



San Diego County Water Authority 2012 Public Opinion Poll Report



SAN DIEGO COUNTY WATER AUTHORITY
4677 Overland Avenue **San Diego, CA 92123**

AUGUST 2012

Rea & Parker Research
P.O. Box 421079
San Diego, CA 92142
www.rea-parker.com



Table of Contents

Executive Summary	ii
Introduction and Methodology	1
Sample	1
Survey Instrument	3
Respondent Characteristics	3
Survey Findings	4
Opinions about Local Issues	5
Relative Value of Water and Other Utilities	7
Water Reliability and Plans to Diversify Water Sources	10
Water Reliability	11
Diversification Plan	21
Seawater Desalination	23
Attitudes about Water Conservation	27
Water Use in Past Year	27
Water Use in the Future	29
Water Conservation as a Civic Responsibility	32
Opinions about the Use of Recycled Water	35
Water Rates	42
Appendix	49
Survey Instrument	50
Frequencies	64
Open-Ended Responses	101

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 2012 Public Opinion Poll. Rea & Parker Research also conducted surveys for the Water Authority in 2000, 2003, 2004, 2005, 2006, 2008, 2009 and 2011. This 2012 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 desalination or other water reliability projects
- Identify major drivers for recent reductions in water use
- Determine factors that might increase the likelihood for regional water use to "rebound"

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 816 respondents, which equates to a margin of error +/-3.4 percent @ 95 percent confidence. The sample included 121 residents who are only cell phone users (do not use land-line telephone) and 400 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 or estimated 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 (67 percent), with 19 percent Hispanic/Latino, 8 percent African-American/Black, 4 percent Asian/Pacific Islander, and 2 percent American Indian/Native American and Mixed Ethnicities. Residents earn a median household income of \$60,000 per year (24 percent earning \$100,000 or more and 14 percent earning under \$25,000). They have a median age of 53 years and have lived in the County for a median of 27 years.

Among respondents, 54 percent possess a Bachelor's Degree or more, with 15 percent having a High School education or less. The zip codes most represented in the survey are as follows – each with 2.5-3.0 percent of the respondents: 92021, 92040, 92071, 92104, 92105, 92115, 92116, and 92117. Home ownership percentage is 70 percent, with a mean of 2.86 persons per household.

Survey Findings

The 2012 Public Opinion Poll focused on five essential topics. It sought to identify and analyze, in particular,

- Identify the level of public concern about cost of water and rising rates
- Assess the confidence and trust in the regional water supply
- Evaluate progress made toward water conservation
- Assess the importance of desalination to the reliability of the water supply

- Evaluate progress made toward Strategic Plan objectives

As such, this report has been divided into seven sections, as follows:

- Opinions about Local Issues
- Relative Value of Water and Other Utilities
- Water Reliability and Plans to Diversify Water Sources
- Seawater Desalination
- Attitudes about Water Conservation
- Opinions about the Use of Recycled Water
- Water Rates

Opinions about Local Issues

- Residents identified the most important issues in San Diego County as the Economy and Jobs (37 percent), Financial Problems in Government including high taxes (19 percent), followed by Water Supply, Quality, and Cost (8 percent), Quality and Cost of Education (7 percent), and Infrastructure (4 percent). The high level of concern regarding the condition of the economy, found in the 2009 and 2011 surveys, is repeated in the current survey. These top two issues are not surprising since, during the past few years, 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.
- In the current survey, Water Supply, Quality, and Cost lost the level of importance it had achieved in 2008 (19 percent) and in 2009 (18 percent) falling to its current level of 8 percent.
- Nearly two-fifths of respondents (39 percent) are aware that the San Diego County Water Authority has filed a lawsuit alleging that the Metropolitan Water District is overcharging San Diego County ratepayers for the cost of transporting imported water to San Diego.

Relative Value of Water and Other Utilities

- Water is seen as a good value for the amount of money paid compared to other utilities; however, water has fallen relative to gas and electric as a good value since 2011.
- When asked to indicate the best value among utilities, 33 percent indicate that gas and electric is the best value and 15 percent rank water as such.
- Among all respondents, when the data are weighted for the utilities of first choice, second choice and third choice, 26 percent view gas and electric as the best value among utilities, with water being the second choice for best utility value at 16 percent.

Water Reliability and Plans to Diversify Water Sources

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 (34 percent) or somewhat reliable (42 percent) and can be consistently relied upon to meet the region's needs. This positive attitude toward water supply reliability is highly consistent with the results of the 2011 survey and both the 2011 and 2012 survey years represent a clear rebound from the less positive results of the 2009 survey.
- However, respondents are expressing a decreasing level of confidence in how they perceive the trend in the water supply (improving, worsening, or staying the same). Just over one-tenth (11 percent) of residents feel that water supply reliability is improving – a decrease of 9 percent from the 20 percent level recorded in 2011 and 28 percent see the supply as worsening—a 3 percent increase from 2011. The survey results of 2011 and 2012, however, represent a dramatic increase from the 2009 survey where only 6 percent perceived that water supply was improving and nearly one-half (48 percent) felt that the supply was worsening – compared to 28 percent in 2012.
- Nearly three-fifths of respondents (56 percent) have a good or great deal of trust in the ability of local water agencies to provide clean, safe, water for their customers.
- Almost one-third (31 percent) of respondents have either a great deal of trust (7 percent) or a good amount of trust (24 percent) in the ability of local water agencies to obtain water at reasonable prices.
- Nearly one-half of the respondents (46 percent) are aware of efforts by the San Diego County Water Authority to make the water supply more reliable. Respondents identified the following efforts as particularly noteworthy in this regard: water transfers and water importation from the Colorado River and the Imperial Valley (17 percent), improvement of the infrastructure (16 percent), and seawater/ocean water desalination (14 percent).
- The most critical things that can be done to ensure a safe and reliable water supply for San Diego County residents and businesses are to improve the quality of the water (16 percent), pursue seawater desalination (12 percent) and improve infrastructure (10 percent).

Diversification Plan

- One third of respondents indicate that the most important part of the Water Authority's Diversification Plan is seawater desalination (33 percent) followed by the development of local reservoirs (21 percent) and recycled water (16 percent). Seawater desalination continues to be regarded as the most important component of the Diversification Plan in the view of the respondents. Recycling has declined since 2011 in its importance as a component of the Diversification plan.

- Nearly three-fifths (57 percent) of residents are in support of the San Diego County Water Authority's Diversification Plan with ratings of strongly agree (40 percent) and agree (17 percent). This represents a decline in support of the Diversification Plan from the results of the 2011 survey where 80 percent either strongly agreed or agreed that the Diversification Plan would improve water supply reliability.

Seawater Desalination

- Over four-fifths (82 percent) of respondents feel that seawater desalination is important to the reliability of the Water Supply (55 percent -- very important and 27 percent -- somewhat important). This result is consistent with the findings in 2009 where 86 percent indicated that seawater desalination was important to water supply reliability.
- Respondents are most favorably influenced toward desalination by the following message: —Desalinated water is a drought-proof local supply of water,” which is followed very closely by —Desalinated water reduces the San Diego region's dependence on supplies from the Metropolitan Water District” and by —Desalination will reduce the region's demand for supplies of imported water from Northern California and the Colorado River.” The least influential message is as follows: —Desalinated water is competitive with the cost of developing other new sources of water supplies.”
- Over two-thirds (68 percent) expressed a willingness to pay something more per month to add seawater desalination to the water supply, including 58 percent who indicated that they would pay \$5 or more additionally per month. In 2011, 35 percent indicated a willingness to pay \$5 or more per month for increased water reliability.
- Among those who indicated a precise amount, the average (mean) additional amount they are willing to pay is \$12 per month.

Attitudes about Water Conservation

Water Use in Past Year

- Water conservation is a significant component in San Diego County's water supply plans. One-fourth of respondents (25 percent) indicated that their household water usage has decreased over the past year. This represents a decline of 6 percent among those who indicated that they decreased their water usage in 2011 (31 percent). This decline is offset, however, by a 4 percent decline in those indicating that their usage had increased.
- Among those who indicated that their household water usage has declined, nearly one-half (46 percent) feel that reducing water usage is the “right thing to do.” In 2011, a somewhat smaller (but still substantial) percentage was motivated to reduce water usage because it is the “right thing to do” (34 percent).

- Over one-fourth (27 percent) were motivated to reduce water usage because they are watching their budget and this represents a slight decline since 2011 when 32 percent were so motivated by budgetary concerns to reduce their water usage.
- The vast majority—almost 90 percent—indicated that their reduced water usage is permanent and this is consistent with the 2011 finding.

Water Use in the Future

- 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 to a great extent (22 percent would increase). When the economy rebounds, only 18 percent anticipating increasing their water usage.
- On the other hand, a less cool and less wet year would lead to nearly three-fifths (59 percent) of those who have reduced their water use during the past year returning to higher usage. These views about higher water in the future parallel the views of the 2011 survey respondents.

Water Conservation as a Civic Responsibility

- Virtually all of the respondents (95 percent) think that it is their civic responsibility to use water as efficiently as possible. This is quite consistent with the results of the 2009 survey where 92 percent felt that the efficient use of water was their civic responsibility.
- In the current survey period as well as in 2009 and 2011, respondents regard water conservation as a greater civic responsibility than serving on a jury. For voting in public elections and not littering/not polluting, water conservation is seen as less of a civic responsibility. Water conservation and recycling used materials are roughly equal as civic responsibilities.

Opinions about Recycled Water

- Over 7 in 10 respondents (71 percent) believe that it is possible to further treat recycled water previously used for irrigation to make the water pure and safe for drinking. This represents a slight increase over the 2011 survey finding where nearly two-thirds (66 percent) felt that it is possible to further treat recycled water for drinking purposes. Both the 2011 and 2012 survey results represent a substantial increase over the 2009 survey response of just over one-half.
- Over one-half of the respondents (54 percent) believe that drinking water already contains recycled water. This reflects a clear upward trend in the percentage of those who hold this belief—35 percent in 2009 and 48 percent in 2011.
- Three primary reasons are provided to explain why respondents feel that drinking water already contains recycled water. Respondents feel they “just know it” (includes hunches and common sense) (17 percent), respondents think that they

hear that water is recycled from news stories (16 percent), and water tastes and smells bad (16 percent). In 2011, “just knowing it” was not a dominant reason (8 percent). However, the perception of hearing about recycled water from news stories (20 percent) and thinking that the water tastes or smells bad (16 percent) parallel the reasons in the current survey year for believing that drinking water already contains recycled water.

- Nearly three-fourths (73 percent) of the respondents either strongly favor (33 percent) or somewhat favor (40 percent) advanced treated recycled water as an addition to the supply of drinking water. This represents a sustained increase in support for advanced treatment over the 2009 and 2011 surveys where 63 percent and 67 percent of the respondents respectively either strongly favored or somewhat favored advanced treated recycled water. Interest in using such advanced techniques has increased substantially since 2005.

Water Rates

- Over half (54 percent) of respondents feel that the cost of water is fair and reasonable and another 3 percent feel that the cost of water is inexpensive. The remainder (43 percent) feels that water is too expensive. This represents a substantial improvement in the perception of water being expensive from the 2011 survey period -- in 2011, 55 percent indicated water was too expensive. This result points to a trend toward an enhanced understanding of and tolerance for the cost of water.
- The dominant causes that residents indicate for increases in water rates are less rain in San Diego (19 percent) and more water being consumed by customers (18 percent)—both of which are not correct.
- Over three-fifths of respondents (62 percent) feel that increases in water rates are necessary to maintain reliability of the water supply while one-third of the respondents (33 percent) feel that increased water rates are not necessary and should be stopped. This reaffirms the distinct shift from the 2011 survey results toward an understanding of and a tolerance for water rate increases to fund projects related to water reliability. In the 2011 survey, there was a near equal split in opinion about the necessity of water rate increases to pay for projects designed to improve water supply reliability.
- The demographic distribution of responses to the question about increased water rates for enhanced reliability almost precisely mirrors the distribution of the full survey population, indicating widespread support for reliability-related rate increases.
- Despite their seeming understanding of increasing water rates, over three-fifths (64 percent) indicate that they are very concerned (44 percent) or somewhat concerned (20 percent) about the prospect of continued increases in water rates. This level of concern is consistent with the results of the 2011 survey where 61 percent were either very concerned or somewhat concerned about continued increases in water rates.

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 2012 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, 2009, and 2011 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 2012 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 desalination or other water reliability projects
- Identify major drivers for recent reductions in water use
- Determine factors that might increase the likelihood for regional water use to "rebound"

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

- Opinions about Local Issues
- Relative Value of Water and Other Utilities
- Water Reliability and Plans to Diversify Water Sources
- Seawater Desalination
- Attitudes about Water Conservation
- Opinions about the Use of Recycled Water
- Water Rates

Sample

The 2012 Public Opinion Poll was conducted between July 9, 2012 and July 25, 2012 by a random telephone sample of 816 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 400 City of San Diego resident households who were asked certain additional questions that pertain only to these residents. Also, the sample includes 121 residents (15

percent of the total sample) 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 or estimated 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, 46 percent of respondent households indicate that they are aware of efforts by the San Diego County Water Authority to make the supply of water even more reliable. 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 have this awareness is between 42.6 percent and 49.4 percent (46 percent +/- 3.4 percent).

Table 1 shows the disposition of telephone calls made to potential and actual respondents. The Cooperation Rate (Complete/(Complete + Proportionate Share of Refusals)) for the survey was 78.3 percent. Mean survey administration time was 25 minutes per respondent (2011 was 22 minutes).

Table 1 San Diego County Water Authority 2012 Public Opinion Poll Telephone Call Disposition Report	
Unknown Eligibility	
No Answer	4386
Busy	341
Answering Machine	2842
Call Back	545
Language Barrier	120
Refusal	941
Total Unknown	9175
Ineligible	
NQ Age-Zip Code-Residence	83
Disconnect/Wrong Number	2500
Total Ineligible	2583
Complete	816
Cooperation Rate: Complete/(Complete + (Refusals	

Survey Instrument

The survey instrument contained 38 questions that included 65 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 36 respondents (4.0 percent) elected to respond in Spanish. The number of respondents who wished to take the survey in Spanish in the current survey is within the range for prior survey periods, which span between 2 percent and 11 percent.

Respondent Characteristics

Table 2 presents certain demographic characteristics of the survey respondents and also provides the 2011 and 2009 characteristics for comparative purposes. In 2012, respondents are predominantly White (67 percent), with 19 percent Hispanic/Latino, 8 percent African-American/Black, 4 percent Asian/Pacific Islander, and 2 percent American Indian/Native American and Mixed Ethnicities. Residents earn a median household income of \$60,000 per year (25 percent earning \$100,000 or more and 14 percent earning under \$25,000). They have a median age of 53 years and have lived in the County for a median of 27 years. Among respondents, 54 percent possess a Bachelor's Degree or more, with 15 percent having a High School education or less. The zip codes most represented in the survey are as follows – each with 2.5-3.0 percent of the respondents: 92021, 92040, 92071, 92104, 92105, 92115, 92116, and 92117.

Home ownership percentage is 70 percent, with a mean of 2.86 persons per household, and 75 percent of all respondents pay for their own water. Among White respondents, 77 percent are homeowners; Asians are 78 percent homeowners (which continues to increase from past surveys). Black/African-American homeowners have increased to 42 percent (from 37 percent in 2009) and Hispanics/Latinos have increased to 53 percent (from 43 percent in 2011 and 51 percent in 2009).

Other differences between the current 2012 survey respondents and the respondents from previous years are as follows:

- The 2012 survey respondents have completed more higher education than respondents in 2011 and in 2009.

- The 2012 respondents are more represented by Whites and less represented by Hispanics/Latinos than the respondents in the 2011 survey. The 2012 percentages of White and Hispanic/Latino participants are much more in line the 2009 survey results.
- The percentage of homeowners (70 percent) is generally higher than in 2011 and precisely reflects the 2009 homeownership percentage.

Table: 2			
San Diego County Water Authority Survey Demographics			
Demographic Characteristic	2012 (weighted)	2011 (weighted)	2009
Gender			
Male	51%	42%	47%
Female	49%	58%	53%
Median Age (Years)	53	49	53
Median Number of Years Lived in Community	27	21	29
Highest Grade/Level of School Completed			
High School or Less	15%	29%	29%
Some College	31%	28%	27%
Bachelor's Degree	33%	26%	31%
Some Graduate School	21%	17%	13%
Ethnicity			
White	67%	53%	74%
Latino/Hispanic	18%	30%	13%
African-American/Black	6%	6%	6%
Asian/Pacific Islander	4%	7%	5%
Native American/Mixed	4%	4%	2%
Median Household Income	\$60,000	\$57,400	\$63,100
Home Ownership Percentage	70%	64%	70%
Type of Housing			
Single Family Detached	70%	64%	71%
Condominium	13%	13%	11%
Apartment	12%	18%	15%
Mobile Home	5%	4%	3%
Mean Number of Persons per Household	2.86	3.13	2.76
Pay Own Water Bill	75%	76%	70%

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 2012 survey and for the 2011 and 2009 surveys where questions are repeated and results can be directly compared. Earlier years' findings are contained within text boxes in the charts, where applicable. Each section will include a discussion of the findings from the

2012 survey, with key, relevant 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.

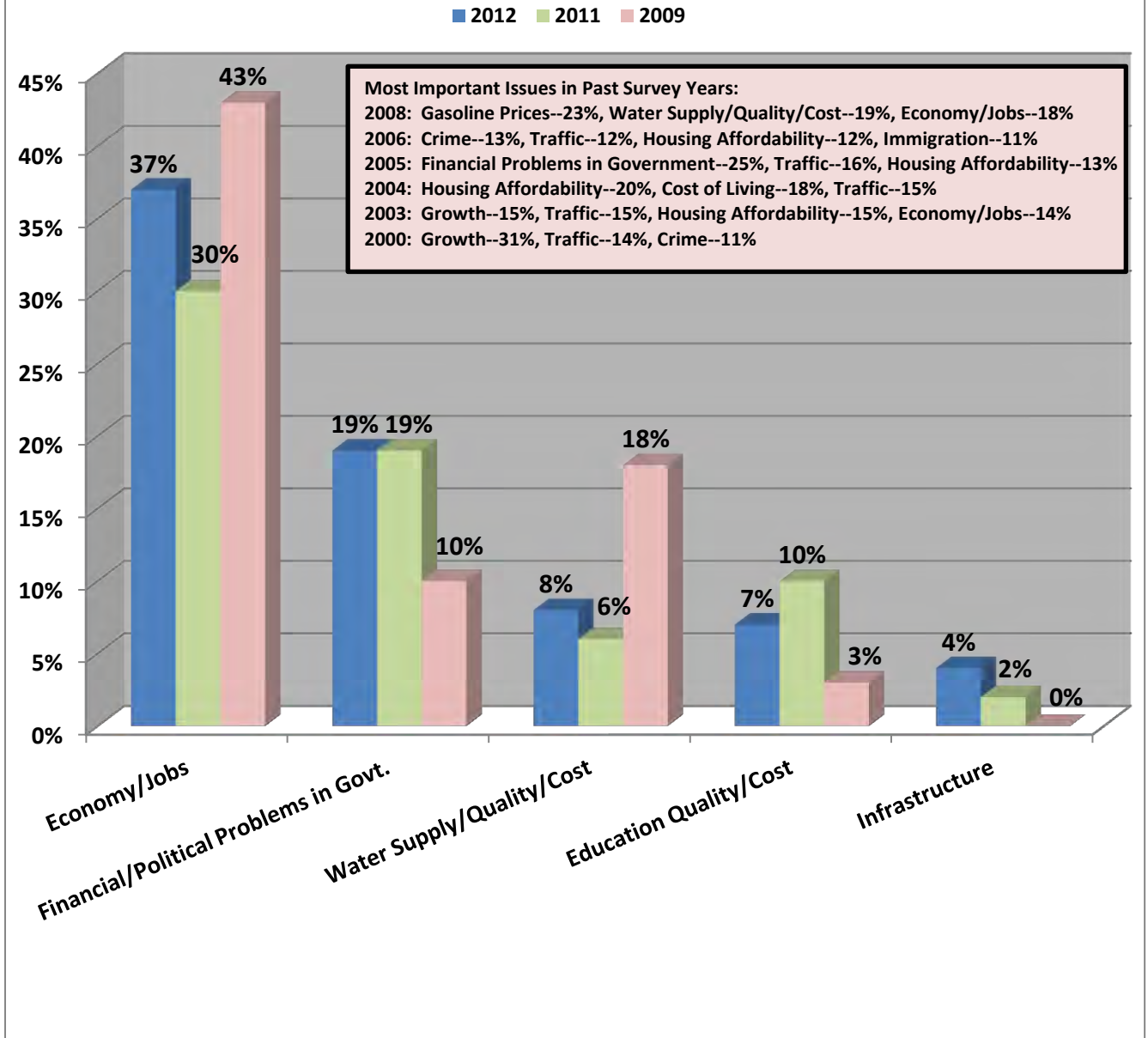
Lastly, subgroup analyses for different age groups, various levels of education, gender, home ownership/rental status, household size, residential tenure in the community, different income categories, cell phone only/land line users, and water bill payers/non-payers and ethnicity of residents of the 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, Financial Problems in Government including high taxes, and the Quality and Cost of Education. The high level of concern regarding the condition of the economy was also found in the 2009 and 2011 surveys. The first two ranked issues are not surprising since, during the past few years, 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, Quality, and Cost lost the level of importance it had achieved in 2008 and in 2009. Nearly two-fifths of respondents are aware that the San Diego County Water Authority has filed a lawsuit alleging that the Metropolitan Water District is overcharging San Diego County ratepayers for the cost of transporting water to San Diego.

Chart 1 shows that the most important current issues identified by residents of San Diego County are the Economy and Jobs (37 percent), Financial Problems in Government including high taxes (19 percent), and the Quality, Cost, and Supply of Water (8 percent), followed by the Quality and Cost of Education (7 percent) and Infrastructure (4 percent). The high level of concern regarding the condition of the economy, found in the 2009 and 2011 surveys, is repeated in the current survey. Respondents report that governmental financial problems also remain at the high level of concern found in the 2011 survey results. This is not surprising since, during the past few years, 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, 2006, and 2009 surveys - 25 percent, 12 percent, and 10 percent respectively. In the current survey, Water Supply, Quality, and Cost lost the level of importance it had achieved in 2008 (19 percent) and in 2009 (18 percent) falling to its current level of 8 percent.

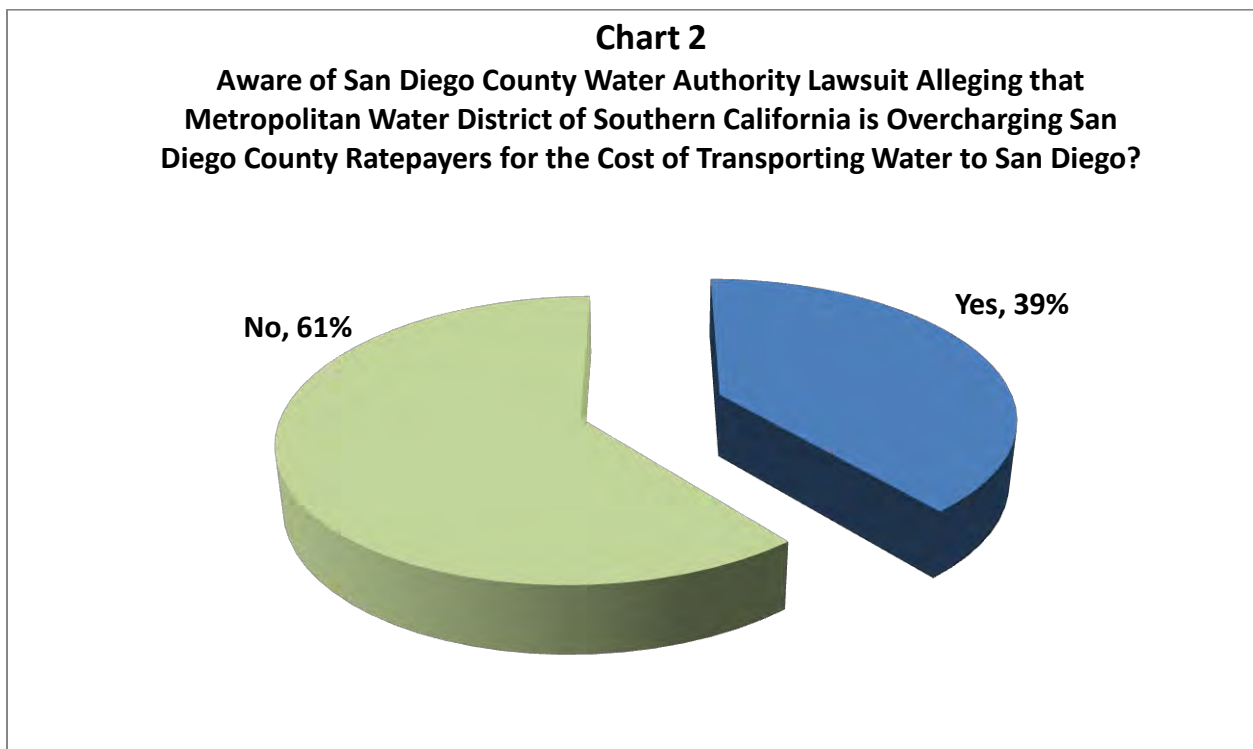
Chart 1
Most Important Issue Facing Residents of San Diego County



The current survey also demonstrates that residents are less concerned about the cost and quality of education than were the respondents in the 2011 survey. However, respondents in both the 2011 and 2012 surveys demonstrate a higher level of concern for the cost and quality of education than the respondents did in 2009. Respondents are beginning to show some concern for infrastructural issues (4 percent) compared to the results of 2011 (2 percent) and the lack of mention in 2009. Infrastructure

issues are evident in several parts of the survey, as will be shown as the report progresses. Gasoline prices (23 percent) were a major concern of the residents in the 2008 survey. 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.

Respondents were asked whether they are aware that the San Diego County Water Authority has filed a lawsuit against the Metropolitan Water District of Southern California for overcharging San Diego County taxpayers for the cost of transporting imported water to San Diego. **Chart 2** shows that nearly two-fifths of respondents (39 percent) are aware of this lawsuit.



The following groups are more likely to be aware that the San Diego County Water Authority has filed a lawsuit alleging that the Metropolitan Water District is overcharging San Diego County ratepayers for the cost of transporting imported water:

- Males (46 percent) versus females (32 percent).
- Residents who use landline phones (41 percent) versus those who only use cell phones (27 percent).

- Residents who pay their own water bill (43 percent) as opposed to those whose water bill is paid by someone else such as a landlord (28 percent).
- Homeowners (45 percent) versus renters (24 percent).
- Residents of single family homes (43 percent) and mobile homes (42 percent) as opposed to those who live in condominiums (31 percent) and apartments (26 percent).
- Whites (44 percent) and Asians (42 percent) versus Blacks/African-Americans (30 percent) and Latinos (24 percent).
- Residents who are 45 years of age and over (48 percent) versus residents who are 44 years of age and under (20 percent).
- Residents with a higher level of education (bachelor's degree or more education – 44 percent versus those with less than a bachelor's degree – 33 percent).
- Longer term residents of the County (31 or more years – 48 percent versus 30 years or less – 32 percent).
- Smaller households (1-3 persons per household – 44 percent versus larger households of 4 or more persons – 28 percent).
- Residents of the Water Authority service area not including the City of San Diego (43 percent) as opposed to residents of the City of San Diego (33 percent).

Relative Value of Water and Other Utilities

Summary: Water is seen as a relatively good value for the amount of money paid in comparison to other utilities, such as gas and electric service and trash collection. When asked to indicate the best value among utilities, 37 percent indicate that gas and electric is the best value and 16 percent rank water as such. Among all respondents, when the data are weighted for the utilities of first choice, second choice, and third choice, 29 percent view gas and electric service as the best value, followed by water at 17 percent.

Residents were asked their opinion regarding the utility that provides them with the best value for the money paid. **Chart 3** 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, gas and electric service, trash collection, phone service, and Internet Access, among others. Among all respondents, 33 percent viewed gas and electric service as the best value, followed by water at 15 percent; however, when weighted for first, second and third choices, gas and electric is chosen by a weighted percentage of 26 percent and water by 16 percent. In 2011, respondents also considered gas and electric as the best relative value (26 percent); however, it is noteworthy that the relative value of water fell by 5 percent (from 21 percent in 2011 to 16 percent in 2012).

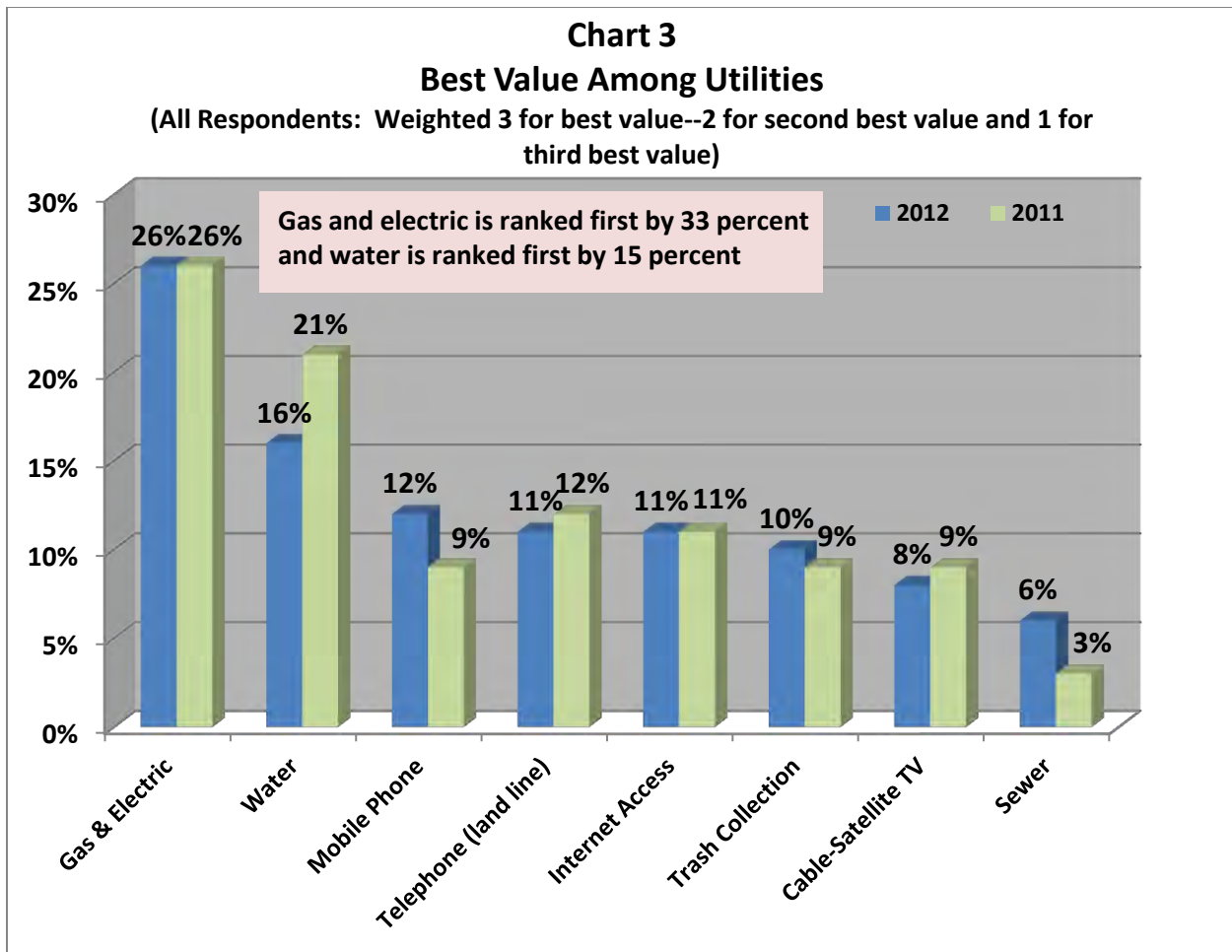
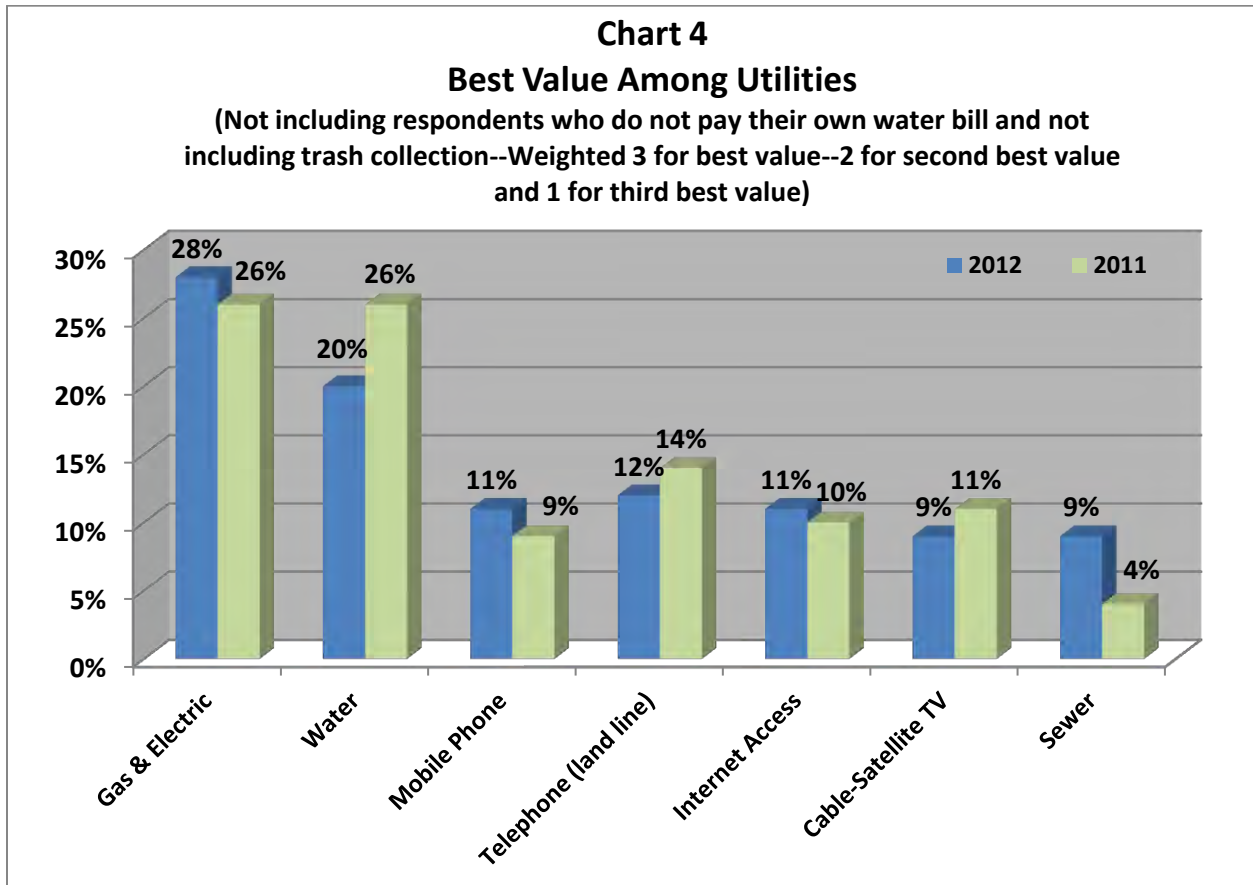


Chart 4 shows how certain respondents view the relative value of utilities by including only those who pay their own water bill and by excluding trash collection from the analysis. These exclusions attempt to control for those who do not pay their own water bills (thereby causing their assessment of value to be less relevant than those who do pay their own bills) and also control for the fact that residents of the City of San Diego do not pay directly for trash collection. As a result of these screens, the relative value of gas and electric increases by 2 percent (from 26 percent to 28 percent) and the relative value of water increases by 4 percent (from 16 percent to 20 percent).

The following groups of respondents tend to choose water as the best value among various utilities more so than do their complementary groups:

- Those who pay their own water bill (17 percent) versus those whose water bills are paid by their landlord or homeowners' association, for example (11 percent).
- Homeowners (17 percent) versus renters (12 percent).

- Single family housing dwellers (17 percent) versus apartment residents (12 percent) and mobile home residents (0 percent).
- High income earners with incomes of more than \$250,000 (27 percent) and between \$100,000 and \$250,000 (23 percent) versus low income residents with incomes of \$25,000 or less (9 percent).
- The mean age of those who rank water as best utility is 52 years of age in contrast to those who vote for trash collection or land line telephones (both 57 years of age).



Water Reliability and Plans to Diversify Water Sources

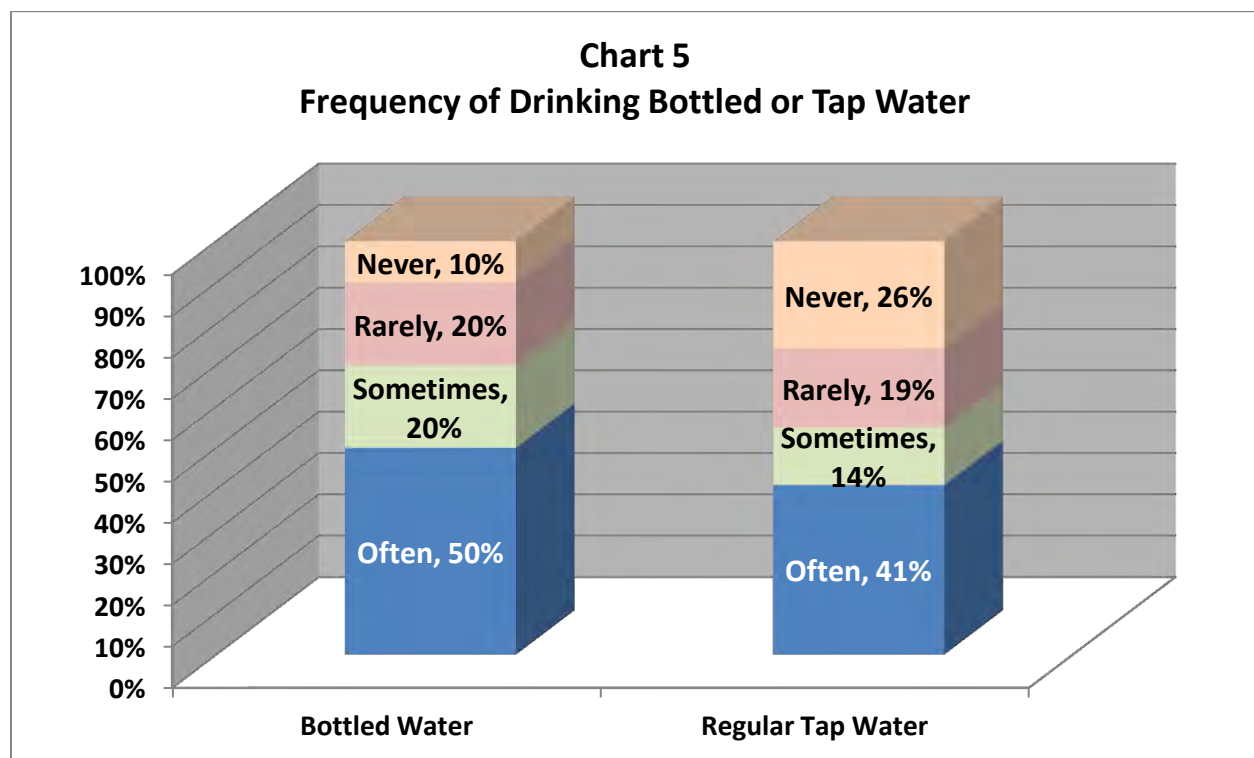
SUMMARY: Among residents of the Water Authority service area, more than three-fourths find that the current supply of water is either very reliable or somewhat reliable and can be consistently relied upon to meet the region’s needs. This positive attitude toward water supply reliability is highly consistent with the results of the 2011 survey and both the 2011 and 2012 survey years represent a clear rebound from the results of the 2009 survey. However, respondents are expressing a decreasing level of confidence in how they perceive the trend in the water supply.

Nearly three-fifths of respondents have trust in the ability of local water agencies to provide clean, safe, water for their customers. Almost one-third of respondents have either a great deal of trust or

a good amount of trust in the ability of local water agencies to obtain water at reasonable prices. Respondents identified the following efforts as particularly important on the part of the Water Authority in ensuring a safe and reliable water supply: water transfers and water importation from the Colorado River and the Imperial Valley, improved infrastructure, and seawater/ocean water desalination.

The most critical things that can be done to ensure a safe and reliable water supply for San Diego County residents and businesses are to improve the quality of the water, pursue seawater desalination and address infrastructure issues. One third of respondents indicate that the most important part of the Water Authority’s Diversification Plan is seawater desalination followed by the development of local reservoirs and recycled water. Nearly three-fifths of residents are in support of the San Diego County Water Authority’s Diversification Plan. This represents a decline in support of the Diversification Plan from the results of the 2011 survey.

Water Reliability: Respondents tend to drink bottled water more frequently than they do tap water. Seven in ten respondents either drink bottled water often or sometimes. By contrast, just over one-half drink tap water often or sometimes (Chart 5).



The following groups are more likely to drink bottled water often than are complementary groups:

- Residents with less education (less than a bachelor’s degree – 56 percent versus bachelor’s degree or more education – 45 percent).

- Blacks/African-Americans and Asians (each 68 percent) and Latinos (61 percent) versus Whites (45 percent).
- Larger households (3 or more persons – 56 percent versus households of 1-2 persons – 38 percent).

The following groups are more likely to drink tap water often than are complementary groups:

- Males (48 percent) versus females (34 percent).
- Homeowners (45 percent) versus renters (33 percent).
- In terms of ethnicity, Whites (46 percent) versus Latinos (30 percent), Blacks/African-Americans (29 percent), and Asians (17 percent).
- City of San Diego residents (47 percent) versus residents of the Water Authority service area outside of the City of San Diego (37 percent).

Chart 6 demonstrates that there is confidence in the water supply to meet the region’s needs while **Chart 7** shows that a relatively small percentage of the population feels that this reliability is improving. **Chart 6** shows that among residents of the Water Authority service area, more than three fourths (76 percent) find that the current supply of water is either very reliable (34 percent) or somewhat reliable (42 percent) and can be consistently depended upon to meet the region’s needs. Just under one-fifth (19 percent) find the water supply to be very or somewhat unreliable. This positive attitude toward water supply reliability is highly consistent with the results of the 2011 survey and both survey years represent 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. It is noteworthy that the current survey shows that a substantially smaller percentage of respondents find the water supply to be unreliable compared to 2009 – a 12 percent drop from the 31 percent recorded in 2009. This increase in attitude from 2009 to 2011 and 2012 continues from a previous pattern of confidence in the County’s water supply from 2000 to 2006 that paralleled 2009.

The following groups of respondents are likely to think that the County’s water supply is reliable more so than do their complementary groups:

- Renters indicate that the water supply is very reliable (42 percent) more so than do homeowners (33 percent)
- Hispanics/Latinos and Asians (46 percent each) indicate that the water supply is very reliable more so than do Whites (33 percent) or Blacks/African-Americans (35 percent)
- Larger households also perceive that the water supply has greater reliability than do smaller households – households of 4 or more indicating a very reliable water supply (44 percent); households of 2 -3 (34 percent) and one person households (28 percent).
- English language respondents find the water supply to be very or somewhat reliable (81 percent) to a greater extent than do Spanish language respondents (68 percent).

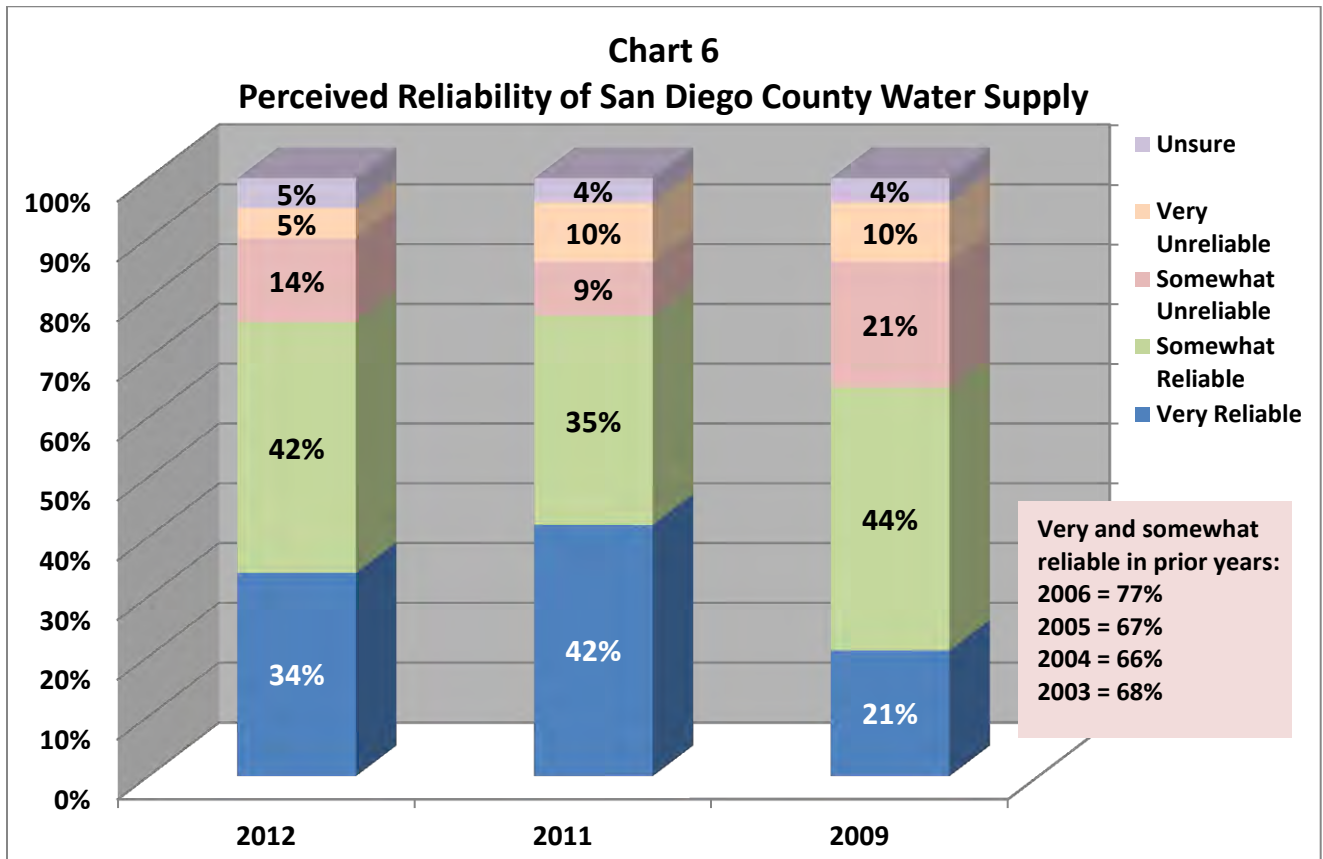


Chart 7 demonstrates that respondents are expressing a decreasing level of confidence in the perceived reliability of water supply – whether the supply is improving, worsening, or staying the same. Just over one-tenth (11 percent) of residents feel that the trend in water supply reliability is improving – a decrease of 9 percent from the 20 percent level recorded in 2011. There is also a small increase among those who feel that the trend in the reliability of the water supply is worsening (25 percent in 2011 to 28 percent in 2012). It is important to note that the survey results of 2011 and 2012 represent a dramatic improvement from the 2009 survey where only 6 percent perceived that the trend in the reliability of the water supply was improving and nearly one-half (48 percent) felt that the supply was worsening.

The following groups of respondents are more likely to think that the reliability of the County’s water supply is worsening than do their complementary groups:

- Those who pay their own water bill (31 percent) versus those who do not (22 percent).
- Homeowners (32 percent) versus renters (22 percent).

- Those with at least one year of graduate school (37 percent) see the supply worsening more so than do college graduates (32 percent), those with one year of school after high school (25 percent) and high school graduates or less (19 percent).
- Long-term residents of more than 45 years (42 percent) also see a worsening supply more so than do those who have resided in the County for 21-45 years (30 percent) and those with 20 or fewer years in the County (21 percent).
- Similarly, those residents who are more than 45 years old see the supply as worsening (34 percent) more so than do those who are 45 years old or younger (19 percent).
- Among ethnicities, Whites are the most negative (32 percent worsening), with Blacks/African-Americans (27 percent), Hispanics/Latinos (20 percent) and Asians (10 percent)
- Smaller households of 1-3 persons think that the reliability of the County’s water supply is worsening (32 percent) more so than do households of 4 or more persons (23 percent).

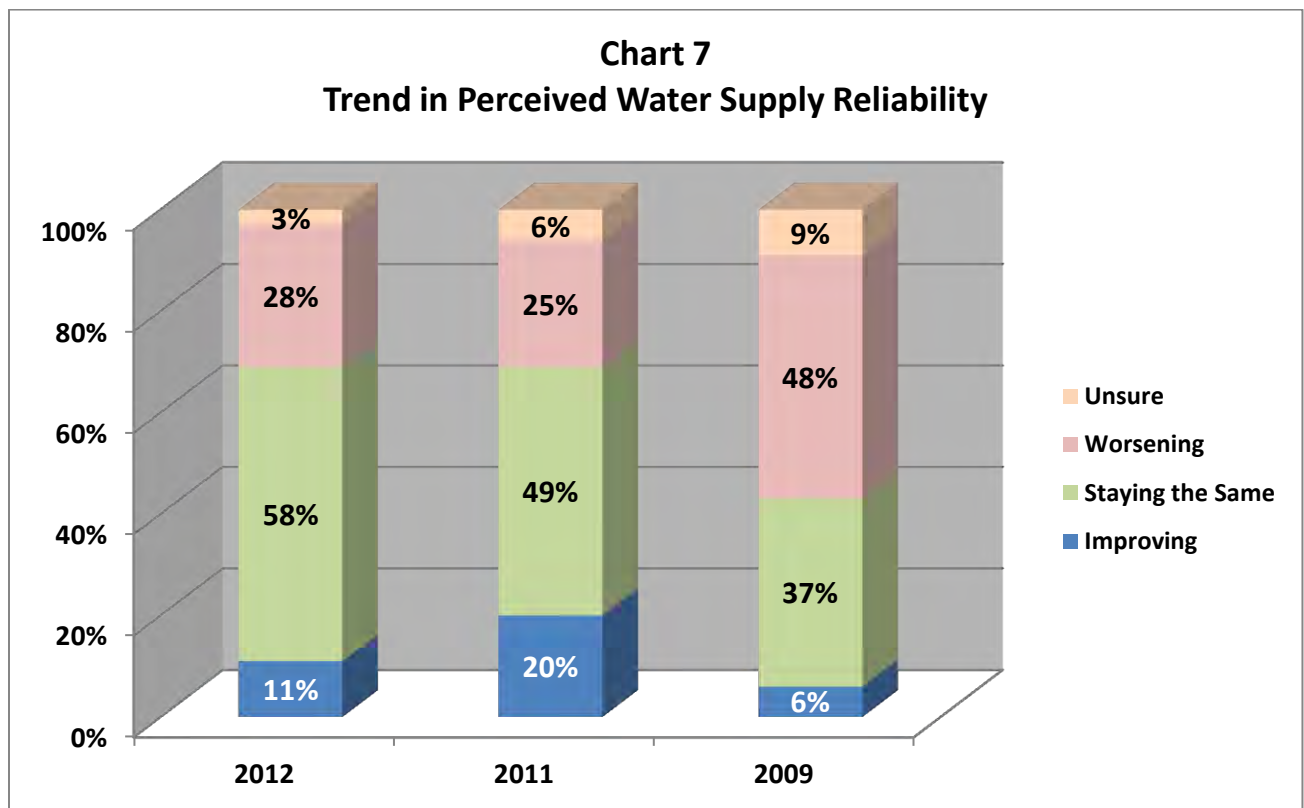


Chart 8 shows that nearly three-fifths of respondents (56 percent) have a substantial amount of trust in the ability of local water agencies to provide clean, safe, water for its customers (21 percent a great deal of trust and 35 percent a good amount of trust). Only 12 percent expressed a lack of trust – not much trust (8 percent) and no trust at all (4 percent).

Regarding trusting local water agencies to deliver clean, safe water to their customers, the following groups indicate a good or great deal of trust in contrast to their counterparts:

- English language respondents (57 percent) versus Spanish speakers (46 percent).
- Those who characterize their consumption of regular tap water as “good” (68 percent) indicate a good or great deal of trust in contrast to those who never use it (43 percent).
- The reverse also holds—namely that those who use bottled water often are less trusting (49 percent) than those who never use bottled water (73 percent).

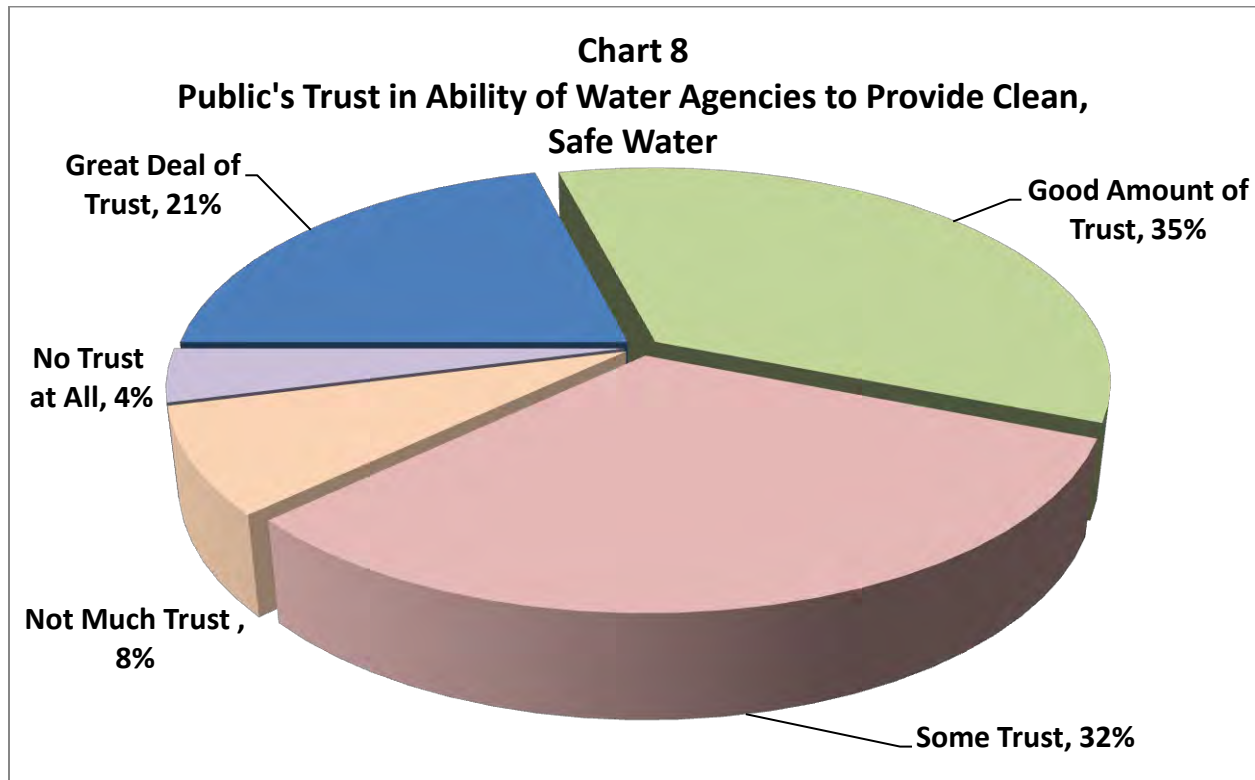
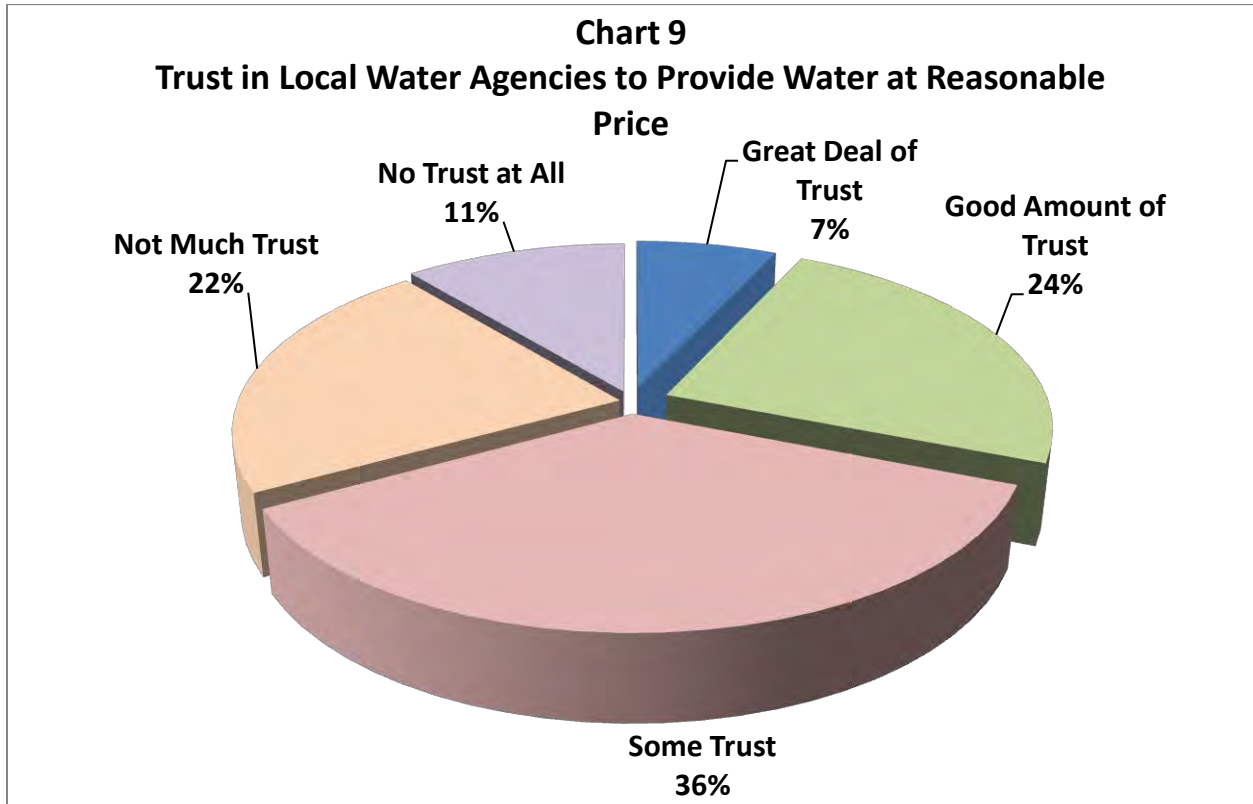


Chart 9 indicates that 31 percent of respondents have either a great deal of trust (7 percent) or a good amount of trust (24 percent) in the ability of local water agencies to obtain water at reasonable prices. One-third (33 percent) lack trust in the ability of local water agencies to provide water at reasonable prices – not much trust (22 percent) and no trust at all (11 percent).

Trust in local water agencies to provide clean, safe water at reasonable prices also shows interesting differences among these groups of respondents:

- Those who do not pay their own bills have a good or great deal of trust that water prices will be reasonable (37 percent) more so than do those who are responsible for making these payments (29 percent).
- Renters indicate a good or great deal of trust (36 percent) more so than do homeowners (28 percent).
- Apartment dwellers have a good or great deal of trust (44 percent) more so than do single family residence households (27 percent).

- Younger residents indicate a good or great deal of trust (age 18-24 = 54 percent and age 25-34 = 44 percent) more so than do those residents 45 years of age or older (26 percent).
- Newer residents to San Diego County have a good or great deal of trust in reasonable water prices (residents of less than 10 years = 42 percent versus residents of 46 years or more = 16 percent).

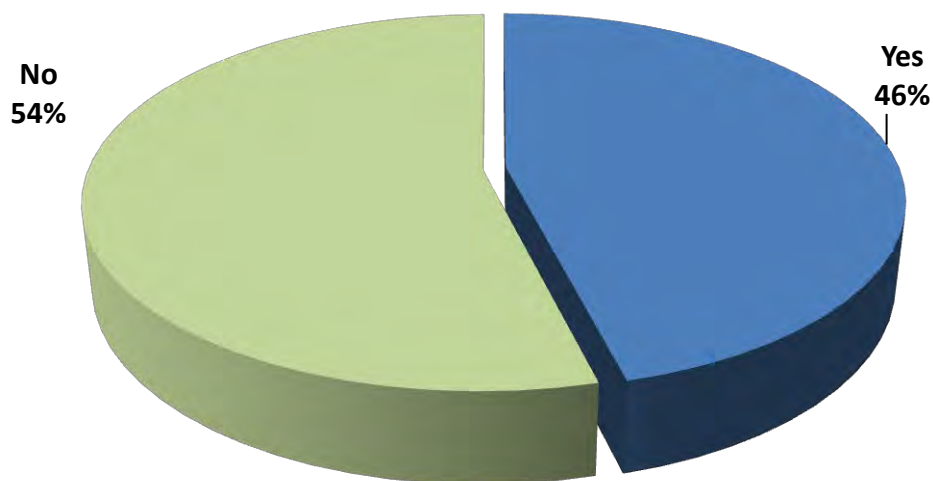


Nearly one-half of the respondents (46 percent) are aware of efforts by the San Diego County Water Authority to make the water supply more reliable (**Chart 10**).

The following groups of respondents tend to be aware of efforts by the San Diego County Water Authority to make the water supply more reliable more so than their counterpart groups:

- Men (50 percent) versus women (42 percent).
- Ages 35 years and older (49 percent) versus 18-24 (23 percent) and 25-34 (32 percent).
- Frequent tap water consumers (often use = 52 percent versus sometimes, rarely or never = 42 percent)
- Rare users of bottled water (rarely or never use = 55 percent aware versus often or sometimes use bottled water = 42 percent).

Chart 10
Aware of Efforts by San Diego County Water Authority to Make Water Supply More Reliable

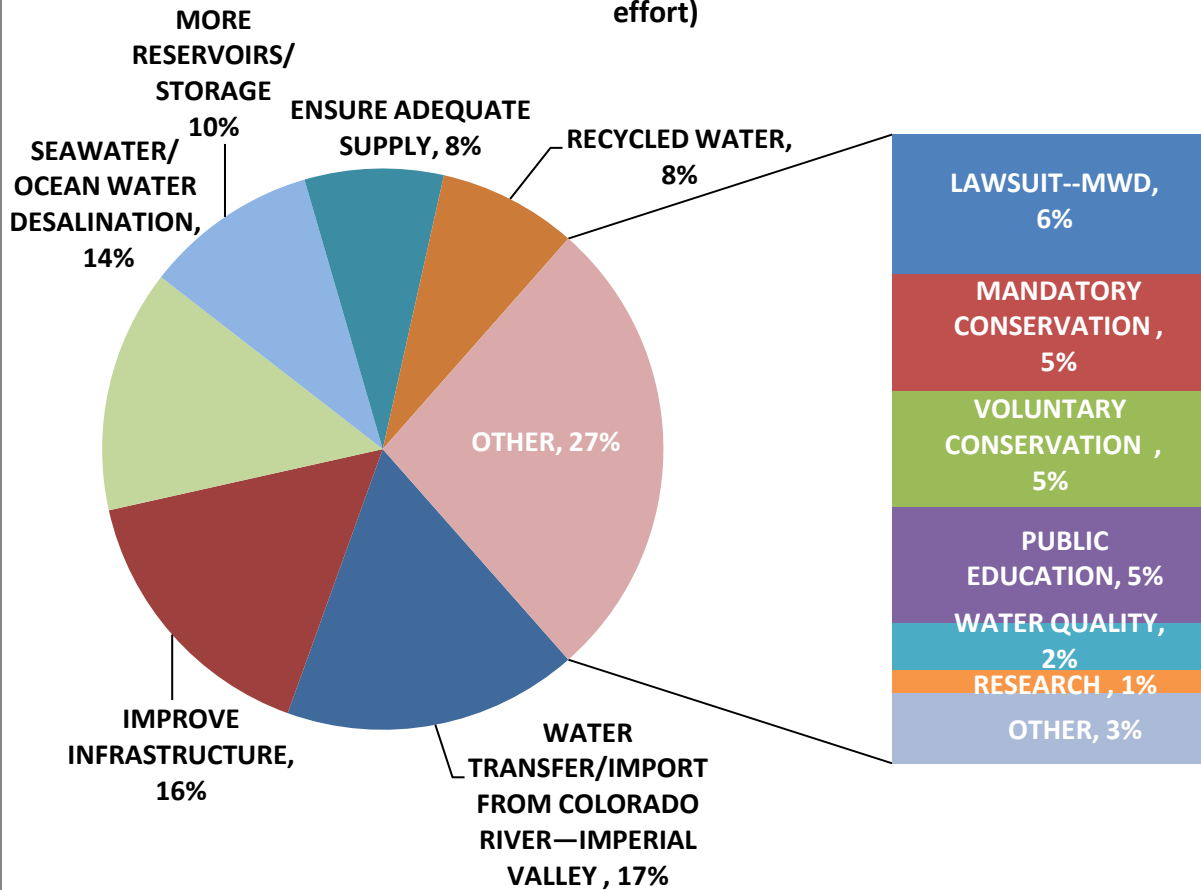


Respondents, who indicated their awareness of such efforts, were asked to identify one of these efforts. Approximately one-sixth (17 percent) mentioned water transfer and water importation from the Colorado River and the Imperial Valley, another 16 percent mentioned improvement of infrastructure, and 14 percent indicated seawater/ocean water desalination. Other efforts, mentioned by the respondents are more reservoir/storage (10 percent), ensuring an adequate supply of water (9 percent), recycled water (7 percent), and lawsuit issues/MWD (Metropolitan Water District of Southern California) negotiations (6 percent). (**Chart 11**).

When asked which one thing the respondents were aware of, differences among groups again were in evidence.

- Men indicated desalination (19 percent) more so than did women (9 percent).
- Men also named infrastructure (18 percent) and the MWD lawsuit (7 percent) more so than did women (14 percent and 3 percent, respectively)

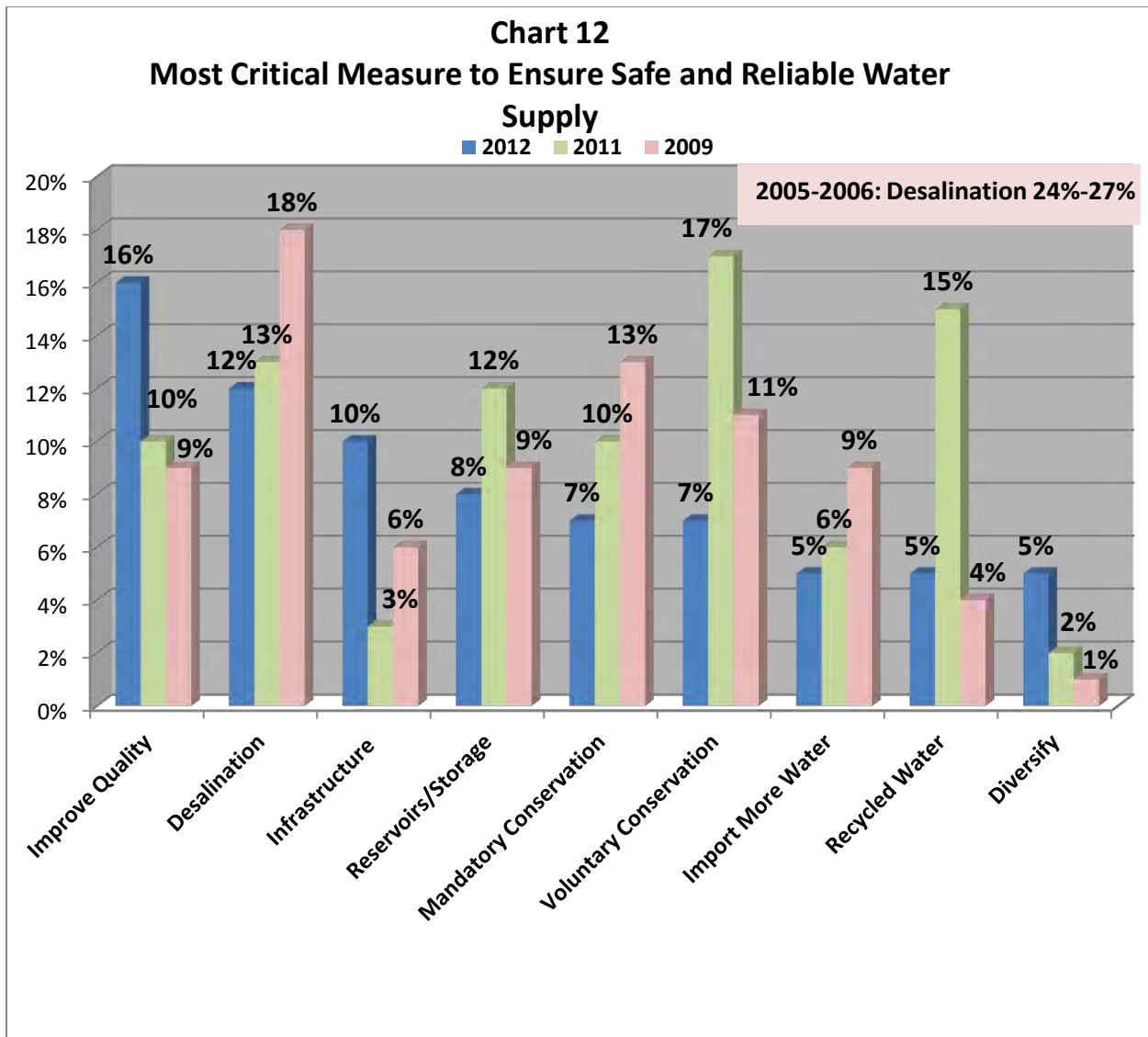
Chart 11
Efforts to Increase Reliability of Water Supply for Which Residents
Indicate Awareness
(among 38% (n = 311) who indicate awareness and offer indication of SDCWA effort)



- Women, on the other hand, listed voluntary conservation (9 percent), mandatory conservation (7 percent) and public education (7 percent) more than did men (2 percent, 3 percent and 4 percent, respectively).
- Homeowners indicated water transfers (21 percent), infrastructure (17 percent) reservoirs (12 percent), and the MWD lawsuit (8 percent) more than did renters (10 percent, 14 percent, 5 percent and 0 percent, respectively).
- Renters listed recycling (14 percent), voluntary conservation (14 percent), mandatory conservation (10 percent), and water quality (5 percent) more than did homeowners (6 percent, 2 percent, 3 percent and 1 percent, respectively).
- English language survey respondents mentioned water transfers (19 percent), desalination (15 percent, reservoirs (10 percent) and the MWD lawsuit (6 percent) to a greater extent than did Spanish speakers (0 percent, 6 percent, 6 percent and 0 percent, respectively).

- Spanish speakers were more responsive about infrastructure (29 percent), recycling (24 percent), and public education (12 percent) in contrast to English language survey respondents (15 percent, 7 percent and 5 percent, respectively).
- There were a substantial number of differences by ethnicity as follows:
 - Whites were highest among ethnic groups in mentioning water transfers (21 percent) and the MWD lawsuit (8 percent).
 - Blacks/African-Americans were highest for mandatory conservation (22 percent), public education (17 percent) and recycling (11 percent).
 - Hispanics/Latinos were highest for infrastructure (24 percent), voluntary conservation (15 percent) and recycling (11 percent—tied with Blacks/African-Americans).
 - Asians were highest for desalination (25 percent), reservoirs (17 percent) and ensuring an adequate water supply (16 percent).
- The MWD lawsuit and water research were mentioned by the oldest subset of the resident population (mean age of 63 years for both), followed by reservoirs and desalination (61 years of age each).
- Younger residents were more inclined to mention voluntary conservation and public education (mean of 44 years of age each) and mandatory conservation (49 years of age).
- Larger households mentioned voluntary conservation (mean household size of those that mentioned voluntary conservation = 3.9 persons), mandatory conservation (3.5), public education (3.2) and water transfers (3.1).
- Smaller households mentioned the MWD lawsuit (mean household size of 2.0), water quality (2.2), research (2.2), recycling (2.3) and desalination (2.4).

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, 16 percent indicated that the Water Authority could improve the quality of the water. This response was followed by seawater desalination (12 percent) and infrastructure improvement (10 percent). Since 2009, water quality and infrastructure issues have increased in importance as critical measures to ensure a safe and reliable water supply. Conservation (both mandatory and voluntary combined) has declined in importance to 14 percent from a high in 2011 of 27 percent. The 2012 results represent a return to the levels of 2005 and 2006 when only 13 percent of respondents regarded conservation as important to safeguard the water supply. Recycled water has lost ground as a critical issue during the current survey period, falling to 5 percent from the 2011 high of 15 percent. 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 2012 survey percentage of 12 percent (**Chart 12**).



When asked what is the most critical thing that the San Diego County Water Authority can do to ensure a safe and reliable water supply, differences among groups again were in evidence.

- Men are stronger in support of desalination (15 percent , diversification (6 percent) and ensuring an adequate supply (5 percent) versus women (9 percent, 3 percent and 1 percent, respectively)
- Women are very much in favor of improving water quality (23 percent versus 10 percent for men) and to a lesser extent changing leadership in the government and some agencies (6 percent versus 3 percent for men).
- Homeowners support desalination (15 percent), reservoirs (9 percent), diversification (6 percent) and leadership change (5 percent) more than do renters (7 percent, 6 percent, 3 percent and 2 percent, respectively).

- Renters are stronger in their support for improving water quality (26 percent), infrastructure (13 percent) and mandatory conservation (10 percent) in contrast to homeowners (12 percent, 10 percent and 6 percent, respectively).
- Ethnically, whites were highest among groups in desalination (14 percent), reservoirs (9 percent) and importing more water (7 percent).
- Blacks/African-Americans were highest in improving water quality (34 percent, followed very closely by Asians at 33 percent).
- Hispanics/Latinos were strong in favoring voluntary conservation (12 percent), recycled water (7 percent) and public education (7 percent).
- Besides being strong in favoring improvements to water quality, Asians also displayed the highest degree of support for mandatory conservation (15 percent), recycled water (7 percent—tied with Hispanics/Latinos), diversification (7 percent) and curtailing growth (7 percent).
- Changing government and agencies' leadership and importing more water were mentioned by the oldest subset of the resident population (mean age of 60 years for both).
- Younger residents were more inclined to mention controlling costs (mean of 35 years of age), improved water quality and public education (46 years of age for both) and mandatory conservation (49 years of age).
- Those who never drink regular tap water think that improving water quality is the most critical thing that the Water Authority can do (28 percent versus 12 percent for those who drink tap water rarely, sometimes or often).

Diversification Plan: One third of respondents indicate that the most important part of the Water Authority's Diversification Plan is seawater desalination (33 percent) followed by the development of local reservoirs (21 percent) and recycled water (16 percent). Seawater desalination remains the most important component of the Diversification Plan in the view of the respondents. In fact, those who support desalination increased by 5 percent since 2011 when 28 percent felt that desalination was the most important component of the Diversification Plan. Respondents indicate that recycled water has a declining level of importance as a component of the Diversification plan (25 percent in 2011 versus 16 percent in 2012). Local reservoirs have gained substantial ground increasing from 13 percent in 2011 – an 8 percent gain over the current survey results (**Chart 13**).

Differences exist among groups pertaining to the most important components of the Water Authority's Diversification Plan.

- Residents who only use cell phones think that desalination (37 percent) and recycling (20 percent) are more important than are indicated by landline users (32 percent and 16 percent, respectively)
- Landline telephone users are much more inclined to think that the Colorado River water transfers are important (12 percent) than are cell-only users (2 percent).
- Whites are the ethnic group most inclined to think that desalination is the most important component of the Diversification Plan (35 percent).
- Blacks/African-Americans are highest regarding the Colorado River water transfers (23 percent) and reservoirs (26 percent)

- Hispanics/Latinos are highest in their regard for the importance of recycling (20 percent)
- Asians are equal to Blacks/African-Americans in citing the importance of Colorado River water transfers (23 percent) and are highest among all groups for conservation (17 percent)
- Those who drink bottled water sometimes, rarely or never think that recycled water is the most important component of the Diversification plan (22 percent versus 11 percent for those who drink bottled water often).

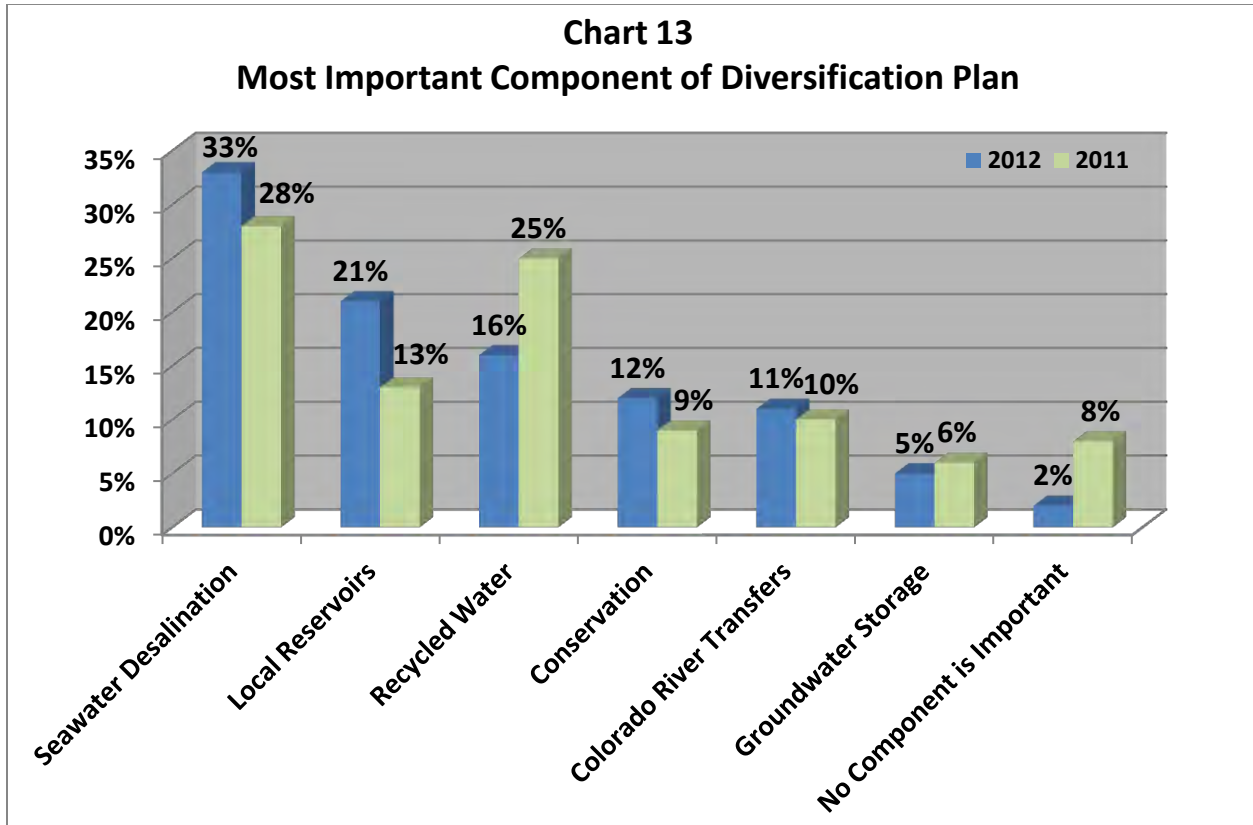
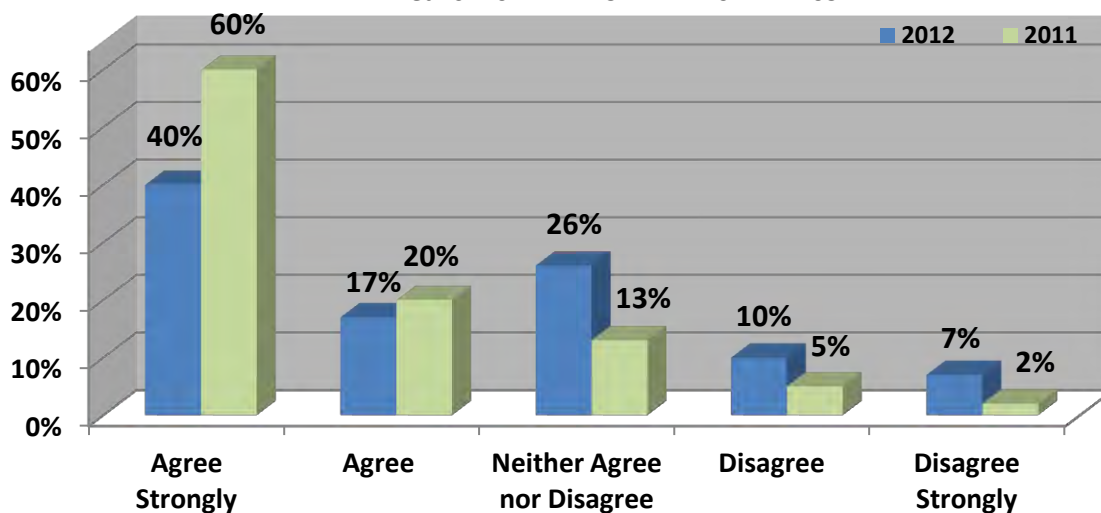


Chart 14 shows that nearly three-fifths (57 percent) of residents are in support of the San Diego County Water Authority’s Diversification Plan with ratings of strongly agree (40 percent) and agree (17 percent). This represents substantial decline in support of the Diversification Plan from the results of the 2011 survey where 80 percent either strongly agreed or agreed that the Diversification Plan would improve water supply reliability. The mean rating of 2.29 (based on a scale of 1 to 5, where 1 = strongly agree and 5 = strongly disagree) confirms this declining level of support from the 2011 finding where the mean rating was 1.69.

Chart 14
Opinion of Using Multiple Water Sources and Programs/Diversification

Scale: 1 = Agree Strongly----5 = Disagree Strongly

Means: 2012 = 2.29-----2011 = 1.69



Significant differences among groups regarding agreement or disagreement with the Diversification Plan are as follows:

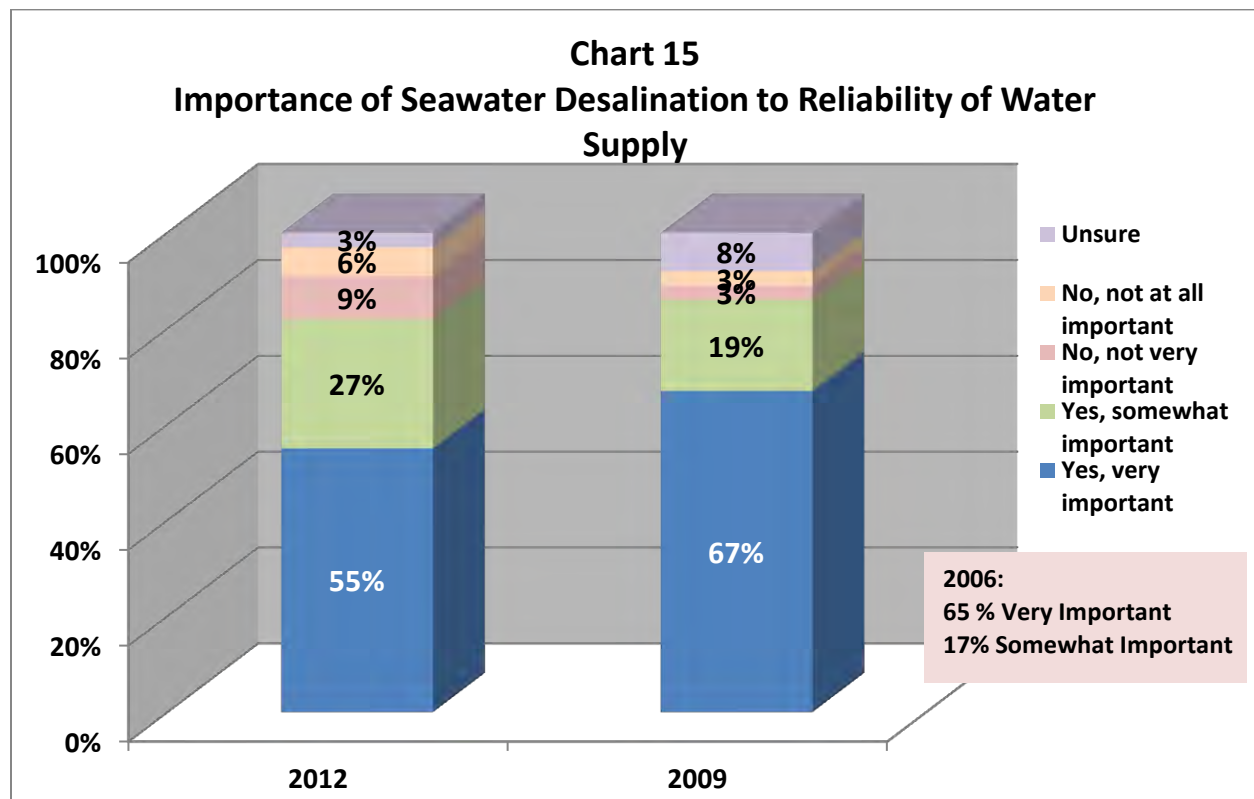
- Strong agreement increases with education from 30 percent among those with a high school diploma or less to 44 percent among those with at least one year of graduate school.
- One the 1-5 scale, there is greater agreement among younger age groups (mean of 1.93 for 18-34 versus 2.42 for those who are 55 years of age or older).
 - This is a complete reversal from 2011, when support for diversification came strongly from those 55 years of age and older.
 - Younger respondents did not change much from 2011. It was those who are older who responded so differently.
- Income is lower by approximately \$10,000 among those who disagree strongly with the Diversification Plan compared to all other agreement or disagreement categories.

Seawater Desalination

SUMMARY: Over four-fifths of respondents feel that seawater desalination is important to the reliability of the region’s water supply. Respondents are most favorably influenced toward desalination by the following message: “Desalinated water is a drought-proof local supply of water.” The least influential message is as follows: “Desalinated water is competitive with the cost of developing other new sources of water supplies.”

Over two-thirds expressed a willingness to pay something more per month to add seawater desalination to the water supply, including almost three-fifths indicating \$5 or more. In 2011, less than half indicated a willingness to pay \$5 for a more general benefit of increased water supply reliability. Among those who indicated a precise amount, the mean additional amount they are willing to pay is \$12 per month and the median amount is \$10.

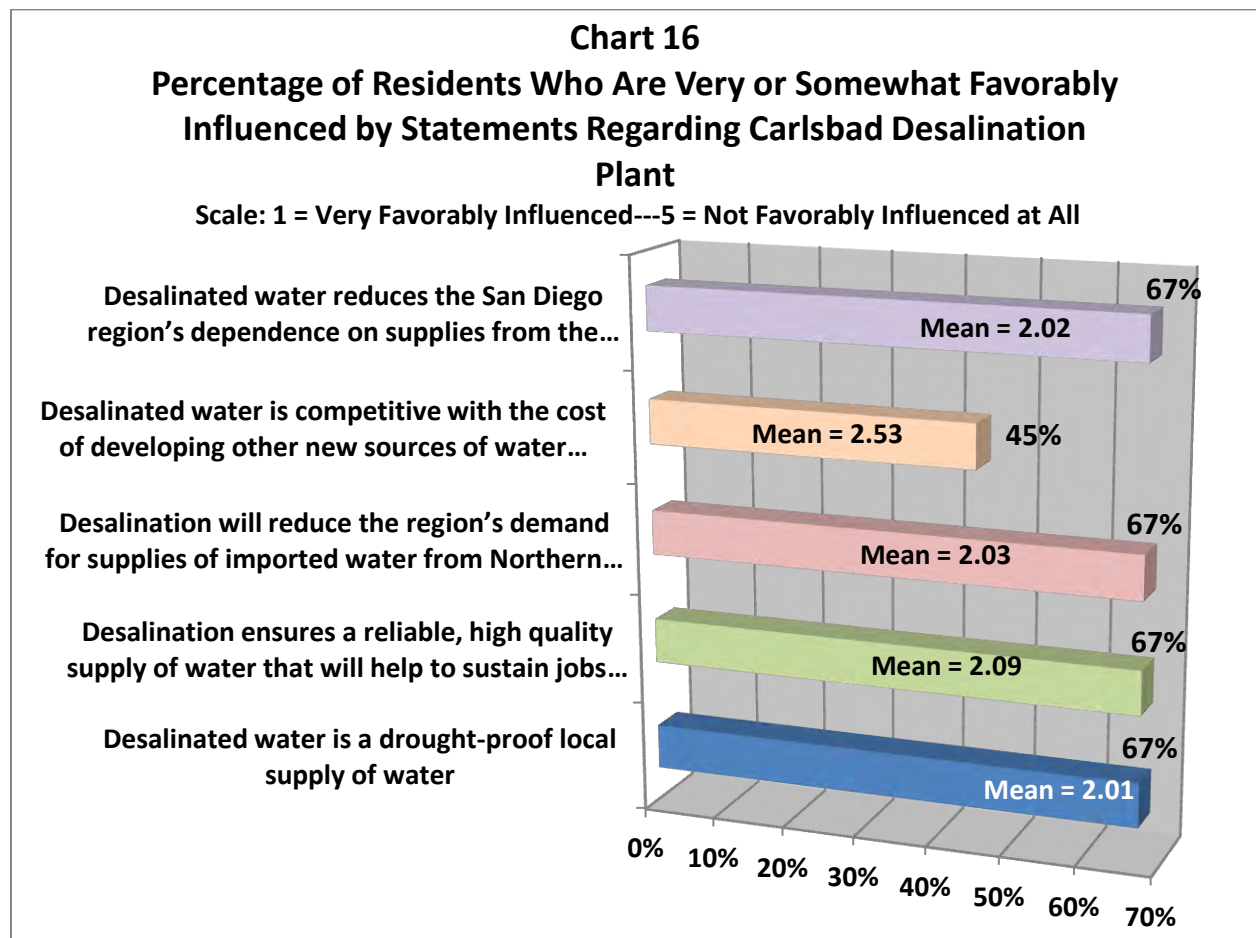
Chart 15 demonstrates that over four-fifths (82 percent) of respondents feel that seawater desalination is important to the reliability of the Water Supply (55 percent -- very important and 27 percent -- somewhat important). This result represents general consistency with the finding in 2009 where 86 percent indicated that seawater desalination was important to water supply reliability.



- Males think that desalination is more important than do females--61 percent of men think that desalination is very important in contrast to 49 percent of women.

Five statements were read to the respondents regarding desalination. After each statement, respondents were asked how influenced they were by these statements. The response was based on a scale of 1 to 5, with 1 being very favorably influenced toward desalination and 5 being not favorably influenced at all. The most influential statements were —Desalinated water is a drought-proof local supply of water” (mean

of 2.01), —Desalinated water reduces the San Diego region’s dependence on supplies from the Metropolitan Water District” (mean of 2.02), and —Desalination will reduce the region’s demand for supplies of imported water from Northern California and the Colorado River.” The least influential statement is —Desalinated water is competitive with the cost of developing other new sources of water supplies” (mean of 2.53). In all statements except the least influential one, two-thirds of respondents (67 percent) indicated that they were either very influenced or somewhat influenced by the statement. In the least influential statement, only 45 percent were either very influenced or somewhat influenced (**Chart 16**).



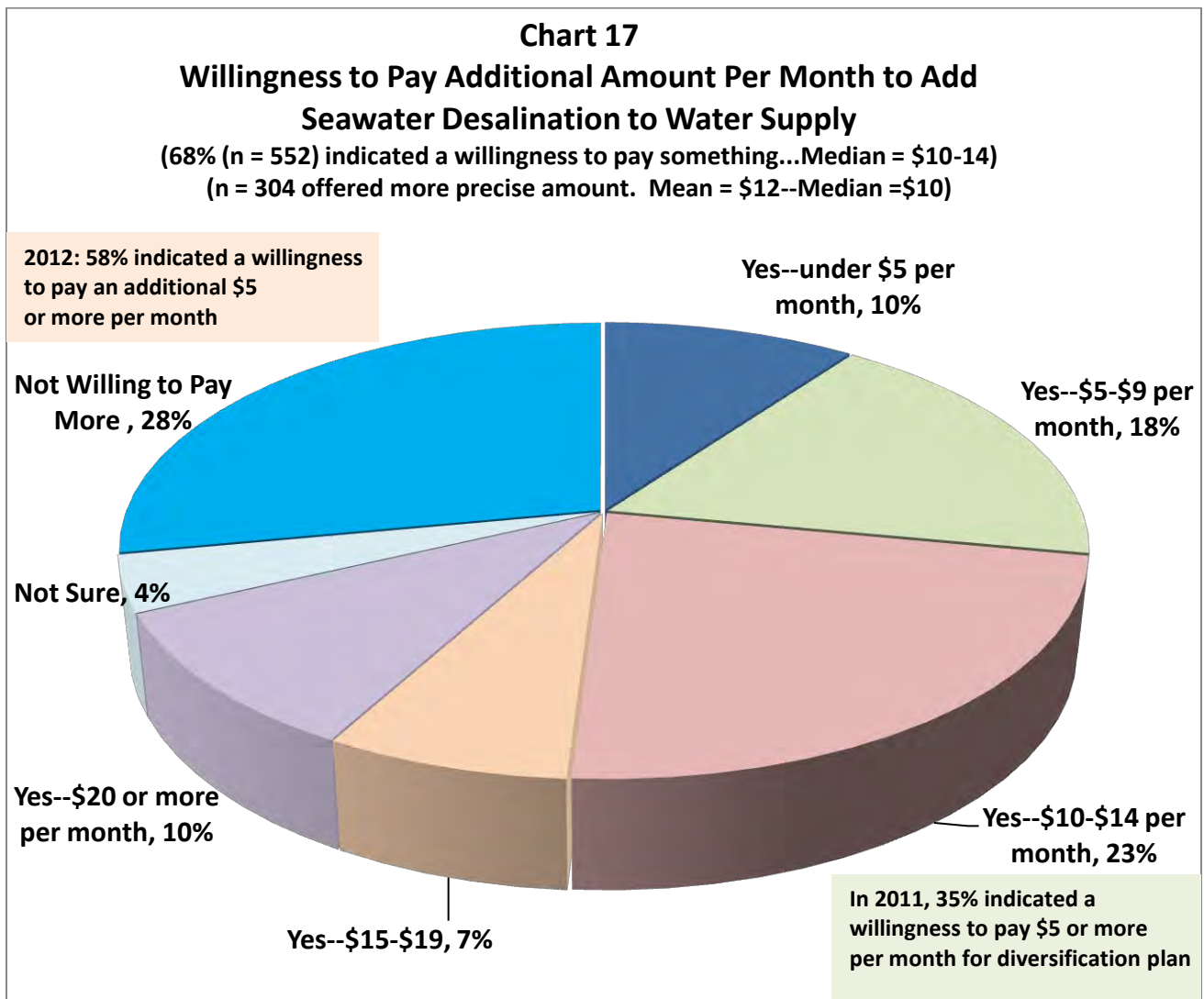
In testing these messages about desalination, a small number of differences among the groups became evident:

- Men are more favorably influenced by the messages about desalination being drought-proof (61 percent very favorably influenced versus 47 percent for women) and about desalination reducing

the region's dependence on imported water (58 percent very favorably influenced versus 47 percent for women).

- The message about desalination reducing the dependence on MWD carries the most weight with those residents who have had at least one year of graduate school (62 percent very favorably influenced versus all other categories of education at 49 percent).

Chart 17 shows that over two-thirds (68 percent) expressed a willingness to pay something more per month to add seawater desalination to the water supply, including nearly three-fifths (58 percent) who are willing to pay an additional \$5 or more per month. In 2011, 35 percent indicated a willingness to pay \$5 or more per month for increased water reliability. Among those who indicated a precise amount, the mean additional amount they are willing to pay is \$12 per month and the median amount is \$10.



- The only significant difference among groups pertaining to willingness to pay for desalination is in household size, with 2-person households willing to pay a mean of \$14 per month additionally, with all other groups in the \$10-\$11 range.

Attitudes about Water Conservation

SUMMARY: Water conservation is a significant component in San Diego County’s water supply plans. One-fourth of respondents indicated that their household water usage has decreased over the past year. This represents a small decline from those who indicated that they decreased their water usage in 2011 but is offset by a corresponding decline among those whose use has increased. Among those who indicated that their household water usage has declined, nearly one-half did so because they feel that reducing water usage is the “right thing to do.” In 2011, a somewhat smaller (but still substantial) percentage was motivated to reduce water usage because it is the “right thing to do.” Over one-fourth were motivated to reduce water usage because they are watching their budget and this represents a slight decline since 2011 when approximately one-third were so motivated by budgetary concerns to reduce their water usage. The vast majority—almost 90 percent—indicated that their reduced water usage is permanent and this is consistent with the 2011 finding.

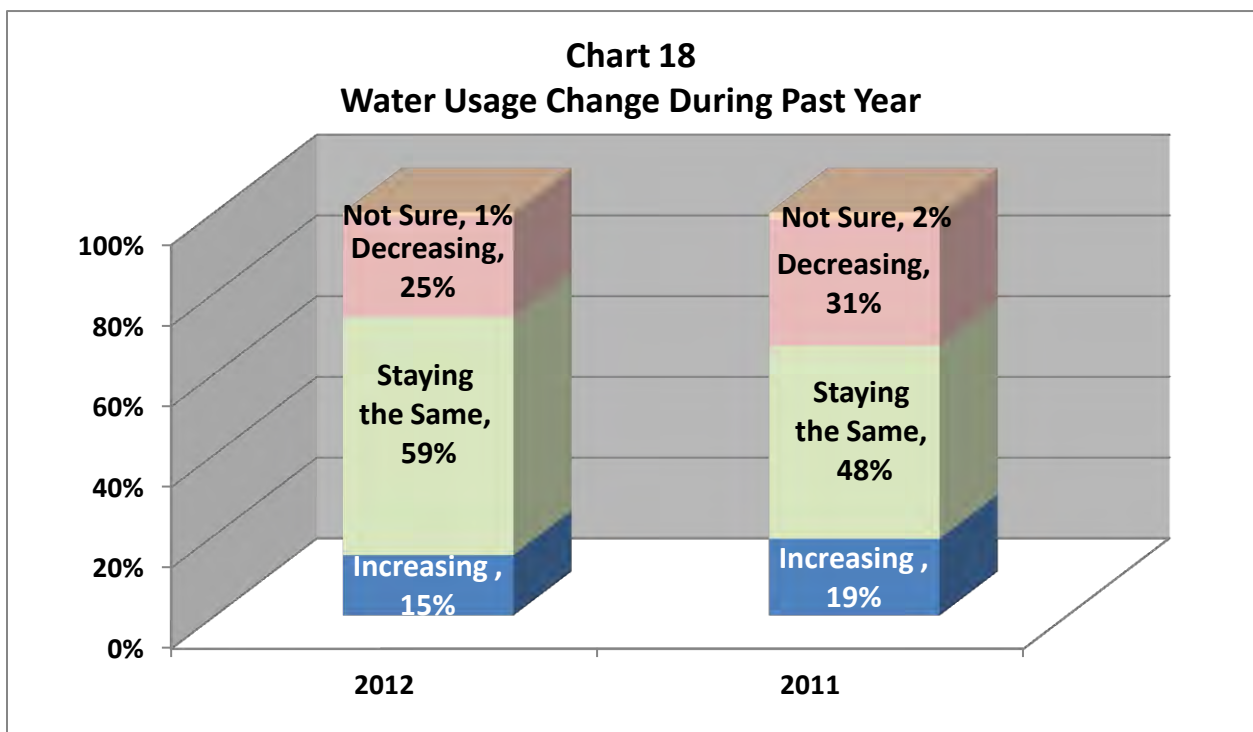
It is most encouraging that when water agencies no longer take an active role in restricting water use, respondents who have reduced their water usage during the past year indicate that they are not likely to increase their water use (approximately one-fifth will increase usage). On the other hand, a less cool and less wet year would lead to nearly three-fifths of those who have reduced their water use during the past year returning to higher usage. These views about higher water in the future parallel the views of the 2011 survey respondents.

Virtually all of the respondents (95 percent) think that it is their civic responsibility to use water as efficiently as possible. This is quite consistent with the results of the 2009 survey where 92 percent felt that the efficient use of water was their civic responsibility. In the current survey period as well as in 2009 and 2011, respondents regard water conservation as a greater civic responsibility than serving on a jury. For voting in public elections and not littering/not polluting respondents generally view water conservation as a lesser civic responsibility. The use of recycled materials is roughly equal to water conservation as a civic duty, however.

Water Use: Past Year Chart 18 shows that one-fourth of respondents (25 percent) indicated that their household water usage has decreased over the past year. This represents a small decline of 6 percent among those who indicated that they decreased their water usage in 2011 (31 percent). However, there is also a decline of 4 percent since 2011 among those who indicate that their water usage increased (19 percent in 2011 to 15 percent in 2012). These differences are reconciled by those who indicated that their water usage has remained the same (59 percent in 2012 versus 48 percent in 2011).

Change in water usage during the past year is further informed by the following differences among groups of residents:

- Single-family home residents indicate that 17 percent of them have increased their water usage during the past year in contrast to 10 percent of apartment residents and only 3 percent of mobile home dwellers.
- Increased water usage is also related to household size. Large households of 5 or more persons have increased their usage (27 percent) to a much greater extent than have 1-2 person households (9 percent).
- Younger residents have increased their usage more than have older residents with a mean age of 49 years of age for those who have increased their usage versus 57 years of age for those who have decreased their usage.
- Similarly, longer-term residents have decreased their usage (mean length of time residing in San Diego County = 34 years) more so than have shorter term residents (mean length of residence in San Diego County = 28 years for those whose usage has increased or stayed the same).



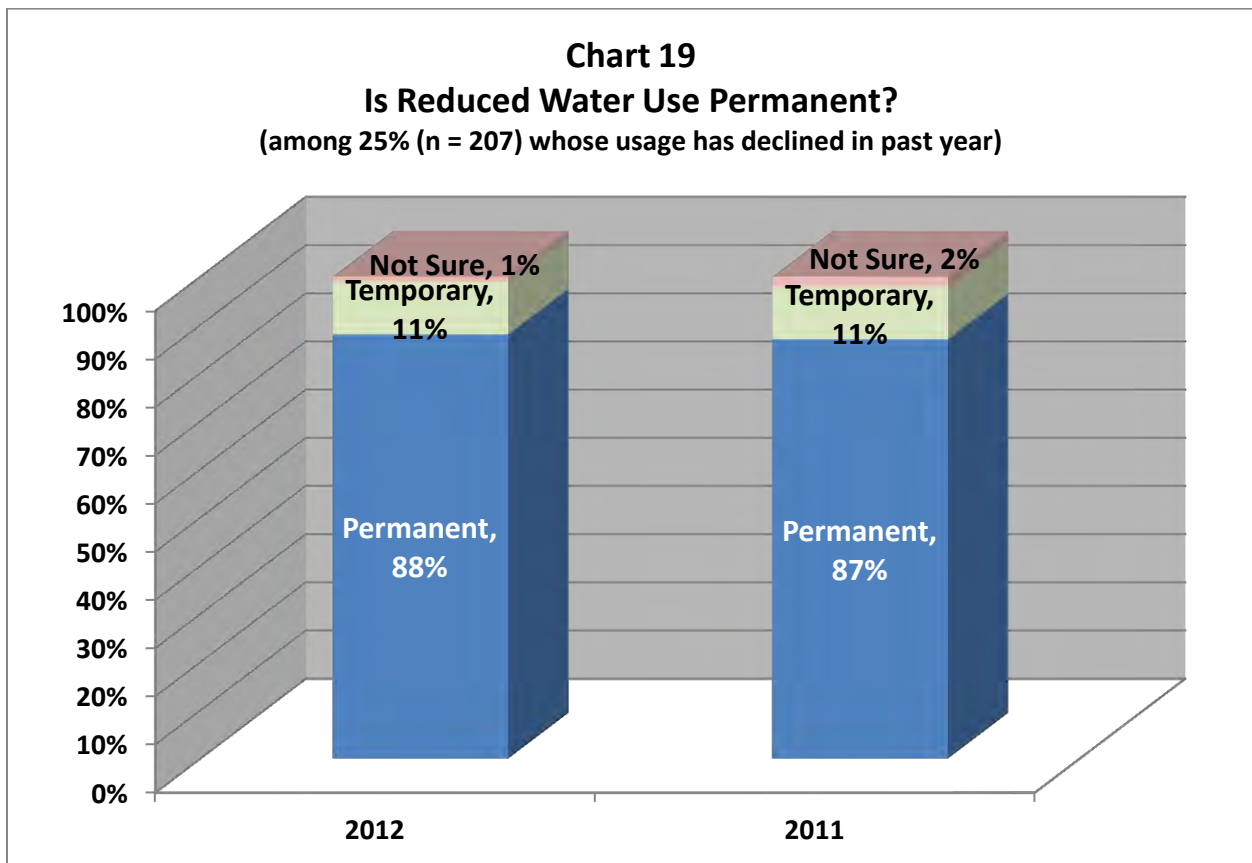
Among those who indicated that their household water usage has declined, a considerable majority (88 percent) thinks that their reduced use of water is permanent (**Chart 19**). This finding is highly consistent with the result of the 2011 survey – 87 percent believed their reduction in water use to be permanent.

- Women indicate more permanence to their reduced usage (95 percent) than do men (86 percent).

Chart 20 indicates that among those who indicated that their household water usage has declined, nearly one-half (46 percent) – a dominant plurality-- feel that reducing water usage is the “right thing to do.” In

2011, a somewhat smaller (but still substantial) percentage was motivated to reduce water usage because it is the “right thing to do” (34 percent). Over one-fourth (27 percent) were motivated to reduce water usage because they are watching their budget and this represents a slight decline since 2011 when 32 percent were so motivated by budgetary concerns to reduce their water usage.

- As would be expected, those residents who pay their own water bills are motivated to conserve by budget considerations (33 percent) to a greater degree than those who do not pay for their own water (7 percent).
- In contrast, conservation being the “right thing to do” (56 percent), calls to conserve (14 percent) and messages in the media (9 percent) motivate these non-bill payers more than they do bill payers (45 percent, 7 percent and 2 percent, respectively).



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 stop asking for residents to practice conservation there is no surge in water use expected (22 percent). On the other hand, a less cool and less wet year would lead to nearly three-fifths (59 percent) of the respondents returning to higher usage.

Chart 20
Primary Motivation for Water Usage Reduction
 (among 25% (n = 207) whose usage has declined in past year)

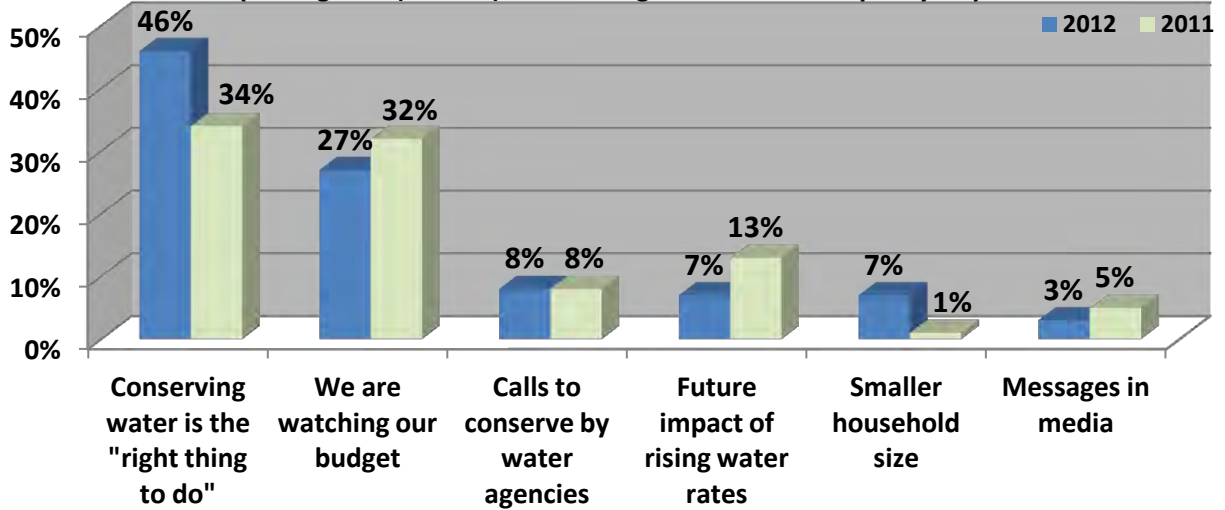
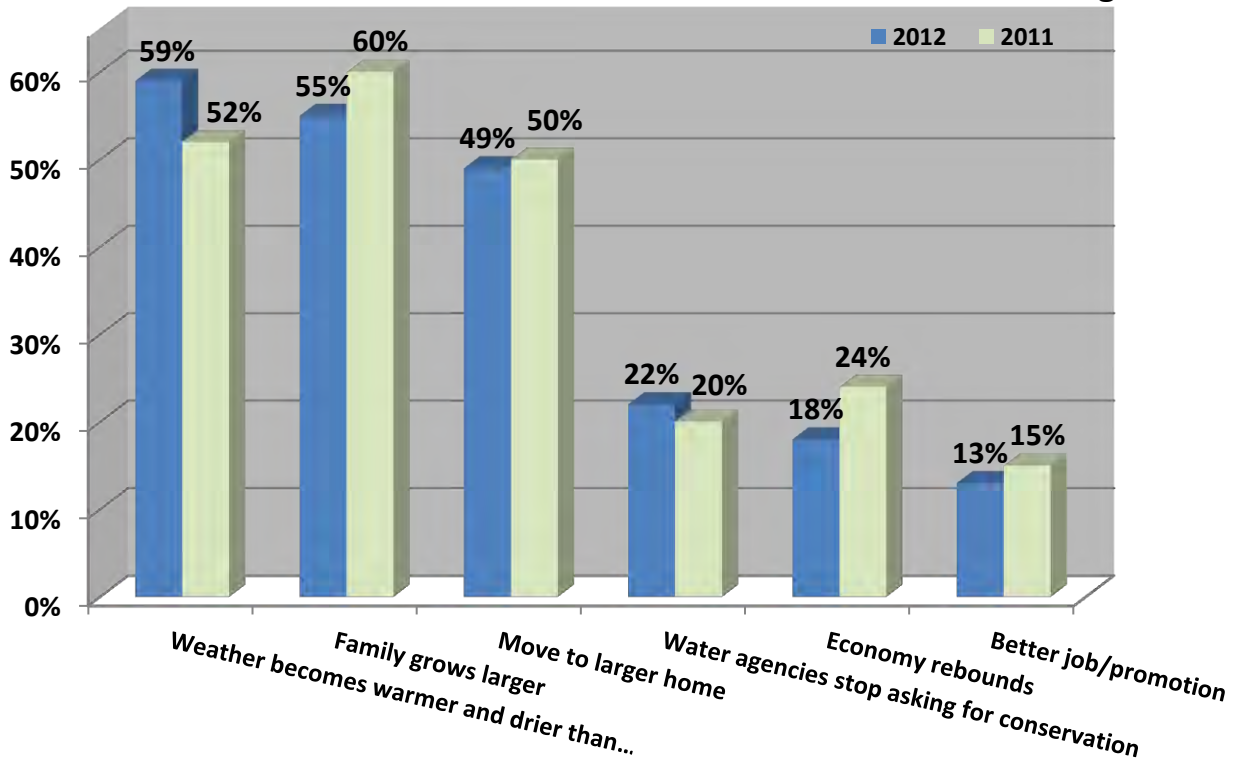


Chart 21
Conditions Under Which Residents Would Increase Water Usage



Understandably, as family size grows larger, respondents indicate that they will increase water usage (55 percent) and, similarly, respondents are likely to increase water use when they move to a larger home (49 percent). When the economy rebounds (18 percent) or the respondent obtains a better job or a job promotion (13 percent), residents indicate that they are not likely to increase their water usage. These various projections on the part of the current respondents parallel those that were made in 2011.

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

- Women are more inclined to increase their usage if the weather turns warmer and drier (64 percent versus 55 percent for men).
- Households of 4 or more persons indicate an increased likelihood of increasing their water usage if the weather becomes warmer and drier (64 percent versus 55 percent for 1-3 person households).

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

- When the economy rebounds, those who are not bill payers at present plan to increase their usage (23 percent) more than do those who pay their own water bills (17 percent).
- Renters will also increase their usage more so than will homeowners (27 percent versus 15 percent).
- Correspondingly, apartment dwellers (30 percent) will increase their usage more so than will all other groups combined (17 percent).
- Those residents with one year of college or less (25 percent) plan to increase their water usage more so than do those with a college degree or more (13 percent).
- Hispanics/Latinos (33 percent) and Blacks/African-Americans (29 percent) indicate that they are more likely to increase their usage in a recovering economy than are Whites (13 percent) and Asians (17 percent).
- Households with 3 or more residents (23 percent) will increase their usage more so than will 1-2 person households (14 percent).
- Mean income among those who plan to increase their usage in a rebounding economy is \$71,000 annually in contrast to \$85,000 among those who do not think that they will increase usage.

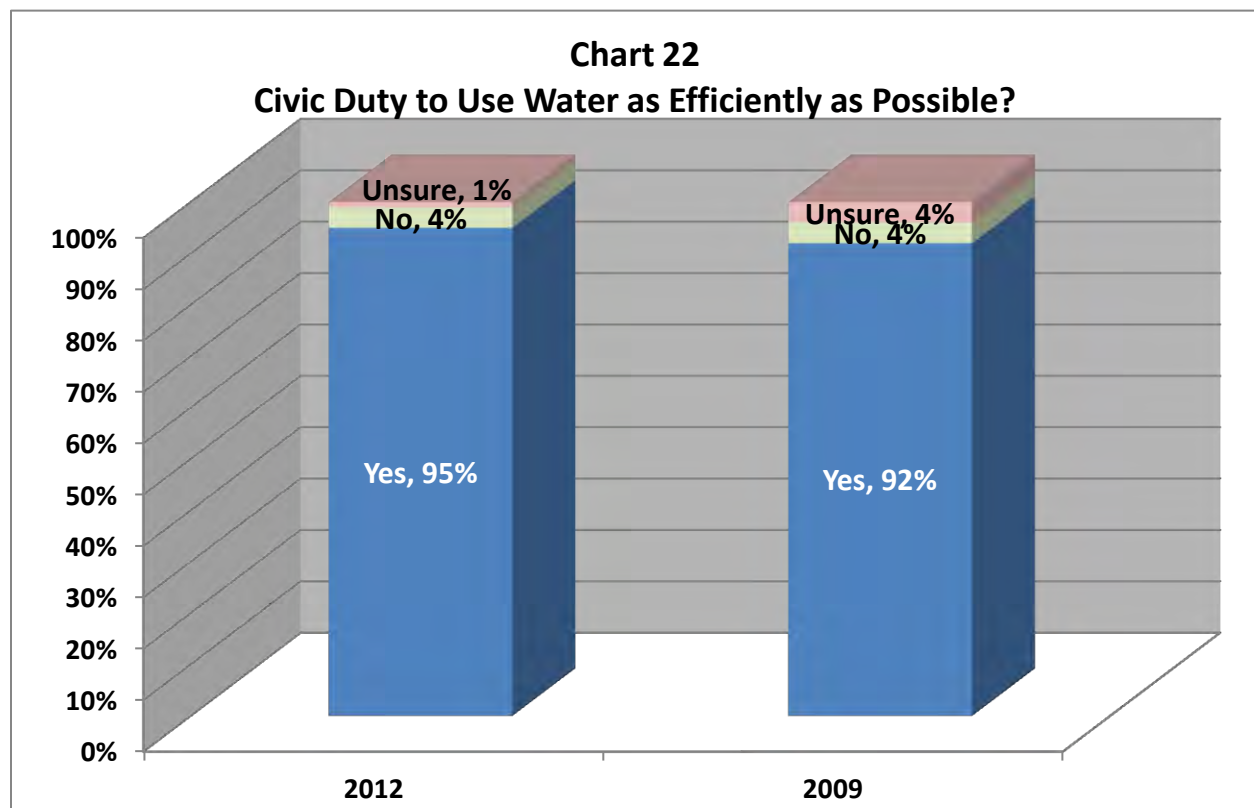
If water agencies were to stop asking their customers to conserve, the following groups would be more likely to increase their water usage:

- Renters (29 percent) versus homeowners (20 percent).
- Those residents with a high school diploma or less (33 percent) versus those with more education than a high school diploma (21 percent).
- Blacks-African-Americans (38 percent) and Hispanics/Latinos (30 percent) versus Whites (19 percent) and Asians (23 percent).

The other three possible events—a larger home, better job, or larger family are personal events in contrast to those above and share many similarities. In particular, cell phone only users, renters, apartment

dwellers, those who do not pay their own water bills, residents 18-34 years of age, and Hispanics/Latinos and Blacks/African-Americans all indicate that, if these events were to happen in their lives, their consumption of water is more likely to increase than if these events were to occur to other residents of the San Diego region.

Water Conservation as a Civic Responsibility: Chart 22 shows that virtually all of the respondents (95 percent) think that it is their civic responsibility to use water as efficiently as possible. This is quite consistent with the results of the 2009 survey where 92 percent felt that the efficient use of water was their civic responsibility.



Voting is seen as a civic responsibility differently by the following groups:

- Those who pay their own water bills see voting as a civic responsibility (94 percent) more so than do those who do not pay (88 percent).
- Homeowners are more inclined to see voting as a civic responsibility (95 percent versus 88 percent for renters)
- Residents with at least one year of graduate school are more inclined toward voting as a civic responsibility (97 percent) than those with high school diplomas or less (88 percent).

- Residents 45 years of age or older demonstrate a 96 percent rate for voting being a civic responsibility in contrast to those under 45 years of age (86 percent)
- Whites (96 percent) and Asians (94 percent) are more inclined toward voting being a civic responsibility than are Hispanics/Latinos (87 percent) or Blacks/African-Americans (84 percent).

Regarding jury duty as a civic responsibility,

- Single family and condominium residents (86 percent) indicate that jury duty is a civic responsibility more so than do apartment dwellers and mobile home residents (76 percent).
- All education levels beyond high school show jury duty as a civic responsibility (87 percent) more so than do high school graduates or less education (74 percent).

Chart 23 demonstrates how respondents feel about water conservation compared to other civic obligations. The comparison between water conservation and each of the other civic obligations is measured in terms of a ratio that measures those who feel that water conservation is more of a responsibility than these other civic obligations versus those who feel that water conservation is less of a civic responsibility. A ratio of 1.00 means that water conservation and the obligation with which it is being compared are equal in terms of how respondents perceive their civic responsibilities. A ratio of less than 1.00 indicates that water conservation is viewed as less of a civic responsibility than the comparison obligation and a ratio of greater than 1.00 means that water conservation is considered to be more of a civic duty than the obligation with which it is compared. In the current survey period as well as in 2009 and 2011, respondents regard water conservation as a greater civic responsibility than serving on a jury. Water conservation was on par with recycling used materials in 2009 and is still relatively close to equality. Voting in public elections and not littering/not polluting are strongly regarded as higher civic obligations than water conservation.

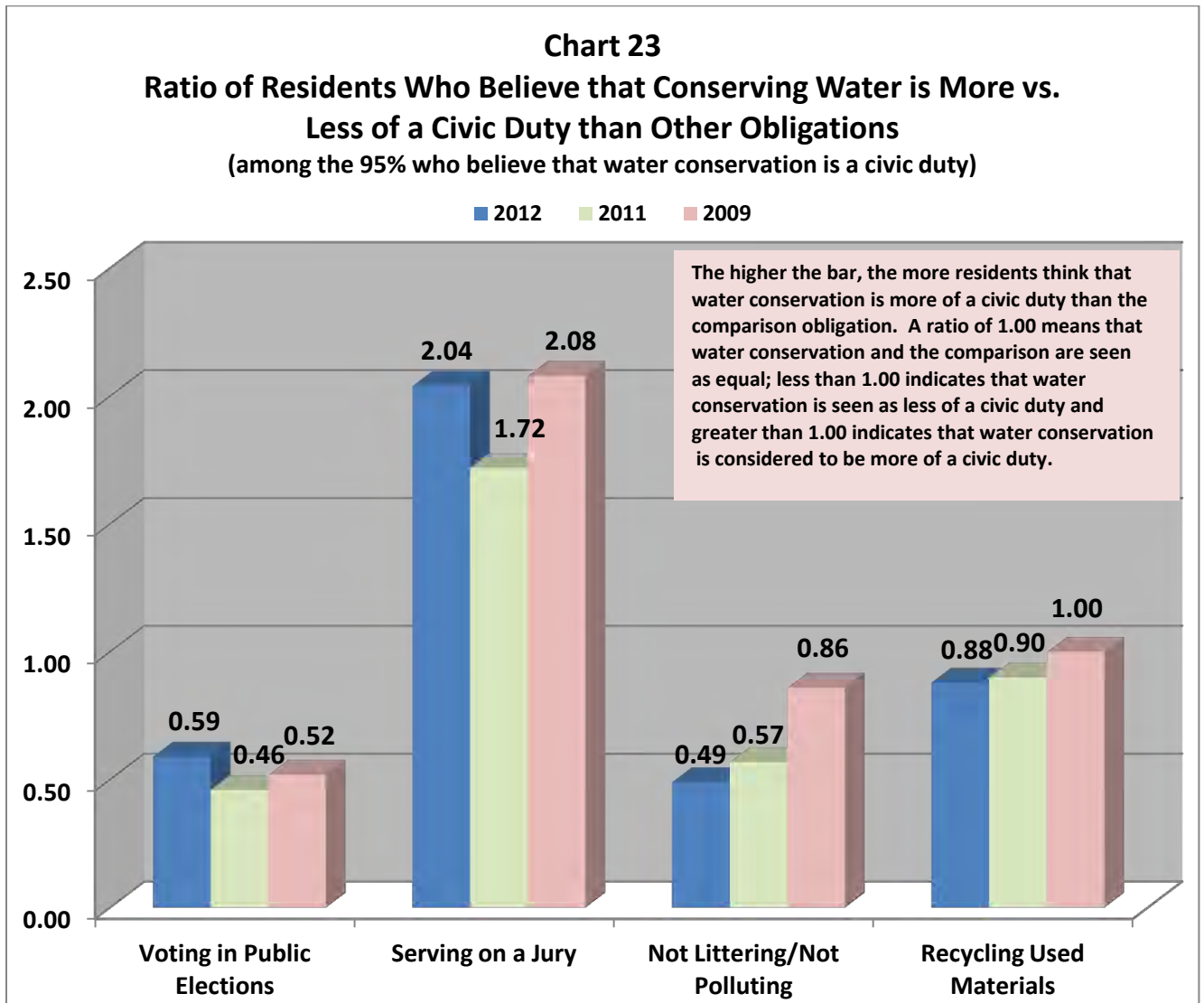
Water conservation is seen as more of a civic responsibility than voting by younger residents and shorter term residents of the County:

- Ages 18-44 (50 percent) versus ages 45-64 (35 percent) and ages 65 or more (26 percent).
- Residents of San Diego County for 10 years or less (48 percent) versus residents for more than 45 years (25 percent).

Water conservation is also seen as more of a civic responsibility than jury duty by younger residents and shorter term residents of the County:

- Ages 18-44 (78 percent) versus ages 45 or more (61 percent).

- Residents of San Diego County for 20 years or less (73 percent) versus residents for more than 45 years (56 percent).
- Landline telephone users are more inclined to see water conservation as a greater civic responsibility than not polluting—35 percent versus 23 percent for cell phone-only users.



Opinions about the Use of Recycled Water

SUMMARY: Over 7 in 10 respondents believe that it is possible to further treat recycled water that has been used for irrigation to make the water pure and safe for drinking. This represents a slight increase over the 2011 survey finding where nearly two-thirds felt that it is possible to further treat recycled water for drinking purposes. Both the 2011 and 2012 survey results represent a substantial increase over the 2009 survey response of just over one-half.

Over one-half of the respondents believe that drinking water already contains recycled water. This reflects a clear upward trend in the percentage of those who hold this belief. Three primary reasons are provided to explain why they feel this way. Respondents feel they “just know it” (includes hunches and common sense), respondents also think that they hear from news stories that water is recycled, and their opinion that water tastes and smells bad also leads respondents to this conclusion.

Nearly three-fourths of the respondents either strongly favor or somewhat favor advanced treated recycled water as an addition to the supply of drinking water. This represents a sustained increase in support for advanced treatment over the 2009 and 2011 surveys.

These findings show that between 60 and 70 percent 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 20 to 30 percent over 2009.

Chart 24 shows that over 7 in 10 respondents (71 percent) 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 slight increase over the 2011 survey finding where nearly two-thirds (66 percent) felt that it is possible to further treat recycled water for drinking purposes. However, both the 2011 and 2012 survey results represent a substantial increase over the 2009 survey response of just over one-half (53 percent).

Groups that view the possibility of making recycled water pure and safe for drinking differently from one another are:

- People who rarely or never drink bottled water find this possibility stronger than those who drink bottled water often or sometimes (83 percent rarely or never versus 73 percent often or sometimes)
- Conversely, people who often drink tap water are more optimistic than those who drink tap water less frequently. Those who drink tap water often are 81 percent in belief that recycled water can be made pure and safe. Those who drink tap water sometimes or rarely are at 76 percent, and those who never drink tap water at 69 percent.
- Residents of the County for 10 years or less are more positive about this possibility of making recycled water safe for drinking (86 percent) than those who have resided here for 11 or more years (73 percent).

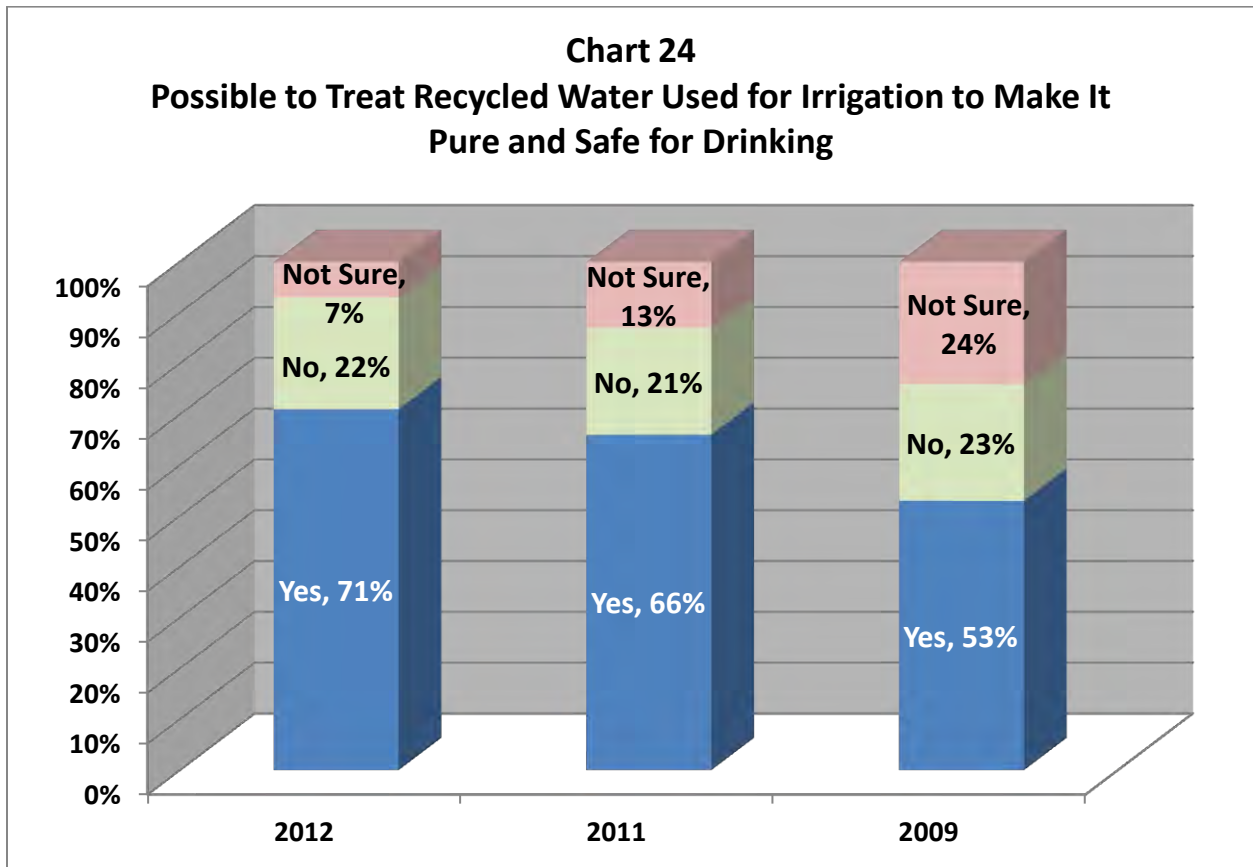
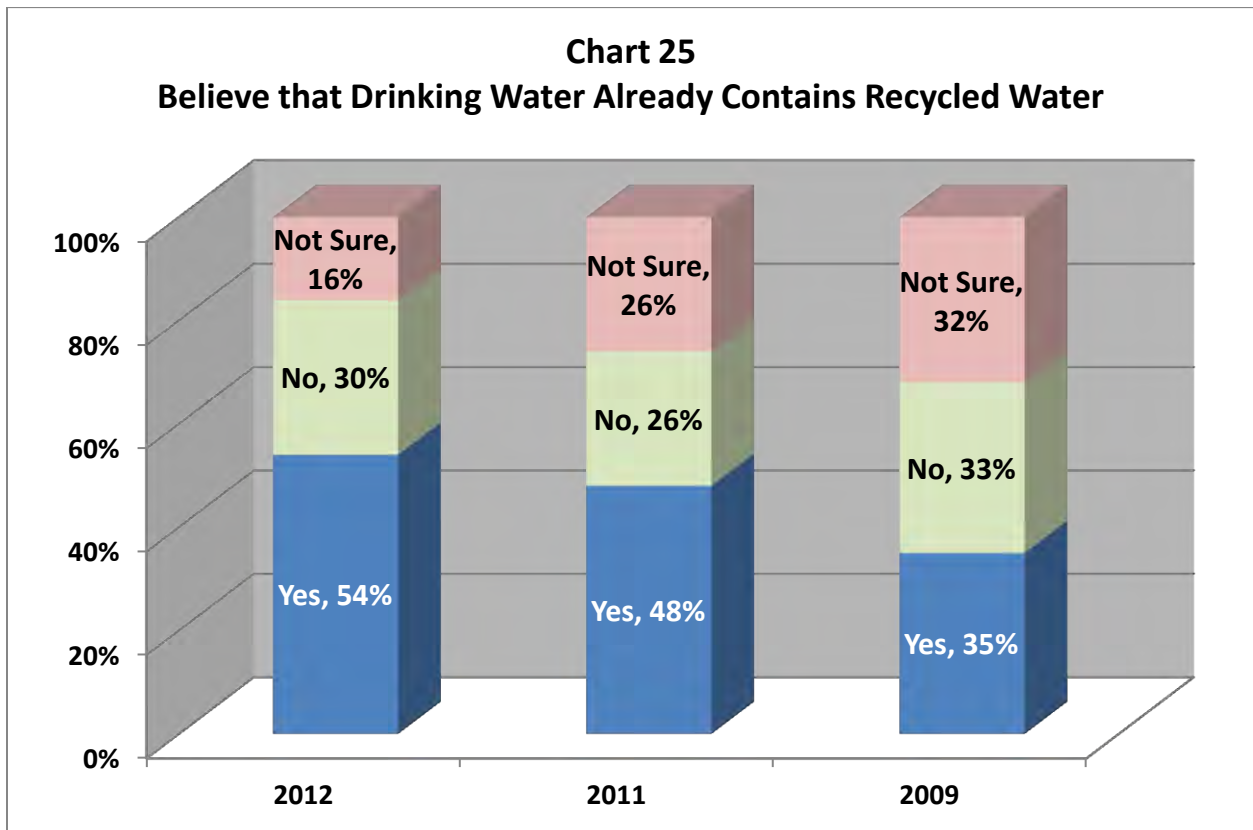


Chart 25 indicates that over one-half of the respondents (54 percent) believe that drinking water already contains recycled water. This reflects a clear upward trend in the percentage of those who hold this belief –35 percent in 2009 and 48 percent in 2011.

Several differences exist among groups related to their opinion as to whether or not drinking water already contains recycled water. The groups with the highest percentages indicating that drinking water already contains recycled water are as follows:

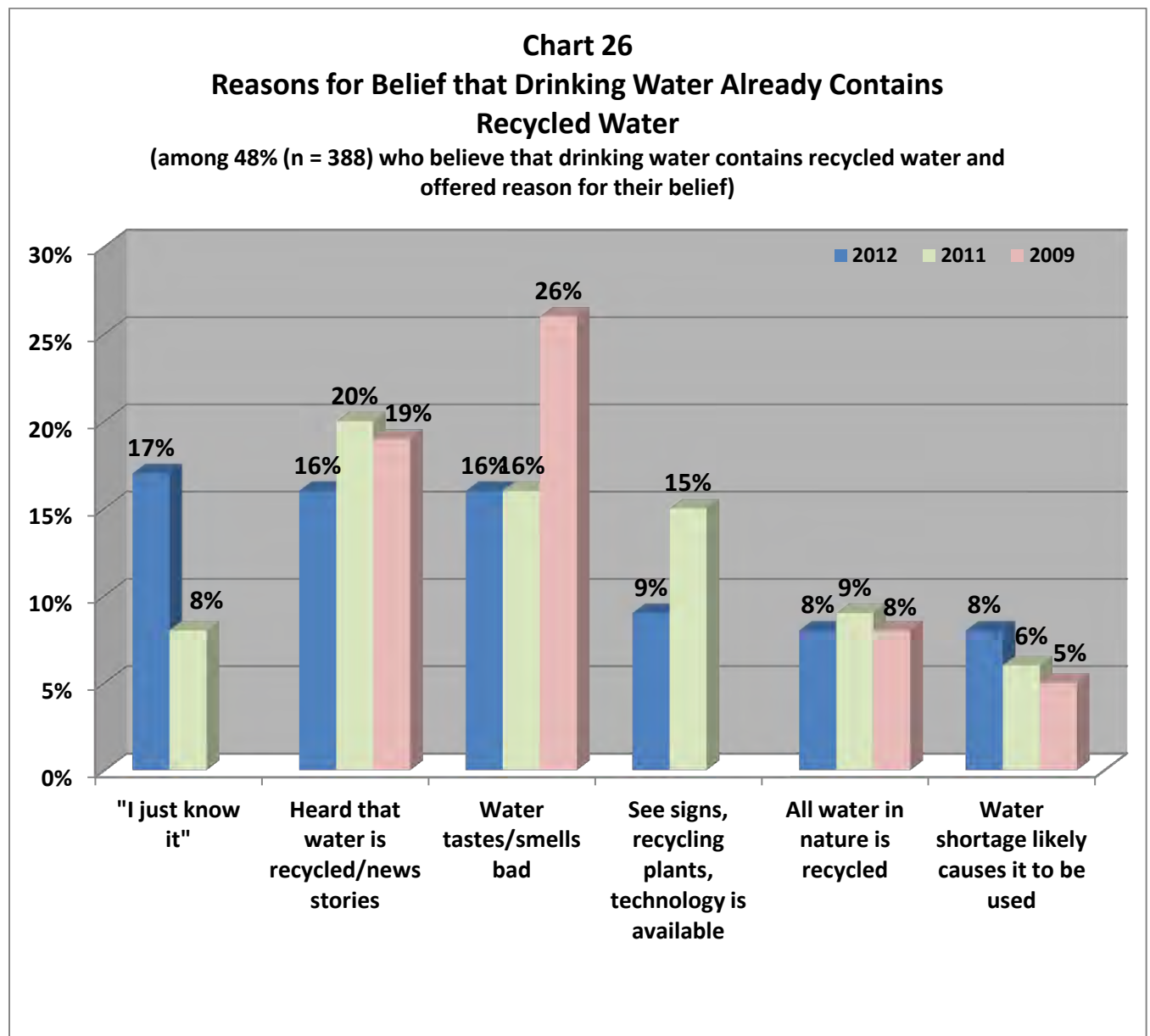
- Cell phone-only users (76 percent) versus land line users (62 percent).
- Women (70 percent) versus men (58 percent).
- Those who do not pay their own water bill (74 percent) versus those who do pay their own bill (61 percent).
- Renters (76 percent) versus homeowners (59 percent).
- Residents of apartments or condominiums (73 percent) versus single family and mobile home residents (61 percent and 63 percent, respectively)

- Younger residents--ages 18-34 (83 percent), 35-44 (70 percent), 45-54 (64 percent) and 55 years of age or older (54 percent).
- Blacks/African-Americans (84 percent) versus Whites (59 percent), with Asians (74 percent) and Hispanics/Latinos (67 percent) in between.
- Residents of San Diego County for 10 years or less (80 percent) versus residents of 11 years or more (60 percent).
- Single person households (55 percent) versus households of 2 or more (64 percent).



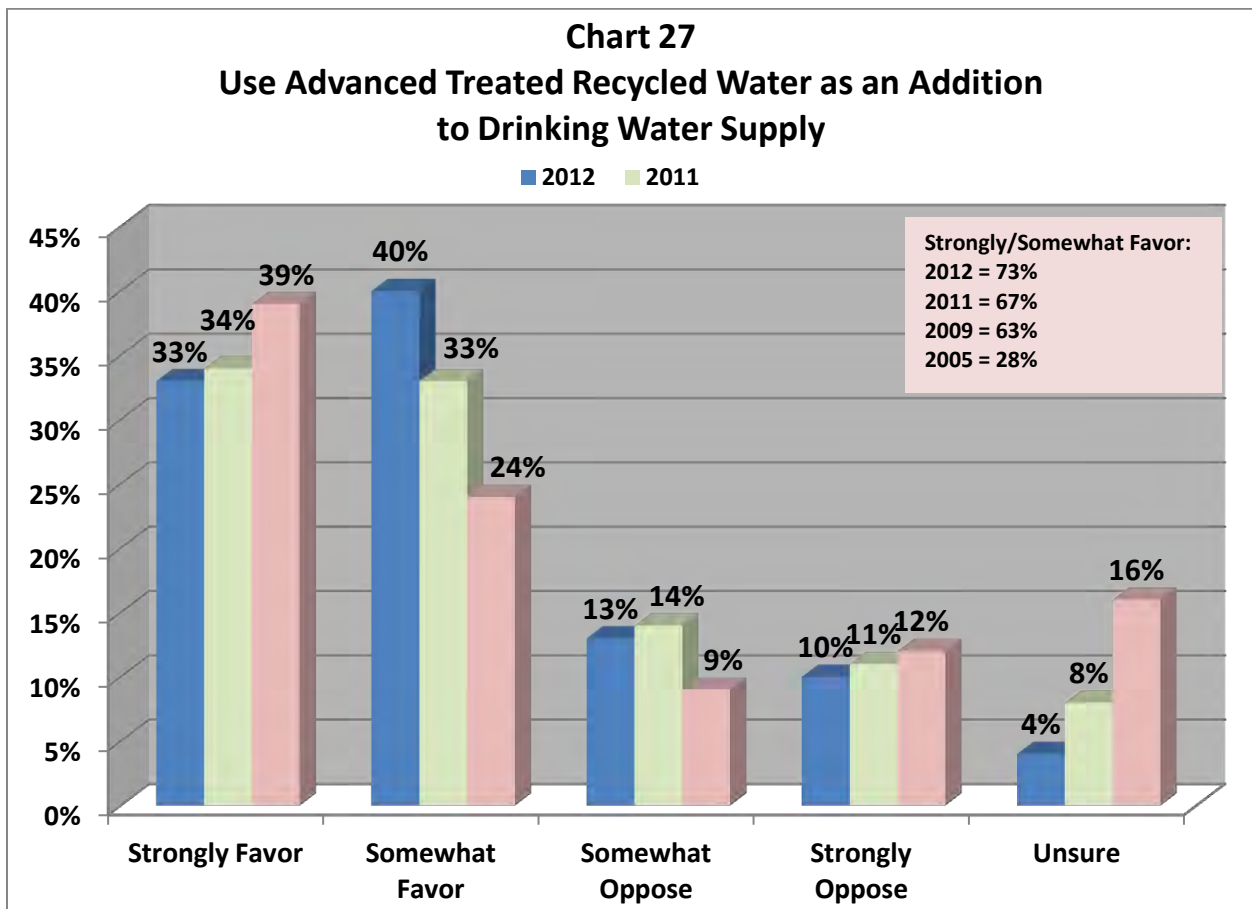
Among the 54 percent of respondents who think that drinking water contains recycled water, three primary reasons are provided to explain why they feel this way. Respondents feel that they “just know it” (includes hunches and common sense) (17 percent), respondents think that they hear from news stories that water is recycled (16 percent), and water tastes and smells bad (16 percent). In 2011, “just knowing it” was not a dominant reason (8 percent). However, hearing about recycled water from news stories (20 percent) and perceiving that the water tastes or smells bad (16 percent) parallel the reasons in the current survey year for believing that drinking water already contains recycled water. Thinking that they see recycling plants and available technology (15 percent) was a dominant reason in 2011 but a much less important reason in 2012 (9 percent). In 2009, respondents also indicated that news stories (19 percent)

and water tasting and smelling bad (26 percent) were the main reasons why they believed that drinking water already contained recycled water (Chart 26).



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. (upon request, one of these three advanced techniques would be explained to the respondent, but only 23 respondents asked). **Chart 27** indicates that nearly three-fourths

(73 percent) of the respondents either strongly favor (33 percent) or somewhat favor (40 percent) advanced treated recycled water as an addition to the supply of drinking water. It is important to note that this represents an increase in support for advanced treatment over the 2009 and 2011 surveys where 63 percent and 67 percent of the respondents respectively 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.



More strongly in favor of supplementing drinking water supplies with advanced treated recycled water are:

- Males (40 percent strongly favor) versus females (29 percent).
- County residents of 10 years or less (42 percent) in contrast to 11-45 years (34 percent) and more than 45 years (26 percent).

- Frequent drinkers of regular tap water (39 percent) versus those who drink tap water sometimes, rarely or never (all 31 percent).
- Those who never drink bottled water (45 percent) in contrast to those who drink bottled water often, sometimes or rarely (33 percent).

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 certain facts about recycled water (**Chart 28**). 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 (70 percent). This represents a substantial increase from the results of the 2009 and 2011 surveys where an affirmative response of 44 percent and 56 percent were recorded.
- Recycled drinking water is used in other U.S. communities (61 percent); again, this represents a substantial (11 percent) increase over the 2011 survey result and a 25 percent increase over the parallel finding in 2009.
- Recycled drinking water could supply up to 10 percent of local supply (66 percent)--only 51 percent were influenced by this statement in 2011 and 39 percent were so influenced in 2009.

These findings show that between 60 and 70 percent of those who were originally not strongly in favor of using recycled water for drinking purposes would find it acceptable if the recycled water received advanced treatment and if certain other safety measures were assured. This is an increase of 20 to 30 percent over the approximately 40 percent who changed their mind in 2009.

- The message about California's strict drinking water standards carries much weight with those who often or sometimes drink regular tap water, with 78 percent of those who did not previously strongly support recycled water as an addition to their drinking water now more likely to support it versus the lesser influenced residents who never drink regular tap water (65 percent).

The message about the use of recycled water in other U.S. communities is influential to

- Those who often or sometimes drink regular tap water (69 percent) versus those who never drink regular tap water (54 percent).
- Residents of San Diego County for 10 years or less (79 percent) versus those who have resided in the County for 11 or more years (61 percent).
- Households of 3 or more persons (72 percent) versus households of 1-2 persons (58 percent).

The message about the use of recycled water to supply 10 percent of our drinking water supply is influential to

- Those who often or sometimes drink regular tap water (73 percent) versus those who never drink regular tap water (53 percent).
- Residents of San Diego County for 10 years or less (83 percent) versus those who have resided in the County for 11 or more years (66 percent).
- Residents of ages 18-34 (82 percent) more so than those 35-44 years of age (73 percent) and those 45 years of age or older (64 percent).

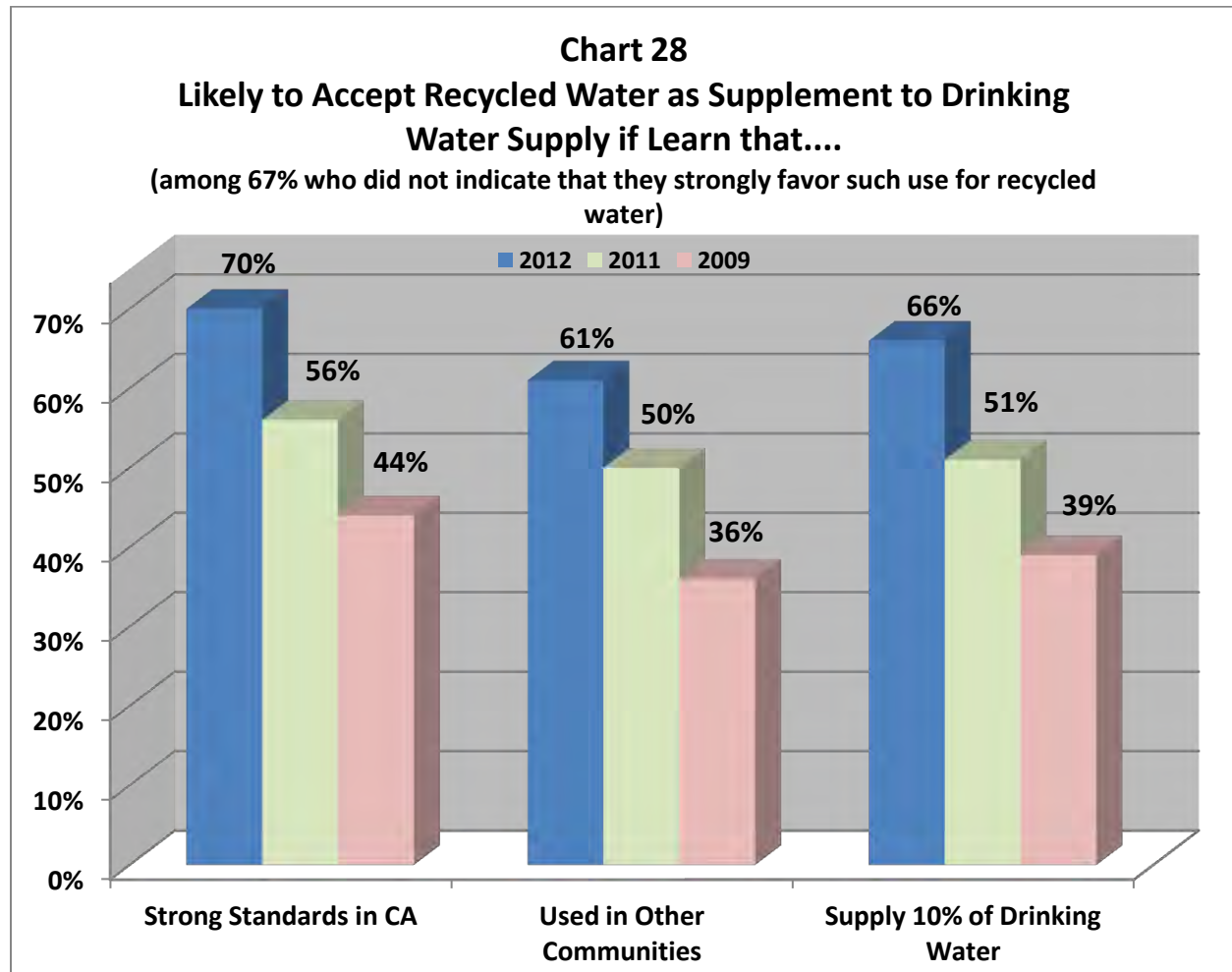


Table 3 shows that movement toward being more in favor of the use of recycled water for drinking water purposes differs, as would be expected, depending upon the degree to which the respondent was initially opposed or in favor of using recycled water for this purpose in the first place. Omitting all 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, 82-to-91 percent are influenced by this information to be more in favor of this use of recycled water -- a stronger response than in 2011 where 70-to-76 percent shifted their opinion. In the current survey, 44-to-60 percent of those who are somewhat opposed can be positively influenced to accept recycled water for drinking purposes – again a stronger response than found in 2011 (40-to-53 percent). It is noteworthy that 16-to-19 percent of those formerly strongly opposed are so moved in contrast to only 9-to-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	91%	60%	16%	85%
Recycled drinking water is used in other U.S. communities	82%	44%	19%	70%
Recycled drinking water could supply up to 10 percent of local supply	89%	47%	16%	78%

Water Rates

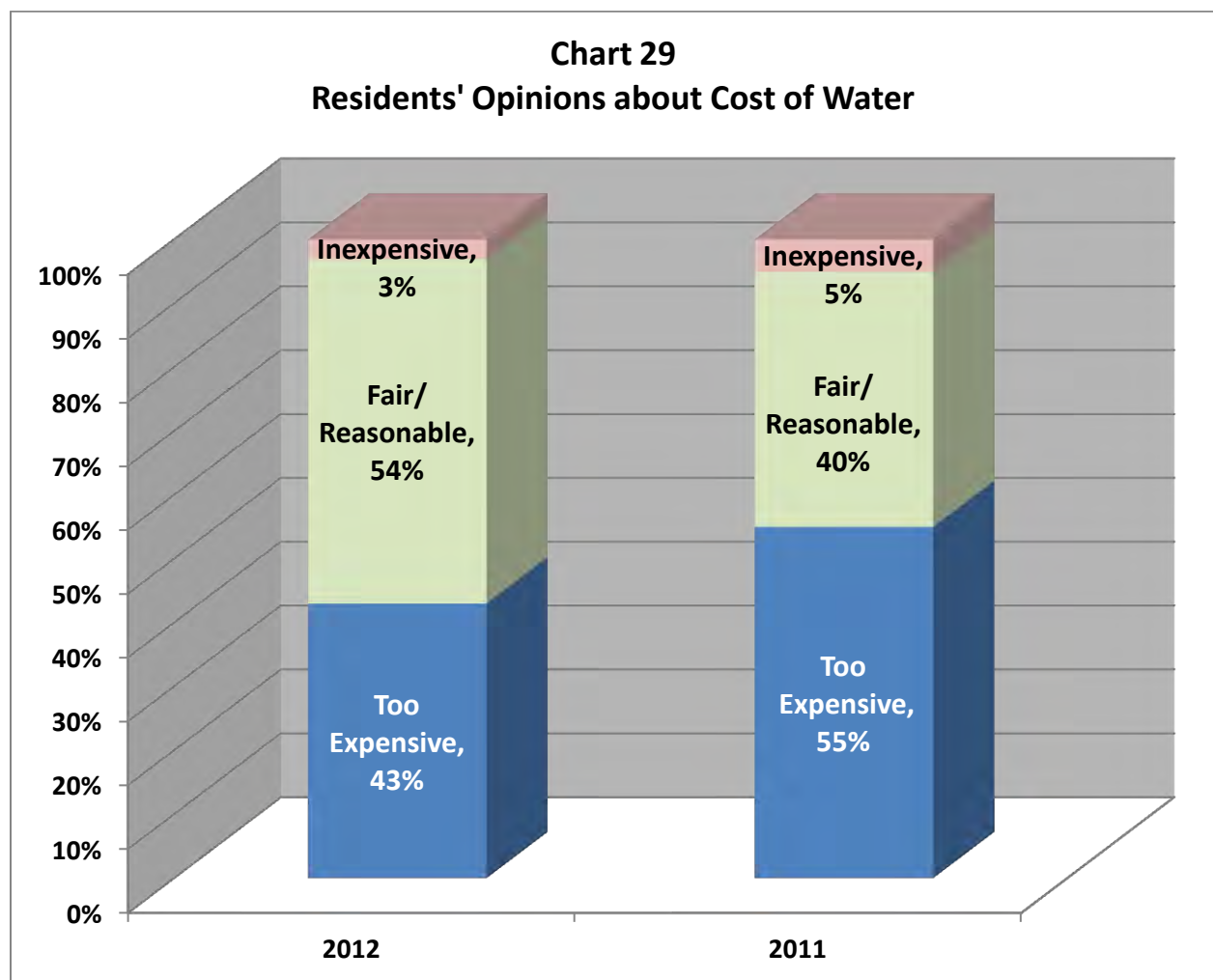
Over one-half of respondents feel that the cost of water is fair and reasonable or even inexpensive. The remainder (just over two-fifths) feels that water is too expensive. This represents a substantial improvement in the perception of water being expensive from the 2011 survey period. In 2011, more than half indicated water was too expensive. This result points to a trend toward an enhanced understanding of and tolerance for the cost of water to fund projects related to water reliability.

The dominant causes for increases in water rates are seen by residents as less rain in San Diego and more water being consumed by customers. These perceptions show some disconnect from the factors that have a more significant actual effect on water rates, such as price increases from MWD.

Over three-fifths of respondents feel that increases in water rates are necessary to maintain reliability of the water supply while one-third of the respondents feel that increased water rates are not necessary and should be stopped. This represents a distinct shift from the 2011 survey results toward an understanding and a tolerance of water rate increases. In the 2011 survey, there was a near equal split in opinion about the necessity of water rate increases to pay for projects designed to improve water supply reliability.

However, despite this seeming acceptance of water rates, almost two-thirds indicated that they were very concerned or somewhat concerned about continued increases in these rates. This level of concern is consistent with the results of the 2011 survey.

Chart 29 demonstrates that, despite its high degree of valuation discussed earlier in this report, over two-fifths (43 percent) of respondents feel that the cost of water is too expensive. This represents a substantial decline from the 2011 survey period among those who feel the cost of water is too expensive -- in 2011, 55 percent indicated water was too expensive. In the current survey, another 54 percent feel that the cost is fair and reasonable. This represents a 14 percent increase from 2011 to 2012 regarding those who feel that the cost of water is fair and reasonable. There is a clear trend toward an understanding of and/or a tolerance of the cost of water.



The following groups are more likely to feel that the cost of water is too expensive:

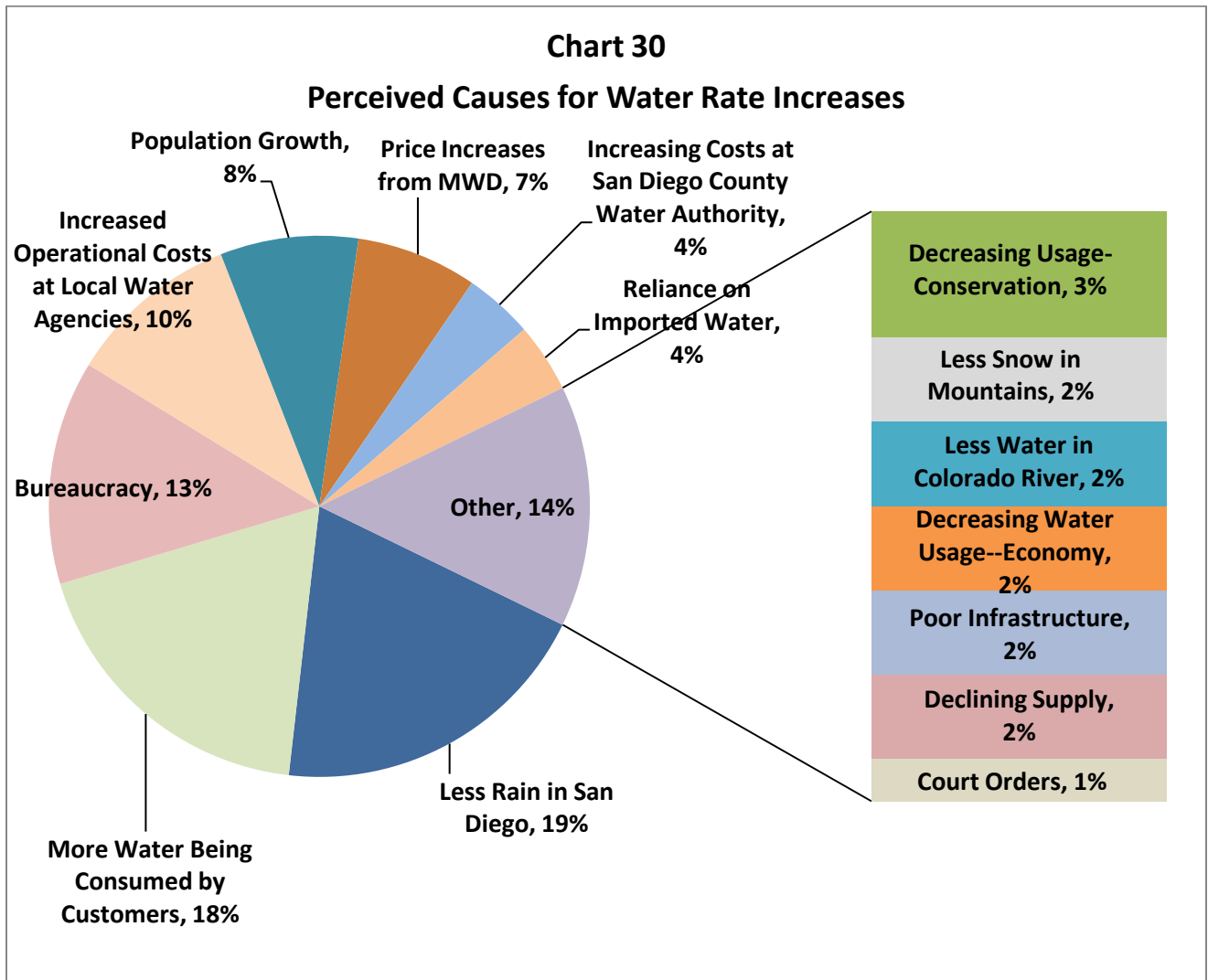
- Homeowners (47 percent) as opposed to renters (36 percent).
- Residents who live in single family homes (47 percent) and condominiums (45 percent) versus those who live in mobile homes (30 percent) and apartments (27 percent).
- Residents with a lower mean income – residents who feel that the cost of water is too expensive (mean income of \$84,000) versus those who feel that the cost of water is inexpensive (mean income of \$115,000).
- Somewhat older residents – residents with a mean age of 55 think that the cost of water is too expensive while those whose mean age is 51 think that the cost of water is fair and reasonable.
- Longer term residents of the County – residents who think that the cost of water is too expensive have lived in the County a mean of 32 years while those who feel that the cost of water is inexpensive have lived in the County for a mean of 15 years.

The perceived causes for water rate increases are shown in **Chart 30**. The dominant causes in the view of the respondents are less rain in San Diego (19 percent) and more water being consumed by customers (18 percent). These perceptions show some disconnect from the factors that have a more significant actual effect on water rates, such as price increases from MWD (which was identified by 7 percent of respondents). Bureaucracy (13 percent) and increased operational costs at local water agencies (10 percent) follow in the order of importance.

There are significant differences among groups regarding the biggest causes of water rate increases:

- Water shortages due to less rain in San Diego (females – 27 percent versus males – 16 percent).
- Price increases from the Metropolitan Water District (homeowners – 9 percent versus renters – 4 percent).
- More water being used by customers (renters – 24 percent versus homeowners – 15 percent).
- Bureaucracy (homeowners – 18 percent versus renters – 10 percent).
- Older residents consider the following as bigger causes of water rate increases:
 - Less snow in mountains (mean age = 60 years)
 - Price increases from MWD (59 years of age)
 - Bureaucracy (59 years of age)
 - Increased costs at San Diego County Water Authority (57 years of age)
- Younger residents consider the following as bigger causes of water rate increases:
 - Economy (45 years of age)
 - Low/Declining water supply (47 years of age)
 - More water used by customers (48 years of age)
- Longer-term residents of San Diego County consider the following as bigger causes of water rate increases:
 - Bureaucracy (mean residence in County of 36 years)
 - Increased costs at San Diego County Water Authority (34 years of residence)
- Shorter- term residents of the County consider the following as bigger causes of water rate increases:

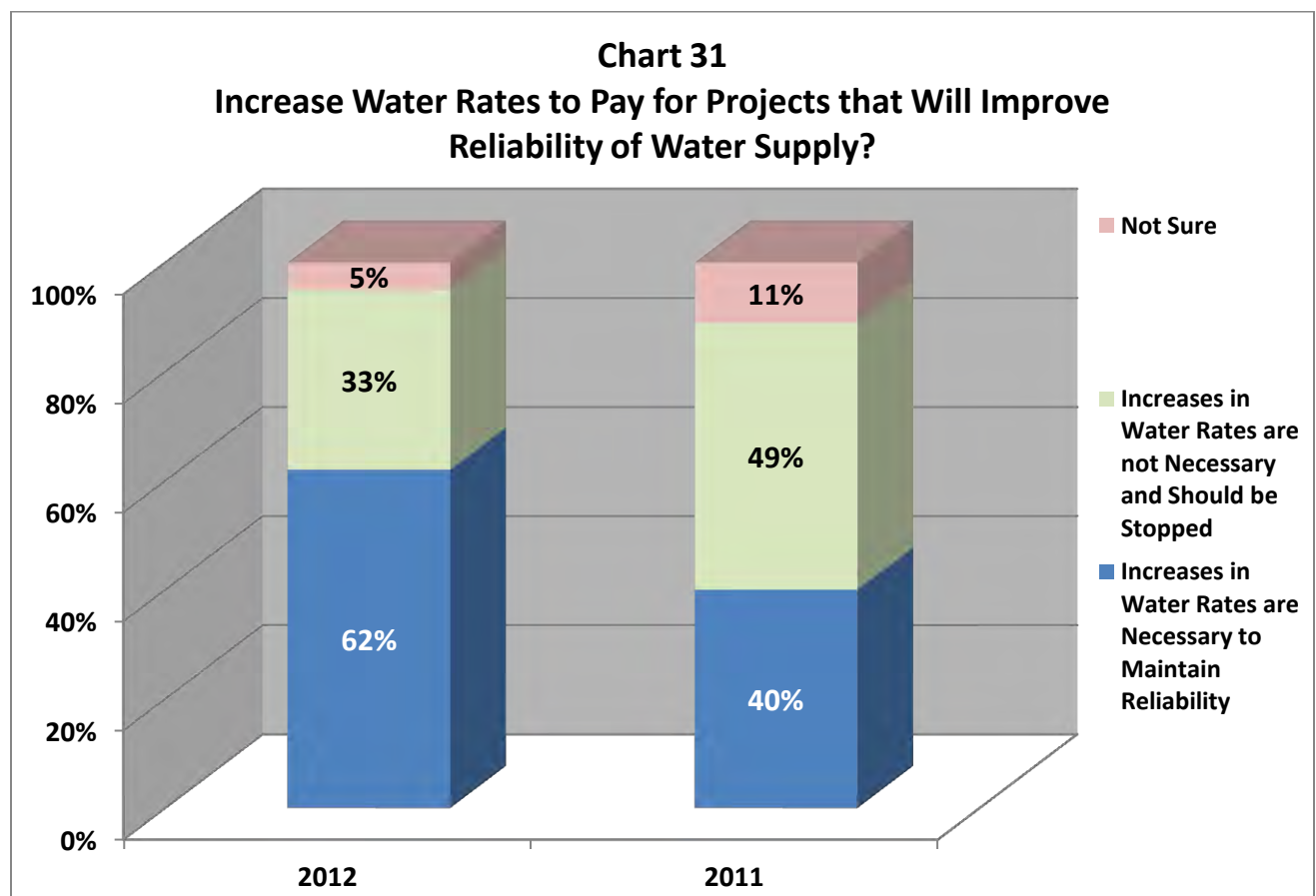
- Low/Declining water supply (23 years of residence)
- Less rainfall in San Diego (25 years of residence)



Two hypothetical arguments were put forth about whether or not increased water rates are necessary to maintain an adequate water supply. One argument 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.” Over three-fifths of respondents (62 percent) feel that increases in water rates are necessary to maintain reliability of the water supply (Mr. Smith’s argument) while one-third of the respondents (33 percent) feel that increased water rates are not necessary and should be stopped (Ms. Jones’ argument) (**Chart 31**). This represents a distinct shift from

the 2011 survey results and again reaffirms the trend that the population is expressing a greater tolerance for and acceptance of water rate increases to fund projects related to water reliability. In the 2011 survey, there was a near equal split in opinion about the necessity of water rate increases to pay for projects designed to improve water supply reliability.

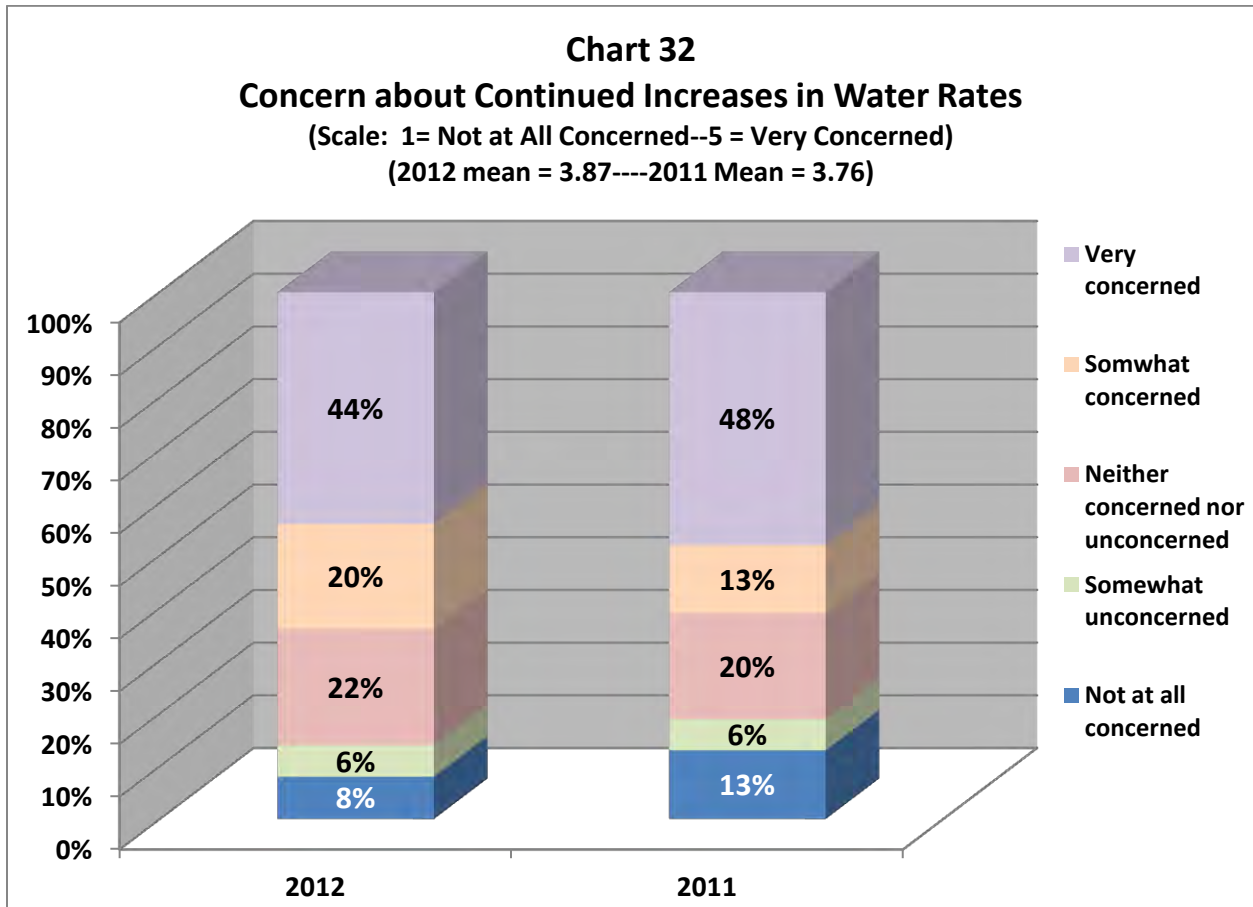
In 2012, the demographic percentages of those who favor the rate increases to enhance water reliability almost perfectly parallel the overall distribution of respondents. What this indicates is that support for reliability-related price increases is now more widely spread than in 2011.



The following groups are more likely to think that water rate increases are necessary to maintain the reliability of the water supply:

- Latinos (70 percent), Whites (67 percent), and Asians (63 percent) versus Blacks/African-Americans (43 percent).
- Shorter term residents of the County (less than 10 years – 76 percent versus 10 years or more – 62 percent).

Chart 32 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 (64 percent) recorded ratings of very concerned (44 percent) and somewhat concerned (20 percent) despite their seeming acceptance of higher rates. The mean rating is 3.9 which representing a high level of concern. This level of concern is consistent with the results of the 2011 survey where 61 percent were either very concerned or somewhat concerned about continued increases in water rates and where the mean rating was 3.8.



The following groups are either very concerned or somewhat concerned about increases in water rates:

- Residents who pay their own water bill (69 percent) as opposed to those whose bill is paid by someone else (51 percent).
- Homeowners (69 percent) versus renters (53 percent).
- Residents of single family homes (69 percent) and condominiums (62 percent) versus those who are apartment dwellers (40 percent).

- Older residents (35 years of age and over – 66 percent versus 34 years of age and under – 56 percent).
- Longer term residents exhibit the greatest level of concern about increases in water rates (Those who are very concerned – mean of 33 years in County versus all other levels of concern mean of 26 years in the County).

APPENDIX

SDCWA Public Opinion Survey
(July 2012)

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 (GENERAL MENTION APART FROM SPECIFIC WARS OR TERRORISM)
- 33 - PUBLIC TRANSPORTATION
- 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 - **Not Sure/DK? [DO NOT READ/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 [DO NOT READ]**

Q5. How much trust do you have in the ability of your local water agencies to provide clean, safe water to you? Would you say...* **[REVERSE]**

- 1 – a great deal of trust,
- 2 – a good amount of trust,
- 3 – some trust,
- 4 -- not much trust,

- 5 – no trust at all?
- 9 -- **Not Sure [INCLUDES DK/REF—DO NOT READ]**

Q6. How much trust do you have in your local water agencies to provide this water to you at a reasonable price? Would you say...**[REVERSE]**

- 1 – a great deal of trust,
- 2 – a good amount of trust,
- 3 – some trust,
- 4 -- not much trust,
- 5 – no trust at all?
- 9 --**Not Sure [INCLUDES DK/REF—DO NOT READ]**

Q7. Are you aware of efforts by the San Diego County Water Authority to make the supply of water more reliable for the San Diego region?

- 1. Yes
- 2. No **[GO TO Q8]**
- 3. **Not sure/DK [DO NOT READ] [GO TO Q8]**

Q7a. [IF Q7 = 1] What would be one of the efforts that you are aware of that the San Diego County Water Authority is undertaking in order to increase water reliability?

[DO NOT READ; PROBE AND RECORD ONE MAIN SUGGESTION]

- 1 – SEAWATER/ OCEAN WATER DESALINATION
- 2 – WATER TRANSFER/IMPORT FROM COLORADO RIVER—IMPERIAL VALLEY
- 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
- 9—ENSURE ADEQUATE SUPPLY
- 10—IMPROVE INFRASTRUCTURE
- 20 - OTHER, SPECIFY: _____
- 99 - DK/REF

Q8. 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/OCEAN WATER 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 came from a single supplier—the Metropolitan Water District of Southern California. At that time, our region took a 31 percent cut in water supplies from Metropolitan that lasted more than a year. In response, a plan was developed to diversify our water sources to improve the reliability of our region’s water supply. Today, less than half of our water in San Diego County comes from Metropolitan. Over the next decade, the plan is to further diversify our water sources and improve the reliability of our water supply

Q9. I am now going to mention to you 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. Ocean water 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. expanding local reservoirs to store more rainfall and imported water?
- 8. **NONE [DO NOT READ]**
- 9. **DK/REF [DO NOT READ]**

Q10. 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 and improve supply reliability?

1 2 3 4 5

[DO NOT READ—DK/REF = 9]

Desalination

Q11. These next questions are about desalination of ocean water. As you may know, ocean water desalination, which is also known as seawater desalination, is the process of making drinking water from ocean water. Do you believe that ocean water desalination is important to maintaining a reliable supply of water?

- 1- Yes, very important
- 2- Yes, somewhat important
- 3- No, not very important
- 4- No, not at all important
- 9- **DK/REF---[DO NOT READ]**

Q12a-e. The Water Authority is negotiating an agreement with a private company to buy water from an ocean water desalination plant that would be built in Carlsbad. I would like to read to you several statements regarding desalination. After each statement, I will ask you to please rate how influenced you are by these statements on a scale of 1-to-5, with 1 being very favorably influenced toward desalination and 5 being not favorably influenced at all.

ROTATE

- a. Desalinated water is a drought-proof local supply of water. _____
- b. Desalination ensures a reliable, high quality supply of water that will help to sustain jobs and the health of our local economy. _____
- c. Desalination will reduce the region's demand for supplies of imported water from Northern California and the Colorado River. _____
- d. Desalinated water is competitive with the cost of developing other new sources of water supplies. _____
- e. Desalinated water reduces the San Diego region's dependence on supplies from the Metropolitan Water District. _____

Q13. The average household in the San Diego region pays approximately \$71 per month for water. How much more would you be willing to pay per month, as an addition to your water bill now, to add desalination to our region's water supplies?

Would you be willing to pay an additional....? **[Ask until answer is accepted or all exhausted]**

1. \$20 or more additional per month
2. \$15-\$19
3. \$10-\$14
4. \$5-\$9
5. More than \$0 but less than \$5
6. I am not willing to pay any additional amount **[GO TO Q14]**

7. DK/REF [DO NOT READ—GO TO Q14]

Q13a. You indicated that you would likely pay an additional [INSERT RESPONSE TO Q13] per month for desalinated water as an addition to the region's water supply. Do you have a more precise amount within that range that you would consider to be reasonable?

IF YES, ASK AMOUNT AND ENTER _____
IF NO OR DK/REF, ENTER 999

Water Conservation

Q14: During the past year, would you say your household's water usage has been...*
[REVERSE 1 - 3 ONLY]

- 1 - increasing, [GO TO Q14c-h]
- 2 - staying about the same, [GO TO Q14c-h]
- 3 - decreasing, [GO TO Q14a]
- 9 -DK/REF [DO NOT READ] [GO TO Q14c-h]

Q14a. [IF Q14 = 3] What one thing most motivated your household to reduce your water usage?

ROTATE-----

- 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—WE ARE ANTICIPATING HIGHER RATES IN THE FUTURE AND WANT TO BE BETTER PREPARED
- 15 - OTHER, SPECIFY _____
- 20 - DK/REF/NOTHING

Q14b. Do you think that your reduced use of water is permanent or temporary?

- 1. Permanent
- 2. Temporary
- 3. **DK/REF [DO NOT READ]**

Q14c-h. Do you think that your water usage [IF Q14 = 1 or if Q14b = 2 ----will increase further if or when.....” If Q14 = 2 or 9 or Q14b = 1 or 3——right increase further if or when.....”]

(1) (2) (9)
 Yes No DK/REF

----- Do Not Read

- c. the weather becomes warmer and drier than it was this past year?
- d. the economy rebounds?
- e. your family grows in size?
- f. you get a better job or promotion?
- g. you move to a larger home?
- h. water agencies stop asking us to conserve?

Q15. Do you think it is your civic responsibility as a resident of San Diego County to use water as efficiently as possible?

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

Q16a1-2---Q16d1-2. 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 16a-d = 1**

	Q16a1-d1	[IF Q16a1-d1 = 1] Q16a2-d2
	Yes = 1 No = 2 DK/REF = 9 DO NOT READ	More or less of a responsibility than conserving water More= 1 Less =2 DK/REF = 9 DO NOT READ
ROTATE		
Q16a1-2. voting in public elections		
Q16b1-2. serving on a jury		
Q16c1-2. preventing pollution/not littering		
Q16d1-2. recycling used materials		

Recycled Water

Q17. Do you believe that it is possible to further treat recycled water currently used for irrigation to make the water pure and safe for drinking?

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

Q18. Do you think that our drinking water already contains recycled water?

1. Yes
2. No **[GO TO Q19]**
3. DK/REF **–[DO NOT READ] –[GO TO Q19]**

Q18a. **[IF Q18=1]** What is it that makes you think that recycled water is already a part of the drinking water supply?

99= DK/REF

Q19. 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 Q21 if City Resident or Q24 if not City Resident]**
 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

Q20a-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]

Q21. [CITY ONLY] Have you heard about the City of San Diego Water Purification Demonstration Project?

1. Yes **[Go to Q21a]**
2. No (includes DK/REF) **[Go to Q22]**
9. **DK/REF [DO NOT READ]**

Q21a. [IF Q21=1] 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
8. OTHER _____
9. **DK/REF [DO NOT READ]**

Q22. [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
9. **DK/REF [DO NOT READ]**

Q23. [CITY ONLY] Are you aware that Orange County has used this same water purification process for several years to turn recycled water into tap water?

1. YES
2. NO
9. **DK/REF [DO NOT READ]**

Q24. How often do you drink bottled water? Would you say...

1. often,
2. sometimes,
3. rarely, or
4. never?
9. **DK/REF [DO NOT READ]**

Q25. How often do you drink regular tap water? Would you say...

1. often
2. sometimes,
3. rarely, or
4. never?
9. **DK/REF [DO NOT READ]**

Water Rates

Q26. 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
9. **DK/REF [DO NOT READ – ONLY IF VOLUNTEERED]**

Q27. Do you believe the cost of water is: **[ROTATE]**

1. Too expensive
2. Fair/reasonable
3. Inexpensive
9. **DK/REF [DO NOT READ]**

Q28a-b. What do you think have been the biggest causes of water rate increases **[RECORD TWO MAXIMUM]**?

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

- 1 – INCREASED RELIANCE ON IMPORTED WATER**
- 2 – WATER SHORTAGE DUE TO LESS RAIN IN SAN DIEGO THAN NORMAL**
- 3 - POPULATION GROWTH**
- 4 – COURT ORDERS REDUCING LOCAL WATER SUPPLY**
- 5 – PRICE INCREASES FROM THE METROPOLITAN WATER DISTRICT**
- 6—INCREASING OPERATIONAL COSTS AT LOCAL WATER AGENCIES**
- 8—INCREASING COSTS AT SAN DIEGO WATER AUTHORITY**
- 9—LESS SNOW IN MOUNTAINS**
- 10—LESS WATER IN COLORADO RIVER**
- 11—DECREASED WATER USAGE—CONSERVATION**
- 12--MORE WATER BEING USED BY CUSTOMERS**
- 20- OTHER _____**

99. DK/REF

Q29. Now I'm going to read you the perspectives of two different people.

Mr. Smith says that increased water rates have paid for new water supplies and facility construction 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 [DO NOT READ]

Q30. 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]

Q31. Are you aware that the San Diego County Water Authority has filed a lawsuit alleging that the Los Angeles-based Metropolitan Water District of Southern California is overcharging San Diego County ratepayers for the cost of transporting imported water to San Diego?

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

Demographics

TENURE. 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]**

HOU. How would you describe your housing type?

- 1 – single family home
- 2 - condominium
- 3 - apartment
- 4 - mobile home
- 8 – other _____
- 9 - **DK/REF---[DO NOT READ]**

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]**

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]**

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]**

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]**

Frequency Tables--WEIGHTED

		Zip Code			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	91901	3	.4	.4	.4
	91902	5	.6	.6	1.0
	91906	1	.1	.1	1.1
	91910	19	2.4	2.4	3.5
	91911	12	1.5	1.5	5.0
	91913	8	1.0	1.0	6.0
	91914	1	.1	.1	6.1
	91915	3	.4	.4	6.5
	91920	1	.1	.1	6.7
	91932	5	.6	.6	7.2
	91935	2	.3	.3	7.5
	91941	15	1.8	1.8	9.3
	91942	15	1.8	1.8	11.1
	91945	15	1.8	1.8	12.9
	91946	1	.1	.1	13.1
	91950	12	1.5	1.5	14.6
	91976	1	.1	.1	14.7
	91977	16	1.9	1.9	16.7
	91978	6	.7	.7	17.4
	92003	2	.3	.3	17.7
	92004	2	.3	.3	17.9
	92007	3	.4	.4	18.4
	92008	5	.6	.6	18.9
	92009	6	.7	.7	19.6

92010	7	.8	.8	20.4
92011	8	1.0	1.0	21.4
92014	3	.4	.4	21.8
92015	1	.1	.1	22.0
92019	22	2.6	2.6	24.6
92020	15	1.8	1.8	26.4
92021	24	2.9	2.9	29.3
92024	9	1.1	1.1	30.5
92025	6	.7	.7	31.1
92026	10	1.3	1.3	32.4
92027	5	.6	.6	33.0
92028	10	1.3	1.3	34.2
92029	2	.3	.3	34.5
92034	1	.1	.1	34.6
92037	10	1.3	1.3	35.9
92040	24	2.9	2.9	38.8
92054	10	1.3	1.3	40.0
92056	14	1.7	1.7	41.7
92057	12	1.5	1.5	43.2
92058	10	1.3	1.3	44.5
92064	12	1.5	1.5	46.0
92065	8	1.0	1.0	47.0
92067	6	.7	.7	47.7
92069	12	1.5	1.5	49.2
92071	24	2.9	2.9	52.1
92072	1	.1	.1	52.3
92075	2	.3	.3	52.6
92078	15	1.8	1.8	54.4
92081	6	.7	.7	55.1
92082	2	.3	.3	55.3
92083	7	.8	.8	56.2
92084	12	1.5	1.5	57.7
92092	1	.1	.1	57.8
92101	10	1.3	1.3	59.1

92102	7	.8	.8	60.0
92103	8	.9	.9	60.9
92104	20	2.4	2.4	63.3
92105	20	2.4	2.4	65.7
92106	6	.7	.7	66.5
92107	9	1.2	1.2	67.6
92108	6	.7	.7	68.4
92109	12	1.5	1.5	69.9
92110	16	2.0	2.0	71.9
92111	14	1.7	1.7	73.5
92112	1	.1	.1	73.7
92113	6	.7	.7	74.4
92114	14	1.7	1.7	76.1
92115	19	2.3	2.3	78.4
92116	17	2.1	2.1	80.5
92117	20	2.4	2.4	82.9
92118	2	.2	.2	83.1
92119	12	1.5	1.5	84.6
92120	7	.8	.8	85.5
92121	2	.2	.2	85.7
92122	3	.4	.4	86.1
92123	7	.8	.8	86.9
92124	6	.7	.7	87.7
92126	8	.9	.9	88.6
92127	11	1.4	1.4	90.0
92128	16	2.0	2.0	92.0
92129	14	1.7	1.7	93.7
92130	7	.8	.8	94.5
92131	13	1.6	1.6	96.1
92139	8	.9	.9	97.0
92151	1	.1	.1	97.2
92154	15	1.9	1.9	99.1
92160	1	.1	.1	99.2
92168	1	.1	.1	99.3

92173	6	.7	.7	100.0
Total	816	100.0	100.0	

Years residing in SD County

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	.1	.1	.1
	1	12	1.5	1.6	1.7
	2	21	2.6	2.8	4.5
	3	15	1.8	1.9	6.4
	4	13	1.6	1.8	8.2
	5	13	1.6	1.8	9.9
	6	16	1.9	2.1	12.0
	7	9	1.2	1.2	13.2
	8	16	2.0	2.1	15.4
	9	7	.8	.9	16.2
	10	24	2.9	3.1	19.3
	11	10	1.3	1.3	20.7
	12	23	2.9	3.1	23.7
	13	12	1.5	1.6	25.3
	14	15	1.9	2.0	27.3
	15	14	1.7	1.8	29.1
	16	5	.7	.7	29.8
	17	5	.6	.6	30.5
	18	8	1.0	1.1	31.6
	19	5	.6	.6	32.2
	20	46	5.7	6.1	38.3
	21	6	.7	.8	39.1
	22	11	1.4	1.5	40.5
	23	12	1.5	1.6	42.1
	24	17	2.1	2.3	44.4
	25	32	3.9	4.2	48.5
	26	8	1.0	1.0	49.6

27	15	1.8	1.9	51.5
28	13	1.6	1.8	53.2
29	7	.9	.9	54.2
30	26	3.2	3.4	57.6
31	7	.8	.9	58.5
32	15	1.8	1.9	60.4
33	7	.8	.9	61.2
34	7	.9	.9	62.2
35	20	2.5	2.7	64.8
36	8	1.0	1.1	65.9
37	8	.9	1.0	66.9
38	7	.9	.9	67.9
39	2	.2	.3	68.1
40	44	5.4	5.8	73.9
41	5	.6	.7	74.6
42	10	1.2	1.3	75.9
43	5	.6	.7	76.6
44	5	.6	.7	77.2
45	11	1.3	1.4	78.6
46	2	.2	.2	78.8
47	8	.9	1.0	79.8
48	7	.8	.9	80.7
49	5	.7	.7	81.5
50	34	4.2	4.5	86.0
51	1	.1	.1	86.1
52	6	.8	.8	86.9
53	8	.9	1.0	87.9
54	5	.6	.6	88.5
55	9	1.2	1.2	89.7
56	5	.7	.7	90.4
57	8	1.0	1.0	91.5
58	8	.9	1.0	92.5
60	23	2.8	3.0	95.5
61	3	.4	.4	95.9

62	3	.4	.4	96.3
63	2	.3	.3	96.6
64	4	.5	.6	97.2
66	3	.3	.4	97.6
67	1	.1	.1	97.7
68	3	.4	.4	98.1
69	1	.1	.1	98.2
70	3	.3	.4	98.6
71	2	.2	.3	98.8
72	1	.1	.1	99.0
77	2	.2	.3	99.2
80	1	.1	.1	99.4
83	1	.1	.1	99.5
87	1	.1	.1	99.6
90	1	.1	.1	99.7
94	1	.1	.1	99.9
96	1	.1	.1	100.0
Total	763	93.5	100.0	
Missing	98	53	6.5	
Total	816	100.0		

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	418	51.3	51.3	51.3
	Female	397	48.6	48.7	100.0
	Total	815	99.9	100.0	
Missing	System	1	.1		
Total		816	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	13	1.5	1.6	1.6
	Economy/Jobs	291	35.6	37.7	39.4
	Education Quality	30	3.7	3.9	43.3
	Education Cost	27	3.3	3.5	46.7
	Environment/Pollution	12	1.5	1.6	48.3
	Government	23	2.8	3.0	51.3
	Mismanagement in General				
	Financial Problems In The City Of SD	40	4.9	5.2	56.5
	Financial Problems In State & Local Govts	29	3.6	3.8	60.3
	Federal Deficit	7	.9	.9	61.2
	Mortgage Crisis/ Home Foreclosures	5	.7	.7	61.9
	Growth/Development/Sprawl	12	1.5	1.6	63.5
	Cost Of Gasoline	6	.7	.8	64.3
	Electricity And Heating Cost/Supply	13	1.6	1.7	65.9
	Housing Affordability	26	3.2	3.4	69.3
	Cost Of Living (Generally)	16	2.0	2.1	71.4
	High Taxes	13	1.6	1.7	73.2
	Water Quality	11	1.3	1.4	74.5
	Water Supply	35	4.3	4.6	79.1
	Water Rates/Cost Of Water	16	2.0	2.1	81.2
	Homeless	12	1.5	1.6	82.8
	Immigration Issues	18	2.2	2.4	85.2
	Traffic	25	3.1	3.3	88.4
	Fire Danger	6	.7	.7	89.2
	Infrastructure	33	4.1	4.3	93.5
	Terrorism	1	.1	.1	93.6
	Wars (Iraq, Mideast, Afghanistan/Pakistan)	1	.1	.1	93.8
	Health Care	9	1.1	1.2	94.9

	Charger Stadium	1	.1	.1	95.1
	Public Transportation	4	.5	.6	95.6
	pension reform	19	2.3	2.4	98.0
	problems with politics/politicians	15	1.8	2.0	100.0
	Total	770	94.3	100.0	
Missing	Other, Specify:	13	1.5		
	DK/REF	34	4.1		
	Total	46	5.7		
Total		816	100.0		

Q2-1 - Considering only those utilities that you pay for, which would you say is the best value for the amount of money that you pay.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Trash collection	83	10.2	10.5	10.5
	Water	118	14.5	15.0	25.5
	Sewer	37	4.6	4.7	30.2
	Telephone (land line)	80	9.8	10.2	40.4
	Mobile phone	94	11.5	11.9	52.4
	Cable or satellite TV	54	6.6	6.8	59.2
	Internet access	65	7.9	8.2	67.4
	Gas & electric	257	31.5	32.6	100.0
	Total	788	96.6	100.0	
Missing	DK/Refused	28	3.4		
Total		816	100.0		

Q2-2 - Considering only those utilities that you pay for, which would you say is the second best value for the amount of money that you pay.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Trash collection	51	6.2	8.2	8.2
	Water	115	14.1	18.6	26.8

	Sewer	64	7.8	10.3	37.0
	Telephone (land line)	78	9.5	12.5	49.5
	Mobile phone	62	7.6	10.0	59.5
	Cable or satellite TV	56	6.8	9.0	68.5
	Internet access	80	9.9	13.0	81.5
	Gas & electric	115	14.1	18.5	100.0
	Total	620	75.9	100.0	
Missing	System	196	24.1		
Total		816	100.0		

Q2-3 - Considering only those utilities that you pay for, which would you say is the third best value for the amount of money that you pay.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Trash collection	53	6.5	10.9	10.9
	Water	71	8.7	14.6	25.5
	Sewer	44	5.4	9.1	34.6
	Telephone (land line)	62	7.6	12.7	47.3
	Mobile phone	54	6.6	11.0	58.4
	Cable or satellite TV	59	7.2	12.0	70.4
	Internet access	80	9.8	16.4	86.9
	Gas & electric	64	7.8	13.1	100.0
	Total	486	59.5	100.0	
Missing	System	330	40.5		
Total		816	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very reliable	275	33.7	35.7	35.7
	Somewhat reliable	340	41.7	44.2	79.9
	Somewhat unreliable	113	13.8	14.7	94.6

	Very unreliable	42	5.1	5.4	100.0
	Total	770	94.3	100.0	
Missing	Not sure	46	5.7		
Total		816	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	90	11.0	11.4	11.4
	Worsening	230	28.2	29.1	40.5
	Remaining the same	471	57.7	59.5	100.0
	Total	791	96.9	100.0	
Missing	Not sure/DK	25	3.1		
Total		816	100.0		

Q5. How much trust do you have in the ability of your local water agencies to provide clean, safe water to you? Would you say...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A great deal of trust	169	20.7	20.9	20.9
	A good amount of trust	285	34.9	35.2	56.1
	Some trust	263	32.2	32.5	88.6
	Not much trust	62	7.6	7.7	96.3
	No trust at all	30	3.7	3.7	100.0
	Total	809	99.2	100.0	
Missing	Not sure	7	.8		
Total		816	100.0		

Q6 - How much trust do you have in your local water agencies to provide this water to you at a reasonable price? Would you say...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A great deal of trust	57	6.9	7.1	7.1
	A good amount of trust	186	22.8	23.4	30.6
	Some trust	287	35.2	36.2	66.7
	Not much trust	177	21.7	22.3	89.1
	No trust at all	87	10.7	10.9	100.0
	Total	794	97.3	100.0	
Missing	Not sure	22	2.7		
Total		816	100.0		

Q7 - Are you aware of efforts by the San Diego County Water Authority to make the supply of water more reliable for the San Diego region?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	375	46.0	46.0	46.0
	No	441	54.0	54.0	100.0
Total		816	100.0	100.0	

Q7a - What would be one of the efforts that you are aware of that the San Diego County Water Authority is undertaking in order to increase water reliability?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Seawater/ Ocean Water Desalination	44	5.4	14.6	14.6
	Water Transfer/Import From Colorado River - Imperial Valley	53	6.5	17.6	32.2
	More Reservoirs/Storage	30	3.7	9.9	42.1
	Recycled Water	24	2.9	7.9	50.0
	Mandatory Conservation	16	1.9	5.2	55.2
	[Make Respondent Indicate Mandatory O				

	Voluntary Conservation	15	1.9	5.1	60.3
	Public Education	16	1.9	5.2	65.5
	More Research	5	.6	1.7	67.2
	Ensure Adequate Supply	26	3.2	8.6	75.8
	Improve Infrastructure	48	5.9	16.0	91.9
	lawsuit issues/MWD negotiations	17	2.1	5.8	97.6
	improve water quality	7	.9	2.4	100.0
	Total	301	36.9	100.0	
Missing	Other, Specify:	10	1.2		
	DK/REF	65	7.9		
	System	441	54.0		
	Total	515	63.1		
Total		816	100.0		

Q8. 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	81	10.0	12.6	12.6
	Import More Water	36	4.4	5.5	18.1
	More Reservoirs/Storage	54	6.6	8.4	26.4
	Recycled Water	35	4.3	5.4	31.8
	Mandatory Conservation	47	5.8	7.3	39.1
	Voluntary Conservation	46	5.6	7.1	46.2
	Public Education	28	3.5	4.4	50.6
	More Research	14	1.7	2.2	52.8
	Diversify	30	3.7	4.6	57.4
	Improve Quality	103	12.7	16.0	73.3
	Ensure Adequate Supply	21	2.6	3.3	76.6
	Control Growth	17	2.1	2.6	79.3
	Improve Infrastructure	67	8.2	10.4	89.6

	Change Leadership Of City/County/Sdcwa/Other Water Agencies	29	3.6	4.5	94.1
	Control rising water prices/cost increases	9	1.1	1.4	95.6
	negotiate solutions/pursue political-government action/planning	21	2.6	3.3	98.9
	Security from terrorists, etc.	7	.9	1.1	100.0
	Total	647	79.2	100.0	
Missing	Other	17	2.0		
	DK/REF	153	18.7		
	Total	169	20.8		
Total		816	100.0		

Q9 - What do you think is the most important part of this diversification plan?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ocean water desalination	260	31.9	32.6	32.6
	Colorado River transfers that are purchased from the Imperia	84	10.3	10.6	43.1
	Saving water in underground ponds known as aquifers	40	5.0	5.1	48.2
	Recycled water	131	16.0	16.4	64.6
	Additional conservation	97	11.9	12.2	76.7
	Expanding local reservoirs to store more rainfall and import	172	21.1	21.6	98.3
	None	13	1.6	1.7	100.0
	Total	798	97.8	100.0	
Missing	DK/REF	18	2.2		
Total		816	100.0		

Q10 - How do you rate your opinion of this plan to use all of the things mentioned to diversify our water sources and improve supply reliability?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree strongly	309	37.9	39.4	39.4
	Agree somewhat	131	16.1	16.7	56.0
	Neither agree nor disagree	207	25.3	26.3	82.4
	Disagree somewhat	84	10.3	10.7	93.1
	Disagree strongly	54	6.7	6.9	100.0
	Total	786	96.3	100.0	
Missing	DK/REF	30	3.7		
Total		816	100.0		

Q11 - Do you believe that ocean water desalination is important to maintaining a reliable supply of water?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, very important	451	55.3	55.3	55.3
	Yes, somewhat important	216	26.5	26.5	81.8
	No, not very important	77	9.4	9.4	91.2
	No, not at all important	46	5.7	5.7	96.9
	DK/REF	25	3.1	3.1	100.0
	Total	816	100.0	100.0	

Q12a--Message Influence: Desalinated water is a drought-proof local supply of water.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very favorably influenced	409	50.2	54.0	54.0
	Somewhat favorably influenced	137	16.8	18.1	72.1
	A little influenced	139	17.0	18.3	90.4

	Not really influenced very much	53	6.5	7.0	97.4
	DK/REF	20	2.4	2.6	100.0
	Total	758	92.8	100.0	
Missing	Not at all influenced	58	7.2		
Total		816	100.0		

Q12b--Message Influence: Desalination ensures a reliable, high quality supply of water that will help to sustain jobs and the health of our local economy.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very favorably influenced	372	45.6	49.5	49.5
	Somewhat favorably influenced	173	21.2	23.0	72.5
	A little influenced	134	16.4	17.9	90.4
	Not really influenced very much	58	7.1	7.7	98.0
	DK/REF	15	1.8	2.0	100.0
	Total	751	92.1	100.0	
Missing	Not at all influenced	65	7.9		
Total		816	100.0		

Q12c--Message Influence: Desalination will reduce the region's demand for supplies of imported water from Northern California and the Colorado River.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very favorably influenced	394	48.3	52.3	52.3
	Somewhat favorably influenced	158	19.3	20.9	73.2
	A little influenced	119	14.6	15.8	89.0
	Not really influenced very much	58	7.1	7.7	96.6
	DK/REF	25	3.1	3.4	100.0

Total		754	92.4	100.0
Missing	Not at all influenced	62	7.6	
Total		816	100.0	

Q12d--Message Influence: Desalinated water is competitive with the cost of developing other new sources of water supplies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very favorably influenced	217	26.6	29.8	29.8
	Somewhat favorably influenced	156	19.1	21.5	51.3
	A little influenced	211	25.9	29.1	80.4
	Not really influenced very much	62	7.6	8.5	88.9
	DK/REF	80	9.8	11.1	100.0
	Total	727	89.1	100.0	
Missing	Not at all influenced	89	10.9		
Total		816	100.0		

Q12e: Message Influence: Desalinated water reduces the San Diego region's dependence on supplies from the Metropolitan Water District

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very favorably influenced	391	47.9	51.6	51.6
	Somewhat favorably influenced	156	19.1	20.6	72.2
	A little influenced	142	17.4	18.8	90.9
	Not really influenced very much	46	5.7	6.1	97.0
	DK/REF	23	2.8	3.0	100.0
	Total	758	92.8	100.0	
Missing	Not at all influenced	58	7.2		
Total		816	100.0		

Q13- How much more would you be willing to pay per month, as an addition to your water bill now, to add desalination to our region's water supplies?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	\$20 or more additional per month	86	10.6	11.0	11.0
	\$15-\$19	54	6.6	6.8	17.9
	\$10-\$14	185	22.7	23.7	41.5
	\$5-\$9	149	18.3	19.0	60.6
	More than \$0 but less than \$5	78	9.6	10.0	70.5
	I am not willing to pay any additional amount	231	28.3	29.5	100.0
	Total	783	96.0	100.0	
Missing	DK/REF	33	4.0		
Total		816	100.0		

Q13b--Precise amount willing to pay

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	.2	.7	.7
	2.00	3	.4	1.0	1.7
	3.00	13	1.6	4.3	6.0
	4.00	9	1.1	2.9	8.9
	5.00	43	5.3	14.3	23.2
	6.00	11	1.3	3.5	26.6
	7.00	16	2.0	5.3	31.9
	8.00	9	1.1	2.9	34.8
	9.00	11	1.3	3.6	38.4
	10.00	76	9.3	25.0	63.4
	11.00	1	.1	.4	63.8

12.00	19	2.3	6.3	70.0
13.00	6	.7	2.0	72.0
14.00	11	1.4	3.7	75.7
15.00	20	2.5	6.7	82.3
16.00	1	.1	.3	82.6
17.00	1	.1	.4	83.0
19.00	5	.6	1.6	84.6
20.00	23	2.8	7.4	92.0
21.00	1	.1	.3	92.3
22.00	1	.1	.3	92.6
25.00	11	1.3	3.6	96.1
29.00	1	.1	.3	96.4
30.00	2	.3	.7	97.2
35.00	1	.1	.4	97.6
40.00	1	.1	.3	97.8
42.00	1	.1	.3	98.1
50.00	6	.7	1.9	100.0
Total	304	37.2	100.0	
Missing	.00	3	.4	
System	509	62.4		
Total	512	62.8		
Total	816	100.0		

Q14: During the past year, would you say your household's water usage has been...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increasing	122	15.0	15.1	15.1
	Staying about the same	482	59.1	59.4	74.5
	Decreasing	207	25.4	25.5	100.0
	Total	811	99.4	100.0	
Missing	DK/REF	5	.6		
Total		816	100.0		

Q14a - 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	55	6.7	27.4	27.4
	Calls To Conserve By Water Agencies	17	2.1	8.4	35.9
	Messages In The Media	7	.8	3.4	39.3
	Conserving Water Is The "Right" Thing To Do	94	11.5	47.1	86.4
	We Are Anticipating Higher Rates In The Future And Want To B	13	1.6	6.6	93.0
	smaller household/need less water	14	1.7	7.0	100.0
	Total	199	24.4	100.0	
Missing	Other	5	.6		
	DK/REF	3	.3		
	System	609	74.6		
	Total	616	75.6		
Total		816	100.0		

Q14b - Do you think that your reduced use of water is permanent or temporary?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Permanent	182	22.3	89.4	89.4
	Temporary	22	2.7	10.6	100.0
	Total	204	25.0	100.0	
Missing	DK/Refused	3	.4		
	System	609	74.6		
	Total	612	75.0		
Total		816	100.0		

Q14c- Will increase use if weather becomes warmer and drier than it was this past year

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	477	58.5	59.4	59.4
	No	326	40.0	40.6	100.0
	Total	803	98.5	100.0	
Missing	DK	13	1.5		
Total		816	100.0		

Q14d--Will increase use if the economy rebounds

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	146	17.9	18.4	18.4
	No	648	79.4	81.6	100.0
	Total	794	97.3	100.0	
Missing	DK	22	2.7		
Total		816	100.0		

Q14e--Will increase use if family grows in size

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	450	55.2	57.9	57.9
	No	327	40.1	42.1	100.0
	Total	778	95.3	100.0	
Missing	DK	38	4.7		
Total		816	100.0		

Q14f-- Will increase use if get a better job or promotion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	105	12.8	13.4	13.4
	No	674	82.7	86.6	100.0
	Total	779	95.5	100.0	
Missing	DK	37	4.5		
Total		816	100.0		

Q14g--Will increase use if move to a larger home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	401	49.1	50.9	50.9
	No	387	47.4	49.1	100.0
	Total	788	96.5	100.0	
Missing	DK	28	3.5		
Total		816	100.0		

Q14h--Will increase use if water agencies stop asking us to conserve

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	180	22.0	22.6	22.6
	No	614	75.2	77.4	100.0
	Total	794	97.3	100.0	
Missing	DK	22	2.7		
Total		816	100.0		

Q15 - Do you think it is your civic responsibility as a resident of San Diego County to use water as efficiently as possible?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	779	95.4	95.9	95.9

	No	33	4.1	4.1	100.0
	Total	812	99.5	100.0	
Missing	DK/REF	4	.5		
Total		816	100.0		

Q16a-1 - Do you regard voting in public elections as your civic responsibility as a resident of San Diego County?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	60	7.4	7.4	7.4
	Yes	756	92.6	92.6	100.0
	Total	816	100.0	100.0	

Q16b-1- Do you regard jury duty as your civic responsibility as a resident of San Diego County?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	125	15.3	15.3	15.3
	Yes	691	84.7	84.7	100.0
	Total	816	100.0	100.0	

Q16c-1 - Do you regard not littering/not polluting as your civic responsibility as a resident of San Diego County?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	20	2.5	2.5	2.5
	Yes	796	97.5	97.5	100.0
	Total	816	100.0	100.0	

Q16d-1 - Do you regard recycling used materials as your civic responsibility as a resident of San Diego County?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	31	3.8	3.8	3.8
	Yes	785	96.2	96.2	100.0
	Total	816	100.0	100.0	

Q16a-2-- Is voting in public elections more or less of a civic responsibility than water conservation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More responsibility	402	49.3	63.2	63.2
	Less responsibility	234	28.7	36.8	100.0
	Total	636	78.0	100.0	
Missing	DK	119	14.6		
	System	60	7.4		
	Total	180	22.0		
Total		816	100.0		

Q16b-2-- Is serving on a jury more or less of a civic responsibility than water conservation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More responsibility	197	24.2	33.0	33.0
	Less responsibility	402	49.2	67.0	100.0
	Total	599	73.4	100.0	
Missing	DK	93	11.4		
	System	124	15.2		
	Total	217	26.6		
Total		816	100.0		

Q16c-2-- Is not polluting/not littering more or less of a civic responsibility than water conservation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More responsibility	415	50.9	66.9	66.9
	Less responsibility	205	25.1	33.1	100.0
	Total	620	76.0	100.0	
Missing	DK	175	21.5		
	System	20	2.5		
	Total	196	24.0		
Total		816	100.0		

Q16d-2-- Is recycling used materials more or less of a civic responsibility than water conservation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More responsibility	323	39.6	52.9	52.9
	Less responsibility	287	35.2	47.1	100.0
	Total	610	74.8	100.0	
Missing	DK	175	21.5		
	System	30	3.7		
	Total	206	25.2		
Total		816	100.0		

Q17 - Do you believe that it is possible to further treat recycled water currently used for irrigation to make the water pure and safe for drinking?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	576	70.6	76.0	76.0
	No	181	22.2	24.0	100.0
	Total	757	92.8	100.0	
Missing	DK	59	7.2		
Total		816	100.0		

Q18--Do you think that drinking water already contains recycled water?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	440	53.9	63.9	63.9
	No	248	30.4	36.1	100.0
	Total	688	84.4	100.0	
Missing	DK	128	15.6		
Total		816	100.0		

Q18-open-coded--What is it that makes you think that recycled water is already a part of the drinking water supply?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Heard that water is recycled/news stories	62	7.7	16.9	16.9
	Water tastes/smells bad	61	7.5	16.5	33.5
	See signs, recycling plants, technology is available	34	4.2	9.4	42.8
	All water in nature is recycled	30	3.7	8.2	51.1
	"I just know it" common sense, hope we are doing it	67	8.2	18.2	69.2
	Do not trust government	19	2.3	5.2	74.4
	Water shortage likely causes it to be used	32	3.9	8.7	83.1
	Downstream causes us to get recycled water/runoff creates need to recycle water	20	2.4	5.4	88.5
	Already lots of pollution in water	17	2.1	4.6	93.1

	Personal knowledge through work, militay, travels	19	2.4	5.3	98.4
	inexpensive way to go/makes economic sense/good management	6	.7	1.6	100.0
	Total	368	45.2	100.0	
Missing	Other	19	2.3		
	DK	9	1.2		
	System	419	51.4		
	Total	448	54.8		
Total		816	100.0		

Q19 - How would you feel about using advanced treated recycled water as an addition to the supply of drinking water?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly favor	268	32.9	34.4	34.4
	Somewhat favor	324	39.8	41.5	75.9
	Somewhat oppose	105	12.8	13.4	89.3
	Strongly oppose	83	10.2	10.7	100.0
	Total	781	95.7	100.0	
Missing	DK/REF	35	4.3		
Total		816	100.0		

Q20a--More likely to accept recycled water if learn that 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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	385	47.2	73.2	73.2
	No	141	17.3	26.8	100.0
	Total	526	64.5	100.0	
Missing	DK	21	2.6		

	System	268	32.9	
	Total	290	35.5	
Total		816	100.0	

Q20b -- More likely to accept recycled water if learn that recycled water is currently used to supplement drinking water in other U.S. communities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	335	41.0	64.6	64.6
	No	183	22.5	35.4	100.0
	Total	518	63.5	100.0	
Missing	DK	29	3.6		
	System	268	32.9		
	Total	298	36.5		
Total		816	100.0		

Q20c-- More likely to accept recycled water if learn that recycled water could supply as much as 10% of our local drinking water supplies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	362	44.3	68.4	68.4
	No	167	20.5	31.6	100.0
	Total	529	64.8	100.0	
Missing	DK	19	2.3		
	System	268	32.9		
	Total	287	35.2		
Total		816	100.0		

Q24. How often do you drink bottled water? Would you say...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Often	405	49.6	49.8	49.8

	Sometimes	165	20.3	20.3	70.1
	Rarely	166	20.3	20.3	90.4
	Never	78	9.6	9.6	100.0
	Total	814	99.8	100.0	
Missing	DK/REF	2	.2		
Total		816	100.0		

Q25. How often do you drink regular tap water? Would you say...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Often	336	41.2	41.4	41.4
	Sometimes	113	13.9	13.9	55.3
	Rarely	152	18.6	18.7	74.0
	Never	211	25.9	26.0	100.0
	Total	813	99.6	100.0	
Missing	DK/REF	3	.4		
Total		816	100.0		

Q26 - 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	Household pays the water bill	606	74.3	74.6	74.6
	Landlord/Homeowners' Association/Other pays	206	25.3	25.4	100.0
	Total	813	99.6	100.0	
Missing	DK/REF	3	.4		
Total		816	100.0		

Q27 - Do you believe the cost of water is....

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Too expensive	340	41.7	43.5	43.5
	Fair/reasonable	422	51.7	53.9	97.4
	Inexpensive	20	2.5	2.6	100.0
	Total	783	95.9	100.0	
Missing	DK/REF	33	4.1		
Total		816	100.0		

Q28-1 - What do you think have been the biggest causes of water rate increases #1?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increased Reliance On Imported Water	33	4.1	4.5	4.5
	Water Shortage Due To Less Rain In San Diego Than Normal	161	19.7	21.8	26.3
	Population Growth	64	7.8	8.6	35.0
	Court Orders Reducing Local Water Supply	3	.4	.4	35.4
	Price Increases From The Metropolitan Water District	51	6.2	6.9	42.3
	Increasing Operational Costs At Local Water Agencies	64	7.8	8.7	50.9
	Increasing Costs At San Diego Water Authority	22	2.7	3.0	53.9
	Less Snow In Mountains	9	1.1	1.2	55.1
	Less Water In Colorado River	11	1.4	1.5	56.7
	Decreased Water Usage-Conservation	26	3.2	3.5	60.2
	More Water Being Used By Customers	132	16.2	17.9	78.1

	Infrastructure Issues	20	2.4	2.7	80.8
	overall economic issues	15	1.9	2.0	82.9
	low/declining water supply	14	1.7	1.9	84.7
	bureaucracy/mismanagement/greed/politics	113	13.8	15.3	100.0
	Total	738	90.4	100.0	
Missing	Other	25	3.1		
	DK/REF	53	6.5		
	Total	78	9.6		
Total		816	100.0		

Q28-2 - What do you think have been the biggest causes of water rate increases #2?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increased Reliance On Imported Water	5	.6	3.6	3.6
	Water Shortage Due To Less Rain In San Diego Than Normal	14	1.7	9.9	13.6
	Population Growth	8	1.0	5.9	19.4
	Court Orders Reducing Local Water Supply	3	.4	2.4	21.9
	Price Increases From The Metropolitan Water District	10	1.2	6.9	28.7
	Increasing Operational Costs At Local Water Agencies	21	2.5	14.6	43.3
	Increasing Costs At San Diego Water Authority	17	2.1	12.3	55.7
	Less Snow In Mountains	7	.8	4.7	60.3
	Less Water In Colorado River	7	.8	4.9	65.2
	Decreased Water Usage-Conservation	5	.6	3.2	68.4

	More Water Being Used By Customers	29	3.5	20.5	88.9
	Infrastructure Issues	1	.1	.6	89.5
	overall economic issues	2	.2	1.4	90.9
	low/declining water supply	5	.6	3.2	94.1
	bureaucracy/mismanagement/greed/politics	8	1.0	5.9	100.0
	Total	141	17.3	100.0	
Missing	Other	6	.7		
	DK/REF	1	.1		
	System	668	81.9		
	Total	675	82.7		
Total		816	100.0		

Q29 - Rate increases necessary (Smith)--rate increases not necessary (Jones)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Smith--increases necessary to maintain reliability	503	61.6	65.1	65.1
	Jones--rate increase not necessary and should be stopped	269	33.0	34.9	100.0
	Total	772	94.6	100.0	
Missing	DK/REF	43	5.3		
	System	1	.1		
	Total	44	5.4		
Total		816	100.0		

Q30 - How concerned are you about the prospect of continued increases in water rates?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all concerned	64	7.9	7.9	7.9
	Minor concern	48	5.9	6.0	13.9

	Neutral	176	21.5	21.7	35.7
	Somewhat concerned	160	19.6	19.8	55.5
	Very concerned	360	44.1	44.5	100.0
	Total	808	99.1	100.0	
Missing	DK/REF	7	.8		
	System	1	.1		
	Total	8	.9		
Total		816	100.0		

Q31 - Are you aware that the San Diego County Water Authority has filed a lawsuit alleging that Metropolitan Water District of Southern California is overcharging San Diego County ratepayers for the cost of transporting imported water?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	318	39.0	39.1	39.1
	No	497	60.8	60.9	100.0
	Total	815	99.9	100.0	
Missing	System	1	.1		
Total		816	100.0		

TEN - Is your residence owned by someone in your household, or is it rented?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Owned	562	68.8	69.5	69.5
	Rent/other status	246	30.2	30.5	100.0
	Total	808	99.0	100.0	
Missing	DK/REF	7	.8		
	System	1	.1		
	Total	8	1.0		
Total		816	100.0		

HOU - How would you describe your housing type?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single family home	568	69.6	70.2	70.2
	Condominium	108	13.2	13.4	83.6
	Apartment	97	11.9	12.0	95.5
	Mobile home	36	4.4	4.5	100.0
	Total	809	99.1	100.0	
Missing	Other	1	.1		
	DK/REF	5	.6		
	System	1	.1		
	Total	7	.9		
Total		816	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	133	16.3	16.5	16.5
	2	284	34.8	35.3	51.8
	3	138	16.9	17.2	69.0
	4	136	16.6	16.9	85.9
	5	65	8.0	8.1	94.0
	6	34	4.2	4.2	98.2
	7	9	1.2	1.2	99.4
	8	2	.2	.2	99.6
	9	2	.2	.2	99.9
	12	1	.1	.1	100.0
	Total	804	98.5	100.0	
Missing	26	1	.1		
	70	1	.1		
	Refused	9	1.1		
	System	1	.1		
	Total	12	1.5		
Total		816	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	high school or less,	120	14.7	14.9	14.9
	at least one year of college, trade or vocational school,	245	30.0	30.5	45.4
	graduated college with a bachelor's degree,	267	32.8	33.3	78.7
	at least one year of graduate work beyond a bachelor's degree	171	21.0	21.3	100.0
	Total	803	98.5	100.0	
Missing	DK/REF	11	1.4		
	System	1	.1		
	Total	13	1.5		
Total		816	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 24	26	3.2	3.2	3.2
	25 to 34	104	12.8	12.9	16.2
	35 to 44	133	16.3	16.5	32.7
	45 to 54	160	19.6	19.8	52.5
	55 to 64	164	20.1	20.3	72.8
	65 to 74	119	14.6	14.8	87.6
	75 and over	100	12.2	12.4	100.0
	Total	806	98.8	100.0	
Missing	DK/REF	9	1.1		
	System	1	.1		
	Total	10	1.2		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 24	26	3.2	3.2	3.2
	25 to 34	104	12.8	12.9	16.2
	35 to 44	133	16.3	16.5	32.7
	45 to 54	160	19.6	19.8	52.5
	55 to 64	164	20.1	20.3	72.8
	65 to 74	119	14.6	14.8	87.6
	75 and over	100	12.2	12.4	100.0
	Total	806	98.8	100.0	
Missing	DK/REF	9	1.1		
	System	1	.1		
	Total	10	1.2		
Total		816	100.0		

Language

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	780	95.6	95.6	95.6
	Spanish	36	4.4	4.4	100.0
	Total	816	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	white, not of Hispanic origin	541	66.2	69.5	69.5
	black, not of Hispanic origin	57	7.0	7.3	76.9
	Hispanic or Latino	149	18.2	19.1	96.0
	Asian or Pacific Islander	31	3.8	4.0	100.0
	Total	777	95.3	100.0	
Missing	Native American	10	1.2		

another ethnic group	3	.3	
DK/REF	25	3.0	
System	1	.1	
Total	39	4.7	
Total	816	100.0	

Total Household Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under \$25,000	103	12.6	13.6	13.6
	\$25,000 up to but not including \$50,000	165	20.2	22.0	35.6
	\$50,000 up to (but not including) \$75,000	162	19.8	21.5	57.2
	\$75,000 up to (but not including) \$100,000	139	17.0	18.5	75.6
	\$100,000 up to (but not including) \$150,000	101	12.4	13.4	89.1
	\$150,000 up to (but not including) \$250,000	55	6.8	7.4	96.4
	\$250,000 and above	27	3.3	3.6	100.0
	Total	751	92.0	100.0	
	Missing	DK/REF	64	7.8	
System		1	.1		
Total		65	8.0		
Total	816	100.0			

Resident of City of San Diego?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Resident of SDCWA service area outside of City of SD	472	57.8	57.8	57.8
	Resident of City of SD	344	42.2	42.2	100.0

Resident of City of San Diego?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Resident of SDCWA service area outside of City of SD	472	57.8	57.8	57.8
	Resident of City of SD	344	42.2	42.2	100.0
	Total	816	100.0	100.0	

Frequency Tables--Open-Ended Questions

Other Important Issue				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	742	91.0	91.0	91.0
Anarchy	1	.1	.1	91.1
Balance budget	1	.1	.1	91.2
Beaches	1	.1	.1	91.3
Budget	1	.1	.1	91.4
Budget issues	1	.1	.1	91.6
Budgets cuts	1	.1	.1	91.7
Chemicals in the coastal areas.	1	.1	.1	91.8
City employees and outrages pension plans	1	.1	.1	91.9
City government not tending to needed issues	1	.1	.1	92.0
City of San Diego pension issue	1	.1	.1	92.1
Climate issues	1	.1	.1	92.3
County pension plans need to be revised	1	.1	.1	92.4
Cuts to public services	1	.1	.1	92.5
Disabled transportation	1	.1	.1	92.7
Drugs	1	.1	.1	92.8
Drugs that introduced to kids	1	.1	.1	92.9
Elect a mayor that is not an idiot	1	.1	.1	93.1
Emergency programs/police budgets	1	.1	.1	93.2

Finding revenue resources to receive proper services	1	.1	.1	93.3
Governor Brown	1	.1	.1	93.4
Heat wave	1	.1	.1	93.5
Jerry Brown, Democrats and Obama	1	.1	.1	93.7
La Jolla pools	1	.1	.1	93.8
Lack of info on healthy living, not provided	1	.1	.1	93.9
Lack of leadership. No visions of the city.	1	.1	.1	94.0
Lack of money going into school system	1	.1	.1	94.2
Lack of resources	1	.1	.1	94.3
Liars on TV.	1	.1	.1	94.4
Losing comic con in 2 year	1	.1	.1	94.6
May gray and June gloom	1	.1	.1	94.7
Nuclear power plant	1	.1	.1	94.8
Obama	1	.1	.1	94.9
Our governor	1	.1	.1	95.1
Pension	1	.1	.1	95.2
Pension deficit	1	.1	.1	95.3
Pension pay for city workers.	1	.1	.1	95.4
Pension reform	6	.7	.7	96.1
Pensions	3	.3	.3	96.4
People driving safely	1	.1	.1	96.6
Planning for the future	1	.1	.1	96.7
Political correctness	1	.1	.1	96.9
Retirement	1	.1	.1	97.0
Retirement funds	1	.1	.1	97.1
School budget cuts.	1	.1	.1	97.2
School district	1	.1	.1	97.3
Schools	1	.1	.1	97.4

Scrap and rape mentality distorting everything	1	.1	.1	97.6
Senior services	1	.1	.1	97.7
Spiritual decline	1	.1	.1	97.8
The budget	1	.1	.1	98.0
The casinos	1	.1	.1	98.1
The city being broke because of the unions	1	.1	.1	98.2
The community thinks small /no global perspective	1	.1	.1	98.3
The new mayor	1	.1	.1	98.5
The pension reform	1	.1	.1	98.6
The presidential election	1	.1	.1	98.7
The resources not readily available	1	.1	.1	98.9
They want to chop up Balboa Park	1	.1	.1	99.0
Too crowded because of the tourists.	1	.1	.1	99.1
Truth in politics	1	.1	.1	99.2
Union spending retirement issues and a lot of spending	1	.1	.1	99.3
Unity factor	1	.1	.1	99.4
Wasteful spending.	1	.1	.1	99.6
Wasting money on light rail instead of traffic	1	.1	.1	99.7
Water waste	1	.1	.1	99.9
Weather changes are affecting a lot of things.	1	.1	.1	100.0
Total	816	100.0	100.0	

Q7a-other--Other efforts by SDCWA to mke water supply more reliable

	Frequency	Percent	Valid Percent	Cumulative Percent
--	-----------	---------	---------------	-----------------------

Valid	765	93.7	93.7	93.7
Agreement with Imperial County water district	1	.1	.1	93.8
Agreement with Sacramento water transfer	1	.1	.1	94.0
Asking for more money	1	.1	.1	94.1
Aware of outside sources	1	.1	.1	94.2
Better use of irrigation	1	.1	.1	94.3
Building aqueducts & wells	1	.1	.1	94.4
Buying water from other resources.	1	.1	.1	94.5
Challenging the Metropolitan Water District pricing	1	.1	.1	94.7
Charging more money to give a reliable supply	1	.1	.1	94.8
Clean the water	1	.1	.1	94.9
Conservation	1	.1	.1	95.0
County water authority butting heads with Metropolitan auth on water	1	.1	.1	95.1
Expanding the region	1	.1	.1	95.2
Get Metropolitan to re write contract to guarantee our rates	1	.1	.1	95.4
Getting better rates from Metropolitan	1	.1	.1	95.5
Law suit over Metropolitan.	1	.1	.1	95.6
Lawsuit over wholesale rates	1	.1	.1	95.7
Lawsuit with LA Metropolitan district to allow more access to the water.	1	.1	.1	95.8

Metro water district demands no negotiations/don't ask, just pay more	1	.1	.1	95.9
Metropolitan water authority has been making San Diego pay too much for water.	1	.1	.1	96.0
Negotiating	1	.1	.1	96.2
Negotiating with companies to get water	1	.1	.1	96.3
Negotiation between Metropolitan	1	.1	.1	96.4
Negotiations with metro LA.	1	.1	.1	96.5
Negotiations with the metro supply	1	.1	.1	96.6
News posting	1	.1	.1	96.8
Other than paying LA	1	.1	.1	96.9
Pipeline work	1	.1	.1	97.0
Posideon Company	1	.1	.1	97.1
Re-negotiating for Colorado water.	1	.1	.1	97.2
Renegotiation from different sources	1	.1	.1	97.3
San Diego water district working harder than other cities to improve	1	.1	.1	97.5
Some efforts in the administration are mis-management	1	.1	.1	97.6
Something to do with the Metropolitan water area	1	.1	.1	97.7
Start new agency	1	.1	.1	97.9
State water to lower the cost	1	.1	.1	98.0
Testing for water safety	1	.1	.1	98.1

Testing safety of water supply	1	.1	.1	98.3
The dealing with Metropolitan water authority	1	.1	.1	98.4
The filtration of the water	1	.1	.1	98.5
The news	1	.1	.1	98.6
The testing that they do to make the water safer.	1	.1	.1	98.7
The water police	1	.1	.1	98.8
There is not a lot they can do, depends on when they can get it at the price they pay for i	1	.1	.1	98.9
They are cleaning the water	1	.1	.1	99.1
They are really not doing the things they need to do	1	.1	.1	99.2
They're trying to deal with water people in LA to get a good deal	1	.1	.1	99.3
To be able to supply our own water	1	.1	.1	99.4
Trying to look at all alternatives	1	.1	.1	99.5
Trying to lower rates.	1	.1	.1	99.7
Trying to use resources from northern California, and to recycle water from other reservoir	1	.1	.1	99.8
Water reclamation-purple pipes	1	.1	.1	99.9
Water testing and maintenance and maintain levels	1	.1	.1	100.0
Total	816	100.0	100.0	

Q8-other--Other critical thing that SDCWA can do to increase water supply

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	701	85.9	85.9	85.9
Accountability	1	.1	.1	86.0
Add more filtration systems	1	.1	.1	86.1
Agreement in cost between SDCWA & MWD	1	.1	.1	86.2
Backup generators due to boiling water due to unsafe conditions	1	.1	.1	86.4
Better filtration systems	2	.2	.2	86.6
Bring down floating icebergs, or move state of CA to wetter location	1	.1	.1	86.7
Budgeting	1	.1	.1	86.8
Change the government officials at all levels that have any influence over water	1	.1	.1	87.0
City taxes	1	.1	.1	87.1
Colorado River and open canals	1	.1	.1	87.2
Compensate residents for conserving better	1	.1	.1	87.3
Competitive prices	1	.1	.1	87.4
Contingency plan for disaster	1	.1	.1	87.5
Continual observation of water usage.	1	.1	.1	87.6
Continuing testing of the water supply and the system	1	.1	.1	87.8
Control disposal of wastes	1	.1	.1	87.9

Daily testing water for pollutants	1	.1	.1	88.0
Deepen and clean the reservoirs and rivers	1	.1	.1	88.2
Do not do sewer to tap	1	.1	.1	88.3
Don't pollute the water.	1	.1	.1	88.4
Eco friendly sustainability	1	.1	.1	88.5
Eliminate liberals, hire republicans	1	.1	.1	88.6
End conflict	1	.1	.1	88.7
Environmental impact rules restrict water supplies to our area, loosen them up!	1	.1	.1	88.9
Farmers low level of importance	1	.1	.1	89.0
Filter it really good.	1	.1	.1	89.2
Filtration	2	.2	.2	89.4
Filtration system	1	.1	.1	89.5
Fluoride, add it to the water supply	1	.1	.1	89.6
Get a good plan in place.	1	.1	.1	89.7
Get from a better source	1	.1	.1	89.8
Getting our own water source.	1	.1	.1	90.0
Go to court with Metropolitan Water District	1	.1	.1	90.1
Greater water allotment from Colorado River to San Diego	1	.1	.1	90.2
Have independent testing done by outside consultant, unbiased party	1	.1	.1	90.4
I disagree with the fluoride treatment	1	.1	.1	90.5
If they're purchasing their water from a reliable source.	1	.1	.1	90.6

Improve delta system in northern CA	1	.1	.1	90.7
Improve efficiency	1	.1	.1	90.8
Improve use of gray water	1	.1	.1	90.9
Improve waste control	1	.1	.1	91.1
Improve water conservation efforts	1	.1	.1	91.2
Incentive based conservation - recycling grey water	1	.1	.1	91.3
Install residential filtration systems	1	.1	.1	91.4
It is very important to secure the security of the water, i.e., bio-terrorism, et	1	.1	.1	91.5
It's needs to be a corporate thing	1	.1	.1	91.7
Keep government out of everything	1	.1	.1	91.8
Keep oceans and drains clean	1	.1	.1	91.9
Keep-exploring	1	.1	.1	92.0
Less pollution	1	.1	.1	92.2
Limit public access to our reservoir to avoid contamination	1	.1	.1	92.3
Limit the water use from businesses, not the small home owners	1	.1	.1	92.4
Look for other ways to find water	1	.1	.1	92.5
Los Angeles county conservation	1	.1	.1	92.6
Lower rates.	1	.1	.1	92.7
Lower residential rates	1	.1	.1	92.8

Lower the price	1	.1	.1	92.9
Making sure that there are staff that are knowledgeable	1	.1	.1	93.0
Making sure that we don't tap out the sources	1	.1	.1	93.2
Making sure the aqueduct is filled and safe from earthquakes.	1	.1	.1	93.3
Making the prices better	1	.1	.1	93.4
Monitoring the amount of water being used	1	.1	.1	93.5
More connections to water supplies	1	.1	.1	93.6
More filtration	1	.1	.1	93.7
More rainfall	1	.1	.1	93.8
More regulation	1	.1	.1	93.9
More regulations and follow what's in place already	1	.1	.1	94.0
More reliable.	1	.1	.1	94.2
Negotiating good contracts with county authority	1	.1	.1	94.3
Negotiations for better rates	1	.1	.1	94.4
Not allow the farmers up north to hold everyone hostage with the water	1	.1	.1	94.5
Not putting in so much chemicals	1	.1	.1	94.6
Not to recycle it	1	.1	.1	94.7
Nothing you can do	1	.1	.1	94.9
Nothing.	1	.1	.1	95.0
Open it up to a free market	1	.1	.1	95.1
Open up rivers	1	.1	.1	95.2
Politics out of water	1	.1	.1	95.4
Population	1	.1	.1	95.5

Proactive in emergency response, and storage	1	.1	.1	95.6
Protect water supply from terrorists	1	.1	.1	95.7
Protection against terrorism	1	.1	.1	95.8
Protection law about pollution.	1	.1	.1	95.9
Protection of the supply	1	.1	.1	96.1
Really no solution no natural water supply	1	.1	.1	96.2
Reasonable rates	1	.1	.1	96.3
Releasing the collected data that pertains to human consumption	1	.1	.1	96.4
Renewing and maintaining the existence that we have.	1	.1	.1	96.5
Reverse osmosis	1	.1	.1	96.7
San Diego should put more pressure on LA	1	.1	.1	96.8
Secure our water plants better	1	.1	.1	97.0
Secure water rights	1	.1	.1	97.1
Security	1	.1	.1	97.2
Should have not told people drought was over and still to conserve water	1	.1	.1	97.3
Stop between San Diego Metropolitan	1	.1	.1	97.5
Stop federal judges from interfering	1	.1	.1	97.6
Stop increasing prices	1	.1	.1	97.7
Stop wasting it and too much water is going to the golf courses	1	.1	.1	97.8
Stricter regulations	1	.1	.1	97.9

Successful negotiation with Metropolitan water supply	1	.1	.1	98.1
Take the fluoride out	1	.1	.1	98.2
Testing	1	.1	.1	98.3
The cost is outrageous	1	.1	.1	98.4
They are doing the best job they can	1	.1	.1	98.5
They are unprepared for climate disruptions	1	.1	.1	98.6
To go to the Sacramento delta, return the pumps to active	1	.1	.1	98.8
To make sure it is clean	1	.1	.1	98.9
To protect the water source	1	.1	.1	99.1
Too many water districts	1	.1	.1	99.2
Transparency in regard to what actually our water has in it	1	.1	.1	99.3
Transportation of water from the source	1	.1	.1	99.4
Up to the board of directors to ensure we have adequate drinking supply	1	.1	.1	99.5
Use caution	1	.1	.1	99.7
Water purification	1	.1	.1	99.8
Water with fluoride in it	1	.1	.1	99.9
We need more rain	1	.1	.1	100.0
Total	816	100.0	100.0	

Q14a-other--Other thing that motivated water use reduction

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	790	96.8	96.8	96.8

After an audit by the water guys	1	.1	.1	96.9
Cannot drink tap water, must drink bottle	1	.1	.1	97.1
Daughter moved out	1	.1	.1	97.2
Fewer people	1	.1	.1	97.3
Had a couple children move out	1	.1	.1	97.5
Hatred for desalination plants	1	.1	.1	97.6
I had a foreclosure and had to move.	1	.1	.1	97.8
I need less water these days.	1	.1	.1	97.9
Know there's a big drought	1	.1	.1	98.0
Less family members	1	.1	.1	98.1
Less people in house	2	.2	.2	98.4
Lost his wife	1	.1	.1	98.5
Lost households members	1	.1	.1	98.6
Mandatory	1	.1	.1	98.7
Moved to different district, no lawn, low	1	.1	.1	98.9
My kids left for college.	1	.1	.1	99.0
No yard	1	.1	.1	99.2
Not being home that much.	1	.1	.1	99.3
Not enough water stored	1	.1	.1	99.4
Rain	1	.1	.1	99.5
Shortage and the drought	1	.1	.1	99.7
We don't need as much water now	1	.1	.1	99.8
Were getting older and don't use that muc	1	.1	.1	99.9
Wisdom	1	.1	.1	100.0
Total	816	100.0	100.0	

Q18a-open - What is it that makes you think that recycled water is already a part of the drinking water supply?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	419	51.4	51.4	51.4
recycled	1	.1	.1	51.5
A bad feeling about it & I've seen documentaries using recycled for drinking	1	.1	.1	51.6
A friend I used to know worked for a water treatment plant.	1	.1	.1	51.7
A friend told me that it was recycled	1	.1	.1	51.8
A lot of people have said this	1	.1	.1	52.0
A portion of our drinking water is recycled water	1	.1	.1	52.1
Advances in technology	1	.1	.1	52.2
All grey water becomes recycled	1	.1	.1	52.3
All the water on earth is recycled. I consider all water recycled.	1	.1	.1	52.4
All water is not from an original source	1	.1	.1	52.5
All water is recycled	1	.1	.1	52.7
All water is recycled in one way or another	1	.1	.1	52.8
All water is recycled.	1	.1	.1	52.9
Already a recycling program	1	.1	.1	53.0
Always thought water was recycled	1	.1	.1	53.1
An idea that would of come up by now.	1	.1	.1	53.2

Another way to get water	1	.1	.1	53.4
Areas have recycling water so I don't have anything against that.	1	.1	.1	53.5
Articles and media that say so.	1	.1	.1	53.7
At night there is an odor that comes from the water that is not there during the day.	1	.1	.1	53.8
Because a lot of companies are doing that.	1	.1	.1	53.9
Because conservation is already an important issue in San Diego	1	.1	.1	54.0
Because governments efforts on water consumption lead me to believe it.	1	.1	.1	54.2
Because I always hear it	1	.1	.1	54.3
Because I believe we have the technology to carry that out	1	.1	.1	54.4
Because I don't know, these people don't tell you the truth	1	.1	.1	54.5
Because I don't trust the government	1	.1	.1	54.7
Because I feel like recycling is part of CA culture and I feel its part of the water solut	1	.1	.1	54.8
Because I heard in the news that it might b e happening	1	.1	.1	54.9
Because I know how the drinking process works with reverse osmosis	1	.1	.1	55.1
Because I know we have water recycling plants	1	.1	.1	55.2

Because I read about it	1	.1	.1	55.3
Because I receive a water report from the base	1	.1	.1	55.4
Because I think I thought I read somewhere that they were doing that in the plants	1	.1	.1	55.5
Because I think it is possible	1	.1	.1	55.7
Because I think there is always a possibility for pipes breaking and other waters coming in	1	.1	.1	55.8
Because if I was in charge I would do that, it just makes sense	1	.1	.1	55.9
Because if it's odor and the smell	1	.1	.1	56.0
Because if they can do it they would, it makes money sense.	1	.1	.1	56.2
Because it already goes through a recycling process	1	.1	.1	56.3
Because it comes from a water source that treats water	1	.1	.1	56.5
Because it goes down to sewer, and some is retreated before it goes to ocean	1	.1	.1	56.6
Because it is so dry here	1	.1	.1	56.7
Because it is so much a part of water sources already in the counties	1	.1	.1	56.8
Because it is stored outdoors, they can't separate it, it naturally recycles itself	1	.1	.1	56.9

Because it might be in the aquifer. I figure it will be filtered out from the reservoir	1	.1	.1	57.1
Because it s recycled	1	.1	.1	57.2
Because it tastes nasty and it smells weird.	1	.1	.1	57.3
Because it tastes nasty, and I cannot stomach it, I throw up every time I drink it	1	.1	.1	57.4
Because it's a big city	1	.1	.1	57.6
Because it's a governmental agency that will do it anyway	1	.1	.1	57.7
Because it's cheap	1	.1	.1	57.8
Because nobody knows what is going on. They might be.	1	.1	.1	58.0
Because of how many people are here and how much water we have	1	.1	.1	58.1
Because of all the treatment plants.	1	.1	.1	58.2
Because of hearsay.	1	.1	.1	58.3
Because of my knowledge of aquifers	1	.1	.1	58.5
Because of runoff.	1	.1	.1	58.6
Because of the ground water getting into the drinking supply.	1	.1	.1	58.7
Because of the lack of water storage in the past and it will get worse	1	.1	.1	58.9
Because of the plants that were built	1	.1	.1	59.0
Because of the taste; they add too much to purify the water.	1	.1	.1	59.1

Because of underground reservoirs and underground water ways.	1	.1	.1	59.3
Because our water is in a contained environment so we are drinking the same water.	1	.1	.1	59.4
Because our water is nasty	1	.1	.1	59.5
Because Padre damn has all of those ponds in Santee Lakes	1	.1	.1	59.7
Because sometimes it's not as pure	1	.1	.1	59.8
Because the constraints that we have force us to use other resources	1	.1	.1	59.9
Because the county has told you that it's already being recycled.	1	.1	.1	60.0
Because the plant off Miramar road is a recycled water plant.	1	.1	.1	60.1
Because the technology is there	1	.1	.1	60.2
Because the water has been used already	1	.1	.1	60.3
Because there are chemicals that are put in it	1	.1	.1	60.4
Because there is lots of press about it and there are all these waste water treatment plant	1	.1	.1	60.5
Because there's not enough water, a lot of people used recycled water	1	.1	.1	60.6

Because they can do whatever they want!	1	.1	.1	60.7
Because they have plants	1	.1	.1	60.9
Because they know how to do it so it is good.	1	.1	.1	61.0
Because we always have to use filters.	1	.1	.1	61.1
Because we are running out of water and they need to do something	1	.1	.1	61.2
Because we are running short on water so we should be recycling water.	1	.1	.1	61.4
Because we aren't allowed to drink fountain water.	1	.1	.1	61.5
Because we get drain off into the ocean and the lakes and we use it so it is already recycl	1	.1	.1	61.6
Because we have had a project in the past that mentioned the water	1	.1	.1	61.7
Because we have recycling places here.	1	.1	.1	61.9
Because we have such a shortage of drinking water.	1	.1	.1	62.0
Because we have to filter our water to drink because if not it tastes funny	1	.1	.1	62.1
Because we live downstream from Las Vegas and other urban areas.	1	.1	.1	62.2
Because we need it so badly	1	.1	.1	62.4
Because we'd probably run out of water if it wasn't	1	.1	.1	62.5

Because what comes from the rivers is treated	1	.1	.1	62.6
Because you hear about things saying water is not safe.	1	.1	.1	62.7
Because, a lot of our water comes from Colorado, and a lot of cities recycle water	1	.1	.1	62.8
Better taste	1	.1	.1	62.9
Blind trust	1	.1	.1	63.1
Bottled water is recycled	1	.1	.1	63.2
By following the levels of our reservoirs	1	.1	.1	63.4
Cannot foresee separation of types of water	1	.1	.1	63.5
Cause I don't believe what they say.	1	.1	.1	63.6
Cause you drink a lot of it.	1	.1	.1	63.7
Cheapest way to charge more	1	.1	.1	63.9
Chemicals	1	.1	.1	64.0
Colorado River	1	.1	.1	64.1
Comes from areas where is already been used once	1	.1	.1	64.2
Common sense	2	.2	.2	64.4
Common sense.	1	.1	.1	64.5
Conservation in general	1	.1	.1	64.7
Considering where the water comes from.	1	.1	.1	64.8
Corporate greed.	1	.1	.1	64.9
Could be that is happening. But not too sure.	1	.1	.1	65.0
Different areas of the city have different taste of water	1	.1	.1	65.2
Dirty jobs	1	.1	.1	65.3

Doesn't taste good	1	.1	.1	65.4
Don't know for sure	1	.1	.1	65.5
Don't trust government	1	.1	.1	65.6
Don't trust the decision maker	1	.1	.1	65.8
Due to the fact of the drought, it enables us to keep a viable water supply.	1	.1	.1	65.9
Everything is recycled	1	.1	.1	66.0
Everything now is recycled	1	.1	.1	66.1
Everything's recycled; they're not making any new water.	1	.1	.1	66.2
Family member works with water district and has confirmed that we receive recycled water	1	.1	.1	66.3
Feel that all water is being reused.	1	.1	.1	66.5
Filtered already	1	.1	.1	66.6
From having a military background they will not tell us until it's tested	1	.1	.1	66.7
General information I've seen and read	1	.1	.1	66.9
General knowledge.	1	.1	.1	67.0
Good water management	1	.1	.1	67.1
Grey water is getting into the regular supply	1	.1	.1	67.2
Has a different taste	1	.1	.1	67.3
Has already been going on	1	.1	.1	67.4
Have plant for purification	1	.1	.1	67.5
Hear it was recycled	1	.1	.1	67.7
Heard about it a few years ago	1	.1	.1	67.8

Heard on news	1	.1	.1	67.9
Heard or seen on TV and the quality of the water doesn't taste the same.	1	.1	.1	68.0
I am not sure of the quality of it.	1	.1	.1	68.1
I am not sure what happens at the plant that might be happening now	1	.1	.1	68.2
I believe I heard it on the news	1	.1	.1	68.4
I believe I watched something on it on PBS.	1	.1	.1	68.5
I believe it does yet people don't really want to know about it	1	.1	.1	68.6
I believe it's because we're running out of water.	1	.1	.1	68.7
I believe that is what the plant is doing.	1	.1	.1	68.9
I do hope they are, and it's the right thing to do.	1	.1	.1	69.0
I don't know	2	.3	.3	69.3
I don't know if that could be controlled	1	.1	.1	69.4
I don't know, I just think so	1	.1	.1	69.5
I don't know, I probably heard it somewhere.	1	.1	.1	69.7
I don't know, nothing really, except that's just how I feel.	1	.1	.1	69.8
I don't know.	1	.1	.1	69.9
I don't think they produce it but if you irrigate and the water is from a reservoir it is	1	.1	.1	70.0
I feel that I read it somewhere	1	.1	.1	70.1

I had heard that was one of the ways we are getting water	1	.1	.1	70.2
I have a gut feeling.	1	.1	.1	70.4
I have a hunch	1	.1	.1	70.5
I have friends in the water business.	1	.1	.1	70.6
I have read data that drinking water is recycled	1	.1	.1	70.7
I have read different stories that say we could use recycled water	1	.1	.1	70.8
I hear that it is.	1	.1	.1	70.9
I heard and read about it when we moved.	1	.1	.1	71.1
I hope we are already doing that	1	.1	.1	71.2
I just always thought it was	1	.1	.1	71.3
I just don't like the taste and I have an osmosis filter in my house	1	.1	.1	71.4
I just don't like the way it tastes, so I don't drink it	1	.1	.1	71.5
I just don't trust it. I don't drink water straight from the tap.	1	.1	.1	71.6
I just don't trust politicians	1	.1	.1	71.8
I just have a feeling.	1	.1	.1	71.9
I just heard rumors going around, nothing really concrete.	1	.1	.1	72.1
I just think that	1	.1	.1	72.2
I just think that they are starting to do that.	1	.1	.1	72.3

I know that they treat the drinking water that we have but I'm sure some of it is recycled.	1	.1	.1	72.4
I know the technologies that are used to accomplish these goals.	1	.1	.1	72.6
I know there are different methods for irrigation so assumed some would get in	1	.1	.1	72.7
I know we have water treatment plants. So I assume that goes back into the water supply.	1	.1	.1	72.8
I know when I read the Otay thing that they use osmosis	1	.1	.1	72.9
I live in an area where people have less income, we're the first they try recycled water on	1	.1	.1	73.1
I love it.	1	.1	.1	73.2
I may have read it somewhere, i.e. local article	1	.1	.1	73.3
I might not have a good reason for that	1	.1	.1	73.5
I read about it in the newspaper	1	.1	.1	73.6
I read an article from my water company.	1	.1	.1	73.7
I read something that said that it already does	1	.1	.1	73.8
I read that it is.	1	.1	.1	73.9
I really don't know, we have poor quality water & I wouldn't trust them not to do it.	1	.1	.1	74.0

I remember hearing that somewhere and thinking Oh My God!	1	.1	.1	74.2
I think I heard it in the media	1	.1	.1	74.3
I think I've heard about it on the news.	1	.1	.1	74.4
I think recycling water is better, you can use it for irrigation	1	.1	.1	74.5
I think that if it wasn't at this point that there would be a lot of people that would be p	1	.1	.1	74.6
I think the quality is lacking, not monitored enough	1	.1	.1	74.8
I thought I read an article related to that. Not sure if it is So. California in general	1	.1	.1	74.9
I thought I read something like that in the paper. It has kind of a bad press.	1	.1	.1	75.0
I went to a water recycling plant and I saw how they do that in school and yes it can work	1	.1	.1	75.1
I went to the sanitation factory when I was a child	1	.1	.1	75.3
I would hope it would be used	1	.1	.1	75.4
I would say natural cycle.	1	.1	.1	75.5
I wouldn't be shocked, everyone wants to save money	1	.1	.1	75.6
I'm hoping that they have done something like that by now.	1	.1	.1	75.7
I'm just guessing.	1	.1	.1	75.8

I'm just not sure how the water system is	1	.1	.1	76.0
I'm sure there are ways that they put it in there.	1	.1	.1	76.1
I'm sure there is technology that's makes it possible	1	.1	.1	76.3
I've seen a lot of places that recycle water, and there is not a lot of water.	1	.1	.1	76.4
I've seen it discussed	1	.1	.1	76.5
I've seen stories in the past about toilet to tap	1	.1	.1	76.6
If it wasn't recycled it would not be safe	1	.1	.1	76.8
If it's cleaned properly then I see no problem with it.	1	.1	.1	76.9
If they have the ability then they're probably doing it	1	.1	.1	77.0
In 5th grade we went to a plant and watched them make doo doo water into regular water.	1	.1	.1	77.2
In our area we have quite a few lakes and all the signs say we use recycled water	1	.1	.1	77.3
It doesn't taste good and it had a negative impact on our system	1	.1	.1	77.4
It happens naturally, and there are municipalities on the east coast that recycle water.	1	.1	.1	77.5
It is treated. The taste of it isn't like water that you buy.	1	.1	.1	77.6
It just happens	1	.1	.1	77.8
It just makes more since	1	.1	.1	77.9

It just makes sense	3	.3	.3	78.2
It just makes sense.	1	.1	.1	78.3
It just makes sense. It has to be.	1	.1	.1	78.5
It seems like it would be pretty hard to separate it.	1	.1	.1	78.6
It seeps into the system without being added to by run off	1	.1	.1	78.7
It should be	1	.1	.1	78.8
It tastes bad	1	.1	.1	78.9
It tastes different than it used to.	1	.1	.1	79.0
It tastes funny.	1	.1	.1	79.2
It tastes like dirt.	1	.1	.1	79.3
It tastes like it has more chemicals in it.	1	.1	.1	79.5
It tastes like recycled water	1	.1	.1	79.6
It tastes nasty!	2	.2	.2	79.8
It tastes terrible; if you put it in steam it leaves crystals	1	.1	.1	80.0
It would be a good way to conserve water	1	.1	.1	80.1
It's a feeling.	1	.1	.1	80.2
It's already part of their conservation program	1	.1	.1	80.3
It's coming from one source to another so probably recycled	1	.1	.1	80.4
It's in the drinking fountains in the parks.	1	.1	.1	80.5
It's just a global perspective to recycle. It's probably already being done.	1	.1	.1	80.7

It's just an easy way to keep the water volume up. The cheap easy way without shortages.	1	.1	.1	80.8
It's recycled by nature.	1	.1	.1	80.9
It's recycled, when it rains it goes into the ground, into the sewer water and it evaporate	1	.1	.1	81.1
It's safer to drink	1	.1	.1	81.2
It's the way the government works; if they can get away with it without us knowing they wil	1	.1	.1	81.3
It's very hard water due to chemicals used	1	.1	.1	81.5
Just a hunch	1	.1	.1	81.6
Just assumed	1	.1	.1	81.7
Just because it doesn't taste the same way it did 10 years ago.	1	.1	.1	81.8
Just because of all the talk about it.	1	.1	.1	81.9
Just because the fact that there is so much overflow. Where does the water go, I would hop	1	.1	.1	82.0
Just by the mere fact that it's always recycled.	1	.1	.1	82.2
Just conversation I've had had with friends.	1	.1	.1	82.3
Just from what I've read	1	.1	.1	82.4
Just have a feeling.	1	.1	.1	82.5
Just know it is	1	.1	.1	82.6
Just makes sense	1	.1	.1	82.7

Just my general distrust of utilities in general.	1	.1	.1	82.9
Just the fact about the availability of water, I don't see how we fill needs without it	1	.1	.1	83.0
Just things I've heard	1	.1	.1	83.1
Just things I've read	1	.1	.1	83.2
Just think it already does	1	.1	.1	83.3
Just think it is	1	.1	.1	83.5
Just thought it did	1	.1	.1	83.6
Just to save money somewhere, politics.	1	.1	.1	83.7
Kearny Mesa treatment plant	1	.1	.1	83.8
Knowledge	1	.1	.1	83.9
Lack of resources	1	.1	.1	84.0
Lack of supplies	1	.1	.1	84.2
Lack of supply	1	.1	.1	84.3
Lack of trust.	1	.1	.1	84.5
Local things found in the water, bacteria found it.	1	.1	.1	84.6
Many places use well water	1	.1	.1	84.7
Maybe because if it's a big deal they incorporate it into the drinking water	1	.1	.1	84.8
Maybe because what I have heard from other people.	1	.1	.1	85.0
Mistakes	1	.1	.1	85.1
More efficient way to conserve	1	.1	.1	85.2
Mostly from what I have read.	1	.1	.1	85.3
My dream.	1	.1	.1	85.5

My uncle runs a water waste treatment plant in the Midwest. So I know quite a bit about it.	1	.1	.1	85.6
My understanding that medications taken by people not broken down in the purification proce	1	.1	.1	85.7
Natural evolution	1	.1	.1	85.8
News	1	.1	.1	85.9
News article	1	.1	.1	86.0
No idea, I just think it dose	1	.1	.1	86.2
No reason.	1	.1	.1	86.3
Our water comes from Lake Henshaw/some of our water gets into that lake	1	.1	.1	86.4
Politicians involved in the water bus and making deals	1	.1	.1	86.6
Potable water	1	.1	.1	86.7
Public information.	1	.1	.1	86.8
Read something about	1	.1	.1	86.9
Read somewhere in the paper.	1	.1	.1	87.0
Reading the newspaper.	1	.1	.1	87.2
Recycled water is leaking into our water supply. The irrigation water from farm lands is ba	1	.1	.1	87.3
Rumors from others	1	.1	.1	87.4
Running low on water so I'm pretty sure that they recycle it.	1	.1	.1	87.5
San Diego water taste different than other cities I've been to	1	.1	.1	87.6
Saw it on the water reports	1	.1	.1	87.7

Saw it on TV	1	.1	.1	87.8
Seems logical.	1	.1	.1	88.0
Some of the purification plants put it back into the lake, then it's re-purified	1	.1	.1	88.1
Something I read previously that gave me that impression	1	.1	.1	88.2
Sometimes in the news they are talking about all the bacteria in the water.	1	.1	.1	88.4
Sometimes people that govern test and we are made to behave a guinea pigs.	1	.1	.1	88.5
Stories in the media.	1	.1	.1	88.6
Such a wide range of what is considered recycled water.	1	.1	.1	88.7
Suspicion	1	.1	.1	88.8
Talking to people	1	.1	.1	88.9
Taste	4	.5	.5	89.4
Taste bad.	1	.1	.1	89.5
Taste is different	1	.1	.1	89.6
Taste the difference.	1	.1	.1	89.7
Tastes bad	1	.1	.1	89.8
That we don't pay attention to the water we buy in stores	1	.1	.1	89.9
The city puts it in the newspaper	1	.1	.1	90.1
The Colorado River contains recycled water	1	.1	.1	90.2
The demand for water is very high and every drop we could recycle we probably are	1	.1	.1	90.3

The fact that it has to be clean and it comes from different sources.	1	.1	.1	90.4
The flavor	1	.1	.1	90.6
The government lies.	1	.1	.1	90.7
The ground-water/water table is affected by unknown elements	1	.1	.1	90.8
The lack of resources, they were trying to recycle our water, what we have.	1	.1	.1	91.0
The parts of millions of nitrates that already exist in the tap water	1	.1	.1	91.1
The run off goes into the reservoirs, waters from lawns gets back into water system	1	.1	.1	91.2
The taste	13	1.5	1.5	92.7
The taste is bad.	2	.2	.2	93.0
The taste is becoming worse and worse.	1	.1	.1	93.1
The taste of our water	1	.1	.1	93.2
The taste/color	1	.1	.1	93.4
The water has an odd taste	1	.1	.1	93.5
The water has to be safe for consumption	1	.1	.1	93.6
The water taste so funny	1	.1	.1	93.7
The water treatment is by the ocean	1	.1	.1	93.9
The way it tastes.	1	.1	.1	94.0
The way things are right now, it comes in cycles!	1	.1	.1	94.1
There are a lot of experimentations.	1	.1	.1	94.3

There are companies that recycle water here.	1	.1	.1	94.4
There are sewage treatment plants	1	.1	.1	94.5
There are times during the month that you can taste the chlorine or the smell of the water	1	.1	.1	94.6
There is a percentage from the water from Colorado that is recycled	1	.1	.1	94.8
There is a redistribution system that is currently in use	1	.1	.1	94.9
There is a stronger smell from the water	1	.1	.1	95.0
There is no such thing as an unlimited supply of water so I can't see how else they could m	1	.1	.1	95.1
There must be a reason why people joke about tap water as being bad.	1	.1	.1	95.2
They are still using then system	1	.1	.1	95.4
They have it down to a fine art and can do it while meeting requirements.	1	.1	.1	95.5
They have the capabilities to do it already.	1	.1	.1	95.6
They have to. There are too many people. We're not ready yet.	1	.1	.1	95.7
They promoted it!	1	.1	.1	95.8
They talk about it so much.	1	.1	.1	95.9
The news.				

They will do whatever it takes to make a buck	1	.1	.1	96.1
They would have to recycle it because it comes in dirty.	1	.1	.1	96.2
Think I read it	1	.1	.1	96.3
Think it gets into the system somehow	1	.1	.1	96.4
Thought I heard it in the news	1	.1	.1	96.5
Through education	1	.1	.1	96.6
Toilet to tap issue.	1	.1	.1	96.7
Treatments are part of our system	1	.1	.1	96.8
Various conversations with informed people who told me about it	1	.1	.1	96.9
Water cycle, water falls as rain, goes back up and comes back down again, no new water	1	.1	.1	97.0
Water doesn't taste the same as it used to	1	.1	.1	97.1
Water filtration recycling plants already in existence	1	.1	.1	97.2
Water has been recycled for ages	1	.1	.1	97.4
Water is already recycled	1	.1	.1	97.5
Water is here, it's always recycled	1	.1	.1	97.6
Water saving efforts	1	.1	.1	97.7
Water tastes differently now than years before	1	.1	.1	97.9
Water treatment plants	1	.1	.1	98.0
We get it from the rain, it's recycled.	1	.1	.1	98.1

We have an increasing population & recycled is used to meet demand	1	.1	.1	98.2
We have such little water. We need to recycle	1	.1	.1	98.3
We have to already be doing it because there is not much rain water.	1	.1	.1	98.5
We have water treatment plants that recycle water and people are using water filters	1	.1	.1	98.6
We won't be able to use water	1	.1	.1	98.7
We're down stream of other cities of the Colorado River.	1	.1	.1	98.8
Well all water is recycled	1	.1	.1	99.0
Well we just don't know everything.	1	.1	.1	99.1
Well we're downstream from other metropolitan areas.	1	.1	.1	99.2
What makes me think that it isn't? I'm just a little suspicious	1	.1	.1	99.4
When you think about it the places that they do the water there is high run off.	1	.1	.1	99.5
Word of mouth	1	.1	.1	99.7
Wouldn't be surprised	1	.1	.1	99.8
Yes, it's just a guess	1	.1	.1	99.9
You've just heard that	1	.1	.1	100.0
Total	816	100.0	100.0	

Q28-other--Other cause of water rate increases

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	568	69.6	69.6	69.6
Abuse of water on lawns & pools	1	.1	.1	69.7
Administration pension and salaries	1	.1	.1	69.8
Administrative costs	1	.1	.1	69.9
Aging water infrastructure, reality it is a coastal desert	1	.1	.1	70.1
Agricultural use	1	.1	.1	70.2
Although we conserve they still hike rates	1	.1	.1	70.4
Amount we have to import.	1	.1	.1	70.5
Availability of supply	1	.1	.1	70.6
Averaging the readings of meters instead of exact readings	1	.1	.1	70.7
Bad management by the companies who supply the water	1	.1	.1	70.9
Bad management by the water companies	1	.1	.1	71.0
Because are not using ocean water	1	.1	.1	71.1
Because of the fires	1	.1	.1	71.2
Because southern California is so far from a water supply.	1	.1	.1	71.4
Because the government stinks	1	.1	.1	71.5
Broken infrastructure	1	.1	.1	71.6
Broken pipes	1	.1	.1	71.7
Broken water lines	1	.1	.1	71.8
Building recycling plants.	1	.1	.1	71.9
Bureaucracy	4	.5	.5	72.4

Bureaucracy of it all	1	.1	.1	72.5
Bureaucrats and poor planning	1	.1	.1	72.6
Business models, they do their business and decide what we pay.	1	.1	.1	72.7
Busting of pipes and water spewing.	1	.1	.1	72.8
Capitalism	1	.1	.1	72.9
Change in weather	1	.1	.1	73.0
Chemicals	1	.1	.1	73.2
City tries to find ways to tax you; they don't separate the different w	1	.1	.1	73.3
Clean water add up	1	.1	.1	73.4
Climate change contributes	1	.1	.1	73.6
Climate changes contribute to the shortages	1	.1	.1	73.7
Climate heat	1	.1	.1	73.8
Conflicts	1	.1	.1	74.0
Corporate greed	2	.2	.2	74.2
Corrupt & inept politicians/bureaucrats.	1	.1	.1	74.3
Crooked politicians	1	.1	.1	74.4
Decisions made with political views.	1	.1	.1	74.5
Desalination plants	1	.1	.1	74.7
Deteriorating water mains in San Diego County	1	.1	.1	74.8
Economy	2	.2	.2	75.0
Economy fluctuation	1	.1	.1	75.1
Employee pension	1	.1	.1	75.2
Environmentalist	1	.1	.1	75.4
Environmentalists shutting down water supply	1	.1	.1	75.5

Everything is going up	1	.1	.1	75.6
Executives from the San Diego water company have had increases in there	1	.1	.1	75.7
Expansion of existing water supply and bureaucracy.	1	.1	.1	75.8
Extremely poor administration	1	.1	.1	76.0
Filtration processes	1	.1	.1	76.1
Fire season	1	.1	.1	76.2
Getting the public used to high water bills for these new methods	1	.1	.1	76.3
Golf courses	2	.2	.2	76.5
Government	1	.1	.1	76.7
Government agencies	1	.1	.1	76.8
Government bureaucracy	1	.1	.1	76.9
Government interference and environmental interference	1	.1	.1	77.0
Government requirements on companies providing water	1	.1	.1	77.1
Greed	22	2.7	2.7	79.9
Greed and too much waste of water	1	.1	.1	80.0
Greed by Helix Water.	1	.1	.1	80.1
Greed by whatever company is selling the water	1	.1	.1	80.2
Greed of the water companies.	1	.1	.1	80.4
Greed, availability & transport of water	1	.1	.1	80.5
Greed!	1	.1	.1	80.6
Greedy money grubbers	1	.1	.1	80.7

Greedy people that want more money	1	.1	.1	80.8
Greedy politicians	1	.1	.1	80.9
Growth caused by rezoning	1	.1	.1	81.1
Haven't look into better utilization of water.	1	.1	.1	81.2
Heat wave	1	.1	.1	81.3
High bonuses for the board members	1	.1	.1	81.4
How water is used	1	.1	.1	81.5
I believe that its mismanagement/greed, the water district is too power	1	.1	.1	81.7
I think that bureaucracy is always finding reasons to increase rates	1	.1	.1	81.8
Improper planning	1	.1	.1	81.9
Improving the piping	1	.1	.1	82.0
Increase cost in imported water	1	.1	.1	82.1
Increase in demand	1	.1	.1	82.3
Increase in heat	1	.1	.1	82.4
Increased cost due to economy	1	.1	.1	82.5
Increased demand	1	.1	.1	82.6
Inefficiency caused by relying too much on one water source.	1	.1	.1	82.8
Inefficiency of water delivery/government doesn't do it right	1	.1	.1	82.9
Inefficient infrastructure	1	.1	.1	83.0
Inflation	1	.1	.1	83.1
Infrastructure	1	.1	.1	83.3
Infrastructure failure	1	.1	.1	83.4

Infrastructure leaks and water contamination	1	.1	.1	83.5
Infrastructure problems	1	.1	.1	83.6
Infrastructure.	1	.1	.1	83.7
Just economy itself	1	.1	.1	83.8
Lack of competition.	1	.1	.1	84.0
Lack of management in water utilities	1	.1	.1	84.1
Lack of organizational control on spending, too much overhead	1	.1	.1	84.2
Lack of our politicians actions	1	.1	.1	84.3
Lack of planning	1	.1	.1	84.4
Lack of planning for future use, lack of public provision	1	.1	.1	84.5
Lack of proper planning	1	.1	.1	84.7
Lack of recycling water	1	.1	.1	84.8
Lack of supply	2	.2	.2	85.1
Lack of technology	1	.1	.1	85.2
Lack of water	1	.1	.1	85.3
Laws have that have with regards to the environment that passes on cost	1	.1	.1	85.4
Lawyers	1	.1	.1	85.6
Less water	1	.1	.1	85.7
Limited amount of resources	1	.1	.1	85.8
Limited supply	1	.1	.1	85.9
Loss of water from No. California	1	.1	.1	86.0
Management	1	.1	.1	86.2
Management of the water district cause the rates to be high	1	.1	.1	86.3
Mismanagement	7	.8	.8	87.2

Mismanagement of funds	1	.1	.1	87.3
Mismanagement of the water district.	1	.1	.1	87.4
Money used to promote education instead of water supply	1	.1	.1	87.6
Monopoly	1	.1	.1	87.7
More water used during the summer months	1	.1	.1	87.8
Must be treated more and cost more	1	.1	.1	87.9
Need for conservation based on the city consumption	1	.1	.1	88.0
No desalination plant	1	.1	.1	88.1
No one's monitoring the use of their use of water.	1	.1	.1	88.2
Not enough	1	.1	.1	88.4
Not enough coming in.	1	.1	.1	88.5
Not good management	1	.1	.1	88.6
Organization	1	.1	.1	88.8
Outrageous pensions & benefits	1	.1	.1	88.9
Pensions	1	.1	.1	89.0
Pensions to have to pay out for retired people	1	.1	.1	89.1
People on the board	1	.1	.1	89.3
People wasting water	1	.1	.1	89.4
Personal salaries for administrators	1	.1	.1	89.6
Political	1	.1	.1	89.7
Politicians	1	.1	.1	89.8
Politicians and fat cats in the private sector	1	.1	.1	89.9
Politicians and the lack of responsibility.	1	.1	.1	90.0

Politicians choosing to charge more for water.	1	.1	.1	90.2
Politics	11	1.4	1.4	91.6
Politics and the variants of the supplies of water	1	.1	.1	91.7
Poor management	3	.3	.3	92.0
Poor management by the San Diego water authority	1	.1	.1	92.1
Poor planning	1	.1	.1	92.2
Price fixing by the Metropolitan district	1	.1	.1	92.4
Process they use to clean and take out bacteria from the water	1	.1	.1	92.5
Public sector retirement benefits	1	.1	.1	92.6
Rebuilding the infrastructure.	1	.1	.1	92.8
Research	1	.1	.1	92.9
Research and development	1	.1	.1	93.0
Restricted supply by the suppliers	1	.1	.1	93.2
Running out of natural resources	1	.1	.1	93.3
Salaries of the people who run the water agencies	1	.1	.1	93.4
Security of water supply lines	1	.1	.1	93.5
Sewage	3	.3	.3	93.9
Sewage charge	1	.1	.1	94.0
Sewage, more sewage needed, more water	1	.1	.1	94.1
Sewer	1	.1	.1	94.2
Sewer costs	1	.1	.1	94.3
Sewer fee	1	.1	.1	94.4

Shortness of water due to heat	1	.1	.1	94.5
Standard living, I guess because everything is going up	1	.1	.1	94.6
Stupid politicians	1	.1	.1	94.8
Subsidizing and unions	1	.1	.1	94.9
Supply	1	.1	.1	95.0
Supply and demand	1	.1	.1	95.1
Taxes	2	.2	.2	95.4
The aging pipe infrastructure	1	.1	.1	95.5
The companies need more money, they are managed poorly	1	.1	.1	95.6
The cost of making sure it is safe	1	.1	.1	95.7
The cost of sewage	1	.1	.1	95.8
The economy	3	.4	.4	96.2
The fluoride added in the water	1	.1	.1	96.3
The government	1	.1	.1	96.5
The government policies	1	.1	.1	96.6
The governor (Jerry Brown) has raised our rates.	1	.1	.1	96.8
The metropolitan water have not been fair to sand Diego	1	.1	.1	96.9
The old pipes	1	.1	.1	97.0
The politicians	1	.1	.1	97.1
The US economy	1	.1	.1	97.3
The use of filtration.	1	.1	.1	97.4
The water board and its politics. The Ramona water board.	1	.1	.1	97.6
The water board has gone crazy	1	.1	.1	97.7

Transportation	2	.2	.2	97.9
Unfunded liability	1	.1	.1	98.0
Updating of the system.	1	.1	.1	98.1
Very poor financial management	1	.1	.1	98.3
Waste	2	.2	.2	98.5
Wastefulness	1	.1	.1	98.6
Wasting water.	1	.1	.1	98.7
Water doesn't come from here and environmental groups trying to stop pr	1	.1	.1	98.9
Water employees' wages and benefits	1	.1	.1	99.0
Water is being shipped to china	1	.1	.1	99.1
Water main breaks	1	.1	.1	99.2
Water mining	1	.1	.1	99.4
Watering lawns	1	.1	.1	99.5
We live in a desert	1	.1	.1	99.6
When the dams overflow	1	.1	.1	99.8
Wildfires	2	.2	.2	100.0
Total	816	100.0	100.0	