.2
	$250,000 and above	18	2.2	2.8	100.0
	Total	636	77.7	100.0	
Missing	Refused	182	22.3		
Total		818	100.0		

Language Preference

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	676	82.7	82.7	82.7
	Spanish	142	17.3	17.3	100.0
	Total	818	100.0	100.0	

persons per household

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	1	121	14.8	15.2	15.2
	2	240	29.4	30.1	45.2
	3	144	17.6	18.0	63.3
	4	136	16.7	17.1	80.4
	5	102	12.5	12.8	93.2
	6	24	2.9	3.0	96.1
	7	13	1.6	1.7	97.8
	8	3	.4	.4	98.2
	9	6	.7	.7	98.9
	10	6	.7	.7	99.6
	11	1	.1	.1	99.7
	13	2	.2	.3	100.0
	Total	798	97.6	100.0	
Missing	Refused	20	2.4		
Total		818	100.0		

Q1 - To start off with, what do you feel is the most important issue facing San Diego County residents today?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Crime	22	2.7	3.0	3.0
	Economy/Jobs	228	27.9	30.3	33.3
	Education quality	50	6.1	6.6	39.9
	Education cost	21	2.6	2.9	42.7
	Environment/pollution	4	.4	.5	43.2

	Government mismanagement (general mention)	26	3.2	3.5	46.7
	Financial problems in the city of San Diego	86	10.5	11.3	58.0
	Financial problems in the state and other local govts	23	2.8	3.0	61.1
	Federal deficit	3	.3	.3	61.4
	Mortgage crisis/home foreclosures	11	1.4	1.5	62.9
	Credit markets/difficulty getting loans	3	.4	.4	63.3
	Growth/development/sprawl	18	2.2	2.4	65.8
	Cost of gasoline	50	6.2	6.7	72.5
	Electricity and heating cost/supply	3	.4	.5	72.9
	Housing affordability	13	1.6	1.7	74.6
	Cost of living (generally)	29	3.6	3.9	78.5
	High taxes	16	2.0	2.2	80.7
	Water quality	13	1.6	1.8	82.4
	Water supply	23	2.8	3.0	85.4
	Water rates/cost of water	13	1.7	1.8	87.2
	Homeless	10	1.2	1.3	88.5
	Immigration issues	26	3.1	3.4	91.9
	Traffic	22	2.7	2.9	94.9
	Fire danger/Disaster preparedness	6	.7	.8	95.6
	Infrastructure	12	1.5	1.6	97.3
	Sewage treatment	1	.1	.1	97.4
	Terrorism	2	.2	.2	97.6

	Wars (Iraq, Mideast, Afghanistan, Pakistan)	1	.1	.1	97.7
	Health care	6	.7	.8	98.5
	Middle East	1	.1	.1	98.6
	Other	9	1.1	1.2	99.8
	Public Transit	2	.2	.2	100.0
	Total	754	92.1	100.0	
Missing	Don't Know	64	7.8		
	System	1	.1		
	Total	65	7.9		
Total		818	100.0		

Q10 - Would you be willing to pay more per month now, as an addition to your water bill, to support diversification of the water supply and longer term reliability?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	271	33.1	43.5	43.5
	No	297	36.3	47.8	91.4
	Don't know	54	6.6	8.6	100.0
	Total	622	76.0	100.0	
Missing	System	196	24.0		
Total		818	100.0		

Q10a-How much more would you be willing to pay each month to support these diversification efforts?

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	1	5	.7	2.0	2.0
	2	6	.7	2.1	4.1
	3	2	.2	.6	4.7
	4	1	.1	.3	5.1
	5	24	2.9	8.9	14.0
	6	3	.3	1.1	15.0
	7	2	.2	.6	15.7
	8	7	.9	2.7	18.4
	9	1	.1	.3	18.7
	10	58	7.1	21.4	40.0
	12	2	.2	.6	40.6
	15	11	1.4	4.1	44.7
	16	1	.1	.3	45.0
	20	29	3.5	10.6	55.7
	25	4	.5	1.5	57.2
	30	5	.6	1.8	59.0
	40	5	.6	1.9	60.9
	45	1	.1	.3	61.3
	50	7	.8	2.4	63.7
	60	2	.3	.9	64.6
	80	4	.5	1.5	66.1
	100	6	.8	2.3	68.4
	120	2	.3	.9	69.3
	135	1	.1	.3	69.6

	150	2	.3	.9	70.6
	160	2	.2	.6	71.2
	180	1	.1	.3	71.4
	200	1	.1	.3	71.7
	400	2	.2	.6	72.3
	500	4	.5	1.5	73.8
	600	1	.1	.3	74.1
	Don't know	70	8.5	25.9	100.0
	Total	270	33.0	100.0	
Missing	System	548	67.0		
Total		818	100.0		

Q10b. Do you think that you might be willing to pay.....

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	$20 or more per month	12	1.5	26.9	26.9
	$10 to $19	8	1.0	18.8	45.7
	$5 to $9	24	3.0	54.3	100.0
	Total	45	5.5	100.0	
Missing	Don't know	25	3.1		
	System	748	91.5		
	Total	773	94.5		
Total		818	100.0		

Q11 - Mr. Smith and Ms. Jones--rate increases justified

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mr. Smith: rate increases necessary for reliability	251	30.7	40.3	40.3
	Ms. Jones: rate increases should be stopped	304	37.2	48.9	89.3
	Don't know	67	8.1	10.7	100.0
	Total	622	76.0	100.0	
Missing	System	196	24.0		
Total		818	100.0		

Q12: During the past year, would you say your household's water usage has been...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increasing	157	19.2	19.2	19.2
	Staying about the same	396	48.4	48.4	67.6
	Decreasing	253	31.0	31.0	98.5
	Don't know	12	1.5	1.5	100.0
	Total	818	100.0	100.0	

Q12a. What specific major step has your household taken in the past six months to reduce your water usage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Outdoor water less time	41	5.1	17.0	17.0
	Irrigate earlier in morning/later in night	6	.7	2.3	19.3
	Let my landscape/lawn die	19	2.3	7.8	27.1
	Outdoor watering fewer days per week	19	2.4	7.9	35.0

	Replace unused turf with low-water plants	27	3.3	11.1	46.1
	Upgrade irrigation system to include new, high-efficiency equipment	6	.8	2.6	48.8
	Purchase a high efficiency clothes washer	5	.6	2.1	50.8
	Wash only full loads of clothes or dishes	8	1.0	3.4	54.2
	Take a shorter shower	54	6.7	22.3	76.6
	Use a broom instead of a hose on paved areas	2	.2	.8	77.4
	Fix indoor leaks (toilet, faucet, etc)	1	.1	.3	77.7
	Fix outdoor leaks (sprinklers, spas, etc)	3	.3	1.2	78.9
	Do not let water run	32	4.0	13.3	92.1
	Collect and reuse	12	1.5	4.9	97.0
	Replace grass with artificial turf	3	.3	1.1	98.1
	Other	5	.6	1.9	100.0
	Total	244	29.8	100.0	
Missing	Don't know	9	1.1		
	System	565	69.0		
	Total	574	70.2		
Total		818	100.0		

Q12b - What one thing most motivated your household to reduce your water usage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	We are watching our budget/trying to save money	79	9.6	32.1	32.1
	Calls to conserve by water agencies	20	2.4	8.1	40.1

	Messages in the media	12	1.4	4.8	44.9
	Conserving water is the right thing to do	83	10.1	33.9	78.8
	Rising water rates	34	4.1	13.7	92.5
	Cooler, wetter weather	2	.2	.7	93.1
	Mandatory watering restrictions	14	1.7	5.8	98.9
	Smaller household size	3	.3	1.1	100.0
	Total	245	29.9	100.0	
Missing	Don't know	8	1.0		
	System	565	69.0		
	Total	573	70.1		
Total		818	100.0		

Q12c - Do you think that your reduced use of water is permanent or temporary?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Permanent	220	26.9	86.8	86.8
	Temporary	29	3.5	11.3	98.1
	Don't know	5	.6	1.9	100.0
	Total	253	31.0	100.0	
Missing	System	565	69.0		
Total		818	100.0		

Q12d- Use might increase when the weather becomes warmer and drier than it was this past year

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Yes	426	52.1	52.1	52.1
	No	362	44.2	44.2	96.3
	DK/REF	30	3.7	3.7	100.0
	Total	818	100.0	100.0	

Q12e-Use might increase when the economy rebounds

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	200	24.5	24.5	24.5
	No	585	71.5	71.5	96.0
	DK/REF	33	4.0	4.0	100.0
	Total	818	100.0	100.0	

Q12f- Use might increase when your family grows in size

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	492	60.2	60.2	60.2
	No	304	37.2	37.2	97.3
	DK/REF	22	2.7	2.7	100.0
	Total	818	100.0	100.0	

Q12g- Use might increase when you get a better job or promotion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	119	14.5	14.5	14.5
	No	664	81.2	81.2	95.6
	DK/REF	36	4.4	4.4	100.0
	Total	818	100.0	100.0	

Q12h- Use might increase when watering restrictions are no longer in effect

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	177	21.7	21.7	21.7
	No	597	73.0	73.0	94.7
	DK/REF	44	5.3	5.3	100.0
	Total	818	100.0	100.0	

Q12i- Use might increase when you move to a larger home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	410	50.1	50.1	50.1
	No	373	45.6	45.6	95.7
	DK/REF	35	4.3	4.3	100.0
	Total	818	100.0	100.0	

Q12j- Use might increase when water agencies stop asking us to conserve

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	161	19.7	19.7	19.7
	No	619	75.6	75.6	95.3
	DK/REF	38	4.7	4.7	100.0
	Total	818	100.0	100.0	

Q13 - Do you think using tiered water rates as a means to convince people to use water wisely is appropriate?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	570	69.7	69.7	69.7
	No	191	23.3	23.3	93.0

	DK/REF	57	7.0	7.0	100.0
	Total	818	100.0	100.0	

Q14 - How much influence do calls for conservation by water agencies have on your water use?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Great deal of influence	298	36.4	37.2	37.2
	2	126	15.4	15.7	52.9
	3	163	19.9	20.3	73.2
	4	79	9.7	9.9	83.1
	No influence at all	135	16.5	16.9	100.0
	Total	801	97.9	100.0	
Missing	Don't know	17	2.1		
Total		818	100.0		

Q15 - If water restrictions are lifted, will you continue to follow them on a voluntary basis?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	683	83.4	83.5	83.5
	No	80	9.8	9.8	93.4
	DK/REF	54	6.6	6.6	100.0
	Total	817	99.9	100.0	
Missing	System	1	.1		
Total		818	100.0		

Q15a open ends coded

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	have learned to live with less water	114	13.9	21.5	21.5
	cost	57	7.0	10.7	32.2
	conservation is proper ethic	249	30.4	46.8	79.0
	must provide for future needs	68	8.3	12.7	91.8
	protect environment and natural resources	31	3.8	5.8	97.6
	other	8	1.0	1.5	99.1
	don't know	5	.6	.9	100.0
	Total	531	64.9	100.0	
Missing	System	287	35.1		
Total		818	100.0		

Q15b open ends coded

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	want to use more water if available	11	1.3	16.7	16.7
	need more water for lawn, landscape, garden	13	1.7	21.2	37.9
	do not believe there is a shortage	1	.1	1.2	39.1
	restrictions are not effective as is	7	.9	11.7	50.9
	not complying presently	12	1.4	18.2	69.1
	do not pay bill	1	.1	1.4	70.5
	if not mandatory, there must be enough water	13	1.6	20.4	90.8
	do not use much water as is	3	.4	5.3	96.1

	other	2	.3	3.9	100.0
	Total	64	7.8	100.0	
Missing	System	754	92.2		
Total		818	100.0		

Q16 - Do you think that water use restrictions should be made permanent in San Diego County regardless of the current year's water supply conditions?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	396	48.4	48.4	48.4
	No	333	40.7	40.7	89.1
	DK/REF	89	10.9	10.9	100.0
	Total	818	100.0	100.0	

Q17a- Voting in public elections is civic responsibility

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	190	23.2	23.2	23.2
	Yes	628	76.8	76.8	100.0
	Total	818	100.0	100.0	

Q17b- Serving on a jury is civic responsibility

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	301	36.9	36.9	36.9
	Yes	517	63.1	63.1	100.0
	Total	818	100.0	100.0	

Q17c- Preventing pollution/not littering is civic responsibility

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	150	18.3	18.3	18.3
	Yes	669	81.7	81.7	100.0
	Total	818	100.0	100.0	

Q17d- Recycling used materials is civic responsibility

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	118	14.5	14.5	14.5
	Yes	700	85.5	85.5	100.0
	Total	818	100.0	100.0	

Q17a2 - Voting in public elections more or less of a responsibility than conserving water

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	320	39.1	50.9	50.9
	Less	178	21.7	28.3	79.2
	DK/REF	130	15.9	20.8	100.0
	Total	628	76.8	100.0	
Missing	System	190	23.2		
Total		818	100.0		

Q17b2- Serving on a jury more or less of a responsibility than conserving water

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	143	17.5	27.7	27.7

	Less	274	33.5	53.1	80.7
	DK/REF	100	12.2	19.3	100.0
	Total	517	63.1	100.0	
Missing	System	301	36.9		
Total		818	100.0		

Q17c2- Preventing pollution/not littering more or less of a responsibility than conserving water

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	307	37.5	45.9	45.9
	Less	161	19.7	24.1	70.0
	DK/REF	200	24.5	30.0	100.0
	Total	669	81.7	100.0	
Missing	System	150	18.3		
Total		818	100.0		

Q17d2- Recycling used materials more or less of a responsibility than conserving water

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	258	31.6	36.9	36.9
	Less	243	29.7	34.7	71.7
	DK/REF	198	24.2	28.3	100.0
	Total	700	85.5	100.0	
Missing	System	118	14.5		
Total		818	100.0		

Q18 - Do you believe that it is possible to further treat recycled water used for irrigation to make the water pure and safe for drinking?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	542	66.2	66.2	66.2
	No	178	21.7	21.7	87.9
	DK/REF	99	12.1	12.1	100.0
	Total	818	100.0	100.0	

Q19 - Do you think that our drinking water already contains recycled water?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	408	49.9	49.9	49.9
	No	191	23.3	23.3	73.2
	DK/REF	219	26.8	26.8	100.0
	Total	818	100.0	100.0	

Q19a--Coded open end responses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	taste/smell/appearance	45	5.5	14.6	14.6
	Water shortage--logical to have begun doing it	21	2.6	6.8	21.4
	Government lies to us	17	2.1	5.6	26.9
	Knowledge from work, military, travels	8	1.0	2.7	29.6
	All water is recycled	28	3.4	9.0	38.7
	Colorado River agricultural waste	4	.5	1.3	40.0
	Chlorine and Flouride cover it up	5	.6	1.5	41.4

	Lots of pollution in water	7	.9	2.4	43.8
	See signs, many recycling plants, technology is available	43	5.3	14.0	57.8
	Done in other states	5	.6	1.6	59.4
	Recycled water gets cross-contaminated with other water	7	.8	2.1	61.5
	We are downstream	10	1.2	3.3	64.8
	News reports/TV	60	7.3	19.4	84.2
	Other	15	1.8	4.8	88.9
	I just know	24	3.0	7.9	96.8
	Not sure	10	1.2	3.2	100.0
	Total	308	37.7	100.0	
Missing	System	510	62.3		
Total		818	100.0		

Q20 - How would you feel about using advanced treated recycled water, that is water treated with ultra- filtration, reverse osmosis, and advanced oxidation, as an addition to the supply of drinking water?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly favor	275	33.6	33.6	33.6
	Somewhat favor	271	33.1	33.1	66.7
	Somewhat oppose	113	13.9	13.9	80.6
	Strongly oppose	94	11.6	11.6	92.1
	Don't know	64	7.9	7.9	100.0
	Total	818	100.0	100.0	

Q21a--Accept recycled for drinking if learned that California's drinking water

standards are among the most strict in the nation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	325	39.7	59.9	59.9
	No	144	17.6	26.5	86.3
	DK/REF	74	9.1	13.7	100.0
	Total	543	66.4	100.0	
Missing	System	275	33.6		
Total		818	100.0		

Q21b-- Accept recycled for drinking if learned that recycled water is currently used to supplement drinking water in other U.S. communities					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	283	34.6	52.1	52.1
	No	177	21.7	32.6	84.8
	DK/REF	83	10.1	15.2	100.0
	Total	543	66.4	100.0	
Missing	System	275	33.6		
Total		818	100.0		

Q21c-- Accept recycled water for drinking if learned that recycled water could supply as much as 10% of our local drinking water supplies					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	294	36.0	54.2	54.2
	No	168	20.5	30.9	85.0

	DK/REF	81	9.9	15.0	100.0
	Total	543	66.4	100.0	
Missing	System	275	33.6		
Total		818	100.0		

Q22 - Have you heard about the City of San Diego Water Purification Demonstration Project?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	73	9.0	20.1	20.1
	No/DK/Ref	292	35.7	79.9	100.0
	Total	366	44.7	100.0	
Missing	System	452	55.3		
Total		818	100.0		

Q22a. What have you heard about the Water Purification Demonstration Project?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Recycled water for home and drinking use	32	4.0	44.2	44.2
	Recycled water for non-drinking use only	11	1.3	14.9	59.1
	Other	20	2.4	27.0	86.2
	Don't know	10	1.2	13.8	100.0
	Total	73	9.0	100.0	
Missing	System	745	91.0		
Total		818	100.0		

Q23 - Do you favor or oppose the Water Purification Demonstration Project?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly favor	136	16.6	37.1	37.1
	Somewhat favor	150	18.4	41.1	78.2
	Somewhat oppose	20	2.4	5.4	83.6
	Strongly oppose	31	3.8	8.5	92.1
	Don't know	29	3.5	7.9	100.0
	Total	366	44.7	100.0	
Missing	System	452	55.3		
Total		818	100.0		

Q24 - How concerned are you about the prospect of continued increases in water rates?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all concerned	103	12.6	12.9	12.9
	2	53	6.4	6.6	19.5
	3	157	19.2	19.7	39.1
	4	106	13.0	13.3	52.4
	Very concerned	380	46.5	47.6	100.0
	Total	799	97.7	100.0	
Missing	Don't know	19	2.3		
Total		818	100.0		

Q25 - From among the following, what one thing would you be most willing to do in order to minimize increases in water rates?

	Frequency	Percent	Valid	Cumulative

				Percent	Percent
Valid	Let my landscape/lawn die	46	5.7	5.7	5.7
	Replace lawn area with low water plants	237	29.0	29.0	34.7
	Upgrade irrigation system to include new, high-efficiency equipment	129	15.7	15.7	50.4
	Collect water from showers for example & reuse for other household uses	160	19.6	19.6	70.0
	Replace grass with artificial/synthetic turf	130	15.9	15.9	85.9
	None	64	7.9	7.9	93.8
	Don't know	51	6.2	6.2	100.0
	Total	818	100.0	100.0	

Q26 - How important do you think local farmers and agriculture are to the San Diego economy?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	649	79.3	80.9	80.9
	2	71	8.7	8.9	89.8
	3	42	5.1	5.2	95.0
	4	15	1.9	1.9	96.9
	Not important at all	25	3.0	3.1	100.0
	Total	802	98.0	100.0	
Missing	Don't know	16	2.0		
Total		818	100.0		

Q27 - Do you think that reduced water prices for farmers should be maintained?

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Yes	712	87.0	87.1	87.1
	No	70	8.6	8.6	95.7
	DK/REF	35	4.3	4.3	100.0
	Total	817	99.9	100.0	
Missing	System	1	.1		
Total		818	100.0		

Q2a -Considering only those utilities that you pay for, which would you say is best value?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Trash collection	78	9.5	10.0	10.0
	Water	182	22.3	23.5	33.5
	Sewer	14	1.7	1.8	35.4
	Telephone (land line)	81	10.0	10.5	45.9
	Mobile phone	68	8.3	8.8	54.7
	Cable or satellite tv	63	7.7	8.1	62.8
	Internet access	85	10.4	10.9	73.7
	Gas & electric	204	24.9	26.3	100.0
	Total	776	94.9	100.0	
Missing	System	42	5.1		
Total		818	100.0		

Q2b -Considering only those utilities that you pay for, which would you say is second best value?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Trash collection	37	4.5	7.4	7.4

	Water	79	9.7	16.0	23.4
	Sewer	28	3.4	5.6	29.0
	Telephone (land line)	72	8.8	14.6	43.6
	Mobile phone	44	5.4	9.0	52.6
	Cable or satellite tv	43	5.3	8.8	61.3
	Internet access	48	5.9	9.7	71.1
	Gas & electric	143	17.5	28.9	100.0
	Total	494	60.4	100.0	
Missing	System	324	39.6		
Total		818	100.0		

Q2c -Considering only those utilities that you pay for, which would you say is third best value?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Trash collection	20	2.4	6.8	6.8
	Water	47	5.7	16.2	23.0
	Sewer	22	2.6	7.4	30.5
	Telephone (land line)	52	6.3	17.9	48.3
	Mobile phone	25	3.1	8.6	57.0
	Cable or satellite tv	35	4.3	12.1	69.1
	Internet access	42	5.1	14.4	83.5
	Gas & electric	48	5.9	16.5	100.0
	Total	290	35.4	100.0	
Missing	System	528	64.6		

Total		818	100.0		

Q3 - How reliable do you think that San Diego County's water supply is?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very reliable	344	42.0	43.7	43.7
	Somewhat reliable	288	35.2	36.6	80.3
	Somewhat unreliable	75	9.1	9.5	89.8
	Very unreliable	80	9.8	10.2	100.0
	Total	786	96.1	100.0	
Missing	Not sure	32	3.9		
Total		818	100.0		

Q4. Do you think the reliability of the water supply in San Diego County is

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Improving	163	19.9	19.9	19.9
	Worsening	202	24.6	24.6	44.5
	Remaining the same	405	49.5	49.5	94.0
	Not sure	49	6.0	6.0	100.0
	Total	818	100.0	100.0	

Q5. Do you believe the cost of water is:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Too expensive	417	51.0	51.0	51.0
	Fair/reasonable	289	35.4	35.4	86.3
	Inexpensive	38	4.6	4.6	90.9

	Don't know	74	9.1	9.1	100.0
	Total	818	100.0	100.0	

Q6. What do you think is the single most critical thing that can be done to ensure a safe and reliable water supply for San Diego County residents and businesses?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Seawater desalination	84	10.2	13.3	13.3
	Import more water	39	4.8	6.3	19.6
	More reservoirs/storage	78	9.5	12.4	31.9
	Recycled water	97	11.9	15.4	47.4
	Mandatory Conservation	63	7.7	10.0	57.4
	Public education	19	2.4	3.1	60.4
	More research	4	.5	.7	61.1
	Diversify	9	1.1	1.5	62.6
	Improve quality	60	7.4	9.6	72.2
	Ensure adequate supply	1	.1	.1	72.3
	Control growth	19	2.4	3.1	75.4
	Improve infrastructure	20	2.5	3.2	78.6
	Change leadership of city/county/SDCWA/other water agencies	14	1.7	2.3	80.9
	Voluntary Conservation	105	12.8	16.6	97.5
	Other	8	1.0	1.3	98.8
	Reduce costs	6	.7	.9	99.7
	Increase prices	2	.2	.3	100.0
	Total	629	76.9	100.0	

Missing	Don't Know	189	23.1		
Total		818	100.0		

Q6a - When you say conservation, do you mean mandatory conservation or voluntary conservation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mandatory conservation	50	6.1	32.9	32.9
	Voluntary conservation	99	12.1	65.4	98.3
	Don't know	3	.3	1.7	100.0
	Total	151	18.5	100.0	
Missing	System	667	81.5		
Total		818	100.0		

Q6c - What would be the one best way to ensure an adequate water supply?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Seawater desalination	9	1.1	49.0	49.0
	Import more water	1	.1	4.7	53.7
	More reservoirs, more storage	3	.4	16.9	70.6
	Recycled water	2	.2	11.0	81.6
	Control growth	1	.1	4.7	86.3
	Improve infrastructure	2	.2	9.4	95.8
	Don't know	1	.1	4.2	100.0
	Total	18	2.2	100.0	
Missing	System	800	97.8		

Total	818	100.0		

Q7 -Most important part of diversification plan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Seawater desalination	218	26.7	26.7	26.7
	Colorado River transfers that are purchased from Imp. Valley	80	9.8	9.8	36.5
	Saving water in underground ponds/aquifers	46	5.6	5.6	42.1
	Recycled water	207	25.3	25.3	67.3
	Additional conservation	84	10.3	10.3	77.7
	Rainfall captured in local reservoirs	113	13.8	13.8	91.5
	None	60	7.3	7.3	98.8
	Don't know	10	1.2	1.2	100.0
	Total	818	100.0	100.0	

Q8. Opinion of diversification plan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree Strongly	473	57.8	60.3	60.3
	2	162	19.8	20.6	80.9
	3	92	11.3	11.8	92.7
	4	36	4.4	4.6	97.3
	Disagree Strongly	21	2.6	2.7	100.0
	Total	784	95.8	100.0	
Missing	Don't know	34	4.2		

Total	818	100.0		

Q9 - Does your household pay its own water bill, or does someone else, like your landlord of homeowner's association, pay the water bill?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Respondent/other member of household pays	621	75.9	75.9	75.9
	Landlord/Homeowners' Association/Other	182	22.2	22.2	98.1
	Don't know	15	1.9	1.9	100.0
	Total	818	100.0	100.0	

SD - How long have you lived in San Diego County?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	14	1.7	1.8	1.8
	2	45	5.5	5.7	7.5
	3	10	1.3	1.3	8.8
	4	27	3.3	3.4	12.2
	5	24	3.0	3.1	15.3
	6	15	1.8	1.9	17.2
	7	13	1.6	1.6	18.8
	8	17	2.1	2.2	21.0
	9	13	1.6	1.6	22.6
	10	35	4.2	4.4	27.0
	11	18	2.3	2.4	29.4
	12	10	1.2	1.2	30.6

	13	18	2.3	2.4	33.0
	14	8	1.0	1.1	34.0
	15	27	3.3	3.4	37.4
	16	7	.8	.9	38.3
	17	4	.5	.5	38.8
	18	19	2.4	2.5	41.3
	19	6	.7	.7	42.0
	20	60	7.3	7.6	49.7
	21	2	.3	.3	50.0
	22	11	1.3	1.4	51.4
	23	12	1.5	1.5	52.9
	24	13	1.6	1.7	54.6
	25	31	3.8	3.9	58.5
	26	17	2.1	2.2	60.7
	27	3	.4	.4	61.2
	28	8	1.0	1.1	62.2
	29	4	.5	.5	62.8
	30	45	5.5	5.7	68.5
	31	7	.8	.9	69.4
	32	11	1.4	1.4	70.8
	33	9	1.1	1.2	72.0
	34	5	.6	.6	72.7
	35	23	2.8	2.9	75.6
	36	7	.9	.9	76.5

	37	5	.6	.7	77.2
	38	4	.5	.5	77.7
	39	7	.8	.8	78.5
	40	19	2.3	2.4	80.9
	41	3	.4	.4	81.3
	42	8	1.0	1.0	82.4
	43	13	1.6	1.7	84.0
	45	13	1.6	1.7	85.7
	46	2	.3	.3	86.0
	47	2	.3	.3	86.3
	48	5	.6	.7	86.9
	49	5	.7	.7	87.6
	50	24	3.0	3.1	90.7
	51	3	.4	.4	91.1
	52	6	.7	.7	91.8
	54	2	.3	.3	92.1
	55	12	1.4	1.5	93.6
	56	7	.9	.9	94.6
	57	3	.4	.4	95.0
	58	4	.5	.5	95.5
	59	4	.5	.5	96.0
	60	10	1.3	1.3	97.3
	62	3	.4	.4	97.7
	63	1	.1	.1	97.8

	64	2	.2	.2	98.0
	65	2	.3	.3	98.3
	66	1	.1	.1	98.5
	67	1	.1	.1	98.6
	70	2	.3	.3	98.9
	72	2	.2	.2	99.1
	74	2	.2	.2	99.3
	75	1	.1	.1	99.4
	80	2	.2	.2	99.6
	82	1	.1	.1	99.7
	83	1	.1	.1	99.8
	84	1	.1	.1	99.9
	89	1	.1	.1	100.0
	Total	786	96.1	100.0	
Missing	98	32	3.9		
Total		818	100.0		

home owner or renter

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Own	518	63.4	63.9	63.9
	Rent/Other Status	293	35.8	36.1	100.0
	Total	811	99.1	100.0	
Missing	Refused	7	.9		
Total		818	100.0		

Open-Ended Responses

oe15a					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		287	35.1	35.1	35.1
	A habit. If you don't water the lawn every 2 days then why go back to watering it every day when it's just as green as it was 2 days ago.	1	.1	.1	35.2
	Alleviate some of the water consumption	2	.2	.2	35.4
	Always like to save on water bill, try to conserve when we can	1	.1	.1	35.5
	America is very greedy, and we over use on everything. I'm not greedy so I'm going to keep conserving.	1	.1	.1	35.6
	Anything to save a buck	1	.1	.1	35.7
	Be conscious about water	1	.1	.1	35.8
	Because before the restrictions, we didn't realize that we could live on so much less water. But now, conservation is just how we live. We're so used to it we don't even notice it anymore.	1	.1	.1	35.9
	Because conservation is already our lifestyle. We don't need restrictions to use water with common sense.	1	.1	.1	36.0
	Because for the rest of our lives we will always have to be careful about water. There will always be water problems in Southern California.	1	.1	.1	36.2
	Because I already am following water restrictions.	2	.2	.2	36.4

	Because I don't want to waste water	1	.1	.1	36.5
	Because I don't want to waste water. I don't want another shortage. I don't agree with wasting water.	1	.1	.1	36.6
	Because I don't waste water. That's ridiculous.	1	.1	.1	36.7
	Because I feel peer pressure	1	.1	.1	36.8
	Because I feel that following these restrictions that are in place now and if I keep using the restrictions even when they are lifted now hopefully we won't have to do it again.	1	.1	.1	36.9
	Because I firmly believe that conservation will always be needed. Water will always be an issue in San Diego County.	1	.1	.1	37.0
	Because I get use to doing it.	1	.1	.1	37.1
	Because I grew up in a time of water shortage and I learned habits at that time.	2	.2	.2	37.3
	Because I have gotten into the conservation mind set.	1	.1	.1	37.5
	Because I killed my lawn when the first one happened and I don't plan on changing it back because of time and money.	1	.1	.1	37.6
	Because I need to do my part at saving water. We don't have much of it... It's become habit now.	1	.1	.1	37.7
	Because I think it's the best thing to do.	1	.1	.1	37.8
	Because I think we have an issue with wasting water. Like the grass sprinklers that are a waste.	1	.1	.1	37.8
	Because I think we need the water and too many people are using it.	1	.1	.1	38.0
	Because I value the conservation of water.	1	.1	.1	38.0
	Because I want the fish to have some.	1	.1	.1	38.2
	Because I want the water to LAST!	1	.1	.1	38.3

	Because I want to conserve water	1	.1	.1	38.4
	Because I want water in the future. Just because we have water now, doesn't mean we should use it all up.	1	.1	.1	38.4
	Because I will not change the way we use our water.	1	.1	.1	38.5
	Because I'll be accustomed.	1	.1	.1	38.6
	Because I'm a good citizen.	1	.1	.1	38.7
	Because I'm already conserving	1	.1	.1	38.8
	Because I'm an intelligent person. Common sense.	1	.1	.1	38.9
	Because if you start feeling the need to waste water then hey	1	.1	.1	39.0
	Because is my way of living to conserve little water goes along the way	1	.1	.1	39.1
	Because it could happen again...(shortage of water)	1	.1	.1	39.2
	Because it is important to save water.	1	.1	.1	39.3
	Because it is in the notice that we receive to save water.	1	.1	.1	39.5
	Because it is money out of my pocket	1	.1	.1	39.5
	Because it is okay.	1	.1	.1	39.6
	Because it is up to each one of us to conserve water.	1	.1	.1	39.7
	Because it make practical sense and there is a future to conserve for.	1	.1	.1	39.9
	Because it makes sense	1	.1	.1	40.0
	Because it would put me in a new mind frame. And I would save money.	1	.1	.1	40.1
	Because it wouldn't change how I live my life	1	.1	.1	40.1

	now				
	Because it's been proven that it works and people use too much water	1	.1	.1	40.2
	Because it's following the laws	1	.1	.1	40.3
	Because it's good to be environmentally conscious.	2	.2	.2	40.6
	Because it's the right thing to do.	1	.1	.1	40.7
	Because it's the right thing to do. I've always been very conscientious of the water table.	1	.1	.1	40.8
	Because it's the smart thing to do.	1	.1	.1	40.9
	Because my cat is hard at work.	1	.1	.1	41.0
	Because my water demand has been reduced.	1	.1	.1	41.1
	Because next year, it will happened again	1	.1	.1	41.2
	Because of based on common sense I believe in conserving water.	1	.1	.1	41.3
	Because of conservation.	1	.1	.1	41.4
	Because of habit	1	.1	.1	41.5
	Because of limited resources	2	.2	.2	41.7
	Because of my current use is minimal.	1	.1	.1	41.8
	Because once we run out it will go back into another shortage. Better to conserve now.	1	.1	.1	41.9
	Because otherwise I would be wasting water. I wouldn't make sense.	1	.1	.1	42.0
	Because rates are still high.	2	.2	.2	42.3
	Because the price of my water is 500 dollars every two months.	1	.1	.1	42.4
	Because to conserve water, we were doing it before it was an option or mandatory	1	.1	.1	42.5

	Because to improve the environment	5	.6	.6	43.1
	Because water conservation is the right thing to do.	1	.1	.1	43.2
	Because we all need too.	1	.1	.1	43.3
	Because we already took out the grass outside. We try to conserve water by sweeping outside instead of using the water hose to clean.	1	.1	.1	43.4
	Because we can't survive without water.	2	.2	.2	43.6
	Because we don't use a lot of water at our house.	1	.1	.1	43.7
	Because we have only one planet I feel we have to conserve. We don't have water to waste.	1	.1	.1	43.9
	Because we have to watch our use of water regardless.	1	.1	.1	43.9
	Because we live in a desert.	1	.1	.1	44.1
	Because we need to conserve. Water is our most important resource.	1	.1	.1	44.1
	Because we never know just how much rain we'll get or if will rain at all.	1	.1	.1	44.3
	Because we should conserve weather as much as we can.	5	.6	.6	44.9
	Because we should think about the future.	1	.1	.1	44.9
	Because we use far more water than can be supplied. If Colorado River ever denies us we will be in BIG TROUBLE. So I believe in conserving now.	1	.1	.1	45.1
	Because we will save more on our bill and it's the right thing to do.	1	.1	.1	45.1
	Because we've already gotten into the habit. There is no point in wasting water.	1	.1	.1	45.2
	Because when you get use to doing something and if you benefit from it then you may as well keep doing it	1	.1	.1	45.3

	Because you get set in a routine and you're not going to just all of a sudden increase your usage.	1	.1	.1	45.4
	Because you will get used to the restrictions and be able to manage.	1	.1	.1	45.5
	Believe it's the right thing to do	1	.1	.1	45.6
	Better for environment	1	.1	.1	45.7
	Better good of the community.	1	.1	.1	45.8
	Caring about the environment.	1	.1	.1	46.0
	Cause I'm cheap. A/e no	1	.1	.1	46.1
	Cause I'm conscience of water restrictions	1	.1	.1	46.2
	Cause it's just me and I don't like to waste water. I don't need a lot of water.	1	.1	.1	46.3
	Cause it's the right thing to do.	1	.1	.1	46.4
	Civic concern	1	.1	.1	46.5
	Climate change continues regardless of the times.	1	.1	.1	46.6
	Common Sense	1	.1	.1	46.7
	Common sense says a person should do their part in conserving water	1	.1	.1	46.7
	Conservation	2	.2	.2	46.9
	Conservation & future needs	1	.1	.1	47.0
	Conservation and the ability to have water in the future	1	.1	.1	47.1
	Conservation needs to be done to ensure adequate supply.	1	.1	.1	47.3
	Conservation of resources is important	2	.2	.2	47.5
	Conservation purposes	3	.3	.3	47.8

	Conserve	1	.1	.1	47.9
	Conserving water has already become habit. Probe- I have updated my sprinklers and changed my landscaping to handle the restrictions.	1	.1	.1	48.0
	Conserving water that we are not having again ever	1	.1	.1	48.1
	Continue to save because you never know when it'll turn bad again.	5	.6	.6	48.7
	Cost	1	.1	.1	48.8
	Cost and to conserve for future generations for the kids	1	.1	.1	48.9
	Developed the habit	1	.1	.1	49.1
	Do not use much as is.	1	.1	.1	49.2
	Don't know. Good idea.	1	.1	.1	49.3
	Don't like to waste water	1	.1	.1	49.3
	Don't need to comply because I don't live with restrictions.	1	.1	.1	49.4
	Don't want to run out of water supply	1	.1	.1	49.5
	Due to more education about the subject	1	.1	.1	49.6
	Due to the continuous existence of the water shortage.	1	.1	.1	49.7
	Eventually they will ask us again to conserve and make it mandatory	1	.1	.1	49.9
	Fair thing to do. I would like for our water to not cost as much. If we didn't have so many different water boards. They don't know what's going on but they still get paid.	1	.1	.1	50.0
	Fall in to a pattern	1	.1	.1	50.1
	For all the people to conserve	1	.1	.1	50.2

	For conservation	1	.1	.1	50.3
	For conservation purposes	1	.1	.1	50.4
	For conservation purposes, to save water.	1	.1	.1	50.5
	For my own good to not use more than I need.	1	.1	.1	50.6
	For the benefit of all of us	1	.1	.1	50.7
	For the betterment of the community.	1	.1	.1	50.8
	For the environment and not wasting water	5	.6	.6	51.4
	For the future generations, we should be very careful on our usage.	1	.1	.1	51.5
	Force of habit and routine.	1	.1	.1	51.6
	Get in the habit of doing it.	1	.1	.1	51.7
	Good for the earth	1	.1	.1	51.8
	Good for the environment.	2	.2	.2	52.0
	Good idea to conserve. We've had shortages in the past and might have them again in the future.	1	.1	.1	52.1
	Habit and high efficiency equipment.	1	.1	.1	52.2
	Having lived here and knowing that the following year we might not have as much rain.	1	.1	.1	52.3
	Help the earth	1	.1	.1	52.4
	Help the world	1	.1	.1	52.5
	Hopefully it will help in the end.	1	.1	.1	52.6
	Hot weather and earthquakes are happening because we don't take care of the planet we need to do this conserve water is better for the planet	1	.1	.1	52.7
	I all ready do it now, so I'm sure I would keep doing it.	1	.1	.1	52.8

	I already conserve	1	.1	.1	52.9
	I already conserve water and tell the rest of the family to do it too.	1	.1	.1	53.0
	I already conserve.	1	.1	.1	53.1
	I already do conserve	1	.1	.1	53.2
	I already do it. They only restrict washing cars and watering lawn. I already don't do either of those.	5	.6	.6	53.8
	I always conserve water.	1	.1	.1	53.9
	I always try to conserve, I always have, and living in this area it's a desert.	1	.1	.1	54.0
	I am a good citizen. I think it is wrong to overuse water and abuse the soil. I believe we should be planting fruits and vegetables, as well as low water plants.	1	.1	.1	54.1
	I am already energy efficient.	1	.1	.1	54.2
	I am careful.	1	.1	.1	54.3
	I am currently converting my landscape to better conserve water. That's where my water conservation is going, towards my landscaping.	1	.1	.1	54.4
	I am very aware of conservation	1	.1	.1	54.5
	I believe that it makes sense. We are in a time when the general public wants to conserve. I already conserve on a voluntary basis because I feel it is important.	1	.1	.1	54.6
	I Care About Having Water.	1	.1	.1	54.7
	I complied with them before they were mandatory.	1	.1	.1	54.8
	I comply because of droughts we have had before	1	.1	.1	54.9
	I conserve already by not watering my lawn too often..	1	.1	.1	55.0

	I conserve water anyway whether I have to or not.	1	.1	.1	55.1
	I conserve water anyway.	1	.1	.1	55.2
	I don't know	2	.2	.2	55.4
	I don't know, I think I would.	1	.1	.1	55.5
	I don't know.	2	.3	.3	55.8
	I don't like to waste.	2	.2	.2	56.0
	I don't want my water bill to go up.	1	.1	.1	56.1
	I don't want the problem to return.	1	.1	.1	56.2
	I don't waste water	1	.1	.1	56.3
	I don't water my lawn. I don't have much.	2	.2	.2	56.6
	I don't water yard ever	1	.1	.1	56.7
	I feel if we take we must put back	1	.1	.1	56.8
	I feel it's not good to waste water	1	.1	.1	56.9
	I feel it's the responsible thing to do because we will always have a water shortage issue here. We have to live within our water-limitations.	1	.1	.1	57.0
	I feel restrictions should be mandatory	1	.1	.1	57.1
	I got to be responsible	1	.1	.1	57.2
	I have already made the changes in my water use so why would I go back to the way I used to use it when I can already get by with the changes that I have made.	1	.1	.1	57.3
	I have always like to save water	1	.1	.1	57.4
	I have become accustomed to them.	2	.2	.2	57.6
	I have been accustomed to them and to doing it.	1	.1	.1	57.7
	I have got used to the water restrictions	1	.1	.1	57.8

	I have kids I got to show how to live.	1	.1	.1	57.9
	I have kids. I want to have decent water rates so they can live here... For their future.	1	.1	.1	58.0
	I have lived through water shortages in another country in the '60's & I learned all about water restrictions. It's my lifestyle already--it's part of how I live.	1	.1	.1	58.1
	I have strong environmental beliefs. And I automatically conserve now, it's part of how I do things.	1	.1	.1	58.2
	I just personally already conserve anyway	1	.1	.1	58.3
	I just think we should all use less & not be such tremendous users of our resources. It will be better for everyone.	1	.1	.1	58.4
	I just use what is necessary.	1	.1	.1	58.5
	I like a low water bill	1	.1	.1	58.6
	I like keeping my water bill down	1	.1	.1	58.7
	I like saving water	9	1.0	1.0	59.8
	I like to be conscious of how much water I use because of the environment.	2	.2	.2	60.0
	I like to conserve.	1	.1	.1	60.1
	I like to preserve and conserve	1	.1	.1	60.2
	I mean I would. Why not.	1	.1	.1	60.3
	I personally believe in conservation	1	.1	.1	60.4
	I save as much water as I can already	1	.1	.1	60.5
	I think it is important to conserve water.	1	.1	.1	60.6
	I think it is the neighborly thing to do; I've done it for years.	1	.1	.1	60.7
	I think my irrigation needs are already met with the current restrictions, so there's no reason not	1	.1	.1	60.8

	to comply--I don't need more.				
	I think sometimes we over use on everything, even when we are not aware of it and waste it.	1	.1	.1	60.9
	I think that I don't like to waste water. There needs to be a law about these restrictions that we have. It's not fair..	1	.1	.1	61.0
	I think the majority of people over-water outside. When we had to conserve, I found I can still water outside successfully with much less water.	1	.1	.1	61.1
	I think water is important to live, eat & drink, which is more important than green grass.	1	.1	.1	61.2
	I think water will continue to be an issue in San Diego.	2	.2	.2	61.5
	I try not to waste water. I'm disappointed that nothing has been done in 21 yrs. Mississippi lakes over flow every year. Why not take that water and give to people like us that need water	1	.1	.1	61.6
	I try to be conservative. Water is precious.	1	.1	.1	61.7
	I try to conserve naturally, it's just the right thing to do.	1	.1	.1	61.8
	I try to conserve when I can	1	.1	.1	61.9
	I understand the need for water for the future.	1	.1	.1	62.0
	I use water when I want	1	.1	.1	62.1
	I use what I need and I don't waste.	1	.1	.1	62.2
	I want to be able to have water for ever in San Diego	1	.1	.1	62.3
	I want to keep my water bill lower	3	.4	.4	62.7
	I want to save water	3	.4	.4	63.0
	I want to try and co-operate.	1	.1	.1	63.1
	I was raised not to waste anything, including water. That's just my way of life.	1	.1	.1	63.2

	I will conserve water as long as my requirement for water doesn't become obvious.	1	.1	.1	63.3
	I would do it for sake of conserving water.	5	.6	.6	63.9
	I would go along with it but I would be suspicious of it. I'm sure that's a way for them to jack up the rates.	1	.1	.1	64.0
	I would just try.	1	.1	.1	64.1
	I would rather continue conserving now to have more later on.	1	.1	.1	64.2
	I would try to conserve.	1	.1	.1	64.3
	I wouldn't want to waste water. Just use it when I need it.	2	.2	.2	64.6
	I'm a conserver anyway with all things	1	.1	.1	64.7
	I'm a save stickler	1	.1	.1	64.8
	I'm all for conservation in many aspects of my everyday routine	1	.1	.1	64.9
	I'm already trying to conserve. Restrictions aren't keeping me from using water, prices are.	1	.1	.1	65.0
	I'm already used to it.	2	.2	.2	65.2
	I'm being charged for it and anything I can do to decrease use helps.	1	.1	.1	65.3
	I'm broader minded	1	.1	.1	65.4
	I'm comfortable conserving	1	.1	.1	65.5
	I'm doing it for the next generation.	2	.2	.2	65.8
	I'm geared for the planet and everything in general, water is a resource.	1	.1	.1	65.9
	I'm kind of a conservationist	1	.1	.1	66.0
	I'm not a wasteful person	1	.1	.1	66.1
	I'm not a waster, don't like to waste...	1	.1	.1	66.2

	I'm set in my ways I guess.	1	.1	.1	66.3
	I'm smart about the cost of water and try not to waste it.	1	.1	.1	66.4
	I'm very good at conserving. I feel like our government should do more about it since we live in the desert.	1	.1	.1	66.5
	I've already got it set up.	2	.2	.2	66.7
	I've always believed in conservation, every aspect, even if no one else does it I still would.	1	.1	.1	66.8
	I've been been following the restrictions ever since the 90's	1	.1	.1	66.9
	I've tried to be a prudent water user from day-one. Now it's part of my lifestyle/ I still pay a lot for water though.	1	.1	.1	67.0
	If I don't do it then others won't do it and sooner or later we will be back to a shortage. Be practical.	1	.1	.1	67.1
	If it happened once it can happen again.	1	.1	.1	67.2
	If it helps conserve water then it is worth doing.	2	.2	.2	67.5
	If it works then you shouldn't change it	1	.1	.1	67.6
	If we do not need water we are not going to use it. For conservation	1	.1	.1	67.7
	If you can live with less them why not.	1	.1	.1	67.8
	If you fall in to a custom way of doing things, you just do it out of habit.	1	.1	.1	67.9
	If you watch what you use you can keep your bill low.	1	.1	.1	68.0
	In a sense, preventive maintenance	1	.1	.1	68.1
	In my country everybody conserves	1	.1	.1	68.2
	In order to keep usage down and generally conserve water.	1	.1	.1	68.3

	Inertia	1	.1	.1	68.4
	Is not going to last forever	1	.1	.1	68.5
	Is the right thing to do	1	.1	.1	68.6
	It already makes sense. Probe- It is an educated decision.	1	.1	.1	68.7
	It becomes habit	1	.1	.1	68.8
	It becomes habit in the household	1	.1	.1	68.9
	It doesn't greatly restrict our household usage	1	.1	.1	69.0
	It doesn't hurt to keep doing it	1	.1	.1	69.1
	It helps other places get more water.	2	.2	.2	69.3
	It is a good idea to conserve.	1	.1	.1	69.4
	It is a good idea. I save water.	1	.1	.1	69.5
	It is a good way to live.	1	.1	.1	69.6
	It is better for the water situation.	1	.1	.1	69.7
	It is important to preserve natural resources. Water is an important resource.	2	.2	.2	70.0
	It is just my nature.	1	.1	.1	70.1
	It is the nice thing to do and because you get used to it.	1	.1	.1	70.2
	It is the right thing to do, to not over-use water.	1	.1	.1	70.3
	It is the right thing to do.	1	.1	.1	70.4
	It is waste.	1	.1	.1	70.5
	It is what I've been doing for so long.	1	.1	.1	70.6
	It just depends	1	.1	.1	70.7
	It just makes sense.	2	.2	.2	70.9

	It makes more sense to conserve now so that shortages & restrictions don't happen again.	1	.1	.1	71.0
	It makes sense to me to use less than what we have. I don't want another shortage. I don't over-use my resources.	1	.1	.1	71.1
	It might help.	1	.1	.1	71.2
	It really depends on how high the water rates are, the more you use, the more you are charged.	1	.1	.1	71.3
	It seems reasonable to so.	1	.1	.1	71.4
	It should be law	1	.1	.1	71.5
	It should be something that is done for ever and done a long time ago.	1	.1	.1	71.6
	It was a habit. I don't want to waste.	1	.1	.1	71.7
	It will help with the situation	1	.1	.1	71.8
	It would become a habit. It would be a better way to use water.	1	.1	.1	71.9
	It wouldn't affect our usage	1	.1	.1	72.0
	It'll be a habit of I've been doing it for a while, plus we save money. Less expense is a good motivation!	1	.1	.1	72.1
	It's a habit.	2	.2	.2	72.3
	It's a habit. If you do it for so long you would tend to keep doing it.	1	.1	.1	72.4
	It's a reality that were going to have to conserve with the increases in the local population	1	.1	.1	72.5
	It's a reasonable thing to do, and if everyone complies and pitches in. Than everyone is served and has water.	1	.1	.1	72.6
	It's cheaper and I already conserve.	5	.6	.6	73.2
	It's important to the community.	1	.1	.1	73.3

	It's in my nature to conserve.	1	.1	.1	73.4
	It's just a good idea and our water use is already minimal.	1	.1	.1	73.5
	It's just a good thing to do. You have to conserve in this area.	1	.1	.1	73.6
	It's just good to conserve	1	.1	.1	73.7
	It's just ingrained, habitual, my lifestyle. It's an awareness of our environment. Mindfulness of our planet.	1	.1	.1	73.8
	It's just my life style	1	.1	.1	73.9
	It's my duty to do so as a member of society	1	.1	.1	74.0
	It's something I do with or without restrictions.	1	.1	.1	74.1
	It's the right thing to do	2	.2	.2	74.3
	It's the right thing to do.	1	.1	.1	74.4
	It's the thing to do. I'm tired of them lying to us and telling us to cut down then they charge us more.	1	.1	.1	74.5
	Its right thing to do.	1	.1	.1	74.6
	Just a good idea to conserve as much as possible.	2	.2	.2	74.8
	Just always been that way. Helping out.	1	.1	.1	74.9
	Just don't use a lot of water	1	.1	.1	75.0
	Just got use to it.	1	.1	.1	75.1
	Just habit.	1	.1	.1	75.2
	Just helping people	1	.1	.1	75.3
	Just to conserve.	1	.1	.1	75.4
	Just to do my part.	1	.1	.1	75.5
	Just to save water	2	.2	.2	75.8

	Just to save water because it's a good thing to do.	2	.2	.2	76.0
	Just to save water.	1	.1	.1	76.1
	Just use what I need	1	.1	.1	76.2
	Just will feel more comfy	1	.1	.1	76.3
	Keep her water bill low	1	.1	.1	76.4
	Keep my bill low.	5	.6	.6	77.0
	Learned to live with restrictions already	1	.1	.1	77.1
	Learning to live with less is what we will need to do.	1	.1	.1	77.2
	Likes saving water	2	.2	.2	77.4
	Living consciously	1	.1	.1	77.5
	Living in a place where I don't pay directly for water. Water included in my rent.	1	.1	.1	77.6
	Mainly change in my outside; I've already taken the steps to do so	1	.1	.1	77.7
	My bill is so high I have no choice	1	.1	.1	77.8
	My personal belief is to conserve so we don't run out & it's part of my lifestyle now. Don't even think about it anymore.	1	.1	.1	77.9
	My usage stays the same with or without restrictions.	2	.2	.2	78.2
	My way of life to live inexpensive	1	.1	.1	78.2
	Necessity	1	.1	.1	78.4
	Need to conserve water	1	.1	.1	78.4
	No choice for me in the matter	1	.1	.1	78.6
	No need to over use water.	1	.1	.1	78.7
	No, I don't need more restrictions.	1	.1	.1	78.8

	Not going to use more than I need just because restriction lifted	5	.6	.6	79.4
	Not to abuse and to conserve water for future	1	.1	.1	79.5
	Not to waste and to conserve our water	1	.1	.1	79.6
	On is there are only two of us that live here	1	.1	.1	79.7
	Once they told us it was mandatory to cut back. Really stop using water for the grass.	1	.1	.1	79.8
	One gets educated and to not find ourselves in the same situation.	1	.1	.1	79.9
	Only use what I have to.	1	.1	.1	80.0
	Out of concern for future water supply I think it's better to conserve now. I'm more conscious of not being wasteful.	1	.1	.1	80.1
	Out of habit	1	.1	.1	80.2
	Out of habit.	1	.1	.1	80.3
	Probably because of habit	2	.2	.2	80.5
	Right thing to do	2	.2	.2	80.7
	Run out of water we need to conserve	1	.1	.1	80.8
	Save money	1	.1	.1	80.9
	Save money and conserve for the future	1	.1	.1	81.0
	Save natural resources.	2	.2	.2	81.3
	Save the planet	1	.1	.1	81.4
	Saving money and I'm used to it	1	.1	.1	81.5
	Saving water	1	.1	.1	81.6
	Self interest to conserve.	1	.1	.1	81.7
	Septic not so good around here	1	.1	.1	81.8
	So it does not happen again.	1	.1	.1	81.9

	So that generations to come will have water.	1	.1	.1	82.0
	So that the water bill won't be high. It would become a habit	1	.1	.1	82.1
	So that we don't have another shortage. It's better to conserve now.	1	.1	.1	82.2
	So that we're not eventually back in the same type situation	1	.1	.1	82.3
	So we won't have another shortage, it's better to conserve now.	1	.1	.1	82.4
	Some of the changes in my landscaping are permanent and it just establishes using less water.	1	.1	.1	82.5
	Stewardship, to do my part.	2	.2	.2	82.7
	That doesn't affect me because I'm used to saving water.	1	.1	.1	82.8
	That's just how it is, that's how we are. It makes sense not to waste water.	1	.1	.1	82.9
	That's the thing to do and not waste.	1	.1	.1	83.0
	The attitude I and my wife have to comply.	1	.1	.1	83.1
	The price	1	.1	.1	83.2
	The right thing to do	1	.1	.1	83.3
	The wise thing to do in order to conserve	1	.1	.1	83.4
	There is little water	1	.1	.1	83.5
	There is not an infinite supply.	1	.1	.1	83.6
	There would be no change, we already conserve.	1	.1	.1	83.7
	There's no reason to increase	1	.1	.1	83.8
	There's no such thing as unlimited water supply.	1	.1	.1	83.9
	There's not much water and there has not been	1	.1	.1	84.0

	enough rain.				
	They have all the restrictors (water conserving devices) for conserving water already in place.	1	.1	.1	84.1
	They have already been implemented.	1	.1	.1	84.2
	This is not my first time having to conserve>has grown on me now	1	.1	.1	84.3
	To be better prepared for next time.	1	.1	.1	84.4
	To benefit from it	1	.1	.1	84.5
	To benefit our county and country	1	.1	.1	84.6
	To conserve	8	1.0	1.0	85.7
	To conserve all we can	1	.1	.1	85.8
	To conserve and maintain	1	.1	.1	85.9
	To conserve and preserve is the rule	5	.6	.6	86.5
	To conserve is good	1	.1	.1	86.6
	To conserve more water and not run out. It's good for the environment.	1	.1	.1	86.7
	To conserve water	2	.2	.2	86.9
	To conserve water and prevent future issues.	1	.1	.1	87.0
	To conserve water for my grandkids	1	.1	.1	87.1
	To conserve water out of my own decision.	1	.1	.1	87.2
	To conserve water.	1	.1	.1	87.3
	To conserve water. I don't need as much as I thought I did.	1	.1	.1	87.4
	To conserve we need to be more conscious of our water	1	.1	.1	87.5
	To contribute to the community.	1	.1	.1	87.6
	To create consciousness one day you have it	1	.1	.1	87.7

	one day you don't				
	To do good for our world	1	.1	.1	87.8
	To have more water in the future	1	.1	.1	87.9
	To help the environment	1	.1	.1	88.0
	To help the water company.	1	.1	.1	88.1
	To keep cost down	1	.1	.1	88.2
	To keep cost down and save water.	1	.1	.1	88.3
	To keep her water bill down	1	.1	.1	88.4
	To keep my water bill down.	1	.1	.1	88.5
	To maintain a low bill. Basic cost	1	.1	.1	88.6
	To maintain the less use of water.	1	.1	.1	88.7
	To make things better	1	.1	.1	88.8
	To pay less	1	.1	.1	88.9
	To preserve more	1	.1	.1	89.0
	To preserve water for our children in the future	1	.1	.1	89.1
	To prevent water scarcity	1	.1	.1	89.2
	To save money	2	.2	.2	89.4
	To save money and conserve water.	1	.1	.1	89.5
	To save money but they always raise the rates because they are not paying enough for the maintenance.	1	.1	.1	89.6
	To save money, for our future use, and waste less water.	1	.1	.1	89.7
	To save money.	1	.1	.1	89.8
	To save our resources.	1	.1	.1	89.9

	To save water	1	.1	.1	90.0
	To save water and money	1	.1	.1	90.1
	To save water for future generations for our kids	1	.1	.1	90.2
	To save water.	2	.2	.2	90.4
	Try not to waste water. I only wash dishes.	5	.6	.6	91.0
	Usage has to be stable so we can continue enjoying good water	1	.1	.1	91.1
	Used to complying	1	.1	.1	91.2
	Used to it.	1	.1	.1	91.3
	Used to them and tweaking is not a big deal.	1	.1	.1	91.4
	Wants to keep a low water bill	1	.1	.1	91.5
	Wants to keep her water bill down	2	.2	.2	91.7
	Wants to save water	2	.2	.2	91.9
	Water bills, cost of water.	1	.1	.1	92.1
	Water costs too much	1	.1	.1	92.1
	Water is a precious resource and should not be wasted.	1	.1	.1	92.2
	Water is not limitless. It makes sense to conserve.	1	.1	.1	92.3
	Water is our most precious resource and we need to conserve it.	1	.1	.1	92.4
	Water is scarce	1	.1	.1	92.5
	We all have to do our part	1	.1	.1	92.6
	We all should	1	.1	.1	92.7
	We already do conserve	1	.1	.1	92.8
	We already our conservative people.	1	.1	.1	92.9

	We are all in this together. It takes more than one person to make a difference.	1	.1	.1	93.0
	We are always doing to have problems with the water.	1	.1	.1	93.1
	We are into water conservation. We own an acre around our house and it is to our benefit to conserve water.	1	.1	.1	93.2
	We are living in a desert and we shouldn't be using water as we do.	1	.1	.1	93.3
	We are not water abusers	1	.1	.1	93.4
	We are running out of water.	1	.1	.1	93.5
	We believe in it.	1	.1	.1	93.6
	We believe in the environment and conservation.	1	.1	.1	93.7
	We can't live without water.	1	.1	.1	93.8
	We don't have unlimited supply.	1	.1	.1	93.9
	We don't like to waste water.	1	.1	.1	94.0
	We don't need to use extra water.	1	.1	.1	94.2
	We got to start somewhere	1	.1	.1	94.2
	We grew up knowing that and there is not enough water.	1	.1	.1	94.4
	We have a lot of water problems	1	.1	.1	94.5
	We have a problem and water is important to life, period.	1	.1	.1	94.5
	We have gotten used to living this way.	1	.1	.1	94.6
	We have made changes in our home to comply.	1	.1	.1	94.7
	We have to care for the water	1	.1	.1	94.8
	We haven't had an issue with the water.	5	.6	.6	95.4

	We just like to conserve. A personal choice.	1	.1	.1	95.5
	We live in a desert	1	.1	.1	95.6
	We live in a desert and we constantly increase population	1	.1	.1	95.7
	We live in a semi arid desert & we don't get lots of rain here.	1	.1	.1	95.8
	We live in San Diego. It's a desert. We need to conserve.	1	.1	.1	95.9
	We need all the water we can get	1	.1	.1	96.0
	We need to conserve water anyway out of concern for our environment & the earth.	1	.1	.1	96.1
	We need to conserve water period for crisis in other countries we may b able to help in time of need	1	.1	.1	96.2
	We need to hold down usage as much as possible, allow for population growth.	1	.1	.1	96.3
	We need to not waste water.	1	.1	.1	96.4
	We need to save water	1	.1	.1	96.6
	We need to try and conserve what we have.	2	.2	.2	96.8
	We never know how much rain we'll have	1	.1	.1	96.9
	We only water like the lawn and garden when we need to. We don't use much water.	1	.1	.1	97.0
	We should not waste water	1	.1	.1	97.1
	We still need to conserve water regardless	1	.1	.1	97.2
	We Use what we need we have high efficiency systems.	1	.1	.1	97.3
	We will be in the same place if we don't conserve	1	.1	.1	97.4
	We would just be more conscious on to save water	1	.1	.1	97.5

	We're conservative people.	1	.1	.1	97.6
	Well I believe in conserving water.	1	.1	.1	97.7
	Well I don't use much	1	.1	.1	97.8
	Well I just believe in saving water.	1	.1	.1	97.9
	Well I just would	1	.1	.1	98.0
	Well I try to cut back as much as I can.	1	.1	.1	98.1
	Well it depends on what the restrictions are.	1	.1	.1	98.2
	Well it would have become a habit.	1	.1	.1	98.3
	Well it would just be a habit.	1	.1	.1	98.4
	Well we try to help out as much as we can. We try and do our part. It would become a habit.	1	.1	.1	98.5
	Well, I've probably just gotten used to it. I already try and conserve and I will continue to live the same way.	1	.1	.1	98.6
	Well, what we are doing now is adequate for our yard & household needs.	1	.1	.1	98.7
	Why use more than you need? Be practical.	1	.1	.1	98.8
	With water use here you have to conserve you can only use what's in front of you and here.	1	.1	.1	98.9
	Yes. Because I still pay for water.	5	.6	.6	99.5
	You get use to it...	1	.1	.1	99.6
	You just learn ways to conserve.	2	.2	.2	99.8
	You never know how it will be later on in life	1	.1	.1	99.9
	You realize you don't need as much water as you thought, so now conservation is part of your lifestyle. I don't even notice it anymore.	1	.1	.1	100.0
	Total	818	100.0	100.0	

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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		754	92.2	92.2	92.2
	Already saves water	1	.1	.1	92.3
	Because he can water his lawn and plants more	1	.1	.1	92.4
	Because I already cut back, and what I do won't really matter if my neighbor is taking long showers.	1	.1	.1	92.5
	Because I didn't change my usage in the first place.	1	.1	.1	92.6
	Because I don't use much anyway.	1	.1	.1	92.7
	Because I like watering my lawn and garden	1	.1	.1	92.8
	Because I want to enjoy the end of restrictions	1	.1	.1	92.9
	Because I'm already really skimping on my water usage.	1	.1	.1	93.0
	Because I'm human.	1	.1	.1	93.1
	Because if the restrictions are lifted, it is probably because there is enough water.	1	.1	.1	93.2
	Because if the suppliers were doing their job then we wouldn't be having shortages.	1	.1	.1	93.3
	Because it might be an inconvenience.	1	.1	.1	93.4
	Because my yard got dead last year.	1	.1	.1	93.5
	Because society has changed. Civility & patriotism are gone. Everybody is out for themselves. Get what you can & to hell with everyone else.	1	.1	.1	93.6
	Because there is water to use so we have to use it	1	.1	.1	93.7
	Because there would be no more mandatory restrictions. I would think they have more water	1	.1	.1	93.8

	so I would use more water.				
	Because they don't matter to laundry	1	.1	.1	93.9
	Because they're trying to screw everyone with our money. They need to just fuck off.	1	.1	.1	94.0
	Because we would have to be convinced that the city would put the same effort in as us. They have sprinklers running all over and we are not allowed to.	1	.1	.1	94.1
	Because when I'm restricted from watering, my plants die, everything dies.	1	.1	.1	94.2
	Cost is the main concern but I like my pool and enjoy my lawn	1	.1	.1	94.3
	Doesn't apply to me.	1	.1	.1	94.4
	Doesn't influence me. I use the same whether there are restrictions or not.	1	.1	.1	94.6
	Doing it only to follow regulations in the first place	1	.1	.1	94.7
	Every other day watering of my landscape/lawn does not work for me.	1	.1	.1	94.7
	I feel that when we're asked we should comply, but afterwards if no longer mandatory, we should be able to continue as before.	1	.1	.1	94.8
	I feel there is no shortage in water	1	.1	.1	94.9
	I feel this year we've had a lot of rain but in a few months they'll come out and say we are in a drought. I don't believe them. It is a matter of trust.	1	.1	.1	95.1
	I like to water my yard	1	.1	.1	95.2
	I refuse to let my lawn die.	1	.1	.1	95.3
	I shower once or twice every day. I water grass every day. I don't believe I follow them now.	5	.6	.6	95.9
	I want to be able to water my grass better	1	.1	.1	95.9

	I want to return to my normal lifestyle.	1	.1	.1	96.1
	I want to use as much water as I can	1	.1	.1	96.2
	I wasn't doing it before the restrictions so won't do it after	1	.1	.1	96.3
	I will use as much water as I want.	1	.1	.1	96.4
	I would cut back excessively during shortage and after I would resume my current usage	5	.6	.6	97.0
	I would water my tree.	1	.1	.1	97.1
	I'll assume they are not needed any longer.	1	.1	.1	97.2
	I'm not the best at following them now.	1	.1	.1	97.2
	If I have a house and a yard, I want it to be green.	1	.1	.1	97.3
	If it cuts back to the point where it affects my grass and vegetation, then when it is lifted I will not follow it.	1	.1	.1	97.4
	If it's no longer an issue then why not use it freely	1	.1	.1	97.5
	If the restrictions are lifted then it's not necessary to continue using them.	1	.1	.1	97.6
	It would be no need to. If there are no restrictions then why.	1	.1	.1	97.8
	It's not mandatory	1	.1	.1	97.8
	Maybe if I had a home where I was the one primarily with the responsibility in paying the water bill	1	.1	.1	98.0
	More water to use is better	1	.1	.1	98.1
	My right	1	.1	.1	98.2
	Not complying now> I use what I need	1	.1	.1	98.3
	People are forgetful. Once the restrictions are lifted people will start using more water.	1	.1	.1	98.4

	They are not effective, they deal mainly with watering of lawns and I'm already altering my landscape to reduce watering needs.	1	.1	.1	98.5
	Times are to conserve, sometimes things are more political than reality	1	.1	.1	98.6
	To have a green lawn.	1	.1	.1	98.7
	Wash car, water the garden	2	.2	.2	98.9
	We need the normal use of the water.	1	.1	.1	99.0
	We need to use more water & we do own a big property	1	.1	.1	99.1
	Well because I would want to go back to watering my grass and having it look semi green so I would go back to watering 2 times a week again.	1	.1	.1	99.2
	Well I would use a little bit more but not much.	1	.1	.1	99.3
	Well it's just me that lives here. So I really don't use a lot of water.	1	.1	.1	99.4
	Whatever I need to use or have should not be a factor	1	.1	.1	99.5
	Why should I?	1	.1	.1	99.6
	Would like to enjoy something that I couldn't do	1	.1	.1	99.7
	Would like to use water as much as I wanted	1	.1	.1	99.8
	You can't water Mon-Tues and like a time frame. That's dumb. If you're trying to grow food you need to water more. I would ignore them. We have 50 and 60 year old trees. Why would I just let the	1	.1	.1	99.9
	You need to clean what you need to clean	1	.1	.1	100.0
	Total	818	100.0	100.0	

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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		510	62.3	62.3	62.3
	A lot of tanks are recycled so I think the water is too.	2	.2	.2	62.5
	Advanced mechanisms	1	.1	.1	62.6
	All the brands and all claim level of purity	1	.1	.1	62.7
	All the local plants and the treatment facilities	1	.1	.1	62.8
	All the treatment plants	1	.1	.1	62.9
	All the water travels during rain and joins other water.	1	.1	.1	63.0
	All water is recycled by the water cycle.	1	.1	.1	63.2
	All water is recycled to some degree, there is a natural recycle. There is a limited supply of fresh water.	1	.1	.1	63.3
	All water is recycled water.	2	.2	.2	63.5
	All water is recycled.	5	.6	.6	64.1
	All water is recycled...evaporated etc.	1	.1	.1	64.2
	As long as they keep testing it & purifying it, I'm all for it.	1	.1	.1	64.3
	As the water comes down stream to us it picks up used water on the way.	1	.1	.1	64.4
	Because a lot of our water is from northern CA. It gets contaminated. There should be away around that contamination. The transportation needs to be improved.	1	.1	.1	64.5
	because every time I give my pets tap water they get geardia.	1	.1	.1	64.6
	Because I have a purifier but the water doesn't have the same taste as it did 5 years ago.	1	.1	.1	64.7

	Because I only need to use the water that I need. If I use less then I use less.	1	.1	.1	64.8
	Because I think it's already been necessary.	1	.1	.1	64.9
	Because it comes from Santee lakes. So I'm sure it's recycled.	1	.1	.1	65.0
	Because it makes sense	1	.1	.1	65.1
	Because it might happen naturally by nature itself.	1	.1	.1	65.2
	Because it seems to me that we are already doing this.	1	.1	.1	65.3
	Because it taste like it	1	.1	.1	65.4
	Because it tastes awful	1	.1	.1	65.5
	Because it tastes bad.	1	.1	.1	65.6
	Because it's common sense.	1	.1	.1	65.7
	Because it's just something that's done.	1	.1	.1	65.8
	Because it's unavoidable, it's part of a big cycle.	1	.1	.1	65.9
	Because my job is running equipment for underground pipe-laying company & I've seen reclaimed water get tied into potable water supply before, many times.	1	.1	.1	66.0
	Because not everything can be filtered out. Like the rain water.	1	.1	.1	66.1
	Because of scientific water evaporation that falls back to earth.	1	.1	.1	66.2
	Because of sicknesses and they say not to drink the faucet water.	1	.1	.1	66.3
	Because of the color of the water.	1	.1	.1	66.4
	Because of the issues with our reservoir, with it being so low.	1	.1	.1	66.5
	Because of the water situation.	1	.1	.1	66.6

	Because our sewer system has a natural filter system.	1	.1	.1	66.7
	Because recycled water is eventually taken back into the environment. Then it returns to us as rainfall or run-off into our drinking supply.	1	.1	.1	66.8
	Because that is part of what they are trying to do.	1	.1	.1	66.9
	Because the water that goes underground to the aquifers is naturally recycled.	1	.1	.1	67.0
	Because there is a plant around here in California.	1	.1	.1	67.1
	Because there is a water crisis.	1	.1	.1	67.2
	Because there is not enough water.	1	.1	.1	67.3
	Because there is such an effort to not waste water.	1	.1	.1	67.4
	Because there's so much talk about it, like on the TV etc. Haven't heard them actually say they are, but I wouldn't be surprised to hear they are.	1	.1	.1	67.5
	Because they do it.	1	.1	.1	67.6
	Because they have the technology to do that. So I'm sure they have.	1	.1	.1	67.7
	Because they keep talking more about recycling water	5	.6	.6	68.3
	Because they slowly and surely are trying to force that on people. The water is not that great tasting in water.	1	.1	.1	68.4
	because they wrote a news paper article	1	.1	.1	68.5
	Because we are already low on water.	1	.1	.1	68.6
	Because we consume too much.	1	.1	.1	68.7
	Because we're in a water shortage so they would do that without telling us.	1	.1	.1	68.8
	Because we're running out of water supply.	1	.1	.1	68.9

	Been told by media	1	.1	.1	69.0
	Bottle containers are thinner than before	1	.1	.1	69.2
	By nature.	1	.1	.1	69.2
	Cause it's the last supply from the Colorado River after it goes to other places and people we then get the last.	1	.1	.1	69.3
	Cause my son works with it.	1	.1	.1	69.4
	Cause we have a large overflow of water/ it has to get captured. They treat the water and put it back in the reservoirs	1	.1	.1	69.5
	Companies must have a plan to reuse water that other people waste.	1	.1	.1	69.6
	Considering we're on a water shortage and they have to find a way to conserve that.	1	.1	.1	69.7
	Don't know	2	.2	.2	69.9
	Don't know, but I'm not freaked out by it.	1	.1	.1	70.1
	Don't taste the same	1	.1	.1	70.2
	Drinking taste is different	1	.1	.1	70.3
	Due to run off and the natural water cycle.	1	.1	.1	70.4
	Due to run off.	1	.1	.1	70.5
	Everything is already recycled, why not the water.	5	.6	.6	71.1
	Flavor and smell	1	.1	.1	71.2
	Follow the water up river and see where it comes from	1	.1	.1	71.3
	Has read in the paper.	1	.1	.1	71.4
	Have a vague memory of that being one of the components that's already being used	1	.1	.1	71.5
	He read that we use recycled water already	1	.1	.1	71.6

	Head something about it on the news.	1	.1	.1	71.6
	Heard on the news, before	2	.2	.2	71.9
	Heard on TV	1	.1	.1	72.0
	Heard something about it somewhere	1	.1	.1	72.1
	Hearing things about it in the news and stuff.	1	.1	.1	72.2
	Hope that it is.	1	.1	.1	72.3
	How it has come down to limited water and because the water sometimes has a different flavor, bitter. And you get more thirsty when you drink it.	1	.1	.1	72.4
	I am a REALIST & it's gotten to the point where we have no choice.	1	.1	.1	72.5
	I believe it gets mixed up in there.	2	.2	.2	72.8
	I believe it's treated.	1	.1	.1	72.9
	I believe there is recycled water they use the over flow water. Like it they over flow water in their kitchen sinks that may be recycled.	1	.1	.1	72.9
	I did a survey several years ago, it made me think this is being done.	1	.1	.1	73.0
	I don't drink it. It tastes different. Not clear.	1	.1	.1	73.1
	I don't have an answer but I'm pretty sure it does.	1	.1	.1	73.2
	I don't know	4	.5	.5	73.7
	I don't know just things I hear in the news and stuff.	1	.1	.1	73.8
	I don't know.	1	.1	.1	73.9
	I don't know. I heard it was	1	.1	.1	74.0
	I don't know. The taste I guess. I don't drink tap water I buy the bottle water.	1	.1	.1	74.1

	I don't like the taste of tap water	1	.1	.1	74.2
	I don't think it's coming direct from the Rocky Mountains.	1	.1	.1	74.3
	I don't think they tell us or admit everything in the water supply and they probably add purple water.	5	.6	.6	74.9
	I feel like I heard that some of our water is the thick blue. I haven't heard a lot.	1	.1	.1	75.0
	I feel that the water that leaves your home has to go some where	1	.1	.1	75.1
	I get quality letters about stuff in the water i.e. Fluoride	1	.1	.1	75.2
	I have heard.	5	.6	.6	75.8
	I have seen it being recycled	1	.1	.1	75.9
	I have the feeling.	2	.2	.2	76.2
	I heard a story somewhere about it.	1	.1	.1	76.3
	I heard it in a news story or something.	1	.1	.1	76.4
	I heard it on the news somewhere.	1	.1	.1	76.5
	I heard it somewhere. I don't like the taste of tap water. I use bottled water.	1	.1	.1	76.6
	I heard on the radio that over time, millions of years back to present time; water has been recycling and continues recycling...	1	.1	.1	76.7
	I just do.	2	.2	.2	76.9
	I just figured it was already something they were doing.	1	.1	.1	77.0
	I just had a hunch.	2	.2	.2	77.2
	I just have a feeling that that's what they already do.	1	.1	.1	77.3
	I just heard that they are putting some in to the	1	.1	.1	77.4

	larger reservoirs.				
	I just replaced the pipes in my bathroom & I couldn't believe all the thick, black sludge that was in them! More in the hot water pipes than the cold.	1	.1	.1	77.5
	I just see it. The quality of the water is bad.	1	.1	.1	77.6
	I just think it is. They try to put it in there, what we don't know won't hurt us.	1	.1	.1	77.7
	I just think so because you & I have been talking about it for 10, 15 minutes now!	1	.1	.1	77.9
	I just think they do things without telling us.	1	.1	.1	78.0
	I know about that aspect of the business. Inside knowledge.	1	.1	.1	78.1
	I know it does. There are experiments that you don't know about.	5	.6	.6	78.7
	I know the difference	1	.1	.1	78.8
	I read about it in the news paper.	1	.1	.1	78.9
	I read about it somewhere. Probe- Nothing else	1	.1	.1	79.0
	I read it	1	.1	.1	79.1
	I read it some where	2	.3	.3	79.3
	I read it somewhere	1	.1	.1	79.4
	I read it somewhere or was told.	1	.1	.1	79.5
	I read that the water was recycled already	1	.1	.1	79.6
	I read that we already use recycled water	1	.1	.1	79.7
	I really don't know	1	.1	.1	79.8
	I see that the water is not good to drink.	1	.1	.1	79.9
	I think I read it some where	1	.1	.1	80.0
	I think I've heard something on the news that it	1	.1	.1	80.1

	was.				
	I think it would be virtually impossible to supply all of San Diego County from a natural aqueduct.	1	.1	.1	80.2
	I think it's probably been necessary to do this by now.	1	.1	.1	80.4
	I think the water in the reservoirs & aquifers & the river is polluted, so it would have to be recycled to a degree before it comes to our homes.	1	.1	.1	80.4
	I think the water plant used some recycled water already.	1	.1	.1	80.5
	I thought I read about it somewhere. Like public information.	1	.1	.1	80.6
	I thought it already went through natural process through the ground.	1	.1	.1	80.7
	I worked for osmosis recycling plant	1	.1	.1	80.8
	I'm assuming	2	.2	.2	81.1
	I'm not sure	1	.1	.1	81.2
	I'm not sure...it just kind of makes sense to me, you know?	1	.1	.1	81.3
	I've been reading it and hearing about it.	1	.1	.1	81.4
	I've been told before.	1	.1	.1	81.5
	I've heard people talk about it, how it's already being done.	1	.1	.1	81.6
	I've heard toilet to tap and I believe it.	1	.1	.1	81.7
	I've seen it on TV.	1	.1	.1	81.8
	I'VE SEEN ON TV	1	.1	.1	81.9
	I've seen them build the plant in Miramar.	1	.1	.1	82.0
	If it comes from anywhere upstream, then sewage has been dumped from counties along the river, then eventually anyone downstream	1	.1	.1	82.1

	can get some of it.				
	If the bottles it is bottled in are recycled why wouldn't the water	1	.1	.1	82.2
	In Grand Junction and all along the Colorado River, businesses are dumping waste into the river and we get some of that.	1	.1	.1	82.3
	In my mind I must not feel it's good water. I don't drink it.	1	.1	.1	82.4
	In part.... I believe there are sewage plants...	2	.2	.2	82.7
	In school, when I was younger, they told me that in the future we would be using recycled water; I just figure it has already happened.	1	.1	.1	82.8
	Information I have been provided.	1	.1	.1	82.9
	Is a common fact know by everybody	1	.1	.1	83.0
	Is already used in public areas like parks	1	.1	.1	83.1
	It already says it in the bill	1	.1	.1	83.2
	It does not look good and does not taste good.	1	.1	.1	83.3
	It doesn't taste good	1	.1	.1	83.4
	It has to be because of natural earth cycles & rain run-off.	1	.1	.1	83.5
	It is in Chula Vista. The residents got sick and it was proven that it came from the water.	1	.1	.1	83.6
	It just is.	1	.1	.1	83.7
	It makes sense. It adds to our water supply.	1	.1	.1	83.8
	It seems that the water is recycled	1	.1	.1	83.9
	It smells like it, it tastes bad. I only drink bottled water.	1	.1	.1	84.0
	It taste bad	1	.1	.1	84.1
	It tastes bad. Probe-nothing else	1	.1	.1	84.2

	It would be wise	1	.1	.1	84.3
	It's been mentioned that it is	1	.1	.1	84.4
	It's been talked about.	1	.1	.1	84.4
	It's common sense. They have to do something with the run off water	1	.1	.1	84.5
	It's inevitable; it kind of has to due to the treatment process.	1	.1	.1	84.6
	It's just something I've heard.	2	.2	.2	84.9
	It's just what I heard from the news and stuff	1	.1	.1	85.0
	It's very important to conserve the water.	1	.1	.1	85.1
	Just a personal feeling	1	.1	.1	85.2
	Just an assumption	1	.1	.1	85.3
	Just cause	1	.1	.1	85.4
	Just do	2	.2	.2	85.6
	Just figured, it is sensible. That is what I'd do.	1	.1	.1	85.7
	Just from what I've heard about our water supply. There's no way we could import enough water for everyone, so we must have some kind of recycling taking place.	1	.1	.1	85.8
	Just my belief	1	.1	.1	85.9
	Just technology today.	1	.1	.1	86.0
	Just the amount of plants that require irrigation everywhere.	1	.1	.1	86.1
	Know these things from navy	1	.1	.1	86.2
	Media says it	1	.1	.1	86.3
	More cost effective.	1	.1	.1	86.4
	News.	1	.1	.1	86.5

	Newspaper	1	.1	.1	86.6
	No comment	1	.1	.1	86.7
	No reason I just do	1	.1	.1	86.8
	Not much water around everything is recycled now days	1	.1	.1	86.9
	Nothings pure anymore	1	.1	.1	87.0
	Only limited supply	5	.6	.6	87.6
	Only So Much Water On Earth And It Continues To Recycle.	1	.1	.1	87.7
	Other places recycle water/sewage to the drinking water. People got sick. We do a lot of recycling of actual water.	2	.2	.2	87.9
	Past problems with water	1	.1	.1	88.0
	Plants all around	1	.1	.1	88.1
	Plants and news in the TV and paper	1	.1	.1	88.2
	Plants that process water	1	.1	.1	88.3
	Processing plants	1	.1	.1	88.4
	Processing plants and machines	1	.1	.1	88.5
	Read about it in the paper.	1	.1	.1	88.6
	Read it in the media.	1	.1	.1	88.7
	Reality and all the water plants that are around	1	.1	.1	88.8
	Recycled is just a large cycle that water takes, how could you stop used water from getting in there?	1	.1	.1	88.9
	Recycling is easy to do.	1	.1	.1	89.0
	Recycling plants and signs	1	.1	.1	89.1
	Remember Colorado dumps effluent back into the Colorado River	1	.1	.1	89.2

	Seeing reports of what shows in the water. Everything is recycled.	1	.1	.1	89.3
	Seems that all we have is already recycled, why wouldn't the water be...	1	.1	.1	89.4
	Sensitive to water taste	1	.1	.1	89.5
	Signs here in Santee and the fact that is openly disclosed	1	.1	.1	89.6
	So much under the table, hidden in politics	2	.2	.2	89.9
	Some of the new things seen at the landfills.	1	.1	.1	90.0
	Someone came and put a purification system 3 months ago. I saw it on the news of a Mexican channel 3 months ago.	1	.1	.1	90.1
	Sometimes I think the tap water tastes very bad.	1	.1	.1	90.2
	Suspicions...huge population. City planning has a way of making sure that nothing goes to waste.	2	.2	.2	90.4
	Taste	4	.5	.5	91.0
	Taste and all the plants	1	.1	.1	91.1
	Taste and because I know	1	.1	.1	91.2
	Taste and processing plants	1	.1	.1	91.3
	Taste and smell	5	.6	.6	91.9
	Taste or when it tells you in the news	1	.1	.1	91.9
	Taste so bad	1	.1	.1	92.0
	Technically, everything is recycled by the earth. It may not be done in a plant but it is recycled.	1	.1	.1	92.1
	That's what water does. It's recycled around the earth over and over again.	1	.1	.1	92.2
	The basics behind the water cycle.	2	.2	.2	92.5
	The fact that we have so much chlorination in our water. They wouldn't use so much chlorine if	1	.1	.1	92.6

	the water wasn't recycled.				
	The fluoride makes me believe it.	2	.2	.2	92.8
	The government does not tell us the truth.	1	.1	.1	92.9
	The odor of the water...	1	.1	.1	93.0
	The ph balance of the water we have tested it	1	.1	.1	93.1
	The places that water comes from or runs thru cannot be controlled.	1	.1	.1	93.2
	The plants, processing plants that are all over	1	.1	.1	93.3
	The taste	2	.2	.2	93.6
	The taste and all the plants I have seen	1	.1	.1	93.7
	The taste in the water.	1	.1	.1	93.7
	The taste of it	1	.1	.1	93.9
	The taste of the water.	1	.1	.1	94.0
	The water has to be already recycled because we get part of our from somewhere else	1	.1	.1	94.1
	The water has to go and come from some where	2	.2	.2	94.3
	The water in San Diego just taste's bad.	1	.1	.1	94.4
	The water that leaves your home has to go some where	1	.1	.1	94.5
	The way it tastes. It would seem like they be recycled the water	1	.1	.1	94.6
	There are natural components to our drinking water, & recycled water has to make its way into that somehow.	1	.1	.1	94.7
	There are so many different types of minerals & contaminants in the water, it must contain recycled water. Our purifier pulls out so much crap from the tap water...you wouldn't believe it. Black stuff.	1	.1	.1	94.8

	There is no new water - lawn is not crops - we in the country know the value and the effort that takes to carry buckets of water since 1952	1	.1	.1	94.9
	There is so much technical advancement; I just figured that they probably know how to do it.	1	.1	.1	95.0
	There's a plant up north to recycle water.	1	.1	.1	95.1
	They are not bringing in enough water for it not to be.	1	.1	.1	95.2
	They filter it out daily	1	.1	.1	95.3
	They have already started doing recycled water in the city	1	.1	.1	95.4
	They put fluoride in it.	1	.1	.1	95.5
	They say it on TV	1	.1	.1	95.6
	They way that the water has been run through the system.	1	.1	.1	95.7
	They're recycling everything now.	1	.1	.1	95.8
	They've been saying it is for a long time now.	2	.2	.2	96.0
	Things I've heard and seen	1	.1	.1	96.1
	Things I've seen & read in other states & cities have that same toilet to tap agenda so I think we do too.	1	.1	.1	96.2
	Time and tech	1	.1	.1	96.3
	Toilet to tap	1	.1	.1	96.4
	Waste water treatment - I am a civil engineer	1	.1	.1	96.5
	Water doesn't go away. No matter where the put it. When it goes in the ground and goes in the purple pumps it comes back out cleaner then when it went in.	1	.1	.1	96.6
	Water for sprinkles can be recycled and I know it is	1	.1	.1	96.7

	Water hasn't changed; it's been the same and keeps recycling throughout the years.	1	.1	.1	96.8
	Water is always recycled through nature hr feels	1	.1	.1	96.9
	Water is the most recycle substance known to man	1	.1	.1	97.0
	Water now these days taste like plastic.	1	.1	.1	97.1
	Water taste nasty	1	.1	.1	97.2
	Water that comes down the line is already partially recycled water.	1	.1	.1	97.3
	We are at the end of the pipeline and there are a lot of treatment plants uphill so it is obvious we have recycled water	1	.1	.1	97.4
	We are the bottom end of the river	1	.1	.1	97.5
	We don't have water so it must be getting recycled	1	.1	.1	97.6
	We get some from Colorado River. They do it.	1	.1	.1	97.7
	We have a bad habit of doing things that we don't know we're doing. We don't know if they are already doing that or not, they keep us in the dark.	1	.1	.1	97.8
	We have no great lakes around here	1	.1	.1	97.9
	We have recycling plants in San Diego.	1	.1	.1	98.0
	We have so many chemicals/minerals in our water and it didn't used to be like that.	1	.1	.1	98.1
	We have what I think are recycling plants by the ocean. I think it is recycled. I don't know.	1	.1	.1	98.2
	We live down stream of other cities	1	.1	.1	98.3
	Well I don't see it bottled or know exactly the source from how they obtain it	1	.1	.1	98.4
	Well I know that in San Diego the water comes from Santee lakes and that's just all recycled water.	1	.1	.1	98.5

	Well I'm not sure.	1	.1	.1	98.6
	Well I'm sure that some of the recycled water makes its way in to the other water.	1	.1	.1	98.7
	Well it does taste funny.	1	.1	.1	98.8
	Well it just seems like something they would do.	1	.1	.1	98.9
	Well it tastes like it. We really don't drink tap water. We buy the bottle water	1	.1	.1	99.0
	Well the taste.	1	.1	.1	99.1
	Well they do it in other states. They dig up the water and recycle it. So I'm sure they will do it here. It will all taste the same.	1	.1	.1	99.2
	Well, the people down the street get their water from the same river that we put our sewage in. So that's got to be recycled!	1	.1	.1	99.3
	Well, the water has to go somewhere. It seems like the smart thing to do. It seems like it would be smart...that they have tried this already.	1	.1	.1	99.4
	When make ice and defrosted, all the sediment is on the bottom of the glass	1	.1	.1	99.5
	Where else does it come from?	1	.1	.1	99.6
	Where I came from I've been to the water plants many times. It's what cities have to do now.	1	.1	.1	99.7
	Where we get our water from is the Colorado River, which has already been used.	1	.1	.1	99.8
	With the technology and intelligence that we have, if we don't then we're stupid.	1	.1	.1	99.9
	Word of mouth	1	.1	.1	100.0
	Total	818	100.0	100.0	

oe22a

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid		798	97.6	97.6	97.6
	An article in the Union Tribune paper.	1	.1	.1	97.7
	Controversy about funding and about being safe.	1	.1	.1	97.8
	Don't really like the idea	1	.1	.1	97.9
	I heard it is in affect but I don't know much about it.	1	.1	.1	97.9
	I heard there were surveys on it.	1	.1	.1	98.0
	I heard there's a lot of opposition towards it and I remember the slogan toilet to tap.	1	.1	.1	98.1
	I just heard it through the news.	2	.2	.2	98.4
	I saw the planning of it on the city council channel trying to allocate funds.	2	.2	.2	98.6
	I use to work for the water department.	1	.1	.1	98.7
	I've heard of it	1	.1	.1	98.8
	Its recycled toilet water for drinking and I'm strongly opposed. Its fine for other things not drinking	1	.1	.1	98.9
	Just heard of it.	1	.1	.1	99.0
	Not very popular	1	.1	.1	99.1
	Propaganda.	1	.1	.1	99.2
	That it exists and they have done extensive research on how to clean the water.	1	.1	.1	99.3
	That it might carry bacteria and to be cautious of drinking tap water.	1	.1	.1	99.4
	That they want to get approval for it.	2	.2	.2	99.6
	They are working hard to put something into effect	1	.1	.1	99.7
	Toilette to tap	1	.1	.1	99.8

	Trying to push recycled water	1	.1	.1	99.9
	Trying to show how it works	1	.1	.1	100.0
	Total	818	100.0	100.0	

q12a_o1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		808	98.8	98.8	98.8
	Car wash	1	.1	.1	98.9
	Lots of rain. I needed less.	1	.1	.1	99.0
	Low flush appliances in bathroom	1	.1	.1	99.1
	Moved to condo, no yard	1	.1	.1	99.2
	No car wash	1	.1	.1	99.3
	Not washing cars on-site	2	.2	.2	99.5
	Sent my son off to college	1	.1	.1	99.6
	Sold my house. Now living in two room apartment.	1	.1	.1	99.7
	Water with buckets instead of letting water run from hose.	1	.1	.1	99.8
	We carry grey water outside. Don't flush toilet every time. Capture cold H2	1	.1	.1	99.9
	Wife passed away	1	.1	.1	100.0
	Total	818	100.0	100.0	

q12b_o1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		805	98.3	98.3	98.3

	By myself now	1	.1	.1	98.5
	College	1	.1	.1	98.6
	Cost of water	1	.1	.1	98.7
	Didn't want to maintain landscaping	2	.2	.2	98.9
	Geography	1	.1	.1	99.0
	Global water issue and cost	1	.1	.1	99.1
	Letter from military housing stating that there is a water shortage and we n	1	.1	.1	99.2
	The kids moved out	1	.1	.1	99.3
	We are a desert. Look around.	5	.6	.6	99.9
	Work in water industry	1	.1	.1	100.0
	Total	818	100.0	100.0	

q1_o1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		792	96.9	96.9	96.9
	Car registration	1	.1	.1	97.0
	Crooked politicians	1	.1	.1	97.1
	Cutbacks in services and hiring of the infrastructure	1	.1	.1	97.2
	Cutting funds of people in need, instead of raising taxes of the rich.	1	.1	.1	97.3
	Desalination Plant	5	.6	.6	97.9
	Disaster preparedness	1	.1	.1	98.0
	Earthquake	1	.1	.1	98.0
	Every thing	1	.1	.1	98.1

	Inadequate Amount of Firemen	2	.2	.2	98.4
	Japan earthquake	1	.1	.1	98.5
	Military paychecks being cut	1	.1	.1	98.6
	New board of supervisors	1	.1	.1	98.7
	Public transportation	1	.1	.1	98.8
	Public Transportation	1	.1	.1	98.9
	STD	5	.6	.6	99.5
	Stopping power link	1	.1	.1	99.6
	The nuclear facility and safety	1	.1	.1	99.7
	Transportation	2	.2	.2	99.9
	Union restrictions on county business growth.	1	.1	.1	100.0
	Total	818	100.0	100.0	

q6_o1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		747	91.4	91.4	91.4
	A good back up plan	1	.1	.1	91.5
	A safe water supply	1	.1	.1	91.6
	Alerts and newsletters regarding bacteria in water	5	.6	.6	92.1
	All the lawsuits in Sacramento is holding up our water	1	.1	.1	92.3
	Better treatment of the water	5	.6	.6	92.9
	Better utility use	1	.1	.1	93.0
	Businesses need to conserve more than	1	.1	.1	93.1

	residents				
	Change the landscape	1	.1	.1	93.2
	Cleaner water	1	.1	.1	93.3
	Close out water that goes to Mexico	1	.1	.1	93.4
	Constant monitoring by the water agencies	1	.1	.1	93.5
	Continue drought restrictions/conserve	1	.1	.1	93.6
	Continue maintenance	1	.1	.1	93.7
	Continue the conservation what we're doing now	1	.1	.1	93.8
	Do better service	1	.1	.1	93.9
	Don't contaminate	1	.1	.1	94.0
	Drilling wells	1	.1	.1	94.1
	Eliminate waste within the water company and its workers	1	.1	.1	94.2
	Environmental people up north are too concerned (people before fish)	1	.1	.1	94.3
	Exploring new ways of finding water.	1	.1	.1	94.4
	Fairness, what is good for on is good for the other.	1	.1	.1	94.5
	Find another reliable source	2	.2	.2	94.7
	Find other water sources and drill some more wells	1	.1	.1	94.8
	Fixing and repairing broken leaky faucets	1	.1	.1	94.9
	Get more water from the north California	1	.1	.1	95.0
	Get rid of the delta smelt that hold us up from building dams	2	.2	.2	95.3
	Get rid of the fish	1	.1	.1	95.4

	Getting regulations and environment restrictions out of the way	1	.1	.1	95.5
	Gov step into water prices to make more affordable.	1	.1	.1	95.6
	Increase conservation efforts, but bill should reflect it	1	.1	.1	95.7
	Increase the cost ten times	1	.1	.1	95.8
	Let the little fish in the canal die	1	.1	.1	95.8
	Lower the price	1	.1	.1	96.0
	Maintaining the lines	2	.2	.2	96.2
	Make it more affordable	1	.1	.1	96.3
	Make people pay so they can conserve	1	.1	.1	96.4
	Make sure the pipe don't get corrupted	1	.1	.1	96.5
	Manage the water in San Diego	1	.1	.1	96.6
	Moderate use	1	.1	.1	96.7
	Monitoring	1	.1	.1	96.8
	Monitoring supply	1	.1	.1	96.9
	Not litter and don't contaminate	1	.1	.1	97.0
	Not to be told that there is no t sufficient supply when there is.	1	.1	.1	97.1
	Pollution prevention	1	.1	.1	97.2
	Pollution/garbage control	2	.2	.2	97.4
	Promote desert landscaping and show people how to reduce water	2	.2	.2	97.7
	Promoting desert landscaping/farming	1	.1	.1	97.8
	Ration, take service away at night	1	.1	.1	97.9
	Reasonable Sacramento delta river delta by	2	.2	.2	98.1

	pass				
	Rebates for conservation	1	.1	.1	98.2
	Reduce prices	1	.1	.1	98.3
	Review and test water	1	.1	.1	98.4
	Sacramento water	1	.1	.1	98.5
	San Joaquin valley fish preventing water supply to San Diego county residents.	1	.1	.1	98.6
	Save on the water supply and not waste it	1	.1	.1	98.7
	Split water supplies for personal and landscape	1	.1	.1	98.8
	Stop polluters	1	.1	.1	98.9
	Stop worrying about the fish	1	.1	.1	99.0
	Testing	2	.2	.2	99.2
	Testing and attention to policy and procedures	2	.2	.2	99.5
	Testing updates	1	.1	.1	99.6
	The current water authority, so far so good.	1	.1	.1	99.7
	Tiered water rates	1	.1	.1	99.8
	To stop littering and polluting the air and oceans	1	.1	.1	99.9
	We have no control over it	1	.1	.1	100.0
	Total	818	100.0	100.0	